

# CHANCE SHOTS

By the Ad Man.

## ADVERTISING MAN.

There was a time when the advertising solicitor occupied about the same status as the soap peddler and the vender of shoe strings and matches. Then the office man-at-the-door was instructed to keep him at bay and lose no time in showing him the most convenient place of exit and even the watch-dog was trained to be on the lookout for anyone whose appearance was in the least questionable and who might possibly be an advertising solicitor.

Advertising conditions have changed very materially in the last few years and the advertising solicitor's position has been much improved and now he occupies an enviable position among men, as one who has been of practical help to his fellow men."

## MORE ABOUT HIM.

"The successful advertising solicitor not only possesses a natural aptitude for the work, but is broad of brain and likewise of human intelligence, and comes with the vigor and enthusiasm of his views as a real help to busy and worried business men.

Your advertising solicitor is a good judge of human nature—is quick to adopt his plan of action to his personality of the man with whom he is dealing and knows when to take advantage of the opportunity and when to leave when the occasion seems inauspicious. He will stand by his rights with squareness and give no offense, and still take a reasonable rebuff and keep his temper.

The ideal solicitor is an all 'round good fellow, a gentleman and a sort of genius at the same time, and no other work requires so varied a list of qualifications."—White's Sayings.

## AN AD—YET PROPER.

There are many who might accuse Herman Wise of being presumptuous perhaps of trying to have a hand in everything. If it be a failing, it's not a bad one for a business man, if he does not step beyond the bounds of propriety. In the issuing of the souvenir of the City Hall dedication Herman Wise has combined good judgment and propriety with the salient feature—advertising—in a modest manner.

The souvenir, as published, shows a good illustration of the new City Hall, with a photo of the present head of the city government in a circle in the upper right-hand corner of the card. Suitable inscriptions make it of value for generations to come.

In a modest manner, entirely separate from, and a little below the public building, Wise's advertisement is attached to the card. Those who desire have an opportunity to cut off the ad and save or frame the picture.

## AS YOU LIKE IT.

A lady, out shopping a few days ago, after deeming it strange that here so many storekeepers show their poorer grades of merchandise first, was told by a clerk in a big store that "good goods get shopworn by being shown too often," whereupon she suggested that they might also get shopworn by remaining on the shelves too long. A wise merchant advertises merchandise of quality in the right manner and gives it no chance to get shopworn either way.

## CONTINUED PROGRESS.

Improvements are always in order. Moreover, they seem to be the order of the day at Foard & Stokes'. Conforming to the policy of this progressive firm to make theirs the up-to-date department store of the city, they have just put in three windows in the upper part of the east wall of their store which, heretofore, has been in the dark. The added lights will greatly help the east end of the interior, now occupied by the grocery department.

## COURTEOUS CLERKS.

Your salesman and saleswoman should be able to gain the confidence of their customers. This can be accomplished by prompt and courteous service. The tired clerk can not successfully perform good service. If the tired feeling be inherent, it is time to get a wide-awake person to take the former's place. The writer knows of many instances in this city, where it is a pleasure to enter the stores, whether one wishes to buy or not. This is due to the willingness shown by the clerks while they are on duty, and to their pleasant attitude when off duty. Have you ever thought that a customer may buy twice as much from an agreeable salesman than from the other fellow?

## LACK OF PURPOSE.

Some years ago in a large establishment in Newark, New Jersey, the writer witnessed one of the saddest spectacles of ruinous business management. The

firm had been doing business in a happy-go-lucky sort of way, while the two employers, brothers, were incapable of establishing routine. Orders were filled when they were not forgotten, and money due was collected when it wasn't claimed to have been paid. In one department work was done, when nobody was angry, while in another service due was performed, providing nothing else was going on. It was the privilege of the ad man to enter into the employ of this firm in an executive capacity. The owners had heretofore been, what they termed, conservative, and when the writer ordered stationery amounting to \$75, an objection was raised on various grounds, which was overruled particularly for the reason that the writer claimed to know his business, etc. In two weeks that stationery and proper correspondence was the means of collecting \$375, which had been outstanding for several years, and was considered dead.

## LACK OF STOCK

Lack of Stock Drives Trade From Local Retailers.

The wise merchant knows how to cater to the public. He first of all studies his particular patronage and then figures out, what class of goods is necessary to gain additional customers. There are some retailers in this city who are awake on this point. Others fail to take notice of the importance attached to at least a fairly complete stock. It would indeed be folly for a merchant to seek new custom by advertising, unless he carry a pretty good stock of the lines he handles. A lady shopper feels disappointed if she finds that two pairs of white silk gloves form the complete stock in that line and the clerk is unaware when they will have some more, and so on indefinitely. Never permit your stock to run down in seasonable merchandise. It sadly reflects upon you and your ability to take care of business.

## \$4000 AN ISSUE.

Few people recognize the value of advertise until they become familiar with the amounts expended by some firms in publicity accounts. They begin to think that advertising must have a face value, or so-and-so would not spend his money that way. A page announcement in "The Ladies' Home Journal" costs the advertiser \$4000 each issue. Multiply this sum by 12 and you have almost the comparatively small salary of the president of the United States expended upon one page in 12 issues of one publication, or \$48,000; just \$2000 less than the president's salary.

In this city the salmon industry alone could spend twice that sum advantageously, while few people realize that the combined retailers' total advertising in all local papers barely exceeds \$30,000 a year, or about two-thirds of the total spent by some manufacturers on one page a year in the eastern magazine, which is published once a month.

## Forced to Starve.

B. F. Leek, of Concord, Ky., says: "For 20 years I suffered agonies, with a sore on my upper lip, so painful, sometimes that I could not eat. After vainly trying everything else, I cured it with Bucklin's Arnica Salve." It's great for burns, cuts and wounds. At Chas. Rogers' drug store; only 25 cents.

**Sunday Excursion to North Beach.**  
The Ilwaco Railway and Navigation Company are selling round trip tickets every Sunday from Astoria to all cotta, at a rate of one dollar for the points on Long Beach, including Nah-round trip.

Coleman Building, Seattle, Wash.  
Why suffer with your stomach, kidneys and liver when Hollister's Rocky Mountain Tea will make you well. If taken this month, keeps you well all summer. 35 cents, Tea or Tablets. At Frank Hart's drug store.

## IF YOU STAMMER WE CAN CURE YOU

The Lewis Phono-Metric Institute and School for Stammerers of Detroit, Michigan. Established eleven years. Have cured thousands. Gold Medal awarded World's Fair, St. Louis, 1904. Recommended by physicians, educators, clergymen, and graduates everywhere. This institution has a Western Branch at Portland with a very large class of pupils in attendance—men and women, friends and boys—all ages ten to forty. Many have been cured in three weeks, but five to six weeks is the time usually required. Will close in Portland on October 15th. Will accept pupils until September 1st. A POSITIVE, ABSOLUTE CURE GUARANTEED. Write at once for particulars and terms. If you mention this paper and send 5 cents in stamps, to cover postage, I will send you our cloth bound 300 page book "The Origin and Treatment of Stammering." Free of charge. Address WILLIAM T. LEWIS, Western Representative, Associate Principal, 8. W. Cor. 18th and Raleigh Streets, PORTLAND, OREGON. Note: No pupils accepted at Portland after Sept. 1st.

# Pears' QUICK RETURN COLUMNS.

"A shining countenance" is produced by ordinary soaps.

The use of Pears' reflects beauty and refinement. Pears' leaves the skin soft, white and natural.

Matchless for the complexion.



"What's de matter?"  
"Shucks! Not a single paper's got a account of me gettin' my thumb hurt in de ball game."—San Francisco Examiner.

An Ex-Ray's Complaint.  
"You were once so sunny and bright," he said complainingly, "a regular ray of sunshine. What has changed you?"  
"Yes," replied she. "I suppose I am what might be termed an ex-ray of sunshine, but it is your constantly coming home cross that has spoiled my cheerfulness."

"Well," exclaimed he angrily, "if it is a woman's place to dispel her husband's gloom, isn't it the husband's business to furnish something for her to dispel?"  
And he strode angrily away to his work, grumbling at the unreasonableness of womankind.—Baltimore American.

This face cleared off quick by "D. D. D."



Mrs. J. M. Daniels, of Winchester, Ky., says: "For fifteen years I had sores on my face. They got worse all the time, until I was ashamed to go out on the street. When I did I had to wear a veil. My face itched and burned so I thought I would go crazy."  
"I had tried every remedy I could get hold of I thought I never could get rid of it. One day I friend recommended your remedy. I had tried so many I did not care but thought one more would not make very much difference. The itching and burning stopped right away, and soon my face began to clear. It was slow work, and I almost got discouraged, but I persisted, and now my face is all clear. Like it was before I got the disease. I had to use a great many bottles but having my skin cured is worth ten times so much as I spent. I thank you and hope you all kinds of success."  
We hereby certify that full particulars shown us regarding this case conclusively prove that every taint of this terrible disease was permanently cleared away by the wonderful D. D. D. Prescription.  
D. D. D. costs but \$1.00 a bottle, and is guaranteed to cure or money refunded.  
CHARLES ROGERS, Druggist.

# QUICK RETURN COLUMNS.

Situations Wanted Advertisements Inserted Twice Without Charge.

## HELP WANTED.

GIRL WANTED—FOR GENERAL housework. Apply to the office of the Astorian.

WANTED—GIRL FOR HOUSEWORK. Mrs. K. Osburn, 760 Irving Avenue.

WAITRESS WANTED—APPLY AT Cole house.

WANTED—SITUATION OR WORK wanted at washing, ironing or house-cleaning. Address, 641 Kensington av.

WANTED—A HOUSEKEEPER BY A man and boy. State wages wanted. References exchanged. Address, "House-keeper," care of the Astorian.

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

WANTED—GIRL FOR LIGHT HOUSE-work. Inquire at Astorian office.

## TYPEWRITERS.

BLICKENSBERGER TYPEWRITERS supplies, repairing. Ross & Ross, 206 Stark street, Portland.

## FOR SALE—MISCELLANEOUS.

INCUBATOR FOR SALE—400 EGGS capacity; also three 100 capacity brooders; first-class condition. Address A. Astorian Office.

FOR SALE—SECOND-HAND 7 COLUMN newspaper outfit; complete except press; cheap. Inquire at this office.

## FOR RENT—ROOMS.

FOR RENT—THREE NICELY FURNISHED rooms for rent. Centrally located. Private family. Apply at this office.

## OFFICES FOR RENT.

FOR RENT—FOUR NICE UNFURNISHED office rooms in Pythian Building, over C. H. Cooper's store. Apply to Dr. Vaughn, in the building.

## STEAM WOOD SAW.

MOORE BROS. WILL BE IN ASTORIA with a first-class steam wood saw on or about Aug. 15. Leave orders at 131 Astor St. 6-27-1mo

## TO RENT—HOUSES.

FOR RENT—7 ROOM HOUSE. WEST of Post Office. Enquire at this office.

FOR RENT—COTTAGE OF 5 ROOMS. Apply Room 4, Page Building. 1f

FOR RENT—SIX ROOM HOUSE FOR rent. Inquire 17th and Jerome ave.

## HOUSES WANTED.

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

## UNFURNISHED OFFICE ROOMS.

FOR RENT—THREE OFFICE ROOMS en suite, one front. Pythian Building. Apply at Dr. Vaughn's Office in Building.

## CALL FOR BIDS.

SEALED PROPOSALS WILL BE RECEIVED at the office of the Light House Engineer, Portland, Ore., until 2 o'clock P. M., July 27, 1905, and then opened, for furnishing miscellaneous articles for the fiscal year ending June 30, 1906; comprising Hardware; Pipe, fittings, etc. Paints, oils, etc.; Soap, matches, etc.; Lubricating oils, etc.; and Lumber, in accordance with specifications, copies of which, with blank proposals and other information, may be had upon application to Major W. C. Langfitt, Corps of Engineers, U. S. A., Engineers.

## MILK DEALERS.

IF YOU VALUE YOUR HEALTH You will demand PURE MILK, Fresh From Healthy Cows.

It is our aim to supply the need. Our, while new-comers are recommended regular patrons continue to deal with to our milk depot by knowing friends. Morning or night delivery.  
THE SLOOP-JEFFERS CO., 10th and Duane streets.

## LOST AND FOUND.

LOST FROM THE BOOM OF THE OAK Point Piling and Lumber Co., between 8th and 17th of June, twenty-one (one set) of boom sticks and chain. Chain was branded C. R. D. Co., and sticks have the letter "P" chopped in the sap, with the bar parallel with sticks. Please notify the above company or the Columbia River Door Company, Rainier Oregon.

## CALL FOR BIDS.

SEALED PROPOSALS WILL BE RECEIVED at the Astoria National Bank, until July 15, at 2 P. M., for the construction, mason work, painting, plumbing and electric wiring for addition to the First M. E. church, Astoria, Oregon. Information at office of Ferguson and Houston, Architects.

OFFICE CONSTRUCTING QUARTER-master, Astoria, Ore., July 5, 1905—Sealed proposals in triplicate, will be received at this office until 10 o'clock, A. M., July 20, 1905, and then opened, for electric light fixtures, and installing exterior and interior lighting systems at Fort Stevens, Ore. United States reserves the right to reject any or all proposals. Plans can be seen and specifications obtained at this office. Information furnished on application. Envelopes should be marked, "Proposals for electric work," and addressed Captain Goodale, Quartermaster, Astoria Oregon.

Business Directory

Furniture.

Robinson & Hildebrand.

Goodman Bldg. 588 Commercial St.

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

Billiard Halls.

Occident Hotel Bar & Billiard Hall.

Tables New and Everything First Class.

Finest brands of Liquors and Cigars

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. Fahrman, Prop's.

Choiceest Fresh and Salt Meats—Prompt Delivery.

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.

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.

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

AT SEASIDE The Morning Astorian is on sale at Lewis & Co's Drug Store and Morrison & Greenbaum's Cigar Store.

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.

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 2045 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 lucrate positions during the month of May.

SEND FOR CATALOGUE.

At Your Summer Home

You'll want light, airy furniture.

BAMBOO

Hall Racks, Center Tables, etc., etc., are just the thing Step in and Examine them. teapots, cups and saucers, ice cream dishes, etc., in abundance.

Yokohama Bazar

626 Commercial Street, Astori