THE DAILY ASTORIAN, ASTORIA, WEDNESDAY MORNING, MARCH 28, 1894

SOUTH AMERICAN TRAVELS, Mr. Hazeltine Relates What Ho Saw in

Peru.

F. A. Hazilting, editor of the South Bend (Wash.) Journal, is in the city, en route to his home after a trip to Spanish scholar, Mr. Hazeltine, who has visied most of the South American countries, gathered much useful and interesting data during his absence, and furaccount of affairs in Peru:

"I left Callao, Peru," said he, "on the return trip February 1. An accident to the steamer, which broke down in midocean and had to be towed in, and other consequent delays made what should have been a one month's trip extend over nearly two

"Steamer service is much better along cisco. There are two lines of steamers-Steamship Co., a Chilian line-plying The steamers of both companies, and particularly the latter, are magnificent, and the trip is a delightful one. There are no high winds on the south coast and few storms. So smooth is the sea that sea-sickness among the passengers is the exception rather than the rule.

"When I left Peru there was immi- quorum. nent danger of a war with Ecuador over the boundary line question. I understand that it has since been submitted to arbitration, but when I was there preparations for war were in full blast. A peculiar thing that struck my attention was the Peruvian method of securing volunteers for the war. You know the Peruvian constitution guarantees its citizens exemption from forced military duty. The way the government got around this constitutional difficulty was to send out armed squads to cap-ture and run in able-bodied working-fure and run in able-bodied working-pull or friends at court to release them were forced to sign an application for permission to serve their country as volunteers. The Peruvian soldier is a sorry-tooking individual. He is under-sized, spindle-legged, marrow-chested and has anything but a martial bearing. The uniform is an exact copy of the French. Those of the soldiers who have Inca blood in their veins are said to be good fighters, but as ready to fight against the existing government as for it, according to the political leanings of their commanding officers and their orders. Nothing will induce them to diswas to send out armed squads to caporders. Nothing will induce them to disobey orders, however treasonable.

"Peru, as a country, seems to be going backward. It is the most interesting country in South America to visit. but most of this interest lies in its ruins and evidences of former prosperity and greatness

"Up to the time of its war with Chill. Peru had three sources of revenue-the guano, nitrate deposits and silver mines. The guano islands and railroads were turned over to the bondholders

augured, and he himself relieved from beliain hhandlal losses inchred by gambiing. You will note that the government makes money from the gambling of its people, and that these who should be the people's mentors in morality, dpenly violate their yows of chastity. gamble and do not scruple to interlude Peru. Being a close observer and good their chantings and intonations with

news of material things. "The most popular amusement is bull fight. .g. The Lima bull ring is a magnificent structure, and receives a government subsidy. The best bull fighters nished The Astorian with the following of Spain go direct to Lima, and from there make the round of the other South and Central American bull rings."

THE ELKS' SOCIABLE.

Quinlin Lodge Gives Its Members and Friends a Great Treat.

The Elks' sociable last night eclipsed anything of the kind ever before given in the city, and over 200 of the members the west coast of South America than and their friends had a royal time until it is between Panama and San Fran- a late hour. The program of exercises was splendidly arranged, and its rendithe Pacific Steam Navigation Co., an tion kept the audience in roars of laugh-English line, and the South American ter from start to finish. On account of the lateness of the hour when the fesbetween Panama and Valparalso, Chill. Uvities ended, it is impossible to publish a detailed account of the affair in this morning's issue.

HOUSE PROCEEDINGS.

Washington, March 27 .- The house today took up the Joy-O'Neill election case. Roll call showed eight less than a

RACING IN ENGLAND.

London, March 27.-The Lincolnshire handicap was won by Baron Rothchild's Denicam

COUNTY CONVENTION.

A republican convention for Clatsop A republican convention for Clatsop county is hereby miled to meet at Mc-Kinley 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 Re-publican State and Congressional Con-vention to be held at the City of the State

	Astoria	3
	Bear Creek	6
	Clifton	÷.
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	Scaride Vesper	
	Westport 2	
	Walluski	
	Young's River	
and		
11	voters in favor of the repul	511



. If You Want Cannery and -. • Fishermen's Supplies,

Call on

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.

THE ART OF ADVERTISING Novelty is the Key to Success-Be Original and Your Fortune Is Made.

OES advertising pay? You are often A small advertisement can be mady puzzle over this problem. Some- very attractive in The Astorian. Here times you think it does, and then again are samples of small advertisements, you are not certain.

There are days when an attractive advertisement just "packs" your store Blank & Co.with trade, and inquiries come dribbling in for a month afterward for articles advertised that day. But some days This Week Only_

the advertisement seems to fall flat. It is on these days that your faith grows shaky, 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, OUU 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 Novelties in Kai Ki Wash Silks Damasse India, Etc., at low figures, dress of it 200 times in succession. It takes a clever head to do either. He 4- Waists, Japanese and 10 must see the store side of the advertise- Only \$4.50, formerly sold for \$3.00 ment and the customers' side of it, the one as clearly as the other. Unwise advertising can pull down trade and exhaust your finances more rapidly than good advertising can build up the one or add to 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 am- all advers, are so set up, as then your munition on sparrows when ducks are small ad, has an equal chance of being flying overhead. The harvest time for expensive merchandise is at best but a view entirely when printed alongside of short month or two. The cheap, little fancy type neighbors. There the conprofit stuff, like the poor, we have always with us. If an advertiser does not with other ads, printed in the same possess business wit, along with literary ability, he will never make a success o

showing different ways of displaying them with the plainest of plain type:

GREAT REDUCTION SALE GREAT REDUCTION SALE This Week Only -

DRY GOODS Sacrificed==No Reserve

0 0 A FEW SAMPLE PRICES Yards Black Satin and Moire, 4 inches wide, 33 cents, waa 50 cents per yard.

Fancy Surah Sash, 15 inchez wide, Cream and Colors, 6? cents, formerly \$2.00.

Pieces of Black Habutai Silks heavy, rich and good, ful width, 50c. per yd.

Handsome styles in Silk

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 eat: space, but you are not obliged to use it. in order to make a showy ad, in Ths Astorian. Still we would advise you, i! using the plain type, to have your ad. on those pages of The Astorian where seen. A plain ad, might be lost u trast is against you, but on the page type as yours the advantage of the

Chill took the nitrate deposits, and with the present price of silver it could well trade half of its silver mines for coal and iron mines. The country produces for exportation little besides sugar, cotton and petroleum. Peru can never compete with Cuba on sugar outside of its immediate neighbors. The cotton of Piura, Peru, is of a peculiar quality. It resembles wool so closely that it is coming into use among woolen mnufac-turers to mix with wool. The petroleum field is a vast one, and will some day cut a big figure in the petroleum mar-ket. It is this field that Ecuador covets, and which is the real cause of the boun-dary line question. Petroleum is al-Piura, Peru, is of a peculiar quality. ready being shipped from there to

ready being shipped from there to China, and a tank ship left San Fran-cisco last week, the first of a line which will bring the crude petroleum to San Francisco refineries. "Lima was regal in its magnificence before the Chillan war, when the reve-nues of the government were princely, and lavishly expended. The Chilland stripped it of all its statues and other movable ornamenta, which now adorn Santiago and Valparaiso. What they couldn't take away they destroyed. Even the churches were robbed. For-tunately, the church edifices were left, and they are the objects of greatest inhay ero Ing afte to g 18 81 and they are the objects of greatest interest today because of their antiquity

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Th and the quaintness and beauty of their architecture. The most interesting of in in all is the Lima cathedray, the oldest onet. cathedral and largest in the western hemisphere. It was founded by Pizarro, and built with a portion of the vast wealth robbed by him from Inca tembad 1 ples. In it lie his alleged remains, en-Drove closed in a glass case. He was assausin ated, and his body is identified by a crack in his skull and certain horribl mutilations, of which only the cruci and degraded followers of such a leade would be capable. The body is well prenot be served. The soil in Peru is so impregconsid nated with saltpetre that bodies do not the wdecay, but dry up and become partially ing of mum utfied.

"The moral condition of the country Many in well shown by a little incident that conurred just before I left. A priest was is mans one morning in the Merced church in Lima, next to the oldest burch on the continent, one of the oldet magnificent and most fashionie in the 'City of Kings.' An assisting at communicated to him, in the streets nits of intoning one of the most solat portions of the service, that he scior) had drawn the 230,000 prize be grand drawing of the governottery. The good news was more kind of to the lody father could gland, and sycles it minied away. The cause of his exby was that the future supp

unce' and her nume all of whom bore a striking m to their mother's 'encle," was

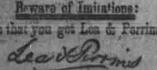
principles of protection to American Inprinciples of protection to American In-dustries and labor and the upbuilding of the home market and fishing indus-tries of the Columbia river, are cor-dially invited to unite with us. Astoria, Ore. Feb. 20, 1894. JAMES W. WELCH, C. J. CURTIS, Chairman Secretary. Chairman.

FOURTH STREET GRADE NOTICE.

wit:

MILES' NERVE AND LIVER PILLS. Act on a new principle-regulating the liver, stomach and lowels through the liver, stomach and lowels through the nerves. A new discovery. Dr. Miles' Pills speedily cures billiousness, bad taste, torpid liver, piles, constipa-tion. Unequaled for men, women and children. Smallest, mildest, surest! 50 doces 25 cts. Samples free, at Chas. Rogers.

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D. NEW YORK

ASTORIA, OREGON. ÷1

How Are You Fixed for Insurance? he business sense

Fire and Marine.

We are agents for the largest and best companies represented in Astoria.

New Zealand Insurance Co., - Combined Assets,	2,677,219.00
Western-U. S. Branch,	1,617,195.00
Ætna Insurance Co,	10,915,829.90
London Assurance Corp'n	8,630,425.00
Royal Insurance Co., assets,	21,562,376,00

ELMORE, SANBORN & CO.



FAT PEOPLE

Hal. PARK REMEDY CO., Boston, Mass.

his calling. We often see advertisements without the slightest literary merit, written in faulty English and set up atrociously, which nevertheless are great advertisements-great in their power of attracting people. They were full of business, even though they lack "style."

The kind of advertisements which would prove a success for one story might not do at all for another, ever 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

Remember there are other stores, jusas 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 surfosity.

If you cannot spend \$1,000 a week in advertising, spend \$500, 1f you cannot spend so much, spend \$100, and if your business will not allow more than \$10 to he 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 seed bought in bushel quantities. Have good seed and plant it in good soll, in other words, write a good advertisement and put it in a good paper. Ten

two to ten lines of space or even more and your fortune is made

most attractive setting is yours if you but choose to have it so,

The advertiser who has his eyes and sits 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 colars, name-plates and rubber stamps to ell. 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

II IS SELLOUM 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 Bauges, Medals, Stencils, Steel and Rub-ber Stamps, Corporation Seals, Bangles, Brands, Ribbon Badges, &c. JOHN SMITH, 2000 Blank street.

IT IS NOT

TO HE supposed that the Mahomme-dans look with favor upon the possibili-ty 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 de-nails. This we say in self-defense, as the rumor has gone abroad that we were favorable to the Mahommedana. Also Badges, Medais, Stencils, Steel and Rubber Stamps, Corporation Seals, Dog Collars, &c. JOHN SMITH, 20000 Blank street.

This he said every day, each timp using another incident of past or curcent 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 wuld resist these appeals? Who with a front door would lel it go barg; who, indeed, would write his pamp with peq when a rubber stamp could be had with which to do it? Novelty is the great charm of advertising. Originality is what the world sighs for. Be original