

**INITIAL COMMERCIAL BANQUET OF THE SEASON**

(Continued from Page 1)

Mr. Whyte then read telegrams from General Manager H. C. Nutt, and General Superintendent Forrest, of the Northern Pacific, indicating their earnest regret at their enforced absence from the banquet; and this was followed by a similar message from Manager Paul Wessinger, of the Weinhard estate, in the same relation, delivered by Mr. Buttner, who made his personal contribution to the goodwill of the evening very manifest, and was thoroughly well received throughout.

Mr. Fulton then introduced the inimitable and only genuine Tom Richardson, the arch-booster and allround friend of every settlement and city in Oregon and the Northwest, who launched, without preliminaries of any sort, into a wholesale and glowing tribute to the whole section of country for which he stands. In the course of his remarks he made a plea for the establishment of better feeling between the metropolis and this city, and pledged himself to the happy task of removing what of difference or doubt that might yet dwell here, or there, to this end. He reviewed the sharp struggle to which Portland, as the leading center of Oregon, had been subjected during the recent stringency, and made plain her strenuous work and sacrifices for the safety of the country at large; he paid distinct and kindly tribute to Astoria in all ways, and invokes the best of feeling by the manner in which he ranged her along with Portland, and all other centers of the State, in the common web of interest and the broadest hope of progress. His address was received with every sign of kindest approbation and he closed amid a literal tempest of encores such as he alone can invoke here. It was a ringer and a stinger and a certain success from the first to the closing syllable.

Mr. C. C. Chapman, admiral of the 1907 Regatta at this port, and president of the Chapman Advertising Agency, of Portland, was the next speaker and he chose for his topic, the science and utility of "Municipal Advertising" employing the course recently used by Manager John H. Whyte, of the Chamber of Commerce, as a model, and a cue for the following address:

"There are two kinds of cities—the advertising kind and the other kind. No one ever accused an advertising city of not being enterprising. When anyone gets ready to move he wants to move to an enterprising city. If he has money to invest, he wants it in or handy to an enterprising, growing community. The possibility of an advertising city not being an enterprising progressive city would not enter the head of investor or homeseeker. All other things being equal, the advertising city gets the preference, for there isn't a bit of doubt as to its progressiveness.

"Astoria has classed herself among the advertising cities. She belongs in the elect. Her message has been read by millions of the brightest, most progressive people of two continents. In the minds of all these people she is progressive, enterprising, up-to-date. All of these millions of people aren't going to move at once. The rest of the world isn't going to be abandoned in a minute, like Egypt, by Israel, and Astoria be enriched over night by a few million population. But a large part of these people who have read Astoria's message will have occasion, sooner or later, to change their homes—to seek new investments. Then at that psychological moment Astoria will be remembered. She will be kept in mind as an advertising city—which is synonymous for an enterprising, a progressive city.

"What's the use of advertising if you can't deliver the goods? That's what every advertiser is up against. But Astoria is in the same class as the best business house on earth—she can deliver the goods and hence doesn't have to be afraid to advertise.

"Of all the advertising cities, what one can offer a layout like Astoria! What city on this plane has better natural advantages—has better strategic command of a vast territory, with all its possibilities?

"Why do people go to any one city? Why do railroad magnates favor this city or that city when it comes to selecting a terminal or routing the traffic of a continent? Simply because of a mental impression that this city or that city has great possibilities. How is this impression produced? If it isn't produced any other way it can be produced by judicious advertising. A city that is well advertised cannot be ignored or forgotten. The city that overlooks advertising as a means of keeping herself prominent on the commercial, industrial and transportation map is like the farmer who prefers the laborious old-fashioned flail to the threshing machine.

"Just now, the class of advertising cities is a small one. The fewer there are in it, the more prominent are the individual cities who compose the class. Those who have dropped out are the weak sisters. They aren't in as good shape as they ought to be, or else they are scared. The old pioneer city of Astoria, with its splendid resources, has achieved a record in this flurry that is second to none. Astoria has yet to be bluffed, frightened or unerved—at least so far as I ever heard of. The fact that it is staying right in the advertising class, right at this time, when so

many people, because of changed plans, are looking for the enterprising cities, is of itself confirmation of all that has been said before of the strength and resources of the splendid city which commands the grandest valley of the Pacific slope.

The glee club at this point interposed one of the pleasantest features of the evening's program, by the rendition of a song entitled "Astoria," which was happily written for the occasion, and sung with splendid vim and effect; it received the star encore of the evening.

When the storm of approbation elicited by the song had subsided, Mr. Fulton introduced Samuel Elmore, the premier fisher and canner of the Columbia river country, who chose for his subject "Fishing and Canning"; and for 20 minutes, the assembly heard the word of a master on a theme, which common though it be in this section was made intensely interesting and alive with the newer and unsuspected values he revealed. He dealt with its history and progress from its incipency, 100 years ago, and made an alluring story of what might, in other hands, have proved a trite recital. Time forbids the detail to which Mr. Elmore's remarks are entitled; but it may be said that no presentation of the hour was more thoroughly appreciated than his. And one of the conspicuous elements of the presentment was the scarcely veiled suggestion that he intended, in the near future, to retire permanently from the great industry in which he has figured so prominently and successfully.

Hon. Herman Wise, Mayor of the City of Astoria, was then introduced and he held the house easily and surely during the brief moments devoted to the unfolding of the following pleasant address, entitled "Oregon, America's Prettiest Picture Book":

"Gentlemen: "The subject assigned to me is one, that should have been entrusted to more artistic hands; I too admire arts as I admire everything that is beautiful; I too am conscious of the grandeur of old Oregon, but I lack that subtle art which can bring out the lights and shadows and by deft touch of the brush cause an inanimate picture to assume life and grace and beauty; however, Oregon is so replete with natural beauties that even the merest tyro may arouse enthusiasm by a simple recital of its advantages.

"I will therefore unfurl the canvas, turn on the magic lantern and call attention to a few Oregon views.

"My first picture, gentlemen, shows the stranger coming into Oregon from the south, the train descends from bald and dusty Siskiyou, the visitor beholds the verdant meadows and evergreen hills, where nature decked Southern Oregon in eternal bridal garments, with garlands of choice flowers, and numberless gardens as a dowry, where he who will may feast on fruits scarcely tasted in Eden where Adam first upset the theory that woman is the weaker sex; the next slide shows the beautiful Willamette Valley, where climate and soil have combined to build a dreamland, here grain and game abound; seats of learning provide knowledge, and the word mortgage has been stricken from the dictionary; you see the newcomer open his eyes in wonderment and as he passes waterfalls and snowcapped mountains come into view, his interest increases, until ere he knows the train approaches our proud metropolis, where the concentrated beauties and power and prosperity of our commonwealth are on display. Portland, the splendid home city; Portland, the manufacturing city; Portland, the manufacturing city of roses.

"Here is the next picture, the visitor approaches from the east, where the Blue Mountains nod a welcome to all, where the bunchgrass tickles the heel of the tenderfoot, where gold and silver and coal and other precious minerals enable the native to wear diamonds for vest buttons; where the Oregon apple makes goo-goo eyes at the stranger and coaxes him to forget that he ever had dyspepsia; the train follows the eastern friends, until he too lands in Portland, where he determines to change the motto of the Frenchman who, in his delirious enthusiasm at the sight of the French metropolis, exclaimed: 'Mon dieu, let me see Paris and die!' but to 'See Oregon first and live!'

"But, if the stranger happens to be from Missouri I'd quote to him the beautiful and touching lines written by Brother Judah:

"Lives there a man with soul so dead Who never to himself has said: This is the land, the promised land,

"I'd take the stranger by the hand and whisper 'Come to Astoria! come with me down the majestic Columbia to where the ocean breezes fill your lungs with God's own medicine 'Pure Air,' where the ocean waves murmur sweet messages of hope; come to Astoria the fresh water, deep water harbor, where the commerce of the world may find room and safe refuge; Astoria, which is nearer by hundreds of miles, to the growing trade of the Orient, than any other harbor along the entire Pacific Coast; come to Astoria, where the tides, twice daily carry off the microbes which in less favored localities threaten malaria and other diseases; come with me to where the sun, after a hard day's work, nestles down to pleasant dreams his radiant rays.

"Astoria, where river and ocean meet, sending greetings from the occident to the Orient; Astoria where fish and lumber insure most excellent board, where the mournful strains of hard times have

No leftovers; everything new, fresh and desirable; choose now while the stock is complete and the varieties are immense.

**Jaloff's Money-Raising Sale**

This season's most favorite and authoritative styles sacrificed at one-third of their real worth. Now is your time to act.

Will last only 10 days. Do not overlook to take advantage of the remarkable bargains it offers in ladies' high class suits, coats, evening costumes, opera coats, cravanettes, waists, millinery skirts, muslin underwear, and children's dresses. You can't afford to miss it. The saving is too great.



- LADIES' TAILORED SUITS—Values up to \$25, cut to \$10.
- LADIES' NOVELTY SUITS—Velvet chiffon broadcloth, values up to \$65, cut to **\$22**
- LADIES' COATS—Full length, circular and semi-fitting; values up to \$15 cut to **\$5**
- EVENING COSTUMES AND OPERA COATS sacrificed at astonishingly low prices, literally at one-fourth their real worth.
- SKIRTS, values up to \$5.00, now \$1.75; values up to \$15 now **\$6.00**
- WAISTS, SILK MASSELIN, net lace and fancy taffeta from \$1.50 to \$15; worth three times that much.
- SATEEN UNDERSKIRTS—Full size; tuck lace embroidery trimming; dust ruffle worth \$2.50 cut to **90c**
- MUSLIN GOWNS—Excellent quality; high neck and slip over style cut to **90c**
- LADIES' APRONS—India linen lawn; with and without bibs; cut full, with tucks; cut to **20c**
- COLLARS, CHIFFON—Daintily trimmed and embroidered; cut to **15c**
- BELTS—Immense variety to choose from; 10c to \$2.00.
- SILK TAFFETA PETTICOATS—Great bargain ever offered at **\$3.95**
- CHILDREN'S DRESSES—A wide range materials; styles and patterns; cut to **75c**
- MILLINERY—Beautiful \$7.50 hats cut to **\$2.75**
- LADIES' CLOTH CRAVANETTES in fancy mixtures and solid colors; worth up to \$20, cut to **\$4.90**



Do not delay, attend this Great Sale right NOW! It is money in your pocket.

**JALOFF'S STORE**

537 Commercial Street

Astoria, Oregon.

never yet been heard, and where the only run on the banks is:

"The salmon run on the banks of the Columbia.

"Astoria! Oregon! what sweet names to our ears.

"And yet, friends, I have but shown you a very few of the pictures of Oregon; lack of time prevents me showing you more; I could show you pictures that would bring the glow to your cheeks and cause your hearts to flutter, pictures of the founders and builders of Oregon, who enriched Oregon soil with their hearts' blood and its history with glorious deeds; for after all its manhood and womanhood of a state that makes it great; the roll of honor is a long one, so I can but mention a few of them: Dr. John McLoughlin, Dr. Marcus Whitman and their co-workers; Lafayette Lane, Col. Baker and their contemporaries down to the present day, when we are proud to refer to Geo. H. Williams, the wise counsellor; to Harvey W. Scott, the fearless and able journalist and teacher; Geo. E. Chamberlain the faithful servant of the people and our own Charles W. Fulton, the eloquent Senator; besides a further host of men versed in statecraft, in science, in learning, and in everything that makes the Western people so great.

"And last, but not least, you would not be satisfied, I could not be satisfied, if I failed to show you a picture of the Oregon woman, a composite picture of the mothers, wives, daughters and sweethearts of Oregon's men; our beautiful, gentle, patient and virtuous Oregon women, at once the joy and the inspiration that makes us hustle and happy.

"Here then, is to Oregon, our own, unequalled state, and here's to her good men and still better women."

The closing address of the evening was delivered by Col. William H. Garland, the gentleman who is in this city in behalf of the fine project, noted elsewhere in these columns, for the establishment of steamship lines hence to Alaska and the Orient, and who was a guest of the Chamber for this occasion. Mr. Garland devoted himself to the tale of his experiences and impressions gained by his sojourn here and of his appreciation of the beauties and natural advantages inherent in what is best known as the "Astoria Situation," and in pleasant prophecies for the magnificent development and population of the great Northwest, which, he said, was susceptible of a growth to more than a score of million people and with ample resources to maintain them in luxury

and comfort on the products now available, letting alone the gradual and immense range of increase in the variety and volume of that produce and others yet to be developed by time and the insatiable quest of humanity. His remarks were intensely interesting and were roundly applauded.

The glee club then sang its closing number to the fullest signs of appreciation on the part of the audience; and the best public dinner, and the initial

effort of the Astoria Chamber to get in public touch with its friends, the people, were brought to a close; the signal expression on all sides being that both efforts were supreme successes, and assuredly worthy of frequent repetition.

**One of the Important Duties of Physicians and the Well-Informed of the World**

is to learn as to the relative standing and reliability of the leading manufacturers of medicinal agents, as the most eminent physicians are the most careful as to the uniform quality and perfect purity of remedies prescribed by them, and it is well known to physicians and the Well-Informed generally that the California Fig Syrup Co., by reason of its correct methods and perfect equipment and the ethical character of its product has attained to the high standing in scientific and commercial circles which is accorded to successful and reliable houses only, and, therefore, that the name of the Company has become a guarantee of the excellence of its remedy.

**TRUTH AND QUALITY**

appeal to the Well-Informed in every walk of life and are essential to permanent success and creditable standing, therefore we wish to call the attention of all who would enjoy good health, with its blessings, to the fact that it involves the question of right living with all the term implies. With proper knowledge of what is best each hour of recreation, of enjoyment, of contemplation and of effort may be made to contribute to that end and the use of medicines dispensed with generally to great advantage, but as in many instances a simple, wholesome remedy may be invaluable if taken at the proper time, the California Fig Syrup Co. feels that it is alike important to present truthfully the subject and to supply the one perfect laxative remedy which has won the approval of physicians and the world-wide acceptance of the Well-Informed because of the excellence of the combination, known to all, and the original method of manufacture, which is known to the California Fig Syrup Co. only.

This valuable remedy has been long and favorably known under the name of—Syrup of Figs—and has attained to world-wide acceptance as the most excellent of family laxatives, and as its pure laxative principles, obtained from Senna, are well known to physicians and the Well-Informed of the world to be the best of natural laxatives, we have adopted the more elaborate name of—Syrup of Figs and Elixir of Senna—as more fully descriptive of the remedy, but doubtless it will always be called for by the shorter name of Syrup of Figs—and to get its beneficial effects always note, when purchasing, the full name of the Company—California Fig Syrup Co.—plainly printed on the front of every package, whether you simply call for—Syrup of Figs—or by the full name—Syrup of Figs and Elixir of Senna—as—Syrup of Figs and Elixir of Senna—is the one laxative remedy manufactured by the California Fig Syrup Co. and the same heretofore known by the name—Syrup of Figs—which has given satisfaction to millions. The genuine is for sale by all leading druggists throughout the United States in original packages of one size only, the regular price of which is fifty cents per bottle.

Every bottle is sold under the general guarantee of the Company, filed with the Secretary of Agriculture, at Washington, D. C., that the remedy is not adulterated or misbranded within the meaning of the Food and Drugs Act, June 30th, 1906.

**CALIFORNIA FIG SYRUP CO.**

Louisville, Ky.

San Francisco, Cal.  
U. S. A.  
London, England.

New York, N. Y.