

# This Is No Forced Sale, I Only Want to Get Into the Game

For There's Some Mysterious Magic in the Words

## SPECIAL SALE

Some at One-Half, Some at One-Third and Some at One-Fourth off Regular Prices.

Our Great Annual Summer Clearance Sale commences to-day. The balance of all our stocks of summer goods has been marked down to good-by prices. You know that our policy has always been to carry no goods over from one season to another. We do this for three reasons. First: It keeps our stock free from old and shopworn goods. Second: It gives us ready cash to buy more goods with. Third: It pleases our customers to get such great bargains as our Annual Clearance Sales always put within their grasp. A pleased customer is a merchant's best advertisement. Do you want some hints as to what to expect when the doors of our establishment open at 8 o'clock this morning? Here are a few:

<b>Men's Suits</b> A high class line in up-to-date Styles and the latest patterns. \$25.00 Suits.....\$16.50 20.00 ".....13.50 17.00 ".....11.50 15.00 ".....10.00 13.50 ".....8.50 12.50 ".....8.00 11.00 ".....7.50	<b>Hats</b> No need to pay more than our prices, and the assortments are unmatched. \$4.00 Hats.....\$3.00 3.00 Hats.....2.25 2.50 Hats.....1.75 2.00 Hats.....1.45 1.75 Hats......95	<b>Cravanette Rain Coats</b> The up-to-date and stylish kind. \$20.00 for.....\$14.50 15.00 for.....11.00	<b>Men's Underwear</b> \$3.00 Suits.....\$2.25 2.50 ".....2.00 2.00 ".....1.50 1.00 "......75
<b>Men's Pants</b> This sale combines our entire stock bought by us far below cost and sold in the same proportion, as follows: \$4.50 Pants.....\$3.35 4.00 Pants.....2.95 3.50 Pants.....2.55 3.00 Pants.....2.15 2.75 Pants.....2.05 2.50 Pants.....1.65 2.00 Pants.....1.45	<b>Men's Sweaters</b> The kind that keeps you warm. \$5.00 Sweaters.....\$3.50 3.00 Sweaters.....2.40 2.50 Sweaters.....2.00 2.00 Sweaters.....1.50 1.25 Sweaters......75 Special men's heavy Black, Blue and Oxford \$2.50 Sweaters.....1.35	<b>Rubber Boots</b> A big discount in this department. \$6.00 Boots for.....\$5.00 4.50 ".....3.75 3.75 ".....3.15 3.50 ".....2.75 2.50 ".....2.10	<b>Men's Sox</b> Men's 25c Casimere Sox for 15c per pair, 7 pairs.....\$1.00
		<b>Men's Overcoats</b> Here's an assortment which will please you. Just a hint or two. \$20.00 Overcoats.....\$14.50 17.50 ".....13.00 15.00 ".....11.00 12.50 ".....7.50 10.00 ".....6.50	<b>Oil Coats</b> \$3.00 Coats for.....\$2.35 2.25 ".....2.00 2.00 ".....1.75
			<b>Black Oil Coats</b> \$2.50 Coats for.....\$2.10 2.25 ".....1.85

10, to 20 PER CENT OFF ON EVERY SHOE IN THE HOUSE

## THE WORKINGMEN'S STORE

Chas. Larson Proprietor.

518 BOND STREET

Formerly 557 Commercial Street

### New Ideas in Wall Decoration.

Do not be commonplace in the selection of wall paper. Go where you can find the latest patterns combined with up-to-date ideas in decorating.

#### Allen Wall Paper & Paint Co.

Corner 11th and Bond Streets.

FINANCIAL.

### First National Bank of Astoria, Ore

ESTABLISHED 1886.

Capital \$100,000

J. Q. A. BOWLEY, President. FRANK PATTON, Cashier.  
O. I. PETERSON, Vice-President. J. W. GARNER, Assistant Cashier.

#### Astoria Savings Bank

Capital Paid in \$100,000. Surplus and Undivided Profits \$80,000  
Transacts a General Banking Business. Interest Paid on Time Deposits

FOUR PER CENT PER ANNUM

Eleventh and Duane streets.

ASTORIA, OREGON

H. B. PARKER, Proprietor. E. P. PARKER, Manager.

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EUROPEAN PLAN.

First Class in Every Respect.  
Free Coach to the House.  
Bar and Billiard Room

Good Sample Rooms on Ground Floor for Commercial Men  
Astoria Oregon

### STANDARD 'PHONES

Bell Company Inaugurates New Business Methods.

SELL TELEPHONES HEREAFTER

Intend to do Business on Two Lines, One to Sell the Apparatus and the Other to Continue to Sell the Service—Western Electric One Largest in the World

BOSTON, Oct. 17.—The financial and industrial world is just awakening to the importance of a little announcement that was put out early this month. The telephone has aptly been termed "the most indispensable of modern utilities." A change in the conditions under which the best known type of apparatus for long distance talking may be disposed of is certain to affect the telephone situation in every part of the country. By offering for the first time in its history to sell telephone instruments and apparatus in the open markets the American Telephone & Telegraph Company, the parent company of the Bell system, takes a step that is said to have been considered for a long time, but which has heretofore been deemed impracticable on account of the very rapid growth of the Bell companies which have absorbed Bell instruments as fast as they could be produced.

Henceforth, it appears that the management of the Bell system is going to make a sharp distinction between two departments of its activities. On the one side it is going to sell telephonic apparatus to all comers; on the other side it will deal in telephone service, including, where that is desired, the rental and maintenance of instruments. Anybody, who has the price, can get Bell telephones now, and in any number. If a householder wants to secure two telephones, and the appropriate apparatus with which to connect house and stable he will be supplied with what has become recognized as a great improvement

on the speaking tube. If an independent organization wants to purchase a million telephones with all the allied apparatus they can secure just the same plant as the companies of the Bell system possess. Whether these telephones will or will not be connected with the Bell companies makes no difference so far as sale of appliances goes. Already the Western Electric Co., the manufacturing associate of the Bell companies of the United States, has for some years supplied telephones to other countries and some forms of telephonic apparatus, outside of transmitter and receiver, to private interests in this country.

The difficulty up to this time with making this broad policy general has been that the Western Electric Company has needed more plant. Its full energies have been required to supply the demands of the Bell companies alone. The record of growth in the number of instruments in the hands of licensees and sub-licensees suggests the great efforts that have had to be made to keep up with the ever increasing demand for Bell service. At the end of 1896 there were 772,627 instruments, transmitters and receivers being counted separately. In the hands of licensees. The number at the end of 1900 had grown to 1,952,412. On December 31, 1903, it stood at 3,779,517. By the end of 1905 it had reached 5,698,258, while the latest report of the American Telephone & Telegraph Company shows that at the beginning of the current year 7,107,836 instruments were interconnected in the Bell system, each one subject to maintenance and to replacement when worn out.

To prepare for future demands and to execute the new policy certain very large additions to the Chicago factory of the Western Electric Company have been made, so that it is now in a position to attend to the normal increase of the needs of the Bell companies and at the same time to take care of outside orders. President Theodore N. Vail of the American Telephone & Telegraph Company has said that no considerable direct increase of income is expected from this project, but that a great indirect advantage is foreseen from improved relations between the public and all the associated Bell companies, since there has been prevalent an erroneous idea that the charges of these companies for their services have been based on a monopoly of telephone instruments, whereas in

(Continued on Page 6.)

### Fisher Bros. Company

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Hardware, Iron, Steel and Ship chandlery. Pipe and Pipe Fittings, Brass Goods, Paints, Oils, Glass & Hardwood

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A Complete Line of Fishing, Gannery  
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NELSON TROYER, Vice-Pres. and Supt.

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