

OREGON SUMMERS.

From the Standard. The important advantage that Oregon has over California in the matter of unfaifing seasons has been well ventilated and will be thoroughly understood after awhile by immigrants seeking homes on this Pacific coast. But another and equal important advantage is the great mildness of our summer. We published yesterday an extract from the San Francisco Bulletin showing the extreme heat now obtaining in California—the thermometer at points in the interior going up to 113 degrees. It is burning up the crops, the vegetation, the roses and the leafy June trees are shedding their leaves so rapidly as to indicate Autumn instead of mid-Summer. Here we have almost the geniality of smiling Spring, just enough of heat to make the weather delightful, while blankets are indispensable at night. It is true the mercury indicates what would in the east be a high degree of heat, but the same laws do not seem to govern the weather here as there. Here at ninety degrees it is not disagreeably hot, though in New York it would melt all the paper collars in use on Broadway. The difference is said to result from the greater dryness of our atmosphere; that when we have hot weather the heat passes out from the body; that the pores are all open and so sensitive that the slightest change of temperature produces chilliness, and that the hot Eastern atmosphere, being humid, causes the heat to be retained. Here the calorific radiates from one; here it continues to accumulate. Here though it passes up to the nineties at times, it never gets on beyond a hundred as in California, and our vegetation is never burned up. An Oregon Summer is one of the most delightful enjoyments in nature, and when its extraordinary character shall become thoroughly understood our State will become the summering place of the wealthy who live below us and of many eastern people. Our lovely bays will become more famous than the Italian and our beautiful sea beaches will furnish watering places more sought after than Long Island and Saratoga, Yaquina, Coos, Tillamook and Umpqua bays will yet be famous.

ADVERTISING BY SPLURGES.—Profitable and successful advertising is an art founded upon principles which may be said to constitute a science. Most sagacious business men who advertise extensively do not go upon blind, irregular impulses, but proceed according to an intelligent and well-considered system which they have deliberately adopted. Such men understand perfectly that one of the most valuable secrets of profitable advertising consists in constantly keeping themselves and their special line of business before the public. The name of the firm, its location and the articles or class of articles in which it deals, must be familiarized to the public eye, and through that to the public mind. It is the constant dripping that makes its impression upon even the hardest rock. To effect this, steady and continuous advertising is far better than occasional splurges, no matter how showy and attractive. It is no doubt true that a big splurge three or four times a year, filling a column or two with display heads and double-headed matter, has its effect. But unless those spasmodic appeals are supplemented and reinforced by small standing advertisements they are in danger of making no lasting impression. In the long run the persistent advertiser, whose name stares the reader in the face every time he takes up his paper, will accomplish his object much more effectually than his rival who relies upon a splurge every three or six months. This is a principle which needs only to be started in order to secure recognition by sagacious business men; and almost all men of that class who have succeeded in building up a great business by advertising have acted upon it.

SEND THE STAMPS.—When you want a copy of a newspaper send the value of it in stamps, then you will not be disappointed. If you are a correspondent or have an advertisement in the paper, you are entitled to a complimentary copy of the paper containing it sent to your post-office, at the time of publication; for it takes time to hunt up a copy three or six months after it is published and time costs money in a printing office, so send enough stamps to pay the publisher for the paper and time required to hunt it up. Another point: When you write to a man for your own information and benefit, and which you are satisfied would be of no interest or benefit to him, inclose stamps to pay both postage and the value of the writing material used, and you will, very likely, get the information desired.

Small is the sum that is required to patronize a newspaper, amply rewarded is its patron. I care not how humble and unpretending the gazette which he takes. It is next to impossible to fill a sheet with printed matter without putting into it something worth the subscription price. Every parent whose son is away from home at school, should supply him with a newspaper. I will remember what a marked difference there was between my schoolmates who had not access to newspapers. Other things being equal the first were always decidedly superior to the last in debate, composition and general intelligence.—Daniel Webster.

The State of Oregon was distinguished at the Centennial exhibition by more awards for the excellence and variety of products than comparatively any other State. Oregon has every advantage enjoyed in civilized countries. Liberal laws. Good schools. Moderate taxes. Only nominal State debt.

MISCELLANEOUS

Temple Lodge, No. 7, A. F. A. M. Regular Communications first and third Saturdays in each month, at 7 1/2 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 1/2 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. O. F. Regular Meeting every Tuesday Evening at 7 1/2 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. A. VAN DUSEN, 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. I. 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.

GERMANIA BEER HALL, BOTTLE BEER DEPOT, CHENAMUS STREET, ASTORIA. The public are invited to call and leave their orders. Splendid Lager Beer 3 cents a glass. Free Lunch every night. WM. BUCK & Co., Proprietors.

CHARLES HEILBORN, MANUFACTURER OF FURNITURE and BEDDING. ALSO IMPORTER OF CARPETS, OIL CLOTHS, WALL PAPER, SHADES, ETC.

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

ARNOLD & FERCHEN, BLACKSMITHS AND MACHINISTS Foot of Washington Street, near Kinross' Fishery, ASTORIA, OREGON. HAVING SECURED AN ENGINE AND Lathes, and the best of workmanship, we are now prepared to do ALL KINDS OF CANNERY WORK, ENGINE AND STEAMBOAT WORK OF ANY DESCRIPTION. Horse-shoeing, repairing, and all kinds of blacksmithing promptly attended to at reasonable rates.

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.

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. Orders may be left at the Occident Hotel. JEWETT & KIMBALL.

George Maclean, BLACKSMITH. Water Street Roadway, Near Hume's Cannery, Astoria, Oregon. Horse-shoeing and all kinds of Blacksmithing done to order. Satisfaction guaranteed. Ship & Engine Work a Specialty.

W. M. 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.

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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.

PROFESSIONAL CARDS.

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.....\$85 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 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.

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. Orders may be left at the Occident Hotel. JEWETT & KIMBALL.

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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—Squamocqua Street, near Cass, ASTORIA, OREGON.

MRS. DR. BURK, 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.

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.

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

B. B. Franklin, UNDERTAKER AND CABINET MAKER. Squamocqua 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 Squamocqua street, between Main and Cass streets, Astoria, Oregon.

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. Particular attention paid to repairing.

F. S. MEADE, MERCHANT TAILOR, -AND- Dealer in Gents Fine Furnishing Goods. CHENAMUS ST., - - ASTORIA, OREGON. FRENCH, ENGLISH and AMERICAN CLOTHS, CASSIMERES and VESTINGS, CONSTANTLY ON HAND.

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-dit

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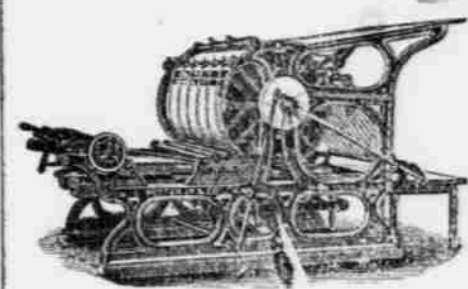
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THE ASTORIAN COLUMN.

The Weekly Astorian.

Devoted to the Commercial and Mechanical interests of the State of Oregon and Territory of Washington. -NOW IN ITS FIFTH YEAR- Affords SUPERIOR Facilities to Advertisers. Send for circulars and terms. Sample copy sent for ten cents. Three copies of separate dates, with stamps to pay the postage for twenty-five cents.

THE ASTORIAN



Chromatic Job Printing Office.

IS NOW WELL SUPPLIED WITH New Material and Stock, And prepared to execute orders for POSTERS, BILLS OF FARE, PROGRAMMES, BILL-HEADS, CIRCULARS, LETTER-HEADS, RECEIPTS, PAMPHLETS And any other kind of Printing Neatly and Promptly The Lowest Living Prices Charged.

Printing in black, Printing in white, Printing in colors, Of sombre or bright. Printing for merchants, And hand-agents, too; Printing for any Who've printing to do; Printing for bankers, Clerks, auctioneers, Printing for druggists, For dealers in wares. Printing for drapers For grocers, for all. Who will send in their jobs Or give us a call.

Printing of pamphlets, Or bigger books, too; In fact there are few things But what we can do. Printing of labels, All colors we use, sirs, Especially fit for Our salmon producers.

Printing by hand, Printing by steam, Printing from type, Or from blocks—by the ream; Printing of placards, Printing of bills, Printing of car-notes For stores or for mills;

Printing of forms— All sorts you can get— Legal, commercial, Or houses to let. Printing done quickly, Bold, stylish or neat, At the ASTORIAN OFFICE, On Squamocqua street.

ASTORIAN BUILDING, CASS STREET, ASTORIA, OREGON. PAPER BAGS, "Plain Bottom," "Patent Square," of best quality, to order, by the package or by the 1000, all sorts and sizes, at THE ASTORIAN OFFICE.

GIVE US A CALL. The RUBBER Stamp Man has gone, but he has left his Patent Printing Office in every business house in Astoria. While we could do a better job of work for the people for less money than he has done it, we admit that this is a free country, men purchase where they please, but when blank Cards, Envelopes, Paper, etc., are wanted for their new stamps, let them call at The Astorian Office and save cash. We have the finest stock

Papers and Cards, and Card-Board, Paper Bags, Wrapping Papers, Twine, Etc., Etc., in this State. Some of it was imported direct from Paris.

DO NOT SEND AWAY For Printing of any kind until you have tried THE ASTORIAN OFFICE. RAG, MANILLA AND STRAW WRAPPING PAPER. Best quality, cheap for cash, to order, at THE ASTORIAN OFFICE.

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 Grocery Supply House, 227 & 229 Wabash Ave., CHICAGO, ILL.