JAY TUTTLE, M. D. PHYSICIAN AND SURGEON

PROFESSIONAL CARDS.

Acting Assistant Surgeon U.S. Marine Hospital Service. tee hours: 10 to 12 a.m. 1 to 4:30 p.m 177 Commercial Street, 2nd Floor.

Dr. RHODA C. HICKS OSTEOPATHIST 573 Commercial St annell Bldg.

DR. T. L. BALL,

DENTIST.

524 Commercial St. M. Astoria, Oreson

DR. VAUGHAN, DENTIST

Pythian Building," Astoria, Oregon.

Dr. W. C. LOGAN DENTIST

578 Commercial St., Shanahan Building

MISCELLANEOUS.

C. J. TRENCHARD Real Estate, Insurance, Commission and Shipping. CUSTOM HOUSE BROKER. Office 133 Ninth Street, Next to Justice Office. ASTORIA, OREGON.

BEST 15 CENT MEAL.

You can always find the best 15-cent meal in the city at the All the Latest Attractions From the Rising Sun Restaurant.

612 Commercial St.

FIRST-CLASS MEAL

for 15c; nice cake, coffee, pie, or doughnuts, 5c, at U. S. Restaur-434 Bond St. ant.

> BAY VIEW HOTEL E. GLASEB, Prop.

Cooking, Comfortable Beds, Reason able Rates and Nice Treatment.

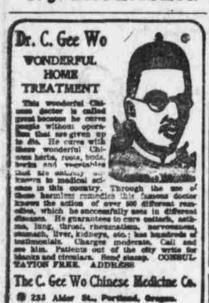
The Tired Traveler is ever happy to find a comfortable stopping place. Where to put up is the prevalent question after a long jour- RICHARD ney. You can solve the problem in Asteria by going to the

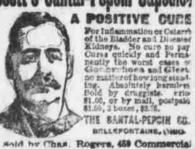
PARKER HOUSE

Whose genial host, Mr. T. J. Broemser, is an experienced hotel man and who on April 1 took charge of this popular hostelry and has inaugurated a new feature to the house by opening the dining room in connection with the notel and is now able to give his patrons board and lodgings, the best in Astoria, for \$1 and \$1.25 per day. Satisfaction guaranteed.

Rooms at 25, 50, 75 and \$1. Free buss to and from the hotel.

T. J. BROEMSER.





KEEP YOUR HEAD UNCOVERED.

The Constant Wearing of a Hat Prop gates Dandruff Germs.

There are many men who wear their hats practically all the time when awake. and are blessed with a heavy shock of hair; yet if the scalps of these same men became infested with dandruff germs, the parasites would multiply all the quicker for lack of air. Baldness would ensue as the final result. Newcontains not an atom of injurious sub-stance. Sold by leading druggists. Sond 10c. in stamps for sample to The Herpicide Co., Detroit, Mich.

Laurin, Prop. "Special Agent."

BE ON TIME

when you go to work. Our special alarm clock calls you at the right time. Warranted one year by the maker. Price only 75c.

WATCH OUT or you will miss that train and lose a day. The Me-chanic's Watch keeps good time. Warranted one year. Regular price \$1.00. Special until Tuesday, 85c.

ASTORIA LOAN OFFICE, 581 Commercial Street.

THE BEST SHOW ON EARTH.

Star - Vaudeville Theatre.

Best Theaters.

Change of Program Monday. Change of Acts Thursday. Matinee Daily at 2:45 p. m.

Week Beginning April 17. SENOR RECARDO ORUIZ Spanish Concert Violinist

ROSE AND ELLIS The World's Greatest Comedy Acrobats and Barrel Jumpers

> HERB BELL German Eccentric Comedian

ROBINSON AND JONES In their Laughable Sketch,

"Maister Peter"

CHARLES. PICTURED MELODIES

'Lay My Wedding Dress Away.' EDISON'S PROJECTOSCOPE Showing new and motion pictures en-

Admission, Any Seat, 10 Cents

A TEA PARTY

is made more enjoyable by the use of dainty china. Why not inspect our fine assortment of fancy Japanese tea cups before giving that next tea?

Cups and Saucers

in pretty designs and of good quality make a nice engagement present. Step in and see our assortment at from 25e to \$1.50 You will be agreeably

Yokohama Bazar

626 Commercial Street, Astori

To Portland or Seaside opposite the depot and eat at THE FLAG OYSTER AND CHOP HOUSE. Good meals; prompt service. Save money, time and trouble by getting all kinds of fruit and canned goods here for your trip.



ASTORIA IRON WORKS

A. L. FOX, Vice President, ASTORIA SAVINGS BANK, Tress

Designers and Manufacturers of 🔻 🐙 THE LATEST IMPROVED

CANNING MACHINERY, MARINE ENGINES AND BOILERS. COMPLETE CANNERY OUTFITS FURNISHED.

CORRESPONDENCE SOLICITED.

Foot of Fourth Street, ASTORIA, OREGON.

WEEKLY NEWS

By the Ad Man.

Tomorrow may never come. not try advertising today?

000

Window dressing as an art may not have been studied by Mr. Brown of bro's Herpicide kills these germs and Petersen & Brown. It is certain, howstimulates unhealthy hair to abundant ever, that he has not spent his time growth. Herpicide is a pleasant hair uselessly on the windows which as dressing as well as a dandruff cure and trimmed for Easter. It is an effort trimmed for Easter. It is an effort worthy of commendation, considering the fact that but few storekeepers in this city seem to consider the windows Eagle Drug Store, 351-353 Bond St. of sufficient importance to devote Owl Drug Store, 549 Com. St., T. F. much time to them. Petersen & an expert, no matter what the amount Brown's east window deserves special of the appropriation is, \$50 a month mention owing to the clever arrangement of the background, centered on top with a pretty picture, done by artist hands on white crepe paper, plicity show good judgment. If the Easter lilies and purple, both ap- west window had hardwood floor and propriate, are in evidence in both win-

best advertising done by the progress- giving an excellent night effect. ive firms of this city can be materially aided by good efforts in the windows. Mr. Wise's east window contains three white doves, giving quite a symbolic effect.

. 00 A first class window drawing a salary of \$5000-or mourning goods in a window contain-When you advertise spring suits, why upon it, if you will, to the extent of close to the windows. describing ten or more different styles of suits at different prices. Put in thing carried in stock in one ad. Leave ed in any local dry goods window. The nishings for men and fishermen's supplies in the same ad is somewhat like Otherwise the window could be imputting infants' goods in a window of proved upon a little by the adoption groceries, necessary as both may be of better color schemes. This proin the average home.

ly changed, in text, and kept up the as window-dresser an expert who can year around is better than a page ad- direct this work in a befitting manner vertisement once every three months. As it is Foard & Stokes deserve cred-Don't splurge occasionally and sink it for the efforts which they make. into obscurity between times. Don't advertise until you are ready. Then use all the space which you can afford to use and ues it right. That's the fundamental principle upon which to base an advertising success.

...

... It is easier for an advertising man to sell you space than to sell it to titled Seven Ages and Lilliputian you honestly. The ad man was en aged to sell it upon the honest prin ciple. The space is either worth the publisher's price or it is worth nothing. The Astorian is making every honest effort to make space worth nore to you than the publisher's price Some men would kick if they were hanged. Others would kick the bucket. The present management of The Astorian is succeeding where others have failed. Why kick., then, because it does? Better take advantage of its continued prosperity and advertise to more information, ask the ad man when he calls, or telephone for him.

000 The classified columns of The Asstorian are a convenient method for advertising a business at reasonable rates the year around. Is it not casier to use 3 lines under the heading "Dressmaking" than to rely upon friends to introduce you to the public? Three lines cost only \$2.25 a month. 000

Are you going to build houses for renting purposes? Make it known under the heading "Houses for Rent" in the classified columns, 4 lines only \$3 a month. ...

These columns are good for other lines and just as cheap . Your insurance and professional man will find whenever desired. ...

The Morning Astorian goes into the hands of 5000 readers every day, exers are not all individual subscribers, but they are nearly all individual buyadvertising columns of the paper? See the ad man for particulars.

Did you ever realize that you can talk to more people in one day in a daily newspaper than you can ever expect to talk with in your store in a week? Why not tell a good story, while you are at it? Thousands of people scan the daily papers for current and advertising news. How many people scan your show windows?

000

called, that peopel in Astoria are different than other people. Most folks, I think, came from the same source those of the assinine gender excepted. the same future destination. Mean-

Why while treat everybody here in this city and roundabouts as if they knew as much as other folks, Portland or Seattles folks for instance. Advertising, based on this more intelligent and upto-date principle, will bring proportionate returns. Advertising on the supposition that people, here are different, in other words, don't know as much, will drive trade away.

> ... An advertising campaign, to be successful, mut be carefully planned by requires as much care as \$500 a month. 000

P. A. Stokes' windows in their simback, the best New York hatter could dows, while the shoes are well ar- not make better display. This window certainly proves what up-to-date display fixtures will do for any store. Herman Wise is another Astoria The clothing window is catchy, yet merchant who Joes things. His Eas. simple. The price cards with a paintter windows were ready last Wednes- ed Hiy on each card, are appropriate, day, and are creditable in every re- The fily plants are studded with frostspect. It is needless to say that the ed 3 candle power Hylo electric lamps,

> Danziger's corner window leaves pothing to be desired. The scheme is good and well-carried out, even to the egg-shaped price tickets.

● O ●
It seems to me that some of the first lass stores would find it more profitmore a year, would not show able to do away with outside shows. They obstruct the windows, where orting a line of white goods. He may en first-class goods are exhibited, Why show ten or more articles in white, ruin the effect by the exposure of cheap specials on the sidewalks, thus not stay with the subject? Enlarge preventing sight-seers from getting;

Foard & Stokes' first window west boys' suits, if you wish. But don't of the east entrance contains this mention everything or nearly every- week probably the best goods display-thing carried in stock in one ad. Leave ed in any local dry goods window. The something for next time. Easter fur- ecru and sky blue piece goods are advantageously draped on wire frames gressive and rapidly growing firm however, has but recently added dry A 6-inch ad properly and frequent- goods and will no doubt, soon require

all Clothes Bought at Wise's Pres ed Free of Charge Whenever You Wish

SUNDAY, APRIL 16, 1905.

THE NEW SHAPES



\$5.00 QUALITY FOR \$3.50. \$5.00 STYLE FOR \$3.50.

> No Better Hats. No Matter the Price.

SOLE AGENTS IN ASTORIA

HERMAN WISE.

Astoria's "RELIABLE" Clothier,

Sherman Transfer Co.

HENRY SHERMAN, Manager

Hacks, Carringes-Baggage Checked and Transferred-Trucks and Furniture Wagons- Pianos Moved, Boxed and Shipped.

433 Commercial Street

Phone Main 12)

SUMMER

Every season has its own diseases, but Rheumatism belongs to all, for when it gets well intrenched in the system, and joints and muscles are saturated with the poison, the aches and pains are coming and going all the time, and it becomes an all-the-yearround disease; an attack coming as quickly from sudden chilling of the body when overheated, a fit of inreach its 5000 readers. If you want digestion or exposure to the damp, Easterly winds of Summer as from the keen, cutting winds, freezing atmosphere and bitter cold of Winter.

Rheumatism never comes by accident. It is in the blood and system before a pain is felt. Some inherit a strong predisposition or tendency; it is born in them; but whether heredity is back of it or it comes from imprudent and careless ways of living, it is the same always and at all seasons. The real cause of Rheumatism is a polluted, sour and acid condition of the blood, and as it flows through the body deposits a gritty, irritating substance or sediment in the muscles, joints and nerves, and it is these that produce the terrible pains, inflammation and swelling and the misery and torture of Rheumatism. No

other disease causes such pain, such wide-spread suffering. It deforms and cripples its thousands, leaving them helpless invalids and nervous wrecks. When neglected or improperly treated, Rheuma-

tism becomes chronic, the pains are wandering or shifting from one place to another, sometimes sharp surance and professional man will find two to four lines sufficient as a business card. Change of text permitted, cles of the neck, shoulders and back, the joints of the knees, ankles and wrists, are

which she tried and which cured her completely, as she has not suffered since. I recommend S S S as a good medicine. Okolona, Miss.

HIS WIFE A GREAT SUFFERER.

tism for some time when she heard of S S S,

My wife had been troubled with Rheuma-

most often the seat of pain. Countless liniments and plasters are applied to get relief, but such things do not reach the poisoned blood; their effect is only temporary; they are neither curative nor preventive. The blood must be purified, and all irritating matter recept Monday and will soon enter the moved from the circulation before permanent relief and a thorough cure is effected, and no homes on Monday, too. These read- remedy does this so certainly and so quickly as S. S. S. It contains not only purifying and tonic properties, but solvent qualities as well, all these being necessary in eradicating the ers. Why not reach them through the poison and making a complete and lasting cure of Rheumatism. S. S. S. cleanses the

blood of all irritating matter and the acid particles are dissolved and filtered out of the system, thus relieving the muscles and joints and removing all danger of future attacks. Under its tonic effect the nervous system regains its normal tone and the appetite and digestion improve, resulting in the upbuilding of the general health. S. S. S. contains no Potash or minerals of any description, but is guaranteed purely vegetable. Old people

will find it not only the best blood purifier, but a most invigorating tonic-just such a remedy as they need to enrich the blood and quicken the circulation.

Whether you have Rheumatism in the acute or chronic stage, the treatment must be Don't trust too much to the fact? so- internal, deep and thorough in order to be lasting. Never be satisfied with anything less than an absolutely perfect cure. This you can get by the use of S. S., the oldest and best purifier and greatest of all tonics.

Write us fully and freely about your case, and medical advice will be given without Let us hope that we all mail meet at charge, and our special book on Rheumatism will be mailed free to all desiring it.

THE SWIFT SPECIFIC COMPANY, ATLANTA, GA.