

# The Daily Astorian.

ASTORIA, OREGON:  
TUESDAY, AUGUST 16, 1887  
WHY ADVERTISING PAYS.

ALL see the advantage of advertising in starting a new business, and its helpfulness in getting a new enterprise well on its feet. Not all, however, understand just why it could not be dropped, or at any rate why its proportions cannot be greatly reduced after trade once gets moving to a proprietor's doors. One reason why he must keep on making his usual announcements is drawn from the conditions of to-day. There was a time, perhaps, when a man's sign over his own door, sufficiently called attention to his business, and, in connection with his local reputation in the mouth of his neighborhood, placed him prominently in the public eye. Such a time could only be when nobody did more than that—when that was the course pursued by dealers generally. To-day, however, attention is called only when it is compelled; so many dealers are placing themselves before the public gaze that he will never be seen if he does not get in line with them. And this is why he cannot stop advertising. Others will keep on forcing the public to notice them, and no attention will be paid to him if he is content to be modest and let the pushers rush their headlines in front of the public. In crowding times like these he will be hustled to the rear, out of sight, if he does not crowd too. This is why he cannot well stop spending money for advertising even after he is well known. The other well-known fellows and the new concerns, who hope to become well known, will not stop also. If he once enters the race he cannot hope to win if he does not run to the finish—and there is no finish until he retires from the business. Another reason for continuing to hang his banner on the outer wall is found in the fact that people exhibit a tendency to trade with a prosperous concern, and that persistent, never failing advertising is taken as a sign of prosperity. When a man stops advertising his name and business, it is interpreted as meaning that his stock in trade does not attract and hold a business sufficient to enable him to afford to pay advertising expenses. It is taken as a sign of his decadence if it is perceived that the column that once knew his name knows it no more.

People like to trade with a prosperous firm, and in these days profuse advertising is taken as a sign that business is booming, and that, therefore, the store is full of the kind of goods that ought to boom it. Else people argue, how could this thing be kept up? The firm must do a big business and where everybody trades there must be some substantial inducement for their doing so. The unflinching appearance of the advertising announcement is taken as an indication of the success of the firm, and there is a popular conviction that success is a sign of merit in the goods dealt in by the house. It is felt that usually success stands for a treatment of the public which deserves success. Advertising continuously keeps the public from forgetting you, and conveys the idea that you are succeeding, and the public like a successful man. To cease to advertise is to court oblivion. It is putting your light under a bushel.

THE COST OF MAKING A BOOK.  
The profits of the publisher are popularly supposed to be very large—and so, perhaps, they are in the case of a great house that does an immense business, like the Harpers or Houghton, Mifflin & Co. But on individual books the profit is likely to be small, and in a vast number of cases the "profit" is a loss. Probably the popular idea of the book business is more hazy than the ideas that prevail of other forms of the trade. The following statement by the *American Bookseller* will throw light on the subject:  
Now, if we wish to make a handsome 12mo volume, say of 400 pages, well printed, well bound, and on good paper, and to sell, "retail price," at \$1.50, what figures do we have? First, there is here the cost of the plates, say \$350. If 5,000 copies of the book are sold, the cost of the plates for each volume is 7 cents. The cost of manufacturing, paper, binding, etc., will be about 40 cents. To this cost of manufacturing there ought to be added a commission for the publisher's experience, his plant, advertising, etc., of 20 per cent. on the selling price; then comes the author's royalty, 10 per cent. on the "retail price." The retail price being \$1.50, the price to the trade is 90 cents, a discount of 40 per cent. being allowed at the very least. We have then these figures per copy on an edition of 5,000: Plates, 7 cents; manufacturing, etc., 40 cents; commission, 20 per cent. on trade price at 90c., 18 cents;

author's royalty, 15 cents; total, 80 cents—leaving the publisher 10 cents profit. If, however, the book sells only to the extent of 1,000 copies, the cost of the plates is 35 cents per copy instead of 7, and the result is a loss of 18 cents a copy to the publisher, who has nothing to show but a pile of metal good only for the foundry. This estimate is for a first-class, well-made book, not fiction. If we take a \$1.50 novel we may put down: Plates, 7 cents; paper, 3 cents; press work, 6 cents; binding, 15 cents; advertising, 15 cents; royalty, 15 cents; total, 61 cents; but the trade generally obtain on fiction at least 40 per cent. and 10 per cent.—that is, they pay for the book 81 cents. The publisher in this case gets 20 cents profit if his sales reach 5,000 copies, or makes a loss of 2 cents a copy if only 1,000 copies are sold. The difference in the publisher's profits between this and the preceding case arises from the greater risk in the latter. We do not think that we are very wide of the mark if we say that for one \$1.50 novel that passes 5,000 copies, ten fail to reach 1,000.

THE latest thing in "strikes" is reported from two of San Francisco's grammar schools, the pupils of which, claiming to have been unfairly treated in the matter of promotions, have "struck" against further attendance till the obnoxious teachers have been removed. The teachers ought to apologize. They are certainly acting very unpardonably in not promoting the whole gang—to the room assigned for corporal punishment.  
On both sides of the river land is being settled, and wherever a strip can be found that will afford a living some one is ready to occupy it. Of the great influx of transient workers on the Columbia every season a few remain and aid in settling up the country and advancing the day when butter and hay need not be imported from California.

Greatly Excited.  
Not a few of the citizens of Astoria have recently become greatly excited over the astounding facts, that several of their friends who had been pronounced by their physicians as incurable and beyond all hope—suffering with that dreaded monster Consumption—have been completely cured by Dr. King's New Discovery for Consumption, the only remedy that does positively cure all throat and lung diseases, Coughs, Colds, Asthma and Bronchitis. Trial bottles free at W. E. DeWent & Co.'s Drug Store, large bottles \$1.

### NEW TO-DAY.

## Ross' Opera House.

Saturday, August 20th.

### THE LATEST BOOM!

Standing Room Nightly!!

## JOLLY NASH'S

ALL  
For Fun Comedy Co.

Will appear in the Laughable Absurdity entitled

### "Dress Rehearsal!"

Introducing the following Popular Artists  
Miss Lida Gardner,  
Miss Louise Kenyon,  
Mr. Raymon Moore,  
Wm. H. Arnold,  
Prof. E. Kichhoffer.

### BE MERRY! -- BE WISE!

MR.

## JOLLY JOHN NASH,

Celebrated Cosmopolitan Humorist!

DON'T FORGET THE DATE!

PRICES AS USUAL.

Reserved seats on sale at the usual place, the New York Novelty Store, Thursday morning at 9 o'clock.

### Boat Building.

MANY YEARS EXPERIENCE IN building boats on the Columbia river and hundreds of fine boats of my build make my guarantee for good work. Headquarters at the old Astoria Iron Works building. Will build boats at any point on the Columbia river where my services may be required.

WM. HOWE.

### BOOTS AND SHOES!

Of Best Quality, and at  
LOWEST PRICES.

—AT THE—  
SIGN OF THE GOLDEN SHOE.

## JOHN HAHN.

### Stockholders' Meeting.

THE ANNUAL STOCKHOLDERS' MEETING of the O. F. L. and B. Association will be held on Wednesday, August 24th, at 2 P. M., in Odd Fellows Hall, for the purpose of electing directors, and attending to such other business as may come before the meeting.

A. J. MEGLER,  
Secretary.

### Boats Repaired.

ANY ONE WANTING FISHING BOATS or other Boats Repaired can get good work done at R. H. Leathers' boat shop, over Arndt & Ferchen's boat shop, foot of Lafayette Street.

## S. ARNDT & FERCHEN

ASTORIA, OREGON.

### The Pioneer Machine Shop

BLACKSMIT  
SHOP  
AND  
Boiler Shop

All kinds of  
**ENGINE, CANNERY,  
—AND—  
STEAMBOAT WORK**

Promptly attended to.  
Specialty made of repairing  
**CANNERY DIES,**  
FOOT OF LAFAYETTE STREET.

### Tell The Cook

—THAT—  
Acorn, Argand, and Magee  
RANGES.

### SPLendid NEW STOCK

Are to be seen at  
**JOHN A. MONTGOMERY'S,**

It will pay any one who has to buy a Stove or Range, Tinware, Granite Iron or Pressed Iron or Tinware to examine our stock just received from Eastern Manufacturers. We can suit anybody from our Stock and with our Prices.

## H. EKSTROM.

**WATCHMAKER.**

Just received a large stock of Watches and Clocks, Chains, Lockets, etc. Also genuine Seth Thomas Boat Clocks, proved to be the best. All which will be sold at very low prices. Watch and Clock repairing a specialty, and done at reasonable prices. Shop next to Aug. Danielson's Sample Room, on the roadway.

### THE

## TRAVELERS INSURANCE CO

Of Hartford, Conn.

Presents to the Travelling Public the following Valuable Concessions, viz:

\$3,000	In case of Accidental Death.
\$3,000	In case of loss of both Eyes, two entire Feet, or two entire Hands.
\$1,000	In event of loss of one entire hand, or one entire foot, and
\$15	Per week, as formerly, in case of a totally disabling injury.

Tickets, 25c per Day, or \$4.50 for Thirty Days, FOR SALE BY  
**A. BALMANNO,**  
At American News Depot. Local Agent.

### THE HIGHEST PRICE PAID

FOR  
Old Gold and Silver  
AT  
**C. GREENBERG'S,**  
63 Water St. Astoria.

## B. F. ALLEN

**PRACTICAL  
GRAINER and PAINTER.**

**SIGNPAINTING, AND  
GLASS SHOW CARDS,  
PLAIN AND DECORATIVE**  
Paper Hanging, Frescoing, Etc.

Shop on Cass St., next to Stinson's Blacksmith shop, Astoria, Oregon.

### Notice.

ALL PERSONS ARE HEREBY NOTIFIED not to credit any person in my name without an order therefor from me. And all persons are hereby notified not to purchase any personal property or household furniture belonging to me from any person other than myself.

A. F. COLVIN.  
Astoria, Aug. 13th, 1887.

## Carnahan & Co.

SUCCESSORS TO  
**I. W. CASE,**  
IMPORTERS AND WHOLESALE AND  
RETAIL DEALERS IN  
**GENERAL MERCHANDISE,**

Corner Chenamus and Cass streets.  
ASTORIA - OREGON

### Notice

IS HEREBY GIVEN THAT THE ANNUAL meeting of the stockholders of the I. X. L. Packing Co. will be held at their office at Upper Astoria, on Wednesday, the 24th day of August, 1887, at one o'clock P. M., for the purpose of electing a board of directors and transacting such other business as may come before the meeting.

By order of the President,  
THOS. WILLIAMS,  
Secretary.

Dated at Astoria, Or., Aug. 12th, 1887.

## Magnus C. Crosby

Dealer in  
**HARDWARE, IRON, STEEL,  
Iron Pipe and Fittings,  
STOVES, TINWARE  
AND  
HOUSE FURNISHING GOODS**

## W. F. Armbruster

Practical  
**WATCHMAKER**  
And  
**JEWELER.**

**WATCHES,  
Clocks, Jewelry and Musical  
INSTRUMENTS**

Repaired on the Shortest Notice at Reasonable Rates.  
Chenamus St., next to Spexarth's Gun store.

### JOB PRINTING.

Neat, Quick And Cheap at The  
**ASTORIAN JOB OFFICE**

# WE ARE NOT DOING IT FOR LOVE

And we are sorry if others don't like it: have no time to stand on ceremony, but everybody has come to the conclusion that we mean

# BUSINESS!

Our Removal Sale  
Is the talk of the town  
and you will be sorry if you don't lay in some bargains; after we are gone it will be too late.

Goods will be Slaughtered  
ONLY A FEW WEEKS MORE AT  
**The Crystal Palace.**

# A. V. ALLEN,

WHOLESALE AND RETAIL DEALER IN

Fine Groceries, Provisions and Mill Feed.  
Crockery, Glass & Plated Ware.

The Largest and finest assortment of  
**Fresh Fruits and Vegetables.**  
Received fresh every Steamer.

# CITY BOOK STORE.

Blank Books OF ALL Descriptions. School Books AND School Supplies.

We carry the finest line of Writing Papers and Writing Material in the City.

**MUSICAL MERCHANDISE AND INSTRUMENTS.**  
Agents for the Celebrated  
CENTURY ORGAN AND DOMESTIC SEWING MACHINE  
**CRIFFIN & REED.**

## Strike It Rich!

—BUY YOUR—  
Groceries & Provisions  
—OF—  
**Foard & Stokes**

Their largely increasing trade enables them to sell at the very lowest margin of profit while giving you goods that are of first class quality.

Goods Delivered All Over the City.

The Highest Price Paid for Junk.

—AGENCY—  
**Wm. T. Coleman & Co.**  
OF SAN FRANCISCO.

Flavel's Wharf and Warehouse,  
Astoria, Oregon.

Cannery Supplies at Lowest Prices.  
Storage and Insurance at Current Rates.

## MURRAY & CO.,

GROCERS  
And Dealers in  
**Cannery Supplies!**

Special Attention Given to Filling Of Orders.  
**A FULL LINE CARRIED**  
And Supplies furnished at Satisfactory Terms.  
Purchases delivered in any part of the city.

Office and Warehouse  
In Home's New Building on Water Street  
P. O. Box 153. Telephone No. 37.  
ASTORIA, OREGON.

### Are You Insured?

## J. O. Bozorth

Writes Insurance Policies in Reliable Fire Insurance companies that give Absolute Protection in case of Fire.

Deposited in Oregon, \$300,000  
**\$55,801,288.**

Royal, Norwich-Union and Lancashire Combination Joint Policy.  
Union of San Francisco.  
Germania of New York.  
State Investment of California.  
Anglo-Nevada Assurance Corporation.

**MARINE INSURANCE COVERED BY OUR OPEN POLICIES.**  
Elmore, Sanborn & Co.  
Agents.

F. E. BEACH, Pres. J. McBRACKEN, Vice Pres  
J. K. ELDERKIN, Sec'y. LOUIS LORWENBERG, Treasurer.

## Banking Department

Drafts on the leading Cities of the World

## JOHN F. MCGOVERN,

Agent.  
E. H. Coleman, Accountant.

## The Northwest Fire & Marine Insurance Company.

No. 5 Washington St., Portland, Or.  
CAPITAL, \$300,000.

R. L. BOYLE, Astoria Agent.  
Office at I. X. L. Packing Co.

**DIRECTORS:**  
J. McCracken, F. K. Arnold, F. E. Beach,  
Frank M. Warren, C. H. Prescott, F. Eggers,  
J. Loewenberg, J. K. Elderkin, D. D. Onphant

Money to Loan on Approved Real Estate Security.

# Empire Store.

Bargains in Ready Made Clothing.  
25 Men's and Youths' odd suits marked down from \$16 and \$18 to \$11 and \$13, and are all wool desirable suits.  
We carry a full line of Black Dress suits which are sold for the lowest cash prices.

Our Line of Dry & Fancy Goods IS COMPLETE.  
Cotton, Woolen and Muslin Underwear, Shetland and Embroidered Newport Shawls in all colors. Ladies short Wraps, Calico Wrappers, Fancy, Gingham and Calico Aprons, Silk Embroidered stand covers.  
A fine lot of Embroideries just opened.  
We have the largest and finest lot of Silk Thread and Knitting and Knitting Silk in all shades and colors, to be found in Astoria.

# W. T. PARKER,

MANAGER.

## BOOTS and SHOES.

Genuine English Porpoise Shoes For Gents.  
Ladies Flexible Sole Shoes in French, Kangaroo and Dongola Kid Boys and Youths Shoes of all Kinds, Misses and Childrens and Infant heels, and Spring heels. **WE DEAL IN BOOTS and SHOES ONLY.**

**P. J. GOODMAN.**

## H. B. PARKER,

DEALER IN  
Hay, Oats, and Straw, Lime, Brick, Cement, Sand and Plaster  
Wood Delivered to Order. Draying, Teaming and Express Business.

## CLARA PARKER

Eben P. Parker, Master.  
For TOWING, FREIGHT or CHARTER apply to the Captain, or to  
**H. B. PARKER.**

# Phil. A. Stokes & Co.

Keep the Best Quality of

Boots, Shoes, Socks, Trunks, Collars, Cuffs, Valises.

**Large Stock, Low Prices.**  
You can buy Cheap at P. A. Stokes & Co.'s, Water St., first door east of Foard & Stokes.

## THE Str. Alaskan

Hereafter, during the Summer Season The Alaskan will leave Astoria, O. R. & N. Dock, On Wednesdays and Fridays at 7 A. M. Connecting with all Afternoon Trains out of Portland.  
ON SUNDAY, The Alaskan will leave Astoria at 4 P. M.

**TROUPE & DILLINGHAM,**  
Charterers.

## City Livery Stable.

SHERMAN & WARD, Proprietors.  
Stylish Turnouts, Comfortable Carriages and Buggies  
By the day or hour at very reasonable rates.  
**Saddle Horses for Hire.**  
Everything new and first class. Our aim is to please our patrons.  
Horses Boarded by the day, week or month. Stable and office two doors west of THE ASTORIAN office.

## DIAMOND PALACE!

A Large and Well Selected Stock of Fine  
**Diamonds & Jewelry**

At Extremely Low Prices.  
All Goods Bought at This Establishment Warranted Genuine.  
Watch and Clock Repairing A SPECIALTY.

Corner Cass and Squemoqua Streets.

## BARCAINS.

**Business Bargains.**  
THE  
New York Novelty Store  
OFFERS  
**Genuine Bargains**

In Books, Stationery, Fancy Goods, and General Notions. We are satisfied with a small profit over original cost, and want you to buy what you need in our line of us, it is for your interest to do so.  
A full line of Novelties, Playing Cards, Blank Books, Musical Instruments, Toys, etc.

**A Large Stock of Baby Carriages.**  
THE  
New York Novelty Store.

## ASTORIA Planing Mill.

HOLT & CO. Proprietors.  
Manufactures of  
MOLDINGS,  
SASH DOORS,  
BLINDS, RAILS,  
BALUSTERS,  
NEWEL POSTS,  
BRACKETS.

Scroll and Turned Balustrades,  
Bent Material, etc.  
Orders solicited and promptly attended to. Satisfaction Guaranteed as to Style, Quality and Prices.  
Mill and Office cor. Polk and Comcomy streets, Astoria, Oregon.