

# RUSSIANS REJOICING WEEKLY NEWS

By the Ad Man.

## Because Squadron Has Reached China Sea.

### GREAT FEAT ACCOMPLISHED

Believed in Admiralty Circles That the Russian Fleet Has Succeeded in Throwing the Japanese Fleet Off the Scent to Russia's Advantage.

St. Petersburg, April 8.—There is great rejoicing in the admiralty, yacht and other naval clubs because of Rojstvensky's having successfully navigated the gateway to the China sea without encountering the Japanese. There was danger of the fleet being bearded by war ships in the narrow waters which divide the breastworks of the islands of the Milay archipelago and possible damage to the big battle ships in coming into an encounter with Togo's fleet.

Some naval experts actually favored the route around Australia. The credit for the strategy by which the feat was accomplished, the Associated Press learns belongs solely to Rojstvensky, who accurately judged that the Muay straits was the most probable and direct route. Besides this he planned a strategem of deceiving the Japanese fleet by directing the Russian admiralty to order the colliers sent after him to rendezvous in the Souda straits, 2000 miles south of Singapore, feeling sure that the Japanese intelligence would be equal. He therefore, not only threw the Japanese off the scent, but officially deceived his own admiralty, which news that the fleet had passed Singapore created quite as much of a surprise as it did in the marine department at Tokio.

Several colliers were actually dispatched for rendezvous and may already have fallen into the hands of the Japanese, but Rojstvensky deliberately sacrificed them as pawns in a bigger game. That the ruse worked is apparent from the fact that Rojstvensky's fleet did not meet a single Japanese in the straits of Malacca, while the dispatches from Batavia tell of Japanese torpedo boats guarding the passages to the straits.

Although there is some talk of Rojstvensky putting in at Saigon, it is not believed that further advantage from the French neutrality will be taken unless he is forced to do so because of the condition of some of his ships. The admiralty points out the great importance and advantage to be gained by pushing on with all possible speed and meeting Togo's fleet and heavy ships before he can effect a complete concentration of his scattered fleet.

At the rate the Russian squadron steamed from Madagascar, which averaged eight knots an hour, it is believed that the greatest naval battle since Nelson's victory at Trafalgar should occur in about 10 days. The admiralty realizes Rojstvensky faces great odds, owing to the immense superiority of the Japanese in cruisers and torpedo boats, and reliance in his success is based upon the seven battleships with which he can oppose Togo.

### DOING A RUSHING BUSINESS.

#### Sixteen Thousand Babies Born in New York in Four Months.

New York, April 8.—Sixteen thousand babies were born in New York in the last four months. Figures compiled by the bureau of vital statistics show that Fifth avenue has the lowest birth rate of any street in the city. Less than ten births were reported in the wealthiest section of that thoroughfare.

The heaviest birth rate is on the east side, near Division street, where the conditions are the reverse of those on Fifth avenue.

### FAVOR FRANCE.

#### Big Nations Opposed to German Moroccan Policy.

London, April 8.—The Daily Mail's Paris correspondent learns that Germany failed in attempts to induce Spain, Italy and the United States to adopt her Moroccan views, and that, on the contrary all three powers assured France of their good wishes toward the French policy in Morocco.

### ENGINEER KILLED.

#### Explosion of a Boiler on an East-Bound Freight.

Butte, April 8.—A dispatch from Central Park, Mont., tonight says that an explosion occurred of the boiler attached to an east bound freight this afternoon and that the engineer was instantly killed, the body being hurled over 50 feet from the track beneath the wreckage.

The fireman and head brakeman were injured. The cause of the explosion is said to be due to too little water in the boiler.

Published hereafter every Sunday. Under this heading and reasonable question pertaining to publicity and store news will be printed and answered by our advertising manager, free of charge. Address all communications to "Advertising Manager, The Morning Astorian." Questions must be in before Friday to receive attention the following Sunday. All letters must be signed with the writer's full name and address, although they will not appear in print.

"Show your goods right," is the first important business principle. "Show the right goods" is the second. "Show enough of the right goods" is the third essential. "Show the right goods at the right prices" is good for rule four. "Advertise the goods which you show" is rule number five. "Keep everlastingly at it" is the last of six good rules.

There can be no doubt that Danger's new store will impress transient as well as local trade favorably. It is easier to show goods in an attractive store. It is easier to sell too. Happy Astoria! That can at least boast of first class stores in two or three lines. Let the god work go on.

If you have made a "lucky strike," don't say "it may never come again." What has been done, will be done again. No merchant who expects to continue in business, can afford to say that he has done his best and may never be able to do as well again. You may even have to do better to keep up with the pace your competitors set. If you are done with the past, don't buy the future.

Overstocking is a sad fault, but sadder and more serious is understocking. When you add a new line of goods be sure that you have a competent man to handle it. A dry goods department must be complete. A dress goods department may be complete without an attempt to carry a full line of dry goods. Better add only a complete line of Wash Goods than to have even a single customer complain about your incomplete line of dry goods. It is not necessary to carry a small line of millinery to achieve success in the dry goods business. Go slow. One complete line at a time, with a competent man to handle it is better than variety of goods of various lines with incompetent help to mismanage the trade. One new department, poorly managed, will quickly run down the reputation which it has taken you years to establish.

Advertising does pay. A lady told me a few days ago that she does not need to advertise, as everybody knows her from one end of the Columbia river to the other. She has done business here about 16 years. Fortunately, she who can rely upon her "old" acquaintance for her trade. My wife, being a newcomer, does not know her and probably never will. I wonder if we are the only newcomers of the past 16 years, or if we will be the only newcomers for 16 years to come. Yet this clever (?) business woman says that whenever one of her competitors advertises, she does a big days' business. So advertising does pay.

Kicking about the editor's work is easier in a small town than in a large city, where the editorial sanctum is closely guarded. Only the staff of his particular department, the business manager and proprietors have access to the editor's private offices. In a small place many people deem it their special privilege to invade that sanctum for the purpose of stating that they will withdraw their patronage unless the editor refrains from interfering with their business.

Remarkable! Is it not? That the editor of an Associated Press Daily finds time to interfere in anybody's affairs is more than that. It is astounding, yet that is what some people think he does. I am not taking up his fight. I know the editor about as well as I know anybody whom I have met here. Yet I pass him daily, same as I pass other men. A courteous greeting, that is all, and we go our own particular ways. Strange, is it not? Yet it is true. In newspaper work there is too much to do without meddling in another's affairs. But let that pass. Are you advertising to please the editor? Then it's just as well that you cut it out. There is no doubt that the editor reads his own paper. Is his trade alone worth the expenditure? At times. But generally speaking, I have always thought that firms advertise to reach all of the readers of a paper, not the editor alone. They want all the trade they can get from all of the readers.

Staunch municipal reform adherents everywhere advertise in journals opposed to reform. Surely not, because they want the editor's good will. No. Because they want some of the trade of the readers of that paper. Staunch republicans advertise in democratic dailies. Certainly not in the hope of winning the democrats to their ranks. No, and again, No. But

because they want some of the trade of the democratic readers.

When a paper stands for what is best in public and private affairs, it is not intended as an offense to those opposed to such a policy. For that reason alone in a community, looking to future growth, such a paper deserves support. But support cannot fall to be given when that paper also has the largest paid circulation, gets out the best and largest sheet, prints the Associated Press dispatches hot from the wires as late as 2:30 o'clock a. m. and can benefit the advertiser, if the space is used right. That is what The Morning Astorian is doing and can do.

Why advertise an article and state "See Show Window," unless the goods referred to are in the show window when the paper containing the announcement appears? Don't state "See the Window" unless the window is ready for the reader to see it even 15 minutes after the paper comes out. Facts must be facts to be worth advertising.

Astoria boasts of one man who does not use the morning paper, because his place of business is not open before noon, though it remains open till after midnight. I certainly think something is wrong with that man's judgment, if he thinks that morning readers might not patronize him. But then what's the use? Some people don't know that they are alive. I am glad that I had been favorably impressed by Astoria and its people, before I reached him.

One of Astoria's largest stores is putting in a complete cash-carrier system of the famous Lamson make. Improvements of this nature are in order and will help to bring this city's stores up to the highest standard.

Pay attention to your windows. In this day of plentiful magazine literature, the country resident is educated up to higher things than some merchants give him credit for. Besides the country resident may occasionally visit a nearby large city, and if he does, I feel sorry for the merchant who cannot afford the expense for much needed improvements. If you want to keep trade at home, try the new way of keeping up with the times. It will pay you to visit other cities to see what is doing.

Start that alteration on your store front now if you wish, or later. But in those new fixtures now or later, but don't forget that there is one improvement which you can make at any time. It's that of keeping your stock in order and your store neat, whether you are busy or not. Some clerks find something to do all of the time; others only when they are waiting on customers. Set a good example.

Don't keep stock covered on store counters in the day time. Show it up and dust it, if necessary, before closing time, or in the morning immediately after opening.

Show-boxes are a useful necessity in some of this city's stores. They are handy to keep infant's and children's goods in, also ladies' neckwear, etc., etc. These boxes are better than those in which the goods reach you. They are almost indestructible and are dust proof. They are worth their weight in gold, yet inexpensive. If you don't know, what they are, ask the ad-man.

Please, don't say that you are advertising to the limit of your financial ability. It does not speak well for you, unless you don't want any more business or intend to retire from business.

Have your manufacturers supply you with all the newspaper cuts you can get. They come handy in making up your advertisements.

Frightful Suffering Relieved. Suffering frightfully from the virulent poisons of undigested food, C. G. Grayson, of Lula, Miss., took Dr. King's New Life Pills, "with the result," he writes, "that I was cured." All stomach and bowel disorders give way to their tonic-laxative properties. 25c at Chas. Rogers' drug store, guaranteed.

A wonderful spring tonic. Drives out all winter impurities, gives you strength, health and happiness. That's what Hollister's Rocky Mountain Tea will do. 35 cents, Tea or Tablets. Dr. C. E. Linton's drug store.

# The First Week of the Big Store!

## S. DANZIGER & CO.,

Astoria's Greatest Clothiers. 490-500 Commercial St.

### ALL THIS WEEK

to give the new store a proper send off, and emphasize our power as Astoria's best place to trade, we will offer some money saving opportunities, that will demonstrate with a telling stroke that this store stands pre-eminent and alone as a clothing store where the finest class of men's and boy's apparel can be had at prices within the reach of every purse.

### SPRING SUITS.

\$10.50 is the price that we have set on twelve styles of pure all wool or worsteds, hand tailored suits.

FOR THIS WEEK

\$12.50 An elegant display of imported materials in double and single breasted sack. Unfinished worsteds, clays, serges, also fancy colors, regular price \$15.50 and \$16.50.

FOR THIS WEEK

\$15.50 For the best possible to be had at \$18.00 and \$20.00. Very finest merchant tailor materials. A score of patterns.

FOR THIS WEEK

### YOUNG MEN'S SUITS

We will show several styles in the very latest single and double breast fashions at special prices.

FOR THIS WEEK

### Confirmation Suits.

Our line of dark colored suits for Easter is the most desirable to be found in the city. Boys from 2-12 to 16 years can be fitted out here at special prices.

FOR THIS WEEK

### Hats

The very latest styles and colors in soft and stiff hats, all new goods. Sole agency for Hawes Celebrated \$3 Hats

FOR THIS WEEK

### SHOES

The late fashionable shapes, and all the standard styles at same very low prices

FOR THIS WEEK

### EASTER FURNISHINGS

This department will contain some rousing bargains. Our stock is by far the most complete in the city, and remember new stock. Neckwear, Shirts, Underwear, Half Hose, Suspenders, Gloves, Etc.

### FISHERMEN'S SUPPLIES

A separate and distinct department, where all kinds of goods for Workingmen, Mechanics, Loggers and Fishermen will always be found at the very lowest prices

## BASE BALL

## GOODS!

### SEE THE SHOW WINDOW.

## J. N. GRIFFIN

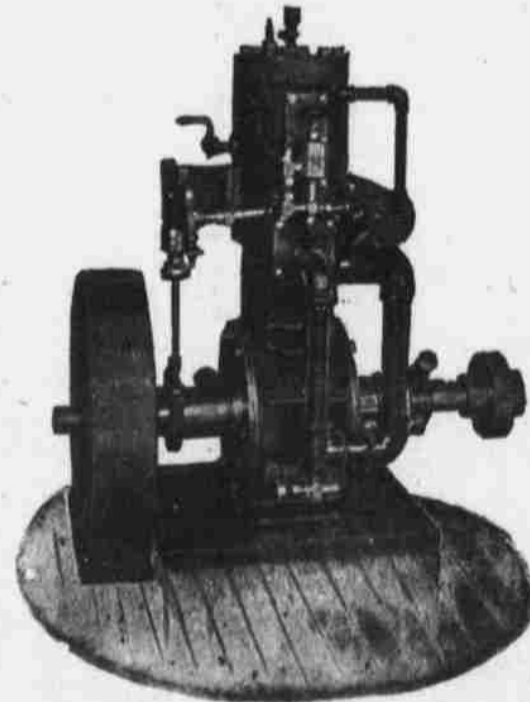
### Occident Hotel Bar @ Billiard Hall.

Tables New and Everything First Class.

Finest brands of Liquors and Cigars.

## BENTON'S NEW VALVELESS GASOLINE MARINE ENGINE.

Simple and Reliable. Latest Cut.



### ADVANTAGES

Less Parts to Cut Out of Order. Less Wearing Parts. More Power with Less Weight. Uses Less Gasoline. Under Perfect Control.

Quiet Exhaust. Any Speed from 100 to 1000 revolutions per minute.

THORNBURG & BENNETT.

KNAPPTON, WASH.

Sizes 1 to 10 H. P., Single Cylinder. Sizes 5 to 40 H. H., Double Cylinder. FOUR CYLINDERS, TO ORDER TO 100 HORSE POWER.

## PRAEL & EIGNER TRANSFER CO.

Telephone 221.

## Draying and Expressing

All goods shipped to our care will receive special attention.

709-715 Commercial Street.