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In view of the fact that the members of the fire department have tendered their resignations to take effect April 21st, the city council is forced to make provision for better fire fighting equipment in order to preserve any effective fire fighting force. This fact is fully realized by the new city officials, but they are in somewhat of a dilemma as to the nature of the additional equipment to be secured. A committee has been appointed to investigate the merits of a combination hose and chemical engine, and also look into the merits of a commercial truck of a ton or more capacity. It is certain that some sort of equipment that is adequate and competent to fight fire with celerity and dispatch must be acquired in order to keep a capable fire company on duty. The voters, by some strange line of reasoning, turned down a proposition to secure the best engine that could be procured. Why they did so is rather difficult of comprehension. One city official stated that he heard the proposition discussed freely while he was making his campaign, and the consensus of opinion seemed to be that a combination hose, chemical and pumping engine would be of no particular benefit to the people removed from the business district because the pressure of water or the pipes were believed to be not large enough to use the pumping attachment to the best advantage. Therefore, they did not feel like helping to pay for something that would benefit the business district only, and so they voted against the bonds. How illogical! An opportunity was afforded to purchase the best fire fighting equipment known, complete in every respect. And the only thing that St. Johns had need to concern itself about was the interest on the bonds. The principal would in all probability have been taken care of after annexation to Portland. The cost to each of the more moderate property owners would not have been over 25 cents per year. And a lowering in the insurance rates of approximately twelve per cent was assured, which would wipe out all the cost and more of the engine on the part of the small property owner carrying insurance, until the bonds would have matured, and even then they could no doubt have been continued indefinitely. And so far as the business district being the only section benefited by a combination hose, chemical and pumping engine, it is an erroneous impression. Where the water pipes are too small or the water supply inadequate to work the pumping attachment to advantage, the districts would have had the benefit of the hose and chemical and the speed of the auto truck in getting to the fire. And later, when the other districts had been better supplied with water equipment, they would get all the benefit to be derived. Now the city council is forced into a position where it must supply something adequate and satisfactory to the people. And the chances are that it will purchase a combination hose and chemical, costing in the neighborhood of \$6000. This cannot be bonded for without another election, but the people of St. Johns must pay it outright or on the installment plan, both principal and interest, and the insurance rates will not be lowered as much as with a better or more complete machine. The result is that we pay more money and get less for it than if the bonds had carried on April 6th.

There is much business from St. Johns goes to Portland which had just as well be kept at home if merchants in certain lines would adopt the methods of their city competitors—advertisement. The city merchant has long since dispelled from his mind the uncertainty of newspaper advertising as a business getter, and anticipates his advertising wants for long periods ahead by contracting space in the newspapers. He considers his advertising as fixed a change as his rent or the cost of goods which he sells, realizing that if he quits advertising he had just as well quit business. This is the advertising age, and its principles are as applicable in the small town or city suburb as it is in the greater cities.

Located as St. Johns is at the portals of a large city, there is a double incentive why the local merchants should reach out and get this trade which at present goes to Portland. But they cannot get it by simply displaying their goods in the show windows. They have got to tell the people about them, so that in the quiet and leisure of their homes they can draw a mental picture of the stores and the stocks they carry through the advertisements. The city merchant pays an enormous price for his advertising space based on circulation, and none will deny that a very large part of this advertising is wasted by papers circulating over a wide range of territory from which the advertiser cannot hope to get any returns. With the country or the suburban merchant this is different. His advertising in the local papers circulates only among his home people, and these are the only ones from whom he can hope to get any trade. No fair minded man will deny that it is the advertising the city merchant does which draws the trade from the country immediately surrounding, and if the local merchant would counteract this advertising influence it is absolutely necessary for him to always keep his store and goods before his home people, and there is one very cheap, practical and dignified way in which he can do this, and that is by advertising in his home paper.

Advertising to get the best results must be planned as carefully as the selection of the stock carried. The city stores employ specialists to look after this most important feature of their business, and so it passes along a certain routine and with few exceptions is devoid of the personality of the firms themselves, while the country or suburban merchant by a little careful study can impart his personality in his advertising as markedly as he can within the confines of his store, and once he has the attentive ear of his home people the future of his business can be in little doubt, for "he who plans his advertising as he plans his well bought stock, has the future of his business just as solid as a rock."

The famous Willamette boulevard case has finally been decided, and decided in such a manner that no question can ever arise as to its true width. The supreme court, in a decision handed down Tuesday, affirmed the finding of the lower court, making the width of this well known thoroughfare eighty feet. For the past seven or eight years the width of this street has been a bone of contention between interested property owners, and it was finally decided that the only way to determine the question was to take it to the courts, and later to the Supreme Court. It is now settled, and well settled. The city of St. Johns paid the expense incurred in taking the matter to the highest court. Work of improvement of this most important and scenic highway can now be undertaken with a full degree of certainty, and since a definite decision has been obtained, the question of the width of Willamette boulevard will pass into history as a settled issue, and the dissent it wrought will speedily be forgotten and harmony reign supreme.

The Oregonian complains that "John Lind, the silent man, probably lost his tongue down in Mexico." Of course Mr. Lind should have come directly to the Oregonian office with his information concerning the Mexican situation before placing it before the President.



can be secured at a moment's notice providing that you "make hay while the sun shines." It is not always possible to earn money, but while you are, why not store away some of it for the inevitable rainy day? The savings bank is the warehouse of the peoples' surplus money where it not only is as safe as man can make it, but where it gradually increases by compound interest.

Put your funds where you can draw them when needed. This is the place.
FIRST NATIONAL BANK, ST. JOHNS, OREGON

And after all should it not be beneath the dignity of this powerful government to care a continental whether a little bankrupt whippersnapper of a nation like Mexico takes the trouble of saluting the American flag or not. A similar act of disrespect shown it by one of the other countries more prominently displayed on the map would be a different proposition, but a slight of any nature coming from such a ragged little urchin as Mexico should provoke nothing more serious than an indulgent smile. It being the case that President Wilson does not recognize Huerta as the chief executive of the Mexican Republic and as his (Huerta's) own followers are only half hearted in their support of his administration, then why should the United States declare war upon the entire federal forces for an insult inflicted by a few of his subordinates?

If this government deems the slight shown the American flag worthy of notice, coming from such an insignificant source, the proper and most justifiable mode of procedure would be to send ashore a detachment of jackies, under arms and backed by a gunboat or two, with orders to arrest the Mexican officers guilty of the outrage, force them to fire the required salute and also apologize for their indiscretion. Any hesitation shown in complying with this demand could be quickly overcome by the swift application of a No. 10 government shoe to the spot where it would do the most good. Any desire by Mexican henchmen to interfere in these ceremonies would be quickly dissipated by a glance at those 13 inch muzzles gazing mournfully at them from Uncle Sam's persuasion boats just outside the harbor.

Later:—Huerta has decided to salute the flag and no further trouble with Mexico is expected on that score.

Elsewhere in this issue will be found the announcement of Mayor J. B. Schaefer of Linn-ton, who is a candidate for County Commissioner. Mayor Schaefer is a man who does things, and does them in an effective manner. He is a man who would fill the position of county commissioner in a most admirable manner, and would make a splendid choice for the people of this section. There is no reason why the voters of St. Johns should not give him their united support.

Several new faces are seen in the lineup of the new city officials. Councilmen Cornell, Gardner and Chadwick are new officers, as are also Attorney Parker and Recorder Dunsmore. Mayor Vincent and Aldermen Garlick, Waldref, Munson and Davis have served as city officials previously, as has also Treasurer Rice. The new officials look like a good business body, and there is every reason to expect that they will make good in every sense of the word.

The Lancaster (Pa.) News turned their paper over to the suffragettes of Lancaster county for the issue of April 11th. The town was decorated in yellow to celebrate the event. It is quite improbable that the yellow colors were selected with the cheerful approval of the good Irish members of the organization.

Most wild oats are sown at night and harvested in the morning.

The old body of city officials have been deposed and a new set installed. Mayor Bredeson, who is replaced by Dr. A. W. Vincent, has made a most capable official, faithful and careful, and during his campaign for reelection not one act could be pointed out where he had failed or been remiss in his duties. Every one had a good word to say concerning his conductance of the office. He has been fair, honest and courageous in all affairs connected with the office, and can retire to private life well satisfied with the record he has made.

Aldermen Martin, Wright and Wilcox, who also retire to private life, have left records behind them that they may feel proud of. F. A. Rice has made the best city recorder the city ever had. He was obliging, efficient, faithful and accurate, and if Recorder Dunsmore proves equal to his predecessor the people of St. Johns will be fully content. J. E. Tanch as city treasurer measured up to the fullest extent in all that go to make a good treasurer, being careful, accurate and systematic.

As to the old officials who have been retained in office, the fact that they have been re-elected is satisfactory evidence that the public was fully satisfied with the records they have made.

Many people will regret the fact that O. W. Allen has been superseded as chief of police, even though they are aware that his successor is a good man in every respect, and fully capable of conducting the office as it should be conducted. Mr. Allen has made a good public servant, and no complaint has been heard of his manner of conducting the office of chief. The moral conditions of the city have never been in a more satisfactory condition than during his regime, and he can feel well pleased with the record he has established. Mr. John Poff, his successor, is also a man in whom all can repose confidence. He is a pioneer resident of St. Johns, and is well liked and respected by all. Here's hoping that he will make a splendid success of the office, and there is no reason to doubt that such will not prove to be the case.

It may be possible that Huerta's disinclination to salute the American flag was actuated more by the necessity of economy rather than a feeling of hostility. The powder required to fire a salute of 21 guns would be sufficient to put a company of rebels out of commission, and powder is a mighty scarce article in Mexico at present. To prevent a recurrence of this embarrassing incident it would be well for Uncle Sam to present the Greasers with a keg or two of powder to be used for saluting purposes only.

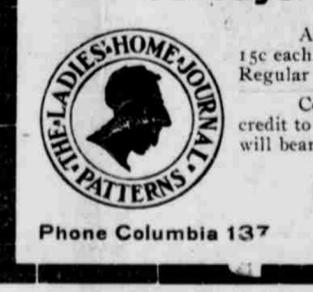
A rumor has been circulated to the effect that the Milwaukee railway system has secured eighty acres of ground along the Oregon-Washington Railway & Navigation Co.'s line in the northern part of St. Johns, and that they will erect car shops there. We have been unable, however, to confirm the rumor.

FOR RENT cards at this office. Note the label on your paper.



NOTICE TO HOLDERS OF FREE PATTERN COUPONS: Our supply of Free Patterns have arrived. Kindly redeem your Coupons before April 1st.

S. & H. Green Trading Stamps given on all cash purchases, and on charge accounts when Paid in Full at least every 30 days.



Phone Columbia 137

THINGS THAT HELP

make meals more toothsome, that gives zest to plainer foods. That's the kind of fancy groceries we offer. The best in quality, the lowest in price for articles of similar grade. Try our olive oil, mustard, vinegar and other relishes. They are great.

Our supply of Free Patterns have arrived. Kindly redeem your Coupons before April 1st.

FREE STAMPS
This Coupon Good For
Ten 10 S. & H. Green Free
If presented upon making a purchase amounting to 50c or more, these stamps will be in addition to regular stamps given with the purchase.
Not Good After April 21st
COUCH & CO.
General Mdse.
Columbia 137 St. Johns, Ore.

All the latest and best styles are here in Ladies' Home Journal Patterns—10c and 15c each. New Style Book devoted to Children's Clothes—5c the copy. The price of the Regular Style Book of Home Journal Patterns is 2c the copy.

Come in and look over our line of New Dress Goods. Our showing would be a credit to any store of this size. Our line of Children's and Ladies' Ready-to-wear Dresses will bear inspection.

COUCH & CO.
"PIONEER MERCHANTS"
10 Years in St. Johns

Central School Notes

In spite of ball games and weather the "mid terms" go merrily on in Central building. Arrangements were made to have two examinations Thursday morning and the afternoon given for recreation, grading of papers, or "cramping" for Friday's exams.

The writing papers which were on exhibition in the halls have been replaced by later lessons. Irene Johnson, who came from Pocatello, Idaho, entered room 8 Monday. There are now 43 pupils in Miss Romig's room.

The writing on exhibition from Room 9 was executed by Bergliot Tollefson, Ivy Burk and Cecil Roberson from the 6 B second division, and Mildred Green, Pearl Monroe and Sybil Bugbee from 6B first division.

Room 11.—The highest average, 89 per cent, was made by Nettie Moody for last month's work in the 7B. The average of 93 per cent was made by Eldora Montgomery and Mabel Ross, each in the 8A class.

Room 12.—Florence Kind of Grade 8B has moved from St. Johns to McCormick, Wash. She is greatly missed among her classmates in the room. Thursday, 3:30 p. m. of last week, we gave a surprise picnic in her honor in the basement of the Evangelical church, the rain having spoiled our outdoor plans. Games, progressive story telling, music and a sumptuous feast filled the evening until 6:30.

The names of the pupils whose writing exercises were proficient enough to be posted on exhibition are in Grade 8A2, Ella Asplund, Minnie Young and Laura Titus. Those in Grade 8A1 are Mable Smock, Fay Smith and Doris David.

Room 15.—Each day this year in Room 15 Esther Fitterer has written a different quotation on the board in hopes that the pupils will be benefited by the noble thoughts expressed in these little gems for the memory. Each day Freda Payne has written the latest news items. The teacher has secured for her pupils a fine, large 1914 government map of the U. S. The "landscape gardener" of Room 15, Glen Wright, brought to school some botanical specimens of "Solomon's Seal" measuring over fifty inches in height. Room 15's question box proved a source of instruction for the pupils during the review preceding examinations. During the "honor time" April 10, Mrs. Bellingr gave a brief talk and reading which was thoroughly appreciated by the Central School graduating class.—Reporter.

First Baptist Church

Preaching services both morning and evening. Special music by the choir at these services. All are invited to attend these services. Sunday School at 10 a. m. Come and join our Sunday School classes for all ages. Our Sunday School is growing rapidly. Come and have a part in the Lord's work.—Reporter.

"Gleaners" Entertain

The "Gleaners" entertained the "Faithful Students" at a banquet last Friday evening in the dining hall of the M. E. Church. Some months ago the two classes entered into a contest for attendance and the "Faithful Students" having won, the "Gleaners" proceeded to tender them a banquet long to be remembered. The table fairly groaned with good things, besides being beautifully decorated with Spring flowers. Covers were laid for thirty, and at 7:20 they were seated, with Mrs. Cook as guest of honor. Miss Margaret Nelson, the class poet, read the following poem composed for the occasion:
Oh, boys and girls, before we dine,
I'd like to speak a word;
The cause of giving of this feast
You probably have heard.
I won't repeat, but I would like
To say before we're done,
The one who gives is happiest—
We "Gleaners" have the fun.
But yet, oh "Faithful Students,"
we
Are glad to have you here,
And try to fill your souls and hearts
With gladness, mirth and cheer.
And hope that you'll enjoy yourselves,
Be glad that you have come,
And Mrs. Brown, we also wish
You, jollity and fun.
And Mrs. Cook, our Honor guest,
We likewise wish that you,
May spend the evening joyfully
With pleasures not a few.
So with our teacher, Mrs. Weeks,
We now extend our hands,
And hope you'll recollect this feast.
On other isles or strands,
So let us hope some passerby
May see the lights and take
A bit of jollity and fun
Upon his homeward wake.
Yet lastly, I would like to say,
How far, though very small,
A little candle throws its beams,
I'm sure I thank you all.
—Meg Merrilies.

After the reading of the poem the "Gleaners" and their teacher, Mrs. Weeks, were given three rousing cheers by the "Faithful Students", and their teacher, Mrs. H. O. Brown. All went home at a late hour voting the occasion a huge success.—Reporter.

NOTICE

The Treasurer of the City of St. Johns, Oregon, will redeem on May 1, 1914, the following outstanding Improvement Bonds: Numbers 119 to 143, inclusive. The said bonds will cease to bear interest after above date. Bonds may be presented for payment at the First National Bank, St. Johns, Oregon, or Treasurer's office.
J. E. TANCH,
Treasurer.
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J. R. WEIMER
Transfer and Storage

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CANCER
in WOMAN'S BREAST

ALWAYS BEGINS A SMALL LUMP LIKE THIS AND ALWAYS POISONS DEEP GLANDS IN THE ARMPIT AND KILLS QUICKLY
I WILL GIVE \$1000
IF I FAIL TO CURE ANY CANCER OR TUMOR I TREAT BEFORE IT POISONS DEEP GLANDS NO KNIFE OR PAIN
No Pay Until Cured
No X-Ray or other methods
No Pain
ABSOLUTE GUARANTEE
Any tumor, lump or sore on the lip, face or body long as Cancer is new: Pay until last stage. 100% cure money sent free. Thousands of thousands need it. Come write to HOME
ANY LUMP IN WOMAN'S BREAST IS CANCER. We refuse thousands Dying, Come Too Late. We have cured 10,000 in 20 yrs.
Address DR. & MRS. DR. CHAMLEY & CO. A. 436 VALENCIA ST., SAN FRANCISCO, CAL.
KINDLY MAIL this to some one with CANCER

Columbia Furniture Mfg. Co.
533-535 Dawson St.
In the French Block
We Will REPAIR Your Furniture
AT MOST REASONABLE PRICES.
Special Furniture Built to Order.

Geo. S. Shepherd
Republican Candidate
For
CONGRESS

Deep Water To The Sea

ST. JOHNS DRUGGIST DESERVES PRAISE
C. R. Thompson deserves praise from St. Johns people for introducing here the simple buckthorn bark and glycerine mixture, known as Adler's. This simple German remedy first became famous by curing appendicitis and it has now been discovered that A SINGLE DOSE removes sour stomach, gas on the stomach and constipation INSTANTLY. Adv.