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TELEPHONE MAIN 661.

Emanating from the iconoclast Brann, something might be said in way of extenuation, but accorded publicity in the State of Oregon and in this enlightened day, the comment is excusable. To give it reproduction in these columns would be an insult to the lady who has been made to bear the brunt of this uncalled-for sally. We do not know whose pen was responsible for it. If it was intended to offer wit, while our sense of humor is keen, we fail to see anything in the Journal's comment that could possibly invite a laugh, let alone a smile. True, we of Astoria, have asked some assistance from contiguous sections, toward making our regatta the success it has invariably been, but we have asked nothing unreasonable; if we have suggested that the enterprise be given moderate publicity, we have done so, feeling that the attention given any members of the press who found it possible to be with us, would be ample. We are assured that the regatta will be a howling success, whether the people of Salem see fit to join in the festivities or not. But in the event that shurs are found necessary, let them be cast at the enterprise itself, or at the men who have engineered it, not at the very estimable women who have condescended to aid in making the affair a success.

IN LIGHTER VEIN

TRAGEDY OF FALSENESS.

A girl there was and she bleached her hair,
And no one could tell just why,
For her face was dark and her skin was fair
And her face with her hair would not compare,
But, of course, you can bet it made men stare
And rubber as they passed by.
Oh, the paint she used and the powder, too,
And the rouge she also bought,
And the pencils for her eyebrows, so
She could make each one a perfect bow
And beautiful, as she thought.

A girl there was and she used her eyes
In a way that was immense,
And she ogled all the Johnny guys
And she caught a husband who was not too wise,
Which after all did not surprise,
For some men lack good sense.

Oh, the wiles she used and the simpers, too,
And the goo-goo eyes she made,
To land that husband, the foolish wight,
The sucker she knew some time would bite
When her hook and line she played.

A girl there was and she found her man,
And she wedded him, of course,
But by and by the poor man ran
To court, for that is the latest plan,
And he swore that she was false, or scan
The man with his divorce.

Let the dark brunette stay so as yet,
And the blonde remain one, too;
Let nature have her own sweet way
Then never will come the bitter day
In the court that wives must rue.
—Chicago Chronicle.

REAL SOCIETY TALK.

"I think, sir," said the young writer, "you will find this a very realistic society novel."
"Yes," replied the editor, skimming through the pages of the manuscript, "the dialogue appears to be as dull as it could possibly be."—Philadelphia Ledger.

WHERE THEY ARE.

"My husband and I read to each other every evening, now; it's just splendid," said Mrs. Newliwed. "Why don't you and your fiance do that when he calls on you?"
"Gracious!" replied Miss De Muir, "how can you read in the dark?"—Philadelphia Ledger.

NOTHING DOING.

Nell—I told him if he dared to kiss me he'd be sorry for it.
Belle—And was he?
Nell—No; but I was. I was sorry I told him.

BY INHERITANCE.

Rooster—What makes your new chicks have such hangdog expressions? They look bluer than whetstones.
Hen—Unfortunately I sat on the wrong nest. They were hatched out of purple Easter eggs.—Detroit Free Press.

VERY SIMPLE.

A sentimental poet writes: "How Can I meet My Darling?"
After some deliberation over the question, we have come to the conclusion that he can meet her by approaching her from an opposite direction.—Chicago Journal.

CHANCE SHOTS

By the Ad Man.

BY THEIR MERITS

You Shall Judge Them—One and All.

One constantly hears some men talk about advertising which they do. If they spend \$5 a month for an advertisement they tell more people about what they are doing for the paper carrying their ad than does the dealer who spends \$50 a month and more in one paper alone. In fact, the latter seldom talks about his good deed, for he spends the money to reach the reader's heart, and to obtain additional customers, while holding his regular trade. He, too, is doing something for the paper he patronizes, but only because he is doing something for himself. With him, it is a cold business proposition. Can the paper he advertises in bring him results or not?

It ought to be gratifying to any publisher to have an advertiser speak well of his paper, but it is even more satisfactory, when the dealer says: "My ad in your paper pays." The adman has reason to think that advertising in The Morning Astorian pays, and as long as that is the case the publication must necessarily continue in its winning force, no matter how many competitors are in the field. When an extensive advertiser is willing to say to certain outsiders of his advertisements appearing in two papers, the one in The Morning Astorian pays best, it is positive evidence that it would pay others, if the space is used right. Such an assertion was made by a leading advertiser, the adman being informed by a third party who cannot be accused of being partial to this paper.

Another evidence of the satisfactory service given by this paper may safely be found in the fact that another advertiser, using space in two publications, showed the adman the returns from special advertising done in the two publications. The returns came in the shape of requests for a certain free feature, particularly acceptable to those who like to solve mysteries. The inquiries were carefully jotted down, and for a certain number of days gave a total of 23 requests from readers of The Morning Astorian against 13 from the readers of the other paper.

Other evidence might be cited here, if the average reader and advertiser of this paper were not in a position to prove these claims for themselves. Good copy, is, of course, necessary in every instance.

Merchants' Progress Is Marked.

There is much reason for congratulating the local business men upon their enterprise in promoting this year's regatta, as well as for the efforts made in decorating their store fronts and windows for the occasion. The many strangers visiting here will be agreeably surprised to find even the smallest dealer among those who have done something for their country. Most notable among the decorations is, of course, the effort made by Will Madison and Otto Mikkelsen, who are expending about \$200 on their decorations and illuminations. Peterson & Brown, as usual, are most effectively in the race, while Foard & Stokes have thrown all their weight on making their dress goods window attractive. New fall fabrics are shown amidst a profusion of blue and white. The Bee Hive shows a facsimile of a boat, done in white. In all the windows little price-tickets in the shape of boats are used. S. Danziger & Co. have an excellent exterior decoration. In the windows price-cards in the shape of large and small boats are effectively used. P. A. Stokes' windows are neatly trimmed

and show off the goods to advantage. J. N. Griffin displays a line of decorative materials in a tempting manner, while The Fair millinery window is tasty in its simplicity. Hoelder's candy window is dainty. The A. Dunlar Co. have extensive decorations outside, so has Dell Sculley. Herman Wise has arranged the interior of his store very tastefully and in harmony with the regatta spirit which he has so effectively manifested. Other stores are doing much in the line of decorations and by Tuesday morning nearly every store will probably have shown in one way or another that they appreciate the coming of the strangers to our city.

Publicity vs. Notoriety.

There are a great many advertising schemes which may be used with success and profit, and there are an equal number which are worthless and even harmful in their results. When an advertising proposition comes up to you, consider first whether it adapts itself to your needs. Has it common sense and business sense to recommend it? If it has not, have nothing to do with it. As has been stated before and often, there is a wide difference between publicity and notoriety. No advertisement is worthy of a place in a merchant's business work which does not raise him in the estimation of his customers and community. You want people to talk about you and your store and your goods, it is true, but you want them to say something good, as well.

Do It, If You Can.

A noted man once said: "The man who writes his own advertisement is of the same sort as the one who mends his own boots and cuts his own hair." This is an exaggeration, but it is frequently by exaggeration that we learn real truths. If a man is an expert shoemaker there is no reason why he should not mend his own boots. If a proprietor of a barber shop wishes to have his hair cut there is no reason why he should go to another shop to have it done. In other words, if a man is a good advertisement-writer and has the time, there is no reason why he should not write his own advertisements. Otherwise, he should get somebody who knows how to do it for him. If you can afford to do it yourself, do it yourself.—The Oregon Tradesman.

NOW IS THE TIME.

To Show Others Your Home-loving Spirit. There is nothing so admirable in the West as the Western spirit. To carp and criticize one's home and surroundings does no good and is apt to work harm. Pride in the local town is sometimes made a subject for jeering comment. A stranger sees little to justify the vanity of the native over his little village. Nevertheless, it is that spirit which builds up cities and makes them prosperous and great. Every town has something worthy of pride in it; every town has drawbacks. Pick out the best and exult in them. Remove the worst. That is the way to make successes in towns, states, governments and individuals.—West Coast Trade.

BOTH ENDS OF THE IDEA.

Proud Person—There goes Dr. Carven, the noted surgery specialist. It was my case of appendicitis that gave him his big rep.

Bitter Person—Yes, and it was my case of the same malady that helped pay him for the big rep you gave him. You might whack up.—Baltimore American.

Advertisement for Wine of Cardui. Features an illustration of a woman in a long dress and hat. Text: 'Be A Real Woman. No. 205 Peace Avenue, Houston, Texas, May 14, 1905. I was barren during the six years of married life, suffering with painful menstruation and a dozen other aches and pains. I was a poor excuse for a wife as I was not able to be up more than about half the time and daily grew weaker and weaker. Wine of Cardui changed me into a different woman in five short months, made me robust and strong. I am very grateful to you for my good health and am today blessed with a baby who is the pride of our home and this is all due to your medicine. Mrs. Julia Mason, Vice-President, Houston Mothers' Club. Wine of Cardui brings health to sick women. Wine of Cardui brings children to barren homes. How can any woman refuse the health Mrs. Mason has? Any woman can secure exactly the same relief if she will take Wine of Cardui. Wine of Cardui is a certain cure for menstrual irregularities. It will not do impossibilities but it does cure bearing-down pains, makes motherhood possible for barren wives and relieves the pains at the monthly period. Secure a bottle of Wine of Cardui today. All druggists sell \$1.00 bottles Wine of Cardui. WINE of CARDUI'

The Astoria Restaurant. If you want a good, clean meal or if you are in a hurry you should go to the Astoria Restaurant. This fine restaurant is thoroughly up-to-date in every detail. EXCELLENT MEALS. EXCELLENT SERVICE.

ASTORIA IRON WORKS. JOHN FOX, Pres. and Supt. F. L. BISHOP, Secretary. A. L. FOX, Vice Pres. ASTORIA SAVINGS BANK, Treas. Designers and Manufacturers of THE LATEST IMPROVED Canning Machinery, Marine Engines and Boilers, Complete Cannery Outfits Furnished. CORRESPONDENCE SOLICITED. Foot of Fourth Street.

PRAEL & EIGNER TRANSFER CO. Telephone 221. DRAYING & EXPRESSING LIVERY STABLE. All goods shipped to our care will receive special attention. 709-715 Commercial Street.

The MORNING ASTORIAN 75 CTS. PER MONTH Astoria's Best Newspaper

Weinhard's Lager Beer.

First National Bank of Astoria, Ore. ESTABLISHED 1886. Capital and Surplus \$100,000

A Mark of Refinement. Cleanliness of person is one of the most distinguishing marks of refinement, and commands at all times the highest respect. To promote cleanliness, install in your sleeping apartment or dressing room a snowy-white, one-piece "Standard" Porcelain Enamelled Lavatory, provided with an abundant flow of hot and cold running water. Our plumbers are skilled mechanics and do satisfactory work. Let us quote you prices. J. J. A. MONTGOMERY, Astoria, Or.

AN ASTORIA PRODUCT. Palo Bohemian Beer. Best In The Northwest.

North Pacific Brewing Co.

Sherman Transfer Co. HENRY SHERMAN, Manager. Hacks, Carriages—Baggage Checked and Transferred.—Trucks and Furniture Wagons—Pianos Moved, Boxed and Shipped. 433 Commercial Street] Phone Main 121

A large number of the Western railway extensions which you read about this year are air lines.

It does not follow that every humorist who stays in the business as long as Mark Twain can afford to have the gout.

Something must be said in favor of a submarine boat which does its getting out of order before instead of after plunging.

Your Uncle Jim Hill also could write an absorbingly interesting and comprehensively instructive communication on the subject of irrigation in Wall street if he was not so sorely pressed for leisure time.

It will have no particular effect for Kaiser William to advise the czar to stand out against peace, unless Germany is willing to butter his opinion with a loan of several hundreds of millions of kopecks.

There was no political or reform significance in the chance meeting between Mrs. Nation and Colonel Bryan at St. Louis—simply "Hello, Bill!" and "Good Morning, Carrie!"

There being no woman participating in the peace negotiations, all the talk about the last word having been spoken by either side is the merest conjecture.

Two young women members of the Salvation army are in the city laboring to save souls. We are cognizant of the fact that more than one soul in the city is sadly in need of saving and to tender these young women every assistance possible will not be amiss.

The perennial hopefulness of Poland is illustrated by the fact that they have already begun rioting about representation in a legislature that will have no power.

In the death of Mrs. Mary Mapes Dodge American literature loses one of its best known, most earnest and sincere contributors, and the juvenile world one of its most conspicuous and faithful friends. While not a great writer, Mrs. Dodge was always bright and pleasing. Her most famous work was "Hans Brinker, or the Silver Skates," conceived while reading Motley's "History of the Dutch Republic," which became such an instantaneous favorite that it was translated into French, German, Russian and Dutch, and established for the author a permanent fame. Mrs. Dodge's father was a well-known scholar, chemist, inventor and author, and Mary began writing poems and short stories when she was but eight years old. Her first venture, a collection of tales entitled "The Irvington Stories," was a success, and Mrs. Dodge once said: "I am sorry to confess that my literary career has been without a struggle; perhaps it has been too easy." It was, however, as associate editor with Harriet Beecher Stowe of "Hearth and Home," from 1870 to 1873, and since then as editor-in-chief of "St. Nicholas," that Mrs. Dodge wrought her most useful and beneficent work, and won the hearts and gratitude of the boys and girls of America and England. Ripe in years, though by no means old, she passes away in the universal esteem and abiding affection of both young and old America.

We have seen some editorial comments that savored of brazenness but for utter disregard of common decency, a paragraph in the Salem Journal, is, by far, the most disgusting that has ever come within our range of vision.