

road open; its main thoroughfares are well kept up and reach in all directions covering the full range and compass of attractions in the scenic and "inspired" lines.

Seaside boasts a half dozen fine hotels, beside unnumbered scores of houses and homes given over to the entertainment of the man, woman and child looking for careful and comfortable housing and sustenance during the season when the full charm of the Oregon coast summer is in full play at this delightful spot.

The Hotel Moore is the leading caravansary there and shares the wide popularity of its famous host, Dan Moore, than whom there is no better equipped caterer in the Northwest. The house surmounts the bluff, at the very edge of the ocean, and its windows, on three sides, furnish an uninterrupted view of the blue Pacific and the bulk of the holiday throngs at all hours of the day and night. The "Moore" never knows an empty room during the season, and from one year's end to the other, is given over to the entertainment of guests, in groups and crowds, as the desire for an outing and pleasant season of rest, dictates. From the sea-edge of the "Moore's" fine grounds, a pier juts out into the sea for 700 feet, being 26 feet in width and is part and parcel of the hotel establishment, and is one of the big features of the place. It is said that Mr. Moore intends to extend it 500 feet further with a long "T" dock at the sea-end. The house is flanked on both sides with board walks extending for a mile or more north and south along the beaches and holds the most commanding position in the entire community; it enjoys the very cream of the elite patronage of the great resort, and is one of the high standard hotels of the Northwest in every conceivable relation.

Among the charming houses of cheer and comfort at Seaside is Locksley Hall," kept to the forefront of adequate and delightful

service under the capable management of Mrs. L. A. Carlyle, and patronized largely by the more select and critical tourists to whom quietude and "homey" comforts are indispensable. The house and grounds are very delightful and close upon the surf-line.

One of the real beauty spots of all this delightful sea and country side, however, is the Seaside Hotel, at Holladay, at the southerly end of the resort range; just under the lee of the great head that thrusts itself into the blue depths to the west. It is an ideal place, park-like and serene in its quietude but yet in almost instant touch with the vivid life of the place and season. The big roomy structure and the wide grounds were laid out with a view to charm and have ever been an unequivocal success from the day long ago that famous old Ben. Holladay conceived the plan and wrought it into shape. Exquisite cleanliness supervenes everywhere, in the hotel and out of it, and the appointments are of a character to please the most fastidious patron. For genuine comfort and scale of equipment it is simply unequalled at the beach. Its patrons have long since learned the utility of engaging their quarters at the "Seaside" well in advance of the season's opening, and during the long summer it enjoys the fullest, and best, of the pleasure custom of Seaside.

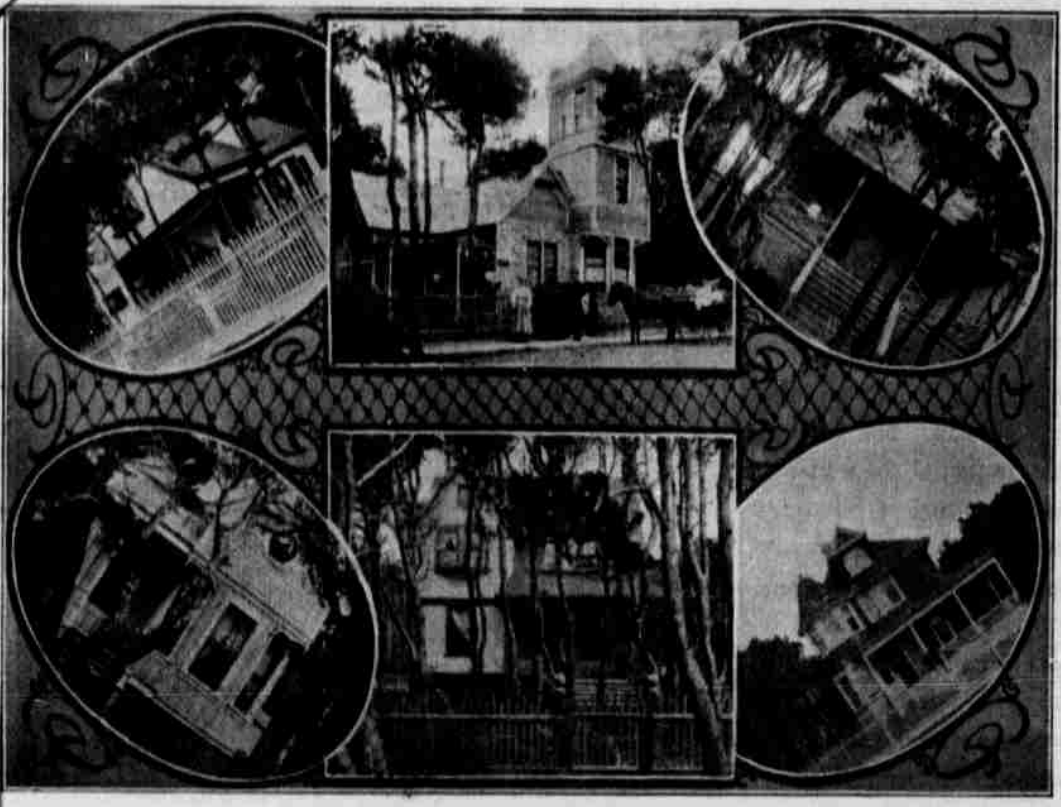
Among the other popular and appreciated house of public entertainment are the Maguire, the Colonial and the Commercial; each and all favorites with the thousands that throng this popular haven of summer recreation, responding completely to the infinite demands of an exacting clientele and retaining their deserved place in the general estimate as it attaches to Seaside.

As annexed, yet independent, auxiliaries of the splendid hotel equipment of Seaside, there are scores of beautiful cottages and bungaloes of wealthy and cultured visitors, who bring their own home comforts and

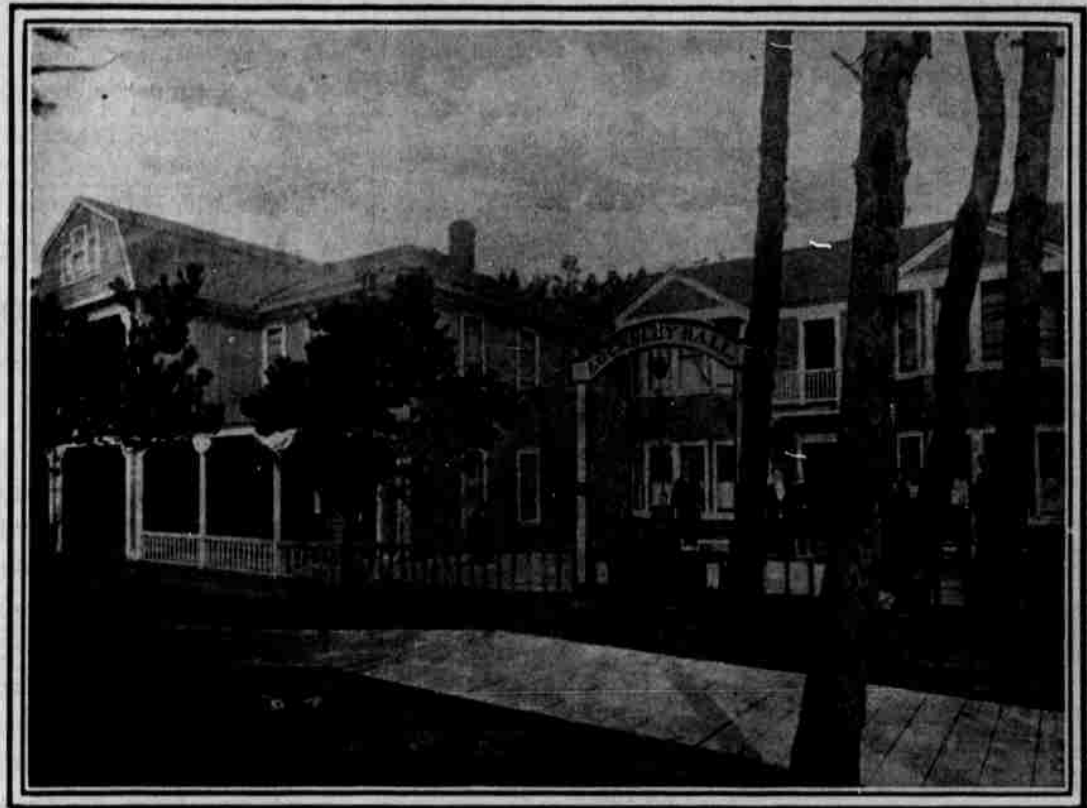
luxuries with them to eke out the pleasures of their stay at the seashore, and these odd and beautiful homes line the long beachways, north and south, to the delight of sightseers and the certain embellishment of the whole place.

Industrially, the city of Seaside possesses one of the finest and largest lumbering plants in the entire county; one that counts heavily in the general estimates that make up the just and exact conclusions she enjoys in the public mind. The Seaside Lumber & Manufacturing Company is the name and style of the concern, and its establishment is computed to be worth a quarter of a million in spot money. It employs 250 hands in its various departments, from the forest tree to the inside of the boxcar that hauls its product to market; and its output, in spruce, hemlock and cedar, sash and doors, mill-stuff, siding and flooring and all the other elements of trade, figure close to the same figure stated above as a valuation. It has a payroll of from \$10,000 to \$12,000 per month, and runs the year around, save for occasional stoppages for repairs, with an unfailing market for every dollar's worth of its product. Its destinies are in the careful hands of W. S. Henninger, president of the company, and also president of the Bank of Seaside, and Mayor of the city; a man of affairs and capacity and who enjoys the ungrudging confidence of the community he stands for so actively.

Seaside has in contemplation a number of cardinal improvements that will put her in fine shape for the growing interest that is hers, year by year, and which if followed up, will make her one of the most beautiful and popular cities and summer resorts on the Northwest coast. Among these, are the expansion of her water system to meet the ever-increasing demands of the hosts flocking there each year; and the paving of her principal thoroughfares; each, and both, prime and spirited propositions.



SEASIDE RESIDENCES.



LOCKSLEY HALL, SEASIDE.

**HOTEL MOORE**

DAN J. MOORE, Proprietor

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SEASIDE, - - OREGON



The only hotel located immediately on the beach, affording a magnificent view of the ocean from the dining rooms and parlors. Where the tide ebbs and flows within two hundred feet of the hotel entrance. Open Summer and Winter. Eighteen miles from Astoria via Astoria & Columbia River Railway.


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Trains leave Astoria for Seaside at 8:15 and 11:40 a. m., and 5:30 p. m.      Trains leave Seaside at 6:15 and 9:40 a. m., and 2:30 and 5 p. m.

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