

WEEKLY NEWS

By the Ad Man.

Published hereafter every Sunday Under this heading any reasonable question pertaining to publicity and store news will be printed and answered by our advertising manager, free of charge. Address all communications to "Advertising Manager, The Morning Astorian." Questions must be in before Friday to receive attention the following Sunday. All letters must be signed with the writer's full name and address, although they will not appear in print.

A few days ago I met a man whom I advised to advertise for business reasons. He seemed to think that things were too dull for advertising. In fact, he said that he was spending too much money for publicity now, and there was nothing doing, so he could not afford to increase the expense. In looking over his valuable stock, neatly displayed in a show case on the wall. I noticed a very useful household utensil of which several were on hand, ranging in price from \$5.50 to \$10 each. I suggested that he advertise them, when he exclaimed, apparently much alarmed, that it was the poorest selling article in the house. He hadn't sold one in a year and one-half past. I still maintained that he should advertise and move them, when—lo and behold!—he said that he had only a few. Poor man! I dare say he was afraid that he might have to buy new goods in their place.

Why use a five-inch double column add for awhile, in other words ten inches for a few weeks every once in a while and then stop for awhile to start again when you think you are ready? Better use five inches, single column all the year around. You will find the results 50 per cent better for it. A man does not eat in three weeks enough for four weeks. You cannot advertise successfully in three weeks what must be kept before the people all the time—your name—which is your trade-mark.

Even good things grow stale. Why not move Easter windows into obscurity and let May shine. Season windows should be changed promptly at the close of the season and put in promptly at beginning of season. Otherwise windows are like ad copy. They will stand a change once a week anyway.

It isn't always aisy to do big things, nor is it possible to always do aisy things, though it is always aisy to do aisy things. Speaking of that, it seems to me that some merchants find it aisy and possible to do no'tings, when by judicious advertising they might do some'tings.

It's wiser to cater to your customer than to have him catered to by others. It's wiser to look after your customer than to have him looked after by others. It's wiser to do for your customer, what leading stores elsewhere do, than to have foreign stores do it for him. It's wiser to press a suit here at home than to have a home suit pressed in a court elsewhere. It's wiser to accommodate the ladies, than to have the ladies look for merchandise as well as comfort elsewhere. There is no reason why a suit of clothes bought at a leading store should not be pressed free of charge when desired by the customer. Big stores elsewhere do it. A comfortable ladies' sitting and retiring room is appreciated by ladies everywhere, especially by mothers. Big stores elsewhere have it. The man who does it first and does it here is wiser than others. In this case Herman Wise must be wiser than others, for he is wise enough to have a ladies' room, comfortably appointed, in the rear of his store and he presses clothes bought at his store, free. It is up-to-date methods that keep trade at home. Any wise man knows it.

In the May number of three magazines, popularly known among advertisers as the Butterick Trio—but to the general public better known as The Delineator, The New Idea Magazine and The Designer—there appeared a four-page advertisement for Jap-a-Lac, manufactured by The Glidden Varnish Company, who paid for this one-time appearance of this ad in the three magazines mentioned the nominal sum of \$15,000. That isn't much either, when you take into consideration the fact that this firm kept up its regular advertising in other mediums besides.

In this city printer's wages range from \$3 to \$5 per day—over-time extra. The average five-inch double-column display ad requires about an hour's work and sometimes more. Printers average 7 1/2 to 8 hours a day. Proof reading generally takes another thirty minutes together with corrections. Paper costs something, so does ink. The pressman's wages average from \$3.50 to \$4.50 per day, and it takes a little time to run the paper off. Then the folding machine takes its turn, with a man at the helm. The postage for mailing copies is an item even on second-class small matter, while the carrier all must have a reasonable compensation for that work. It takes a route-man to look after the boys, in order that subscribers may be properly served. It takes an advertising man to get the advertising and he must live, too, and

comfortably, to keep up-to-date. Then comes the bookkeeper, who wants a slice. Where does the boss come in, if you ask him to sell you space for less than cost? Did you ever think of that? The new rate card, which has just gone into effect, is fair and equitable. It is barely a living rate for the proprietor of any newspaper, the size of The Astorian, the advertising value of which paper is steadily growing. Get a new rate card. The Morning Astorian is being improved right along, while the circulation is increasing. Because you are paying what you deem a large amount, is no plausible excuse for your thinking that you are paying even actual cost to the proprietor of the newspapers which do most to advance your local interests.

All the merchants in Astoria combined do not spend in all of Astoria's newspapers combined, as much in one year as the Glidden Varnish Company paid for their ads in three magazines for May alone. See item on Butterick Trio.

Delicacies must be neatly kept in order to attract trade. To slice ham, etc., on a rusty counter, after it had been on a musty plate exposed to everybody's finger-touch, is not an appetizing way. To temporarily overcome any short-comings in that direction, A. V. Allen placed a neat show case on his delicatessen counter, in which these eatables are kept free from the contamination of flies, etc. A still better method is to have a marble top counter, on which to place the goods in platters and dishes, these to be covered by a modern sectional wire screen show case, or individual glass covers.

It takes more than a catalogue to run a general mail order business. Expert correspondence and follow-up matter are essentials, so are other things. They are expensive items, if you have to get them from that expert teacher—experience. It's cheaper and much quicker to buy the knowledge from others who have had the training. See the ad man.

A special sale, scheduled for May 1st should not be advertised until the day before. To do otherwise gives competitors a chance to steal a march on you. If they haven't the stock on hand they can wire for it. One advertiser in an evening contemporary announces his special sales nearly a week ahead, and quite often goes he in turn try to steal a march on another prominent advertiser, by announcing a sale of similar goods, as soon as their ad has appeared. In other words, he tries to cross the river, after the other firm has forded it.

Now is the time to commence advertising the regatta. Don't lose the chance to bring untold numbers of strangers here. There are good home and excellent factory sites to show. Property owners will find that the sale of one piece of property at a reasonable price to an investing stranger will mean more than increased value of adjoining lots. Some may hold on too long. I have seen more than one city growing in another direction, because property holders were not disposed to let go of even a small parcel at a fair price.

"Advertising, in order to pay should be like the latest fad in vaudeville performances—continuous." — Rusty Mike in "What's Sayings."

"Spasmodic advertising is a whole lot like an automobile, mighty fine when it goes, but sort of disappointing when it stops." — Rusty Mike.

The man who advertises in every little sheet that comes along, "for charity," is liable to need some of that same charity. — Rusty Mike.

FOR YOUR VACATION

Canned meats will prove the handiest lunch feature. We have just received a complete shipment of the best brands in the market. We mention a few articles: Deviled Ham, Corned Beef, Sliced Bacon, Deviled Turkey, Corned Beef Hash, Chipped Beef, Boneless Pigs' Feet, Veal Loaf, etc.

Lunch Tongue, in 1lb cans, equal to 2lb fresh meat, 30 cents.

A handy and a dainty package.

ASTORIA GROCERY

523 Commercial St. Phone Main 681

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.

HELP WANTED.

NEAT WOMAN TO TAKE WASHING of small family home; must be reasonable and good ironer, on baby's clothes. Steady work by the month. Address R. U. W., Astorian office.

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

WANTED—MANAGER FOR OUR Astoria office; good references and small investment required; \$125 monthly and commission. Box 2125, San Francisco.

WANTED—LADIES TO SEND 10 cents for ten useful household articles. Utensil Co., 1315 6th Ave., Seattle, Wash.

ROOMS WANTED.

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

FOR RENT—ROOMS.

FOR RENT—FURNISHED FRONT room. Cor. Fourth and Commercial.

HOUSES FOR SALE.

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

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 \$350 each. Inspection invited. A. Gilbert, Jr., Seaside, Ore.

FOR SALE—REAL ESTATE.

160 ACRES OF FIRST CLASS Timber land for sale, in Pacific county, near Columbia river. Address Box 580 Astoria, Ore.

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

CALL FOR BIDS.

BIDS WILL BE RECEIVED AND opened on Wednesday, May 3, 1905, at 10 a. m. by the Columbia River Packers' Association at their office in his city for the erection of an addition to the Elmore cannery. The right is reserved to reject any and all bids.

COLUMBIA RIVER PACKERS' ASSOCIATION.

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.

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.

ELECTRIC BARBERS.

TO SCALP A WHITE MAN. used to be the Indian's joyful occupation. Do you feel some times as if you wished you were scalped? Do you scratch till you are nearly mad? Our new Electric Vibrator will relieve the trouble. A treatment, 25 cents. A shave, and face massage with electric vibrator, 50 cents. It's good for eruptions. Porcelain baths. All at the OCCIDENT BARBER SHOP, Occident Hotel Building, A. E. Peterson, Prop.

EMPLOYMENT OFFICES.

MAX STRAEL & CO., EMPLOYMENT office, 535 Bond St. Phone Red 2301. All kinds of help furnished on short notice. Call or phone.

FOR SALE—MISCELLANEOUS.

FOR SALE CHEAP—HULL OF THE schooner Webfoot, capacity 400 thousand feet of lumber; tight 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.

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.

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

BUSINESS DIRECTORY

MANICURING.

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.

SINGING.

Voice Culture—And Singing instructions. Individual or class instructions. Special terms to classes of three pupils, entering together. Private instruction at reasonable rates. MRS. R. E. PASLAY, No. 677 Exchange St., Phone Red 2054.

MILK DEALERS.

IT'S IN THE CAN Where the milk often sours or is contaminated. This is due to an inadequate cleansing process. Our milk cans are carefully sterilized, so that the milk reaches you absolutely pure. Besides 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.

RESTAURANTS.

THE SUNDAY DINNER. at the California Restaurant, 548 Commercial street, is popular among those who know how good our daily 25c dinner is. Soup, fish, entree, toast and dessert every day. On Sunday we serve the finest macaroni and cheese, and oyster patties besides. Blue Point Oysters in the shell sold over the counter at 35 cents a dozen.

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.

FIRST-CLASS MEAL for 15c; nice cake, coffee, pie, or doughnuts, 5c, at U. S. Restaurant. 434 Bond St.

BEST 15 CENT MEAL. You can always find the best 15-cent meal in the city at the Rising Sun Restaurant. 612 Commercial St.

BROKERAGE.

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

HOTELS.

BAY VIEW HOTEL E. GLASER, Prop. Home Cooking, Comfortable Beds, Reasonable Rates and Nice Treatment.



ANNIE OAKLEY

ANNIE OAKLEY

THE WORLD'S GREATEST LADY RIFLE SHOT USES AND RECOMMENDS

Newbro's Herpicide

The ORIGINAL remedy that "kills the dandruff germ."

"Traveling as I do continuously, I have been troubled a great deal with dandruff and falling hair, and until I tried Herpicide I never found a remedy that was satisfactory.

Herpicide is a delightful preparation that fulfills the claims made for it, and no lady's toilet is complete without it. I highly recommend it to my friends." (Signed) ANNIE OAKLEY.

It is certainly significant that Miss Oakley, the celebrated rifle shot and theatrical star, who has traveled so extensively abroad, should choose Newbro's Herpicide as the most efficacious toilet remedy for the scalp. No one will doubt her opportunity to choose the best and those who have seen the natty and winsome Miss Oakley, will not doubt her power of discrimination in matters of this sort.

Newbro's Herpicide is a scientific germicide and prophylactic for the hair and scalp, it destroys the germ or microbe that causes dandruff, itching scalp and falling hair, after which the hair will grow as nature intended. Extraordinary results follow the use of Newbro's Herpicide.

If your hair is dull, brittle or lustreless, don't wait until it begins to fall, but save it with Newbro's Herpicide. In addition to its wonderful medicinal qualities, Newbro's Herpicide is the daintiest and most delightfully refreshing hair dressing available. The first application proves its goodness. Try it.

Herpicide contains no grease, it will not stain nor dye. STOPS ITCHING OF THE SCALP INSTANTLY.

Send 10c in stamps for sample to THE HERPICIDE CO., Dept. L, Detroit Mich.

See Window display at

The Owl Drug Store

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.

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.

Reliance Electrical Works

H. W. CYLUS, Manager

428 BOND STREET

HOTEL PORTLAND

The Finest Hotel in the Northwest PORTLAND OREGON.