

Scientific Advertising.

The Springfield Republican calls attention to the fact that advertising on board fences and dead walls is being abandoned from a conviction of its general uselessness.

If we would make the best possible use of our money we should patronize ably conducted and responsible newspapers.

Live commercial men everywhere are fully sensible of the great benefit derived from advertising. All the great fortunes, especially in the retail trade, have been made by that process.

But for some time there has been a doubt as to the best methods of disseminating the knowledge necessary to success in business, at least as regards miscellaneous advertising.

The newspaper is open to none of these objections. Under the system of classification which now prevails, what is wanted can be reached in a moment.

more is required than a fence advertisement, which is never more than half digested, if it is not absolutely ignored through resentment.

MISCELLANEOUS

Temple Lodge, No. 7, A. F. A. M. Regular Communications first and third Saturdays in each month, at 7:30 o'clock, p. m., at the Hall in Astoria.

Beaver Lodge No. 35, I. O. O. F. Meet every Friday evening, at 7:30 o'clock, in the Odd Fellow's Hall, cor. of Cass and Chenamus streets, Astoria.

Astoria Lodge No. 40, I. O. G. T. Regular Meeting every Tuesday Evening at 7:30 o'clock, at Good Templar's Hall, Chenamus Street, Astoria, over C. L. Parker's Store.

Common Council. Regular meetings first and third Monday evenings of each month, at 7:30 o'clock.

Astoria Engine Co. No. 1. Regular monthly meeting will be held at the hall of the Company, on the second Tuesday of each month, at 7 o'clock p. m.

Cemetery Notice. The undersigned Sexton of the Astoria Cemetery, in view of the fact that the cemetery grounds are now permanently located, wishes all persons owning lots in the grounds to report the number and block to him; also, all persons who have buried friends in the grounds at any time, are requested to address him through the Post-office, or call upon him at his office, and furnish him with a list, embracing the name of deceased, age, when buried, the lot or block upon which the burial was made, and such other information as will enable him to bring order out of chaos.

BUSINESS CARDS.

L. K. G. SMITH. Cor. of Main and Chenamus street, ASTORIA, OREGON. Dealer in the choice brands of CIGARS AND TOBACCO, And all kinds of smokers articles. Has just received a new supply of GENUINE MEERSCHAUM PIPES.

T. S. JEWETT. B. S. KIMBALL. Draying & Trucking. The undersigned having purchased the interest of the Astoria Truck & Dray Co., including Teams, Vehicles, etc., respectfully announce that we are prepared to FILL ALL ORDERS WITH PROMPTNESS, IN A CAREFUL MANNER.

ARNDT & FERCHEN, BLACKSMITHS AND MACHINISTS. Foot of Washington Street, near Kinney's Fishery, ASTORIA, OREGON. HAVING SECURED AN ENGINE AND LATHE, and the best of workmanship, we are now prepared to do ALL KINDS OF CANNERY WORK, ENGINE AND STEAMBOAT WORK OF ANY DESCRIPTION.

C. H. BAIN. A. W. FERGUSON. BAIN & FERGUSON, ARCHITECTS AND BUILDERS, ASTORIA, OREGON. ARE NOW PREPARED with increased facilities to Furnish Plans and Specifications, and do all first class work in a superior manner.

N. LOEB, MAIN STREET, ASTORIA, OREGON. Near the Globe Hotel. Invites attention to his Stock of vases, jewelry and toys. General Merchandise. Clothing, Boots and shoes. Groceries and Provisions, Selected with special reference to the Astoria trade.

QUICK SALES AND SMALL PROFITS. Highest price paid for Furs. New Goods by Every Steamer. N. LOEB, ASTORIA, OREGON.

The White House

IS THE BEST AND CHEAPEST STORE IN THIS CITY TO FIND A LARGE AND ELEGANT ASSORTMENT OF

Dress Goods, Dry Goods, Staple & Fancy Goods, Notions

ALSO AN IMMENSE AND WELL SELECTED STOCK OF MEN'S AND BOYS

CLOTHING, FURNISHING GOODS, BOOTS, SHOES, HATS, ETC.

Don't fail to call on us before making your purchases, as you will find it money in your pocket.

Respectfully Yours, SCHLUSSEL & KANT,

Cor. Chenamus and Main streets, Astoria, Oregon.

A. VAN DUSEN & CO.

WALL PAPER, CHINA MATTING, -AND- HOUSE LINING,

In quantities to suit, for sale cheap at A. VAN DUSEN & Co's

WHITE LEAD, BOILED OIL, TURPENTINE, -ALSO- NAILS AND SPIKES,

Suitable for street work, All for sale cheap at A. VAN DUSEN & Co's.

JUST RECEIVED. RUBBER PAINT

The best in the World. Outside and inside white, and a great variety of shades in quart, one gallon and five gallon tins at A. VAN DUSEN & Co's, Cass street, Astoria.

Great Reduction in Prices! SEWING MACHINES DOWN!

New family Singer old price.....\$65 00 Reduced to..... 50 00

New family Singer, with drop leaf, drawers and cover, old price..... 75 00 Reduced to..... 60 00

Other styles reduced in proportion. In addition to the above reduction a discount of 10 per cent. will be made on CASH SALES.

Machines sold on the installment plan on liberal terms. A. Van Dusen & Co., Agents, ASTORIA, OREGON.

MISCELLANEOUS.

I. W. CASE, Wholesale and Retail

-DEALER IN- Assorted Merchandise of Every Description.

BOOTS, SHOES, -AND- SLIPPERS.

A COMPLETE ASSORTMENT, COMPRISING OVER SIXTY CASES, OF THE BEST QUALITY AT LOWEST POSSIBLE RATES.

I. W. CASE. Everyone is bragging that they Sell Goods very Cheap.

So I determined to give up the Retail Business entirely, and am offering my goods AT COST!

No. 1 Diagonal Suits at..... \$16 00 No. 2..... 13 50

Light Plaid Suits, No. 1..... 13 50 No. 2..... 9 00

Dry Goods, Fancy Goods, Boots and Shoes, Jewelry; all description of Goods at cost price. I also give, as inducements to the public and to merchants, 30 days' credit on satisfactory notes.

SAN FRANCISCO AUCTION STORE, J. BLOOM, Astoria, Oregon.

E. S. MERRILL & CO., Blacksmiths and Machinists.

Capt. ROGERS' OLD STAND Near Express Office, ASTORIA, OREGON.

All work in our line, heavy or light, done with neatness and dispatch. HORSESHOEING, WAGON, AND Farm Work a Specialty.

HAVING SECURED THE SERVICES OF Mr. S. A. Gaines of Ky., an experienced Farrier of 25 years in the business, and well known to Astoria horsemen, we are prepared to do shoeing in a manner to cure lameness or prevent it in horses entrusted to our care.

All work warranted and at reasonable rates.

W.M. EDGAR, Corner Main and Chenamus Streets, ASTORIA, OREGON. DEALER IN THE CHOICEST BRANDS OF Tobacco and Cigars, and the Genuine Westenhelm, and other English Cutlery. Genuine Meerschaum Pipes a Specialty. Fairchild's Gold Pens, and all sorts of Stationery, Notions, Etc.

Groceries, Tropical and Domestic Fruits; also, Crockery, Glassware, Silverware, Table and Pocket Cutlery.

A Full Line of Willow-Ware always on hand; a Full Stock of Cigars, Tobacco, Wines and Liquors.

Parties in need of the above line of goods will consult their own interest by calling before purchasing elsewhere.

J. STRAUSS, SOUTH SIDE OF CHENAMUS STREET, ASTORIA OREGON.

Goods Delivered to any part of the city Free of Charge.

WHOLESALE AND RETAIL DEALER IN

J. STRAUSS,

Table and Pocket Cutlery.

SHIP & ENGINE WORK A SPECIALTY.

GEORGE MACLEAN, BLACKSMITH.

Water Street Roadway, Near Hume's Cannery, Astoria, Oregon.

Horseshoeing and all kinds of Blacksmithing done to order. Satisfaction guaranteed.

Ship & Engine Work a Specialty.

PROFESSIONAL CARDS.

O. F. BELL, ATTORNEY AT LAW, Notary Public and Commissioner of Deeds for California and Washington Territory. Astoria, Oregon. OFFICE—Over Wells, Fargo & Co.'s Express Office in Van Dusen's building, cor. Cass and Jefferson streets.

F. D. WINTON, ATTORNEY AT LAW. Office in Warren & McGuire's Building, ASTORIA, OREGON.

W.M. H. HATCH, M. D. Physician Surgeon and Accoucheur, Graduate of the Royal College of Physicians, England. Member of the University of California. Office—Squemochea Street, near Cass, ASTORIA, OREGON.

M. DALLAS JENNINGS, Physician, Surgeon and Obstetrician, OFFICE ON CASS STREET, ASTORIA. Next door to Capt. Rogers. ALL CALLS PROMPTLY ATTENDED to, day or night.

D. I. M. SEVERN, Graduate University of Pennsylvania. Office, Rooms No. 1 and 2 LARSEN'S BUILDING, CASS STREET Astoria, Oregon.

MRS. DR. BURR, Homeopathic Physician and Electrician. Late of San Francisco, and Graduate of the Homeopathic School. Treats all chronic diseases and the diseases of women and children. Midwifery a specialty. Office at her residence, four doors below Liberty Hall.

DR. F. CRANG, PHYSICIAN AND SURGEON, ASTORIA, OREGON. Office—Room No. 7 Brown's building corner of Main and Chenamus streets. Dr. Crang will in future devote his whole time to the practice of his profession.

MRS. WOODHAM, Late of the City of Paris. Dress and Cloak Making, and Cutting and Fitting, in the Latest Styles. Cass street, opposite the Congregational church.

LOUIS HAGEN, Squemochea street, next door to the Episcopal church. Cabinet Maker and Undertaker. Will take orders for all kinds of NEW FURNITURE, and repairing promptly and neatly done, at low prices.

HUGH STOOP, CARPENTER AND JOINER, AND GENERAL JOBBER. ASTORIA, OREGON. Houses built to order, and satisfaction guaranteed.

B. B. Franklin, UNDERTAKER AND CABINET MAKER. Squemochea street, next door to Astorian building, Astoria, Oregon. All work done in a skillful manner, on short notice and at reasonable prices.

HENRY SINDLINGER, -DEALER IN- STOVES AND TINWARE, JOBBING PROMPTLY ATTENDED TO. SHOP—On Squemochea street, between Main and Cass streets, Astoria, Oregon.

NEW TAILOR SHOP. GEORGE LOVETT, TAILOR. Benton street, (opposite the Custom House). Gents suits made to order in latest styles and warranted to fit. Clothes cleaned and repaired.

A. BOISON, WATCH MAKER AND JEWELER. Main street, Parker's Building, Astoria. HAS JUST RECEIVED A FINE ASSORTMENT of Jewelry of the latest styles, also a fine assortment of Gold and Silver Watches, which will be sold at lowest prices, and warranted from two to ten years.

JOHN BURKE, (Successor to Varwig & Burke). Plumber, Gas and Steam Fitter AND DEALER IN IRON AND BRASS GOODS. Also Agent for W. C. Wilcox STEAM PUMPS. Flavel's Warehouse, Astoria.

NOT FAIL to send for our New Catalogue. It contains valuable information for every person contemplating the purchase of any article for personal, family or agricultural use. Free to any address. MONTGOMERY WARD & CO., Original Grange Supply House, 221 & 223 Wabash Ave., CHICAGO, ILL.