

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. 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 conducted 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 escape from wasteful undignified and ineffective methods."

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. Advertising means the bringing home to the greatest number of people possible a knowledge of the things which one has for sale. In large communities thousands of persons find 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 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. They fall to the tradesman who has done no advertising. His business, for this reason, is one of accident. His sole dependence is location.

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. Board fences and dead walls everywhere are covered with advertisements. The panels of street cars; the entrances to the ferries and all places where there is a constant gathering of the masses are filled with invitations to buy. But it is beginning to be a question 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 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 something akin to resentment in the minds of most persons at this unwarrantable 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.

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. Besides, it is at home where the newspaper is that people makes up their minds to purchase. They are not, in one case in ten thousand, reminded by posters or rude paintings that they want something. They dodge the dodgers whenever that nuisance 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 leading through and to the city. For the reasons stated no hindrance could be expected, for to fix on the mind the locality of one's business and the articles one has for sale, more is required than a fence advertisement, which is never more than half digested, if it is not absolutely ignored through resentment.

People who advertise only once in three months forget that most folks can't remember anything longer than about seven days.

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

**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. 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 at 7:30 o'clock, at Good Templar's Hall, Chenamus Street, Astoria, over C. L. Parker's Store. Members of the Order, in good standing, are invited to attend. Degree meeting 1st Monday each month. By order W. C. T.

**Common Council.**  
Regular meetings first and third Monday evenings of each month, at 7 o'clock.  
Persons desiring to have matters acted upon by the Council, at any regular meeting, must present the same to the Auditor and Clerk on or before the Friday evening prior to the Monday on which the Council holds its regular meetings. By order of the Council.  
F. J. TAYLOR, Auditor.

**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.  
Members are expected to attend promptly, if not the usual fines will be imposed against them, unless legal excuse is offered. By order of the Company.  
C. S. WRIGHT, President.  
R. N. CARMAN, Secretary.

**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.  
F. FERRELL, City Sexton.  
Astoria, Oregon, Sept. 29, 1877.

BUSINESS 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.

**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.

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

**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.

**GERMANIA BEER HALL**  
—AND—  
**BOTTLE BEER DEPOT,**  
CHENAMUS STREET, ASTORIA.  
The public are invited to call and leave their orders. Splendid Lager 5 cents a glass. Free Lunch every night.  
W. M. BOCK & Co., Proprietors.

**CHARLES HEILBORN,**  
MANUFACTURER OF  
FURNITURE and BEDDING.  
Also Importer of  
CARPETS, OIL CLOTHS, WALL  
PAPER, SHADES, ETC.  
All kinds of repairing promptly attended to, and furniture made to order.  
A full line of picture mouldings and frames, brackets, window cornices, etc.  
Full stock and lowest prices, corner of Squemoqua and Main street, Astoria.

WEST SHORE MILLS.

Foot of  
CONCOMLY  
Street  
ROADWAY, Astoria, Oregon.  
J. C. TRULLINGER, - - Proprietor.  
Is now prepared to fill all orders, large and small, for every kind of  
**BUILDING LUMBER**  
On satisfactory terms.

**H. SPELLMIER,**  
BOOT and SHOE MAKER,  
ASTORIA, OREGON.  
Has just received a splendid stock of  
**LEATHER and TRIMMINGS,**  
The best in Oregon, and will now fill any order, at the lowest prices, for the best and finest of Boots and Shoes.

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  
.....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.

T. S. JEWETT. B. S. KIMBALL.  
Draying & Trucking.

The undersigned have purchased the interest of the  
Astoria Truck & Dray Co.,  
including Teams, Vehicles, etc., respectfully  
announcing that we are prepared to  
FILL ALL ORDERS WITH  
PROMPTNESS, IN A CAREFUL MANNER.  
Orders may be left at the Occident Hotel.  
JEWETT & KIMBALL.

Washington Market,

Main Street, Astoria Oregon,

BERGMAN & BERRY

RESPECTFULLY CALL THE ATTENTION of the public to the fact that the above Market will always be supplied with a FULL VARIETY BEST QUALITY

FRESH AND CURED MEATS!  
Which will be sold at lowest rates, wholesale and retail. Special attention given to supplying ships.

WM. EDGAR,  
Corner Main and Chenamus Streets,  
ASTORIA.....OREGON.  
DEALER IN THE CHOICEST BRANDS OF  
Tobacco and Cigars, and the  
Genuine Wostenholm,  
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.

NEW STORE, NEW GOODS, NEW PRICES.

WHOLESALE AND RETAIL DEALER IN

J. STRAUSS,

South Side of Chenamus Street, Astoria Oregon.

PROFESSIONAL CARDS.

WM. H. HATCH, M. D.

Physician Surgeon and Accoucheur,  
Graduate of the Royal College of Physicians,  
England. Member of the University  
of California.  
Office—Squemoqua street, near Cass,  
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. Of-  
fice at her residence, four doors below Liberty  
Hall.

MRS. WOODHAM,

Late of the City of Paris.

Dress and Cloak Making, and  
Cutting and Fitting, in the  
Latest Styles.

Cass street, opposite the Congrega-  
tional church.

LOUIS HAGEN,

Squemoqua 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 JOBBING.

ASTORIA, OREGON.

Houses built to order, and satisfaction  
guaranteed.

B. B. Franklin,

UNDERTAKER AND CABINET MAKER.

Squemoqua 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.

JOBBER PROMPTLY ATTENDED TO.

SHOP—On Squemoqua 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 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.  
Particular attention paid to repairing.

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.

L. K. G. SMITH.

Cor. of Main and Chenamus street,  
ASTORIA.....OREGON

Dealer in the choicest brands of

CIGARS 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 hand. 7-16-dif

OREGON BAKERY,

Holladay's Wharf, Main Street, Astoria, Ogn.

BREAD, CAKES, PIES,  
PASTRY, CRACKERS, ETC.

WILL BE SERVED TO PATRONS

of the Oregon Bakery of which C.

Binder deceased, was proprietor, the same as  
usual, by Mrs. CHARLES BINDER.

First Class Baker employed, and perfect  
satisfaction guaranteed. All orders, large or  
small, promptly filled on short notice. Pat-  
ronage of the public is respectfully solicited.

MRS. CHAS. BINDER.

BATHS, BATHS,

Hot, Cold, Shower,  
Steam and

SULPHUR BATHS

Occident Hotel Shaving Saloon.

NIEDERAUER & ULENHART,

PROPRIETORS.

Special attention paid to LADIES' and  
CHILDREN'S HAIR CUTTING

Private Entrance for Ladies 68

BUILDING MATERIALS.

JUST ARRIVED:

40,000 BRICK;

100 WINDOWS;

—AND—

200 DOORS;

WHICH WILL BE SOLD AS LOW AS  
ANY HOUSE IN OREGON.

BAIN & FERGUSON,  
Astoria, Oregon.

NOT FAIL to  
send for our New  
Catalogue. It con-  
tains valuable infor-  
mation for every  
person con-  
templating the  
purchase of any article  
for personal, family  
or agricultural use. Free to any Address.

MONTGOMERY WARD & CO.,  
Original Grange Supply House,  
27 & 29 Wabash Ave., CHICAGO, ILL.