

CHANCE SHOTS

By the Ad Man.

A Press Agent's Duty.

The leading show firms, such as Barnum and Bailey's Circus, etc., and well known theatrical troupes engage the services of a capable newspaper advertising man to serve out the "dope" whether paid for or free, to the papers and other media.

That reminds me of the fact that one or two of the principal circus establishments have decided to practically abolish bill-board publicity and lay more stress on their newspaper advertising.

A Better Salesman Pays Better.

Only a few days ago a prominent merchant was approached on the street with questions involving the scientific training of his salesmen.

gress which he has been privileged to witness. This one goes to any hotel, where he is robbed if he permits himself to be swindled, while another stops at a noted hostelry and pays only a reasonable rate.

This reminds me of a little incident which I witnessed in the Imperial hotel lobby in Portland recently. Some ladies who had arrived from the East could not be accommodated which information was conveyed to them by the gracious chief clerk, Douglas R. Ladd, together with genial Harry Hamilton takes care of the host Mentschan's guests.

It pays to be courteous in any business. In the long run it pays best and the average clerk of good hotels shows appreciation of scientific salesman qualities, when he acts accordingly.

Advance in Modern Merchandising.

On his rounds the ad-man often finds something new. Ever since he came here he has admired the aggressive methods of a leading store in this city and but a few days after his arrival, he became convinced that this same firm had the making of a big dry goods store in them.

Before the dealer realized that he had ever reached himself, he was told "not if you do as will by your men as others do by theirs." Affronted by the cutting but truthful remark, the merchant says, "That's my business."

So it is, Mr. Merchant, and it's only by chance that the ad-man heard of this matter. But it is certain, nevertheless, that the better men and women, both morally and mentally, you help your employes to be, the better and easier they are to keep.

Seen and Heard In Daily Walks.

It is not surprising to meet one ex-citation visitor today who grumbles about this, that or the other thing, while another who took in the sights there, can not sing enough the praises of the pro-

gans are rarely if ever duplicated.—Cleveland Plain Dealer.

Mad Pursuit of Wealth.

"Talk about frenzied finance," says the street car conductor to us as he comes out to the back platform, "talk about frenzied fi!"

"Thank you," we reply chillingly, "but we have no desire to enter into a discussion of"

Electric Face Massage and Scalp treatment: five expert barbers. Baths. OCCIDENT HOTEL BARBER SHOP.

THE LIBERTY SALOON HAMMOND, OREGON.

Under New Management. The Best place in the City to Spend a pleasant hour.

FRED BRENDLEL, Prop. Pacific and Henrietta Sts., Hammond.

IN PORTLAND The Morning Astorian is for sale at the news stands of the OREGON NEWS COMPANY situated at HOTEL PORTLAND 147 Sixth Street 125 Sixth Street

Business Diplomacy as Used by a Book Agent

THE book agent had managed to gain an audience with the lady of the house by sending up an innocent looking card. He no sooner began to state his business, however, than the lady called to a servant and said:

"James, show the gentleman the door." "Thank you, James," said the wily agent in a kindly tone, "but it will be unnecessary for you to trouble yourself. I saw the door as I came in, and I must say it is a handsome thing, indicating a home of culture and refinement. Now, madam," he continued, turning to the lady, "as I was saying, in order to introduce this grand work we are offering a limited number of copies to the leading society people of the city at the special price of only \$10. This is the first call I have made, as your name heads the list."

A Word of Advice. Hiddlecomb was holding his eldest son in earnest converse.

"My boy," he said, "I am filled with anxiety when I think that you will soon make choice of a wife."

"I have not done so yet, father," the young man replied. "What sort of wife would you suggest?"

The older man looked around cautiously.

"My son," he said, "if your father's advice is worth anything to you, let me urge you to seek a woman who hasn't the independence, the positiveness, the general characteristics of your mother." He was interrupted at that moment by a light footfall and realized that his beloved helpmeet had entered the room. "No, my son," he continued, "do not hope to find another woman like your mother. Such para-

QUICK RETURN COLUMNS.

Situations Wanted Advertisements Inserted Twice Without Charge.

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.

DAILY 7,000 READERS

HELP WANTED.

WANTED—GIRL TO WAIT ON TABLE and do other light work. Apply 405 Duane Street.

WANTED—RELIABLE BOY ABOUT 16 years of age, at 422 Bond Street.

TWO COLLECTORS AND SALESMEN to collect on accounts in Kalama, Kelso, Castle Rock, Seaside and Astoria; must furnish bond. Call or address William D. Church, state agent Singer Sewing Machine Co., 212 10th St., Astoria, Ore.

WANTED—A YOUNG OR MIDDLE aged woman to do dish washing for one week, afternoons and evenings, at the Lectures on Cooking to be given in the upper hall of Fisher's Opera House commencing Tuesday, August 1.

WANTED—TEA & COFFEE AGENTS A hustling, capable man of large acquaintance to work up a wagon route, in city or country, for established firm; largest retailers in United States; splendid inducements offered to the trade; no graft; good pay to right party. Address, stating experience and references. Grand Union Tea Company, Seattle, Wash.

ROOMS FOR RENT.

FOR RENT—THREE FURNISHED rooms for housekeeping. Enquire 472 Commercial Street.

FINE FRONT ROOM NICELY FURNISHED in New House overlooking the bay. Three blocks from Postoffice. Excellent bath. Reasonable. Address B2 Astorian.

LOST AND FOUND.

FOUND—ABOUT 40 FATHOMS OF net on July 23, off Astoria. Owner can have same by proving property and paying charges. V. R. Wilson, Point Ellis, Wash.

LOST—ONE GILL NET ABOUT 240 fathoms, 9 3/4 in. mesh, 40x13 ply. New lead line this year. Suitable reward if returned to Leon Nick Flangos, Kinney Cannery.

LOST—A GILLNET ABREAST OF Point Ellis. The net was 40 mesh deep 92 invh. Also a small piece on the end 38 mesh deep, 9 1/2 inch. Notify the Pillar Rock Packing Co.

PIANOLA FOR SALE.

WILL TAKE \$150 FOR AN ALMOST new Pianola, walnut case. Will throw in the music. Terms to reliable party. Address A 1, Astorian.

CANNING MACHINERY FOR SALE.

COMPLETE SALMON CANNERY OUT fit, especially adapted for fall packing. Capacity 250 to 400 cans per day. Apply to F. P. Kendall, Room 5, Hamilton Bldg., Portland, Oregon.

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.

OFFICES FOR RENT.

THREE OFFICE ROOMS EN SUITE. One front. Pythian building. Apply to Dr. Vaughn, in building.

HOUSES WANTED.

WANTED—SEVEN-ROOM FURNISHED house, centrally located. Blaine Phillips, Astorian.

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.

TYPEWRITERS.

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

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. 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 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.

CHOICEST FRESH AND SALT MEATS—PROMPT DELIVERY.

542 Commercial St. Phone Main 321

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.

BROKERAGE.

C. J. TRENCHARD Real Estate, Insurance, Commissioner and Shipping.

CUSTOM HOUSE BROKER. Office 133 Ninth Street, Next to Justice Office.

ASTORIA, OREGON.

PUBLIC STENOGRAPHER.

Clara B. Simpson,

PUBLIC STENOGRAPHER.

Room 2, Over Star Theater.

MILK DEALERS.

The Baby Needs Pure Milk, The patient requires it too; The law demands pure food. Then, why not you?

We Handle only Pure Milk fresh from Healthy Cows.

Morning or night delivery.

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

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.

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.

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 2457. 18th and Franklin

BUSINESS COLLEGES.

SUECCSS

in life is yours if you meet us halfway in your work. Our graduates are all employed. We will place you in a position upon graduation. We have the reputation of being the leading Business College on the Pacific Coast, and the most thoroughly equipped west of Chicago. Open all the year.

Send for illustrated catalogue. Free. Stearns Building, Portland, Oregon.

Behnke-Walker Business College.

Sterns Building, Portland, Oregon.

CHOCOLATE SETS

in dainty designs from \$3.75 up.

Just the thing for a Present.

Yokohama Bazar

63 Commercial Street, Astori

SEASIDE DIRECTORY.

HOTELS.

PACIFIC COTTAGE Shell road, near the beach. Rooms with board. Reasonable prices. Ice cream parlor and refreshments of all kinds. Short order. Coffee, cake, etc.

MRS. NELLIE WILLIAMS Prop.

THE OSIER CAFE

AND Short Order House

Oysters, Clam sand Crabs in any Style.

Home cooking, nothing but the best of everything. Short order or regular meals at reasonable prices.

MRS. C. C. OSIER, Prop.

Seaside, Oregon.

COLONIAL HOTEL

Located in the most beautiful spot, overlooking the ocean. Ninety elegantly furnished rooms.

Bath House in Connection. Comforts of home. Best meals.

Rates, \$2 and up.

McGUIRE'S HOTEL

Large and Airy Rooms. Good beds. Everything first-class. Rates Reasonable

Main Street, Seaside, Ore.

BARBER SHOP.

NEW CITY BARBER SHOP

Two Up-to-date barbers

Shaving, 15c. Hair cutting, 25c

Main street, next door to City Bakery.

RESTAURANTS.

LOUIS OYSTER HOUSE

CRACKED CRABS, OYSTERS. Clam Chowder a specialty. Served any hour of the day.

At the end of the bridge. Seaside Oregon.

Try us. We will please you.

THE HEMLOCK CAFE AND OYSTER PARLOR.

Is getting to be the leading resort at Seaside.

Short orders a Specialty. MRS. H. A. STILES, Proprietor.

TRY OUR 35c DINNERS.

Tastes like mother used to cook.

The Arlington Restaurant

Jeff Block, at the bridge, Seaside, Ore.

LIVERY AND EXPRESS.

Livery Stable

Livery, Sale and Feed Stable, Saddle Horses, First-Class Rigs, Baggage and Express. Wood for sale and general delivery. N. D. BAIN & CO., Seaside, Ore.

WINES AND LIQUORS.

THE BRIDGE

Harry Kretzer and Harry Bulger Are now running The Bridge Saloon, where they will be pleased to meet their friends.

THE GEM

While at the Beach stop at The Gem. Pure Liquors, Cool Beer, Highest Grade Cigars, a Specialty.

THE OCEAN

The most popular saloon AT SEASIDE. Billiard and Pool Hall in connection. B. J. CALLAHAN, Prop.

EAGLE SALOON

Choice Wines, Liquors and Cigars. Finest place in Seaside to pass a pleasant hour. FRANK SCOTT, Prop.

CHANGE OF OWNERSHIP.

H. V. Thompson, conducting the place known as the Pacific Creamery Co., at Seaside, has turned the business over to George Stall. Mr. Stall has assumed all responsibilities of the firm.

HOTELS.

HOTEL PORTLAND

PORTLAND, ORE.

Finest Hotel in the Northwest.