

The Daily Astorian.

ASTORIA, OREGON: TUESDAY, MARCH 29, 1899.

HOW TO ADVERTISE.

NEARLY every paper that we open has an article, wise and otherwise, on this topic—how to advertise. Boiled down, all the articles amount to this: "Let everyone know what you have to sell."

American business men, that is, business men living and doing business in the United States, are good advertisers: they don't always get their money's worth.

A good deal of money is fooled away in not considering how to get the money's worth in advertising.

There is one thing the business man sometimes forgets—the circulation. An advertisement is of value to the advertiser in exact ratio to the number of people that read it and the probability that the readers will or can buy the goods.

Printing a man's name or occupation on sundry pieces of paper and piling the paper thus printed on back shelves is not advertising, though some people seem to think it is.

Advertising requires judgment, the exercise of common sense, just as the purchase of anything else does.

There came under the writer's observation two examples of advertising last Saturday. One was a 73-line reading notice in Bradstreet's, of the 16th inst., about Portland; it cost, probably, a dollar a line; it will, unquestionably, be read by 300,000 people, who will, each one, receive a favorable idea of Portland from that notice, of cash value to the extent of at least \$100,000. The notice dealt in exact facts.

The same day appeared on a sheet of paper sundry flattering statements regarding some Astoria business men. Each man who paid for the notice, received some copies. And that was all. Nobody else saw it, or will see it. It was "strictly confidential." It can't go through the mail at newspaper rates, it has no subscribers, it gives no news; it is simply a "fake," and those who paid for what they didn't get, might as well have gone down to Flavel's dock and chucked their five dollar piece into the water.

Of course a man has a right to spend his money that way, if he wants to; but it isn't advertising.

The 73 line notice in Bradstreet's represents advertising, returning a thousand fold: the type set and printed on a few sheets in Astoria last Saturday represents—a good week's work for two young men who have the money, while the papers they distributed, by reason of the objectionable chemical composition of printer's ink is of less utility or value than tissue paper.

One was advertising; the other wasn't.

The situation in Rhode Island gives point to the criticism made by some acute students of our political system that the people of our states tend to overload the constitutions thereof with matter which is of a special and particular or temporary rather than of a general or permanent nature. The introduction of a prohibitory provision into a state constitution is, in the present state of opinion and information, open to the like objection. The question as to the expediency of such a provision is at least debatable. The prohibitory system is not a general feature of the legislation of the states. Where introduced it has been and still is in the nature of an experiment. Now a constitution—the organic, fundamental law of a commonwealth—should not be made the repository of debatable or experimental or temporary legislation. It should be reserved for provisions of a general and permanent nature, and which have secured the unquestioning acquiescence of the people after trial by the test of time and experience. In this way only can the reverence for constitutions as representing something more than temporary emanations of the will of temporary majorities be preserved.

It is thirteen years since there have been any alterations in the United States flag. The admission of Colorado in 1876 increased the number of stars to thirty-eight. The addition of four stars for the new states will not interfere with the symmetry of the flag. Had the original intention of congress (by adding a star and stripe for every new state) been carried out, our flag would now be a curious combination.

The Madrid physician who made the post-mortem examination of the body of Pigott declares that he never saw such a well formed skull and brain, the latter indicating a man of superior force of character and imagination. It needed a man of just such endowments to beat the London Times, after which there was no further use for him.

Russia last year appropriated \$45,000 for the education of Russian children in Alaska, thus shaming the niggardly appropriation of the United States for education in that territory.

The Marquis de Lorne, who ran Canada while he is going as governor of Ceylon: he gets \$40,000 a year and board. Mrs. L. goes with him.

An Iowa manufacturing firm sent Mrs. Harrison a crimson satin bustle. She promptly sat down on it, as she should on all advertising schemes.

SALE OF VESSELS ON THE SOUND.

PORT TOWNSEND, March 23.—The Tacoma Steamboat and Navigation company has sold the splendid steam tug Mogul to the Mogul Steam Tug company of this city for \$20,000.

The Mogul was built in Tacoma three years ago for General J. W. Sprague and others of the city, and the son of the managing owner, C. W. Sprague, an experienced and skillful steamboat man, who had plied the Columbia river waters for several years previous, was placed in command. The Mogul has made money for the owners notwithstanding the fact that the opposition tugs owned by the lumber mill companies formed a combination to successfully bar the Mogul from competition.

Captain Sprague, although a newcomer on the Sound, contended with the party and made it profitable for the owners. The purchasing company recently incorporated and the following officers have been chosen: President, J. H. Stetson, manager, James Griffiths and secretary Rev. J. B. Alexander, British vice consul. The former officers are of the shipping firm of Griffiths, Meyers & Stetson, of this city.

The Mogul is 161.00 net tons burden and Captain George H. White, a veteran Puget sound navigator, will continue to predominate in the wheel house. The tug has been laid up at Tacoma for several months undergoing a thorough overhauling. Sadie E. Renton is the name of a new steamer that was recently launched at Port Blakely and is now in Seattle receiving her machinery. She will be out for active service in another month. Her net tonnage will be about sixty tons and her size will be between the tug Rainier and Mogul. Her owners, the Port Blakely Mill company, will use her in towing the company's vessels and as an auxiliary tug. The tug Blakely, now used by the company, is hardly adapted for towing vessels up and down the Sound. Captain Hobson, now on the ferry steamer Michigan, plying between Seattle and Port Blakely, will take command of the Sadie E. Renton.

The steamer Edison, of Port Williams, has been sold by James R. Matthews, of Samish, to William Williams for \$300. The Edison is a little over twelve net tons, and was built last year.

The schooner Lottie, twenty-nine net tons, of Port Townsend has been purchased by Christina Peterson, of Neah Bay, from James Clapp. The Lottie has been used for sealing principally by the Indians, and was bought for \$800.

James Jones, of Port Townsend, has sold the schooner Granger, 49.62 net tonnage, to W. L. Church, of Dungeness, for \$1,250. The Granger was Frank Clapp's favorite vessel while he was in the business at Dungeness, where he made his fortune, with which he opened his bank in the city. The schooner was very successful in catching seals, and was like everything else Frank Clapp owned—it turned the golden eagles into his vaults. She was built in Seattle in 1874.

C. W. Callier has purchased the schooner Challenge from the Douglas Fair company for \$4,000. She is 26.13 net tons and is a well known sealing vessel.

The American ship Mercury, 1,093 tons, Captain Fred E. Magne, has finished shipping a crew and cleared for Valparaiso, loaded with 805,093 feet of rough lumber, valued at \$8,935.01; 100,416 feet of dressed lumber, valued at \$1,837.48; 200 cases of salmon, valued at \$800.

W. H. DeWolf, who succeeded Captain Charles Davis, now of the steamer Wildwood of this port, as pilot of the steamer Premier, has temporarily taken command of the latter vessel while the captain, John A. O'Brien, goes to the springs for a few days rest.

D. Brown has been appointed master of the steamer Eliza Anderson of Utsalady, in lieu of E. Baugherman.

Peter Brumm is master of the steamer Augusta.—Corr. Tacoma Ledger.

Paper Clothing.

The latest novelty in the way of garments is paper clothing—that is, clothing made of paper. The process was discovered not much, if any, over a year ago, and is controlled by a company in Michigan which manufactures the goods. The value of the paper as a retainer of warmth has always been recognized by hunters, prospectors and anglers, who give people who are given to "roughing it." On cold nights these people will cover themselves over with old newspapers, which they find a great protection against the cold. This is perhaps what suggested to a genius the idea of paper clothing. The goods are of a very tough sort of paper, resembling buckskin in appearance. The garments are chiefly in the form of vests, designed to be worn between the underclothing and linen of gentlemen. Then there are corset covers for ladies. Bed clothing is also manufactured from the paper. This is in the form of sheets, to be used in connection with other bed clothing. Since basins, water pails and even car wheels are also made of paper, there seems to be no limit to the possibilities of paper manufacture. Some day they will be building brick business blocks out of paper.

Epoch.

The transition from long, lingering and painful sickness to robust health marks an epoch in the life of the individual. Such a remarkable event is treasured in the memory and the ageeity whereby the good health has been attained is gratefully blessed. Hence it is that so much is heard in praise of Electric Bitters. So many feel they owe their restoration to health to the use of the Great Alternative and Tonic. If you are troubled with any disease of the Kidneys, Liver or Stomach, of long or short standing you will surely find relief by a course of Electric Bitters. Sold at 50 c. and \$1 per bottle at J. W. Conn's Drug store.

ADVICE TO MOTHERS.

Mrs. Winslow's Soothing Syrup should always be used for children teething. It soothes the child, softens the gums, allays all pain, cures wind colic, and is the best remedy for diarrhoea. Twenty-five cents a bottle.

GO TO

Thompson & Ross

And get some of those No. One

California Canned Fruits

AND VEGETABLES.

We Are Selling Cheap

How Appointments Will be Made.

A good many Astorians will be interested in knowing how appointments to federal positions will be made.

President Harrison will not give the matter his personal attention. He will refer nearly all appointments to the heads of the departments having jurisdiction in each case.

As to dismissals, or removals, whenever charges are made against an incumbent by a senator or representative in congress showing that said incumbent is unfit to perform the duties of the office, or is offensive to the patrons of the office, such charges will be considered sufficient cause for removal, and the removal will be made upon the responsibility of the member of congress. If an officer is shown to have used his office for the promotion of the interests of a political party, he may be considered an offensive partisan and removed for that cause.

Regarding appointments the rule of the department will require the presentation of all papers, including petitions, letters of recommendation and so forth, and the member of congress may accompany these papers with a letter designating the candidate whose appointment he would prefer. The department will then set upon that recommendation after having examined the papers submitted.

ROSS' OPERA HOUSE

To-Night.

Engagement of the Distinguished Tragedian,

FREDERICK WARDE,

Supported by an excellent company in Sheridan Knowles' Grand Popular Tragedy in Six tableaux, entitled

The Mountebank.

Seats at the New York Novelty Store,

Special Announcement.

Mrs. Derby Has received a full assortment of Spring and Summer Millinery. Having secured the services of a first-class Milliner, she hopes to meet with the liberal patronage of the ladies of Astoria and vicinity.

Seaside Boarding.

Parties desiring Good Board and Clean, Comfortable Lodging at Reasonable Terms, can be accommodated at

Mrs. May Ross' Private Boarding House,

Three blocks below Grimes' Bridge, Seaside, Oregon.

The Lurline.

FAST TIME BETWEEN

Portland and Astoria!

LEAVE ASTORIA, Main St. Wharf.

Daily, omitting Monday, at 7 A.M. ON SUNDAY, at 7 P.M.

LEAVE PORTLAND.

Every Night at 8 P.M. EXCEPT SUNDAY NIGHT.

CANDY Manufactured and For Sale at Wholesale Prices, at

The Oregon Bakery

A. A. CLEVELAND, Prop'r.

Good Bread, Cake and Pastry

None but the Best Materials Used.

Satisfaction Guaranteed Customers

Bread delivered in any part of the city.

Notice to Contractors.

BIDS ARE INVITED FOR THE CONSTRUCTION OF A TWO STORY DWELLING HOUSE. Bids will be received till Saturday, March 30, at 12 M.

Plans and specifications may be seen at store of R. N. Carnahan & Co., The right is reserved to reject any or all bids. E. C. JEFFERS.

Fashionable Millinery.

Next door to C. H. Cooper's.

Thrall & Sherman

Just from San Francisco.

Empire Veils, Jane Hading Veils.

N. P. OLSON.

New Store Just Opened, Near Leinenweber's Cannery.

Clothing; Men's and Ladies' UNDERWEAR:

Cigars, Tobacco, Stationery, and Notions. Cheap as the Cheapest.

Astoria Gallery.

FOR THE BEST PHOTOS, TINTYPES

Or any kind of Photographic Work, Call at the

ASTORIA GALLERY,

Good Work and Reasonable Prices Guaranteed.

Misses G. & Z. CARRUTHERS, (Successors to H. S. Stuster.)

BAZAR.

Mrs. Rappleyea & Co.

We invite the attention of the Ladies to our new store.

Ladies, please call and examine our dress Goods and Prices before purchasing elsewhere. Fancy work materials. Stamping done to order.

Dressmaking done in all the latest styles. One street one door south of ASTORIAN Office.

City Book Store.

A FULL STOCK OF Books, Stationery, And Variety Goods.

Agents for the Celebrated

Lyon & Healy

PIANOS

AND

ORGANS.



BEAUTIFUL IN

Tone and Finish,

AND

Reasonable in Price.

Every instrument warranted for five years.

Griffin & Reed.

STAVER & WALKER,

PORTLAND, OREGON.

Carry the largest and most complete stock of the very best and latest improved

Farm, Dairy, and Mill Machinery,

ENGINES, BOILERS AND SAW MILLS,

Wagons, Buggies, Carriages, Carts, Harness,

And Machinery and Vehicles of Every Description.

We Guarantee our Goods the Best, and OUR PRICES THE LOWEST, Quality Considered.

Staver & Walker.

BONA FIDE. WHITE HOUSE STORE

Underselling every house in the City on Fishermen Outfits.

Call and satisfy yourself as to the truth of the foregoing assertion. S. SCHLUSSER, Est. P. S. Sole agents for Clatsop county of Carter's Cape Ann Oil Clothing.

QUICK ORDERS

Salmon Purse Seines SALMON POUND NETS,

Fish Nettings of All Kinds

AMERICAN NET & TWINE CO.

Established 1842. Boston, Mass. Capital, \$300,000.

S. ARNDT & FERCHEN

ASTORIA, OREGON.

The Pioneer Machine Shop

BLACKSMITH

SHOP

Boiler Shop

All kinds of ENGINE, CANNERY,

AND STEAMBOAT WORK

Promptly attended to.

Specialty made of repairing CANNERY DIES,

FOOT OF LAFAYETTE STREET.

Notice—Leading Lines. I AM PREPARED TO LEAD LINES AT 8 cents per lb. for lead used, including work of leading. Good work guaranteed. ERIE MANULA, At Occident Cannery.

Watchmaker M. STUBINSKI, Jeweler.

Van Dusen & Co.

Hardware and Ship Chandlery,

Pure Oil, Bright Varnish, Binacle Oil, Cotton Canvas, Hemp Sail Twine, Cotton Sail Twine, Lard Oil, Wrought Iron Spikes, Galvanized Cut Nails, Agricultural Implements, Sewing Machines, Paints, Oils, Groceries, Etc.

Blank Books, Stationery.

All the Latest Novelties. New York Novelty Store.



Strike It Rich!

BUY YOUR Groceries & Provisions

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.

A. V. ALLEN,

WHOLESALE AND RETAIL DEALER IN

Groceries, Provisions and Mill Feed.

Crockery, Glass & Plated Ware.

The Largest and finest assortment of

Fresh Fruits and Vegetables.

Received fresh every Steamer.

Hughes & Co LIQUOR DEALERS.

Importers of All Brands of Foreign and Domestic Wines, Liquors and Cigars.

J. H. Cutter Whiskies a specialty. Val Blatz Bottled Beer. Finest Brands of Key West and Domestic Cigars.

Liquors for Medicinal Purposes.

Family Trade Solicited. All orders from the City and Country promptly filled.

Squemoqua Street, - - - Astoria, Oregon.

North Pacific BREWERY,

JOHN KOPF, - - - Proprietor.

Patronize Home Industry!

We supply as GOOD A QUALITY OF BEER

As Any in the Market, AT AN REASONABLE A PRICE.

The North Pacific Brewery Beer

Is Pure and Unadulterated.

It gives general Satisfaction and is Furnished in Quantities to Suit.

Leave orders With A. W. Utzinger next to Bergman & Co.'s, or Fred Cooke, next to Foard & Stokes.

Daily Delivery in Any Part of the City.

LOEB & CO. Wines, Liquors and Cigars.

A Large Stock of FIRST CLASS GOODS.

THE TRADE Supplied at Lowest Market Rates.

All orders filled promptly and Accurately. Agents for First Class Foreign and Domestic Brands.

Main street Opposite Parker House, ASTORIA, - - - OREGON.

GERMANIA BEER HALL

The Celebrated

WEINHARD LAGER BEER,

On Draught

On Ice, and Drawn from the Wood.

Five Cents a Glass. WM. BOCK, Proprietor.

COSMOPOLITAN.

A. W. UTZINGER, Prop'r.

Fine Billiard Tables: Best of Wines and Liquors: Choice Cigars.

A First Class Place of Social Resort, Run in a First Class Manner.

The Gem Saloon.

The Popular Resort for Astorians.

For the Finest of Wines and Liquors

Go to THE GEM SALOON.

ALEX. CAMPBELL, - - - PROPRIETOR

B. Gibson

Bottles North Pacific Beer,

And Delivers It at \$1.50 a Dozen quarts in any part of the city. Prompt Attention to Orders.

GEO. F. PARKER. CARL A. HANSON

Parker & Hanson

SUCCESSORS TO

C. L. PARKER,

DEALER IN

GENERAL MERCHANDISE

New Goods Arriving Every Steamer

THIS WEEK.

WHITE GOODS

OVER 30 PATTERNS.

The Old Stand - Astoria Oregon.

AUG. DANIELSON, Sample Rooms.

Dealer in

Wines, Liquors and Cigars.

Agent for the GUINOT Steamship Line and the THINNYALLA Steamship Line, direct.

Also, agent for "Svenska Tribunen" and "Svenska Amerikanaren."

Corner of Water and West Ninth Streets Astoria, Oregon.

Resort Billiard Parlor,

GROSEBAUER & BRACE, Prop's.

L. FEURER'S CELEBRATED

Gambrinus Beer!

ON DRAUGHT.

Gambrinus Bottled Beer,

J. H. Cutter Whisky, Domestic and Key West Cigars,

Constantly on hand.

Third Street, four doors west of Telegraph Office, formerly Telephone Restaurant, ASTORIA, OREGON.

THE GAMBRINUS,

Northeast Cor. Lafayette and First Streets

ASTORIA, OREGON.

Finest Wines