Daily Astorian.



TERMS OF SUBSCRIPTION. DAILY.

Sent by mail, per year.....\$6.00 Bent by mail, per month Berved by carrier, per month

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

THE ASTORIAN PUBLISHING CO.,

ADVERTISING.

Recently the Salem Press club entertained the leading business men of the Capital city, that newspaper mak ers and advertisers might be afforded the best methods of getting trade. sions of the advertisers were indeed a flattering tribute to the work the newspapers are doing nowadays for the live business men.

men of Astoria do not employ advertising to the extent that it should be regular in other cities as rent or insurance. It is a money-getter, when properly employed as an agency for the attraction of trade. Mr. Wise, The Astorian's most extensive advertiser. of the newspapers, his business would dwindle to nothing, he says. He has tried out the merits of advertising, and has found that his business showceased advertising for a time. There is no sentiment in Mr. Wises's advertising-it is a cold-blooded business

Advertising is an art, and the merchant who does not thoroughly undermakes it a study. His advertisements should not be overcrowded-a common error among inexperienced advertisers A reasonable explanation might be Constant changes are absolutely sential to success

newspaper. This is about as unreasonable as anything could well be. It would be just as sensible for a newspaper man to go to a store, buy a pair of trousers for \$6, walk around the corner and throw the purchase saying that he merely wished to patronize the merchant. The man who advertises in a newspaper for the sake throwing his money away in doing so.



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 The young husband cannot understand it when the wife changes to a pecvish, nervous, querulous woman. And the young wife does not understand it her-She only knows that she is very miserable

If ever there is a time when nature needs help it is when the young girl is adjusting herself to the new conditions of wifehood. Dr. Pierce's Favorite Prescription makes weak women strong and sick women well. It promotes regu-larity, dries debilitating drains, heals innation and ulceration, and cures

female weakness, Sick women are invited to consult Dr. Pierce, by letter, free. All womanly confidences are guarded with strict professional privacy. Write without fear or fee to Dr. R. V. Pierce, Buffalo, N. Y. lee to Dr. R. V. Pierce, Bullialo, N. X.

"I will drop you a few lines to-day to let you
know that I am feeling well now," writes Miss
Anule Stephens, of Belleville, Wood Co. West
Va. "I feel like a new woman. I took several
bottles of the "bavorite Prescription" and Golden Medical Discovery. I have no headache
now, no backnohe, and no pain in my side any
more. No bearing-down pain any more. I
librat there is no medicine like Dr. Pierce's
ngellcine. I thank you very much for what you
have done for me—your medicine has done me
no much good." Dr. Pierce's Pleasant Pellets cure bil-

The live business man employs adver- REPORT OF THE CONDITION OF tising as a means of increasing his trade, or of holding that which he enjoys. If he understands the art, he He does not content himself with "two inch is double column" in an obscure part of the paper, but he buys 10 or 20 inches "double column," and He buys his advertising in the same manner that he buys his procedies- Stocks, securities, etc 121,105 49 domands the best and pays the price

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. The number of persons who return to his store to take Nickels and cents advantage of his offer would be ample proof to him that his money was not wasted. But there is no need nowadays | Legal tender notes., for tests of this kind. Every live ad- Redemption fund with U. S. verticer knows what printers' ink will do for the one who employs it in a

Is it possible, is it even thinkable, that the borough of Brooklyn is being The mathering, it is needless to relate, steadily and rapidly depopulated? Is the day about to dawn when the chance visitor to that region will find National Bank notes outthere 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? employed. Advertising is a necessity- the New York Commercial. The Brookan expense that has come to be as lyn Rapid Transit company reports offleinily that its lines of cars carry acress the Brooklyn bridge to Manhattan every day an average of 163,282 persons, and carry back again only 144,015. The company also states that the congestion at a certain time in the morn-Manhattan, whereas between 5:30 and 6:30 p. m., the heaviest hour in the evening, only 10,528 passengers are car- medicine Dr. King's New Life Pills is," ried to Brooklyn. In brief, about 20,000 more persons come over to Manhattan from Brooklyn every day by the rapid transit lines than ever go back again. Of course, there are ferries, and it may Chas, Rogers' drug store. stand it should leave the preparation of But it is not in evidence that the ferthis surplus of 19,357 Brooklyn folks? -and they should contain statements that they spend all their money here that would attract and arrest notice. In Manhattan and walk home at night the ball over the bridge, the rapid transit tabkeepers thus losing track of them al- 524 Commercial Street Astoria. Ore Many merchants in this city adver- together. Mayor Low, however, ought tise merely as a contribution to the to set Captain Titus and his sleuths at work on the case at once-before any more bridges or tunnels are completed.

The impression is growing throughout the state that we are to have a session of the legislature devoted to overboard, and explain his action by business and the enacting of needed up over the election of a senator, says the Portland Chronicle, Those seeking of contributing to its welfare is, in 29 that honor have come out openly and cases out of 100, very foolish. He is the republicans, upon whom the responsibility rests, have decided that they will elect a senator without any fuss and go to work for the people Electrical Works who elected them. All this will be pleasing to the people of this state, who have become tired of legislative holdups and scandals. It is highly creditable to the republicans of the legislature that this resoive to attend to business exists, and not only creditable but pleasing to Mr. Fulton, whom the majority of the legislators have chosen for his fidelity to his state and to his party to elect senator. There will be not tle-up, no scandal, no hoodle: just straight business in the affairs of the

> next session of the legislature, TO CURE A COLD IN ONE DAY Take Laxative Bromo Quinine Tableta This signature

> > ASLERP AMID FLAMES.

every box. 25c.

67 dove

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. Don't do it. Dr. King's New Discovery for Consumption gives perfect protection against all Throat, Chest and Lung troubles. Keep it near, and avoid suffering, death and doctor's bills. A tenspoonful stops a laate cough, persistent use the most stuborn, Harmless and nice tasting, it's guaranteed to satisfy by Chas. Rogers. Price 50c

STARTLING, BUT TRUE

and \$1.00. Trial bottles free.

"If everyone knew what a grand

THE

FIRST NATIONAL BANK and pays for the very best at Astoria, in the State of Oregon, at the close of business November 25, 1902.

RESOURCES. Loans and discounts \$270,581 22 Overdrafts, secured and unsecured U. S. Bonds to secure circulation 12,500 00 Other real estate owned 6,160 4 Due from National Banks (not reserve agents)..... 2,110 8 Due from State Banks and Bankers 54,514 31 Due from approved reserve agents 167,218 13 Internal-revenue stamps 106 10

Notes of other National Banks Lawful money reserve in bank, viz:

culation) \$762,576.7 LIABILITIES. Capital stock paid in \$ 50,000 0 Surplus fund 25,000 00 Undivided profits, less expenses and taxes paid...., 37,911 03 standing 12,500 00 Due to State Eanks and

Treasurer (5 per cent of cir-

Bankers Individual deposits subject to check .. \$181,776 26 Demand certificates of deposit 154,493 20 636,769 46

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

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

Correct-attest: W. F. McGregor, W. M. Ladd, Directors.

writes D. H. Turner, Dempseytown, Pa., "you'd sell all you have in a day, Two weeks use has made a new man of me," Infallible for constipation,

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stomach and liver troubles, 25c at

Of 140 volumes is found on each of ries carry more passenegrs back than the Northern Pacific's "North Coast Limited" trains. Don't forget that they bring over—so what becomes of these are the only trains operated in the West that are lighted throughou

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642 CC MMEFCIAL ST.

Your and re for meats, both

Will be promotivend water according attended to

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Liliput Steroscope Company sample 25c. When ordering a single ring state whether for man, woman FORREST BLDG.

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smallest sterescope with the of the age in the art of penstrongest optical effect. Highly fin- manship makes the poorest writished in different colors with rich gold er a splendid penman in a few and silver decorations (mountings-, weeks by the use of this ring. En-Including 20 V. F. Photographs. Views dorsed by prominent college presidents of art (genre), Price only \$1. Sent and boards of education in Europe everywhere prepaid in letter form, and America. Sample dozen assorted sizes sent post paid for \$1, single sample 25c. When ordering a single or child.

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Astoria's principal resort. Pine liquors and cigars.

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Samuel Elmore & Co.

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Seastide for Warrenton, 12 50 p Flaver, Hammend, For: 7 20 p stevers and Astoria 9 25 *Sunday only.

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