

CHANCE SHOTS

By the Ad Man.

Better Things Coming All the Time.

It is gratifying to note the constantly increasing number of local merchants who pay attention to details about their windows and stores. Let us take a stroll together down the line, commencing at Foard & Stokes. Here, every reader is aware, improvements are ever the topic of the day. Then, too, the windows are always in touch with their advertising. This week Gunn, the artist, holds forth in one window and his lifelike work is attracting passersby. Directly opposite, Frank Hart, the druggist, is making every effort to show off the side lines which he carries to good advantage. A little further up the street, on the opposite side, a new building is going up, which has been leased by Holborn & Co., who soon expect to compete with Portland furniture houses by modern advertising methods.

P. A. Stokes has a competent man looking after his clothing and men's furnishings windows, while he also writes his ads to the point. No generalities here, but something definite offered for sale in every announcement. Larger space, to be used occasionally, is expected to materially increase the value of this firm's advertising appropriation.

J. N. Griffin is another shrewd advertiser who keeps his announcements in touch with his windows. One need only look at his corner window today to find one of the finest paper napkin displays ever shown in the United States. The advertisement in this morning's paper is characteristic of good ad value. The clerk taking care of this work deserves much credit.

It is true that a nearby department store don't advertise because the proprietor don't think it pays him since he has a largely Finnish trade. Bye and bye this firm will realize that some foreigners do read English and when they get a larger store larger ideas will probably prevail. The adman, by agreeable manners and results to others, will endeavor to help show the way.

Opposite The Fair Millinery store always has a good display in the window. Refined simplicity is the rule here.

The Good Things Continue.
C. H. Cooper's lace curtain window is attractive, while the manager has assured the adman that attractive ad copy will shortly be used, too. When this firm commences to advertise it ought to get results from a carefully planned campaign.

Peterson & Brown, the shoe firm, as usual have a good window display east of their entrance. This time a special sale attracts the attention of the passerby and their advertisements in this paper always contain grist for the mill. The owners are live business men and are giving value for money received.

The Astoria Grocery has a neat display at all times and their advertising is of a character that brings results. They say so, and the adman is bound to believe them.

Herman Wise is devoting his energies to the successful issue of the regatta, and in his unselfish efforts even gave up his ad location in this paper for the benefit of the regatta, taking for his own announcement a space on the third page.

Some Who Have Their Wits About Them.
The new Bee Hive is rapidly assuming definite shape and it is evident that it will be up-to-date. The windows will be large and modern, so that Miss Shanks, who takes care of the windows in the present building, will have every opportunity to display her talent to advantage for the benefit of her employers, M. S. Copeland & Co., who are also using good advertising copy in this paper.

A. V. Allen's Grocery store is growing in popularity owing to a well-defined advertising policy which ultimately must lead to greater things. Their windows look neat.

On Eleventh street there is the firm of Johnson Bros., who are up-to-date advertisers. Their announcement never grows stale, while their store always has a busy appearance.

Around the corner on Bond street there is at least one grocery firm using modern ad copy in this paper. Ross, Higgins & Co. believe in advertising and back up their belief. There is good prospect that this firm will occasionally use larger space than their regular ad takes up.

The firm of B. F. Allen & Son is ever alive to their opportunities, as their advertisements and show windows clearly denote. Their wall paper department cannot help but attract the average passerby. Their displays unconsciously tempt you to renovate your rooms.

The adman regrets that Mess S. Danziger & Co. are not among the up-to-date advertisers in this paper. For I have no hesitancy in saying that this

firm, with its new and modern store, its fine windows, its excellent window displays and a capable man to take care of them, have every opportunity to get good results from good, forceful advertising.

Woodfield's Art store is another firm which has recently commenced to exploit its wares and deserves the support of our readers.

Small Talk Is Cheap. Is It?
There are merchants who assert that they are in a class by themselves when they advertise in certain publications and, no doubt, they are. For when they claim that other stores may have other sales—little infants of their own—they make a claim that must be bullet-proof. But when the signs point the other way, it is easy to show that any well-directed bullet can pierce their armor.

A progressive merchant has too much respect for the value of the space he buys to use it for the purpose of slinging mud at others. Not that the adman does bar retaliation of an unjust attack, but he has long since done away with waste of space in advertising. Space costs money, and if it's worth anything a good argument in behalf of your merchandise is the best weapon. A clever debtor never bars the way to a dun. He faces the collector with a good argument. The merchant who cannot present to his audience—the readers of the daily paper—a good argument without an everlasting recurrence of offensive slings at his competitors, soon finds the other fellow takes away his business. It may be slow—but, oh, it's sure.

The Signs of the Times.
When told some months ago, promptly after my arrival here, that this town was different than most places, I was tempted to believe it, after interviewing a few advertisers, or would-be such. But soon I became convinced that people here are, or were, born and raised about the same as anywhere else, except that more of them are of foreign parentage. Soon I was enabled to prove my assertion, until I even found some men here with progressive ideas, contrary to my expectations, which by local idealists (?) had been brought down to a minimum. Behold my surprise, when at the Sheldon lecture, recently delivered here at Foard & Stokes' hall, I found approximately 500 of the leading merchants and their employees assembled to hear a speaker who might give them some information worth getting. Whether they all expected to realize that hope, or were merely there to see what they could see, it was conclusively proven that some of the city's merchants were at least willing—whether they needed it or not—to risk an evening shaking dice for the stake of possible information to be used in their business. There are those, too, who have become convinced that they had still something to learn—and who has not!—and consequently have enrolled as pupils in the Sheldon school of Chicago, while Mr. Sheldon's private secretary was in the city a few days. Every pupil will find it pays to know more about what they do know.

"The wise man seeketh for knowledge." So does the adman, and he is even willing to write to Chicago for it, for "he don't know it all."

"He Who Hesitates Is Lost."
"A Michigan merchant, who has been annoyed by the practice of some of his credit customers sending away practically all their cash business to the mail order houses, displayed a big placard in his front windows with the announcement that "All patrons of Sears-Roebuck company and Montgomery Ward & Co. are refused credit here." Instead of losing customers and business by this move, he gives it as his experience that his cash trade has been largely increased since the edict went forth. There is nothing to be gained by being "smart" with customers, but the man who is afraid of asserting his independence for fear of losing business is very likely to be imposed upon with no profit to himself, and at the sacrifice of his self-respect.—The West Coast Trade.

The Astorian, 75 cents a month.

Pears'
A soft, fine grained skin is a valued possession.
Pears' Soap gives title to ownership.

Established in 1789.

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. Obtained by Advertising in the Want Columns of the Morning Astorian.

DAILY 7,000 READERS

SITUATION WANTED.

WANTED—Situation by young man as clerk or work of any kind; best of references. B L, Astorian.

HELP WANTED.

WANTED—Able-bodied men for United States navy; ages 17 to 35 years; pay \$16 to \$70. Apply at room 11, Pythian building.

LEARN TELEGRAPHY AND R. R.
Accounting. \$50 to \$500 a month salary assured our graduates under bond. Our six schools the largest in America and endorsed by all Railroads. Write for catalogue. MORSE SCHOOL OF TELEGRAPHY, Cincinnati, O., Buffalo, N. Y., Atlanta, Ga., La Crosse, Wis., Texarkana, Tex., San Francisco, Cal.

BOY WANTED—TO DELIVER THE
Morning Astorian. Must be reliable. Age about 14. Apply to Mr. Mosher, Astorian Office.

GIRL WANTED FOR GENERAL
housework and to assist with cooking. \$15 per month. J. P. Gibbons, Alderbrook, care of Tongue Point Lumber Co.

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.

HOUSEKEEPING ROOMS FOR RENT. Inquire J. B. Brown, at Ross, Higgins & Co.

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

FOUND—GILL NET, NEAR FORT
Canby, yellow buoy marked "K K"; license number, W.1117. C. D. Stewart, Fort Canby Life Saving Station.

CALL FOR BIDS.

Notice is hereby given that bids for painting the Shively school building will be received at the office of the school clerk until 10 o'clock a. m., August 7, 1905. Painting to consist of two coats white paint, and the successful bidder will be expected to guarantee his work for a period of five years. The right to reject any and all bids is hereby reserved.

By order of the board.
E. Z. FERGUSON, Clerk.

SEALED PROPOSALS WILL BE RECEIVED
at the office of the Light-House Engineer, Portland, Ore., until 12 o'clock, M., August 29, 1905, and then opened, for repairs to wharf at Light-House Depot, Astoria, Ore., 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., Engineer.

NOTICE FOR BIDS.

Sealed bids for the erection of flats will be received at the office of Architect J. E. Wicks, where plans and specifications may be seen. All bids to be in on or before the 15th of August, 1905. Right to reject any or all bids.

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.

TYPEWRITERS.

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

HOUSES WANTED.

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

DRESSMAKERS.

DRESSMAKER, EXPERIENCED, WILL sew by the day. Phone Black 2145. 8-11

TO RENT—HOUSES.

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

FOR SALE—MISCELLANEOUS.

FOR SALE AT A BARGAIN, FURNITURE of a very desirable rooming house full of permanent roomers. Address R. H., General delivery, City.

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

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 Bldg. 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. Morton & Jno. Fuhrman, 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, Commission 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.

PHOTOGRAPHERS.

A. A. SAARI,
PHOTOGRAPHER.
First-Class Work Guaranteed.
Orders taken for enlarging

212 Fourteenth street, opposite Foard & Stokes Co., Astoria, Oregon.

HAMMOND DIRECTORY

SALOONS—HAMMOND.
THE LIBERTY SALOON
HAMMOND, OREGON.

Under New Management.
The Best place in the City to Spend a pleasant hour.
FRED BRENDELL, Prop.
Pacific and Henrietta Sts., Hammond.

The Hammond.
People do not take time to knock When at the end of the walk. The man on the bank of the river, Fine liquors and cigars will deliver To you by the light of sun or moon, If you call at the Hammond Saloon. W. STORM, Prop.

MARTIN'S-PALACE
You will miss it if you don't see Martin.
All Knights of the Road, and other Knights, will be royally entertained here.
MARTIN McLAUGHLIN, Prop.
Hammond, Oregon.

THE STAR SALOON
Wines, Liquors and Cigars.
You can spend a pleasant hour here. Pool room in connection.
CHAS. McDERHOTT, Prop.
Oregon.

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 and 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 Rig, 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.