#### Aphorisms.

Judicious advertising always pays If you have a good thing, advertise it. If you haven't, don't.

If you don't mean to mind your own business, it will not pay to advertise. Never run down your opponent's goods in public. Let him do his own advertising.

No one can censure a man in business who does not advertise, if he has nothing worth advertising.
It's as true of advertising as of anything

else in this world. If it is worth doing at all, it is worth doing well. You can't eat enough in one week to

last a whole year, and you can't advertise on that plan either. A large advertisement once, and then

discontinued, creates the impression that the rone has failed. Injudicious advertising is like fishing where there's no fish. You need to let

the lines fall in the right place. If you can arouse curiosity by an advertisement, it is a great point gained. The fair sex don't hold all the curiosity in the

ADVERTISING BY SPLURGES .- Profitable and successful advertising is an art founded upon principles which may be and to constitute a science. Most salensively do not go upon blind, irregular inpulses, but proceed according to an intelligent and well-considered system which they have deliberately adopted. Such then understand perfectly that one of the most valuable secrets of profitable advertising consists in constantly keeping them-neites and their special line of business be-fore the public. The name of the firm, his 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 colum or two with display heads and double-leaded 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.

The people of Oregon are not burned up four months in summer and frozen or snowed in six months in winter, nor millions of property swept away in a night by overwhelming floods and devastating hurricanes, as they frequently are in the castern and western states of the union. They do not live in fear of being carried summer levers that prevail in the South- care for Fish Wounds. ern states, nor of being overwhelmed by earthquakes that visit California every two or three years, nor yet by its floods every fifth or tenth year, not dried up by its drouths every third or fourth year. The summer diseases so destructive to buman life among children in the Atlantic states are almost unknown in Oregon.

Oregon offers great attractions to those in search of new homes, to-wit: Heaithy and attractive diversity of surface. Grand scenery and mild climate. No excessive cold or heat. Average temperature, summer, 67°, winter 39°. Thunder-storms very rare, burricanes unknown. Deathrate lower in Oregon than in any other State, east or west. Soil of unsurpassed tertility, especially suited to cereals, fruits, flax, hops, and hay. No failure of crops in Oregin for thirty years from any cause. No droughts, as in California. Great abundance of the finest fruit. Stock-raising very profitable. As a farming country Oregon is not surpassed by any part of the Union.

The Salem Statesman expresses our views "to the point" in the following extract: "We have published birth, marriage and death notices, free of charge, and shall continue to do so, provided they are farni-hed us for publication. When such notices are not furnished, we take it for granted that their publication is not desired. It seems enough for us to give the space in our column without being compelled to wear out boot leather in search of the items. We frequently hear of marriages, deaths, etc., but as the particars are not turnished us, we cannot publich the same, and in some inclunces varties take offence because of their non-appear-

For Small is the sum that is requined to patronize a new-paper, 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 new-paper. I well remember want a marked difference there was between my schoolmates who had ASTOR'A not access to new-papers. Other things being equal the first were always decidedly superior to the last in debate, composition and general intelligence.—Daniel Web-

To Ours was the first Chromatic Printing Press in Oregon. Seven colors printed at one impression. The cylinder D. K. Warren. re-embles a rainb, w when operating upon a fancy job.

The State of Oregon was distinguished at the Centennial exhibition by more awards for the excellence and variety of products than comparatively any other Warren and Retail Dealers in all kinds of

Ocegan has every advantage enjoyed in civilized countries. Liberal laws. Good schools. Moderate taxes. Only nominal State debt.

Temple Lodge, No. 7, A. F. A. M. Regular Communications first and third Saturdays in each month, at 7 o'clock, P. M., 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, at 7 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, L O. G. T. Regular Meeting every Tuesday Evening t 7 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 no 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.

B. N. Cannahan, 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
latrial was made, and such other information
as will english 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.

MISCELLANEOUS.

## BARBOUR'S

IRISH FLAX THREADS -AND-

SALMON NET TWINES.

Harbour Brothers, 110 Pine street, San Francisco. Henry Doyle, Manager.

#### W. E. DEMENT, DRUGGIST. 實

ASTORIA. . . . OREGON. Carries a full Assortment of

Drugs, Patent Medicines, PAINTS, OIL AND GLASS.

Prescriptions filled with care Day or Night.

Manufacturer of Fishermen's Relief. to untimely graves in hundreds by the A sure preventative of Chapped Hands, and

n Dement's Florida Water, price 50 cents.

#### STEELE'S PAIN ERADICATOR, The Most Wonderful Discovery of the Age! The World Moves, and Tuless we Progress we go Backward. Nothing

Remains Stationary. Put up in large bottles, and for sale by druggists and dealers. If you happen to be in a locality where STEELE'S PAIN ERADI-CATOR cannot be obtained, send to the near-

est wholesale druggist, or the Agents, CRANE & BRIGHAM, Wholesale Druggists, San Francisco. For For sale in Astoria by R. F. Caufield and W. E. Dement.



# Wagon and Carriage Shop.

Squemociha street, between Washington and Polk streets.

HEXRY GALLOU. Proprietor.

2. Repairing promptly attended to none, but the best material used. All work war-

wa. Blacksmithing and ship work promptly

C. A. McGuire. Astoria Market!

Corner of Chenamus and Cass streets,

Fresh and Cured Meats! A full line of Far Ty Groceries, CANNED FRUIT, VEGETABLES, ETC. as Butter, Eggs, Cheese, etc. constantly the Ships supplied at the lowest rates.

BUSINESS CARDS.

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 efferson streets,

F. D. WINTON,

Office in Warren & McGuire's Building, ASTORIA, OREGON.

ATTORNEY AT LAW.

DR. I. M. SEVERN.

Graduate University of Pennsylvania.

Office, Rooms No. 1 and 2
LARSEN'S BUILDING, CASS STREET

DR. F. CRANG,

INTERPRETER.

PHYSICIAN AND SURGEON,

ASTORIA, OREGON.

Office—Room No. 7 Brown's building coraer of Main and Chenamus streets, Dr. Crang will in future devote his whole time to the practice of his profession.

M. DALLAS JENNINGS, Physician, Surgeon and Obstetrician, OFFICE ON CASS STREET, ASTORIA,

Next door to Capt. Rogers. ALL CALLS PROMPTLY ATTENDED

The undersigned is familiar with the Russian, Norweglan, Swedish and other languages, and offers his services to the public as an interpreter in suits at law, contracts, etc., in which foreigners and citizens from the north of Europe who cannot speak English wall are interested.

lish well, are interested. CHARLES HARRISON, Astoria. TO WHOM IT MAY CONCERN.

Notice is hereby given that all persons are forbid tresspassing upon, or in any way occupying any portion of the land or beach surrounding TONGUE POINT, or upon any part of the Henry Marlin land claim in Clatsop county, State of Oregon, without permission from the undersigned; and also from setting out fires upon said claim, whereby the standing timber may in any way be injured. VAN DUSEN & BROWN.

Per A. VANDUSEN.

Astoria, Oct. 5, 1877.

#### MESS BEEF. A Really Fine Article for Sale Low. ---BY---

Capt. Narbett, Ilwaco. ₹25° For samples and particulars inquire at Trenchard & Upshur's or at Sibson, Hamil-ton & Higgins, Astoria.

GERMANIA BEER HALL -- AND --BOTTLE BEER DEPOT,

The public are invited to call and leave their orders. Splendid Lager 5 cents a glass. Free Lunch every night. WM. BOCK & Co., Proprietors.

CHENAMUS STREET, ASTORIA.

CHARLES HEILBORN, MANUFACTURER OF And Dealer in

FURNITURE and BEDDING CARPETS, OIL CLOTHS, WALL PAPER, SHADES, ETC.

\*\*TAll kinds of repairing promptly attenden to, and furniture made to order.

\*\*\*TA full line of picture mouldings and frames, brackets, window cornices, etc. 表 Full stock and lowest prices, corner of Squemocqha and Main street, Astoria,

. B. SPEPPARD. Late of Corvallis.

C. H. STOCKTON, Late of Kalama.

SHEPPARD & STOCKTON. HOUSE, SIGN, CARRIAGE, AND ORNA-MENTAL PAINTERS.

GRAINING A SPECIALTY. KALSOMINING, MARBLING AND GLAZING

done to order with neatness and dispatch-neave your orders at the NEW SHOP, on Main street, Astoria, Oregon.

# ASTORIA BREWERY,

Having all the necessary machinery for first class work, skillful Browers, and using none but the best quality of materials, the Proprie tor is prepared to manufacture LAGER BLER in any quantity, from a single bottle to a bar-rel, and put it up in good condition for ship-ment or immediate use. Families and keep-ers of public houses promptly and regularly supplied. M. MEYER, Proprietor.

Oregon City Brewery Depot. H. HIMBEL, . . Proprietor. On the readway, opposite O. S. N. wharf.

ASTORIA, OREGON. Besides the celebrated Oregon City Beer, will keep constantly on hand all kinds of the finest Wines, Liquors and Cigars, at whole-sale and retail. Orders promptly filled and satisfaction guaranteed. Beer five cents a glass-and a good free lunch.

## WEST SHORE MILLS.



Foot of CONCOMLY ROADW AY

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. MONEY KEPT AT HOME IS A and retail.

Parents as A predict saved. Patronize Astorians.

## 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,

HOUSE LINING,

CHINA MATTING,

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.

TUST RECEIVED. RUBBER PAINT

The best in the World. Outside and inside white, and a great variety of shades in quart, one gallon and five gal-

A. VAN DUSEN & Co.'s, Cass street, Astoria.

### Great Reduction in Prices SEWING MACHINES DOWN

New family Singer old price... Reduced to ..

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. COMPLETE ASSORTMENT, COMPRISING OVER

SIXTY CASES, OF THE BEST QUALITY AT LOW-EST POSSIBLE RATES.

I. W. CASE.

Everyone is Bragging that they Sell Goods very Cheap. So I determined to give up the Retail Busi-ness entirely, and am offering my goods

AT COST! No. 1 Diagonal Suits at .. 13 50 Light Plaid Suits, No. 1 ...

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, 50 days' credit on satisfactory

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

Draying & Trucking

The undersigned havng purchased the interest of the

Astoria Truck & Dray Co., neluding Teams, Vehecles, etc., respectfully unce that we are prepared to FILL ALL ORDERS WITH PROMPTNESS, IN A CAREFUL MANNER BY Orders may be left at the Occident Hotel JEWETT & KIMBALL.

#### Washington Market, Main Street, Astoria Oregon,

BERGMAN & BERRY R ESPECTFULLY CALL THE ATTEN-tion 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 supply-

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-Squemocoha 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 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.

for Houses built to order, and satisfaction guaranteed.



UNDERTAKER AND CABINET MAKER. Squemoegha street, next door to Astorian building, Astoria, Oregon. BE 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 Squemocqha street, between

Main and Cass streets, Astoria, Oregon. A. BOISON. WATCH MAKER AND JEWELER,

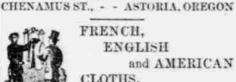
Main street, Parker's Building. Astoria.

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.

\*\*E\*Particular attention paid to repairing.

F. S. MEADE, MERCHANT TAILOR.

-AND-Dealer in Gents Fine Furnishing GOODS.



FRENCH, ENGLISH and AMERICAN

CASSIMERES and VESTINGS, CONSTANTLY ON HAND.

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-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 outlery always on hand. 7-16-drf 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.

BEF Fairchilds Gold Pens, and all sorts of Stationery, Notions, Etc. GEORGE MACLEAN,

Genuine Meershaum Pipes a Speciality.

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



Ship & Engine Work a Specsal'y