

ST. JOHNS REVIEW

Devoted to the Interests of the Peninsula, the Manufacturing Centre of the Northwest.

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NOTES AND OBSERVATIONS

Various Topics of Local and General Interest Briefly and Tersely Treated.

Timely Matters Dealt With and Interspersed with Timely Suggestions on Local Affairs.

It is estimated that there will be over two million people attend the Lewis and Clark fair next year, and that the visitors will spend while here upwards of twelve million dollars. What is St. Johns, the Lowell of the West, going to do about a little exploitation to get its share of this vast sum? The Commercial Association should take the matter up and make a start. It is high time that plans should be developed and details arranged. The opportunities which will present themselves will be many, and St. Johns can be made to reap largely and richly, but we must get a move on at once.

One by one new industrial enterprises are being added to St. Johns. This week it is definitely announced that a brass foundry employing some thirty skilled men has bought property and will at once commence the erection of shops. Several other and equally important schemes are on foot, having for their object the location and erection of shops, etc. The fact becomes more apparent each week that the advantages offered for industrial enterprises here are being taken up by men who foresee the future importance of this district. The reasons for this condition are obvious. There is no longer opportunity to secure desirable sites in Portland at any figure within reasonable bounds, while property here can be purchased at reasonable figures, with every whit as good facilities as anywhere in the West. In ten years from this time, we feel safe in predicting, desirable locations will be just as hard to find as they are today in Portland.

The alley question is receiving a good deal of attention and nearly all the platting that has been done recently has provided for these necessary thoroughfares. Alleys are not only of great utility in a commercial and domestic way, but are beneficial from a sanitary point of view. Let the alley sentiment grow.

A building and loan association is one of the great needs of St. Johns. Such an organization properly conducted would be of great benefit to the wage-earner in securing a home on terms that would not embarrass him, the payments being small weekly sums. Can't some of our enterprising men take hold of this matter and push it to a successful issue. It will not only help the people, but benefit the city generally.

It does seem strange that the "knocker" is sometimes found among that class of people who live in a town where they depend upon the prosperity of the place for their living. However strange it may appear, though, it is true. St. Johns hasn't got many of this species, yet occasionally one bobs up and uses his "hammer" with a vim worthy of a better cause. Of all people who should rise above such methods, the business man ought to be the first, and whenever you hear one "knocking" the town, you can jot it down as a fact that he is here not permanently, but only for such time as he can turn to good account the opportunities offered in his particular line. Such men are a detriment to any community and are a burden the sooner unloaded the better. A man can't do very much "knocking" before his identity is marked, and the wide-awake citizen will drop him like a hot potato. If a resident can't find

anything good to say for his town, he owes it as a duty to his neighbor to say nothing. If in business, he is under still further obligations to the people who support him with their patronage to keep his "hammer" locked up.

St. Johns and the entire peninsula has a future before it seldom found, if ever. What we want is a good, enterprising class of business men, men who believe in the district, not only temporarily, but men who will identify themselves with its interests. These are the kind of people who will give confidence and encouragement to other people. We know of one instance where a stranger came to St. Johns with the fixed purpose of investing in property for a home. In conversation with a "knocker" he was plainly and without qualification advised not to invest, but wait a few years and property could be bought cheaper. The man, fortunately for himself, later fell in with a man who had invested and was investing more, and was given sound and reasonable advice. He bought property here, and will locate. The "knocker" hasn't got enough invested here to buy a town lot at the foot of Mt. Hood, but he had breath and tongue just the same as an enterprising citizen.

This talk about prices for real estate being too high in St. Johns is the veriest rot. It is not true, and the facts prove that it is not true. Where else on the coast can you go into a town not one-tenth so favorably located and buy a fine corner lot, one block from the street car line, surrounded by comfortable homes, for \$150? You can't do it, and you know it, if you give any thought whatever to conditions as they exist. Talk is cheap; in fact, mechanism has produced speech, but mechanism never produced brains, and it never will. The street corners and other rendezvous of the jaw-worker is prolific with gab, but we can't say so much for brains.

And now it's the bridge swindle in Portland. What next? It only requires that you find some public work done or being done in "the city of roses," probe it a little, and if you don't find an odor of "grafting," thieving, etc., it is only because you don't probe deep enough. Many of the taxpayers of Portland thought that when the "executive board" took charge things would go along all right. They did, too, until the reform mania struck the town, and now it looks as though the whole city outfit is painted with the same color, boiled in the same pot, just like the average restaurant meal.

One of the "cafes" of Portland has introduced the "Tanner creek cocktail." It may prove a good advertisement, but the name is rather nauseating to the taste of honest people.

It may not be generally known, yet it is true, that when Mayor Williams selected experts to examine the Tanner creek sewer, he came to St. Johns for one member of his commission and selected Captain W. W. Goodrich as one of the experts. He made a valuable member, too, and received high commendation for the excellent work performed. This is a proud distinction for our city, and a high personal compliment to the attainments of Captain Goodrich, one of our most distinguished citizens.

The Oregon legislature meets one week from next Monday. The dominant party has such an overwhelming majority in both houses that a big family row is expected over the division of the spoils. As usual, however, Portland will be on top, and may be expected to have things pretty much its own way.

Senator Mitchell and Congressman Herrmann have agreed to appear before the United States grand jury at Portland and tell all they know about the land frauds. Herrmann, from his somewhat questionable leave-taking of the land office, if he will tell all he knows, is liable to throw some light on the subject which may prove valuable in helping land some big 'uns in the penitentiary. You know politics nowadays makes some very strange bed-fellows, and the doughty congressman is a politician of the professional variety. We are not inclined to believe either of the members of the national branches of the government will say much that will make it very embarrassing for their "healers." The less said is the easiest mended, and if the government keeps on its crusade the number sent to the penitentiary for robbing the people might go too far to decimate the "good workers" at election time.

Bluford D. Sigler, a Portland councilman and assessor-elect of Multnomah county, was indicted by the grand jury, arrested, and is now at large under a bail bond. The charge is extorting money from a Portland contractor. The Oregonian explains that even though the county assessor should be sent to the penitentiary for a term, if he gets out in time he can go ahead with his duties of office. Strange as it may seem, the Oregonian is authority for the statement, and it may be correct. A pretty mess those Portland officeholders are making for the people.

The taxpayers of our southern neighbors will foot an interest bill within the next few days of something like \$105,000. A pretty snug sum for "the city of roses," and entirely too much for the body of "grafters" to have the handling of.

The Story of a Wonderful Town.

The Review has been favored with an advance copy of a booklet bearing the above title. It is profusely illustrated with scenes in and around St. Johns, while the water front and manufacturing establishments are given prominence. The text contains an elaborate description of the city, its industrial, manufacturing and other interests, and is altogether one of the most interesting and valuable booklets of its kind we have ever seen. From an artistic standpoint, it is most creditable to both compiler and printer. To Harry L. Powers, one of the staunchest and best friends this city ever had, is largely due the publication, and he has certainly earned the good will and commendation of every citizen.

Copies of the booklet will be mailed free to any address in this immediate neighborhood, or may be obtained by calling at the office of Hartman, Thompson & Powers in St. Johns. It will be ready for mailing, and those contributing to the work may obtain their share of copies Saturday.

The street railway company is extending its tracks east along Killingsworth avenue from Piedmont Junction to Union avenue, with the view, it is said, of running the St. Johns cars through to Portland. This route is taken because of the Burnside street bridge being less used for team traffic than the steel bridge, and better adapted for running the large cars. If this is the intention, and is carried out, it will prove a great convenience to the peninsula public, but it is only rumor.

HOW SHALL WE ADVERTISE?

Everybody Favors Some Form of Publicity at the 1905 Fair.

The Different Views of Some of Our Prominent Citizens as to Methods.

The question of advertising St. Johns and the peninsula district at and during the Lewis and Clark fair next year, is receiving some attention. The question as to the best method is being discussed. That something should be done is the opinion of every one with whom The Review has talked. A number of prominent citizens have expressed themselves, and we give below some of the various ideas in regard to the matter:

W. H. King, president of the Commercial Association, says: "I am in favor of advertising our resources and attracting the attention of visitors this way. I think the proper way would be to maintain a booth on the Fair grounds, in charge of a competent person, and prepare descriptive and illustrated literature, maps, etc., setting forth the natural advantages, and supply copies of same to every inquirer. I am most decidedly in favor of the scheme, and will support any reasonable plan."

Henry Bickner says: "By all means let the people of St. Johns do something to bring our advantages before the thousands of eastern people who visit the Fair. I think we should have a booth and keep it supplied with printed matter setting forth the facts in regard to this district. Much good would result from such a scheme."

Shepard & Tufts say: "Fix up a booth on the Fair grounds to distribute a booklet and other literature. Have a raised map showing the narrow strip of ground on the peninsula and the high range of hills on the west side of the river, to bring out the fact that the City of Portland must build down on the peninsula; also showing our fine water front on the Willamette and also on the Columbia Slough, showing the advantages of being below the drawbridges, giving to the manufacturer the best shipping facilities that can be obtained. We believe that this would do a vast amount of good for St. Johns."

W. A. Edgerton: "Certainly, if we want our city to attain the prominence it deserves, we must not 'hide our light under a bushel,' but adopt some plan to bring before the Fair visitors the vast resources of the peninsula and St. Johns. The Fair will present an excellent opportunity, and we should avail ourselves of it."

L. B. Chipman says: "The opportunities for advertising the district, which the Fair will offer, should not be lost sight of for a moment. I favor the maintenance of a booth on the grounds in charge of a capable person; keep on hand fresh and up-to-date literature, and supply all visitors with facts regarding the city. I think if we could secure special illustrated editions of our local paper from time to time during the Fair, and distribute them, it would be better than to depend entirely on booklets and circulars. I am in favor of doing the most effective thing possible."

O. L. Chapel says: "My idea of advertising St. Johns at the 1905 Fair is to place the location and facts before the people in such a way as to leave no doubt as to our superiority over all other Northwestern manufacturing cities. First, I would propose a large relief map to occupy about 12x25 feet floor space, which would show the elevation and general topography of the peninsula from the steel bridge to the confluence of the Columbia and Willamette Rivers, thereby proving we have sufficient water front to support a population on the lower peninsula of 100,000 people. Up to the present, the Columbia Slough has practically been lost sight of, but right there we have four miles of fine water front. On this map should be located all our industries, principal streets, buildings, car lines, railroads, etc. It would also be necessary to have a man well posted to give information and distribute literature. A boat should be and of course will be operated between St. Johns and Portland, so visitors may come by boat and return by rail, and if we give them the glad hand the population of St. Johns will double in 1905."

Dr. W. W. Hicks says: "I think cards or circulars with full information concerning St. Johns, to be distributed under the auspices of the Commercial Association, by persons whom that body may designate, would meet the desired end. I also think that special editions of our home paper

containing information about St. Johns might be used to great advantage in this connection."

G. H. Carlson says: "I think the resources of St. Johns should be set forth in proper manner at and during the Fair, and steps to that end should commence at once, and the thing to be done right."

Councilman Monohan says: "What is the best way to advertise St. Johns? I believe that the Review and the Commercial Club are the best mediums to advertise St. Johns. The Review, because it gives the reader a chance to see what is being done in and around our city each week; the Commercial Club, for the reason that it is composed of the business men of the town who are awake to the fact that we have one of the best locations on the Pacific Coast for anyone to invest in. Then the Development League is still another great advertising medium, one we don't want to overlook. Then I would suggest that during the coming Fair we devise some means whereby we can attract the attention of some of the great multitude of people who will flock to the Fair from the east and show them what we believe to be one of the most beautiful towns on the Pacific coast to locate in from a sanitary as well as a commercial point of view."

Mayor Charles A. Cook: "There are many ways of accomplishing the desired object, but on the spur of the moment it is hard to say what scheme or method is the best. One is publicity through the medium of a newspaper. The St. Johns Review, distributed among the visitors on the Fair grounds and at the hotels, constantly and continually would serve an excellent purpose. Especially would this be the case if issued daily in a bright and attractive form, and setting forth the advantages of our city in a pleasing manner. Of course there are many other methods of publicity, but the newspaper scheme, it seems to me, at first glance to be the most feasible and satisfactory; and while it could be supplemented by other means, I think it should not be left out in any scheme that may be adopted."

J. C. Scott, superintendent of the water works, says: "Of course, St. Johns must take some steps to advertise at the Fair grounds. I believe a large relief map, showing the topography of the peninsula, and special editions of our home paper distributed together with other descriptive and statistical matter. To maintain a booth and a competent attendant might entail too much expense, but by all means let us do something."

Van Houten & Rogers: "We believe a good way to advertise St. Johns at the coming Fair would be to have a man constantly on the ground to distribute attractive printed advertising matter, setting forth the many advantages of our city. A map—similar to one issued by the O. R. & N. Co.—showing St. Johns' geographical position and advantages relative to the two rivers, its harbor and wharf facilities and inducements to manufacturing plants, should form the basis of such advertising matter."

J. Henry Smith: "The best way to advertise St. Johns during the 1905 Fair is for everyone to throw open their houses to the visitors—not free, of course, but at a cheap rental for rooms. Let them come here and breathe the pure Columbia breezes and see our fruit, our magnificent cherries. Nothing convinces people like personal contact. I intend to throw open my home and to give my guests free access to the fine cherry orchard on the place. Some of my trees yield a ton of cherries apiece. Eastern people would not believe that unless they saw it with their own eyes. And then they will tell others and bring them down here to prove their statements. And those in town will tell still others, and St. Johns will get advertising that will bring in substantial returns. Of course printed matter is a good medium of advertising and should be used also; but the scheme I speak of should be the main one."

Mrs. Williamson, of Sumpter, Or., is visiting Mr. and Mrs. Rogers, on the Boulevard. Mrs. Williamson is interested in some valuable mining property at Sumpter. She expects to reside in St. Johns if she can purchase desirable property.