

THE STORM SEVERE. Many States Suffer From the Effects of the Blizzard. St. Paul, March 24.—One week ago, when the mercury was 75 degrees above zero, the highest reached in March, it was hoped that the worst of the winter had passed, but this week's weather has proved otherwise.

SMALL-POX AT VANCOUVER. Vancouver, B. C., March 24.—Small-pox has broken out among 77 Chinamen cooped up in the Canadian Pacific bonded warehouse in bond for Portland, Seattle, San Francisco, New York and other American cities.

WILL FIGHT AT HOME. Louisville, Ky., March 24.—James J. Corbett tonight said: "There seems to be a mistaken idea in regard to where my fight with Jackson will take place. My articles of agreement say it will be fought in the United States. That settles it that it will be fought in this country or nowhere. I won the championship of America on American soil, and I propose to meet all comers on the same grounds."

DA GAMA'S WHEREABOUTS. Montevideo, March 24.—The Portuguese warship having Admiral Da Gama and other insurgent refugees on board arrived here today. The authorities refused to allow the warships to enter the quarantine station. It is thought the Portuguese ships will now proceed to Buenos Ayres.

CALIFORNIA BEATEN. San Francisco, March 24.—The international Rugby football contest this afternoon resulted in a hard-earned victory for British Columbia over California by a score of 5 to 0.

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 be voted 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 apportionment has been made, being 1 delegate at large from each precinct, and 1 delegate for every 25 votes or fraction thereof, over or under 25 votes cast for Ellis for congress in 1892:

- Astoria..... 23
Bear Creek..... 3
Clifton..... 3
Corle..... 2
Clatsop..... 4
Fishhawk..... 2
Knappa..... 2
Lewis & Clark..... 3
Mishawaka..... 2
North Fork..... 3
Seaside..... 2
Yosper..... 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).

Weekly Astorian is \$2.00 per annum. Our regular subscription price for the Daily Astorian for six months is \$2.50. You can, by paying in advance, receive the Weekly Astorian for one year and the Life of Blaine for \$3.00. You can, on the same terms, have the Daily Astorian for six months and the Life of Blaine for \$4.50, making the cost to you of this wonderful work \$1.00. Don't take any more judgment. You would be foolish if you gave us your order without first coming to this office and seeing the book for yourself. It has delighted all who have looked at it. It will delight you. Our subscribers can rest assured that the only reason why we have taken hold of this work is its surpassing excellence and its wonderfully cheap price.

FOURTH STREET GRADE NOTICE. Notice is hereby given that the Common Council of the City of Astoria propose 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. 71, 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..... 22.0
At intersection with Abernethy..... 25.6
At intersection with Bonneville..... 33.6
And that the grade of the intervening streets be a straight line between the crossings mentioned.

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. Conditions 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: K. OSBURN, Auditor and Police Judge. Astoria, Oregon, March 15th, 1894.

SHERIFF'S SALE. In the Circuit Court of the State of Oregon, for the County of Clatsop.—Rose G. Jackson, Plaintiff, vs. J. J. Kinney, Defendant.

By virtue of an execution and order of sale issued out of and under the seal of the above-entitled Court, in the above-entitled cause, on the 21st day of February, 1894, and to me directed, upon a decree of foreclosure and judgment rendered therein, on the 23rd day of December, 1893, in favor of the above-named plaintiff, and against the above-named defendant, for the sum of \$288.25, and the costs and disbursements of this action, taxed at \$18.50, and notice is hereby given that on Tuesday, the 3rd day of April, 1894, at the hour of 10 o'clock a. m., of said day, in front of the County Court House door, in the City of Astoria, in said County and State, I shall proceed to sell all the right, title, claim and interest of the above-named defendant in and to the following described real estate, to-wit: Lots numbered five (5), thirteen (13) and fourteen (14), in block numbered one hundred and sixty-two (162), in the town, now City, of Astoria, as laid out and recorded by John McClure, and extended by Cyrus Olney, and situated in Clatsop County, Oregon, or so much thereof as shall be sufficient to satisfy the said sum of \$306.75, and the costs and disbursements taxed at \$18.50, and accruing costs of this suit, in public auction, to the highest bidder, for cash in hand, in United States gold coin, at time of sale. H. A. SMITH, Sheriff of Clatsop County, Oregon. Dated Astoria, Ore., March 1st, 1894.

A HOUSEHOLD TREASURE. D. W. Fuller, of Canajoharie, N. Y., says that he always keeps Dr. King's New Discovery in the house and his family has always found the best results to follow its use; that he would not be without it if procurable. G. A. Dykeman, Canajoharie, N. Y., says that Dr. King's New Discovery is undoubtedly the best cough remedy; that he has used it in his family for eight years, and it has never failed to do all that is claimed for it. Why not try a remedy so long tried and tested? Trial bottles free at Chas. Rogers' drug store. Regular size 50c and \$1.00.

SPECIMEN CASES. S. H. Clifford, New Cassel, Wis., was troubled with neuralgia and rheumatism, his stomach was disordered, his liver was affected to an alarming degree, appetite fell away, and he was terribly reduced in flesh and strength. Three bottles of Electric Bitters cured him. Edward Shepherd, Harrisburg, Ill., had a running sore on his leg of eight years' standing. Used three bottles of Electric Bitters and seven boxes of Bucklen's Arnica Salve, and his leg is sound and well. John Speaker, Catawba, O., had five large fever sores on his leg. Doctors said he was incurable. One bottle of Electric Bitters and one box of Bucklen's Arnica Salve cured him entirely. Sold by Chas. Rogers, druggist.

THE ORIGINAL AND GENUINE (WORCESTERSHIRE) LEA & PERRINS' SAUCE. IMPARTS the most delicious taste and zest to SOUPS, GRAVIES, FISH, HOT & COLD MEATS, GAME, WELSH RAREBITS, &c. Beware of Imitations! see that you got Lea & Perrins' Sauce. JOHN DUNCAN'S SONS, NEW YORK.

A COOKING SCHOOL. Borden's Peerless BRAND Evaporated Cream. now exists which, recognizing the importance of having plenty of milk on hand for cooking purposes, has found that Borden's Peerless BRAND Evaporated Cream fully meets its requirements, and therefore highly indorses same. Prepared and guaranteed by the New York Condensed Milk Co. Decidedly superior to un-separated milk or cream.

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 CONVINCED.

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.

How Are You Fixed for Insurance? Fire and Marine. We are agents for the largest and best companies represented in Astoria. Royal Insurance Co., assets, 21,562,376.00 London Assurance Corp'n 8,630,425.00 Aetna Insurance Co. 10,915,829.00 Western—U. S. Branch, 1,617,195.00 New Zealand Insurance Co., 2,477,219.00 Combined Assets, \$45,403,044.00 ELMORE, SANBORN & CO.

FAT PEOPLE. FREE \$10.00 worth of lovely Music for Party. Park Obesity Pills will reduce your weight PERMANENTLY from 12 to 15 pounds a month. NO STARVING, sickness or injury. NO PUBLICITY. The build up the health and beautify the complexion, leaving no wrinkles or mabbiness. STOUT ABDOMENS and difficult breathing surely relieved. NO EXPERIMENT, but a scientific and positive relief, adopted only after years of experience. All orders supplied direct from our office. Price \$2.00 per package, or three packages for \$5.00 by mail, postpaid. Testimonials and particulars, (sealed) 2 cents. All correspondence strictly confidential. PARK REMEDY CO., Boston, Mass.

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

DOES advertising pay? You are often puzzled over this problem. Sometimes you think it does, and then again you are not certain. There are days when an attractive advertisement just "backs" 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 200 times in succession. It takes a clever head 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 whole 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. 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 Surah Sash, 15 inches wide, Cream and Colors, 69 cents, formerly \$2.00. 500 Pieces of Black Habutai Silks heavy, rich and good, full width, 50c. per yd. Novelties in Kai Ki Wash Silks Damasee India, Etc., at low figures. 4-50 Handsome styles in Silk 800 Waists, Japanese and 8- Judia 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, in using the plain type, to have your ad. on those pages of The Astorian where all advs. 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," &c. 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, Branda, Ribbon Badges, &c. JOHN SMITH, 2009 Blank street.

IT IS NOT. TO BE supposed that the Mohammedans 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 Mohammedans. Also Badges, Medals, Stencils, Steel and Rubber Stamps, Corporation Seals, Dog Collars, &c. JOHN SMITH, 2009 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 signs for. Be original and your fortune is made.