

ST. JOHNS REVIEW

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

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NO. 7

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MAY FIND OIL IN ST. JOHNS

Strong Indications of the Existence of This Fluid Discovered on the S. J. Ogden Farm

That St. Johns may become the center of a great oil region is the hope and expectations of some of our good citizens. For many years there has been indications of gas on the flat, bottom land on what is known as the Ogden farm. Some time since Mr. Ogden, because of these evidences of the presence of oil below the surface, secured a fine boring outfit and has been industriously perforating the earth's crust. He has reached a depth of between 800 and 1000 feet and expects to strike oil within two or three hundred feet more. As he goes down he finds more and more evidence of oil. The escape of gas becomes stronger and stronger. Great bubbles of gas rise to the top from the deep hole. There is a constant flow of water from the pipe now, and even if he does not succeed in striking oil, he will have a flowing well which will at least pay him for his trouble, for it will be sufficient to irrigate his fields and gardens.

Mr. Ogden has put a six inch casing down as far as he has gone but as soon as he gets to the proper formation he will reduce it to four inches and continue on down until he strikes the oil bed. He declares that it is simply a matter of getting to it. He has enough of the finest fuel already cut to run him during the entire season and as soon as the weather will permit and he gets through with his jury service he will open up and endeavor to make a home run on the oil. Mr. Ogden is one of our most enterprising citizens and we trust he will strike it rich. It takes a great deal of energy and enterprise to go to the expense of pur-

chasing an outfit such as Mr. Ogden has, and to operate the same. It has cost him several thousand dollars and will cost several thousand more, perhaps, before he can receive any returns from the well. Such enterprise is thoroughly deserving of the best of success and we hope Mr. Ogden may receive it and that he may realize his highest expectations.

Did you ever stop to think what it would mean to St. Johns as a city if an oil well such as those found in many sections of the west and south should be located on Mr. Ogden's farm? It would double the population within six months. It would treble the value of property, particularly in the north end of the city in half that time. There would be a dozen derricks, perhaps many dozen of them put up and as many wells put down searching for the oil. When these began to operate great reservoirs would have to be built to contain the oil. Immense tanks constructed for the same purpose, a refinery would be built, for refining the crude oil and turning out two different by-products. All this would be done with a rush and it would require thousands of laborers to accomplish it and many skilled workmen besides.

It would mean also that there would be unlimited fuel right at our doors for factory purposes; gas, for light and heating purposes and many other things which would add to the wealth of the city and the people generally, and we believe that we are expressing the general sentiment of the people when we wish Mr. Ogden the desire of his heart in this matter, and that it may soon be realized.

Multnomah Valuations

The following from the Oregonian Wednesday, December 16, will be of interest to our readers.

Taxes in Multnomah County for the year 1909 will be levied and collected on an assessment roll aggregating \$236,187,737. This is an increase of over \$3,000,000 in 1907. A recapitulation of the roll, following the work of the County Board of Equalization, was made yesterday by Deputy County Clerk Rose. The amount of property available to the different districts for the purpose of taxation is as follows: County, \$406,187,737; school district No. 1, \$1,100,167,160; city of Portland, \$215,836,419; Port of Portland, \$230,764,762. The assessments for the same districts in 1907, and on which taxes were collected this year, were as follows: County, \$233,141,058; school district No. 1, \$1,219,915,205; City of Portland \$215,579,835; Port of Portland, \$227,032,183.

The various tax levying boards will meet during the next two weeks and determine the levy that will be necessary in the different departments for 1909. The total levy for 1908 was 14.2 mills but by reason of the increased demand for funds with which to conduct the various departments in the county and municipal governments, it is expected the levy for next year will be higher.

The valuation of the taxable property in cities and towns in Multnomah County for the year 1909, is as follows:

City of Portland	\$215,836,419
City of St. Johns	2,697,825
City of Gresham	194,220
City of Troutdale	163,145
City of Fairview	106,920

The valuation for St. Johns, \$2,697,825 seems a little high as compared with Portland when we consider the vast territory over which the big city is spread.

In Destitute Condition

A Mr. Hill, living on Brunswick, near Portland boulevard, was injured recently and has not been able to work since. His family is in rather close circumstances and if their friends would help them in the matter of provisions during his illness it would be greatly appreciated and would be doing only as one would like to be done by. Especially during these Christmas times these deserving ones should not be forgotten. Anything in the shape of provisions should be left with Scates Brothers, where these people do their trading, and it will be delivered.

Note the label on your paper.

Burglars in St. Johns

There was a bold burglary committed sometime during Friday night at the tailor shop of Hagensen & Smith on Jersey street. These enterprising gentlemen had a number of new suits just finished and one or two in for cleaning. All these were taken, besides several pairs of pants and some overcoats. There must have been several in the gang who did the dirty work, for one man could not have well carried all that was taken. They ransacked the drawers in both the tailor shop and the millinery store adjoining but nothing except the clothing is missed. The burglars did not even take any of the cloth on the shelves of the tailor shop.

They gained access to the store through the back door of the millinery store which they broke open and then broke through the door between the two rooms. Evidently they were careful to keep watch and when the police were in some other part of the city they did their work here. Up to "going to press" there has been on clue to the robbers and it is likely they have made good their escape. It is too bad that a lesson could not be taught these light fingered gentry that would stop their operations. A good load of buck shot judiciously applied would be about the best remedy and our citizens should be prepared to administer it on short notice.

Pretty Calendars

We have received three pretty calendars for 1909 so far this season. One from the St. Johns Hardware company, which we happened to see when it came to them, another, that of Thompson & Ogden, real estate men located at 848, Mississippi avenue, Portland, which is a very large, beautiful specimen of the printer's art and is ornamented with a fine lithograph of the beautiful painting "Christening the Baby", a scene of the 17th century, by Ferris. The last one was received this week from the St. Johns Ice and Cold Storage company, which is a very fine panel picture entitled "The Passing of Summer", being a copy of that exquisite landscape by Lamasure. These calendars, when they have served their purpose through the coming year will be fit to grace the parlor during a number of other years as pretty ornaments on the walls.

Eggs 50 cents a dozen. It is the hen that lays the golden egg now, and she would be a goose if she didn't.

Note the label on your paper.

DOINGS OF THE CITY COUNCIL

The City Dads Convene and Transact Their Usual Budget of Municipal Business in a Satisfactory Manner

The 37th weekly session of the city fathers convened in their weekly Tuesday evening and after the opening ceremonies Mayor Brice gave Messrs. Donnell and Long, representing the St. Johns Gas, Light and Heat company, a hearing. These gentlemen met with the council to assure them that the former holder of the franchise had no part or lot in the matter and that they were using every endeavor to establish the gas plant and that they did not at first understand that fees of \$200 were payable until after the plant was in operation, but that they would pay these fees on or about the first of January and that they would turn all money received for gas stock into the city treasurer's hands to the amount of \$1000 as a deposit to insure the installation of the plant to be held until the machinery was on the ground. They also said they would have this \$1000 on a bond for that amount in their hands by about the 15th of January. They invited the most careful inquiry into their manner of conducting the business and the standing of the holders of the franchise, that they were trying to do this business on the square that they were not millionaires trying to rob the people or to do anything else that was not legitimate. That they had turned back into the market three-fifths of the entire stock of the company, so that the balance of power would rest with the stock holders and not with the present holders of the franchise, that all they desired was that they might be getting interest on the money they had invested in the enterprise. This they would do just as rapidly as possible and what they particularly desired was that the council would cease knocking the enterprise as it had been doing and thus prevent their selling the stock. They claimed they had two or three heavy investors ready to take hold of the enterprise at different times, but upon inquiry they learned that there was

a prospect of litigation with the council and it scared them out. That if animosity against the franchise on the part of the council could be overcome there would be no difficulty in building the plant, for the money, besides what they had themselves invested, could be easily raised and the enterprise launched. After the gentlemen retired the council discussed the matter and it seemed the sense of the council that if these gentlemen made good all well and good that the council would not interfere and that if they did make good, the council would give them every support it legitimately could.

Petition for profile of grade on Lehigh street was received and placed on file and engineer instructed to furnish profile as soon as possible. Petition to establish grade and improve Willis boulevard from the east line of Charleston street to the west line of Dayton street 30 feet wide with six-foot board walk and 12-foot curb on both sides was read and on motion of Davis petition was accepted and referred to the city attorney to ascertain record and status of the street lines.

City Attorney Collier made a brief verbal report on Willamette boulevard to the effect that in the original plat the street was laid out 80 feet wide, but that this was afterwards vacated. Then when the Mineral tract was replatted by Wolf & Zwickler it was made 20 feet wider, and he will make a written report at once to the council.

E. S. Wright presented a petition for permission to do the work of improving the street in front of his property himself. On motion the petition was referred back to Mr. Wright with the request that when the street was to be improved to present the petition at that time so as to avoid a repetition of the Kellogg street improvement fiasco.

St. Johns Transfer company made report of 7998 foot passengers, 125

single rigs and 123 double rigs during the month of November and a check for \$7.16 fees accompanied the report. On motion of Davis the two documents were received.

The county assessor's report of the valuation upon which the city tax levy will be made was read and was as stated last week, \$2,697,825. On motion of Bonham same was referred to the finance committee.

The following bills were allowed and ordered paid on motion of Bonham: J. H. Smith, 75 cents; J. F. Poff work on roller, \$3; same work on crusher, \$6; same work on Richmond street dock, 50 cents; P. C. Moffet, papers, \$3.25; Col. Elec. Co., lamps, etc., \$5.35; Oregon Wood Millery Co., charcoal, \$1.20; Portland Suburban Express Co., expressage, 75 cents; A. G. Smith, blacksmithing, \$18.65. Total, \$39.45.

Ordinance 206 then came up for consideration having been returned with the veto of the mayor on the same grounds as the previous ordinance repealing ordinance 183. On motion of Johnson it was passed over the mayor's veto with the same vote as before, Bonham and Miller against and all others for it.

This was a question between the contractors Hiller and Lind as to which of them should put in the gutters and crosswalks on Oswego street by reference to the record it was found that the bid of Hiller had been accepted for the sidewalks, gutters and crosswalks and that Mr. Lind was awarded the contract for the street grading only.

Adjourned to next regular meeting at which time, too, the new levy would be considered and if necessary an adjourned meeting would be taken from that date to finish the work. The council have some data this time to figure from, having a fine record kept during the past year this is an advantage over the year previous, when they had to guess at every item of expense almost.

Winter Short Course

The announcement for the Winter Short Courses at the O. A. C. has just been received, which runs as follows: Farmer's week, January 5 to 12; Creamery practice, January 5 to 12; Dairying, January 18 to 27; Horticulture, January 11, to Feb. 20; Mechanical arts, January 11 to Feb. 29; Household science, January 11, to Feb. 20. No examination or other educational test will be required; but no one will be admitted under the age of 16 years. There will be no fees in the farmer's courses. Those who attend the other courses will be required to pay a registration fee of \$1 in addition those taking the dairy course will be required to pay a laboratory fee of \$2 and a breakage deposit of \$3; those in mechanics a \$2 fee for blacksmithing and \$2 fee for wood working; those in the household science a fee of \$1.50. Board will cost \$3.50 to \$4.50 per week. More than 100 persons ranging in ages from 16 to over 50 years registered for the courses in 1908. The expense of these short courses is so small, the instruction so very practical and helpful and coming at the time of year when the ordinary mortal has the most leisure a large number of our people would do well to take advantage of the opportunity to gain a knowledge which they may not be able to obtain otherwise except in expensive experiments and in many instances great losses.

A Bitter Lesson

The following from the Tuesday Journal is a bitter lesson for those most directly interested and should be taken to heart by every boy and man who reads it. Can any man afford to take the chances of going the way Johnson goes? Note the remarks of Judge McBride. "Idleness, unthrift and dissipation" and the last is the father of the two former.

Judge T. A. McBride yesterday afternoon passed sentence of death upon Walter Montgomery Johnson, who Saturday evening was convicted of the murder of Elmer Perdue. The court heard the motion of Johnson's attorneys for a new trial, which was denied.

The court decreed that Johnson

An Interesting Address

Mr. E. O. McCormick, advertising agent for the Harriman lines in a recent address before the California Fruit Growers' Exchange at their convention in Kansas City says some things which are so applicable to all kinds of advertising that we think a pertinent to the occasion to reproduce some of his remarks. Our advertisers are a little shy in the use of advertising space in the Review. Of course it is their own business. We do not feel like urging our business men to use our space, for we would not like for them to come out on the street and take us by the collar and say "come in and buy". But we do know if they would use a little more printer's ink and advertising space in the Review and let the people know what they have for sale and the prices, that there would be more buying done at home, and less in Portland. We could not expect to stop altogether the buying in Portland if our merchants sold at ten percent below Portland prices and every column of the Review was filled with advertising; because some people would buy there and get skinned every week in the year anyway and think they were beating some one in St. Johns; but this class is so few in number that the loss of their trade would not be appreciable. But this we can prove, that our steadiest advertisers and best users of space in the stores that are doing the best business in St. Johns today. This rule will apply wherever you go in any city and in any country. It is a rule that never fails.

Mrs. Hannah Kane

Mrs. Hannah Kane, wife of Mr. John Kane, president of the St. Johns Lumber company, died at her home, 832, Mississippi avenue, December 14, of pneumonia. Her funeral was conducted at the Congregational church at the corner of Trenton street and Mississippi avenue Wednesday of last week, December 16th at 2 o'clock, p. m. That Mrs. Kane was beloved by all who knew her was attested by the many friends who crowded the church on this occasion, both from this city and Portland where she was known to a wide circle of friends through her work in the church and among her neighbors. Mrs. Kane was a member of the Mississippi avenue church and also a member of the Oregon Circle No. 171, Women of Woodcraft.

Mrs. Kane was a native of Scotland and came to America about 20 years ago making her home for a time at Glens Bay, N. Y. She came to Portland 18 years ago and has made her home in that city and St. Johns ever since. Two years of that time she lived here in St. Johns and made many friends here, who love her dearly for her kindness of heart and universal helpfulness among her neighbors. She is survived by her husband, and the following children: Mrs. O. P. Sexton, of San Francisco; Mrs. Belle Patton, of Portland; Mrs. A. L. Ashton, of Sellwood; Joseph Kane, of this city. Mr. Kane will make his home here in St. Johns and has the sincere sympathy of his many friends in St. Johns and Portland.

REASONS FOR HIS VETO

Mayor Brice Tells Why He Could Not Conscientiously Approve Ordinance No. 204

To the Honorable City Council, City of St. Johns, Gentlemen: Herewith, I return Ordinance number 204 without my approval.

I am inclined to take this action for reasons some of which I will set forth herein.

First, At the time the present council was elected the License question was not considered as an issue as concerning any action which the city council might be inclined to take. But every one knew this question was to be taken up at the June election under the provisions of the Local Option Law.

No one imagined then that there would be any question as to this law applying to the City of St. Johns.

On application by certain persons, a temporary injunction was granted. This injunction was asked for on the grounds that the provisions of the law had been violated in allowing precinct 89 to vote in conjunction with precincts 90 and 91.

This injunction was overruled and dissolved. Then the County Court declared St. Johns, including precincts 89, 90 and 91 as dry territory, and so the judgement of the Court stands today.

Now gentlemen I cannot see how you can issue a license to sell liquor in a territory which has been declared dry, unless you in contempt of court violate the order of the county court.

This order you will remember was that local option was in force in St. Johns, and that all saloons must close in accordance with the order of the Local Option law is not in force here?

Now do you propose to assume that the Local Option law is not in force here?

Have you sufficient grounds for so doing? We have the decision of the court in the Medford case as referring to the charter of Medford, but that was the decision of a competent court applying only to that particular charter.

Now gentlemen we only have the opinion of our city attorney and what I wish to give due respect to his opinion, yet I do not feel that we would be justified in placing this opinion above the ruling of a competent court. The opinion of our attorney leads me to the conclusion that if any special subdivision or section of the charter of 1907 has been copied and made a part of the present charter then its effect is the same as in the previous charter. But you will see by referring to Sec. 68, Subdivision 45 in the 1905 charter it reads as follows: "To regulate and restrain bartenders, saloonkeepers, dealers etc." The charter of 1907 enacted since the Local option law passed reads as follows: to "License

know, in good health and in good standing with the railroad. The conclusion reached by his friends was that the act of his baseball friend or the elaborate funeral suggested the idea to him, and he could not resist it.

I have reminded you of these facts as a prelude to what I shall later endeavor to make clear to you regarding the business in which you are engaged.

It has ever been a wonder to me how it can be that men and organizations can muster up courage to put large sums of money into lands, factories, machinery and materials; incur big payroll liabilities and other obligations; then, when it comes to the most important factor of all—that of making the product known—or in other words, making the people want it—to hesitate, to consider the public as a something apart from the business; a something to be, or not to be, none dependent on the judgment or perhaps whim of some individual, or to think of it as an expense, or say, a gamble. It seems to be true, however, even in these days so full of precedent, that many manufacturers, merchants and dealers who are never satisfied except they have the best procurable in machinery and men, location and materials, either fail down entirely when it comes to advertising, or do it with such half-hearted interest and doubt that such trials as they reluctantly accede to are failures. Perhaps I should not term them failures in fact; they are not generally failures as far as they go, but rather failures because they don't go far enough.

Now, if I can aid in dispelling doubts which may be entertained by any of the members of this association as to the efficiency of advertising for promoting its business—enlarging it where it is already established, extending it into new regions—I will be doing about the greatest service it is in my power to render you. To start with, you must recognize advertising as a commodity. It is imperatively necessary that you get this truth fixed firmly in your minds before you can hope to give it that broad consideration which its importance demands. Get away at once and forever from the idea that it is an expense. It is not an expense; it is a commodity; just as necessary a commodity in the selling

regulate, and restrain saloonkeepers, dealers in and manufacturers of" etc. Now you can see why the wording of this clause was changed and the word license added in framing the charter of 1907.

Simply because there was a question whether the council could grant license under the 1905 charter.

Now referring to the Medford decision you will see that there is a vast difference in the wording of the St. Johns charter and the Medford charter.

The Medford charter provides, "irrespective of any general law of the state on this subject, enacted by the legislature or the people at large"

The provisions of the St. Johns charter is as follows: "No provision of the law concerning the sale or disposition of any liquor in Multnomah county shall apply to St. Johns."

Now our attorney in his opinion has assumed that a court would not do this to mean the same as the Medford charter.

This may be good law and appear conclusive to one who is versed in the fine points of law as applied to restrictions on the sale of liquor, but to one who only understands the simple language of justice, it looks as if there was a wide difference.

Now in conclusion I wish to say, I am not biased by any private opinion which I may hold with regard to the sale of liquor in St. Johns, but I do not believe we have sufficient authority for declaring the Local Option law void in St. Johns.

We have the decision of Judge Gantenben "that the election and vote on this question was legal and according to law." Then we have the decision of the County Court declaring this to be dry territory and the order from Judge Webster that saloons must be closed in St. Johns.

Then we have the request from the owners of saloon licenses in St. Johns for a return of license money for unexpired licenses.

Gentlemen I cannot see how you can allow saloons to open in this city in the face of all this doubt and uncertainty.

You are still under the order of the County Court even though the charter provision is interpreted to mean the same as the Medford Charter.

Let it be proven, and decided by a competent court that Local Option law is void in St. Johns. Then you are at liberty to vote on this question, your judgement tells in to the best interests of the citizens whom you represent.

With this I submit to you Ordinance No. 204 for your final action.

H. W. BRICE, Mayor.

of oranges, as business is conducted today, as are the oranges themselves. I do not mean by this assertion that you cannot go on selling oranges forever without any advertising; but if I understand aright, one of the purposes of this convention is to see if means can be devised which will increase the consumption of oranges and thereby increase the sale of the product.

It is stated that Post, of Battle Creek derives a profit of a million dollars a year from Postum and other things which he has made people think are health-giving, or believe they like, and must have. Of course, I have no way of knowing if this statement be true. It may, or it may not be true, it illustrates what can be done in the way of boosting; boosting a product which in its finished state is composed of—shall we say—one part wheat and nine parts advertising? Again, if the statement isn't true, why even then it is a very good advertisement, all the same. Let me explain: When we read that Post clears a million a year, we are not likely to say to ourselves we don't believe it. We accept the announcement as a fact. Then we wonder what an awfully large number of people must be eating that stuff—stuff we have never even tasted. Most likely we feel we must be kind of old fashioned when it comes to taking up these new fangled foods, and the next thing we know we become one more devourer of a Post speciality.

I dwell on these examples as they are facts within our everyday knowledge, and will, I hope, aid me in demonstrating the soundness of my proposition. There is, however, much more to be said.

W. L. Markle, who has been employed as machinist at the Stanley-Smith Lumber Co. mill in Hood River valley for the past three years, is a guest at the home of his brother, A. W. Markle, in this city. The mill made a very successful run the past season, cutting 22,000,000 feet in eight months' run.

Words of great men all remind us. As their pages o'er we turn. That we're apt to leave behind us. Letters that we ought to burn.

Note the label on your paper.