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ST. JOHNS REVIEW

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

VOL. 8

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NO. 42

GET IN THE HABIT

Of advertising in THIS Paper and you'll never regret it. Begin at once and keep right at it

My Own People

A gray-haired lady who lives on a certain street in St. Johns, and whose gentleness will forgive this allusion to her personal affairs, is lately in receipt of a letter from a nephew who is about to graduate from medical school.

"Just think!" he writes. "A few more weeks and I will be among my own people."

"He means he is going to make a visit to his home?" asked one of the friends to whom the letter was being read.

"Oh, no," replied the proud aunt. "He only means that he will soon be settled in the town where he is going to practice his profession."

"How queer," said the friend.

But to the Lötterer, also a favored listener, the words were heartening.

"My own people." The phrase puts the emphasis differently from where we are used to hearing it.

We don't get a picture of this young man gloating over air carried built with the money he expects to accumulate in the sweep of a brilliant career; his ambitions hardly seem to fit in even with the competitive cult.

"If I were a cobbler, it should be my pride

The best of all cobblers to be.

If I were a tinker, no tinker beside

Should mend an old kettle like me."

Instead of resolving that no one should mend an old kettle like him, we seem rather to hear him resolving that no one shall have such well-mended kettles in which to cook their hasty puddings as his patrons.

To be sure it amounts to the same thing in the end—merely a matter of first emphasis; but of the two men, the one who is keen to be the high-cock-a-lorum tinker of the land, and the one who is ambitious that the people of his community shall be the best served in the tinkering line, we know which one we would have tinker in our town.

We all, in the course of earning our honest living, must serve others. There is no getting around that. Life is a matter of give and take and Nature is more conscientious concerning the law of value received than some people would have us believe.

She doesn't always balance her accounts at the end of each day, but she balances them finally and with accuracy; the weighted scale may not always tip with the speed which our hurrying habits demand, but the balance is true in the end.

It is only the matter of deciding which side of the scales—the give or the get—we are going to attend to, which decides which side she must load up later.

It is refreshing to see a person cheerfully bending his energies to loading the "give" side with a care-free faith that the balance will come true without his worrying over the "get" side.

But it is very sure that we are not going to attain that state of mind by merely resolving to be generous and by crushing our natural desire for self-aggrandizement.

About the only way to do it is to identify ourselves with the larger unit instead of the little personal one, so that the interests of other people become ours.

That makes it all easy. If we can think of the rest of the community as "my own people," being decently unselfish becomes not half the trick we thought it. It's no fun to "get ahead" of my own people. It is no temptation to sit idly by while my own people's welfare is in danger.

"My own people." There is virtue in the very words. By the very repeating of them the Lötterer felt such a warming glow that he cast an eye upward to see if the sun had broken through the clouds.

And he fell to ruminating what it would be like to live in St. Johns if every one from the mayor down to the Lötterer thought of the rest of us as "my own people."

The man who thought of us in such a warm, human fashion wouldn't say when the conduct of a public-serving corporation was brought up for judgment: "They have never hurt me, so I've no kick coming," because he would realize it his duty to find out whether he, as a member of the community, had a kick coming.

He wouldn't say: "There's one of the town office-holders who would do the right thing, but nobody will stand behind him," because he would know it was his place to see to it that somebody stood behind him.

He would not say: "I vote for the saloons because I believe a man has a right to all he wants," because when he is considering his own people rather than outsiders, he can see more clearly that not all of us have yet reached the point of knowing what we want, nor are yet strong enough to resist the

The Country Newspaper

There is no set of men engaged in any line of business effort who give more and receive less in the way of compensation than the editor of the average country newspaper. He is expected to be the mouthpiece and personal organ of every cause in which his community is interested. It rarely ever happens when a local organization for mutual benefit of the town in which he lives is to be formed by a few, live, progressive, but often very thrifty citizens, that the cost of the necessary and absolutely essential publicity is paid to the local editor.

He is supposed to be a charitable megaphone—and too often he is—for anybody or any thing that happens along.

The local merchant often feels that the small pittance doled out in exchange for a generous advertising space, is like money donated to any charitable institution— orphan asylum or a home for the feeble-minded. It rarely occurs to the local merchant, irrespective of whether he is a drygoods merchant, grocer or local retail lumber dealer, or simply an individual who has decided that merchandising consists in buying a few goods and marking up a price without regard to quality or previous condition of servitude. And this is often—too often—the type of merchant he has to deal with.

To succeed, the average country newspaper man has to be wise as a serpent and harmless as a dove. The plea of many of the merchants against supporting the country newspaper is based upon the theory that either every one in the community knows the store is in existence, or the big mail order houses of Portland, Spokane, Great Falls, Billings, Salt Lake, Seattle, Tacoma, San Francisco, Minneapolis, Chicago, New York, or Paris, are getting the business and hence the advertising would be probably of little more value than a serenade at a funeral.

The editors of the Inland Empire met at Spokane on June 22, and organized an association for mutual helpfulness, at which it was the pleasure of the Timberman editor to be present.

The resolution which hits the nail squarely on the head when a lot of maudlin sympathy is being extended to the mossback merchant, is to the point. Here it is:

We further believe that the merchants of the small cities and towns are in a measure responsible for the inroads of the mail order houses upon their trade.

Having the advantage of immediate personal contact with their customers, they should, by adopting modern merchandising methods and through intelligent and persistent advertising, be able to compete successfully with said mail order houses.

The resolution also deprecated the sending of money away to the various large cities when the goods can often be purchased at home for less money, believing such a course is inimical to the upbuilding of the community.

Sound, reasonable, logical doctrine; but only newspaper men—who have bled, suffered and died—realize the poignancy of grief and shedding of crocodile tears by the average merchant who feels that his best interests are often served by sending away for his goods, in direct contravention of the policy he is attempting to carry out for the benefit of the town—and aptly illustrating the difference between "tweedledum and tweedledee."—The Timberman.

things that we want today but had not wanted.

In short, he wouldn't say a lot of things that a good many of us do say, and he would do a lot of things that the most of us don't do, for we care mightily how it goes with our own people.

St. Johns Lötterer.

New Factory at Kenton

Kenton has again been favored with another big factory. The Palmer Cement Brick and Stone Co. having closed a deal for the purchase of a big factory site adjoining and north of the Coast Culvert Flume Co's tract. R. M. Nelson, who is representing the new company, says the company is from Minneapolis and has plenty of means to make one of the biggest of its kind on the coast. The erection of a \$20,000.00 factory will be immediately commenced and rushed to completion as rapidly as possible.

A large number of men will be employed and steps taken to cater to a coast market for their products.—Peninsula Herald.

Scores Telling Point

Portland Suffragists have scored a telling point over Dr. Clarence True Wilson, the local minister who has lined himself up with anti-suffragists, and who freely declares from the public platform that woman suffrage, instead of working the reforms that are expected of it, would only make new difficulties for the temperance and reform workers who have been advocating "votes for women."

In support of this remarkable condition Dr. Wilson points to California and Washington, whose newly franchised women, he says, are responsible for new encroachments of the liquor evil, and along with this singular assertion Dr. Wilson has been making the statement that Dr. J. Whitcomb Brougher, formerly pastor of the White Temple church of Portland, but now of Los Angeles has deserted the ranks of the suffragists, declaring himself ashamed of ever having espoused the cause.

Dr. Brougher, he declared, has spoken bitterly from his Los Angeles pulpit, upbraiding the women of his congregation for not voting down certain "wet" measures, saying he was ashamed of them, and that if he had it to do over again he certainly would not advocate a cause which had proven so disappointing.

Portland suffragists, disbelieving this statement that the former advocate of equal suffrage had changed front, wrote to Dr. Brougher at Los Angeles, and the Woman's Club Campaign committee promptly received this reply:

"I have never changed my attitude toward woman suffrage. I believe in it more heartily today than ever before. If it had not been for the women, Los Angeles would have been in the hands of the I. W. W.'s today. They saved our city in the last election, when its honor and prosperity were imperiled. If I had my way about it, every woman in every state of the United States would have the privilege of voting."

"My friend Wilson must have gotten hold of a little reprimand I gave the women for not voting more universally for temperance, possibly exaggerated by anti-woman suffrage reporters in this section, and no doubt unintentionally, he still is using it to the advantage of his position."

To Pastors and Shoppers

Inasmuch as the effort to secure a half holiday on Saturday afternoon has again failed, the labor department of the Woman's Christian Temperance Union takes this opportunity to urge every pastor of the various churches of Portland, to bring the matter up before their respective congregations, urging all to refrain from all shopping on Saturday after 12 at noon. Not only through July and August, but all through the year and thus give a practical demonstration of applied Christianity.

We desire to remind all members of the white ribbon army, of the regular plan of work of the labor department as it relates to the "Ethics of shopping," to-wit:

We desire our women to study the "Ethics of shopping." We continue to agitate, educate, to gain job work, in direct contravention of the policy he is attempting to carry out for the benefit of the town—and aptly illustrating the difference between "tweedledum and tweedledee."—The Timberman.

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Building Permits

No. 44—To M. T. Swan to erect a dwelling on Richmond street between Smith avenue and Seneca street; cost \$100.

Work for a Greater St. Johns.

Bonfire at Bar View

One of the largest and most enjoyable bonfires of the week was given last Friday eve on the beach at Bar View in honor of the birthdays of Mrs. J. H. Smith of St. Johns and Mr. Leslie Steadman, the young store keeper of Bar View. Old fashioned games were played, led by Miss Mae Thompson of Irvington, old and young participating, much to the enjoyment of all present. During the evening Rev. Sandifer favored the participants with a short talk, most enjoyable, followed by vocal solos rendered by Miss Goldie Peterson of Forest Grove and Miss Fay Leeper of Portland. Refreshments of all kinds were served by the matrons, after which all departed with well wishes, hoping soon for another of its kind.

Among those present were: Mr. and Mrs. J. H. Smith and Miss Myrtle Smith of St. Johns; Mr. and Mrs. C. L. Steadman, Mr. Leslie Steadman and Norris Emery of Bar View; Mrs. Geo. Thompson, Misses Mae and Mildred Thompson of Irvington; Mr. and Mrs. H. S. Hewitt, Miss Mary Hewitt, Dr. and Mrs. Frank Rambo of St. Johns; Mr. and Mrs. Leeper, Miss Fay Leeper, Rupert Leeper, John Walton, Miss Gertrude Pryne, Mr. and Mrs. Leonard Becker, Melvin and Wesley Becker, Mrs. J. H. Crouch, Harry Crouch, and W. W. Smith of Portland; Rev. and Mrs. Sandifer and family of Independence; Mr. and Mrs. Peterson, Miss Goldie Peterson of Forest Grove; Mr. and Mrs. E. Deiden and Miss Georgie Thiel of Kenton, and Carl Lall of the life saving station besides many others.

"The Guardians of the Columbia," the new book by John H. Williams, has already been pronounced by many experts to be the most beautiful volume ever published about the west. It describes the Columbia River and its snow-capped guardian peaks, Mounts Hood, St. Helens and Adams; and it does justice to the subject.

Those who are familiar with Mr. Williams' former book, "The Mountain that was 'God,'" will find this new volume even more attractive. Especially to all Oregonians will it prove a joy. The great river and its noble white sentinels are shown in more than 200 magnificent illustrations eight of which are in colors, true to nature. The text is as interesting as the picture. It tells the story of the uprising of the Columbia region out of the Pacific, the creation of the Cascade-Columbia gorge, and the building of the now extinct volcanoes. There is also a short but valuable chapter on the forests of the district.

The Oregonian, in an editorial, calls the book "both a delight to lover of nature grandeur and a service to the whole Columbia River country," and it declares the text of as high order as the illustrations. In every way this fascinating volume is a book to own, to read and to send to your friends."

The Guardians of the Columbia, by John H. Williams. Tacoma, Wash., published by the author. Cloth, \$1.66 postpaid; paper covers, 83 cents postpaid. J. K. Gill Co., Portland, distributors for Oregon.

St. Johns Woman Farms

Mrs. N. J. Bailey, of St. Johns, has made farming on a city lot pay well. By her own unaided efforts she has supplied her large family and her neighbors with chickens, eggs and vegetables all summer long, and in addition has sold vegetables to the amount of \$50, chickens \$37.60, and has now on hand 125 chickens, of which 40 will be laying September 1. Having considerable spare time, and enjoying out-of-door work, Mrs. Bailey leased a lot adjoining her home, and this she planted and replanted with vegetables, starting a new crop just as soon as an old one was cleared away and thereby gaining in money and health.—Telegram.

Lewiston has been the first to suggest a big celebration in 1915 in honor of the opening of the Panama Canal. All sections whose interests are affected by the opening of the Columbia and Snake rivers will be invited to join in what will be known as the Lewiston-Celilo-Panama celebration. Tentative plans provide for a big river excursion from Portland. The Lewiston Commercial club has the affair in charge.

The Bonville System

The following questions and answers have been taken from the Bonville Square Deal regarding the Bonville System: (Continued from last week.)

This next step is the filing of the necessary papers with the secretary of State and county, namely, the articles of incorporation. He then secures the subscription of the first 60 per cent. of the amount of stock for which the company is to be capitalized. This stock must be subscribed for by people who will and do sign the Bonville system's by-laws. After sixty per cent. has been duly subscribed, the promoter shall call a meeting to elect a board of directors and such other officers as the system and company may demand, after which all sums subscribed become due and payable, and the by-laws are filed with the state.

Q. How will this hurt those who want something for nothing? A. Under the old system the investor had to rely upon the honesty

of the few who held the controlling interest in a company. Under the Bonville system there are at least 600 people who own at least 60 per cent. of a company's stock, which is the controlling interest. It is the duty of those people to see that the same is managed in such a way that the greatest benefits will be derived therefrom. Necessarily, that which benefits one stockholder benefits all. They must install men of the proper caliber and qualifications into those offices wherein there is a demand for experienced and capable men. Once these men are installed, they cannot act without due regard to the by-laws of the Bonville system.

Read the by-laws of the Bonville system and see what chance there is for graft.

Therefore, the man who wants something for nothing will, through the application of the Bonville system, be forced to be honest.

Not that this system will change his principles—far from it; but we believe that in order for graft and dishonesty to exist, there must first be an opening for the same. Take away this opportunity and man cannot be dishonest even though he would. Through this system, then, the means of a livelihood for many of the grafters would be destroyed.

It is right to stop a man from robbing your house and to have that man put in jail?

The man who is getting something for nothing is robbing you of your just deserts. He is robbing the country of its prosperity. Prosperity consists of anything and everything that causes the direct materialization of the necessities and luxuries of life; but for clear and defined illustrative purposes it is generally referred to as money.

Is it right that we should prosecute the "private rights" burglar, and let the one who is robbing us of "corporate" rights, benefits and advantages go free and with laurels?

Q. What protection would a stockholder under this system have providing he moved to a foreign country? A. The same as he would have at home.

Q. Can stock in companies organized under this system be sold upon the installment plan? A. Positively no.

Q. Why is the stock non-transferable for 99 years? A. It is the longest legal contract in general use at the present time.

Q. If a company is organized for



A Wonder Book

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99 years and the time expires, what then becomes of the stock?

A. Unless the stockholders renew their contracts with themselves as a company to not transfer the same, it becomes transferable.

Q. What becomes of a man's interest in a company if he dies and leaves no will? A. If he has legal heirs they inherit his interests according to law; if he has no relatives (this will be thoroughly investigated by court), the distribution of his interests will be decided by law.

Q. Is there any chance to get out of a company once a person invests in the same? A. No, not for 99 years.

Q. How would the interests of a person who could neither read nor write be protected? A. All men are equal (or should be) in the eyes of the law. All men have equal rights in companies under this system.

Q. What has the Bonville system to do with the management of a company organized under this system? A. Everything, as far as principle is concerned.

(Continued next week.)

A Review of Reviews

(Issue of December 30, 1904.—J. H. Crome, editor.)

Mr. and Mrs. Allan Blackburn are spending New Years with friends at Kalama.

D. Tallman of Newberg was in the city Monday and purchased property with a view of building and locating here in the spring.

Mrs. Robinson of St. Johns, Mich. has joined her husband in this city to reside here permanently. Mr. Robinson is a brickmason by trade.

Cone's mill shipped 42 cars of lumber during December besides filling out three ship cargoes and meeting the local demand.

On Christmas day Couch & Co. presented each of their employees with a handsome toilet set, which gifts were duly and thankfully appreciated.

St. Johns Land Co. is having the stumps cleared out on Fillmore street and will otherwise improve it for several blocks.

Superintendent Carter of the woolen mills exhibited last week the first sample of woolen fabrics, showing the texture, color and borders. The samples were blanket goods and to the ordinary layman looked good. A line of flannels are in process of finishing and will be turned out in a few days.

Real Optimism

The following story was told by Attorney W. Huttman at a recent Germania club dinner:

"All of us probably have different ideas regarding the definition of the word 'optimism,' but I think you will agree with me that the little story I am about to tell illustrates the extreme meaning of the word better than Webster does: 'An Irishman at work on the seventeenth floor of a new skyscraper lost his balance and fell. As he shot downward past the third floor a fellow workman heard him say to himself: 'Well, I'm all right yet.'"—Chicago Tribune.

DR. RAMBO

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CAMP 773 W. O. W.

Meets every Wednesday evening in Hickner's Hall. DORIC DODGE No. 112 A. F. and A. M. Regular communications on first Wednesdays of each month in Odd Fellows' Hall. Visitors welcome. C. O. Rogers, Secretary

ORDER EASTERN STAR

Minerva Chapter Meets Every First and Third Tuesday Evening of Each Month in Odd Fellow Hall. Mrs. Susie Rogers, Secretary.

HOLMES LODGE No. 101

KNIGHTS OF PYTHIAS Meets every Friday night at 7:30 o'clock in I. O. O. F. Hall. Visitors always welcome. V. W. MASON, C. C. D. F. HOBBSMAN, K. R. S.

LAUREL LODGE

No. 186 I. O. O. F. ST. JOHNS, OREGON Meets each Monday evening in Odd Fellows hall at 7:30. A cordial welcome to all visiting brothers.

NEST NO. 1151

Meets 2nd and 4th Wednesday of each month in M. W. A. Hall. F. B. GRANGER, Sec.

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