

**A Standard Industry
Finely Maintained.**

A SHINING example of how eastern capital, once brought west, stays here permanently, is shown in the case of the North Pacific Brewery, one of the largest industries in Astoria.

The North Pacific Brewing Company in its present form was organized in 1902, succeeding to the business founded by John Kopp. The paid-up capital of the company is \$200,000. Its president is W. E. Schimpff, who makes his home in Astoria, and under whose personal management the business is operated. August Robinson, a retired capitalist of Scranton, Pa., is vice-president, and Mr. Hans Jacobson, of Portland, is the secretary.

For some time the Astoria Chamber of Commerce has been trying to get outside capital interested in Astoria enterprises. It realizes that local resources will be developed more rapidly if the necessary money can be brought from older and richer communities. The case of the North Pacific Brewery seems exactly to fill this bill. Eastern capitalists established this brewery, investing their money without asking a dollar's worth of aid or bonus from the citizens of Astoria. After five years' experience with this initial investment in a western enterprise, the eastern stockholders of the brewery have become enthusiastic about the future of the Pacific Coast and are today preparing to make further large investments in western manufacturing establishments. The North Pacific Brewery has been enlarged so much by the present owners that it is at present really out of proportion to the size of the city. It can

turn out 50,000 barrels of beer each year without straining its capacity, and with its enlarged bottling house and modern machinery, it is a manufacturing establishment which would be a credit to a city five times the size of Astoria. It is a really up-to-date brewery, complete in every respect, with a pay roll approximating \$30,000 a year.

The amount of money brought to Astoria by an enterprise of this description is hard to calculate. The product of the North Pacific Brewery is, of course, shipped all over the northwest states. The peculiar excellence of its beer is due in part to the quality of the water obtained at Astoria, and due credit must also be given to the management of the brewery who use the costliest hops, barley and yeast which can be obtained. The brewing company is constantly in the market for new and improved machinery, and as the brewing chemists make new discoveries in regard to sterilizing and other departments of the business, the brewery keeps step with the march of progress by acquiring machinery which is the last cry of scientific research.

Another point often commented on in regard to the management of the North Pacific Brewery is the care it exercises over the sale of its product at retail. It has done what a single brewery can do to discourage what may be termed the "bad" saloon, and to keep the trade in legitimate hands. The management realizes that the art of brewing is one of the oldest industries known to mankind. The modern brewery comes of an ancient and honorable lineage. Its family tree is interwoven with history and with notable personages, and the North Pacific Brewery is making continual effort to carry out the best traditions of the industry.

It is the claim of the management that beer really excels milk as a food drink for most grown people. Many people cannot digest milk easily because it is so lacking in solid food-contents. Moreover, milk is so liable to contagion that we seldom get it pure. Not six people in a thousand (and those six have either diabetes or gouty tendencies) can get anything but real good from the use of good beer with their meals.

"Ask your doctor what he thinks of beer for your household use," says the North Pacific Brewing Company.



NORTH PACIFIC BREWERY.

**In the Interest of
World-Wide Culture.**

THE Academy of the Holy Names was established in Astoria in 1896 through the influence of the Rev. L. Deileman. The venerable pioneer priest had no interest more at heart than that of the welfare of the children. He believed "The end of education and of religion, is the formation of a moral personality, by the union of faith and reason, with an awakened conscience and an upright will." Father Dieleman intrusted the training of the youth of his parish to the Sisters of the Holy Names of Jesus and Mary whose system of teaching he had ample opportunity to observe while pastor at Salem and The Dalles.

The aim of the Sisterhood is ever the same—to give a Christian education, solid, useful, and cultured, as "That life is best which issues in

the highest knowledge and purest virtue." They spare no effort to secure the development of heart and mind, to form strong characters that shall have a capacity to bear—"To bear work and to bear pain."

"Into each life some rain must fall,
Some days must be dark and dreary."

In the reception of pupils, no distinction is made on account of religious opinions, and all interference with the convictions of non-Catholics is carefully avoided. Good order, however, requires that all should conform to the general regulations of the house. Catholic pupils are carefully instructed in the Catechism, Bible studies, church history, dogma, and ceremonies. Every Catholic student is required to attend punctually to religious duties.

The departments include the primary, grammar, academic, commercial and a thorough course in music. The commercial course includes bookkeeping, phonography, typewriting, letter-writing, English Penmanship, and the much neglected art of spelling. No certificate is given to any student until competent in the essentials of actual business requirements.

Sewing, sight-singing, painting in water colors, are taught in each department without extra charge.

The students are doing excellent work in each department. The needlework is something marvelous, considering the age of those "Wholly the polished shaft." As the Academy supplies the place of a parochial school, boys are allowed to attend, while awaiting the erection of their college in the near future. A generous provision for the boys' school was made by the late Mr. John Devlin who, in so doing, became a benefactor of the entire community.

Thus Astoria, with its fine public schools and excellent Catholic schools, holds out strong inducements to the newcomer who prefers to locate in a city blessed with educational advantages. With the continued support of Astoria's good citizens, the Sisters propose to replace at no distant day, the present academy by one in keeping with the growth and the beauty of the City-by-the-Sea.



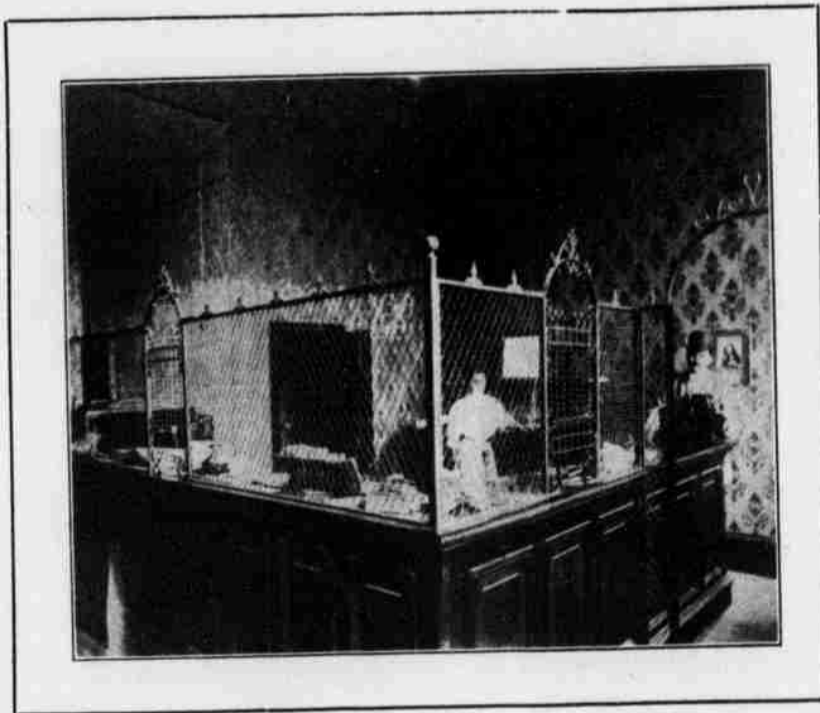
RESIDENCE AT CLOVERNOOK FARM.

B. F. BARTCH, Pres.

F. A. HENNINGER, Vice Prest.

THE BANK OF SEASIDE

W. S. HENNINGER, Cashier.



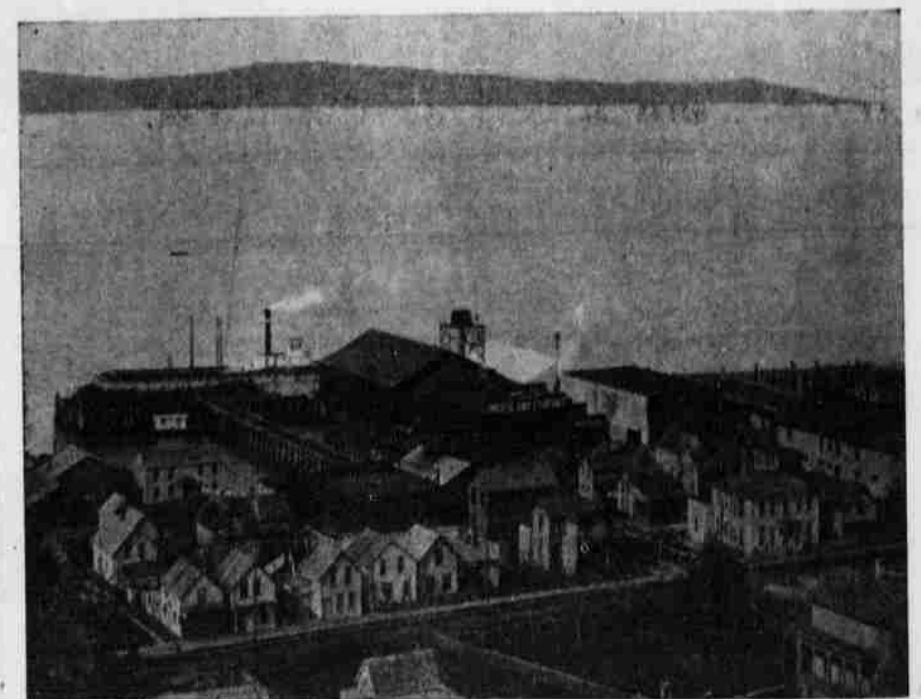
Paid Up Capital \$25,000.00

DOES A GENERAL BANKING BUSINESS

SEASIDE, - - - - - OREGON



ACADEMY OF THE HOLY NAMES.



SOME OF ASTORIA'S WATER FRONT.