

WHAT IS THERE IN ADVERTISING?

San Francisco Learns Why Seattle Has Taken the Lead.

THE LESSON FOR ASTORIA

Let Eastern People Know We Have a Good Outfitting Point and Harbor, with Equal Freight Rates.

In a two column article, under the name head "Seattle Must Be Checked," the San Francisco Call calls upon the people of the Bay City to stand by their colors as patriotic citizens and head off the prestige already established by Seattle as the port of shipment and supply depot for Alaska and the Yukon mines.

The Call goes on to suggest that the organization of merchants open a large store room where there shall be exhibited the products of California manufacture and miners' supplies and where the prospector can see samples of, and set prices on, any thing he may want.

What is the lesson in all of this for Astoria? Possessing equal freight rates from the east, with a line of O. R. & N. steamers operating direct from here to Alaska, with the manufacture of special miners' outfits suitable for the Yukon, with the best harbor on the Pacific coast, reached by several transcontinental roads on short mileage, why is Astoria, like Frisco, left behind in the Yukon race?

Nothing Better - School Wear - COLUMBIA SHOE COMPANY

TODAY'S WEATHER. Southwest gales on coast.

AROUND TOWN. WEDNESDAY.

Life is comic or pitiful as soon as the high tide of being fad, out of sight, and man becomes near-sighted, and can only attend to what addresses the sense - Emerson.

\$2000.00 Schilling's Best baking powder is only a little better than 2 or 3 others; but Schilling's Best tea is twice as good as usual tea.

Five cabbage for kraut at Ross, Higgins & Co.'s

A dense fog obscured the bar yesterday afternoon.

Bicycle and repair shop at 185 Ninth street. Charges reasonable.

For real life-like and artistic photos, call on Snodgrass, the photographer.

New fur capes in astrakhan, Baltic seal and coney at C. H. Cooper's.

Umbrellas covered and repaired by a practical workman, at 185 Ninth street.

Deputy United States Marshal Stuart returned from Portland yesterday morning.

Mr. Fred Lewis, Normile's foreman, left on the State yesterday for San Francisco.

P. J. Meany, the leading merchant tailor, 127 Tenth St. The highest price paid for fur skins.

Mackintoshes and all kinds of rubber goods for young and old - reliable qualities - at C. H. Cooper's.

Will Sh-rman and Wm. R. Adair will commence work on the books of the various county officers today.

Can you do two things at once? Yes. Attend the concert Thursday evening and swell the church fund.

J. C. Adams, Clatsop City; W. Landquist, Tillamook; Rev. Wm. Kaeltner, Nehalem, are at the Parker House.

C. G. Palmberg, the leading contractor and builder, is prepared to do all kinds of jobbing and building work; 63 Duane street.

Colonel John P. Merrell, wife and daughter, are aboard the Manzanita, and will sail south as soon as the weather permits.

Mrs. Conn and Miss Edith Conn left overland yesterday evening for Sacramento, Cal. Miss Conn will remain there during the winter.

Old mariners said last night that the change of the moon to the full would bring about better weather, but Observer Johnson has as yet taken no notice of the moon.

You'll miss a rare treat if you don't hear Miss Gladys Jones of Portland in the "Ballad" concert Thursday evening, assisted by some of Astoria's sweetest singers.

There is some confusion as to the names of postoffices on the West Side. Hammond postoffice is at New Astoria. Flavel postoffice is at Flavel, near the new hotel.

NOTICE: The public should remember that there is but one original all-right, Queen heater in the market, and that Fisher Bros. are the exclusive Astoria agents.

Attention, Ladies! Commencing today and until further notice, all stamped and embroidered linens will be sold at a reduction of 25 per cent, at Albert Dunbar's.

"I wonder how it is the Eatock oyster parlor, that there is but one original all-right, Queen heater in the market, and that Fisher Bros. are the exclusive Astoria agents.

Novelty fur ties and boas at C. H. Cooper's.

See the prices of stamped linens at Dunbar's.

Groceries at the lowest prices at the Pacific Grocery Co.

Mr. J. M. Turner went to Portland last night on the Bailey Gatzert.

Our prices are the lowest in the city. Call and see us. Pacific Grocery Co.

Ask for sample of Chase & Sanborn's famous teas, at Ross, Higgins & Co.'s.

Chief Engineer Evans of the Bailey Gatzert is still laid up with rheumatism.

You can always find the best creamery butter and sweet, fresh cream at the Parlor.

Agent E. A. Seeley, of the White Collar line, arrived down from Portland yesterday.

W. T. Chutter and Mrs. Chutter returned yesterday morning from an extended visit in the east.

Dry fir slab wood for sale. Astoria Land & Investment Co., Commercial and Eighth streets. Telephone 28.

At the A. F. C. bowling alleys yesterday Mrs. H. H. Ingalls scored 62, and Cooper and Findlay scored 36 each.

The Seaside saw mill has entered into a contract with C. C. Clark to deliver 6,000 feet of logs at the mill by October 1, 1898.

Engineer Freman, superintendent of construction of the Thirtieth light-house district, is a visitor in the city, inspecting government works.

Air. Bowen, Wm. S. Pond, Thomas Stronbridge, Portland; G. H. Shumman, John H. Gribbin, San Francisco; G. Glatstium, Chicago, are at the Occident.

During the twenty four hours ended at 5 o'clock last night, the rain fall in Astoria measured 3.01 inches, the largest precipitation on the same date in many years.

The newly constructed McClure drain was doing good service yesterday. The 15-inch main on Ninth street was running full from the pools and sink holes on the hill.

Peter Grant arrived down from Portland yesterday, and reports that business in the metropolis is quite lively. More men have employment than in several years.

Judge A. A. Cleveland will leave on this morning's boat for Portland, where he will meet his daughter, Miss Belle Cleveland, who is just returning from an extended visit through the east.

Fred's oyster cocktails are all the go. The oyster eaters of Astoria are getting so that when they want oysters they go to the Eatock after them. Why? Because they know what they want.

Try an oyster stew, for 25 cents, at the Parlor, next door to Hahn's shoe store. Fresh oysters always on hand; in any style, or delivered by the pint or quart, at 25 and 50 cents, respectively, in any part of the city.

Notwithstanding the bad weather of the past few days, the barometer has stood very high, a seeming contradiction of all rules. The scientists, however, have an explanation fitting the case, as they have of all other little discrepancies.

and I am again gaining flesh and strength.

O. E. Ransom, Hustonville, Ky.: I was distressed and annoyed for two years with throwing up food, often two or three times a day; had no certainty of retaining a meal for 1 mile one. Four boxes of the tablets from my druggist have fully cured me. I find them pleasant to take, convenient to carry.

Rev. G. D. Brown, Mondovi, Wis.: The effect of Stuart's Dyspepsia Tablets is simply marvelous; a quite hearty dinner of broiled beef steak causes no distress since I began their use.

Over 6,000 people in the state of Michigan alone in 1894 were cured of stomach troubles by Stuart's Dyspepsia Tablets.

Full sized packages may be found at all druggists at 50 cents, or sent by mail on receipt of price from Stuart Company, Marshall, Mich.

Send for little book on stomach diseases; mailed free.

WHEAT. On June 26 wheat sold at 62 1/2c. It has since sold at 61.03%. Difference, 1 1/2%, or \$2.75 on 10,000 bushels. \$300 would have made this amount by our system of joint investment accounts since June 26. Why not try this system and increase your income? Amounts of \$50 and upwards received.

Our information is of such a character and from such source as to make it entirely reliable. Write for particulars, J. G. Knowlton & Co., grain brokers, 26 California street, San Francisco.

SEASIDE NOTES. John Kopp is still here.

Fall fishing on the Necanicum has stopped.

The box factory will soon be in operation.

Alex Gilbert's house is nearly completed.

E. M. Grimes paid Astoria a visit on Friday last.

C. H. Cooper and family spent Sunday at their cottage.

C. Bradbury will shortly leave for his mine at Grant's Pass.

Quite a few ducks and pheasants were brought in during the week.

Judge C. A. McGuire began the erection of his new barn on Monday.

Claims are somewhat scarce on account of the heavy surf on the beach.

A social hop was given by the boys on Saturday last, the first of the season.

W. T. Webb, the safe man, from Portland, is making extensive improvements to his house and lot.

Prof. Lyman gave a series of lectures on the "Pioneers of Oregon" during the fore part of the week.

Mail Carrier Condit reported stormy weather last week between Elk creek and Cannon Beach postoffice.

Notions At Prices which should put You into the Notion to Buy Here

1 Aluminum Thimble 1 Card Hooks and Eyes 1 Steel or Bone Crochet Hook 1 White or Black Crochet Lace 1 Card fast black Darning Cotton 1 Dozen Agat Buttons 1 Black or white Hat Pin 1 Yard Silk Ribbon 1 Paper Pins 1 Good Lead Pencil 1 Dozen Safety Pins 1 Spool Embroidery Silk 2 Boxes Matches

GOODS We Sell at 1c Each

1 Tooth Brush 1 Boy Winders Tie 1 Dozen Slate Pencils 1 Slate Sponge 1 Yard Silk Elastic 1 Spool Machine Thread 1 Box String Beads 1 Box Wire Hair Pins 1 Dozen Initial Mark 1 Good Lead Pencil 1 Tablet 1 Pen and Pen Holder 1 Child's Handkerchief

GOODS We Sell at 3c Each

1 Gent's Colored Handkerchief 1 Ball Crochet Cord any color 1 Yard all silk Ribbon 1 Pocket Mirror 1 Dozen Curtain Pins 1 Spool Skirt Braid 1 Tape Measure 3 Skeins Embroidery Silk 1 Large paper Hooks and Eyes 1 Spool wide Tape 1 Dozen Bone Buttons 1 Dozen Tailor Buttons 1 Corset Steel 1 Package Good Envelopes

GOODS We Sell at 4c Each

1 Pair Dress Shields 1 Cake Toilet Soap 1 Dozen Nickel Plate Safety Pins 1 Dozen Bone Collar Buttons 1 Dozen Bone Hair Pins 1 Oil Cloth Bib 1 Curling Iron 1 Dozen Shoe Laces 1 Paper Best Pins 1 Ball O. N. T. Crochet Cotton 1 Dozen Darning Needles 1 Bristle Tooth Brush 1 Large Ink Tablet 1 Bottle Black Ink

SHANAHAN BROS. The Only Store That Sells Cheap

NOTICE. Until further notice I will not personally, nor will my half interest in steam, or O. K., be responsible for any debts or wages of any nature contracted by A. E. Sulte, for steamer O. K. L. M. DAVIS. Astoria, Or., October 27, 1897.

Try Our... Honey Molasses THE Kisses... SPA Umbrellas LOCKS, KEYS AND SAWING MACHINES... Repaired C. H. Orkwitz 442 DUANE

A. V. ALLEN Groceries, Feed, Fruits, Vegetables, Crockery, Logger's Supplies. Cor. Tenth and Commercial street.

CHAS. KAN & CO 367 Commercial St. We Carry the Best Assortment of JAPANESE AND CHINESE CURIOS, FINE DECORATED CHINAWARE, SILK FANCY GOODS.

Burlington Route Only three trains in the world worthy of comparison with the Burlington's "St. Paul-Chicago Limited."

John Hahn & Co. 479 Commercial St. Call and See Our Nobby High School Walking Boot At the Old Reliable Stanz.

NOTICE OF ASSESSMENT FOR IMPROVEMENT OF THIRTY-THIRD STREET, HARRISON AVENUE AND THIRTY-FIFTH STREET, FROM FRANKLIN AVENUE TO IRVING AVENUE.

NOTICE OF FILING OF ASSESSMENT FOR DRAIN IN MCCLURE'S ASTORIA.

NOTICE is hereby given that the assessment roll containing the special assessment for the construction of the drain in McClure's Astoria has been filed in the office of the Auditor and Police Judge, and is now open for inspection and will so remain open until the 15th day of November, 1897, to which time all objections to such assessment roll must be filed in writing with the Auditor and Police Judge.

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CALL FOR WARRANTS. Notice is hereby given to all parties holding Clatsop county warrants endorsed prior to May 16, 1895, to present the same to the county treasurer for payment, at his office, 154 Tenth street. Interest ceases on this date. Dated Astoria, Oregon, this tenth day of November, 1897. H. C. THOMPSON, County Treasurer.

Mary J. Hryis, lot 5, block 60, 10 00 Sarah O. Sherman, lot 6, block 29, 60 00 Mabel L. Sullivan, south half of lot 1, block 28, 44 99 N. Simmons, lots 23 and 24, block 41, 29 98 Elmer Sovey, lots 23 and 24, block 41, 45 98 W. T. Schofield, undivided half lot 1, block 62, 30 00 Benson Sahlin, lot 7, block 42, 30 00 Elizabeth Seafeldt, lots 21 and 22, block 41, 31 00 George Watson, lots 15 and 16, block 41, 32 00 Charles Wright and H. E. Harria, lots 8, 14, 19, 20, 21, 27, 28, 29, 31 and 32, block 41, 180 00 William Wilson, heirs of undivided half of lot 2, block 60, 7 50 Mary Wilson, lot 1 and undivided half of lot 2, block 60, 33 00 Morris Wise, lots 15, 20, 23, 24, 25, 26, 35, block 41, 70 00 By order of the Common Council, H. B. NELSON, Auditor and Police Judge. Astoria, Or., Oct. 30, 1897.

PROFESSIONAL CARDS. C. C. BROWER, ATTORNEY AT LAW. Gunderson Building. Astoria, Oregon. H. T. CROSSBY, ATTORNEY-AT-LAW. 468 Commercial street. Chester V. Dolph, Richard Nixon, DOLPH & NIXON, ATTORNEYS AT LAW. Portland, Oregon, 24, 25, 26 and 27, Hamilton Building. All legal and collection business promptly attended to. Claims against the government a specialty.

DR. JAY TUTTLE, PHYSICIAN AND SURGEON. Office, rooms 5 and 6, Pythian building, 53 1/2 Commercial St., Residence same, Telephone 96. Acting assistant surgeon U. S. Marine hospital service. H. A. SMITH, DENTIST. Rooms 1 and 2, Pythian Building, over C. B. Cooper's store. J. Q. A. BOWLBY, ATTORNEY AND COUNSELOR AT LAW. Office on Bond street, Astoria, Or.

DR. O. B. ESTER, PHYSICIAN AND SURGEON. Special attention to diseases of women and surgery. Office over Danstiger's store. Astoria. Telephone No. 52. SOCIETY MEETING. TEMPLE LODGE NO. 7, A. F. and A. M. - Regular communications held on the first and third Tuesday evening of each month. G. W. LOUNSBERRY, W. M. E. C. HOLDEN, Secretary.

A. & C. R. R. R. TIME CARD In Effect Oct. 25, 1897. Leave Seaside for Astoria via Flavel at 1:30 a. m. and 2 p. m. daily. Leave Astoria for Seaside via Flavel at 10 a. m. and 4 p. m. daily. All the Above Trains Are Daily.