### Scientific Advertising.

The Springfield Republican calls attention to the fact that ad vertising on board fences and dead walls is being abandoned from a conviction of its general uselessness. The practice was recently denounced at the convention of Stove Manufacturers of the country, at Detroit, where the President said:

If we would make the best possible use of our money we should patronize ably con-ducted and responsible newspapers. He added: "the newspaper is immeasurably the best medium open to our trade; the most liberal and expert advertisers testify to its value, and in the employment of its columns we would find a means of e-cepe from wasteful undignified and ineffective

are fully sensible of the great ben efit derived from advertising All the great fortunes, especially in the great fortunes, especially in the retail trade, have been made by that process. Advertising means number of people possible a knowledge of the things which one has for sale. In large communities thousands of persons fin I that they are in need of a certain article. There are miles on miles of stores where they will be sure to find it. But the bringing home to the greatest they will be sure to find it. But they do not want to spend a large amount of time hunting for it. It is just at this point that the expert advertiser makes his hit. He has managed by some method of reaching the public eye to impress the fact upon a majority of individuals that he is the man who has the articles sought to sell and on the most reasonable terms. They go straight to his store and make their purchase, while the small number that had not been impressed by his advertising go floundering about till they obtain what they want. | 1. They fall to the tradesman who has done no advertising. His buis. ASTORIA..... ness, for this reason, is one of accident. His sole dependence is loca-

But for some time there has been a doubt as to the best methods of disseminating the knowledge necessary to success in businesas, at least as regards miscellaneous advertising. Board fences and dead Draving & Trucking walls everywhere are covered with advertisements. The panels of street cars; the entrances to the ferries and all places where there is est of the a constant gathering of the masses Astoria Truck & Dray Co., are filled with invitations to buy. But it is beginning to be a question announce that we are prepared to FILL ALL ORDERS WITH whether any real benefit is derived from this practice. The purchaser who is caught by this method has to carry away in his memory the number and street. For this feat few are competent A great many do not care to take so much trouble. Again, these advertisements are so scattered that the result is mental confusion. One brings away with him an idea in which all sorts of ALL KINDS OF CANNERY WORK, incongruous things are mixed up. Impossible elephants and pre-Raphaelite sketches do not help matters. The chances are that the device gets attached to the wrong thing. In addition to this, there is C. H. BAIN. something akin to resentment in the minds of most persons at this ARCHITECTS AND BUILDERS, OF THE BEST QUALITY AT LOWunwarrantable intrusion on their privacy. There is a desire to look upon a fence, or a wall, or a landscape without being reminded that somebody has something to sell. and Specifications.

The newspaper is open to none of these objections. Under the work in a superior manner. system of classification which now order, all kinds of prevails, what is wanted can be reached in a moment. Besides, it ings, Ses is at home where the newspaper is that people makes up their minds to purchase. They are not, in one Prices. case in ten thousand, reminded by posters or rude paintings that they want something. They dodge the dodgers whenever that nuisance ASTORIA, presents itself. If the fact could be got at, we think it would be found that not one buyer in a thousand has been attracted by all the tawdry advertising that is so liberally spread along the streets and roads and shoes leading through and to the city. For the reasons stated no hing else Groceries and could be expected, for to fix on the mind the locality of one's bursness and the articles one bas for sale, QUICK SALES AND SMALL PROFITS. more is required than a tence advertisement, which is never more than half digested, if it is not absojutely ignored through resentment. ASTORIA

#### MISCELLANEOUS

Temple Lodge, No. 7, A. F. A. M. Regular Communications first and third Saturdays in each month, at 7.30 o'clock, r. s., at the Hall in Astoria.

Members of the Order, in good standing, are nvited to attend. By order of the W. M.

Reaver Lodge No. 35, I. O. O. F. Meet every Friday evening, at7'-2 o'clock, in the Odd Fellow's Hall, cor. of Cass and Chenamus streets, Astoria. Members of the Order are invited to attend. By order, N. G.

Astoria Lodge No. 40, I. O. G. T. Regular Meeting every Tuesday Evening mus Street, Astoria, ever C. L. Parker's Store, Members of the Order, in good stand-ing, are invited to attend. Degree meeting 1st Monday each month. By order W. C. T.

### Common Council.

Live commercial men everywhere fully sensible of the great ben

Astoria Engine Co. No. 1.

### Cemetery Notice.

The undersigned Sexton of the Astoria Cemery, in view of the fact that the cemetery rounds are now permanently located, wishe 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 moon 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. as will enable him to bring order out of chaos F. FERRELL, City Sexton. Astoria, Oregon, Sept. 20, 1877.

BUSINESS CARDS.

K. G. SMITH.

Cor. of Main and Chenamus street.

Dealer in the choices brands of CICARS AND TOBACCO. And all kinds of smokers articles. Has just

received a new supply of GENUINE MEERSCHAUM PIPES. Direct from Vienna, Wostenholm's and other brands of cutlery always on band.



## ARNDT & FERCHEN,

BLACKSMITHS AND MACHINISTS | Assorted | Merchandise Foot of Washington Street, present Rinneys' Fishery, ASTORIA, OREGON,

ENGINE AND STEAMBOAT WORK OF ANY DES-CRIPTION.

Fig. Horse-shocing, repairing, and all kinds of blacksmithing promptly attended to at reasonable rates.

A. W. PERGUSON. BAIN & FERGUSON,

ASTORIA, OREGON.

ARE NOW PREPARED with increased facilities to Furnish Plans contract, erect bulidings, and do all first class

BUILDING MATERIALS, Rustic, Fooring, Finishing Lumber, Mouldings, Sash, Doors, Newels, Balusters, etc., etc., etc., All kinds of Joh work done at our Steam Mill, corner of Genevieve and Astor streets, etc. HAND RAILING at PORTLAND

N. LOEB,

Invites atten

ORECON Globe Hotel. Stock of and toys. General Merchandise

Provisions, Selected with special reference to the Astoria trade.

Highest price paid for Furs. New Goods by Every Steamer.

N. LOEB, OREGON | re'es.

# 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,

A. VAN DUSEN & CO.

CHINA MATTING,

-AND-

WALL PAPER,

Astoria, Oregon-

Corner Main and Chenamus Streets, ASTORIA ... DEALER IN THE CHOICEST BRANDS OF

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

to

Charge.

CHENAMUS

STREET,

OREGON.

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

BOILED OIL, TURPENTINE,

-ALSO-

UST RECEIVED.

RUBBER PAINT

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

# SEWING MACHINES DOWN!

New family Singer old price ... Reduced to... New family Singer, with drop leaf, drawers and cover, old price....... 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., Agen's. ASTORIA, OREGON.

MISCELLANEOUS,

# I. W. CASE,

Wholesale and Retail -DEALER IN-

Every Description.

### BOOTS, SHOES -AND-

SLIPPERS. COMPLETE ASSORTMENT,

COMPRISING OVER

SIXTY CASES, EST POSSIBLE RATES.

I. W. CASE.

### Everyone is Bragging that they Sell Goods very Cheap.

So I determined to give up the Retail Busi-AT COST!

No. 1 Diagonal Suits at. Light Plaid Suits, No.

Dry Goods, Fancy Goods, Boots and Shoes, ewelry; all description of Goods at cost price. I also give, as inducements to the public and to merchants, 90 days' credit on satisfactory

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

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 S years in the business, and well known to Astoria horsessen, we are prepared to do shoeing in a manner to cure lameness or prevent it in horses entrusted to our care.

\*\*BEAR Work warranted and at reasonable rates.

# WM. EDGAR,

...OREGON.

HOUSE LIN'NG, Genuine Meershaum Pipes a Speciality.

and other English Cutlery.

Tobacco and Cigars, and the Genuine Wostenholm,

no Fairchilds Gold Pens, and all sorts of Stationery, Notions, Etc.

Groceries,

Tropical

= Line Domestic 2 Cass street, opposite the Congregational church

Willow-Ware always 023 S Full

4 H d Ø .0 SOUTH

Stock of Cigars, Tobacco,

ruits ... also, Crockery, Glassware, Silverware, Wines

ALE Þ TAIL DHALDR and Liquors. Table and

Pocket

司 Cutlery.

Graduate of the Royal College of Physicians, England, Member of the University of California, Office-Squemocaha Street, near Cass, ASTORIA, OliEGON. 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.

PROFESSIONAL CARDS.

ATTORNEY AT LAW.

California and Washington Territory.

Astoria, Oregon

Office in Van Dusen's building, cor. Cass and

ATTORNEY AT LAW.

Office in Warren & McGuire's Building,

ASTORIA, OREGON.

Physician Surgeon and Accoucheur,

Notary Public and Commissioner of Deeds for

O. F. BELL,

Jefferson streets.

F. D. WINTON,

WM. H. HATCH, M. D.

R. I. M. SEVERN, Office, Rooms No. 1 and 2 LARSEN'S BUILDING, CASS STREET

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 Of-fice at her residence, four doors below Liberty Hall.

DR. F. CRANG,

## PHYSICIAN AND SURGEON,

ASTORIA, OREGON. Office—Room No. 7 Brown's building cor-ner of Main and Chemanus 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.

T OUIS HAGEN,

Squemocqha street, next door to the

Cabinet Maker and Undertaker 1898, Will take orders for all kin. For NEW FURNITURE, and repairing promptly and neatly done, at low prices.

HUGH STOOP,

CARPENTER AND JOINER, AND GENERAL JOBSER ASTORIA, OREGON.

the Houses built to order, and satis guaranteed B. B. Franklin

UNDERTAKER AND CABINET MAKER.

Squemocqha 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, JORBING PROMPTLY ATTENDED TO. SHOP -- On Squemocqha street, between

Main and Cass streets, Astoria, Oregon. NEW TAILOR SHOP.

GEORGE LOVETT,

TAILOR.

Benton street, (opposite the Custon House). Gents suits made to order in latest styles and warranted to fit.
Clothes cleaned and repaired.

A. BOISON. WATCH MAKER JEWELER.

Main street, Parker's Building.

HAS JUST RECEIVED A FINE AS-sortment 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.

#6-Particular attention paid to repairing.

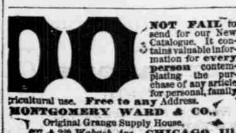
TOHN BURKE.

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.



BLACKSMITH.

Near Hume's Cannery, Astoria, Oregon Horseshoeing of Blacksmith

Ship & Engine Work a Specsalty.

and all kinds

ing done to orion guaranteed

Original Grange Supply House,

GEORGE MACLEAN, Water Street Roadway,