

FACTS ABOUT MAPLEINE

It supplies a much needed want. It enables you to make a syrup that you know is PURE, clean and genuine.

It is true maple flavor concentrated and condensed to the most convenient form for immediate use.

To make one gallon of Mapleine Syrup use 1 ounce Mapleine, 7 pounds granulated sugar, 4 pints of hot water.

Total cost, 60 cents a gallon.

It has been examined by state and city chemists and "no fault can be found."

It has been tested by the housewife and pronounced satisfactory.

It is being used by the principal hotels and restaurants.

It is a delicious flavoring for bonbons, cakes, candies, frostings, ice cream, etc.

It saves you from 60c to \$1 on every gallon of Syrup used.

It is easy to make, requiring only water and granulated sugar—no cooking.

A 2 ounce bottle is sufficient to make a gallons of delicious syrup.

Two Ounces Cost 35c.

Sold by Grocers Everywhere

Manufactured by Crescent Manufacturing Co. SEATTLE, WASHINGTON.

Sherman Transfer Co.

HENRY SHERMAN, Manager

Hacks, Carriages—Baggage Checked and Transferred—Trucks and Furniture Wagons—Pianos Moved, Boxed and Shipped.

433 Commercial Street

Phone Main 121

CENTRAL MEAT MARKET

G. W. Morton and John Fuhrman, Proprietors.

CHOICEST FRESH AND SALT MEATS. — PROMPT DELIVERY
542 Commercial St. Phone Main 321.

ASTORIA SAVINGS BANK

Capital Paid in \$100,000. Surplus and Undivided Profits \$35,000.

Transacts a general banking business. Interest paid on time deposits.

J. Q. A. BOWLBY, O. I. PETERSON, FRANK PATTON, J. W. GA. NER.
President. Vice President. Cashier. Asst. Cashier

168 TENTH STREET, ASTORIA, ORE.

Scow Bay Iron & Brass Works

Manufacturers of

Iron, Steel, Brass and Bronze Castings.

General Foundrymen and Patternmakers.

Absolutely firstclass work. Prices lowest.

Phone 2451.

Corner/Eighteenth and Franklin.

The TROY Laundry

Is the only White Labor Laundry in the City. Does the Best of Work at very reasonable Prices, and is in every way worthy of your patronage. Cor. 10th and DUANE STS. Phone 1991

FRESH AND CURED MEATS

Wholesale and Retail

Ships, Logging Camps and Mills supplied on short notice.

LIVE STOCK BOUGHT AND SOLD

WASHINGTON MARKET - CHRISTENSEN & CO.

Reliance Electrical Works

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.

428 BOND STREET

HOTEL PORTLAND

The Finest Hotel in the Northwest

PORTLAND OREGON.

Weinhard's Lager Beer.

WEEKLY NEWS

By the Ad Man.

The method of introducing foods to the buying public by demonstration has been universally adopted by leading manufacturers throughout the world. Now prominent department and grocery stores everywhere have neat booths erected on their premises, in which to accommodate the expert demonstrators sent out by the manufacturers. Some of the big stores even mention in their display ads the particular foods demonstrated. One big department store in California recently laid particular stress in their display announcements upon the "free pure food show" on the fourth floor of their building. This announcement was kept before the public for a week before the exhibit and during the entire month this special demonstrators' show lasted. They had more than a dozen booths on the floor of the grocery department and constantly new foods were there to be tasted free by anybody who cared to come. The result was a great throng of people daily and a popularizing of the grocery department, unequalled heretofore by any other establishment on the coast.

In the columns of an evening contemporary there appeared last Tuesday an article on "Mail Order Trading" which may or may not have had a baneful influence, as it is apt to lead some men to believe that their troubles are caused solely by the mail-order business, while this is not really the case. The mail-order system of shopping has come and come to stay, and when our evening contemporary says that "In this city the mail order evil has abated. The stores are so well supplied with new goods, and the prices are so reasonable, that nobody gains by buying elsewhere," it has not hit the nail on the right spot.

The mail-order evil has not only not abated, but instead the system is bound to become a means of doing business for many of the local merchants. Astoria firms can cater to numberless families, residing in interior towns in this state, in Washington and Idaho. The merchants here can buy as cheaply and to many places they have facilities for prompt shipping which are at least equal to those of larger coast cities.

There are a number of mail-order houses on the coast and many firms are contemplating the opening of such a department in connection with their local business. This is a matter which local merchants must look squarely in the face. You fight a prairie fire by back-firing. Some of the local merchants will have to back-fire, in order to find new ways of disposing of additional stock. More stock they will all have to carry every day, as business increases, and consequently they must turn it over oftener, if their money is to earn money for them. Small profits and quick returns is the modern slogan of up-to-date firms.

A young man in Chicago, Ill., started out a few years ago with a roll-top desk, several thousand copies of a good shoe catalogue, bearing his name and office address, a small credit at several wholesale shoe houses, and today he conducts a large mail order shoe business, carries a big stock and has been making good money for the past year or two.

The magazines and farm journals everywhere, also the weekly newspapers carry mail-order advertisements to the farmer, etc. He finds it a convenient way to order goods and seldom does a first-class mail order house disappoint, statements to the contrary, notwithstanding. Some of the large magazines would not accept advertising from any firm which does not, or by virtue of its financial standing (?), cannot guarantee to protect its readers. In other words, these advertisers must back up their advertisements or lose the chance of advertising. Our local merchants must back up their advertising, as most of them do, and look for more business besides. The mail-order field here is ripe for the plucking by some enterprising firms. The ad-man knows of one line alone which ought to make a fortune for some man with pluck and some capital to back it up. Don't decry the mail-order business. Rather go for your share of it.

Experience, acquired or bought, counts for nearly everything nowadays in starting a mail order department. The average clerk is not capable of organizing the help for the work, not of systematizing the books, literature, etc., required for it. In addition to all this an altogether different advertising campaign is necessary to make the mail-order work a success. It is a good field, if worked right.

Morrison & Johnson, who recently opened a grocery store on Commercial street, have overcome the disadvantages of an outside fruit and vegetable show by having an open front, just inside of which the fruit and vegetable stands have been placed. There are several good reasons for the general adoption of this means of showing per-

ishable stock. The most important one is that the passer-by is not apt to be annoyed by shoppers, nor are children tempted to surreptitiously lift an orange or apple, while every clerk may have an eye on those getting close to the stand. The dirt and mud of the street is also kept away from the goods, while at night the store can be promptly closed, without undue exertion.

The scheme is being adopted by S. L. Manthrup, the grocer, who is opening a new and large store adjoining his present premises. Although in stores having a small frontage, this method does away with windows in which to show certain goods to advantage, generally speaking the disadvantage arising from it is paid for by the advantages, if an outside show is wanted.

There is, however, the store of A. V. Allen, where last week fresh fruits were shown very advantageously in the corner window of his store. In addition preserved fruits, etc., were placed in the same window, thus proving the ad-man's assertion that outside shows are not an essential, if ingenuity is brought to bear upon the window dressing.

Specially adapted show cases for the purpose of exhibiting certain merchandise in front of stores have everywhere been found a profitable investment, especially in large establishments, where the window displays were considered the most important features.

It pays to buy experience, gained by the other fellow. Don't ask him to give you all his knowledge free. He worked for it. The least you can do is to show some appreciation.

The point is to know how to use an advertising medium. Consult the ad man.

IN CHILDHOOD AND OLD AGE

Vinol Proves a Blessing.

Mrs. M. P. Allen of Dixon, Tenn., 73 years of age, and a member of one of our oldest and best families of the south, writes:

"For years I suffered with a chronic cough, loss of strength and general debility, and a good part of the time was confined to my bed. I had doctored and taken many medicines without benefit. At last Vinol was recommended and I tried it. After taking three bottles my cough was entirely cured, my strength returned. I have gained flesh, and am feeling younger and better than I have for years. It is for this reason that I take pleasure in recommending Vinol as the best medicine in the world for coughs, lung trouble and to create health and strength."

Our local druggist, Mr. Chas. Rogers,



Mrs. M. P. ALLEN AND GRAND-DAUGHTER.

says there is no other medicine in the world equal to Vinol for old people, weak women and puny, ailing children, as Vinol makes pure, rich, red blood and creates health and strength so rapidly.

Mr. Rogers says it is such unquestionable testimony as the above, together with the knowledge of what this remarkable medicine contains that enables them to agree to refund money in every case where Vinol fails to give satisfaction.

Vinol is not a patent medicine, but it contains in a concentrated form all of the curative, body-building and strength-creating elements of cod liver oil, but without oil or grease to upset the stomach and retard its work.

Vinol gives you a hearty appetite. It does more—it tones up the stomach—it makes pure, rich, red blood; it strengthens every organ in the body; it repairs and builds up worn tissues and checks the natural decline.

Vinol is the best remedy known to medicine for weak lungs, chronic coughs and colds.

I wish every aged person, every weak woman, and every mother in Astoria who has a puny, ailing child would try Vinol on our guarantee to return their money if it fails. Chas. Rogers, Druggist.

CLASSIFIED ADVERTISING.

RATES:

First Insertion, One Cent a Word.
One Week, Each Line, 30c.
Two Weeks, Each Line, 45c.
One Month, Each Line, 75c.

Astorian Free Want Ads.

Anyone Desiring a Situation can Insert an Advertisement in this Column of Three Lines Two Times Free of Charge.

MISCELLANEOUS.

CALL FOR WARRANTS—NOTICE IS hereby given to all parties holding Nehalem Road No. 77 warrants, to present the same to the county treasurer at his office, 590-592 Commercial Street, for payment. Interest ceases after this date.

CHAS. A. HEILBORN,
County Treasurer.

Dated Astoria, Oregon, this 17th day of April, 1905.

REAL ESTATE.

HERMOSA PARK LOTS, THE MOST exclusive property at Seaside, Ore. Facing the Pacific ocean in Oregon's prettiest summer resort, these lots are a good investment at \$150 to \$250 each. Inspection invited. A. Gilbert, Jr. Seaside, Ore.

LOST AND FOUND.

LOST—ON THE STREET, A PAIR of eye glasses; the finder will be suitably rewarded on leaving them at the Astorian office.

EMPLOYMENT OFFICES.

MAX STRAEL & CO., EMPLOYMENT office, 535 Bond St. Phone Red 2201. All kinds of help furnished on short notice. Call or phone.

FOR SALE—REAL ESTATE.

160 ACRES OF FIRST CLASS timber land for sale, in Pacific county, near Columbia river. Address Box 690 Astoria, Ore.

FOR SALE—LOT 1, BLOCK 14 Adair's Astoria; for particulars write to J. P. Miller, Onieda, Wash.

CALL FOR BIDS.

BIDS FOR SIX DWELLINGS FOR A. Gilbert, Astoria, will be opened May 3, 1905. Plans and specifications at Architect J. Wicks' office, Star Theater Building. The owners have the right to reject any or all bids.

BIDS FOR A RESIDENCE FOR E. A. Fisher, to be erected on Franklin avenue, will be opened May 5; plans and specifications at Architect J. Wicks' office, Star Theater building. The owners have the right to reject any or all bids.

TONSORIAL PARLORS.

TONSORIAL PARLORS—THE OCCIDENT tonsorial parlors and bath facilities are equalled by none. Everything modern and up to date. See Peterson.

ROOMS WANTED.

WANTED—2 OR 3 FURNISHED rooms for housekeeping in good neighborhood. Address Astorian office.

FOR RENT—ROOMS.

FOR RENT—THREE ROOMS FOR housekeeping; ground floor; no children. Inquire 470 Commercial St.

HOUSES FOR SALE.

COTTAGE—CORNER LOT; FINE view. See J. E. Ferguson, Page Building, Astoria.

Correct Clothes for Men

Spring Overcoats

Fabrics, style, fit and workmanship that the most exclusive custom tailor envies, bear this label



The makers' guarantee, and ours, with every garment. We are exclusive agents here.



HELP WANTED.

AN EXPERIENCED FIREMAN OR steamboat engineer for small steamer. Apply at office of Astoria Lumber Company.

WANTED—MEN TO LEARN BARber trade; 8 weeks completes; positions guaranteed; tuition earned while learning. Write for terms. Moler's Barber College, 644 Clay St., San Francisco.

WANTED A GIRL FOR HOUSE-work. No. 364 Harrison Ave.

FOR SALE—MISCELLANEOUS.

FOR SALE CHEAP—HULL OF THE schooner Webfoot, capacity 400 thousand feet of lumber; light and sound; suitable for floating wharf or lighter. Apply to C. H. Callender.

FOR SALE—SECOND-HAND 7 COLUMN newspaper outfit; complete except press; cheap. Inquire at this office.

LADY'S WHEEL. APPLY AT ROOM 2 over Peterson & Brown's.

INCUBATOR FOR SALE—400 EGGS capacity; also three 100 capacity brooders; first-class condition. Address A. Astorian Office.

FOR SALE—STEAM TUG IN FIRST-class condition; terms reasonable; suitable for seining purposes. For particulars apply at this office.

SCOW FOR SALE AT MCGREGOR'S mill, 22d St.; would make a good fish scow. Inquire of Dan Gambel at mill.

OLD PAPERS FOR SALE AT THIS Office; 25c per hundred.

PROFESSIONAL NURSE.

MID-WIFE AND NURSE—MISS EL-lingson, 267 15th.

THE SUNDAY DINNER.

at the California Restaurant, 546 Commercial street, is popular among those who know how good our daily 25c dinner is. Soup, fish, entree, toast and dessert very dry. On Sunday we serve the finest mutton and cheese, and oyster patties best. Blue Point Oysters in the shell sold over the counter at 35 cents a dozen.

A PRETTY FACE

Is envied by many. Do not grudge others their beauty, while face massage by electricity is to be had at a reasonable price. It is a painless and scientific process of beautifying the face. Our famous Face Cream and Lotions aid you at your home to obtain excellent results. Call at the Beauty Parlor of Mrs. Martha C. Peterson, Facial Electrician, Manicuring and Massage, No. 543 Duane St., Astoria.

It fills the arteries with rich, red blood. Makes new flesh and healthy men and women. That's what Hollister's Rocky Mountain Tea will do. 35 cents, Tea or Tablets. Dr. C. E. Linton's drug store.

Carry a Gold Watch

and pay for it as you can spare the money. Our installment plan of selling jewelry has met with success. It enables you to make yourself or your friend a present without interfering with the purchase of other needed articles. A 6 size, 15-jewel Elgin Watch, 20-year hunting case, \$16.50. Pay \$5 down and the balance weekly.

ASTORIA LOAN OFFICE,
581 Commercial Street.

Stop On Your Way

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.

FROM CHILDHOOD

To old age it is necessary to sustain the body for the mental strain. Physicians everywhere say that fresh cow's milk is the only safe substitute for mother's milk. We don't keep half the milk 24 hours. We deliver each milking as soon as it arrives, yet we charge no more. Choose either morning or night delivery and get Fresh Milk of The SLOOP. JEFFERS CO., 10th and Duane Sts.