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# ST. JOHNS REVIEW

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Devoted to the interests of the Peninsula, the Manufacturing Center of the Northwest

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## FOR A MARKET.

### Merchants Of St. Johns Should Work Up A Larger Business.

For some time past several of the business houses here have been contemplating a trip to the rich and fertile valley across the river for the purpose of getting acquainted with the dwellers in that locality.

There is no reason why the trade of the farmers in that locality should not be diverted to St. Johns as soon as the new ferry shall be in operation. If the merchants of this city will get together and so arrange matters that there will a market for their products, and will properly advertise the goods carried in stock it stands to reason that the trade of that community can easily be diverted to St. Johns. But this will require an effort—a united effort—upon the part of the business men.

City Engineer Goodrich has his own ideas upon the subject. He favors this reaching out for the trade that is legitimately ours—but he desires the city to take the initiative. He has the following to say:

"Now that a ferry is a near certainty, there should be a central site purchased by the city of St. Johns at once, upon which there should be erected a commodious market building with a public hall above, and stalls or booths below for all classes of hucksters that may come to the splendid city of St. Johns with their wares."

"This same market house will be an imperative necessity for the citizens of St. Johns, where at all times of the week day they may find the household supplies fresh from the gardens, and eggs just from 'ye gentle hen'."

Just at this time we consider that the city, by itself and unaided by private enterprise, could not erect a market-house such as Mr. Goodrich would desire—but his suggestion is a good one. His plan is to have the affair a municipal one—where everyone who desired could have a booth and where a market for products could be assured. The increase in the value of the site would, in a few years, amply repay the expenditure for the building.

But, whether or not the city shall build such a mart, some steps should be taken to secure the trade from across the river which now goes six or seven miles to Portland. If our business men can by careful advertising show those people that they can do as well or better by ferrying their produce across the river—and that they can supply their needs by buying here—there is no reason why the business cannot be secured.

We believe that the owners of the ferry soon to start would make some satisfactory rate for the return trip of those farmers who would bring their produce here and buy of St. Johns merchants. It will be for the interests of the company to do so—to encourage new trade which would be of advantage to all concerned—and to get the citizens peopling the fertile and prosperous community to the west of us into the "habit" of trading here.

If the business men of this city could but see the business which would naturally trend to St. Johns if such a market could be put into proper shape, and how valuable would become the holdings as time passed, the merchants would not be averse to going into the deal.

This is a matter that should receive the prompt attention of every business man in St. Johns. Do it now!

### Grim Death Wins.

At Sedalia, Missouri, Robert Brown died on Tuesday. He was sixteen. Football injuries killed him. There is no moral to this slight incident.

Most of the shack office-floors ought to be caulked and pitched about this time of year. It's no wonder so many have cold feet.

ment places the city on a more solid foundation—and raises all values approximately over the entire city.

St. Johns will spread out. It must. It will be more thickly built up. It must be. Every foot of this Peninsula will come to a good figure as time passes. It is bound to be a locality of business and of homes.

## MAKING PROGRESS.

### Things Seem To Be Looking Up All Over St. Johns.

The next twelve months will see greater impetus in all lines of business in St. Johns than has ever been seen here before. This is not stated to "boom" anything or anybody: it is a fact which every present condition forebodes, and which every careful man may easily discern—if he will but investigate.

Outside parties as well as our own home people realize that there is a great future for St. Johns and are commencing to sit up and take notice. Values all over the city are striking a lively gait—because the trend of careful buyers is here upon this Peninsula. With its fine water-front for all sorts of manufactures and its magnificent residence district there can certainly be no money lost by those seeking careful and conservative investments.

At present there are eight brick buildings under contemplation. Three of these are certainties. Excavation work for the Holbrook block will commence at once. This is to be beside the M. W. A. hall—and will be 50x80 feet in area and two stories high. Then there is the new hotel—and the large brick to be erected by the chinamen.

Property values are good—but not prohibitive. W. H. King has refused \$3,000 for the 25-foot lot where the St. Johns market now stands—just because he believes that it is really worth in excess of that figure. The lot whereon is the little office of Dr. Rossiter has recently been twice sold: the first time it sold for \$1,300—and a few days later it was bought at \$1,500 by a man who has refused several hundred dollars in advance of what he paid.

H. E. Wagoner has purchased the St. Johns hotel property—which includes three lots and the building—at a figure somewhere around the \$4,000 mark—and has already refused an offer in advance of what he paid. He bought for an investment and will not sell even in the near future. It is possible that he will erect a brick block with a 75-foot front in the spring.

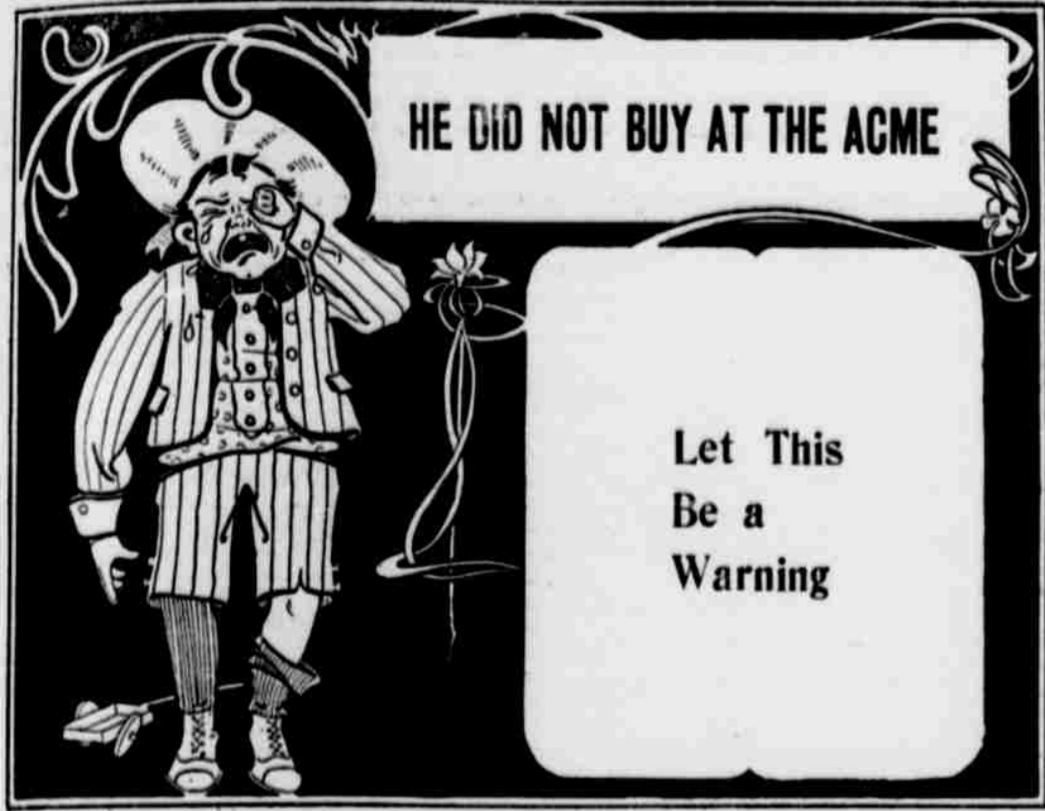
Just north of the city—but practically in St. Johns—the American Investment Company has sold 52 acres off the Gatton tract, embracing some of the bottom land, for \$20,000. This was bought by E. B. Holmes.

On Charleston street on the river front the General Electric Company has bought a \$600 lot whereon it will erect a sub-station. This company realizes what a vast increase will come to its business here in the next few months—and proposes to be strictly in touch with the public demand. Two huge transformers—each of 275 kilowatt capacity—have been brought here and even now are awaiting to be installed in the building not yet erected. This sub-station, it is hoped, will render the service for St. Johns much more efficient.

P. J. Peterson has sold to a party in Oakley Green and she to the St. Johns Hotel Company his corner lot on Burlington street, just east of Poff & Carey, (opposite the city hall), for a very tidy sum. The price has not yet been made public—but the location for a hotel will be an admirable one. All adjoining property will be benefited by the erection of so fine a hotel as has been promised by the projectors.

Work upon the Marine Boiler Works is progressing as rapidly as conditions will permit—and the building will soon be ready for occupancy. The new St. Johns Lumber Company is still under way—Manager Francis now buying machinery for the plant—and will, before long, be an actuality. A rumor was current last week that the company had "sold out"—but how this could have originated is a mystery, as nothing of the kind has been ever suggested. The company is a strong one in all ways—and will push its plant installation as soon as Mr. Francis returns from the east.

These are some of the things which add to the interests of St. Johns. These enumerations are but the mentions for a few days; and each day makes its own record. As the weeks pass records like these will increase rather than diminish—because all environments are conducive to growth and betterment of the community. Every ten thousand dollar improve-



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# St. Johns Is Growing Nicely