

The Weekly Astorian

ISSUED EVERY SATURDAY MORNING. OFFICE IN THE ASTORIAN BUILDING, CASS STREET.

D. C. IRELAND - PUBLISHER.

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Advertisements inserted by the year at the rate of \$1.50 per square per month. For less time than one year, \$2.50 per square for the first insertion, and \$1.00 per square for each subsequent insertion will be charged.

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.

Beaver 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, I. O. G. T. Regular Meeting every Tuesday Evening at 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. 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. CARRAHAN, Secretary.

Rescue Engine Co. No. 2. Regular meetings will be held at the House of the company on the 1st Thursday of each month, at 7 1/2 o'clock P. M. J. D. MERRYMAN, Pres. G. F. PARKER, Sec.

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. 20, 1877.

PROCLAMATION. BY THE PRESIDENT OF THE U. S. WASHINGTON CITY, Oct. 29, 1877. The completed circle of summer and winter season time and harvest has brought us to the accustomed season at which religious people celebrate with praise and thanksgiving the enduring mercy of Almighty God. This devout and public confession of the constant attendance of man upon the Divine Father for all good gifts of life and health, of peace and happiness, so early in our history made a habit of our people, finds in the survey of the past year new grounds for its joyful and grateful manifestations in all the blessings which descend upon benighted seasons. This has been a memorable year over the wide territory of our country. With all its diversity of soil and climate and products, the earth has yielded a bountiful return to the labor of the husbandman. The health of the people has been brightened by no prevalent or widespread diseases. No great disasters of shipwreck upon our coasts or to our commerce on the seas have brought loss and hardship to merchants or mariners and the unclouded happiness of community with sympathetic sorrow. In all that concerns our strength and peace and greatness as a nation, in all that touches the permanence and security of our government and the beneficent institutions on which it rests; in all that affects the character and dispositions of our people and tests our capacity to enjoy and uphold the equal and free condition of society as now permanent and universal throughout the land. The experience of the last year is conspicuously marked by the protecting providence of God, and is full of promise and hope for coming generations. Under a sense of these infinite obligations to the Great Ruler of times and seasons and events, let us humbly ascribe it to our own faults and frailties, if any degree of that perfect concord and happiness, peace and justice which such great mercies should diffuse through the hearts and lives of our people do not altogether and always and everywhere prevail. Let us with one spirit and one voice lift up praise and thanksgiving to God for his manifold goodness to our land, and his manifest care for the nation. Now, therefore, I, Rutherford B. Hayes, President of the United States, do appoint Thursday, the 28th day of November next, as a day of national thanksgiving and prayer, and I earnestly recommend that withdrawing themselves from secular cares and labors, the people of the United States do meet together on that day in their respective places of worship, there to give thanks and praise to Almighty God for His mercies, and to devoutly beseech their continuance. In witness whereof, etc. R. B. HAYES.

While the advertiser eats and sleeps, printers, steam engines, and printing presses are at work for him, trains and stages are taking his words to every corner of the country, to thousands of readers, all whom glance with more or less interest at the message prepared for them in the solitude of his office. No preacher ever spoke to so large an audience, with so little effort, or so eloquently, as you may with the newspaper man's assistance, speak to the public.

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.

Merchants wishing the popular "credit check" can purchase them at THE ASTORIAN office, at less than Chicago prices. The checks are rapidly growing in favor. No business man who has ever tried the system will ever abandon it. It saves book keeping, saves loss, to both customer and merchant, obviates any disputed claims, and in many ways makes it a most desirable mode of transacting a credit business. Try it.

MISCELLANEOUS.

PACIFIC MUTUAL Life Insurance Company OF CALIFORNIA. J. C. CARROLL, President. Geo. A. MOORE, Vice President. ASSETS GOLD COIN BASIS - \$1,300,000. Total Death claims paid, over - 700,000. HOME OFFICE, 41 SECOND STREET, SACRAMENTO, CALIFORNIA.

BRANCH OFFICE ASTORIA, OREGON.

OFFICERS: I. W. CASE, President. C. S. WRIGHT, Vice President. C. BROWN, Secretary. J. Q. A. BOWLBY, Attorney. M. D. JENNINGS, Medical Examiner.

EXECUTIVE COMMITTEE: R. H. SPEDDEN, C. J. TRENCHARD, D. K. WARREN, J. W. GEARHART, R. ALEXANDER.

DIRECTORS: I. W. CASE, C. S. WRIGHT, C. BROWN, J. W. GEARHART, R. ALEXANDER, R. H. SPEDDEN, C. J. TRENCHARD, M. D. JENNINGS, C. P. EPSTEIN, W. H. TWILIGHT, D. K. WARREN, J. Q. A. BOWLBY, F. D. WINTON, J. W. GEARHART, C. A. MCGUIRE.

Applications for Insurance may be made to any member of the Board. All receipts of this office loaned in Astoria. No provision for our heirs is adequate that is not immediate, for death may be immediate.

Life Insurance tends to reduce taxation by its reduction of pauperism and possibility of crime. It is a national blessing and will not do distant day be universally adopted. The Life Insurance companies of the country disbursed over \$76,000,000 to their patrons in 1876, Death Claims, Dividends and Matured Endowments. Policies issued by the PACIFIC MUTUAL are free from the usual restrictions on travel.

C. BROWN, Resident Agent. G. W. CAREY, General Agent, Salem, Ogn. A. E. COVALL, Portland, Oregon, General Manager Northwestern Department. Astoria, October 2, 1877.

BARBOUR'S IRISH FLAX THREADS - AND - SALMON NET TWINES.

Barbour Brothers, 119 Pine street, San Francisco. Henry Doyle, Manager. d.w.t.f

W. E. DEMENT, DRUGGIST. 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. A sure preventative of Chapped Hands, and cure for Fish Wounds.

Dement's Florida Water, price 50 cents.

STEELE'S PAIN ERADICATOR, The Most Wonderful Discovery of the Age! The World Moves, and Unless 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 ERADICATOR cannot be obtained, send to the nearest wholesale druggist, or the Agents, CRANE & BRIGHAM Wholesale Druggists, San Francisco. For sale in Astoria by R. F. Caulfield and W. E. Dement.

MESS BEEF. A Really Fine Article for Sale Low. CAPT. NARBETT, ILWACO.

For samples and particulars inquire at Trenchard & Cushman's or at Sibson, Hamilton & Higgins, Astoria.

SALEM WOOD PUMPS. THESE PUMPS ARE RECOMMENDED to farmers and all others in want of a cheap and durable article. For sale by JACKINS & HAWES, Astoria, Oregon.

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 Squemocha and Main street, Astoria. TWENTY FIVE CENTS. WILL PURCHASE Three Copies of the Weekly Astorian OF SEPARATE DATES.

HERE WE ARE AGAIN!! The White House

With a complete and elegant stock of FALL AND WINTER GOODS. Consisting of a full invoice of Dress Goods, Dry, Staple and Fancy Goods. A fine assortment of knit woolen ware for LADIES and GENTS. A large assortment of Men's and Boy's Clothing. Overcoats of all Styles, GENTS FURNISHING GOODS. BOOTS, SHOES, HATS, CAPS. 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.

B. B. Franklin, UNDERTAKER AND CABINET MAKER. Squemocha 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. WORKING PROMPTLY ATTENDED TO. SHOP - On Squemocha street, between Main and Cass streets, Astoria, Oregon.

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 Meershaum Pipes a Speciality. Fairchild's Gold Pens, and all sorts of Stationery, Notions, Etc.

J. H. D. GRAY, Wholesale and retail dealer in FLOUR, FEED, OATS, HAY, STRAW, WOOD, etc., Also wholesale dealer in Shoalwater Bay OYSTERS, Received fresh from the bed four times a week. On the wharf foot of Benton street, 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.

F. S. MEADE, MERCHANT TAILOR. Dealer in Gents Fine Furnishing GOODS. - AND - ASTORIA, OREGON. CHENAMUS ST.

FRENCH, ENGLISH and AMERICAN CLOTHS, CASSIMERES and VESTINGS, CONSTANTLY ON HAND.

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.

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.

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

MRS. WOODHAM, Late of the City of Paris. Dress and Cloak Making, and Cutting and Fitting, in the Latest Styles. 277 Cass street, opposite the Congregational church.

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

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.

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. Patronage of the public is respectfully solicited. MRS. CHAS. BINDER.

D. K. WARREN, C. A. MCGUIRE, Astoria Market! Corner of Chenamus and Cass streets, ASTORIA, OREGON. WARREN & MCGUIRE, Proprietors. (Successors to Hubson & Warren.) Wholesale and Retail Dealers in all kinds of Fresh and Cured Meats! A full line of Family Groceries, CANNED FRUIT, VEGETABLES, ETC. Butter, Eggs, Cheese, etc. constantly on hand. Ships supplied at the lowest rates.

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.

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