

EDITORIAL ON BUSINESS

By A. C. GESLER of Calef Bros., Home Furnishers

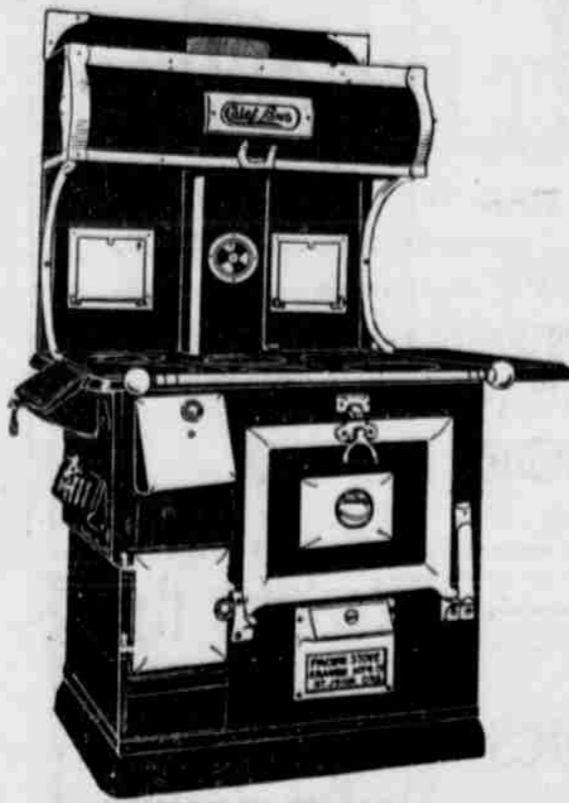
CREDIT, like other good things that we have, when properly used is beneficent; when abused, it is bad.

Once in a while a person is found who turns up his nose in disdain when credit is mentioned, especially as it relates to the purchase of house furnishings; yet that same man will perhaps not hesitate to purchase a house or a farm on credit. Why is it not just as commendable and wise to use such credit as you may have for your home furnishings, as it is for the other fellow for something else? One is as profitable as the other.

All business is based on credit; the affairs of life itself is founded on credit, which is but another word for confidence. Merchants in all lines must needs have and use their credit; no departments of business needs it more, and takes larger use of it than the bank itself; we merchants in turn look to the bank for credit and guard that confidence it has in us jealously.

In offering you credit for what you need in your home, we are saying: "We have confidence in you; we will trust you; treat that credit right; do not abuse it; do not take more of it than you can care for." Then will you find it beneficial, profitable and a potent factor toward contentment and right living.

Make your home cosy, comfortable and pleasant; then will your boys and girls stay there; so will you and your wife. There is more profit to you than can be computed in dollars and cents.



MADE IN ST. JOHNS

First class in every respect—a perfect baker, saving in fuel, quick in service, easy to keep clean, nickel parts absolutely plain, boiler riveted, triple wall body, asbestos lining full quarter inch thick, besides other special features. The greatest range value ever offered. Compare it with any \$50.00 Range and you will agree its a bargain at \$34.20.

Three Stores

Portland

St. Johns

Vancouver Opposite Postoffice, St. Johns



Three Stores

Portland

St. Johns

Vancouver

Local News.

Found—Pin with letter H. At this office.

J. J. Karr is erecting another neat cottage on Fox street near Myers.

For Rent—Light housekeeping rooms. 205 N. Edison St. 27tc.

The Owls will give a smoker on Sunday afternoon. Hooters, take notice.

Born—To Mr. and Mrs. E. S. Wright Thursday, May 11th, 1911, a daughter.

Wanted—Two or three furnished housekeeping rooms, near car line; inquire at this office.

All hats reduced. Come and see our line of up-to-date head-gear.—Elite Millinery.

Mr. and Mrs. Hinman and family of Lentz were guests of Mr. and Mrs. B. H. Hoover Sunday.

We have a bunch of second hand furniture for sale, including a nearly new St. Johns Range.—Calef Bros.

The Bachelors' ball club defeated the "Neversweats" by a score of 8 to 6 Sunday. Hoover and Fasset were the star performers.

Lost—Scotch Collie puppy Monday night, about 5 months old, had chain attached to collar. If found notify J. P. Wrinkle, St. Johns.

Mothers of St. Johns—Be sure to be at the Christian church this coming Sunday evening. There will be something especially for you.

The young child Leslie Vernon of John O'Neil died last Thursday evening and the funeral services and interment at Laurel, Oregon. Services by Rev. Guy R. Stover.

Lady wishes to rent 2 nice furnished rooms, or would be fine for light housekeeping, just the thing for couple of school teachers and near school. Apply at this office.

Elliott Gordon and wife left this week for Eureka, Cal., where they will remain for about a year. P. C. Stroud will occupy their Dawson street residence during their absence.

We wish to thank, through the columns of the Review, our many kind friends for the kindness and sympathy which was shown us in our hours of sorrow and bereavement.—J. W. Whitsell and family.

W. E. Swengel made a trip to Mosier Tuesday in the interest of his apple land up there and stopped off a couple hours at Hood River in the interest of the Orchard Ladder Co. of this place.

The hearts and hands of Mr. Guy Southwell and Miss Lucila Gagsletter of St. Johns were united in marriage last Sunday at 9:45 a. m. at the Evangelical parsonage by Rev. Guy R. Stover.

Dr. H. O. Brown, Chiropractor. Office and residence 415 North Kellogg street. Monday, Wednesday and Friday, 1.30 to 5 p. m. Portland 621 Marquam building. Tuesday Thursday and Saturday 1 to 5 p. m.

William A. Baker of the Layman's Home Missionary movement will speak Sunday evening, May 13, at Geo. H. McKee's home 1121 So. Gresham street. Subject: "When will Jesus come?" All interested cordially invited.

Lebanon will hold a strawberry festival for three days beginning June 1. The "Garden City," as Lebanon is known, will also have a rose show and a horse and stock exhibition in connection with the carnival.

There will be an afternoon tea given at the home of Mrs. H. A. Bicknase, 915 South Decatur street, on Wednesday, May 24, for the benefit of the Congregational church; the public is invited. The sum of ten cents will be charged.

United Evangelical Church—Sunday school 10 a. m., preaching 11 a. m. and 8 p. m. Junior K. L. C. E. 2:30 p. m. Senior K. L. C. E. 7 p. m. All are welcome. Morning, "Mothers' service," mothers invited; evening, "The Everlasting Gospel."—Guy R. Stover, pastor.

Christian Church—Sunday school 10 a. m., Preaching 11 a. m. and 7:30 p. m. C. R. 6:30 p. m. Junior Endeavor 3 p. m. Everybody invited to all these services. Tabernacle corner New York and Leonard streets. A cordial invitation is extended to all.—J. R. Johnson, Pastor.

Special Event

The Christian Endeavor of the Evangelical church made an special event of their regular business meeting and social this month in honor of Rev. Stover, the new pastor. The home of Mr. and Mrs. Johns on Dayton street was thrown open for the evening and after the regular work was taken care of the guests were divided into four groups, each group being known as a college under the name of its leader and designated by badges worn. Such strenuous and exciting contests as the standing broad grin, tug of war, and o-rowing contests were then indulged. The games were ended only when the social committee forced their way in with refreshments and the endeavorers departed at quite a late hour indeed for good little boys and girls, voting college contests a truly entertaining evening's amusement.

Mrs. Sarah Ellen Whitsell died at her home, 1028 East Mohawk, at 12:30 Saturday p. m. She was born in Nemaha county, Neb., in 1860. Came to St. Johns in 1901, where she has since resided. She had been subject to sudden attacks of illness for some time, and a day or two before her death suffered from a pain in the back of her head and neck, which gradually extended down between her shoulders, but was not thought to be dangerous. The end came suddenly while sitting in a chair and life was extinct before the physician could reach her, and the immediate cause of her demise was heart failure. She was a member of the Evangelical church and highly esteemed by all who knew her. The funeral was held at the church here and interment made in Milwaukee cemetery. A husband and one child survive, two children having preceded her to the other world. Rev. C. P. and Mrs. Gates came from Dallas to attend the obsequies, Rev. Gates officiating.

A concert will be given in the M. W. A. hall Friday evening, May 19th, at 8:30 for the benefit of the T. F. B. ball team; admission 25c. The following program has been arranged: Opening song by ball club; song, Miss Lewis; cornet solo, Chester Vincent; sketch—Schmeling, Samuelson; lullaby, Catharine McChesney; violin solo, Miss Alice Greene; piano solo, Mrs. Johnstone; recitation, Mrs. Geo. Hall; song, Dr. and Mrs. Brown; duet, Perrine and Shafer; Sketch, Lee and Bilyeu. Dancing, good music, everybody invited.

A series of free classes on the Mazadazituan theory of breathing and diet as the road to good health, will be given at the home of Mrs. E. L. Cox, 1029 South Ivanhoe, by Mr. Ross, teacher, of Portland. The first one will be held Friday evening, at 8 o'clock. All interested are invited.

We have a bunch of second hand furniture for sale, including a nearly new St. Johns Range.—Calef Bros.

MENU

ICE CREAM	ICE CREAM SUNDAES
Strawberry.....10c	Strawberry.....15c
Vanilla.....10c	Peach.....15c
Chocolate.....10c	Pineapple.....15c
	Nut.....15c
SODAS—All Flavors	PHOSPHATES
ICE CREAM SODAS	Claret.....5c
Strawberry.....10c	Lemon.....5c
Vanilla.....10c	Cherry.....5c
Chocolate.....10c	
Orange.....10c	SPECIALS
Lemon.....10c	Malted Milk Sundaes.....15c
Raspberry.....10c	Chocolate Fudge.....15c
Banana.....10c	Orange Egg Flip.....15c
Pineapple.....10c	Egg Cho Cola.....15c
Maple.....10c	Lime Juice Flip.....15c
Root Beer.....5c	Nut Salad Sundae.....20c
Lemonade.....10c	North Bank Special.....25c
Grape Juice.....10c	Malted Milk Egg Shake 20c
	Egg Phosphates.....15c



NORTH BANK PHARMACY

HOME OF THE FAMOUS NYALS and A. D. S. REMEDIES. "CURRIN SAYS SO." WE DELIVER EVERYWHERE FREE. PHONE COLUMBIA 207.

Ginghams that do not fear the Suds or Sun

"Handsome is as Handsome Wears" would be a good saying to apply to ginghams. Many are good until the "first tub" and then— The Ginghams you find here, are true to their colors. They will not run or fade. Buying wash fabrics at this store is insuring novelty of design, variety of coloring and superior quality.

The new spring arrivals await you radiantly pretty and moderately priced at 12 1/2 cents per yd.

Shantungs—a favorite summer fabric at 35c Storm Serge for sailor suits at \$1.00 Cotton Poppins—possessing unusual charms at 18c Batistes, Pongees, Panamas, Etons, Dimities and Challis—just right for smart clothes.

Ladies Home Journal Patterns and Suitable Accessories to make up these Fabrics

Lest You Forget—Our stock of men's \$15 suits has been increased, also Ladies, Misses', Men's and Children's shoes, Oxfords and Poms for spring and summer. Let us show you these.

COUCH & COMPANY

Pioneer Merchants

Opposite City Hall

Phone Columbia 137

How About Your GROCERIES?

This store is the only one in St. Johns that sells groceries exclusively. Therefore, we are in a position to keep our stock fresh and the best that can be secured. No stale or poor quality of anything is kept on hand. Fair and courteous treatment and prompt delivery are at your command. Give us a trial, if not already a patron.

NORWEGIAN PATRONAGE SOLICITED

A. B. LINDBOE

111 West Burlington Street

Look Upon Our Company as a Source of Sound Advice

A modern utility organization insists upon knowing that its service is satisfactory. Service cannot be satisfactory if a patron uses more electricity than he needs. Therefore we encourage the intelligent and economical use of our service so that the consumer will get FULL VALUE for his expenditure.

We have no control over the wire, fixtures, lamps motors, and other electrical appliances on your premises. But we can advise you as to the best methods of installation and can give you the benefit of the most scientific thought on all electrical questions.

Our experts can tell you how to get the most and the best light and power for the least money; what appliances are the most economical and efficient and can otherwise assist you in many ways. It costs you nothing to consult the experts of our Contract Department.

Portland Railway, Light & Power Company
7th and Alder Street

Few Reminders of Spring

Lawn Mowers, Sprinklers, Hose, Garden Tools, Seeds and Fencing.

You will find our stock of these articles complete and the prices right.

St. Johns Hardware Co.

LUMBER: Slabwood:

Rough,	Prompt	Dry,
Dressed,	Deliveries.	Green,
Flooring,	Quality	Blocks,
Finish.	Guaranteed.	Trimnings

ST. JOHNS LUMBER CO.

Phone Richmond 131

Why not buy Winter Fuel Now? Save 25 per cent

PITCHLESS LUMBER CO. will deliver to any address between Columbia Park and Hayes street, St. Johns, Cull Ties direct from Cars for \$4.75 per cord; Block Wood \$4.50 per cord.

Orders must be placed at least one week in advance.

PITCHLESS LUMBER CO.
PHONE COLUMBIA 60

John Noce & Co. TAILORS

have moved to the north room of the

McChesney Block

pending the erection of the new building.



Have You a Modern Kitchen?

There are a number of homes in St. Johns that we have installed this combination:

A Gas Range for Cooking
A Gas Heater for Hot Water

WHY---Because it is the modern way and Costs Less. Meals always on time. Hot Water always on hand.

We sell gas ranges and gas water heaters on installments—AT COST—no discount for cash. We Install Complete Ready to Use

ST. JOHNS GAS COMPANY

Its Gas that Cooks the Meal that Feeds the Family that makes the Home

