

The Daily Astorian. ASTORIA, OREGON: SUNDAY, FEBRUARY 13, 1887. COMPLAINT OF A NEWSPAPER.

A somewhat distant contemporary, in writing of the relation of the newspaper to the business activities of its town, complains with some bitterness that there are business houses in its community which, though amply able, do not contribute to the support of the local press, even to the extent of a five line card, and adds that this is reaping without sowing, and gathering without planting. The subject is one of importance, since it relates directly to the capacity of one of the most powerful agencies of modern times. As this journal enjoys the liberal support of the people of this community, and has reason to commend generally the public spirit of the people of this locality, it is in the attitude to consider without prejudice the complaint of its less fortunate contemporary to whom we refer. It is perfectly well aware, however, that that paper is not alone in its cause for complaint. Unfortunately there are a good many journals that might contribute of their experience to the discussion of the question. There are communities where, to some extent, the sentiment obtains that the press is under constant obligation to the advertiser and the people of its bailiwick to such an extent that it cannot discharge it. But the fact of the history of newspapers is that in ninety-nine hundred cases out of ten thousand, precisely the contrary is true. The community nearly always owes its local press very much more than the press owes it. Let us suppose, for a single moment, a town or city in the United States of any considerable business pretensions, without that convenient and powerful agency, the newspaper. To what extent would the place be heard of? To what extent would trade invitation to its markets be extended? How far behind in the competitive race would it not fall? The truth is, that towns and cities owe more of their prominence and prosperity, as a rule, to the publicity they gain through the local press, than to any or all other mediums or agencies. If there is any one thing demonstrable about newspaper publishing, it is this, that the business man of any place owes to the local press fair support. It is, indeed, a debt that cannot be discounted. It is all well enough to rail at newspapers and lay down in theory the law of their management, if only their critics could once enjoy the opportunity of running them. But it remains that the average newspapers have, by all odds, the broadest margin to their credit for the upbuilding of towns and their business. There are cities and towns with business houses, like that cited for instance, that do not so much as keep a simple card in the advertising columns of the local press. They assume an independence of the newspaper that is false, dangerous and ungenerous. The local newspaper, by the very fact of its existence, helps make the business of every business man. It gives the chief importance to the locality, and without it the town would be heard of and known only by great misfortunes and phenomenal accidents. The business house that refuses flatly to give any support to its local press, though profiting by the publicity the place gains through it, fattens at the expense of others. There is no gainsaying this truth. Advertising may not yield immediate returns in all cases; it may be difficult occasionally to trace direct and clearly defined business as specifically due to a given advertisement; but the man is living to small purpose who does not know that the general beneficial result is as certain as the rising of the sun. In ninety cases out of a hundred, the relation between advertisement and trade gain is clear, direct and im-

mediate. But however this may be, as any given locality is dependent for its prominence in so large a degree upon the newspaper as the medium between it and the world at large, it logically follows that there is duty to contribute, by advertising to the support of that medium. The rich nouses that "do not advertise," as we are told by our contemporary they reply, may believe that they are not directly injured by their short-sightedness; but the community is, and they must share it, and the time comes, as surely as does death, when this is made apparent to all. It is a bad sign for the business of the place when one takes up the local press in any state and searches in vain in its issues for the announcement or card direction of business houses. Interpreted, the omission means that the business man who practices this disuse declares that the press is not necessary to his community a judgment which, if experimentally out into practice, would leave the place high on the banks of a dry rot. Wherever there are business houses amenable to these remarks, they ought to take the thought into the counting room and ponder on it. Of course the newspaper man does his best in every state in soliciting advertising support, and expects to meet with some rebuffs, and will. But away above and beyond this special urgency is the eternal truth that his claim to recognition is a sound one, on the consideration that the newspaper, if it be fair, honest and high-minded, does inestimable service for its community, for which it cannot be recompensed. We can not fancy towns and cities to-day prosperous, deprived for a considerable period, of newspapers, and it calls for no vigorous exercise of the imagination to picture the business condition of such places. Let our contemporary state the living truth that every man owes something to the community in which he lives, and to every agency that makes it desirable for him; that this is a continuing obligation, reciprocal in nature, and upon which community prosperity is dependent, and it will find that the people are responsive to these truths. THE discussion of projects of national defense, says the Bulletin, has brought out the fact that it will be the work of years to provide our ships and forts with modern steel rifled cannon. The plants must first be prepared, after which the manufacture of the guns will be a slow and costly process. It would be too bad if after doing all this the result should prove defective, especially if better results could have been obtained in a shorter time for less money by other methods. Some statements have been lately made public reflecting on the trustworthiness of the "built up" steel guns. A correspondent of the New York Herald mentions four instances of steel guns bursting on British ships, besides the failure of several of them on the iron-clad Alexandria during the bombardment of Alexandria. One 100-ton Armstrong burst on the Italian iron-clad Duilio, and all the similar guns furnished the Italian government by that firm have been condemned. Two 100-ton Krupp guns failed while being proved at Spezzia. A 100-ton steel gun recently blew off its muzzle on the proving ground at St. Chamond. An 8-inch steel rifle, made at the Washington navy yard for one of our new cruisers, was condemned for a defect found in its bore, and two others, out of a lot of five guns of the same class, are said to show similar defects. The new 8-inch rifle recently made for the ordnance department showed enlargement of the bore after firing twenty-four rounds, and is to be reinforced. During the Franco-Prussian war more than 200 Krupps are said to have burst. Against these facts are placed the

records of a number of American cast-iron rifled guns ranging from 8 to 12 1/2 inches bore, which, it is claimed, have within the last few years stood the sternest tests in the most satisfactory manner. Such guns could be turned out rapidly with the means now at our command, but it seems rather a bold claim that cast-iron is a stronger material than either cast or wrought steel. The cast-iron Parrott rifles used during the war often burst. Possibly the "built up" steel guns which have been recently manufactured may yet give place to cast steel. At any rate, the matter seems to be in the experimental stage. SEVEN million dollars in \$1-silver certificates have been issued since October 4th, and about \$1,000,000 in the \$2 certificates since December 6th, and the supply is not equal to the demand. This does not look as though the people were down on silver as a security. From the sarcastic criticism in our exchanges on the antics of their local legislators, at Salem, it is evident that the adjournment of the legislature this week will be a relief to the people of the entire state. THE Marion county treasurer is out in a card saying that he doesn't want his salary raised. They do say that the M. C. T. is the most lonesome man in the state. THE New Northwest thinks the only way for the Republican party to win in '88 is to nominate Mrs. J. A. Logan for president. Ross' Opera House. TWO NIGHTS ONLY. Monday and Tuesday, Feb. 14 and 15. Return of the Favorites, The Thompson Opera Co. 40-ARTISTS-40 Under the personal management of WM. A. THOMPSON, who will on the occasion, give a thorough and complete production of the following Comic Operas, with full and complete imported Elaborate Costumes, Scenery and other effects. Monday, Eve. Feb. 14. THE MIKADO. Which will be produced for the first time here with all the original business of Gilbert & Sullivan. Tuesday, Eve. Feb. 15. The Great London Success, Robert Macaire, Now in its 300th Night, at the Casino, New York. Box Sheet now open at the Crystal Palace Book Store. Prices: Parquette, \$1.00; Dve-Circle, 75; Gallery, 50. MURRAY & CO., GROCERS And Dealers in Cannery Supplies! Special Attention Given to Filling Of Orders. A FULL LINE CARRIED And Supplies furnished at Satisfactory Terms. Purchases delivered in any part of the city. Office and Warehouse In Hume's New Building, on Water Street, P. O. Box 153. Telephone No. 37. ASTORIA, OREGON. Frank L. Parker, Dealer in Fancy and Staple Groceries. Flour Feed & Potatoes Headquarters For ASTORIA WOOD YARD. JOB PRINTING. Neat, Quick And Cheap at The ASTORIAN JOB OFFICE.

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