



Things Telephonic TO Thoughtful Thinkers

How Opposition Telephone Companies Have Generally Been Promoted.

The favorite plan of independent or opposition telephone promoters, after securing a franchise in a city is to incorporate with a very large capital and authorize the issuance of stock and bonds for the full amount. Contracts are then made in each instance with a construction company (of the same promoters) for a sum far in excess of the value of the plant. By the offer of large bonuses for the sale of bonds, some banks have heretofore been induced to handle their securities, and generally, with the sale of each bond, three-quarters or one-half of the value of the same in stock has been given to the purchaser without cost. After all of the stocks and bonds have been sold to the public and the plant constructed, the promoter, after having disposed of his bonds, steps out, and leaves the handling of the plant to the local purchasers. Through out California, or the East there is scarcely an instance where the promises of the promoters have been fulfilled, and in almost every case the exchanges have ultimately found themselves in serious financial difficulty.

Would Not Be Of Real Value.

\$100,000 for a local Automatic Home plant and \$100,000 for a long distant line to Portland and still some more before the first outlay would be of real value. \$260,000 has always been considered a large sum of money but at present it would be harder to raise than would have been \$500,000 a year ago. However it may be that some one has discovered that money is "easing up!" Perhaps it is the promoter.

Fortunes Made And Lost.

It is a well known fact among telephone people that fortunes have been made by promoters in installing so-called independent telephone system. It is also known that fortunes have been lost by those who have tried to operate them.

No Chance For The Principal.

In some lines of business where it fails to pay and goes to the wall there is some chance of getting at least a part of the PRINCIPAL back. An opposition telephone plant, out of commission is JUNK. No matter what it cost.

What Experience Has Taught.

The Presidents of Three National Banks in Sacramento California (present population 165,000) with combined assets of \$15,226,343.31, see statement close of business July 15, 1908.

were directors of the opposition Home Telephone Co. in that city with lines in five adjoining counties and 1500 telephones in operation. The exchange closed business last month. Here is what they say: "Wholly unlike any other business in existence there is THAT INTERDEPENDENCE of all subscribers on each other for a COMPLETE SERVICE, which makes the maintenance and operation of dual telephone systems most undesirable. Having become convinced that it is our plain duty to the community and to ourselves to withdraw from the business, we beg to extend our thanks, etc., etc."

A Good Investment.

A little oney invested right now to pay the expenses of two or three level headed citizens of Astoria, on a tour of investigation to the cities of California to the cities of California where two telephone systems are now or have been in operation would no doubt yield big returns in the end.

The Value of a Telephone.

The value of a telephone depends entirely upon the number of subscribers to be reached. In Portland the Pacific Telephone & Telegraph Company has over 21,000 telephones with 400 additional shortly to be installed. The Automatic Home Company is said to have about one-quarter of this number. Therefore, a party in Astoria calling for a party in Portland over an Automatic Home Telephone in ASTORIA would stand less than one chance in four of getting his party. So there are other considerations besides purely local conditions to think of.

Who Gets The Principal?

Teacher:—If a man puts his money into an opposition telephone company in Astoria and it fails to pay any interest on the investment who gets the principal? SCHOLAR: HE DON'T!
TEACHER, You're it! Go to head of class.

Capital Is Timid.

Capital is said to be TIMID when seeking investment. You can gamble that it will not only be TIMID but SICK if it gets mixed up in an OPPOSITION PROMOTION TELEPHONE SCHEME in Astoria. A word to the wise, etc.

They Do Not Pay.

To find an opposition telephone company that has paid a dividend after the second year is like looking for a needle in a haystack. It is the PROMOTION that pays not the OPERATION. Write to Seattle or California, and find out for yourself.

Breathing Is a Business For Fat Folks in Hot Weather.

Watch fat man or woman breathe this sultry season and you will see some earnest work. The air goes in with difficulty and it comes out with still more difficulty. Hot days are "busy days" for fat folks.

If you know one of these victims—help him or her. Tell him that exercise (which he wouldn't attempt) and starvation (which few have resolution enough to try) are not incumbent nowadays on those who wish to reduce. Tell him that a teaspoonful after meals and at bedtime of this: 1-2 ounce Marmola, 1-2 ounce Fluid Extract Cascara Aromatic and 3/4 ounces Sirup Simplex, has taken their place.

This pleasant home mixture, tell him, gets results on the fat itself without injury to the taker. It doesn't interfere with his habits, affect his meals, disturb his stomach, or even bother his pocketbook worth mentioning. If it be a lady, you can assure her that, furthermore, although it can remove a pound or more of fat a day, it does not cause wrinkles.

Miss Rhoda York, of Portland, spent several days in town the past week, the guest of Mrs. R. M. Gaston, en route home from a brief visit at Seaside.

Misses Mary and Ruth Garner arrived home Wednesday evening from an extended visit in Seattle with their sister, Mrs. Wright. While away they spent some time at Carson Springs, Wash.

Miss Ida Weston has returned to Astoria, after a vacation visit with her parents at Grant's Pass.

Comrades Shaw and B. F. Allen spent several days out of town last week, on a fishing trip.

Mr. and Mrs. J. E. Ferguson returned Friday evening from a short stay in Portland.

Mrs. Hawthorne will entertain the members of the Relief Corps on next Wednesday afternoon at the home of her daughter, Mrs. J. E. Ferguson.

Mrs. J. E. Ferguson entertained the ladies of the Birthday Club of the Methodist Church and a number of invited guests, at her home on Kensington avenue last Tuesday afternoon. Forty or more ladies were in attendance and spent a delightful afternoon. The program consisting of recitations, musical selections, both vocal and instrumental which had been arranged for the occasion was much appreciated. The Ferguson home was decorated for this pleasing event with a profusion of flowers, the parlors in sweet peas, the dining room in Carolina Testout roses and carnations, the color scheme in pink. Dainty refreshments were served after the rendition of the program.

At the morning service at St. Mary's Catholic Church, on last Sunday the engagement of Mr. Patrick Lawler of this city and Miss Margaret O'Neill of Portland, was announced. It is understood that the wedding will be solemnized about September 1st.

The members of the Women's Christian Temperance Union will be entertained by Mrs. J. E. Ferguson at her home on Kensington avenue next Thursday afternoon.

Mr. Earnest Robin, a well known lumberman of Portland, accompanied by his aunt, Mrs. L. Ostrand, are the guests of Mr. William C. A. Pohl and family.

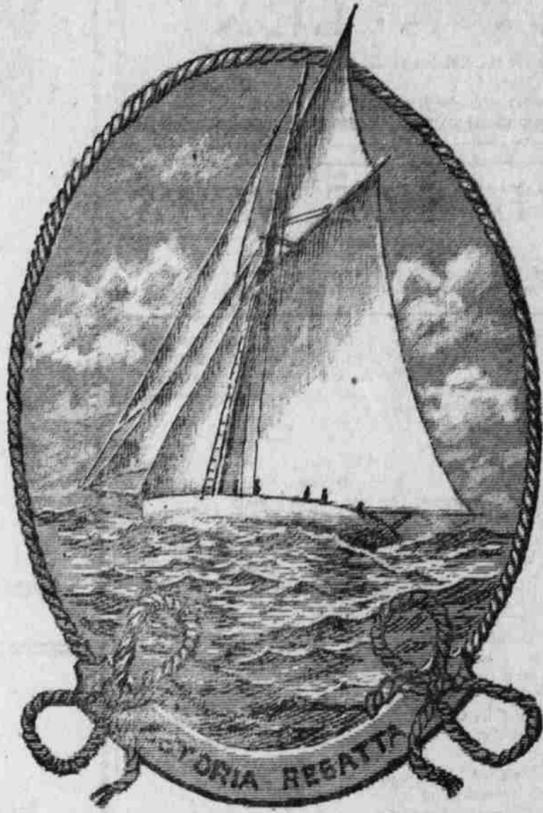
Mrs. Ostrand, Mrs. Pohl, Miss Flora Pohl and Mr. Robin spent Friday at Seaside. Mr. Robin will return to his home in Portland this evening.

One of the most delightful occasions of this summer season and the event of the past week was the receptions given by Mrs. K. Osburn and Mrs. Austin Osburn at their home on Irving avenue on last Tuesday and Wednesday afternoons. More than 50 ladies were in attendance each afternoon and all are loud in their praises of the kindly entertainment and lavish hospitality extended to them by their charming hostesses. The Mesdames Osburn were assisted in receiving by Mrs. Lounsbury, Mrs. Robert Blair and Miss Gilbert. Cards was the amusement provided for each afternoon and the ladies holding high cards on Tuesday they were Mrs. Prael Sr. and Mrs. Herman Prael. On Wednesday Miss Dickenson and Mrs. Blair were the fortunate prize winners. The Osburn home was beautifully decorated for these events with ferns and masses of cut flowers.

Mrs. Charles H. Callender, Mrs. R. B. Dyer and Mrs. Brink have issued invitations for a picnic to be given on Wednesday next at Knappton, Wash. The Julia E. has been chartered for the occasion, which promises to be a very happy one. Mrs. Brink leaves soon to reside permanently in Portland, and this excursion has been arranged as a farewell event in her honor.

REGATTA NOTES

AUGUST 27-28-29



ROOMS WANTED—All persons having rooms to let on Regatta days, please write or telephone street number, price and number of rooms, to the secretary of the Regatta Committee. Phone 2901, Main.

Look out for Macbeth's Wild West Show on the last night of the Regatta Saturday, August 29. Pie-eating monkeys, two-legged tigers, freckle-faced lions, camels that never drink water, trunkless elephants, howless hyenas and a number of other animals peculiar to Astoria only.

Friday night, August 28, will occur the grandest illuminated marine parade ever seen on the Oregon Coast. Liberal prizes for the boats participating. Plenty of music and fireworks. Secure grand stand seat early.

Country Dance at Armory Hall, Flavel Dock. The only Dick Davies, inventor of the Regatta Jig, in charge of this show.

Tug of war during the three days

of the Regatta, between Finland, Sweden, Norway, Greece, Austria, America, Italy, Germany, France, Ireland, England and other countries too numerous to mention.

Arnold's great street shows unparalleled attractions day and night with fair treatment for all.

Three or four bands of music continually playing popular airs, including De Caprio's famous band of 31 pieces from The Oaks.

Farmers' Fair and industrial exhibit, including flower show in the basement of the Court House in charge of Expert Dow.

Queen of the Regatta and Admiral Shepherd will do the honors customary on the occasion.

Best decorated float in grand parade Thursday Afternoon, August 27, will receive first prize of \$60; second prize, \$40, and third prize, \$20. The society or union making the best appearance in this parade regardless of number will receive a beautiful pennant inscribed "Banner Lodge, Regatta, 1908."

Athletic program by members of the Coast Artillery, Fort Stevens and Columbia.

A baby show at which all the mammas will be pleased.

Italian Cruiser, "Puglia," will honor the occasion with their visit.

Scandinavian Saengerfest, Saturday night, August 29, and Sunday afternoon, August 30.

Log-rolling contest. Yacht, motor boat, shell, fish-boat and other water sports, including international single shell race between Laing of British Columbia, and Gloss of the United States.

Officials of Portland, The Dalles, Rainier, Vancouver, Ilwaco, Chinook, Cathlamet, Skamokawa, and other cities will be present.

No bills will be paid unless accompanied by requisitions signed by Chairman and Secretary of the Regatta Committee.

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The Week in Astoria Society

Miss Mary Daley has gone to Elk Grove, Cal., to visit with her sister, Mrs. W. E. Foster and family.

The members of the D. M. C. Club gave a tally-ho ride on Tuesday evening, going as far as Kamm's farm where they had a very enjoyable time.

Mrs. Will Young of Fort Stevens and Miss Maybelle Young entertained the members of the D. M. C. Club on Thursday at the home of the former. Five hundred was the game of the afternoon, Miss Alma Holmes winning the prize. The party left the city on board the Major Guy Howard

returning in the evening, having had a delightful outing.

Dr. O. Adair has been entertaining a house party at her pleasant home at Warrenton. The party is made up of the following Portland people and all are having a most enjoyable time: Captain and Mrs. Olin Hosford and Miss Hosford, Mrs. Lewis R. Fields, Prof. and Mrs. C. A. Grout, Mrs. Harkins and Miss Jessie Harkins, Mrs. E. T. Peterson, Mrs. Abix and son Victor

Misses Anne and Lillie Lewis of Fern Hill were in town yesterday on a shopping expedition.

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