

# CHANCE SHOTS

By the Ad Man.

## GOOD WINDOW EFFECT.

Peterson & Brown have something novel in the window dressing line, showing that you can work an old idea into a new one. Instead of entirely removing the Easter window ideas which appeared there until a few days ago, Mr. Brown managed to work a complete change by using new colors in crepe paper. Red and white are the colors used and the goods displayed are outing shoes which are also effectively advertised in this paper. A man with such a good conception of window dressing as Mr. Brown has, should change his windows often. It will prove a valuable effect.

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## STATIONERY THAT ADVERTISES.

The F. J. Cooper advertising agency of San Francisco recently sent a remittance to The Morning Astorian in the form of a check which in itself is a valuable bit of advertising. The background was a catchy conglomeration of parts of the title pages of some newspapers and magazines, presumably used by this agency. The cut of it was printed in a delicate tint ink, permitting bright color on black lines to show up on it to advantage. The necessary text was carefully filled in with pen in black ink, while the lines used in voiding the blank spaces were inserted in red with a ruling pen. The whole was very effective and clearly shows how easily the most insignificant feature of one's business can be made valuable as an adjunct to other advertising. This check is an embodiment of the theory that nothing in a concern's stationery is so insignificant as not to deserve an experienced man's attention.

The Morning Astorian's job office is prepared to suggest and execute original ideas for your stationery, booklets, etc. The ad man has had the experience.

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## ADVERTISING NEEDED.

The Trade Register of May 13 says that "A San Francisco paper revives the story that the Columbia river chinook has materially declined in flavor owing to irregularity of quality, attributed to using eggs from the fall runs for the hatcheries."

Here is another evidence that proves my claims regarding advertising the royal chinook salmon the only satisfactory method to choke off the knockers. A firm which will put out a royal chinook under a brand, widely advertised in newspapers and magazines, will reap a harvest. What better opportunity is there to be found for effective mail-order and direct to the consumer advertising? Who is the man with a little money and some nerve? If you are, see the ad man.

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## PERSISTENT ADVERTISING.

A good story was told at a recent bankers' convention in Pittsburg to illustrate the results which can be achieved by persistent advertising. In a Pittsburg rolling mill a bar of steel weighing half a ton was suspended by a chain, and near it was hung a bottle cork by a silk thread. The cork was allowed to swing against the great mass of metal, striking at each time the same spot. No result was perceptible for ten minutes, when the bar began to quiver. In thirty-five minutes it was swinging like the pendulum of a clock. Advertisers who expect immediate and big results from a single advertisement, or advertisements spasmodically placed before the public, would do well to ponder this story. It is the patient, persistent hammering, kept up month after month and year after year, that is certain to start the pendulum of success swinging in your direction.

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**WHAT CAN THE POOR MAN DO?**  
F. R. Yerxa & Sons are about to open a wholesale grocery store in Seattle.

## BUSINESS COLLEGES.

**Portland Business College**  
Park and Washington, Portland, Oregon  
"The School of Quality"  
MODERN, PRACTICAL, COMPLETE  
Open all the year. Catalogue free  
A. P. ARMSTRONG, LL. B., PRINCIPAL  
Students May Enter at Any Time.

## BUSINESS

In this age of keen competition a Business Education is an indispensable adjunct to the ambitious young man or young woman who wishes to succeed in business life. We have the reputation of being the LEADING BUSINESS COLLEGE ON THE PACIFIC COAST. OUR GRADUATES ARE ALL EMPLOYED—Our teachers are all practical men and specialists in their particular lines. If you are thinking of attending Business College you cannot afford to ignore the

**Behnke-Walker Business College.**  
Stearns Building, Portland, Oregon.

regarding which they say:  
"One feature of our store that I think is new here will be that we will sell at wholesale prices to consumers. Such a store is denominated semi-wholesale in character. We will sell only in original packages, and for cash without delivery, but on such conditions any housekeeper may come to our store and buy her goods at lower prices than ever before offered to her in this city."

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## DO YOU SEND RETAIL TRADE AWAY?

Associations and organizations are all right and serve a good purpose, but no organization formed to uphold artificially enhanced prices can serve a good purpose long. You are not necessarily a price-cutter, because for three days, for instance, you offer certain goods, dead on your hands, at reduction to move them. You simply give the consumer good value on something which to you is worth nothing in a little while, if you hold on to it. Do you deem it wise to join an association which prevents you from moving your goods? Some merchandise deteriorates quickly. Unless you move it quickly you lose. Is there anything better than the right price to move them quickly? Nor must the goods be inferior or bad to warrant a special. A bona-fide special offering will always attract new trade.

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## ARE YOU A GENTLEMAN?

The question always comes up: What is a gentleman? Some say he is a man with a silk hat, and others a man with a smooth tongue. But men connected with the newspaper trade have a canon of their own. "Mr. Editor," said a patron one day, "how is it you never call on me to pay for your paper?" "Oh," said the man of type, "we never ask a gentleman for money." "In-deed!" the patron replied. "How do you manage to get along when they don't pay?" "Why," said Mr. Editor, "after a certain time we conclude he is not a gentleman, and we ask him."—London Mail.

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## WHAT'S YOUR SPECIALTY?

Let us now be up and doing.  
Let us labor; do not wait;  
Each his specialty pursuing—  
Catching fish or digging bait.  
—The Fishing Gazette.  
Standing still is not progress; drifting is not going ahead. If you are not doing a little more business than last year employ that universal tonic—printer's ink.—See the ad man.

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## ADVERTISER HAS WINSOME WAY.

The Sanipure Food Company, manufacturers of Sanipure Milk, with offices in Seattle, recently received a request from a lady in this city to forward an analysis of the Sanipure Milk. Instead of merely sending the circular containing the analysis, they forwarded by express prepaid a 25c can of the milk, a liberality which will be appreciated by any mother who uses or expects to use the brand for her baby. The manufacturers of this milk advertise liberally in magazines and gradually extend it to newspapers. But their liberality reaches even into the follow-up system. They also sent a personal letter to the lady referred to, thus assuring her that her correspondence had received the best attention.

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## MUNICIPAL ADVERTISING.

Printer's Ink says that a page advertisement for the city of Dallas, Texas, in the May issue of Success, McClure's Review of Reviews and World's Work is municipal advertising of the right calibre—strong copy where it will be seen. Dallas has a population of 78,000 now, and proposes to double it in five years by advertising. An organization called the Hundred and Fifty Thousand Club is behind this campaign, its members being progressive young business men. An advertising appropriation of \$30,000 annually is to be expended. Magazines are good value when the right ones are used and space is used right.

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## BARGAIN DAYS.

Pasadena (Cal.) merchants have been successful in the inauguration of special bargain days in which all the dealers of the city united and each advertised and gave to patrons some "real" bargains. The newspapers were used exclusively for publicity, 5000 extra copies of each of the established papers being circulated, using one medium for each sale, and passing the patronage around. The departure is said to have drawn a surprisingly large number of people to Pasadena and resulted in an increase in business that was wholly satisfactory. Pasadena Market day has become a feature in the trade of the city.

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## A NOVEL AD.

Morse Department store had something a little out of the ordinary in a special sale advertised in Friday and Saturday's papers, the sale to begin at 10 A. M. Saturday. The box idea is catchy, and if values were as represented, which is usually the case at this store, the sale must have proved advantageous in various ways. Even in a sale an idea is valuable.

## WINDOW DISPLAY CARDS.

A few stores here, but a few only, pay a great deal of attention to their window cards. Some have artist clerks in their employ. Others, like Mr. Brown of Peterson & Brown, engage outside artists to carry out their ideas. P. A. Stokes and S. Danaiger & Co. are fortunate to have men in their employ who can originate and find time to execute ideas. But whether you have a man or not in your employ who can find time for this work, it pays to do like Peterson & Brown—send for a painter or artist to execute your ideas. It costs a little more—but it's money well spent.

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## QUESTION OF OUTSIDE DISPLAY.

Says Orin Strong, editor of West Coast Trade:  
"In cities in many parts of the country there is a growing sentiment against sidewalk and outside displays of fruits and vegetables, where such goods are exposed to contamination from dust and other filth.

It has been pretty well established by medical men, and others well qualified to know, that much sickness and disease, especially among children, is caused by the consumption of goods thus exposed and contaminated. This is especially true during the summer months and fresh fruits and vegetable season."

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## A HARDWARE WINDOW.

The axes exhibited in one of Foard & Stokes Co.'s windows prove that one can make a fine exhibition of implements and hardware in a window. The display referred to is not only attractive, but is superior to anything of the kind ever shown on the sidewalks.

## TALES OF CITIES.

New York averages from twenty-four to twenty-six fires a day, according to a recent statement by Fire Chief Croker.

The old town pump at the southeast corner of the green at New Haven, Conn., will probably be abolished, as the state chemist, after examining the water, says that it is essentially purified sewage.

Brookline is still the richest town in the world. The annual statement of finances shows that the debt is \$1,367,494 under limit. There are no unpaid taxes prior to Nov. 1, 1904. Balance on hand foots up to \$95,312.88; assessed polls, 6,411; tax levy, \$839,707; real estate valuation, \$61,542,000.

## THOUGHTS ON COURTSHIP.

Before you quarrel always stop to consider whether you can afford it.

Promise as much as you can perform and as much more as she would like you to.

Don't forget that while you are making love to a face you will live with a mind.

Love is a disease. See to it that you have an incurable case.—Twentieth Century Home.

## 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.

For Porch and Summer Home  
**Bamboo Furniture**  
gives that refreshing touch to the weary and tired person.  
Settees, Roman Chairs, Hall-racks, etc., etc. Step in and examine the line.  
Did you buy that Chocolate set yet?  
**Yokohama Bazar**  
623 Commercial Street, Astoria

## WE WANT TO DOUBLE OUR SUBSCRIPTION LIST.

THE "HOW" OF IT  
WILL INTEREST EVERYBODY, WHETHER THEY NOW READ THE PAPER OR NOT.

WE ARE GOING TO MAKE THE MORNING ASTORIAN THE BEST NEWSPAPER PUBLISHED IN ANY CITY OF ITS SIZE. WILL YOU HELP US?  
TELEPHONE MAIN 661 and I WILL CALL AND TELL YOU ALL ABOUT IT.  
Emil Held Advertising and Circulation Manager.

THE MORNING ASTORIAN.  
P. S.—If you live out of town write for our plan.

# QUICK RETURN COLUMNS.

Situations Wanted Advertisements Inserted Twice Without Charge.

## EMPLOYMENT OFFICES.

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

## HELP WANTED.

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.

WANTED—ENERGETIC, TRUSTWORTHY man or woman to work in Oregon, representing large manufacturing company; salary, \$40 to \$50 per month, paid weekly; expenses advanced. Address, with stamp, J. H. Moore, Astoria, Ore.

## SITUATIONS WANTED.

SITUATION WANTED AS FIREMAN Address R. D., Astorian Office.

GIRL WANTS POSITION AS WAITRESS in hotel or restaurant. Address J. R., Astorian Office.

## HOUSES WANTED.

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

## FOR RENT—ROOMS.

FOR RENT—LARGE FRONT ROOM; fire and electric light; finest view in city. Address C. A., Astorian.

## ROOMS WANTED.

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

## MISCELLANEOUS.

WANTED—AT GASTON'S FEED stables, No. 195 14th St. Wool, mohair, hides and furs.

## FOR SALE—MISCELLANEOUS.

FOR SALE—HIGH COUNTER, about 8 feet long. Apply at Astorian office.

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.

OLD PAPERS FOR SALE AT THIS Office: 2c 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.

## ELECTRIC BARBERS.

**THE VIBRATOR**  
METHOD OF APPLYING ELECTRICITY.  
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.

**DO NOT ENVY**  
Your friend's beauty. Come in and let us tell you how we beautify the face by electricity. HAIR DRESSING for all occasions.  
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.

## 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.

## 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.

## ONE FIRM HAD THREE

Answers to a Help Wanted Advertisement in One Day. Answers were in before noon. One applicant got the job, a clerkship in a Grocery Store. Quick Results are Obtained by Advertising in the Want Columns of The Morning Astorian.

## DAILY 7,000 READERS

## 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.

## BILLIARD HALLS.

Occident Hotel Bar @ Billiard Hall.

Tables New and Everything First Class.

Finest brands of Liquors and Cigars

## ELECTRICIANS

Reliance Electrical Works

Makes estimates and executes orders for all kinds of electrical installing and repairing. Supplies in Stock. We sell the celebrated SHELBY LAMP.

H. W. Cyrus, Manager.  
428 BOND ST. PHONE 1161

## LAUNDRIES.

The Troy Laundry

The only white labor laundry in the city. Does the best work at reasonable prices and is in every way worthy of your patronage.

10th and DUANE Sts., Phone 1991.

## MILK DEALERS.

## FRESH MILK

from good, clean, healthy cows. EITHER MORNING or NIGHT delivery.

THE SLOOP-JEFFERS CO., 10th and Duane streets.

## MEAT MARKETS.

## 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.

Central Meat Market  
G. W. Norton & Jno. Fuhrman, Prop's.

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

## 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.

## 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.

## HOTELS.

**HOTEL PORTLAND**

PORTLAND, ORE.  
FINEST HOTEL IN THE NORTHWEST.

**BAY VIEW HOTEL**  
E. GLASER, Prop.  
Home Cooking, Comfortable Beds, Reasonable 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 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 bus to and from the hotel.

## J. T. BROEMSER.

## BLACKSMITHS.

**ANDREW - ASP, Blacksmith.**

Having installed a Rubber Tiring Machine of the latest pattern I am prepared to do all kinds of work at reasonable prices.  
12th and Duane Sts.

## IRON WORKS.

**SCOW BAY IRON and BRASS WORKS**

Manufacturers of Iron, Steel, Brass and Bronze Castings. General Foundrymen and Patternmakers. Absolutely first-class work. Lowest prices.  
Phone 2451, 18th and Franklin.

## 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.

## 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 2065  
573 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  
578 Commercial St., Shanahan Building

SEND IN YOUR NAME NOW FOR THE MORNING ASTORIAN