

FROM FORT STEVENS.

Regrets That the Employees There Must Leave—Other Matters of Interest.

The Astorian's Fort Stevens correspondent sends the following:

Fort Stevens, Ore., March 26, 1894.

Editor of Astorian: The jetty work will shut down indefinitely this week, and the employes will scatter to various parts, with many regrets, for all unite in saying that the time here has been very pleasantly spent.

We feel that we owe a great deal to Mrs. Sherman, who organized our Sunday school, and has since conducted it, with her able assistants, Mrs. Hall as organist, and Mrs. Lowe, Mrs. McBurney and Mrs. Mudd as teachers.

And again, we must not forget that gentleman on the Mendell, Capt. Brown. The ladies especially say they appreciate the many courtesies he has shown them on their frequent trips to and from town.

The latest arrival at the Fort is Lucretia Vivian Mudd, who will make her home with Mr. and Mrs. Mudd, and now Willis wears such a bright smile that everybody feels happy in his presence.

Mr. Morrison will return to his family in Astoria.

Mr. Wilson and family will move up the Lewis and Clarke.

Mr. Slams will move down into the Kindred settlement.

Mr. Danielson, who has been on the sick list for the past three or four months, is rapidly recovering, under the skillful treatment of Dr. Jansen, of Astoria.

The destination of Mr. Stoneman, our worthy foreman, has not been learned.

A farewell dance will be given Friday evening in Furney's hall. C. W. B.

THE SOCIETY MINERVA.

A Large Attendance at the Usual Weekly Meeting.

There was little standing room left in Kearney's hall last evening when President Belland called to order the meeting of the Scandinavian Young People's Society Minerva.

The program was as follows: Vocal solo, P. Anderson; paper, Mrs. Foiden; recitation, Miss Thompson; dialogue, Julius Willbur, Lambert Larsen, Miss Clara Larsen and Miss Emma Larsen; reading, E. Lund; vocal solo, Ludwig Christensen; reading of society paper, "Fremad," Editor A. T. Brakke.

A resolution was unanimously adopted extending the thanks of the society to the Uppertown Troubadors for the meritorious manner in which they have on several occasions entertained the members and friends of the society.

A vote of thanks was also extended to the retiring officers for their faithful service.

THE LOSS OF THE ARCHER.

Report That One of the Boats Was Picked Up By Indians.

The many friends of Capt. Dawson, of the British bark Archer, are beginning to fear that all hands perished after the vessel was abandoned on the west coast of Vancouver Island recently. The hull, which is in tow of the tug Pioneer, has not reached port. It is thought probable that the tug will take her to Port Townsend or Port Angeles, unless arrangements were made by the owners of the British steamer Maude to tow her to Victoria.

The Maude was the first on the scene. A terrible gale was raging about the time the vessel was abandoned, and for that reason fears are entertained that the men were unable to reach the shore. In any event, it is likely to be some time before any definite news is received, on account of the country therabouts being inhabited chiefly by Indians.

A Victoria dispatch says that one of the boats was reported to have been picked up by Indians near Uclulet. From the appearance of the wreck, when found in Barclay Sound, it is evident the trouble was caused by the shifting of the ballast. Had it been properly stowed before the vessel left Victoria the accident would not in all probability have occurred.

BLACKMAIL.

Caller—'I've found that there dog y'r wife is advertiser's '55 reward for.

Caller—'You have, eh?

Caller—'Yes; an' if yeh don't give me \$10 I'll take it to 'er.—Now York Weekly.

To add Discretion take our Small Blue Book after reading. 25c. per book.

THE MCKINLEY BOOM.

The Great Protectionist Given An Enthusiastic Reception.

Minneapolis, March 28.—Great republican enthusiasm is manifested here. Gov. McKinley arrived this morning, and spoke to a big crowd at the West hotel. He afterwards delivered a longer talk to the State League Republican clubs at the exposition building, and was received by the 2,000 delegates with tumultuous applause.

BEHRING SEA PATROL.

Washington, March 28.—The United States vessels designated for the patrol of Behring Sea are as follows: The Mohican, Yorktown, Alert, Bennington, Ranger, Adams, Concord, Petrel and the revenue cutters Bear, Rush and Corwin, and the first commission vessel is the Albatross. The patrol will include 12 serviceable vessels.

RATIFIED THE DEAL.

Chicago, March 28.—The Western Passenger Association lines have fully ratified the deal between the Atchison, Northwestern and Union Pacific, and notice of the restoration of rates will be issued tomorrow.

DESTROYED BY FIRE.

Omaha, March 28.—The town of Sutherland, 16 miles west of here, was totally destroyed by fire last night. A high wind was raging at the time.

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..... 33
Bear Creek..... 3
Clifton..... 3
Corie..... 2
Clatsop..... 4
Elphinstone..... 2
Knappa..... 3
Lewis & Clark..... 3
Mishawaka..... 2
North Fork..... 2
Sensile..... 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. 29, 1894.

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

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 1/2 feet.
At intersection with Abernethy, 28 1/2 feet.
At intersection with Bonneville, 38 1/2 feet.
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 21st, 1894, the Common Council will establish said grade. By order of the Common Council, K. OSBURN, Auditor and Police Judge. Astoria, Ore., February 16, 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 \$386.25, and the costs and disbursement of this action, taxed at \$15.50, 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 \$386.25, and the costs and disbursements taxed at \$15.50, and accruing costs of this suit, at 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.

MILES' NERVE AND LIVER PILLS.

Act on a new principle—regulating the liver, stomach and bowels through the nerves. A new discovery. Dr. Miles' Pills speedily cure biliousness, bad taste, torpid liver, piles, constipation. Unequalled for men, women and children. Smallest, mildest, surest! 50 doses 25 cts. Samples free, at Chas. Rogers.

DO YOU USE BORDEN'S PEERLESS BRAND Evaporated Cream. Evaporated Cream or Unwastened Condensed Milk, and desire the best? You can obtain it by making your prices for BORDEN'S PEERLESS BRAND Evaporated Cream. Prepared by the New York Condensed Milk Co.

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.

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. Etna Insurance Co. 10,915,829.00. Western—U. S. Branch, 1,617,195.00. New Zealand Insurance Co., 2,677,219.00. Combined Assets, \$45,403,044.00. ELMORE, SANBORN & CO.

FREE \$10.00 worth of lovely Music for Forty Cents, consisting of ten pages full size Sheet Music of the latest, brightest, boldest and most popular selections, both vocal and instrumental, gotten up in the most elegant manner, including four large size Portraits. THE NEW YORK MUSICAL ECHO CO. Broadway Theatre Bldg., New York City. CASH ADVANCERS WANTED.

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 "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 shuky, 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 head to do either. He must see the store side of the advertisement and the customer's side of it, the one as clearly as 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.

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 \$200. 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 good seed and plant it in good soil, in other words, write a good advertisement and put it in a good paper.

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 demands. 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, Hangers, Brands, Ribbon Badges, &c. JOHN SMITH, 2600 Blank street.

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 Surah Sash, 15 inches wide, Cream and Colors, 6 1/2 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 Damasse India, Etc., at low figures.

4-50 Handsome styles in Silk 8-00 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, then, we would advise you, if using the plain type, to have your ad, on those pages of The Astorian where all adbers 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, Hangers, Brands, Ribbon Badges, &c. JOHN SMITH, 2600 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 demands. 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, 2600 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 in the great charm of advertising. Originality is what the world sighs for. Be original and your fortune is made.