

## ASTORIA CELEBRATES RISE FROM ASHES OF 1922

ASTORIA, the oldest city of the Oregon country, on July 3, 4 and 5 of this year will celebrate her recovery from one of the most extensive fire disasters ever experienced by any community in the United States.

On the morning of December 8, 1922, a fire originating in the heart of the city's business district swept over 26 blocks and entailed a loss of more than \$11,000,000. Fortunately, owing to the fact that the initial spread of the flames was slow, no lives were lost, but hundreds were left without work and shelter.

To add to the calamity, the streets in the very center of the business district, which were elevated on a heavily timbered framework and covered with asphaltic paving, were burned, and, with some seven blocks of the street railway line, were dropped to the sands some 12 feet below street level.

Faced by apparently insurmountable difficulties and handicapped by the fact that the insurance coverage averaged only about 32 per cent of the total loss, the merchants and business men of the community determined to rebuild.

#### \$5,000,000 Is Expended.

To date approximately \$5,000,000 has been expended in construction of fireproof business buildings in the burned area, and thousands of dollars more are entailed in construction of similar buildings at the present time.

The streets have been reconstructed on a permanent fill held by concrete retaining walls, and covered with concrete paving, and are now open to traffic about 18 months after the disaster. The old-fashioned lighting system has been abolished in the business district, which will be lighted along modern lines; the streets have been widened; the street railway system has given way to a modern bus transport system with big passenger buses of the most modern type, linking the ends of the city to the business district.

**Merchants in New Quarters.**  
Merchants who, since the conflagration, have been doing business in cramped quarters in small wooden shacks erected immediately after the fire, are moving into modern establishments.

Public improvement has not ceased, and, with the streets in the burned area reconstructed and in use, the thoroughfares around the fringe of the business district are being widened and resurfaced.

Included among the buildings erected since the fire is a modern eight-story hotel and several smaller hostleries of the modern type. The big hotel was erected by subscription from the sorely-pressed business men of the city and by the flotation of a bond issue.

#### Celebration Is Planned.

Feeling that the greater portion of the reconstruction work has been accomplished, and filled with optimism in regard to the future development of the community, the business men of the city have planned on a "New Astoria celebration" to which the people of the Northwest will be invited to see the accomplishments attained since the disaster of 1922.

A programme of entertainment has been arranged for the three-day celebration, one feature of which will be dedication of the new Elks



Astoria Before  
The Fire  
December 7th 1922.

temple built over the ashes of the old home.

Six young women are entered in a contest for the honor of representing the city as "Miss Astoria" and the various balls and events of a public nature included in the programme.

Athletic contests on water and land, parades, a monster fireworks display, dancing, band music are included in the entertainment list.

#### City Established in 1811.

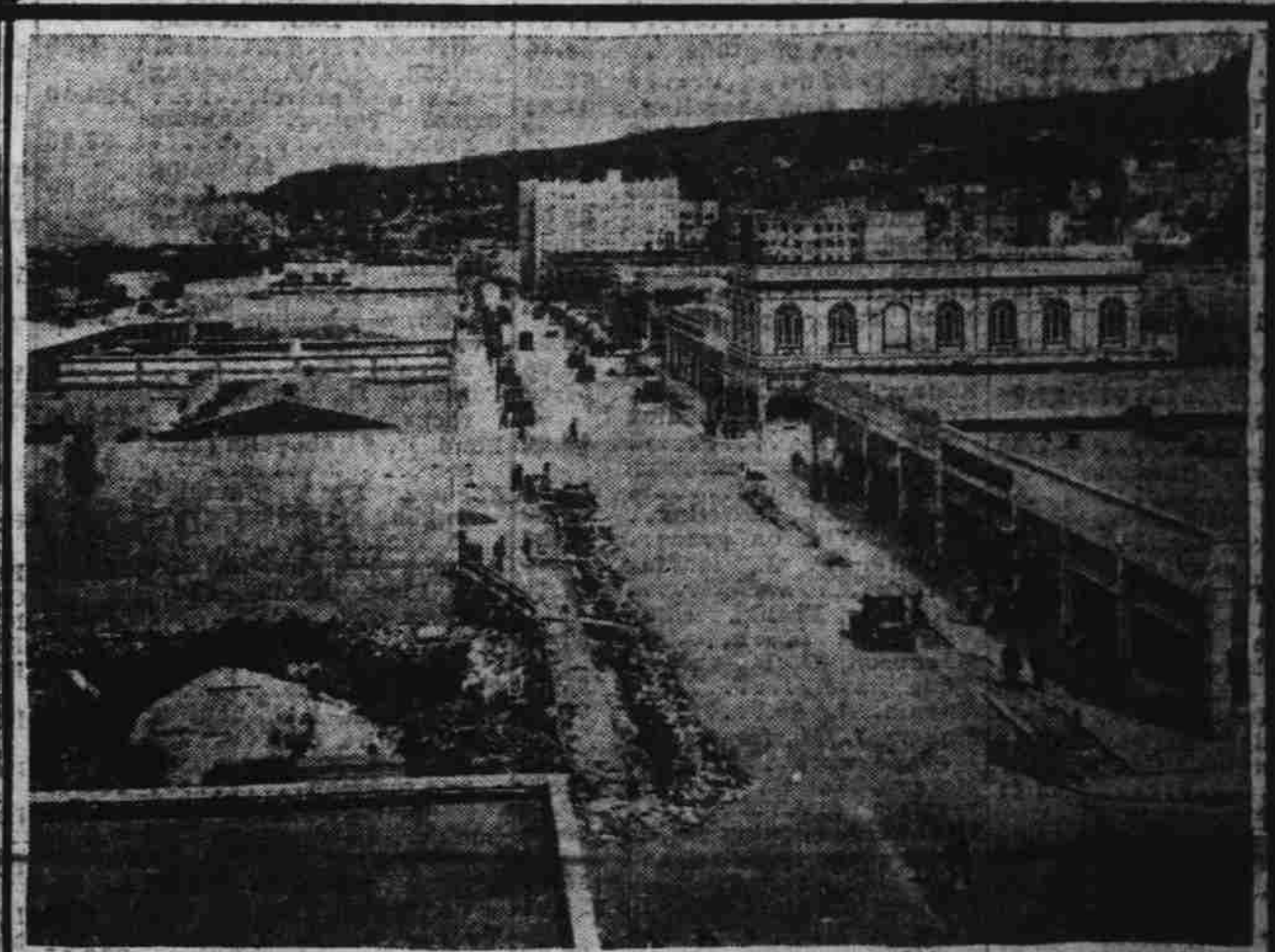
Astoria is a city of 15,000 people, located near the mouth of the Columbia river and on the largest and best fresh water harbor in the world. It was established on the site of the old trading post built near the mouth of the Columbia in 1811 by John Jacob Astor. The city is in the heart of a section filled with spots of great historical interest. The Lewis and Clark expedition passed through its borders and established its winter camp only a few miles away. The district surrounding Astoria is intimately described in the diary of the intrepid explorers. Another historical feature of the district is the first Presbyterian church erected west of the Rocky mountains.

Astoria can be reached by the Spokane, Portland & Seattle railway, several lines of river and ocean steamers and by the broad, well-paved lower Columbia highway, a road of transcendent scenic beauty.

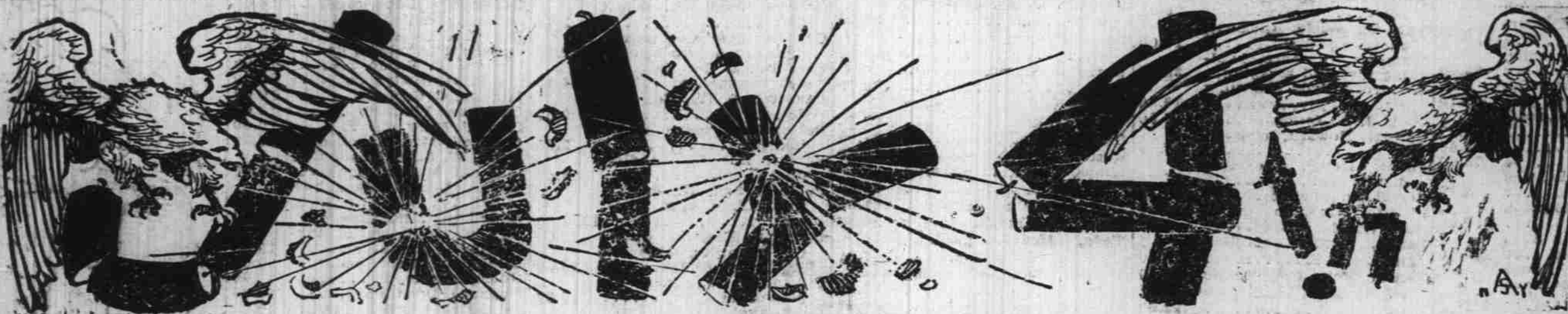
Only a few miles away on a continuation of this highway, are the famed Clatsop beach resorts, Seaside, Gearhart and North beach resorts, where surf bathing, swimming, fishing, golfing and other forms of recreation are on the daily programme.



Astoria After The Fire December 8th, 1922.  
Looking Up Commercial Street.



Astoria June, 16th, 1924  
Looking Up Commercial Street.



# CELEBRATION AND ROUND-UP DALLAS, OREGON, JULY 3, 4, 5

Round-Up All Three Days, Loggers Convention July 3. Big Celebration on the Fourth.

## TRAIN SCHEDULE

### SOUTHERN PACIFIC SPECIAL TRAINS JULY 3RD AND 4TH

Leaves Salem at 9:00 a. m. Arrive at Dallas 9:40 a. m.  
Leaves Salem at 1:25 p. m. Arrive at Dallas 2:05 p. m.  
Leaves Dallas for Salem 11:45 a. m.  
Leaves Dallas for Salem 8:00 p. m.

Roundtrip Fare 90c

Also special train from Falls City to Dallas:  
Leaving Falls City at 9:05 a. m. Arriving at Dallas 9:35 a. m.  
Leaving Dallas, returning to Falls City 7 p. m.

Roundtrip Fare 70c

## July 4th

Justice Charles A. Johns  
Orator of the Day

Big Free Barbecue  
At Noon

Pioneer Picnic  
On the 5th

Prizes to Pioneers  
And Their Descendants

GAMES, SPORTS, Street Dancing, PENNY SCRAMBLE