

CHANCE SHOTS

By the Ad Man.

We Watch Your Copy for Mutual Benefit

The advertiser who a dozen years ago ran a business card in the trade journals representing his field simply to keep his name before the public and to support the recognized organs of his trade has learned to regard advertising as a real business force and now expects it to pay directly or indirectly. At the same time, if left to his own devices he is prone to advertise in a half-hearted slipshod manner, running the same copy week after week and month after month and still expecting returns in proportion to the expenditure. Therefore, the far-sighted publisher is now doing everything to help his advertisers to get results, and he takes upon himself in rare instances the entire expense and the responsibility for the copy of his patrons. He not only prepares copy for them, but insists that the advertisements shall be changed frequently, and present some new phase of the business or product advertised in each.—Printers' Ink.

"Nothing succeeds like success" was coined before the ad schools attempted to make fools of the people.

From the effect many ad writers must look at the public under the same strain that the small boy views the ball game—through a knothole in the fence.

If the ad writers are to believe their friends and the ad solicitors, each one of them has a halo of fame waiting for him just a little way down the advertising pike.

Every time you use a hammer on your competitor it drives a nail in your own business coffin.

For giving free advice on how to succeed in advertising no person is so generous as the man who has made a failure of advertising.

Confidential Advertisers.

The editor of Printers' Ink says in a recent issue: "Advertising, in the retail field, brings inquiries and customers, but the dealer's consummate skill, tact, and kindly consideration are the influences which must be brought to bear on the undecided purchaser. He must supply the psychological effect that the printed ad lacks. The merchant who expects good results by mail from an ad writer should take him into his confidence, and give him a great deal of information that it would not be advisable to tell the public. The ad writer should have the same inside knowledge that an attorney demands in conducting a lawsuit."

It is evident, therefore, that in every store clerks must work in co-operation with the advertising manager. It is essential that every employe knows his business, that is, the details of his department perfectly. It is necessary that his argument be concise, yet strong enough to close the sale. On the other hand, every employe should assist the advertising man with every bit of information that may lead to the conclusion of a sale by mail.

SOME PROVERBS.

Sparks from the Forge of the Advertising Philosopher.

The man who is too busy to take time to think over his advertising generally has time later on.

Many people have good advertising ideas. What they need most is backbone and go-it-like-the-devil-ism.

The man who figures that advertising is an expense generally finds that it is. Fortune may knock at the door of some ad writer some time, but there will be a big band of knockers there before.

Lightning never strikes in the same place twice—but advertising fakery is not lightning.

When they begin to make all kinds of advertising with every bit of information that may lead to the conclusion of a sale by mail.

Making Retailers Provide Good Copy—A Crying Need.

How can the publisher made advertising pay his advertisers? The first element needed in a solution of this question is good copy. Some convincing argument must be used, some attractive bargain offered, some definite idea conveyed. Without this all that a publisher can do would not be sufficient. He might print a model paper that everybody in his territory reads, and give the copy the most attractive display possible; he might put it in the most conspicuous part of his paper, and yet it would bring no returns were the text meaningless. The first thing to do then is to educate your merchants in the art of advertising. Help them in the preparation of their copy, get them to study the advertisements of successful merchants in large cities that appear in your exchanges. Persuade them to take mail courses in advertising from some of the good correspondence schools. You might secure tuition certificates from some of them in exchange for advertising and give these to your largest merchants. It would pay you well. Then there must be an advertising writer on your paper, one who has taken a course in advertising and knows about the different sizes of type, the various faces and the entire technical end of the business. He should help advertisers in the preparation of their copy, and in doing this he would help the printer to a great extent, as well written and properly arranged copy greatly facilitates his work.—W. O. Adams, publisher Daily Inquirer, Owensboro, Ky.

Cheap Tickets to Philadelphia and Return.

The O. R. & N. will sell round trip tickets from Astoria to Philadelphia, Pa., on September 7-8-9-10 at a rate of \$89.50.

For further information inquire of G. W. ROBERTS, Agents.

Living Scow for Sale Cheap.

Living scow for sale. Sixty feet long, 17 feet wide; good house, ceiled inside; good range and pumps go with the scow; suitable for residence or seining outfit. Inquire Astorian office.

SHIP BERLIN HERE

Fourteen Days From Nushagak With Good Cargo.

FIFTY THOUSAND ODD CASES

American Ship Berlin of Alaska Fishermen's Packing Company Arrives in from Nushagak River—Has Fairly Good Passage—May Dock Today.

American ship Berlin, Captain P. Peterson, master, the second vessel of the Alaska fishing fleet arrived in yesterday, 14 days from Nushagak. She has a cargo of 31,257 cases of salmon and brings down 100 fishermen and the cannery crew of Chinese and Japanese. This is the largest pack the Alaska Fishermen's Packing company of this city have ever made up there and the company are highly gratified with the season's work. The ship had a good passage down until the last few days, when she was delayed by light winds. She will probably dock tomorrow.

French bark Combronne, 1,420 tons, and the British bark Invergarry, 1,300 tons, have been chartered to load wheat, flour and barley from the Columbia river. The Portland Flouring mills take the ships at 27s 6d, the union rate, to load for Falmouth or Queenstown for orders. Delivery will be made in the United Kingdom, Dunkirk, Hamburg, Antwerp or Havre. The Cambonne is on its way to San Francisco from Liverpool, and is about due there. Orders await her there to proceed to Astoria at once. The Invergarry is coming direct from Coquimbó, Chile, to Astoria. These are the first ships to be chartered for Columbia river loading. This marks an end to the hope of the shippers here that the rate would be reduced. Some contend even now that the rate will be lower on account of the number of ships that will be attracted here by the high rates. The Portland Flouring mills have also chartered the British ship Kilmalee to load at Tacoma or Seattle for the United Kingdom at the union rate of 26s 3d.

A. O. Benjamin, who has the contract to remove from the river channel at South Bend the wrecked schooner Challenger, has given up the contract and forfeited his bond of \$1,000. Bids for the removal of the wreck were to be opened by Major Mills Saturday in Seattle, but the bond had to be increased to \$2,000. The late contractor has lost considerable time and money in an effort to raise the wreck. He first tried to lift the vessel with screws alongside, but his tackle always gave way. Then he tried a cofferdam on the hatch and steam pumps, but could make no impression on the water in the hull. Finally he got sick and had to give up.

French ship Vanban has sailed from Hobart, Tasamami, for this port.

SHIPPING NEWS.

Steamer Redondo, carrying all the passengers her capacity would allow, and 750,000 feet of lumber, sailed for San Francisco yesterday.

French ship Vanban has sailed from Hobart, Tasamami, for this port.

Steamer Despatch, with a cargo of 600,000 feet of lumber and 30,000 feet of piling, is scheduled to sail for San Francisco tomorrow.

Schooner Churchill sailed from Haiphong on the 19th for this port.

Steamer St. Paul, with a load of passengers and full cargo, left for San Francisco yesterday.

Steamer Newport sails this morning for Coquille river via Yaquina and Coos Bay. She carries a full passenger list and cargo of general merchandise.

British steamer Comeric, Captain McGee, master, arrived in yesterday, 30 hours from Comox, and will load lumber for China. The Comeric has just returned from Nome, where she took a cargo of sacked coal.

Asiatic steamship Numanzia is due today from China.

Barkentine Portland arrived in yesterday from San Francisco and will load lumber at the up-river mills.

RIVER TRAFFIC HEAVY.

Yesterday was by far the biggest day of the season for river traffic. Saturday night the Harvest Queen, which has taken the place of the Hassalo while repairs are being made to the latter,

Outing Suit Sale

We have decided not to carry over a single two-piece suit and in order to clear the tables of this class of merchandise we give you a discount of

20 Per Cent. on the Two Piece Suits

This comprises all the best that expert tailors can put in a garment. SIZES, 34 TO 40.

HOMESPUNS, WORSTEDS, SERGES, IN NEAT, SNAPPY PATTERNS.

P. A. STOKES

"THE DRESSY SHOP FOR DRESSY MEN."

brought down a large crowd. The Nahcotta left out for Ilwaco yesterday morning with her capacity taxed to the utmost. Later in the day the Shamrock and smaller craft were used to convey people across the river. The Potter, on its up trip, was filled, as were both the Nahcotta and Shamrock, the former making a second trip to Ilwaco to accommodate the Astoria contingent.

PLENTY OF FISH.

Walter Scott and Charles Chislett of the Astorian force went fishing Sunday. They report that there was plenty of fish, but rather hard to capture. Mr. Scott hooked a 5-pound trout and a

most landed him, but he broke the line and escaped. A few moments afterward Mr. Chislett hooked the very same fish and after a hard fight succeeded in landing it. It weighed only three quarters of a pound.

REAL ESTATE TRANSFERS.

Real estate transfers for Saturday, August 19:

M. Copeland and husband to W. W. Bowman, tract in section 30, township 7 north, range 7 west; consideration, \$3,500.

N. P. Sorenson and wife to Frank Patton, undivided one fourth of lots 5 to 8, and 13 to 34, block 8; lots 1 to 12, 15, 16, 20, 21 and 23 to 34, block 88, Adair's; consideration, \$1.

WILL WELCOME REDMOND.

En Route to America Where He Will Address Meetings.

San Francisco, Cal., Aug. 20.—The Irish societies of San Francisco and vicinity have prepared a welcome for William H. K. Redmond, M. P., who is expected to reach here from Australia Tuesday. Mr. Redmond, who is a brother of John Redmond, the Irish parliamentary leader, will address public meetings in this city, Salt Lake City, Chicago, Cincinnati, Philadelphia, Boston and New York before sailing from the last named city for home. He is accompanied by Mrs. Redmond, who is by birth an Australian.

TAFT ARRIVES AT MINDANO.

The Secretary and Party Arrive at Camp Keithley.

Manila, Aug. 20.—A message from Camp Keithley at Mindano, on Lake Tano, says that Secretary Taft and party arrived there on Saturday.

THE WEATHER.

Portland, Aug. 20.—Western Oregon: Monday, fair, slightly cooler.



Our Clearance Sale in The Millinery Department Still Continues

SHAPES 10c and 25c
 All Trimmed Shapes Must Go. Read our prices. They are real surprises, for they give you an opportunity to get hats at almost next to nothing, to finish out the season with

10c, 15c, 25c @ 43c
 Wrappers Will Be Wrapped Up

faster than ever this week at the price we have set on some excellent ladies' Percale and Flannelette Wrappers.

49c.

Ladies' Wash Skirts and Kimonas, long or short, at almost any price that will move them before fall goods overwhelm us.

GINGHAMS, 2 YDS. FOR 5c.
 As much as you want of these splendid blue and white checks, at this price.

NEW GOODS JUST ARRIVED

HAIR SWITCHES, the new curly effects.
 FALL MILLINERY STYLES, of new shapes in silk and chenille.
 NEW DRESS GOODS AT 48c. An elegant line of new dress goods, consisting of
 36-INCH SERGES.
 Plaids and Fancy Patterns, at a yard 48c



MONSTER UNLOADING SALE

The Grandest Bargain Event ever conceived by an Astoria merchant takes place during this week, beginning tomorrow.

Foard & Stokes Co.

ASTORIA'S GREATEST STORE.

We say positively, without fear of contradiction, that never within the annals of Astoria merchandising, have the people witnessed such a magnificent Bargain Feast as we have prepared for you.

More than \$15,000.00 worth of New Autumn Merchandise has come piling in upon us, before we were ready for its reception. Every inch of available shelf space has been utilized, and the counters are yet fairly groaning under the weight they are carrying.

If you've a purchase to make, it matters not of what description, make your preparation now. Come to this sale expecting Great Things, and you will not be disappointed.

It is an opportunity of a lifetime.

On the articles listed on this page, every purchase you make must be final—no exchanges or refunds will be permitted, and every purchase must be for cash—

Read On, On, and On.

Big Inducements in Dress and Walking Skirts.

Our Skirt Department is now the most complete in the city. We are showing all the new styles in the most popular materials. BROAD CLOTH, MELTONS, SERGES, MOHAIRS, PANAMAS and VOILES are to be found in profusion, and an assortment of more than two hundred styles from which to make your selections. Prices range about like this:

\$ 3.00 Skirts, now.....\$ 2.39	\$10.00 Skirts, now.....\$ 6.95
5.00 Skirts, now..... 3.45	12.50 Skirts, now..... 8.95
7.50 Skirts, now..... 4.95	15.00 Skirts, now..... 10.75
8.75 Skirts, now..... 5.75	20.00 Silk Skirts, now..... 15.95

Unloading Sale of Dress Goods and Silks, Matchless Values, Look Them Over.

65c and 75c Stylish Mohairs 49c.

Choice of more than twenty-five different designs in fancy figured Mohairs, 36, 38 and 42-inch widths, stylish and very durable, well known for their wearing qualities. Nowhere sold less than from 65 cents to 75 cents.

Unloading Sale Price, yard only 49c.

\$1.25 and \$1.50 Mohairs, 98c

Make your own suit and save from \$10.00 to \$15.00 on the finished coat. Mohairs in widths 44, 46 and 48 inches, beautiful patterns, stylish and practical; regular prices from \$1.25 to \$1.50; your unrestricted choice, any piece that is left, only, a yard98c

CHANGEABLE TAFFETAS, 59c.

Choice of twenty different patterns, all that is left of those stylish Changeable Silks; most any color you desire; regular value 85 cents. While they last, take your pick of any suit-length at, only, a yard.....59c

\$1.00 and \$1.25 Fancy Figured Silks 69c

There are only a few left of those dainty practical Shirtwaist Suit Silks. They're just the thing for early autumn wear, and are selling everyday at, from \$1.00 to \$1.50.

Unloading Price per yard only 69c.

FRESH FRUIT IS SCARCE

Yet we have all the fruits in the market in the best the market affords at prices that cannot be beat.

This Week

We will have a special sale on BARTLETT PEARS, FLORENCE CRAB APPLES and SOUTHERN OREGON PEACHES.

Watch this space for the announcement. Visit our grocery department while buying fruit. It will pay you.

Foard & Stokes Co.