

THE ST. JOHNS REVIEW

Published Every Friday

BY MCKRON & THORNDYKE.

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FRIDAY, SEPTEMBER 15, 1905

WHERE TO TRADE.

THE firm that advertises the most liberally is the firm that can always offer the best bargains to the buyer. There are some who assert that where large advertising bills are contracted sale prices must range higher in order to equalize; but they who know declare it is directly to the opposite. They say that the large and careful advertiser so augments his sales that he can sell at a much smaller margin of profit than the firm doing no advertising because he handles so much more stock; and the stock is, naturally, cleaner, fresher and more up-to-the-minute and careful buyers flock there.

In every community it is the careful and persistent advertiser who works up the new business and constantly increases the old. People read papers perhaps more than some merchants suppose; and it is the advertiser who displays his timely bargains that reaps the trade of those seeking the best. It is true that there is a small per cent of buyers who never change their dealer; and the merchant who first gains this class is assured of their trade. The newcomer glances at the columns of the local paper before he decides upon a source of supply—and the ad which appeals to him the most will secure a patron.

The success of the great mail order houses has been in so wording their ads that the reader realizes precisely what the goods are. Those ads are written in a manner that appeals: the articles are carefully described in words which would be used if a salesman was showing the goods; and in every way the description is made complete. And the man who wishes an article of that sort—or half wishes he had it—sends for it. He buys it. He intended later perhaps to secure it—but the impression made by the ad was good and accomplished its purpose.

Local ads may be made to serve the same purpose. All it requires is space in the paper—and a desire on the part of the merchant to do business.

JAPAN WINS.

IT was by knowing how to move the men that Japan won out in the great game of checkers just pulled off with the czar: and while few of the peace commission realized at the time what Japan was securing every member now admits that the wily dwarfs were not dwarfed in statesmanship.

When Japan insisted upon the heavy indemnity she never expected to receive it, but sought by withdrawing that claim at the proper time to lessen the inspection of the remaining clauses of the treaty. And it so happened.

When the Japs sought that big indemnity the Russians were aghast and commenced to back up. After much consideration the Japs concluded that they could, "for the sake of peace," cut out that point if the balance of the articles were subscribed to.

These two sections, however, were shrewdly introduced:

Article 9—Russia cedes Japan the southern half of Sakhalin Island as far north as the fiftieth degree of north latitude, together with the islands depending thereon. The right of free navigation is assured in the Straits of La Perouse and Tartary.

Article 11—Russia engages herself to make an agreement with Japan giving to Japanese subjects the right to fish in Russian territory or waters of the Sea of Japan, the Sea of Okhotsk, and Bering Sea.

These paragraphs mean much to Japan because at a conservative estimate it is worth no less than \$25,000,000 every year! The first section is very simple. Combined with the other, however, it means that it has gained rights worth almost double the rights of America in the same line in the Pacific.

It is probable that had the indemnity been agreed upon these clauses would not have been inserted in the document; but when Russia was out-classed as a diplomat the wily foreigners smiled to a great extent.

KEEPING IT UP.

ONCE a lawyer said "What's the use of settling a dispute when it pays so much better to keep the trouble going!" And there was sound logic in his remark.

The trouble in the city council of St. Johns could have been settled, so many believe, some time ago had not the lawyer, smacking his chops over the prospect of a nice legal fee, seen an opportunity of promulgating the strife.

A bit of rhyme written almost a half century ago sarcastically expresses the point at issue. Two millers fell out over the respective rights of their grist mills. Unable to settle the matter by themselves, each called to his assistance a keen, sagacious lawyer. The rhyme follows along the case very nicely and at the close tells how the case culminated like this:

"The cost of these law services Were settled without bother; One lawyer took the lower mill, The upper mill, the other."

It now looks as if the city of St. Johns was going right along in about the same lines. The one side makes a proposition: the other virtually concedes to it; then there is hedging; then a semi-yielding. Then comes a flat refusal. Can it be possible that all fear a settlement—and that none desire it? Perish the thought!

How horrible would be the revelation should it be found that the whole gang of these learned heads so crammed with legal lore had met at the "Grille" or "Ye Tavern" and there completed the program while investigating highballs and shrimps! Ouch! How such information would hurt! And yet—oh, perish such a thought!—and yet—such a condition of circumstances might have existed! Shrimps and highballs have such a relaxing and broadening influence that some funny things frequently occur between the acts.

THE REVIEW would not have the lawyers so strenuously laboring upon the case of "St. Johns versus St. Johns" imagine for one moment that there was genuine fun in their methods; but there are some thoughtless people in this balliwick who have the nerve to assert that the whole business is a stroke of policy to fill in open dates during the Portland fair! Of course such assertions are preposterous and contain not the least iota of logic; yet how difficult it is to clear one's head after the idea of chicanery has taken root!

Suppose no lawyer had been summoned from his comfortable lair to seek to succour St. Johns: what would have happened? Does the most pessimistic think that the city would now be deeper in the throes of trouble? Or would it be where common-sense and fair argument could rend the veil of antagonism and toss aside the cloak of stubbornness and benefit the city?

With all due regard for the law and those who preach it THE REVIEW fears that the present legal entanglement but densifies as it intensifies; and that the more lawyers mixed in the more difficult of settlement becomes the whole trouble.

LOTS OF MONEY.

AMONG late bits of news furnished by associated press is that the czar of Russia has secretly agreed to pay from his own private purse an indemnity of four hundred million dollars. This amount will swell the total Japan is to receive to \$500,000,000—as Russia herself agreed to pay \$100,000,000 for the care of prisoners. It is claimed that this compact was made personally by the czar—he claiming the right to make any sort of agreement he chose so long as his subjects were not in any way harmed or oppressed by the deal. Five years' time was given in which to pay this amount.

HERE'S A POINT.

IF one lawyer can bluff a city council and win out, and three can tie up the council so it can't move hand or foot, how many lawyers will it require to fix the muddle so that the city can do business upon a legitimate basis?

GETTING SQUARE.

AND now President Roosevelt has dined the Russian, Baron Rosen. As soon as the Japs hear of this they'll butcher another American.

NOT ALWAYS.

BECAUSE a man lives off his relatives is no sure sign that he is a cannibal!

IDIOTIC STORY.

SOMETIMES a fellow tells of some personal performance so frequently, magnifying his work each time, that he forgets where truth is lost and lies begin. The following is from the Albany Democrat:

"Leo L. Loeb, of Chicago, is in the city. He was in Manitou Valley, Colorado, in August, 1902, when there was a big cloudburst. He sprang upon a mustang and warned the people down the valley, and is said to have saved 2,000. On the way his horse stumbled and fell 172 feet over a precipice. From a kick by the horse he suffered a stroke of paralysis, but remounted his horse and rode the remaining eight miles, making seventeen miles in one hour and three minutes. He has had twenty-seven operations and expects to have another in San Francisco, towards which he is working his way. An assistant to Dr. Lorenz is to perform it. He says he has spent \$11,000 so far. He is called the Paul Revere of the west."

That story would jar anyone who knew the facts. The lad, long a cripple, saw a dam bearing evidence of giving way. He rode four miles to tell the people of Manitou (most of whom lived so high on mountain sides and scenery that old Noah's flood couldn't have reached 'em) and shortly after the flood came down. Some of the streets had nearly two feet of water spreading over them when the returns were all in.

All eastern papers tell of how Loeb tried to "graft" all monied people of the east. Sometimes he was successful and sometimes not. Eastern papers are authority for the statement. But Loeb did no more than any fellow would have done—and saved as many lives as a cat has—nit. The tale as given in the Democrat is fairy or pipeful.

WILL HE DO IT?

ADDICKS, the gas-man of Deleware, threatens to make a great explosion if he isn't elected to the office he seeks. He has the books and swears he will deliver the goods. He claims that for years he has kept a diary—a great big double-breasted diary—of all the grafts, skins, chicanery and thefts committed by his peers—and, in view of the great advertising secured by Lawson, Addicks is under the impression that he, too, can win out by an expose. Very well. Let him do it: but he must be sure that when he turns state's evidence he gives no incriminating evidence. His book bids fair to be spicy, to say the least.

THE DIFFERENCE.

DID it ever occur to you that what we call "firmness" when on our own side is characterized when shown by the opposition as "simply cussed stubbornness?"

WE KNOW.

SAMOA volcanoes are now vomiting fire and ashes. Must have been eating too many prunes.

Was Badly Bruised.

As we go to press we learn that Samuel Cochran was injured at the Acme lumber yard yesterday while attending to the loading of lumber. Mr. Cochran was caught between two wagons and was crushed so badly about the breast as to fall to the ground unconscious. He was at once removed to his home in Portland (University Park) where physicians were summoned. It was found no bones were broken but he was badly bruised. It will probably be several days before he will be about.

Meeting of Board of Trade.

A special meeting of the Board of Trade is called for Wednesday evening, September 20, at the office of L. B. Chipman, Holbrook block, at 7:30 o'clock. There are important matters to be discussed—and every property owner, taxpayer and citizen is urged to be present—whether he be a member of the organization or not. Be at this meeting: it is very important; there are matters of vital interest to be considered. Attend whether you have joined or not.

By order of president.

W. L. THORNDYKE, Secretary.

We Caught Them.

Last week we mentioned that the Portland Manufacturing Company had commenced suit against C. D. Edwards and his associates over an infringement on "machinery." This was done intentionally to learn if the Portland papers copied directly from us. They do—and printed the matter as we gave it—when the fact is that the suit is upon a certain basket construction—as we were informed by Mr. Edwards. The defendants claim that they have not constructed one of the baskets as yet.

The Edwards company—The Portland Fruit and Hop Basket Company—is running night and day—having more business than it can attend to.

Try the "Par Excellence"; the champion cigar made in St. Johns.

AN OPEN LETTER.

Members of City Council Should Heed These Remarks.

MR. MAYOR AND GENTLEMEN:

We write this with the belief and understanding that each and all of you are conservative men and that all are anxious to continue St. Johns as a growing municipality. We are farther filled with the idea that you have been handicapped by a charter whose limitations are so wonderful and fierce as to provoke laughter from those who carefully read it.

You—each and every one of you—were chosen to the office you now fill by the voters of this town. It is true that some votes were cast against you—a most natural condition; but having been elected it is understood that all previous differences were dropped; that everyone desired you to do what was best for the progress and government of the city.

Until the matter of Mr. Edwards' resignation came to the front there was a spirit of unanimity at each meeting of your body; and the city thrived as it should. As soon as his resignation was filed a pressure was brought to bear upon him to cause him to attempt its withdrawal. As to the legality of the acts immediately following we are saying nothing. If he had the legal right to personally vote upon a matter in which he was so intensely interested—or whether common courtesy would allow him to vote upon a measure where he was vitally concerned—is not for us to say at this time. That he had the inherent right to withdraw his legislation from a community he was about to leave is patent to all: and that is a point we desire to emphasize.

Mr. Edwards has stated at various times that he wished to withdraw. One of his close friends has verified the assertion—but added "He is being forced into this fight by several who have influence!" Mr. Edwards has told us at divers times that he intended to resign as he was to move away. And yet, through some semi-hidden influence he is kept upon the teeter-board against his wishes, to the detriment of himself and to the blockading of all city legislation!

You will bear in mind, gentlemen, we are not presuming to dictate—nor to cite points of law for or against the legal aspect of whether or not Mr. Edwards is a member of your council. It is merely the right of Mr. Edwards to withdraw from a body of law-makers to which we refer. Upon this point it seems there can be no weighty controversy. Were he under bonds his withdrawal would have to have the consent of his bondsmen before he could relinquish his office—but this condition does not exist. So far as his desire to withdraw is concerned Mr. Edwards is his own master—but for his actions in delaying any legislation he is answerable to every one of his constituents and to the whole city of St. Johns. He cannot be forced to hold his position if he sees fit to do otherwise: no power on earth can force from him his "aye" or "nay."

In view of all surrounding conditions we would ask you, gentlemen of the council, would it not be better to drop all attempts to keep him where he does not seek to remain—and to elect a successor who would promptly qualify: thus allowing city business to be legally conducted?

The one reason for this insistence of his remaining is to "have him exonerated." Exonerated of what? Of selling his property? Of being in business in Albina? Of presenting his resignation to the council? Or what? There is no charge against him—save that he, himself, desires to be released from his duties as councilman—and from that it is necessary to "exonerate" him?

In all honesty, we believe that some of the members of your council are crippling the city because of the present blockade. There can be no argument over this assertion: the opinion is unanimous. Mr. Edwards should be allowed the right of his desire to withdraw, and a successor chosen immediately.

No matter who the man may be, let him qualify and let the council do business. Such a course will be cheaper—financially, socially, morally—than to use the courts; and will be much quicker. Will you do it?

Keep Your Eye On St. Johns.



BUILT BY

W.C. ADAMS

CONTRACTOR

and BUILDER

ST. JOHNS WORK

FOR

ST. JOHNS PEOPLE

Shop Second Door West of Postoffice

ST. JOHNS, - - OREGON

Keep Your Eye On St. Johns.

REDUCED PRICES

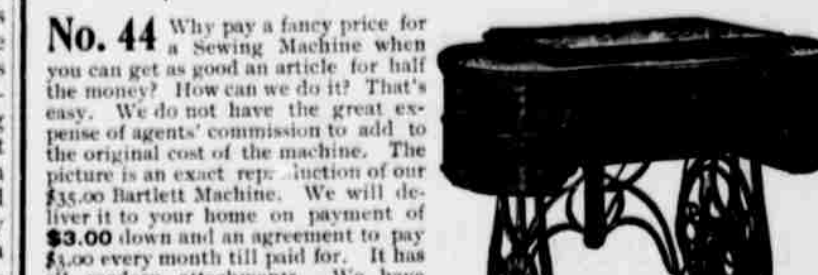
In order that we may come in touch with the new people who are rapidly populating the wide-awake town of St. Johns, we have decided to quote them reduced prices during this month. Bring to our store this ad, or at least refer to these specially advertised articles by their number or otherwise, and obtain the reduced prices quoted here. GOODS DELIVERED FREE



No. 1 The above illustration is intended to represent a very pretty parlor set, upholstered in high-grade velour with raised floral designs in beautiful shades of red and green. Frames are of artistic design and have mahogany finish; strong and durable. This is a bargain you will appreciate, if you wish to tone up your parlor, for we are going to make a St. Johns special of it at only \$25

A \$65.00 Machine for \$35.00

No. 44 Why pay a fancy price for you can get as good a Sewing Machine when you can get as good an article for half the money? How can we do it? That's easy. We do not have the great expense of agents' commission to add to the original cost of the machine. The picture is an exact representation of our \$35.00 Bartlett Machine. We will deliver it to your home on payment of \$3.00 down and an agreement to pay \$3.00 every month till paid for. It has all modern attachments. We have other machines for \$20 on same terms.



We Will furnish your 5-room cottage complete for \$20 down and \$2.50 a week

Get the "Prize Eclipse" Heater

A first-class Air-Tight Heater. Heavy steel body, cast-iron bottom, top and main front. Cast inside sectional linings 12 inches high, encircling entire inside of body, protecting steel from fire. Swing smoke guard. Nickel-plated wings top and foot rails. Nickel-plated name plate (not shown by illustrations). Lever turn keys, spring slide knob, large fire door opening. The best Air-Tight Heater on the market. Price \$8.50

A LITTLE DOWN: A LITTLE AT A TIME

I. GEVURTZ & SONS

173-175 First St. 219-227 Yamhill St.

Is Not A Chopper.

Dr. L. M. Hensel rigged up a clothesline for domestic use last Monday. It was a good line—and the medical man did a careful job of it. Shortly afterwards Mrs. Hensel desired some fuel and put her foot down that as far as she was concerned she'd not split the wood. Hence the accident.

Whiniver annybody offers to give ye something f'r nawthin' or something f'r less thin its worth, or more f'r something thin its worth, don't take anny chances. Yell f'r a polisman.

Mr. Dooley.

Our goods are not offered for nothing.

Our goods are not offered for less than their worth.

Our goods are worth all we ask for them.

If you've not been in, call and see us.

St. Johns Bazar on Broadway

FRESH MEATS

prompt delivery and courteous treatment when you order from the old reliable

St. Johns Meat Market

Strangers coming into St. Johns will find their trade well appreciated, and their wants supplied to their satisfaction, by

E. DONNELLY,

St. Johns Market

Jersey Street ST. JOHNS, OREGON

The Hazelwood

E. P. TOGNINI, Prop.

Is an up-to-date quick Lunch, Cigar, Confectionery and News Stand. The Celebrated Hazelwood Cream and Butter kept in stock.

Corner Jersey St. and Broadway

St. Johns, Oregon

O. M. FAULK O. F. MERRILL

Faulk & Merrill

Coal, Hay, Grain, Flour

Ground Feed,

Paints, Oils and Building Materials

Phone East 713

University Park, - Oregon

NOTICE TO ADVERTISERS.

In order to insure a change of advertisement the copy for such change should reach this office not later than Wednesday, at 3 o'clock p. m. Please remember this and save the printer lots of "overtime" work.

Keep Your Eye On St. Johns.

AN OFFICIAL DIRECTORY

S. H. GREENE

Attorney-at-Law.

Office: Room 9, Breeden Building, corner Third and Washington streets, Portland.

Residence: Saint Johns

Goodrich & Goodrich,

ARCHITECTS

Saint Johns and Portland, Oregon

Lawrence M. Hensel

PHYSICIAN

Office on Jersey street in Livermore house, opposite St. John and Door Co. Phone Scott 1748

SAINT JOHNS, OREGON

Dr. W. E. HARTEL,

DENTIST

Local or general anaesthetics administered if desired.

Freedman Block, St. Johns

Dr. MARY MacLACHLAN

Physician and Surgeon.

Office hours: 9 to 12 a. m. 1 to 5 p. m. Residence Phone Scott 635. Office Phone Union 6994. Office over Elliott's drug store.

St. Johns, - - Oregon

Dr. E. W. ROSSITER

PHYSICIAN

Office next door to Elliott's drug store. Phone, Union 4062. Residence on John street, first door south of Wrinkle's residence. Phone, St. Johns, - - Oregon

T. T. PARKER,

Attorney-at-Law.

Office: Cochran Block, next door to postoffice.

Saint Johns - - Oregon

Carpenter & Dolbow

Plasterers, Brick Masons and Cement Workers. Estimates given and satisfaction guaranteed. Refer to editor of this paper, 735 Wayland street, University Park. Phone Union 6797.

ST. JOHNS EXPRESS

HARRY LYLES, Proprietor

Goods delivered, crated or unpacked, in city or Portland. Planos a specialty. Leave orders at Bickner's. Phone Union 6998.

ST. JOHNS, - - OREGON

THE EASTERN HOME

J. S. CAIN, Proprietor.

Meals by the day or week. Board per week, \$4.00.

Cochran Block - - Jersey Street

Saint Johns - - Oregon

N. A. GEE

House Mover and Repairer

Houses moved, raised and repaired. Odd jobs of all kinds. Prompt service, reasonable charge. Ivanhoe and Catlin streets.

Saint Johns - - Oregon

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Chicago Rooming House.

Good rooms from \$1 a week up. Corner Chicago and Ivanhoe streets

Saint Johns - - Oregon

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Clothing cleaned, pressed and mended with care and promptness. Ladies' clothes a specialty. Old Postoffice Building

Saint Johns - - Oregon

G. W. OVERSTREET,

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Columbia Boulevard and Central Avenue.

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Practical repairer of boots and shoes. First class work guaranteed at reasonable price. Shop on Tacoma street, rear of W. J. Peddicord's office.

Saint Johns

Bon Ton Barber Shop

First class work and clean hot towels for patrons. Hair cutting a specialty.

Agents for West Coast Laundry.

Jersey street St. Johns

The G. HEITKEMPER CO.

Watchmakers, Jewelers, Silversmiths.

Importers and Wholesale Dealers

286 Morrison Street, between 4th and 5th St.

R. WILCOX,

Dray and Baggage Line

Piano Moving a Specialty.

Leave orders at Blackburn's Furniture store and they will receive prompt attention.

CENTRAL HOTEL

ST. JOHNS

FURNITURE AND LEASE

of this 30-room hotel

for EXCHANGE

for improved or unimproved St. Johns property. Rooms all rented. Lease \$50 per month.

Rogers & VanHouten

Phone Scott 3104. St. Johns