

Interests of the City of Astoria.

THE ASTORIA ELECTRIC CO.

No city in the northwest can boast of better facilities than are afforded by the Astoria Electric Company, a local enterprise, which acquired, about five years ago, the Astoria gas works, the street railway system, and the electric lighting system, and improved and extended them to furnish this community with the best possible service. Since the organization of the company the business has more than doubled, extensions are constantly being made and last year the company added a new 1000 horsepower engine and a 500 kilowatt generator at its power house at the foot of Astor street, and is prepared to furnish electricity to every house in the city. The street car service is remarkably good and the company maintains a frequent and regular schedule along its entire line from Uniontown to Alderbrook. The electric lighting service as rendered is excellent both as to quality and quantity and besides being lighted electrically many Astoria homes are equipped with heating and other electrical devices which largely contribute to comfort and healthfulness. The company makes a feature of furnishing electrical power in any desired quantity and the largest industry locating here may be assured of obtaining ample power at lower rates than are usually obtained in other cities. The company's investment represents an outlay of between \$500,000 and \$600,000 and as they have since put their profits into further improvement the company has been a powerful factor in the development of the city and its large payroll distributed to its hundred of employees in Astoria has a far-reaching effect upon the prosperity of the community. The officers include S. Z. Mitchell, a New York capitalist, president; S. S. Gordon, cashier of the First National Bank of Astoria, and one of our most progressive citizens, vice-president; C. N. Huggins, actively identified with the Portland Railway, Light & Power Co., secretary and treasurer; H. L. Knight, a practical electrician of long experience, acting superintendent; and Judge Charles H. Page, a well known member of the bench and bar and a large owner of realty in Astoria, director, all of whom have done their share to promote the welfare of Astoria and to render the city a desirable place to live in and earn a livelihood.

STEEL & EWART, Electrical Contractors.

This firm, established in Astoria a year ago, in July moved into larger quarters at 426 Bond street where they have more room for display of a complete stock of electrical supplies and fixtures. They do wiring in homes and business blocks, and supply all kinds of electric or combination fixtures. The members of the firm are acknowledged as the most expert in this line in the city and stand well in Portland and other cities, being sent for from all parts of the State on important work. They are now wiring the new court house and other large buildings and manufacturing plants in Astoria and can handle any contract. Charles J. Steele has had 12 years practical experience in electrical work in England, Portland, and elsewhere, and Dale S. Ewart has been doing electrical contract work in Spokane, Los Angeles and other cities in the west and in Astoria, for 11 years. Both members are live, energetic electricians and their success here is due to skill and workmanlike methods.

P. A. STOKES, Men's Furnishers.

The interior arrangement of the P. A. Stokes store at 552 Commercial street impresses one that here is real merit. The well filled cases display the latest novelties in neckwear, and the crowded tables contain a vast selection of everything in men's clothing and furnishings. P. A. Stokes established the business in 1886 and has ever since maintained an establishment of high character. He makes a specialty of Dunlap hats and Hart, Schaffner & Marx suits and overcoats. No more modern men's furnisners are to be found in the Northwest. The stock is large and up-to-date and this establishment would be regarded with as high favor in New York or Chicago as it is in Astoria.

BROWNSVILLE WOOLEN MILLS STORE.

The house conducted by Judd Bros. at 557 Commercial street, handles the output of the Brownsville Woolen Mills, manufacturers of the best

grade of blankets, woolen goods and underwear on the Pacific Coast, and they carry a most complete stock of Oregon Buckskin suits and overcoats, raincoats and men's and boys' clothing, making a specialty of the Alfred Benjamin ready-made suits. The brothers came here a year ago and have already won a reputation second to none in the city, the public having learned that all garments sold by them are just as represented. They are active, energetic business men with modern ideas and methods and are much pleased with business conditions here.

S. DANZIGER & CO., Men's Furnishers.

This firm was established about 22 years ago, and handle the best grades of men's and boys' clothing, including the overcoats and suits of the famous Stein-Bloch Clothing Company, of Rochester, and a complete line of the latest styles of ties, shirts, hosiery and underwear, and make a specialty of the popular Hawes hats. In addition to the specialties named the firm also carries the product of other high-class tailoring establishments and perhaps no other firm in the city does as extensive a trade with the best dressed men of the community as does S. Danziger & Co. while their jobbing trade with the smaller stores of the surrounding country is growing rapidly. S. Danziger, who has been at the head of the business from the time of its inception, has increased his trade from a small store to its present dimensions by good management and well directed efforts, and C. M. Celler, who is now the active partner in charge of the business, has been with the firm about 15 years and a better informed clothing salesman would be hard to find. He gives his entire time to the business and by careful study of the latest fashions and investigation, is able to make a wise selection of his stock and furnishes his customers with the best the market affords at the least cost consistent with good business policy. As a business man with modern ideas and as a progressive worker for Astoria C. M. Celler is usually found where he can be counted on to do effective work.

LUUKINEN & HARRISON, Men's Furnishers.

This firm, composed of J. H. Luukinen and W. A. Harrison, was formed about three years ago, when they opened with a complete stock of boots, shoes, men's clothing, and hats at Ninth and Commercial streets. Both members of the firm have had years of experience in similar stores and are especially adapted for the class of business they are engaged in. They have both resided in Astoria for about 20 years and have a large acquaintance with the Finnish people who deal with them extensively, and their stock is in every respect new and modern.

HAUTALA & RAITANEN, Tailors.

Prominent among the representative custom tailoring establishments of Astoria is the firm composed of H. Hautala and John Raitanen, established three and a half years ago, both partners having had many years' experience in the same line in the east. They make clothes to the measure of their customers and guarantee a perfect fit. The best trimmings are used and there is an individuality about their suits which is lacking in the work of tailors possessing less knowledge of the art. Their establishment is at Eleventh and Bond streets and their customers are among the best dressed men of Astoria.

PRIDE OF ASTORIA CIGAR FACTORY.

Gus Schoenbaechler has demonstrated by a prosperous business of a number of years that cigar making can be profitably conducted in Astoria. Being a skilled cigar maker he has devoted his time to the manufacturing department of his business and his leading brands are the "Pride of Astoria" and "La Veras" cigars, his store and factory being at 379 Commercial street, where he employs four expert cigar makers and uses the best grades of Havana tobacco. There are few houses in Clatsop county carrying high grade cigars that do not recommend the cigars made by this Astoria manufacturer as they are in every way equal to many imported cigars sold for higher prices and Astoria and the towns in this vicinity provide an ample market for all the product of the factory.

ALLEN WALL PAPER & PAINT COMPANY.

This company carries a splendid line of up-to-date wall papers, embracing the latest designs as found in first-class establishments in any of the big cities of the west and a complete line of paints, painters' supplies, artists' materials, house mouldings and glass. Well appointed office and salesroom are occupied at Eleventh and Bond streets where an extensive stock is carried.

The house was established in 1886, and for many years was conducted under the name of B. F. Allen & Son. Early in the year F. M. Cross, the foreman, who has had nearly 20 years' experience in the business, purchased B. F. Allen's interest, and the business has since been conducted by D. B. Allen, who had 10 years' experience with his father, and by Mr. Cross. The former attends to the wall paper department and the management of the store while the latter devotes himself mostly to the paint department and outside work. They have been employed to paint and decorate the exterior and interior of many of the handsomest homes in the city, and their workmanship being neat and artistic the business has more than doubled during the last two years and they are engaged on work as far away as St. Helens. Contracts are taken for house painting, paper hanging and interior decoration; from 15 to 20 skilled workmen being employed. Both partners are thoroughly interested in their work and business success has come through their artistic talent and good management.

THE ASTORIA ABSTRACT TITLE & TRUST CO.

Established about 20 years ago this company is composed of authorities on real estate and realty titles and for those desiring information as to titles, realty in Astoria, timber lands or other investments here the long experience and excellent standing of the company is a guarantee for fair dealing. Commodious quarters are occupied in the Northern Hotel build-

ing where are provided large iron-proof vaults for protection from loss by fire and ample room for complete records of every transfer of real estate and every deed, mortgage or lien filed in Clatsop county in any way affecting property. The company is also extensively engaged in the purchase and sale of real estate and have platted and placed on sale several well known additions in and around Astoria aiding greatly in the development of the city, their acreage near Warrenton, Clatsop Plains, Gearhart Park and Seaside comprising over 2500 acres of unusually fertile land which they will plat and sell in tracts of from 10 to 40 acres for fruit raising and gardening. They also operate in timber lands on a large scale and during the past 10 years have interested many large investors in the timber resources of this section. J. N. Griffin is president, E. Z. Ferguson secretary, and D. M. Stuart vice-president, all men of high repute whose advice is sought by real estate operators here who have met with greatest success.

O. F. MORTON, REAL ESTATE.

Few men have figured more prominently in the real estate business of Astoria than O. F. Morton, who came here from New York, making the trip by way of Cape Horn, and landing in Astoria from the steamer George W. Elder on March 28, 1880. Mr. Morton has strong faith in the future before Astoria, and has exerted his best efforts to promote her interests and render her the greatest commercial and shipping port in the northwest, being convinced that the advantages of the city as the only good harbor reached by a down grade route through the Cascades must soon be recognized, and that investment opportunities here are abundant and surely will be profitable. His advice is conservative, and he deals only in legitimate transactions, preferring an honorable reputation to wealth acquired through sharp practices. Mr. Morton is a respected member of the Chamber of Commerce, and acting commander of Cushing Post No. 14, G. A. R., and

his influence in the community has been felt in many helpful ways.

JAMES W. WELCH, Real Estate and Insurance.

Mr. Welch came here with his parents in 1846, his mother being the first white woman here and his home the first in what is now Astoria. He attended local schools and then college in San Francisco engaging in fishing and salmon packing until he was 33 when he was deputy collector of internal revenue for Washington territory, with headquarters in Walla Walla. Upon the death of his father he returned to Astoria and with associates built the Welch Hill Water Works which subsequently were purchased by the city. He has served on the school board for 12 years and several terms in the city council, and in 1890 was elected to the State Legislature and is an active leader and ex-president of the Chamber of Commerce. For several years Mr. Welch has been engaged in the purchase and sale of real estate and also represents several of the strongest fire insurance companies. His is one of the handsomest homes in the city, and he is also the owner of many residence lots and valuable business property.

JACOBS & GIMRE, Planing Mill.

The old C. E. Bain planing mill at Eleventh and Exchange streets established 25 years was acquired by its present proprietors, Julius T. Jacobs and Peter Gimre, about five years ago. The firm manufacture all kinds of moulding, frames and ceiling, and turn out a large amount of scroll work and posts and other pieces of turned work. A specialty is made of windows and doors for steamboats and other boat material which is shipped all over this section, and the firm has a reputation for doing the best work of that character of any house in this section. Both of the members have been residents of Astoria for about 19 years, and have been engaged in similar work nearly all that time. Orders are filled promptly and

prices are reasonable and the business of the firm has grown rapidly and orders come in sometimes as rapidly as they can be filled.

ASTORIA LUMBER COMPANY.

This modern plant was established three years ago and is doing a prosperous business in lumber, shingles and building material used chiefly in Astoria. About 20 men are employed and 10,000 feet of lumber and many thousand shingles are manufactured daily from logs purchased in the open market. F. Johanson, a practical business man and an able salesman is president; C. B. Allen, secretary; A. V. Allen, the well known, grocer treasurer, and N. Bille, one of the best posted lumber men of this section, manager. The success of the company has been satisfactory and much of the lumber and building material used in the locality of the mill is manufactured and sold by them. The enterprise is of great value to the community as it enables the purchase of building material at the lowest possible cost and is doing much to aid in making Astoria a city of homes.

FRANK J. DONNERBERG, Watchmaker and Jeweler.

Frank J. Donnerberg, who recently opened a handsome jewelry store at 574 Commercial street, has won a reputation that has brought him what is perhaps the best trade in the city. After sixteen years' experience in the large jewelry and watchmaking stores of San Francisco and Portland. Mr. Donnerberg came to Astoria and opened a small place at 110 Eleventh street, confining himself largely to repairing watches, and carrying a small stock of jewelry and watches. His customers found him a good watchmaker and discovered they were given fair treatment and patronized him liberally, enabling him to increase his stock rapidly. Mr. Donnerberg is a broad-minded business man, and his up-to-date stock includes all the newest styles which he purchases from New York and San Francisco wholesalers, and his establishment is a credit to the city.

Work the Astoria Chamber of Commerce Is Doing.

AS WE stand on the threshold of a new year it may be said looking backward in retrospect that Astoria is making excellent headway because guided by the voice of the will of her citizenship expressed with a unity of thought and purpose.

This year will go down in the history of the nation as an epoch-making date. Some will probably in the future say that the year 1907 marked the breaking of the tensions which bound an age to the relics of a financial system entirely outgrown; or it may be that the wise of a generation to come will refer to this momentous year and say that the people then living had not yet been educated up to a proper understanding of the laws of finance.

But after all that may be said concerning the financial significance of this year even of greater portent is the awakening of the people both national and locally to higher business and municipal ideals.

The people of this nation are learning to love that liberty born of the truth which is God, that liberty which consists in doing what we choose so long as we do not choose to interfere with the rights, the happiness of others.

A great deal is said from time to time about moral waves that sweep over a community or a nation. Such an expression implies the belief in the man who gives it utterance, that there will be a reaction and that the last stage will be worse than the first. Such is not the truth. The truth is that this country is steadily advancing towards the highest ideals that have ever been set up in a nation of ancient, medieval or modern history. The nation which possess the highest ideals is the nation that shall grow and assume the greatest proportions.

If Astoria has accomplished nothing more during the past year than to set a higher mark for civic virtue, then indeed the year has been well spent.

The virtue of a family is no better than the virtue of the individuals which comprise that family. The virtue of a nation is no better than the virtue of the people which constitute that nation. In exactly the same way that man, that woman, is an integer, a unit of the family, so also are men and women the units of the nation.

It is probable that nations occasionally backslide, that is depart from their ideals, just as individuals take false steps. And nations sometimes become so steeped in iniquity that they disintegrate and their citizens become the servants of a more powerful and better nation. But this nation has learned that we must have high ideals in governmental affairs, whether local or national, and this lesson has been learned by Astoria during the past year of 1907. This city is not yet perhaps a model of virtue, but it has purified itself so that now the most introspective citizens can truthfully say, "Astoria is a good place for a stranger to come, make his home, and rear his family."

Astoria through the Chamber of Commerce during the year closed has executed an advertising campaign, the first in the history of this city that has put it before the people not only of the entire United States but of Canada and Europe as well. This advertising is the ground-work, the foundation for innumerable better things to come.

The business man who is used to advertising will tell you that its results are not direct results. But he will also tell you that it is impossible in this day and age to carry on a large business without advertising. The man who advertises grows larger than the man who does not, until finally the man who does not, falls by the wayside.

While there has been a financial shadow over the entire community, something that the wisest man perhaps could not entirely foresee, and while the plans of the Chamber of Commerce have necessarily been altered to fit new conditions, yet Astoria is prepared to keep well in the advance column of the cities of the Northwest which are striving for commercial supremacy.

The most important accomplished fact of the past year has been the completion of the North Bank line of the Northern Pacific-Great Northern Railroad system. This brings Astoria much closer to the important wheat-shipping points, in fact being now but 31 miles further distant from them by rail than Seattle, and as Astoria is only 12 miles from the ocean while Seattle is 150 miles, therefore being 94 miles nearer the ocean by rail and water haul combined than Seattle.

It seems to be one of the fundamental principles of the Christian religion, the most powerful system of philosophy ever originated, that when once you begin a work there shall be no looking up or turning back without incurring the displeasure not only of Providence but of your fellowmen as well. This conception was recently most tersely expressed by a man very high in public life when he said, "God Almighty hates a quitter." And Lot's wife was turned into a pillar of salt because she looked backward.

The work that the Chamber of Commerce is doing is to build up the city in every possible way. The greatest benefit that this organization can do aside from advertising and the results that accrue from that advertising, is to make the organization a clearing-house for the execution of the most sensible ideas that can be advanced by its various members. It often occurs that in this publicity work the most valuable idea offered during the course of the year by any member of the organization is furnished by some member who is not prominent in business, judging from the standpoint of some of his more successful neighbors. Therefore, it is well that citizens meet together, if for no other purpose than to exchange ideas and to get these ideas into such a shape that they may be executed.

During the five months and twenty days our advertising has been in operation the Chamber of Commerce has received more than 6000 letters from all parts of the world and these have each received individual replies. The consequence is that there are now working throughout the world more than 6000 people each having literature from the Chamber of Commerce and each making a personal advertising campaign for Astoria which not only increases in a geometrical ratio but is actually increasing in such a ratio multiplied by 6000.

We have prepared a land list in which there are nearly 100 pieces of property and these are being sent out to those who have inquired concerning land. It would seem that both direct and indirect results from this advertising campaign must presently assume considerable proportions.

Among the important things that the members of the Chamber of Commerce are considering here at home is the building of a seawall and the filling-in of that part of the city built on piles. It is not improbable that within a short time members will consider the building of a new structure to be called the Chamber of Commerce building.