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PUBLICITY FOR THE FAIR.

There seems to be a consensus of opinion that the St. Louis fair has suffered in attendance because it was not so lavishly advertised as it should have been, says the Portland Journal. The criticism being passed is not so much on the quantity of advertising matter sent forth by the bureau of publicity as upon the quality of it. It was written in such a way and covered such matters as failed usually to appeal to the newspapers and therefore relatively little of it achieved publicity. This was true notwithstanding the fact that the newspapers were willing to print masses of that matter provided it could be made interesting to their readers and that, too, free of cost.

If there is good foundation for this criticism of the St. Louis publicity bureau, and if it failed to take advantage of its opportunities, there is in it all a lesson for the Portland fair which it would be well to devote some time to. There is a very great deal of work yet to be done along what might be called the practical lines, but it must not be forgotten that no matter how attractive the fair may be in all its features, if it fails to draw people here it cannot be a great success. There will be very little money to devote to this important feature of the work and most of it therefore must be done as a matter of patriotism by the people who are profoundly interested in the outcome. With a population here of over 120,000 there must be a great deal of letter writing to all parts of the country. Now if in all letters written in which the matter could be legitimately referred to, each one was to make reference to the fair, if there was provided for public distribution a little pamphlet in which attractive facts were succinctly stated, bearing not alone upon the fair but other appealing features of the trip, these might form an enclosure in thousands of letters which are daily sent forth.

The newspapers of the country are generally broad gauge. They are not all afraid of mentioning in their reading columns something which will help another section, even though it confers no direct benefit either upon themselves or the sections in which they are published. But it is only reasonable that they should require that the matter which comes to them is written in such a way that it will be of at least equal interest with the average matter published. This would suggest that an organized campaign should begin to get before the newspaper readers of the country the bold outlines of the plan, the resources at our command to produce a fair that will attract and be worthy of general patronage and the reasons which give the fair a justifiable historical significance. The little paragraphs which go into the papers count for very little; it is the relatively long, well written and appealing articles that do the business. In this same direction there is no good reason why at least one attractive article should not be gotten into every magazine in the country between now and the time the fair opens next June and this, too, without cost to the management. What is true of the magazines will be true of the illustrated weeklies which are so widely read and gotten up so attractively. In a matter of this sort a knowledge of the class and quality of matter which most appeals to the particular publication is essential. When that demand is met the rest will follow practically as a matter of course.

Now that effort is to be concentrated and everybody's shoulder is to be put to the wheel, this matter should be taken up quite as seriously and intelligently in its own way as the immediate work of getting the buildings ready, for it is of quite as much importance as any other work to make the exposition a success of which every one will have reason to be proud.

NEWSPAPERS AND CRIME.

Three thousand years ago the wise men of the world were moralizing on the futility of crime and the fate of the criminal, says the Cleveland Plaindealer. They pointed out in words which live today the danger and destruction which awaited the wicked. Job and David and Solomon and Socrates and Plato and Confucius and many others were continually sending out warnings against the men who violated the laws of God and men, and pointing out the miserable fate which awaited those who dared all and

set themselves up against civilization. It is pitiable that in this day and generation, with civilization so diffused, with education at the back of all, and with culture surrounding all society, there should be constantly found those who become social anarchists and run a brief gamut of crime, only to end in death.

The newspapers of today are constant in their efforts to make all these crimes public. There is a set of social philosophers who seem to think this is against the best interests of society. The truth is that crime is proportionately diminishing, and that the criminal fears not the moral law or the constituted authorities one-half so much as the sleepless eye of the newspapers, which never cease in their efforts to detect and report crime and to bring the criminals to justice. One can scarcely contemplate what would be society today without the aid of the newspapers, which never cease in their efforts to detect and report crime and to bring the criminals to justice. One can scarcely contemplate what would be society today without the aid of the newspapers in establishing law and social order.

This is our answer to many correspondents who have complained in recent weeks that too much space is devoted to the criminal affairs of the community. Unless the newspapers stood guard, the police force would have to be quinupled, and even then the results would be far from as good as they are at present.

As the island of Haiti was fashioned by nature it is a garden spot. As it is governed under the false appellation of a republic it is a plague spot, and has been for generations, says the Commercial Tribune. The turmoils of the South American republics are as sweet peace, compared with the troubles in the misgoverned island of Haiti. More than once foreign governments have been compelled to interfere, even to the sinking of predatory Haytian gunboats—as Germany did and secured peace for a full week. Apparently the troubles now rending the island are of the most serious character. The violent address of President Nord accentuates them and the serious consequences likely to ensue to foreigners, of whom many are American citizens. His declaration that the rate of exchange had been forced up to exorbitant rates by foreign residents as a plot against his government was followed by rioting and by troops looting the stores of the foreign merchants. The American public will cordially commend the prompt action of President Roosevelt in detaching a number of war vessels of the South Pacific fleet, with orders to proceed at full speed, to Port au Prince, and to act as the situation and its emergencies may require. Valuable as the trade and commerce of Haiti undoubtedly is, it would be immeasurably increased by the establishment of a strong and wise government in the island—and to that conclusion the world must come at last. In any event, the interests of American residents of the island will be fully protected, even if the landing of American marines be required, and the situation foreshadows that requirement.

A copy of the Tillamook Independent dated August 13, 1904, has reached this office. The date appears several times, indicating either that the Independent is determined to beat its contemporaries or else is shy of calendars.

Populists throughout the west are declaring their intention of supporting Mr. Roosevelt. Their support would doubtless be appreciated more if they would say less about it.

President Roosevelt announces that he is not going to interfere in the beef strike. We might feel that way about it, too, if we could go out and kill a bear for breakfast.

As a little novelty in the study of the laws of gravitation it may be noted that the higher up meat goes the more difficult it becomes to make it go down.

The straw vote taker will soon begin to find out in what direction the political breezes are blowing. It amuses him and does no one any particular harm.

Wellington sighed for Blucher one night at Waterloo, but Kuropatkin would be satisfied with a two days' heavy rain to stop the Japanese advance.

A good many persons insist upon riding in the band wagon only because they want to be as near as possible to the commissary wagon.

There is consolation in every calamity, if we look for it. The strike of the meat cutters has removed beef hash from the lunch card.

He used to be the pride of the Russian army as "Kuropatkin the Fighter," but now he is known as Kuropatkin the fighter.

Judge Parker takes a plunge in cold water every morning, and then spends the rest of the day in political hot water.

Physicians assert that beefsteak is not a necessity. No. It has been placed in the curiosity list.

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SIMPLE AND USEFUL ANTIDOTE

For Carbolic Acid Poisoning Found in Turpentine.

A remarkable discovery has apparently been made by a Dublin veterinary surgeon named Allen respecting an antidote for carbolic acid poisoning.

Some time ago his attention was drawn to two horses which were evidently suffering from poisoning. On examining one he noticed that the mucous surface of the mouth was blanched and that the animal was staggering. There was a general twitching of the muscles, the eye were staring and the animal was rapidly assuming a comatose condition. Mr. Allen asked for some oil, lincseed for preference; if not, any kind of oil that was handy. Some was brought, and about two wineglassfuls administered to one of the animals, the effect being, to quote the words of Mr. Allen, miraculous. For the first time he then noticed that the "oil" which had been given to the horse was the ordinary turpentine of commerce. So satisfied was he with the result that he gave the second horse a dose, although at that time the animal was unconscious. In about 10 minutes it recovered, and both horses were at work the next day as if nothing had happened.

Not long after this, by a peculiar coincidence, Mr. Allen was asked to look at a blacksmith, who, after drinking a glassful of stout, had become very ill. In the forge the veterinary found the smith in a condition of coma, a strong smell of carbolic acid pervading the premises. Ultimately he discovered that the man had drunk out of the wrong vessel and imbibed a solution of the acid instead of the stout. A doctor was at once sent for, but in the meantime Mr. Allen administered a dose of turpentine that happened to be on the premises, and the man not only quickly recovered, but resumed his work within an hour.

Turpentine as an antidote in similar cases had been previously unknown, and a representative of "The Daily News" recently sought out an expert with a view of getting a medical opinion upon a matter of so much importance. "The symptoms in the case you mention," he said, "are distinctly those of carbolic acid poisoning, and so successful does the treatment appear to have been that further experiments in the same direction are well worth trying. If subsequent experiment confirms the oil of turpentine treatment, then on every packet or bottle containing carbolic acid should be printed this simple antidote."

Nothing But a Chicken.

This is the season when the amateur botanist and ornithologist get a chance to air their knowledge before the poor ignoramus who has never taken up the study of flowers and birds. A Chicago woman took advantage of her opportunity recently to her own discomfiture. The Chicago Record-Herald tells the story that on one of her "bird walks" she was accompanied by a Chicago artist of the masculine persuasion, whose early days had been passed far from town. The young man listened to her impromptu lectures as one deeply interested.

An unprejudiced observer might, however, have detected an occasional eye twinkle as he looked and listened in obedience to her eager and varied directions. And by and by he no longer could resist the temptation to give her a mighty start.

"Oh, see, see, Mr. So-and-So," she cried pointing out a small, chubby bird just then crossing the rural roadway. "Isn't that a perfect specimen of the field partridge? Just fancy—"

But the young man was regarding her with an expression of unmitigated amusement, and he sat down by the roadside to laugh.

"I beg your pardon," he explained, the fit of irrepressible merriment concluded, "but I really couldn't help it. I don't know a thing about birds from the scientific standpoint, but I was brought up in the country. And that bird is simply a very ordinary specimen of the half-fledged barnyard fowl."

Ryan Goes to Europe.

New York, Aug. 9.—John J. Ryan, the horseman recently arrested here and taken to Missouri on an indictment found in connection with a defunct turf investment concern, is reported to have sailed for Europe. He was accompanied by his oldest daughter.

It's a Winner....

Our great odds-and-ends sale of Men's Suits started off with a rush. Many of the people came just to see what we had, and others who were afraid it was a fake sale looked at the goods, bought them and left the store fully satisfied that we were doing just what we advertised, viz: Closing out about 100 odd suits, sizes 34 to 40, worth up to \$35.00 at

\$10.00

We emphasize the fact that we do not expect to make any profit on this sale. Our sole object is to make room for our new fall stock which will soon arrive. Our reputation for reliability leaves no chance for doubt as to the genuineness of this sale.

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