

**St. Johns is Calling You**

Is second in number of industries. Is seventh in population. Cars to Portland every 16 min. Has navigable water on 3 sides. Has finest gas and electricity. Has two strong banks. Has five large school houses. Has abundance of purest water. Has hard surface streets. Has extensive sewerage system. Has fine, modern brick city hall. Has payroll of \$95,000 monthly. Ships monthly 2,000 cars freight. All railroads have access to it. Is gateway to Portland harbor. Climate ideal and healthful.

# ST. JOHNS. REVIEW

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

VOL. 9

ST. JOHNS, OREGON, FRIDAY, AUGUST 8, 1913.

NO. 39

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Has seven churches. Has a most promising future. Distinctively a manufacturing city. Adjoins the city of Portland. Has nearly 6,000 population. Has a public library. Taxable property, \$4,500,000. Has large dry docks, saw mills. Woolen mills, iron works. Stove works, asbestos factory. Ship building plant. Veneer and excelsior plant. Flour mill, planing mill. Box factory, and others. More industries coming. St. Johns is the place for YOU.

## CITY BEAUTIFUL

### Purchase of Parks and Play Grounds Urged

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It is worth while to plan and work for a beautiful city. It should interest us almost as much as we are interested in making our own homes beautiful. We can be very glad James John planned our streets for us, for if they had been laid out like many of our large cities, with no attention paid to the lay of the ground and no special place for a business district with wider streets than the residence section, our efforts to beautify St. Johns would be almost useless, for like a dress or a house, if a city is planned wrong no amount of trimmings can make it beautiful. Our principal aim must be to keep our city from degenerating as it becomes more thickly settled. If we should simply fold our hands and admire our beautiful view of the Willamette and the hills beyond and think continually of how people from the Eastern states "rave" over it and how those who come from sunny California enjoy the green things we have the year around that grow wild without being planted or irrigated, our city would grow crowded, dirty and unhealthy, like many other manufacturing cities, for it takes more than an ideal situation to make a beautiful city.

Our city probably always will be a manufacturing city and the population working people. Many of them would like to get out on a farm, but they cannot always do as they would like, and the best thing we can do is to combine the advantages of city and country as far as possible.

It would be nice to have the curbing the whole length of the streets planted with shade trees of one kind and size with rose bushes between the trees. A smooth lawn with flowers about the house and along the curb is admired by every one, but not all are willing to do the necessary work to have a place like this. We can in-st, though, that every one keep their houses and back yards clean enough so they will not spread diseases, with no tin cans partly filled with rain water where mosquitos can breed and no uncovered garbage pails with decaying food to feed flies and disease germs. Flies are one of our greatest enemies, and if we fight them all over our city it will not be so hard to keep them out of our homes. I like the plan that has been tried in some cities of giving prizes to the children who kill the most flies during the fly season. We cannot have a clean, healthy city and flies at the same time. I'll never forget what the Ladies' Home Journal said last summer about flies: "A fly walks with equal interest over a dead body, a manure pile or a nicely iced cake." It seems to me that it is even more important that we should have an inspector of door yards than it is to have factory inspectors, for more people die of preventable diseases than are killed by accidents.

One thing is certain that the first step toward having a beautiful city is to make and keep it clean. We have already made a start in the right direction by getting an ordinance passed that all property owners must cut down weeds or pay the city for cutting them.

Now that we women are beginning to realize what we can do, it will not be long till the dirtiest places of all, the saloons, are a thing of the past.

Physicians tell us that the time is coming when the plans of all buildings will be inspected and approved by some one competent to judge if the building would be a healthful place to live in or not before building permits are granted. I will be glad if St. Johns will hasten this time by employing a health officer to do this work. We cannot do much to improve old buildings, but we can see that new ones are built right. There is no reason why every one at home and in the various places of employment should not have plenty of light and air. Even factories

## WHAT IS NEW

### In the World of Fashionable Dress

You can't find anything smarter for the summer outing than this Balkan middy blouse, in white linen frill or sateen, with front closing skirt of white serge, linen or ratine. No. 7615 shows a clever model, easy to make, and in the popular drop shoulder style. It slips on over the head and laces in front, under the tie that gives a cunning touch of color. Even these outing things are made with the Robespierre collar, which is so comfortable, rolling down to show a glimpse of white throat, and you can use a bit of contrast-



ing color or fabric in this. Blue, amber or rose eponge or blue and white or black and white striped ratine would combine well with white and black moire or satin tie. Of course with this you want a front closing skirt, because in tub skirts the exigencies of laundering must be considered, and a skirt that buttons all the way down the front is the easiest thing in the world to iron, for it can be opened and spread out flat on the ironing board. There are plaits at the back, but if you feel they make the skirt too wide—though mind you, a tub skirt needs a little extra width—you may stitch the plaits all the way down to the lower edge. There are six sizes to the blouse, 32 to 42, and size 36 requires 2 1/2 yards 36 inch material, 15 cents. The skirt 7573 is in three sizes, 16, 17, 18 years and size 18 requires 3 1/2 yards 42 inch material. Pattern 15 cents.

## The Heights Boulevard

City Commissioner Brewster is investigating the project, proposed by property owners along the heights between Portland and Linnton, of grading for a scenic boulevard to follow the hills high above the present Linnton drive. Their plan is to turn the graded roadway over to the city, with the proviso that it shall be paved and maintained at the city's expense.

The projected boulevard would be about 12 miles long and would follow the contour of the hills, instead of going in a straight line.

It is the plan of the people in Linnton to apply for annexation to the city soon, Mr. Brewster said, which would remove any obstacles in the way of having the city take over the entire boulevard.—Oregonian.

As a result of the recent visit of Chief Forester Graves to the Siuslaw Forest Reserve, the agricultural lands included in that tract will be opened to entry by homesteaders. A large part of the land best suited to agriculture and dairying has already been surveyed and segregated and the balance will receive attention as soon as possible after applications by prospective settlers have been received.

Get an electric head treatment or massage at Gilmore's Barber Shop.

Free School Books? St. Johns now has the most enterprising and progressive School Board that it has ever possessed. New and valuable features are frequently being added to the school work. Manual training, sewing and music have been inaugurated, and more play ground has been secured for the children. The newest thing that is being arranged for is cooking. Not only will the art of cooking in its several phases be taught, but the pupils will be given instruction as to the food value contained in the different articles of diet. This is a most important feature, and should prove of incalculable value to the coming generation. Another innovation that the Board is favoring, and which means much to the parents, is the proposition of placing before the voters of the school district the issue as to whether or not the district shall purchase all school books, instead of the parents, as has been the case. The buying of school books by parents heretofore has been most burdensome. Almost every year there has been new books to buy, and parents of large families have a difficult time in providing funds for payment of same. If the vote is favorable, they will be relieved of this burden beginning with the September term, and the whole school district will bear the expense. In these modern times school books change quite often, for what reason many have never been able to clearly understand. But if the books are provided by the district, the parents will not be burdened nearly so badly when a change of books is effected. It is understood that the question will be placed up to the voters in about twenty days, and it will then be up to the parents to vote and work in favor of free school books. In Pennsylvania school books are furnished free to the pupils, and it seems to be a most excellent system. The enterprise of the school board in placing this question before the people is to be highly commended. It is a most difficult matter for the school board in St. Johns to get the sentiment of the public on any proposition. So very few attend the public school meetings as to make the meetings of but little use. Therefore, the members of the board are compelled to rely wholly upon their own judgment on all matters relating to school work, without an expression from the people. And they have been doing exceedingly well—in fact, could not do better. The non-attendance at the meetings is conclusive evidence that the people have no objection to raise against the administration of school affairs, and are entirely pleased with the management. The books are open at all times for public inspection, and a statement of receipts and disbursements will be published in December.

## Profoundest Truth

The following extract is taken from an address by W. J. Bryan in 1910: "My friends, the building of these great battleships, these preparations by Christian nations to fight one another, is a challenge to the Christian civilization of the world; it is infidelity to the doctrine taught by the Founder of the Christian religion. Christ taught no such doctrine; he taught us the power of love, not the power of the sword; and those who have tried to put into practice this doctrine are the ones who have suffered least from the use of force. I believe that this nation could stand before the world today and tell the world that it did not believe in war, that it did not believe that it was the right way to settle disputes, that it had no disputes that it was not willing to submit to the judgment of the world. If this nation did that, it not only would not be attacked by any other nation on the earth, but it would become the supreme power in the world." To many these doubtless seem like the words of a dreamer. Perhaps they are. To us, nevertheless, they are words of profoundest truth.—Ex.

## TOWN PLANS

### Suggestions for Making City More Beautiful

The following excellent paper on Town Planning was read by Mrs. A. T. Serrurier at the Mothers' Meeting in the city hall Monday afternoon:

As I looked over our Mothers' meeting program and read the title of the subject I was to take part in, "My Idea of a Beautiful Town," my memory ran back over the years of my life to the beautiful little village of New Lisbon, where I was born. It is situated in the Lemonaire Valley on the banks of the Lemonaire river in Juneau county, Wisconsin.

No longer is the buzz of the saw and shrill whistle of the busy mills heard in its borders. The woodman's axe has long since finished cutting the timber available for lumber. It is now surrounded by rich farms of grain and fruit, with the sleek kine roaming in the pastures of sweet red clover, and lowing at the pasture bars at the close of day for the husbandman to draw the rich streams of milk for commercial use in the cheese factory and creamery. The beautiful little village of 1200 population, with its broad, well paved streets, bordered with tall elms that shades the walk completely; the comfortable homes in the large, well kept lawns; a lovely park near the center of the village with a fine monument erected to the memory of the sailors and soldiers of the Civil War; a large pavilion for any public speaking; good graded schools with four comfortable churches where the sweet chimes of the bells ring on a quiet Sunday morning, calling the villagers and nearby farmers to their devotions in the House of God, and to the God of love—such are the pictures that hang in the hall of memory, and it is all there still, for I visited there three years ago this month. It is not grandeur, but simplicity, that draws us nearer to God and brings out what little good there is in us. Wisconsin has several beautiful towns, and I might mention Waukesha, famous for her healthful water that is bottled and shipped all over the United States. She has many beautiful homes and surroundings, but the same can be said of thousands of other villages and towns all over the United States, and world, too, for that matter.

Town planning, towns and villages, are planned and started from conditions surrounding them. It is the several industries carried on that makes or mars a town. Men for ages have been building and beautifying towns and villages for homes, and made a success of it. I might almost say that it has been carried too far. Man has done this for the pleasure of woman. Now let woman use her influence to keep these clean. Vice and drunkenness can not thrive without patronage. Let us use our influence to keep our children from patronizing vice, and it will naturally move out or die.

I think we need to begin in the home, and when the child is small and teach the child not to mark or mar and destroy property. Just as soon as a family moves out of a house there is a bevy of boys ready to ransack the house, carry off everything movable, break windows and sidewalks and leave things in a deplorable condition. Another thing that mars the beauty of any place is to see names and initials and hideous pictures cut in every available place, even on the bark of trees. I was walking yesterday in one place where a beautiful laurel is just shedding its bark in the beautiful pale green of the new bark. It was all cut and marred. It just made me shiver; it was almost like cutting into the flesh of a human being. We need to learn children not to do such things. Learn them that their name is something to be kept pure and clean and a part of their character, and not to be scratched around everywhere. The Electric Power Co. cannot place a seat along its track for the tired passenger to sit upon without it being all cut and marred up.

## COUNCIL MEETS

### Matters of Importance Receive Attention

With the exception of Alderman Wilcox, all members were present at the regular meeting of the city council Tuesday evening.

The fire department asked that the city insure the department against accident and illness, as was proposed some time ago. One member of the department, J. F. Mitchell, is now suffering from a broken leg contracted while on duty. Matter referred to a committee consisting of Aldermen Wilcox and Vincent and Attorney Gatzmyer to draft an ordinance providing for such a novation, which power is delegated to council by the charter.

D. C. Lewis, as spokesman and chairman of the park committee of the Commercial club, told of the club's recommendation that the city hold a special election for the purpose of securing land for park purposes, and that the club had recommended four pieces of land for the purpose, which aggregated about eleven acres of land at a total price of \$30,000. Mr. Lewis enlarged on the desirability of parks and play grounds, claiming that they had a tendency to reduce crime and immorality. Upon his recommendation the mayor and city attorney were appointed to work in conjunction with the Commercial club in looking the sites over, and secure options on same if the locations were deemed most practical for the use intended. Alderman Vincent earnestly advocated parks as crime reducers and their value from a health standpoint.

As the present council is somewhat uncertain as to the city's situation in regard to the city rock crusher and equipment lease, the city attorney was directed to investigate the status of same and report as soon as possible.

Attorney Gatzmyer gave as his opinion that the reconsideration of the proposed improvement of Richmond street, which had been voted down several weeks ago owing to excess cost, was impossible under the rules of order embodied in Ordinance No. 4. Since the former vote took place it has been found that the excess cost could be greatly reduced, and several of the councilmen were desirous of reconsidering the vote. The only thing possible, according to the attorney, in order to have the improvement take place would be to begin at the beginning of proceedings, which council expressed no disposition to do at this time.

The city recorder was directed to advise the Home Telephone Co. to install efficient service in St. Johns in accordance with the provisions of its franchise. The company has held a franchise for the past five years, and it is understood that so far there are only two phones in the city. One citizen stated that he had applied for a Home phone more than a year ago, but had been unable to secure one.

The proposed improvement of East Polk street, which improvement is being vigorously fought by Miss Elizabeth Caples et al., was held over once more for another week, in order that the city attorney might delve more deeply into several technicalities that have arisen as to the power of signing remonstrances. Miss Caples stated that she would be willing to grade the street between Lynn avenue and Jersey street, provided the improvement of the street did not take place, after the issue had been raised by Alderman Martin, who also believed sidewalks should be laid on both sides of the street for that distance.

The hard surfacing of Fessen-

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den street between Smith avenue and Oswego street was accepted by the council, upon acceptance by the engineer and street committee.

The report of Chief of Police Allen for the month of July was read and accepted.

A quarterly report of the city recorder showed a balance in the general fund of \$10,391.

As the city exchequer is being depleted in a rather rapid manner, it was decided to reduce the street working force as much as possible.

The First National Bank was awarded \$5,296.99 improvement bonds at par and accrued interest. It was the only bid offered.

An ordinance providing the time and manner of improving Fox street between Charleston and Oswego was passed.

An ordinance establishing the grade of Willamette boulevard between Richmond and Burlington streets was also passed.

A resolution providing for the improvement of Burlington street between Jersey and Central avenue by grade and cement sidewalk was adopted.

Directory resolutions for the improvement of Crawford street between Burlington and Pittsburg with standard concrete paving, and Central avenue between Buchanan and John street by grade and sidewalk were adopted.

A petition for the improvement of Willamette boulevard between Richmond and John street was ordered returned to the petitioners with the request that the improvement be continued to Burlington street, and more property owners sign same.

G. L. Perrine asked that the "open sewer" near the woolen mills be made less odoriferous. The gentle western zephyrs were so laden and permeated at times, he said, with the "perfume" emanating therefrom that the inhabitants in that neighborhood were almost overpowered. Mr. Perrine also recommended that the crematory be placed in good working order, and that it be looked after in a more efficient manner than has lately been the case. The mayor promised that these matters would receive due attention.

The following bills were allowed:

Chas. Seerist \$7.50, W. A. Flynn, \$15, H. H. Rasier \$5, N. Shoemaker \$12.50, C. F. Brooks \$15, Paul Nelson \$15, B. Wanless \$15, E. Jones \$15, A. B. Strait \$15, Fred Zeigler \$15, Fay Robinson \$15, H. Williams \$15, L. Van Duzen \$15, Fred Brown \$3.75, Jess Walker \$3.75, Portland Railway, Light and Power Co. \$1421.31, J. T. Harbin \$2, T. L. Emerson \$20, John Kline \$15, St. Johns Hardware Co. \$36.83, Geo. Skarr \$15, E. C. Robinson \$15, Bert Olin \$10, St. Johns Planing Mill 75c, Portland Glazed Cement Pipe Co. \$71.70, St. Johns Review \$85.70, Edmondson Co. \$2.70, St. Johns Express and Transfer Co. \$24.25, B. Simmons \$15, Bates Sand and Gravel Co. \$40c, making a total in all of \$1,926.14.

## Spend Your Money Here

What makes a town? People and business. What you buy helps make the business. The more you buy the better the business; the more business the better the town. You want the town to grow and improve, don't you? Then you should help it to grow by increasing its business as much as you can. Every time you send elsewhere for goods you give your town a blow. Enough of these blows will ultimately kill the town. The mail order houses do nothing for your town except to try to kill it. Are you helping them? You are if you send your money to them for goods that you could buy at home. If you are more interested in the growth of Portland, Chicago or New York than you are in the prosperity of your own neighbors, then continue to send to those places for goods. If you want your own town to thrive, spend your money here.

A party from Raymond, Wash., was boasting about the number of industries that town contained, claiming the number was much greater than in St. Johns. When a citizen asked the number, the reply was "fifteen." The local man then began to enumerate the industries of St. Johns, but when he had reached nineteen, the Raymond booster collapsed. As a matter of fact there are few cities of its size that contain more industries than St. Johns.