CHANCE SHOTS

By the Ad Man,

(regarding which they say: GOOD WINDOW EFFECT. Peterson & Brown have something novel in the window dressing line, think is new here will be that we will tunate to have men in their employ showing that you can work an old idea rell at wholesale prices to consumers, who can originate and find time to into a new one. Instead of entirely re- Such a store is denominated semi- execute ideas. But whether you have noving the Easter window ideas which wholtsale in character. We will sell a man or not in your employ who can appeared there until a few days ago, only in original packages, and for cash find time for this work, it pays to do Mr. Brown mainaged to work a com- without delivery, but on such condi-like Peterson & Brown-send for a plete change by using new colors in tions any housekeeper may come to mainter or ar ist to execute your ideas. erepe paper. Red and white are the our store and buy her goods at lower it costs a little more-but it's monry colors used and the goods displayed prices than ever before offered to her well spent. are outing shoes which are also effect- in this city."

ively 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.

...

shows how easily the most insigni- trade. ficant feature of one's business can b" made valuable as an adjunct to other advertising. This check is an emolument 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 inal ideas for your stationery, booklets, etc. The ad man has had the experience.

....

ADVERTISING NEEDED.

that "A San Francisco paper revives the story that the Columbia river chinook has materially declined in flavor London Mail. owing to irregularity of quality, attributed to using eggs from the fall runs for the hatcherins."

Here is another evidence that proves my claims regarding advertising the royal chinook saimon 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 ADVERTISER HAS WINSOME WAY. mind. nerve? If you are, sie the ad man

... DO YOU SEND RETAIL TRADE AWAY?

Associations and organizations are

STATIONERY THAT ADVERTISES. ficially enhanced prices can serve a The F. J. Cooper advertising agency good purpose long. You are not necesof San Francisco recently sent a re- sarily a price-cutter, because for three from dust and other filth. mittance to The Morning Astorian in days, for instance, you off'r certain the form of a chtck which in itself is goods, dead on your hands, at reducbackground was a catchy conglomera- the consumer good value on something disease, especially among children, is tion of parts of the title pages of some which to you is worth nothing in a litnewspapers and magazines, presum- the while, if you hold on to it. Do you ably used by this agency. The cut of deem it wise to join an association is especially true during the summer It was printed in a delicate tint ink. which prevents you from moving your permitting bright color on black inks goods? Some merchandise deteriorates season." to show up on it to advantage. The quickly. Unless you move it quickly necessary text was carefully filled in you lose. Is there anything better than with pen in black ink, while the lines the right price, to move them quickly? used in volding the blank spaces were Nor must the goods be inferior or bad

... 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 prepared to suggest and execute orig- said a patron one day, "how is it you never call on me to pay for your paper?" "Oh," said the man of types. "we never ask a gentleman for money." "In-deed!" the patron replied. "How do you manage to get along when they The Trade Register of May 13 says don't pay?" "Why," said Mr. Editor, "after a certain time we conclude he is not a gentleman, and we ask him."-

...

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 tonicprinter's ink .- See the ad man.

...

The Saninura Food

THE MORNING ASTORIAN, ASTORIA, OREGON.

WINDOW DISPLAY CARDS. of Peterson & Brown, engage outside artists to carry out their ideas. P. A. "One fature of our store that 1 Slokes and S. Dansiger & Co, are for-

... QUESTION OF OUTSID EDISPLAY. Says Orno Strong, editor of West

Coast Trade: "In cities in many parts of the counall right and serve a good purpose, but try there is a growing sentiment office. no organization formed to uphold arti- against sidewalk and outside displays of fruits and vegetables, where such goods are exposed to contamination

> by medical men, and others well qualtcaused by the consumption of goods thus exposed and contaminated. This months and fresh fruits and vegetable

... A HARDWARE WINDOW

The axes exhibited in one of Foard & Stokes Co.'s window prove that one inserted in red with a ruling pen. The to warrant a special. A bina-fide can make a fine exhibition of implewhole was very eff ctive and clearly special offering will always attract new ments 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 sidwalks.

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, \$939,707; real estate valuation, \$01,512,000.

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



SUNDAY, MAY 28, 1906.

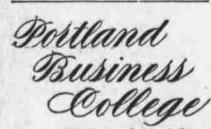
...

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 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 mediate 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.

...

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

BUSINESS COLLEGES.



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 Business Education is an indispensable adjunct to the ambitious young man o: young woman who wishes to succeed in business life. We have the reputa- the trade of the city, tion of being the LEADING BUSINESS COLLEGE ON THE PACIFIC COAST. OUR GRADUATES ARE ALL EM-PLOYED-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.

facturers of Sanipure Milk, with offices in Seatile, 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 forwardweighing half a ton was suspended by milk, a liberality which will be appreciated by any mother who uses or exence had received the best attention.

> ... MUNICIPAL ADVERTISING.

Printer's Ink says that a page adcertisement 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 ampaign, its members being progressive young business man. 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.

... 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 supprisingly large number of people to Pasadena and resuited in an increase in business that WILL

Market day has become a feature in PAPER OR NOT. ...

A NOVEL AD.

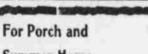
Morse Department store had something a little out of the ordinary in a HELP US? 10 A. M. Saturday. The box idea is IT. catchy, and if values were as repre-

sented, which is usually the case at tion Manager, this store, the sale must have proved idvantageous in various ways. Even In a salt an idea is valuable.

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 a Pittsburg rolling mill a bar of steel ed by express prepaid a 25c can of the can't cross. Sometimes, a cough hangs on so long, you feel as if nothing but dynamite would cure it. Z. T. Grav. pects to use the brand for her baby, of Calhoun, Ga., writes; "My wife had The manufacturers of this milk ad- a very aggravated cough, which kept vertise liberally in magazines and her awake nights. Two physicians gradually extend it to newspapers. But could not help her; so she took Dr. their liberality reaches even into the King's New Discovery for Consumfollow-up system. They also sent a ption, Coughs and Colds, which eased personal latter to the lady referred to, her cough, gave her sleep and finally a clock. Advertisers who expect im- thus assuring her that her correspond- cured her." Strictly scientific cure Rogers' drug store, price 50c and \$1.00; guaranteed. Trial bottle free.



Summer Home

Bamboo

Furniture

gives that refreshing touch to the weary and tired person. Settees, Roman Chairs, Hallracks, etc., etc., Step in and examing the line. Did you buy that Chocolate set yet?

Yokohama Bazar

626]Commercial Street, Astori

WE WANT TO DOUBLE

OUR

SUBSCRIPTION LIST.

THE "HOW" OF IT

INTEREST EVERYBODY. was wholly satisfactory. Pasadena WHETHER THEY NOW READ THE

> MORNING ASTORIAN THE BEST NEWSPAPER PUBLISHED IN ANY CITY OF ITS SIZE. WILL YOU

special sale advertised in Friday and TELEPHONE MAIN 661 and I WILL Saturday's papers, the sale to begin at CALL AND TELL YOU ALL ABOUT

Emil Held Advertising and Circula-

THE MORNING ASTORIAN. for our plan.

Voice Culture-

And Singing instructions. Individual or class instructions. Special terms to classes of three pupils, entering together. Private instruction at reason-P. S .- If you live out of town write able rates. MRS. R. E. PASLAY, No. 677 Exchange St. Phone Red 2054.

office hours: 10 to 12 a.m. 1 to 4:30 p.m. Dr. J. E. Snyder Office Mansell Bld. Phone Black 2065 Astoria, Oreson. 434 Bond St 578 Commercial St., Shanaban Building BEST 15 CENT MEAL. You can always find the best SEND IN YOUR NAME 15-cent meal in the city at the NOW FOR THE Rising Sun Restaurant. MORNING ASTORIAN 612 Commercial St.