

Daily Astorian.

Telephone, Main 661.



TERMS OF SUBSCRIPTION.

DAILY. Sent by mail, per year, \$5.00. Sent by mail, per month, .50. Served by carrier, per month, .60.

SEMI-WEEKLY. Sent by mail, per year, in advance \$1.00.

The Astorian guarantees to its advertisers the largest circulation of any newspaper published on the Columbia River.

THE ASTORIAN PUBLISHING CO.

ADVERTISING.

Recently the Salem Press club entertained the leading business men of the Capital city, that newspaper makers and advertisers might be afforded an opportunity of exchanging views on the best methods of getting trade.

With few exceptions, the business men of Astoria do not employ advertising to the extent that it should be employed. Advertising is a necessity—an expense that has come to be as regular in other cities as rent or insurance.

Advertising is an art, and the merchant who does not thoroughly understand it should leave the preparation of his announcements to the man who makes it a study.

Many merchants in this city advertise merely as a contribution to the newspaper. This is about as unreasonable as anything could well be.



Look Ahead, Girls.

If young girls would look ahead it would sometimes save them from serious collision with the men they marry. It is here that ignorance is almost a crime.

Breaking into a blazing home, some firemen lately dragged the sleeping inmates from death. Fancied security and death near. It's that way when you neglect coughs and colds.

Dr. Pierce's Pleasant Pellets cure biliousness and sick headache. If everyone knew what a grand

The live business man employs advertising as a means of increasing his trade, or of holding that which he enjoys. If he understands the art, he demands and pays for the very best space.

The merchant who wishes to find out positively whether or not advertising pays should take a good space and print in his advertisement a coupon which would entitle a purchaser to some small benefit.

Is it possible, is it even thinkable, that the borough of Brooklyn is being steadily and rapidly depopulated? Is the day about to dawn when the chance visitor to that region will find there nothing tangible to remind him of the existence of a former race of inhabitants except the constitutions and by-laws of their whist and progressive-euchre clubs left behind?

Look at what the figures show, says the New York Commercial. The Brooklyn Rapid Transit company reports officially that its lines of cars carry across the Brooklyn bridge to Manhattan every day an average of 163,282 persons, and carry back again only 144,015.

Of course, there are ferries, and it may be that Brooklynites coming over by the cars prefer to go home that way. But it is not in evidence that the ferries carry more passengers back than they bring over—so what becomes of this surplus of 19,267 Brooklyn folks?

The impression is growing throughout the state that we are to have a session of the legislature devoted to business and the enacting of needed legislation, without wrangling or tie-up over the election of a senator, says the Portland Chronicle.

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TO CURE A COLD IN ONE DAY. Take Laxative Bromo Quinine Tablets. This signature is on every box.

ASLEEP AMID FLAMES.

Breaking into a blazing home, some firemen lately dragged the sleeping inmates from death. Fancied security and death near. It's that way when you neglect coughs and colds.

Dr. Pierce's Pleasant Pellets cure biliousness and sick headache. If everyone knew what a grand

STARTLING, BUT TRUE. If everyone knew what a grand

REPORT OF THE CONDITION OF THE

FIRST NATIONAL BANK

at Astoria, in the State of Oregon, at the close of business November 25, 1902.

RESOURCES.

Table listing resources: Loans and discounts, Overdrafts, U. S. Bonds, Other real estate owned, Due from National Banks, Due from State Banks and Bankers, Internal-revenue stamps, Notes of other National Banks, Nickels and cents, Lawful money reserve in bank, Specie, Legal tender notes, Redemption fund with U. S. Treasurer, Total.

LIABILITIES.

Table listing liabilities: Capital stock paid in, Surplus fund, Undivided profits, National Bank notes outstanding, Due to State Banks and Bankers, Individual deposits, Demand certificates of deposit, Total.

State of Oregon, County of Clatsop, I, S. S. Gordon, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

S. S. GORDON, Cashier. Subscribed and sworn to before me this 26th day of November, 1902. C. R. THOMSON, Notary Public.

Correct—attest: W. F. McGregor, G. C. Flavel, W. M. Ladd, Directors.

A FINE LIBRARY. Of 149 volumes is found on each of the Northern Pacific's "North Coast Limited" trains.

Dr. T. L. Ball. DENTIST. 524 Commercial Street Astoria, Ore.

G. W. Barr, Dentist. Mansell Building. 578 Commercial St., Astoria, Ore. TELEPHONE RED 2961.

C. J. Trenchard. Insurance Commission and Shipping. Agent Wells Fargo and Pacific Express Companies. Custom House Broker.

RELIANCE Electrical Works. 421 BOND ST. We are thoroughly prepared for making estimates and executing orders for all kinds of electrical

Installing and Repairing. Supplies in stock. We sell the celebrated SHELBY LAMP. Call up Phone 1161.

H. W. CYRUS, - Mgr. ANDREW LAKE. Merchant Tailor. New Goods, Winter Samples, Perfect Work, Prices Reasonable and Work Done With Dispatch.

Central Meat Market. 642 COMMERCIAL ST. Your order for meats, both FRESH AND SALT. Will be promptly and satisfactorily attended to.

J. W. MORTON, Prop. Telephone No 321.

"The Biggest Sensation Everywhere."

LILIPUT Collapsible Pocket Stereoscope Apparatus

The smallest stereoscope with the strongest optical effect. Highly finished in different colors with rich gold and silver decorations (mountings). Including 20 V. P. Photographs. Views of art (genre). Price only \$1. Sent everywhere prepaid in letter form.

AGENTS WANTED. Liliput Stereoscope Company. FORREST BLDG., Philadelphia.

The MUG SALOON. P. E. PETERSON, Prop. Finest Wines and Liquors. Corner Astor and Ninth.

PENNYROYAL PILLS. CHICHESTER'S ENGLISH. SAFE. GUARANTEED. Ladies and Gentlemen. In the U. S. and Canada. No. 100. Price 25c. Sold by all druggists.

KOPP'S FAMOUS BEER. Bottled or in Keg. Free City Delivery. North Pacific Brewing Company, Astoria. EMIL SCHIMPF, General Manager.

Steamer SUE H. ELMORE

The Largest, Stanchest, Steadiest, and most seaworthy vessel ever on the route. Best of Table and State Room Accommodations. Will make round trips every five days between.

Astoria and Tillamook FARE \$3.50. Connecting at Astoria with the Oregon Railroad & Navigation Co. and the Astoria & Columbia R. R. for Portland, San Francisco and all points East.

Samuel Elmore & Co. General Agents, Astoria, Or.

WILLAMETTE UNIVERSITY. J. H. COLEMAN, President, Salem, Ore. College of Liberal Arts, Law, Art, Medicine, Music, Oratory, Theology, Business.

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THE CITY OF ASTORIA... Is Noted as the Place Where It is Manufactured... Cutbirth's Creosote Shingle Stains. The Most Durable, Preservative, and Handsome Stains on the Market.

PACIFIC COAST COMPANY COAL

For Steamer, Commercial and Family Use. Orders Promptly Executed. DOCK FOOT OF SEVENTH ST. TELEPHONE MAIN 661.

Samuel Elmore & Co., Agts. "Let the GOLD DUST twins do your work"

GROSSMAN'S PATENT WRITING RING

The most important improvement of the age in the art of penmanship makes the poorest writer a splendid penman in a few weeks by the use of this ring. Endorsed by prominent college presidents and boards of education in Europe and America.

PENN MFG. SUPPLY CO. 119 S. FOURTH ST., Philadelphia.

THE WALDORF. C. F. WISE, Prop. Astoria's principal resort. Fine liquors and cigars.

Foley's Kidney Cure. makes kidneys and bladder right.

The Peer of All Trains

Is the Famous Northwestern Limited daily between Minneapolis, St. Paul and Chicago.



Without exception the finest and most luxurious train in the world. You will realize what comfortable traveling is if you ride on this famous train. For full information address C. J. GRAY, H. L. SIBLEY, Traveling Agent, General Agent, 245 Alder Street, Portland, Or.

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Table with columns: Depart, TIME SCHEDULE, Arrive. Lists routes to Portland, Tacoma, Seattle, and other points.

White Collar Line. Portland - Astoria Route. STR. "BAILEY GATZERT." Daily round trips except Sunday.

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THE MILWAUKEE. A familiar name of the Chicago, Milwaukee & St. Paul Railway, known all over the Union as the Great Railway.

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