

RESCUE CLUB.

The usual weekly meeting of the Rescue club was held last evening, and despite the heavy rainfall there was a full attendance. The club commemorated the nineteenth birthday of Neal Dow, the grand old temperance leader, of Maine. The program was as follows:

Song, "Father's a Drunkard and Mother is Dead," Master Clyde Bayles; reading, "Neal Dow," Miss Fossett; dialogue, "What Do We Smoke For?" Masters Teddy Higgins and Erb. Leberman, which was given in first-class style; song, "Neal Dow," Misses Myrtle and Minnie Doeneka, Myrtle Green and Tillie Davno; recitation, "Then and Now," Corinne Hansen; recitation, "Dear Children," Master Allie Wirt; song, "Among the Roses," Miss Annie Grutke, accompanied by Mrs. Macomber, which was encored, and they sang "A Letter From Home," which was very sweet, indeed; reading, "The Maine Law," Miss Catherine Powell; impromptu remarks, appropos, by Mrs. M. J. Kinney; "Reminiscences of Gen. Dow," by C. M. Huxford, an old neighbor and friend of Mr. Dow, as well as a native of the sterling old state of Maine.

Closing remarks were made by President Estes, after which the club unanimously, by a rising vote, passed a resolution requesting the proper officers to strictly enforce the "cigarette" law of this state. Other organizations were invited to do likewise.

There were two signers to the cigarette pledge and two to the liquor pledge. The following were appointed as a program committee for next week: Miss Mamie Clinton, Miss Kate Logan and Mr. Simpson.

SOMETHING OFF.

Magistrate—You've stolen no less than 25 umbrellas! Six months' hard labor. Prisoner (aggrievedly)—Six months! That's too much, gov'nor. I think you ought to make a reduction for me taking a quantity!—Tid-Bits.

COUNTY CONVENTION.

A republican convention for Clatsop county is hereby called to meet at McKinley hall, in the City of Astoria, on TUESDAY, APRIL 3, 1894, at 10:30 o'clock a. m., for the purpose of electing 9 delegates to attend the Republican State and Congressional Convention to be held at the City of Portland on April 11th, 1894, and for the purpose of nominating the following county officers to the voters for at the election to be held on Monday, June 4th, 1894, to-wit:

- 1 State Senator, 2 Representatives, County Judge, Commissioner, Clerk, Recorder, Sheriff, Treasurer, Surveyor, Assessor, Superintendent of Schools, Coroner, and one Justice of the Peace and Constable for each precinct.

The committee hereby recommend that the primaries in the various precincts be held on Wednesday, March 28, 1894. The following appointment has been made, being 1 delegate at large from each precinct, and 1 delegate for every 25 votes or fraction thereof, over and under 25 votes cast for Ellis for congress in 1892:

- Astoria..... 33
Bear Creek..... 3
Clifton..... 3
Corle..... 2
Clatsop..... 4
Fishhawk..... 2
Knappa..... 2
Lewis & Clark..... 3
Mishawaka..... 2
North Fork..... 2
Seaside..... 3
Vesper..... 2
Westport..... 2
Walluski..... 2
Young's River..... 3

All voters in favor of the republican principles of protection to American industries and labor and the upbuilding of the home market and fishing industries of the Columbia river, are cordially invited to unite with us. Astoria, Ore., Feb. 20, 1894.

JAMES W. WELCH, Chairman. C. J. CURTIS, Secretary.

LIFE OF JAMES G. BLAINE.

The Astorian has determined to bring the life-work of this wonderful idol of the people closer to the minds of its readers, to put them in possession of the incidents of his career, his ambitions, his sacrifices, his honesty and his sterling manhood.

How? you ask. Read carefully, and see for yourself. We have secured at a very large outlay the magnificent volume entitled "Life and Work of James G. Blaine," (Memorial Edition.)

This work is the only authorized publication of the memoirs and history of Blaine. It is written by John Clark Redpath, LL.D., Gen. Selden Connor, ex-Governor of Maine, and the eminent friends of the dead statesman.

It contains a full length portrait of Blaine, with his autograph negative and an autograph letter sent to the publishers.

It contains an autograph letter from Mrs. Blaine, which proves its authenticity and its claim to being the only volume of the kind published by authority. It contains several hundreds of splendid pictures, nearly all of them being original copyrighted drawings.

CHIEF OF POLICE SALE.

Notice is hereby given that by virtue of a warrant issued by the Auditor and Police Judge of the City of Astoria, to me directed, dated the 20th day of January, 1894, and against Z. ANSTINSON, Commanding me to levy upon the south 120x50 feet of lot No. 12, in block numbered 55, assessed to Z. Anstinson, in that portion of said City of Astoria which was laid out and recorded by John M. Shively, in Clatsop county, Oregon, upon which an assessment of \$546.86 is unpaid, assessed for the improvement of that portion of West Eighth street, in said city, between the south side of Water street and the southern limits of the city, approved March 11th, 1891, which assessment is declared and assessed upon said lot by Ordinance No. 1433 of said city, entitled An Ordinance declaring the probable costs of improving West Eighth street, Approved August 5th, 1891.

I have this day levied upon said above described property, and on Tuesday, March the 20th, 1894, at 2 o'clock p. m. of said day, in front of the Court House door, in said City of Astoria, County of Clatsop and State of Oregon, will sell said property to the highest bidder therefor, to pay said assessment, together with costs and expenses of sale.

Dated Astoria, Oregon, February 19th, 1894. C. W. LOUGHERY, Chief of Police for the City of Astoria.

CHIEF OF POLICE SALE.

Notice is hereby given that by virtue of a warrant issued by the Auditor and Police Judge of the City of Astoria, to me directed, dated the 20th day of January, 1894, and against NANCY WELCH, Commanding me to levy upon the north 121-250 feet, of lot 12, in block numbered 55, assessed to Nancy Welch, in that portion of said City of Astoria which was laid out and recorded by John M. Shively, in Clatsop county, Oregon, upon which an assessment of \$23.58 is unpaid, assessed for the improvement of that portion of West Eighth street, in said city, between the south side of Water street and the southern limits of the city, approved March 11th, 1891, which assessment is declared and assessed upon said lot by Ordinance No. 1432 of said city, entitled An Ordinance declaring the probable costs of improving West Eighth street, Approved August 5th, 1891.

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CHIEF OF POLICE SALE.

Notice is hereby given that by virtue of a warrant issued by the Auditor and Police Judge of the City of Astoria, to me directed, dated the 20th day of January, 1894, and against G. W. LOUNSBERRY, Commanding me to levy upon lot No. 1, in block numbered 58, assessed to G. W. Lounsberry, in that portion of said City of Astoria which was laid out and recorded by John M. Shively, in Clatsop county, Oregon, upon which an assessment of \$1,031.80 is unpaid, assessed for the improvement of that portion of West Eighth street, in said city, between the south side of Water street and the southern limits of the city, approved March 11th, 1891, which assessment is declared and assessed upon said lot by Ordinance No. 1433 of said city, entitled An Ordinance declaring the probable costs of improving West Eighth street, Approved August 5th, 1891.

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Dated Astoria, Oregon, February 19th, 1894. C. W. LOUGHERY, Chief of Police for the City of Astoria.

FOURTH STREET GRADE NOTICE.

Notice is hereby given that the Common Council of the City of Astoria, in order to establish the grade of Fourth street, in the City of Astoria, Oregon, as laid out and recorded by John Adair, at the following heights above the base of grades as established by ordinance No. 7, entitled "An ordinance establishing a base of grades for the streets of the City of Astoria, as follows, to-wit:

- At intersection with Auger avenue..... 23.4
At intersection with Abernethy..... 23.4
At intersection with Bonneville..... 33.8
And that the grade of the intervening streets be a straight line between the crossings mentioned.

And unless a remonstrance signed by the owners of three-fourths of the property fronting on said portion of said street be filed with the Auditor and Police Judge within ten days from the final publication of this notice, to-wit: On Monday, March 12th, 1894, the Common Council will establish said grade.

By order of the Common Council. Attest: Auditor and Police Judge. Astoria, Ore., February 16, 1894.

EXECUTRIX NOTICE.

Notice is hereby given to all whom it may concern, that the undersigned, has been appointed executrix of the last will and testament of J. M. Olson, deceased, late of Clatsop county, Oregon, by the County Court of said county, and all persons having claims against the estate of said deceased are notified to present the same, duly verified, to the said executrix, at the office of Fulton Bros., in the City of Astoria, in said county and state, within six months from this date.

Dated at Astoria, Oregon, this 13th day of March, 1894. MAREN A. OLSEN, Executrix.

NOTICE OF FINAL ACCOUNT.

Notice is hereby given, to all whom it may concern, that the undersigned, executor of the last will and testament of George Flavel, deceased, have filed their final account in the County Court of the state of Oregon for Clatsop county, and asked to be discharged as such executor and to have their said account allowed. The said court has appointed Monday, April the 16th, at the hour of ten o'clock in the forenoon as the time for hearing any objections that may be made or filed thereto.

On Top MARSHALL'S TWINE

Is conceded by all to be the best. It fishes better and wears better than any other twine used on the Columbia river.

TRY IT AND BE CON VINCED.

• If You Want Cannery and Fishermen's Supplies, Call on ELMORE SANBORN & CO.

- Cotton Rope, Cotton Twine, Marshall's Twine, Trap and Seine Web, Tanbark, Acid and Salt, Strip Lead, Pig Lead, Copper, Tin Plate, Tin and Zinc, In Stock. ASTORIA, - OREGON.

CHIEF OF POLICE SALE.

Notice is hereby given that by virtue of a warrant issued by the Auditor and Police Judge of the City of Astoria, to me directed, dated the 20th day of January, 1894, and against MARY MORGAN, Commanding me to levy upon lot No. 6, in block numbered 59, assessed to Mary Morgan, in that portion of said City of Astoria which was laid out and recorded by John M. Shively, in Clatsop county, Oregon, upon which an assessment of \$781.00 is unpaid, assessed for the improvement of that portion of West Eighth street, in said city, between the south side of Water street and the southern limits of the city, approved March 11th, 1891, which assessment is declared and assessed upon said lot by Ordinance No. 1433 of said city, entitled An Ordinance declaring the probable costs of improving West Eighth street, Approved August 5th, 1891.

I have this day levied upon said above described property, and on Tuesday, March the 20th, 1894, at 2 o'clock p. m. of said day, in front of the Court House door, in said City of Astoria, County of Clatsop and State of Oregon, will sell said property to the highest bidder therefor, to pay said assessment, together with costs and expenses of sale.

Dated Astoria, Oregon, February 19th, 1894. C. W. LOUGHERY, Chief of Police for the City of Astoria.

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Notice is hereby given that by virtue of a warrant issued by the Auditor and Police Judge of the City of Astoria, to me directed, dated the 20th day of January, 1894, and against MARY MORGAN, Commanding me to levy upon lot No. 7, in block numbered 59, assessed to Mary Morgan, in that portion of said City of Astoria which was laid out and recorded by John M. Shively, in Clatsop county, Oregon, upon which an assessment of \$998.00 is unpaid, assessed for the improvement of that portion of West Eighth street, in said city, between the south side of Water street and the southern limits of the city, approved March 11th, 1891, which assessment is declared and assessed upon said lot by Ordinance No. 1433 of said city, entitled An Ordinance declaring the probable costs of improving West Eighth street, Approved August 5th, 1891.

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Dated Astoria, Oregon, February 19th, 1894. C. W. LOUGHERY, Chief of Police for the City of Astoria.

BIDS FOR BONDS.

Notice is hereby given that pursuant to a resolution of the Common Council of the City of Astoria, adopted March 6th, 1894, bids will be received by the Auditor and Police Judge of the City of Astoria for \$10,000 of municipal bonds of the City of Astoria, to run ten years and bear interest at the rate of 6 per cent per annum. Said bonds being issued for the purpose of refunding certain indebtedness of the City of Astoria for street improvements. Ordinances authorizing the issuance of said bonds to be submitted to attorneys of any person or corporation for their approval. By order of the Common Council. Attest: Auditor and Police Judge. Astoria, Oregon, March 8th, 1894.

CHIEF OF POLICE SALE.

Notice is hereby given that by virtue of a warrant issued by the Auditor and Police Judge of the City of Astoria, to me directed, dated the 20th day of January, 1894, and against MARY MORGAN, Commanding me to levy upon lot No. 6, in block numbered 59, assessed to Mary Morgan, in that portion of said City of Astoria which was laid out and recorded by John M. Shively, in Clatsop county, Oregon, upon which an assessment of \$781.00 is unpaid, assessed for the improvement of that portion of West Eighth street, in said city, between the south side of Water street and the southern limits of the city, approved March 11th, 1891, which assessment is declared and assessed upon said lot by Ordinance No. 1433 of said city, entitled An Ordinance declaring the probable costs of improving West Eighth street, Approved August 5th, 1891.

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THE ART OF ADVERTISING Novelty is the Key to Success--Be Original and Your Fortune Is Made.

DOES advertising pay? You are often puzzle over this problem. Sometimes you think it does, and then again you are not certain. There are days when an attractive advertisement just "picks" your store with trade, and inquiries come dribbling in for a month afterward for articles advertised that day. But some days the advertisement seems to fall flat. It is on these days that your faith grows shaky, and if you do not doubt the utility of advertising you blame the card.

If you write your own advertisements and lose confidence in yourself, you had better employ some one who makes advertising his special business. To write an original advertisement, every day in the year, on the same never-changing theme, is very much like taking ten yards of dress goods and making a new and entirely different dress of it 300 times in succession. It takes a clever hand to do either. He must see the store side of the advertisement and the customers' side of it, the one as clearly as the other. Unwise advertising can pull down trade and exhaust your finances more rapidly than good advertising can build up the one or add to the other.

Think of a house which, in the "busy season," when everybody is buying costly outer garments, wasting its advertising space on three cent and five cent notions, often not mentioning their valuable stock once in a while week. It is like a sportsman who wastes his ammunition on sparrows when ducks are flying overhead. The harvest time for expensive merchandise is at best, but a short month or two. The cheap, little profit stuff, like the poor, we have always with us. If an advertiser does not possess business wit, along with literary ability, he will never make a success of his calling. We often see advertisements without the slightest literary merit, written in faulty English and set up atrociously, which nevertheless are great advertisements--great in their power of attracting people. They were full of business, even though they lack "style."

The kind of advertisements which would prove a success for one store might not do at all for another, even though in the same line of business, and perhaps located right next door. The capacity for knowing his audience must be innate in the writer; so must the business sense.

Remember there are other stores, just as good as yours, who sell at equally low prices. Your only advantage--and it is yours if you take it--is to have better advertising than they. This does not necessarily mean larger advertising or more costly, for it is not the size of the space that tells, but what is said, and how it is said that attracts notice and excites curiosity.

If you cannot spend \$1,000 a week in advertising, spend \$500. If you cannot spend so much, spend \$100, and if your business will not allow more than \$10 to be so invested, spend that. Do not say there is no advertising except in a large way. One might as well say that a five-cent package of seeds from the florist will not grow as well as the same seed bought in bushel quantities. Have good seed and plant it in good soil, in other words, write a good advertisement and put it in a good paper. Ten dollars in The Astorian will pay for 100 lines of display advertising, nonpareil measurement. One can do more with 100 lines in The Astorian than with 200 lines in most other papers, because a line in The Astorian means generally a line of type, whereas those papers which are printed in larger types, a line of advertising display type will take up two to ten lines of space or even more.

A small advertisement can be made very attractive in The Astorian. Here are samples of small advertisements, showing different ways of displaying them with the plainest of plain type:

Blank & Co. GREAT REDUCTION SALE GREAT REDUCTION SALE This Week Only This Week Only

DRY GOODS Sacrificed--No Reserve.

A FEW SAMPLE PRICES 400 Yards Black Satin and Moire, 4 inches wide, 33 cents, was 50 cents per yard. 800 Fancy Surahi Sash, 15 inches wide, Cream and Colors, 69 cent, formerly \$2.00. 500 Pieces of Black Habutai Silks, heavy, rich and good, full width, 50c. per yd.

Novelties in Kai Ki Wash Silks Damasse India, Etc., at low figures.

4-50 Handsome styles in Silk 000 Waists, Japanese and India Striped Silks Only \$4.50, formerly sold for \$8.00

Blank & Co.

A little study will enable you to evolve many other attractive ways of setting up your ads. in The Astorian type. There is hardly any limit to the combinations possible. Large type eats space, but you are not obliged to use it in order to make a showy ad. in The Astorian. Still we would advise you, if using the plain type, to have your ad. on those pages of The Astorian where all ad. are so set up, as then your small ad. has an equal chance of being seen. A plain ad. might be lost to view entirely when printed alongside of fancy type neighbors. There the contrast is against you, but on the page with other ads. printed in the same type as yours the advantage of the most attractive setting is yours if you but choose to have it so.

The advertiser who has his eyes and wits about him has his finger on the public pulse and knows its beat. In cases of emergency his art and wit may do wonders. Observe the unique use which a Yankee advertiser makes of the classics. This man had dog collars, name-plates and rubber stamps to sell. It was a most unpromising theme--for what can one say of dog collars? Here are some of the things he said:

IT IS SELDOM

IN THIS cultured city that we see signs in the windows announcing that "Here we speak French," or "Here we speak German," etc. These signs are common from New York to San Francisco. In Boston, owing to the culture, it is taken for granted, without the signs. We do engraving in any language, especially on Dog Collars; also Door Plates and Badges, Medals, Stencils, Steel and Rubber Stamps, Corporation Seals, Bangles, Brands, Ribbon Badges, &c. JOHN SMITH, 2900 Blank street.

IT IS NOT

TO BE supposed that the Mahomedans look with favor upon the possibility of the rise of a Christian power to the south of Turkey and Egypt, and if this shop did not fit out an expedition for the relief of Stanley, it was solely for the reason that we were so crowded with orders for Door Plates that we had no time to attend to the necessary details. This we say in self-defense, as the rumor has gone abroad that we were favorable to the Mahomedans. Also Badges, Medals, Stencils, Steel and Rubber Stamps, Corporation Seals, Dog Collars, &c. JOHN SMITH, 2900 Blank street.

This he said every day, each time using another incident of past or current history, or quoting a different author of ancient or modern times. Always winding up with some absurd or comical allusion to the universal and crying need for dog collars, name plates, etc., and apparently proving the impossibility of being happy in this world without them. Who with a canine could resist these appeals? Who with a front door would let it go bare; who, indeed, would write his name with pen when a rubber stamp could be had with which to do it? Novelty is the great charm of advertising. Originality is what the world sighs for. Be original and your fortune is made.