

# CHANCE SHOTS

By the Ad Man.

### Don't Get in a Rut.

"Are you satisfied with your present trade? You should not be. A storekeeper should have that discontent in him which tends to make him always on the lookout for more business. To be satisfied means getting in a rut more or less. Avoid the ruts. To be desirous of an increase means that the merchant is fully alive to the situation, he is constantly keeping his store and stock in the best of condition and is at all times seeking every advantage to add a few dollars to the day's business. The merchant who is satisfied is taking great chances of getting into a rut and staying there, the merchant who feels that he needs a little more business and is always going after the trade will never seek the ruts. He is too alive and wide awake."—The Tradesman.

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### Free Offer.

Free copies of the Fish and Game laws of the State of Washington, printed in pamphlet form can be had by application to the Pacific Fisherman, Seattle. The booklet was compiled by T. R. Kershaw, the fish commissioner and game warden of Washington.

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### Don't Drive Trade Away.

The Grocer and Country Merchant says that "There is nothing so good as a combination of grocers to advance prices for immediately diverting trade to rival centers and for ultimately setting the town itself by the ears." I have always contended that it does not pay to get the foreign merchant to come into the home town with specials which the local dealer can afford to sell as well. A special price on a certain article for a day or two is bound to help trade. You needn't be a price-cutter on that account. The leading retail grocers of the Pacific coast and probably the highest grade grocers, Goldberg, Bow n & Co. of San Francisco, have special prices on a few goods every week for 3 days and yet have made and hold the reputation of being strictly first-class and reliable. They advertise the specials as well as other things.

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### He Knew How.

C. W. Kriel, following a custom established quite a long time ago, on Saturday offer 10 ten-cent cigars at a nickel. Mr. Kriel stated that this custom has helped his trade materially, as people who had been in the habit of coming there on Saturdays only, now come regularly, attracted no doubt by the excellence of the line carried.—Indianapolis correspondent of Tobacco Leaf.

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### Fell Because It Came Easy.

Three months ago a certain mercantile house in the northwest put an expert accountant to work on the books, says Minneapolis Bulletin and Trade. The bookkeeper had been with the house for years. He was a trusted employe. There was not even a breath of suspicion against him at the time the expert accountant began work. In a comparatively short time the expert found that the bookkeeper was short \$25,000 in his accounts. The bookkeeper fled to Canada and later returned to stand trial. He has now begun a term of three years in the penitentiary.

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### A Timely Warning.

While discussing his troubles with an old friend after his arrest, the bookkeeper was asked how he came to launch into systematic thieving. His answer was this:

"It came so easy."

To every store manager and every merchant these words ought to be a business sermon. Is it coming easy for some trusted employe in your store?

If you have a bookkeeper or a cashier, do you know whether it is "coming too easy" for them? Are you throwing safeguards around them and around yourself at the same time to prevent such falling from grace?

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### A Useless Employe.

A man who needs watching all the time is not worth having. Safeguards to prevent pilfering will hurt no honest man's feelings. But how can you safeguard against the man who steals your time, while another employe draws pay for overtime? How can you safeguard against the department manager who right along does that which hurts your business, while another department manager tries to build it up? There are plenty of such men. The man who cannot take care of his department without being watched all the time steals your time—which is money. Perhaps you could make more money while you now have to watch the other fellow. Fire the useless man and supplant him with a man who knows his business and behaves himself like a man. He may cost more, but isn't he worth more?

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### Can Be Overcome.

The Fishing Gazette says that "It is a rather curious fact that the best of all salmon, the royal Chinook is somewhat in disfavor with certain consumers, by reason of its peculiar pale coloring. They take it for 'pink"

salmon, which, of course, it is not. On the contrary, it contains more natural oil than blood red Alaska."

There is only one way to overcome this prejudice of the consumer—that is to advertise—as I said in these columns last Sunday—a certain brand of royal chinook in the leading magazines, etc. It means big money for the man who first advertises a brand that way. See the ad man.

### Ad Information.

Help in the knotty problem of increasing trade by means of advertising, that's the subject I love to discuss. Practical experience, covering many years with mercantile houses, newspapers, etc., enables me to discuss the subject intelligently. It will give me pleasure to tell you why The Astorian is a good medium for you to use and other things about advertising in its various phases which may interest you. I charge you nothing for any interview.

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### What Fools These Mortals Be.

I have met the man who puts in so much time fighting over the little things in the business that he has no time to give to its vital problems. Many a merchant gets so made over the fool words of a fool competitor that he is practically no good for a week. I have seen competitors get to bombarding each other with cusseriness so much that the business of both suffered greatly.

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### A Big Appropriation.

The National Association of Packers of Pure Canned Goods, which was recently organized in Chicago, will probably spend \$50,000 a year in advertising to the general public the fact that the goods are packed according to law.

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### A Nut to Crack.

Here is a problem that comes from a railroad ticket office: Can you figure it out? A man entered the office and asked the price to a certain station and was told that it was \$2. He had but a \$2 bill. He left the office and took his \$2 bill to a pawn shop and pawned it for \$1.50. On his way back to the depot he met a friend and sold him the pawn ticket for \$1.50. This gave him the required \$2 for the ticket. Now who's out that extra dollar?

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### A Steady Pull Draws Best.

Steady advertising, used with judgment during dull periods, serves not only to make them less dull, but has also a cumulative effect whose full fruitage is gathered in the busier season. It must, of course, be used with judgment. Attempts to force trade that is absolutely unreasonable are farcical.—Printer's Ink.

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### Various Ways.

There are various ways of advertising. The ad man has never told anyone that newspaper advertising is the only way. But that the morning newspaper is the best of all methods, alone, or when used with other media, has been proven by judicious advertisers throughout the world. Good copy is necessary, however, for results.

### Services Today.

There will be services in all the churches today at the usual hour. Rev. Dr. Toy will preach at the Methodist church in the morning, and services will be held at the other churches in the morning. In the afternoon there will be services for men only at the opera house. In the evening the churches will join in a union meeting at the Methodist church. Rev. Dr. Toy will preach and Mr. Dickson, Mrs. Geo. H. Watkins and Miss Larsen will assist in the music. A large choir will be present. The public is invited to all of these services.

### Death of Louis Boentgen.

Louis Boentgen, proprietor of the Crown soda works of this city, died very suddenly last evening at 9:30 o'clock. The cause of his death was the bursting of a blood vessel. Mr. Boentgen leaves a widow, two sons and a daughter, two brothers and four sisters. He was 55 years of age. No arrangements have been made for the funeral.

## GOLDEN GATE COFFEE



### Buy a Coffee Mill

and grind Golden Gate at home (not too fine) fresh each morning.

Aroma-tight tins. Never in bulk.

**J. A. Folger & Co.**  
Established in 1850  
San Francisco

many of her sort. Nell—She claims that she makes it a point to be blind to the faults of others. Belle—Well, she may be blind, but she's not deaf. She likes to listen to tales of them.—Philadelphia Ledger.

### Masculine View.

Mrs. Shopp—I see Cutt & Shashem are advertising some lovely house gowns at a bargain. Shopp—Well, our house doesn't need a gown, but it ought to have a coat of paint.—Detroit Tribune.

### Saved by Dynamite.

Sometimes a flaming city is saved by dynamite a space that the fire can't cross. Sometimes, a cough hangs on so long, you feel as if nothing but dynamite would cure it. Z. T. Gray, of Calhoun, Ga., writes: "My wife had a very aggravated cough, which kept her awake nights. Two physicians could not help her; so she took Dr. King's New Discovery for Consumption, Coughs and Colds, which eased her cough, gave her sleep and finally cured her." Strictly scientific cure for bronchitis and La Grippe, at Chas. Rogers' drug store, price 50c and \$1.00; guaranteed. Trial bottle free.

### His Invention.

Mrs. McFlub—Your husband seems to be quite versatile. Has he ever invented anything? Mrs. Seeth—Oh, yes. One of the finest lines of midnight excuses you ever listened to.—Louisville Courier-Journal.

### Absentmindedness.

"Why are you so absentminded about mailing letters?" said the reproving wife. "You never forget to smoke." "That's absentmindedness again," answered the incorrigible. "I can't remember not to smoke."—Washington Star.

### Cleared for Action.

When the body is cleared for action, by Dr. King's New Life Pills, you can tell it by the bloom of health on the cheeks; the brightness of the eye; the firmness of the flesh and muscles; the buoyancy of the mind. Try them. At Chas. Rogers' drug store, 25 cents.

### Odors in the Cow Stable.

Be careful of the odors in the cow stable. Milk is a subtle agent. Recently the milk and cream from a farm had a rank taste of turnips, though the cows had had no turnips. A visit to the stable disclosed two big boxes of turnips stored in one part of the stable. Days when the milk was left standing a "little while" it would be almost unfit for use.—Farm Journal.

### Where Blood Tells.

The place where the well bred animal really comes into his own is in the hands of the average farmer who seeks the best and most economical method of marketing his grain and grass.

### Cleared for Action.

Blood poison creeps up towards the heart causing death. J. E. Stearns, Belle Plaine, Minn., writes that a friend, dreadfully injured his hand, friend dreadfully injured his hand, which swelled up like blood poisoning. Bucklen's Arnica Salve drew out the poison, healed the wound, and saved his life. Best in the world for burns and sores. 25c at Chas. Rogers' drug store.

**Too! Too!**  
**Too! Too!**  
**A Hat That's Good**  
**And a Hat That's**  
**New,**  
**That's The Hat**  
**For You!!**

We have Ladies' Hats in many styles and at prices to fit any purse. We trim and repair Hats.

## THE FAIR

MRS. A. JALOFF, Prop.  
EXCLUSIVE MILLINERY

AT

Reasonable Prices.

STAR THEATER BLDG, ASTORIA.

## At that Social

You will enjoy serving tea from one of our many styles of teapots. They are pretty and very serviceable, some are quite dainty and will please the most fastidious.

Won't you stop in and examine the line? They range in price from 20 cents to \$1.25 each.

### Yokohama Bazar

203 Commercial Street, Astori

## CLASSIFIED ADVERTISING.

### RATES:

First Insertion, One Cen 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.

### TO EXCHANGE.

WANTED TO EXCHANGE FOR ASTORIA or Seaside property fine Italian prune orchard of 10 acres situated in Clark county, Wash.; 1100 bearing trees, paying good dividends; price \$3000; for further particulars inquire at Astorian office.

### EMPLOYMENT OFFICES.

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

### FOUND.

FOUND—A GILLNET ABOUT 150 feet long in Tongue Point eddy on 16th; owner can have same by identifying property and paying charges. Call on Harold Alne, 1802 Harrison Avenue, Astoria, Ore.

### HELP WANTED.

MEN WANTED AT FORT STEVENS to clear land; \$2 per day. Loren Seward, Ft. Stevens, Ore.

BOY WANTED TO WORK IN printing office. Apply at Astorian office.

WANTED—MEN AND WOMEN to learn watchmaking, engraving, jeweler's work; only practical working school for jewelers; money made learning. Seattle Watchmaking & Engraving school, P. I. Bldg, Seattle.

### HOUSES WANTED.

WANTED TO RENT—FURNISHED house for the summer, by one who will take good care of the property. Address manager Warren Packing Co., City.

HOUSE OF 6 OR 8 ROOMS WANTED in good neighborhood. Convenient to center of town; rent reasonable; permanent. Address Emil Held, care The Astorian.

### ROOMS WANTED.

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

TWO HOUSEKEEPING ROOMS, furnished. 165 10th st.

### MISCELLANEOUS.

WANTED—AT GASTON'S FEED stables, No. 105 14th St., Wool, mohair, hides and furs.

### FOR SALE—MISCELLANEOUS.

FOR SALE—HIGH COUNTER, about 5 feet long. Apply at Astorian office.

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 selling purposes. For particulars apply at this office.

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

### BIDS WANTED.

BIDS WILL BE RECEIVED FOR UPPER structure of the new St. Mary's hospital; plans and specifications can be seen at the office of the architect at St. Mary's hospital; all bids to be in on or before May 31; right is reserved to reject any or all bids.

NOTICE TO CONTRACTORS—Proposals will be received for a two-story frame store building until May 29 at 2 p. m., 1905, for J. N. Griffin. Information can be obtained at Griffin's book store, 582 Commercial St., Astoria, Ore. Right is reserved to reject any and all bids.

CALL FOR BIDS—U. S. ENGINEER Office, Portland, Ore., May 22, 1905.—Sealed proposals will be received here for mattress, rock and pile work in connection with extension of jetty at mouth of Coquille river, Ore., until 11 A. M., June 22, 1905, and then publicly opened. Information on application. W. C. Laughton, Maj., Engrs.

### BUSINESS DIRECTORY

#### BROKERAGE.

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

#### ELECTRIC BARBERS.

Electricity in your body is a sign of health. Electricity applied to any part of the body will produce health. With our Electric Radiator we apply it to the head or face. A shave and face massage with the new apparatus, 50 cents. Scalp treatment, 25 cents. Five expert barbers. Porcelain baths. All at the **Occident Barber Shop**, Occident Hotel Bldg., A. E. Peterson, Prop.

#### 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.

#### MILK DEALERS.

STRICT LAWS referring to the purity of milk are being enforced everywhere. You need have no fear about the quality of the milk we serve you. It's pure and fresh. Choose either morning or night delivery and get **Fresh Milk of THE SLOOP-JEFFERS CO.**, 10th and Duane streets.

#### RESTAURANTS.

**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.

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

#### 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.

#### 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. PARLAY**, No. 677 Exchange St., Phone Red 2054.

#### WOOD YARDS.

**WOOD! WOOD! WOOD!**  
Cord wood, mill wood, box wood, any kind of wood at lowest prices. Kelly, the transfer man. Phone 2211 Black. Barn on Twelfth, opposite opera house.

#### BILLIARD HALLS.

**Occident Hotel Bar & Billiard Hall,**

Tables New and Everything First Class.

Finest brands of Liquors and Cigars

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

### FINANCIAL.

## Astoria Savings Bank

165 Tenth St., ASTORIA, ORE.

Capital Paid in \$100,000.  
Surplus and Undivided Profits \$35,000.  
Transacts a General Banking Business.  
Interest Paid on Time Deposits.

### OFFICERS.

J. G. A. BOWLEY, President  
D. I. PETERSON, Vice-President  
FRANK PATTON, Cashier  
J. W. GARNER, Assistant Cashier

ESTABLISHED 1889.

## First National Bank

OF ASTORIA, OREGON

Capital and Surplus \$100,000

### HOTELS.

## HOTEL PORTLAND

PORTLAND, ORE.

Finest Hotel in the Northwest.

## The Tired Traveler

Is ever happy to find a comfortable stopping place. Where to put up is the prevalent question after a long journey. You can solve the problem in Astoria 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 hotel 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 busse to and from the hotel.

## J. T. BROEMSER.

### PROFESSIONAL CARDS.

#### PHYSICIANS.

#### JAY TUTTLE, M. D.

#### PHYSICIAN AND SURGEON

Acting Assistant Surgeon

U. S. Marine Hospital Service.

Office hours: 10 to 12 a.m. 1 to 4:30 p.m.

477 Commercial Street, 2nd Floor.

#### OSTEOPATHISTS.

Dr. Rhoda C. Hicks. Dr. J. E. Snyder

#### OSTEOPATHS.

Office Mansell Bld. Phone Black 2965

572 Commercial St., Astoria, Ore.

#### DENTISTS.

#### DR. T. L. BALL,

#### DENTIST.

524 Commercial St. Astoria, Oregon.

#### DR. VAUGHAN,

#### DENTIST

Pythian Building, Astoria, Oregon.

#### DR. W. C. LOGAN

#### DENTIST

778 Commercial St., Shanahan Building

#### MEDICAL.

Dr. C. Gee Wo

WONDERFUL HOME TREATMENT

This wonderful medicine is called

because it cures all kinds of diseases

without any pain or suffering

and it is so easy to use

that even a child can use it

and it is so cheap

that every one can afford it

and it is so good

that it is the best medicine

in the world

and it is so easy to use

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