

CHANCE SHOTS

By the Ad Man.

CABLE RATES TO JAPAN.

A reduction of twenty cents per word for cablegrams to Japan has recently been announced by the Mackay-Bennett Cable Co. The present rate is \$1.41 per word. Thus the new rate which goes into effect July first, brings it down to \$1.21 per word. Previous to the opening of the Pacific cable the rate was \$1.84. The reduction in the cable tariff is of great importance to Pacific Coast interests, as many importers and exporters are constantly forced to resort to communication by cable for eighty transactions, or special orders. The newspapers, too, will be benefitted by the action of the Mackay-Bennett people who also control the Postal Telegraph Co.

SOMETHING DOING HEREABOUTS.

Three additional dry kilns, being erected by the Tongue Point Lumber Co., will double the present capacity of the plant. Big firms growing bigger all the time. Yet there are those who say that we are slow here. Are we? I doubt it. Some of us may need a good driver to increase their speed. But the material is here for some pretty good timber of the kind that will make the regatta a success.

HOW WILL YOU HELP IT?

"The Grocers' Review," of Manchester, Eng., says faking in the canned goods trade has reached salmon to such an extent as to make possible a large decrease in its consumption. It refers to salmon under established British Columbia labels. A few years ago the Trade Register caused a breeze by giving an article from an English contemporary charging similar conduct on the part of the British Columbia canners. This latest complaint is worthy of attention. The above quotation from the Trade Register clearly proves that there is but one way to protect a standard grade of salmon, irrespective of whether it is our own Royal Chinook or any other.

The consumer, first of all things, wants to know that he is getting the best the market affords at the price he wishes to pay. Secondly he wants to be assured that the package is such as to absolutely free it from any possible impurities, either due to careless packing or to contamination from means.

WHY HESITATE?

Rumor has it that some of the local salmon packers don't agree with me on the subject of advertising salmon. One man even told me that he had heard packers say that if they used a whole page in the Morning Astorian for a year, it would not help them any. Strange, isn't it?—but we agree on the subject to that extent. There are too many things which have to be done preliminary to advertising salmon, before a page, or for that matter the whole issue of any paper or magazine would do them any good. That's why I should like to meet the gentlemen who doubt my statement as to the possibility of successfully advertising salmon. Doubting Thomases are my hobby. I have persuaded quite a few to my way of thinking, since I came here. For doubting salmon packers I have a still better argument. It costs you nothing to hear me talk, while I rather enjoy it. You may think better of me after you have heard me and you may find joy in the knowledge that while the salmon pack is limited—your chief bone of contention by the way—there is a possibility of increasing the \$8 re-

turns from the pack.

I AM NOT ALONE.

There are others who think that salmon will bear advertising and for this reason I quote from the June edition of "Pacific Coast Advertising" a little of what F. J. Cooper, President of the F. J. Cooper Agency, San Francisco, has to say on the subject: "The great dangers of ptomaine and the growing distrust of tinned goods have already been recognized by many manufacturers, and now the finest of preserves and other products are put up in glass. This condition and the education an advertising campaign will effect against canned salmon offers at this time a particularly attractive proposition to the salmon firm that will recognize the value of a choice article in a carefully packed form that is free from all the dangers resulting from the use of common tin."

WHAT OTHERS SAY.

Mr. E. W. Hazen, western manager of the Curtis Publishing Co., in an article published in the June number of the same magazine, has this to say among other things: "This advertising is not to create the impression simply that canned salmon is good to eat as a food. It will create this impression, but also creates the impression that this particular brand of canned salmon is invariably first-class in quality, and packed under sanitary, healthful, clean conditions."

The retail dealer will very soon discriminate in your favor because he finds it easy to sell advertised goods, and credit is reflected upon him for selling an article that pleases his customers. He will even go to the extent of spending his own money in many cases locally to call attention to your goods, and the fact that he handles them. He will give window displays and encourage his clerks to sell the advertised goods in preference to others. His own interest will dictate this.

The packer's standard of quality will be elevated by a campaign of this character because of the reflex influence of this campaign.

The packer's standard of quality will be furthered by using the utmost care to see that his trade mark is only found on goods of the highest quality.

In a short time a comprehensive advertising campaign of this character will put the concern back of it in an independent position with the trade.

WINDOW DRESSING.

Can a merchant afford to neglect his windows? Never. He must constantly plan for something new. The best efforts in window dressing should be augmented by the supreme effort, entitled, "Frequent Changes." You won't like to see a newspaper repeat on Tuesday an item printed the day before. Don't expect your customers to look at your windows twice or four times a month, unless you change them that often. Never let a window or a newspaper advertisement get stale. Your competitor profits by your neglect.

HAVE YOU ENOUGH?

It has been said that you cannot advertise a product to any advantage when you can sell all you can get hold of. That has been said of salmon too. Now, because some of the packers are satisfied with their profits, do all of them get all they want out of the business? Here is, where I can show an old dog new tricks. Aside from that I believe that Astoria can never urge enough the necessity of interesting outside capital, when a cracker-jack proposition like a \$75,000 hotel has to go begging. Yet there is hardly an investment which would net a bigger dividend here. The regatta, it is rumored, is dead, in spite of the fact that this year it should pay a dividend beyond ordinary dreams. Yet the committee is said to have exhausted its efforts to get a man who can lead to victory. Has it?

THE COAST AD-JOURNAL.

It may seem strange that I harp on the subject of advertising magazines. But somehow, I cannot get away from the topic of literature which is bound to benefit any merchant who peruses it. I can never get enough information on any topic, so that I am compelled to carry from place to place a constantly increasing amount of clippings, magazines, etc., pertaining to that which makes business grow bigger in volume all the time. For several years "Pacific Coast Advertising," published at 228 Mercantile Place, Los Angeles, Cal., has regularly been on the list of magazines for which I subscribe. Lewis H. Mertz is its able editor and he covers the interests of Pacific Coast industries

advantageously. Recently the subscription price has been reduced to \$1.00 a year. There can be no reason why merchants anywhere should not subscribe for it. Every issue has more than enough good stuff to make it worth the subscription price.

WHY NOT THE PRICE?

The Morning Astorian's advertising rates, as based upon the rate card which went into effect on April 1st, 1905, are as reasonable as can be demanded anywhere. The merchant who objects to what some are pleased to call an increase, would not tolerate a customer to tell him that he must sell his merchandise for less than he asks. Improvements in the paper and in the advertisements are noticeable by all who care to see. An increase in circulation is manifest to all who care to investigate. The present rate merely margin of profit. The leading advertisers everywhere know that increased circulation means increase of cost of production, larger staffs, etc., etc. The proportionate increase in advertising rates always goes hand in hand with proportionately increased returns from the advertisements. The Morning Astorian does not need self emolument. Its readers, its advertisers and its general appearance speak for it? Do you listen to this tale—well told?

New THINGS IN RAINIER.

The Columbia River Door Company of Rainier shipped fourteen cars of lumber in March, distributed through Oregon and Washington. The Hoyt branch of the American Woodworking Company at Williamsport, Pa., is building a special saw mortiser invented by Manager Plue, which cuts from one to six mortises in a door style at a single operation and which can mortise 2,000 doors per day. The first machine will be installed at the Rainier plant, and then the machines will be put on the market.

Dying of Famine.

is in its torments, like dying of consumption. The progress of consumption from the beginning to the very end, is a long torture, both to victim and friends. "When I had consumption in its first stage," writes Wm. Myers, of Cearfoss, Md., "after trying different medicines and a good doctor in vain. I at last took Dr. King's New Discovery which quickly and perfectly cured me." Prompt relief and sure cure for coughs, colds, sore throat, bronchitis, etc. Positively prevents pneumonia. Guaranteed at Chas. Rogers drug store, price 50c and \$1.00 a bottle. Trial bottles free.

Sunday Excursions to North Beach.

The Iwaco and Navigation Company are selling round trip tickets every Sunday from Astoria to all points on Long Beach including Nahcotta, at rate of one dollar for the round trip.

Light Reading FOR Heavy Moments 100 NEW NOVELS Paper, 10c, 15c, 25c.

The kind for your vacation.

SEE SHOW WINDOW

J. N. GRIFFIN

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

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

626 Commercial Street, Astoria

QUICK RETURN COLUMNS.

Situations Wanted Advertisements Inserted
Twice Without Charge.

Telephone your want advertisement to the office of The Morning Astorian. Telephone Main 661. When you need help or want to sell or exchange anything. Somebody may be looking for work or wish to exchange something for an article which you have.

HELP WANTED.

HELP WANTED—MEN AND WOMEN to learn watchmaking. A practical working school for jewelers. Money made learning. Seattle Watch Making & Engraving School, P. L. Bldg., Seattle.

HELP WANTED—GIRL WANTED for general housework. Wages between \$15 and \$20 per month. J. B. Gibbons, care Tongue Point Lumber Co., Alderbrook.

WANTED—AT ONCE, A CHAMBERMAID. Parker House.

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

FOR SALE—MISCELLANEOUS.

FOR SALE—A 9x10 1-4 WASHINGTON Iron Works, Seattle, Wash., donkey 150 feet 7-8 and 3500 feet 5-8 inch cable. Full set rigging and blocks. Address Pacific Cadean, Cathlamet, Wash.

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; 25c per hundred.

CALL FOR WARRANTS.

Notice is hereby given to all parties holding Clatsop County warrants endorsed prior to August 1st, 1904, to present same to the county treasurer at his office 590-592 Commercial street, for payment. Interest ceases after this date. (Signed) CHAS. A. HEILBORN, County Treasurer.

Dated, Astoria, Oregon, this 13th day of June, 1905.

BIDS WANTED.

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. Langitt, Maj., Engrs.

HOUSES FOR RENT.

FOR RENT—HOUSE KEEPING ROOMS See J. B. Brown at Ross, Higgins & Company.

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.

ROOMING HOUSES WANTED.

WANTED TO RENT—A FURNISHED rooming house. References. Address, A2, Astorian.

FOR RENT—ROOMS.

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

FOR RENT—FURNISHED ROOMS. Enquire 645 Exchange.

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.

You May Want

A furnished house, rooms or store. Make your wants known to the readers of this paper. If you want a tenant for a house, some reader may be the desired party. Obtained by Advertising in the Want Columns of the Morning Astorian.

DAILY 7,000 READERS

BUSINESS DIRECTORY

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

MILK DEALERS.

A NEW PURE FOOD LAW.

In the state of Washington requires that all food packages shall have printed on the outside the ingredients thereof. If you use our Pure Milk, Fresh From the Cows, you won't have to look for the label. We guarantee its quality. 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. Morton & Jno. Fuhrman, Props.

CHOICEST FRESH AND SALT MEATS—PROMPT DELIVERY.

542 Commercial St. Phone Main 321

RESTAURANTS.

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.

Progress Shoes

for Ladies are the

BEST \$2-50

shoes made. We have just received a full line of these shoes, Lace and Blucher. Very Kid, patent leather tips.

BILLY BUSTER SHOES

for the boys have a sole that won't wear out.

S. A. GIMRE

Fine Boots and Shoes
543 BOND STREET, ASTORIA.

BROKERAGE.

C. J. TRENCHARD

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

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 buses to and from the hotel.

J. T. BROEMSER.

FURNITURE.

ROBINSON & HILDEBRAND

Goodman Bldg. 588 Commercial St.

FURNITURE, Carpets, Bedding, Stoves, Matting, Window Shades, LINOLEUM, Etc.

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.

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

BUSINESS COLLEGES.

Behnke-Walker Business College.

Stearns Building, Portland, Oregon.

Our Graduates are All Employed.

We placed 25 pupils in lucrative positions during the month of May.

SEND FOR CATALOGUE.

Correct Clothes for Men

Outing Suits

On the sands, in the mountains, in the country, touring, you'll find the suits bearing this label

Alfred Benjamin & Co.
MAKERS * NEW YORK

on the backs of "The Best."

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

Herman Wise