

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. 10

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St. Johns is Calling You

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!

COUNCIL MEETS

Matters of Importance Receive Attention

All members were present at the regular meeting of the city council Tuesday evening, with the exception of Councilman Davis, who is absent from the city.

Mr. Humason asked the council to accept a plat of ground belonging to Mrs. Cramer and facing on Willamette boulevard. As it involves the diverging of a couple of streets, the council decided to first look over the ground in a body the following evening. Mr. Humason stated that it was the desire of the owner to sell the property to a Home Building Company of Portland, which will build twelve or fifteen cottages on same after the purchase is completed, work upon which would begin at once.

Owing to inability to sever his relations with other work satisfactorily, Lee Cornany, recently appointed as one of the paid firemen, handed in his resignation, which was accepted and W. J. Mackey was appointed in his stead. Upon motion of Alderman Munson, the Mayor was requested to appoint a committee to formulate rules and regulations governing the conduct and duties of the paid firemen. Councilmen Munson and Garlick and Attorney Parker were appointed to serve in this capacity.

The mayor stated that representatives of the Port of Portland Commission, visited St. Johns a day or two ago and looked over the proposed route of roadway leading to the Western Coopers tract, and that they would submit their report to the Commission Thursday of next week, when the Commission convenes.

The city attorney was authorized to draft ordinances providing for the vacation of portions of Pierce, Edison, Osborn and Buchanan streets, which it is proposed to exchange for right of way for a roadway to the Western Coopers tract of land near the dry docks.

Bills amounting to \$159.75 were allowed.

The buildings and grounds committee reported that work was well advanced on fitting up a room adjoining the fire department room in the city hall for occupancy of the paid firemen, and it was decided by the council after some deliberation to have two windows placed therein.

The improvement of Burr street between Smith avenue and Banks street was accepted by the council, after approval by the engineer and street committee.

A citizen residing on North Central avenue complained of the danger from fire arising from the existence of weeds in that neighborhood, and asked for relief along this line. The city attorney was directed to look up the ordinance bearing on the weed nuisance, and if found inadequate to amend in readiness for approval of the council at the next meeting.

On motion of Alderman Munson the attorney was directed to prepare or amend an ordinance giving the police the right to shoot or otherwise execute all dogs found on the streets without a muzzle.

On motion it was decided that Bert Olin should be placed on regular salary of \$65 per month as a member of the street brigade.

Death of Mrs. Haynes

Mrs. O. S. Haynes died very suddenly at her home on North Leonard street at about five o'clock Friday afternoon. She had been sitting in an invalid chair reading, with two of her small children playing around her, when death came. The children, noticing that something was wrong with their mother, called their grandmother from another room. Mr. Haynes, who has been employed at the gas plant on the west side of the river, arrived home only a few minutes after his wife had passed away. She was aged about 34 years, and for the past six months or more had been confined to her home with illness, but she was believed to have

The Sweet Pea Show

Arrangements for the Sweet Pea Show and School Garden and Industrial Exhibition to be held in the rink Friday and Saturday of next week are being perfected in fine style, and the affair promises to be better in every way than ever before. Following is the list of prizes offered:

Grand Special Prize—Best exhibit irrespective of class; silver cup, \$25. Must be won three successive years to obtain permanent possession. Held by Mrs. Butts.

Class A—Six or more vases, named varieties. Ten or more stems in each vase. First prize, \$10 silver cup; second prize, \$3.50 cash.

Class B—Best vase, any number, mixed. First prize, \$4.50 cash; second, \$2.50; third, \$1.

Class C—Vase of 20 stems, pure white. First prize \$4.50; second, \$2.50; third, \$1 cash.

Class D—Vase of 2 stems, red. First prize, \$4.50; second, \$2.50; third, \$1.

Class E—Vase of 20 stems, lavender. First prize, \$4.50; second, \$2.50; third, \$1.

Class F—Vase of 20 stems, pink. First prize, \$4.50; second, \$2.50; third, \$1.

Class G—Best six vases of ten stems each, Grandiflora type, distinct varieties. First prize, \$10 silver cup; second, \$3.50 cash.

Class H—Most artistic vase or bowl of sweet peas. First prize, \$4.50; second, \$2.50; third, \$1.

Class I—Largest collection. First prize, \$4.50; second, \$2.50; third, \$1 cash.

Class J—"Juvenile," 14 years and under, best three vases of 10 stems each, any three colors. First prize, \$4.50; second, \$2.50; third, \$1.

Rules and Regulations.
Rules and regulations as adopted by the National Sweet Pea Society of America will govern the judging. Points in scoring will be apportioned as follows:
Length of stem, 25 points.
Color, 25 points.
Size, 25 points.
Substance, 15 points.
Number of flowers on stem, 10 points.
Sweet pea or other foliage can be used with the flowers unattached. Commercial growers cannot compete in these classes. Entry can be made by grower only.

School Garden Contest.
Entries must be grown in school gardens.
They must be the product of the child's individual effort.
Three prizes will be given in each class.

Class A—Best vegetable display. First prize, \$2; second \$1.50; third, \$1.
Class B—Best beet display. First prize \$2; second, \$1.50; third, \$1.
Class C—Best potato display. First prize, \$2; second, \$1.50; third, \$1.
Class D—Largest head of lettuce. First prize, \$2; second, \$1.50; third, \$1.
Class E—Best loose leaf lettuce. First prize, \$2; second, \$1.50; third, \$1.
Class F—Onions, 4 bunches, 5 onions in a bunch. First prize, \$2; second, \$1.50; third, \$1.
Class G—Radishes, small, round, not less than ten. First prize, \$2; second, \$1.50; third, \$1.
Class H—Radishes, long variety, not less than ten. First prize, \$2; second, \$1.50; third, \$1.
Class I—Turnips, best display, not less than ten. First prize, \$2; second, \$1.50; third, \$1.
Class J—See Class "J" Sweet Pea Contest. All entries in this class must be made from your own "School Garden."

been improving, and death came as a distinct shock to her loved ones. Besides her mother and husband, she is survived by four small children. The funeral took place from the St. Johns undertaking parlors at 2 o'clock Sunday afternoon, Rev. J. R. Johnson of the Christian church officiating. Interment took place in Columbia cemetery.

You need envelopes and letter heads in your business. They are neat, tasty and business like, and cost but a trifle more than the cheap pads and flimsy envelopes you buy. They give your correspondence an effect that is worth while. Leave your orders here now.

Where shall I get my hair cut?
At Gilmore's barber shop, adv.

A RUDE SHOCK

Vainly Ask Business Men to Aid Beauty League

By David Powell.

A quite novel, though none the less effective scheme to encourage home buying was inaugurated and carried to a successful issue by the women of B——, a city of 15,000 inhabitants located within easy trolley ride of Cleveland, Ohio.

A Civic Beauty League had been organized by the leading women of the city, and to carry out its purposes they appealed to the business men of the town for financial aid, never doubting that for so worthy a cause there would be any reluctance on the part of the merchants to subscribe.

As it so happened, the two or three women most active in promoting the League were very much given to running into Cleveland to buy a large share of their clothing, hats, house furnishings, etc., and when the matter came up before the Business Men's Association for endorsement, several of the merchants present were of the opinion that this would be a rare opportunity to give those women a well merited rebuke. After some discussion it was decided to appoint a committee to meet with the ladies and explain to them that owing to poor business conditions caused by so much money being spent out of town it would be impossible for the merchants to help them at that time. Though the ensuing conference between the committee and the ladies was held many years ago, the members of that committee still retain very vivid memories of the occasion. After some two hours discussion, on the part of the women, the committee men retired with as much grace as they could, but later developments proved that their martyrdom was not in vain.

Being whole souled, sensible American women, they readily saw the force of the arguments presented by the business men, with the result that it was but a few days until their Beauty League was converted into a "Buy at Home" Club, composed only of women and working independently of the merchants, though, of course, the money necessary to conduct their campaign was solicited, and, needless to say, willingly subscribed from the business interests of the city.

Through the medium of the local newspapers the women conducted a prize contest for the best ten reasons why people should buy from home merchants, and was open only to contestants who were not connected in any way with local enterprises. As it was desired to create as much interest as possible in the contest, the prizes offered were very substantial and so arranged that almost every one sending in an article could feel almost sure of winning something.

The results were more than satisfactory. Hardly a block in the city but contained one or more of the prize winners. The following article won the grand prize of \$250, and after being prepared in pamphlet form in the most attractive style printers' art could devise, was placed in the hands of every resident of the city:

"We should patronize our home merchants because it is patriotic. That which prompts a man to don his armor, and if need be to give his life in defense of his country, is patriotism. Patriotism never counts the cost. It prompts the loyal citizen to lend his utmost action to the upbuilding of his country, his state and his city. No greater evidence of true patriotism can be displayed than the expending of your earnings with your home merchant, thus building up and strengthening the institutions of your home city, and adding to the general prosperity of your community.

"Because it will cheapen the price of merchandise in your home stores. The greater volume of business transacted by a merchant the smaller will be the margin of profit he will require. By adding to his volume of business you make it possible for him to sell his wares cheaper, thus benefiting yourself as well as the entire community in which you live.

Electrical Parade

The famous Electric Parade of the Rose Festival of Portland is to be reproduced under the auspices of the Portland Ad Club on the night of July 4th, in the city of Portland. So many people did not see the parade during the Rose Festival that this led to a general expression to have it reproduced. The Portland Ad Club took the matter up and has succeeded in making the arrangements for staging this wonderful and marvelous exhibition. The entire twenty-one floats will be reproduced. Queen Thelma and her maids, the thousand Red Men and bands galore will all be part and parcel of the affair. A general invitation has been extended to every one not only in Portland and St. Johns, but in the outlying districts to go to Portland and witness this brilliant affair.

"Because the home store is an employing institution giving work to the sons and daughters of your friends and neighbors. The amount of patronage given such stores will regulate not only the number of persons employed, but the scale of wages paid as well.

"Because a reciprocal relation exists between you and your home merchant. The money you earn is paid you by home institutions. No man can live up to himself. It is a duty we owe to spend our earnings, so far as possible, so that it will insure to the upbuilding of community interests.

"Because your home merchant, desiring your trade tomorrow as well as today, knowing you well, being your neighbor and fellow citizen, will accord you more courteous treatment, and give your wants more careful attention than the merchant in a strange city to whom you are but a transient customer, an out of town purchaser to whom he can dispose of undesirable wares with perfect safety.

"Because it is convenient. The busy woman can steal an hour from her other duties, go to the local stores, and not carrying particularly about her gown for such a brief visit, transact her errand in a hurry and be back by the time the children are home from school and John wants his supper.

"Because the home merchant has made a study of his community. He understands its peculiar needs, the wants and tastes of its people. His stock is bought with these facts in mind. He, therefore, offers better selections for home people, though his stock may not be so large as the out of town merchant whose selections may have been made with a view to the tastes and needs of an entirely different community.

The distribution of the pamphlet containing the foregoing reasons, while of course doing some good, was but a minor feature of the campaign. The great effectiveness of the scheme lay in the use made of the bulk of the reasons submitted. It was very generally found that at least one of the ten reasons submitted by every contestant had some special merit, and these were printed on cards bearing the name and address of the person writing it. Watchers were appointed to report the names of every resident of the town returning from Cleveland with package, and from other sources was learned the names of any one receiving freight or express shipments.

By the next mail each of these people would receive one or more of these "reason cards," submitted by some one who lived in their same block or immediate neighborhood. The second offence brought a dozen or so, and a continuance of the practice brought a flood of them to every repetition.

The effects of this persistent bombardment can be better imagined by the reader than described by the writer. Suffice it to say, that within the year it was a rare exception to see shipped or carried into the town anything that could be purchased at home.

A Double Surprise

About one of the jolliest surprise parties it has been our lot with which to associate was given Friday afternoon, June 26th, when the plans of Mrs. M. A. Poppleton were carried out by a crowd headed by Women of Woodcraft, Neighbors of Oregon Grape Circle No. 541 of St. Johns and Sister Rebekahs of Laurelwood Rebekah Lodge No. 160 of St. Johns came in, all unexpectedly, on Anna Hathaway at the home of her sister, Mrs. M. A. Poppleton, of 625 Knott street, Portland. After talking, joking, tattling, etc., music, both instrumental and vocal, was enjoyed. Then all ascended the stairs to the third story to view the city, after which refreshments were served.

Last, but not least, Effa Beam, clerk of Oregon Grape Circle, was called on for a speech. So, taking a box from some secreted place, she stood before the audience and made a most polite bow. Here's where the double surprise comes in, for instead of the box playing a part in Mrs. Beam's tableau, as Sister Neighbors Hathaway thought, it contained a most exquisitely beautiful cut glass vase. And the funny part of it was, the Sister had been searching all Portland for just such a vase, and to think her friends, knowing it, should present her with that for which she had longed seemed a queer coincidence, indeed. Those present were Miss Valkyria Larsen, Mesdames Brice, Vincent, Effa Beam, Emma Beam, Robison, Gaines, Whitmore, Churchill, Weimer, Benjamin, Muhm, McKinney, Simmons, Glover, Strickland, Poppleton, Sternweis, Hathaway.—One of the Number.

West Side Notes

From the Linnton Leader.

Albert Draper and family of St. Johns have moved into a boat house owned by Mr. Rakes of Whitwood. Mr. Draper has work at the woolen mill.

Wayne Mills is running the pump at the Willalatin pump house above Whitwood Court and says if the work was any easier he never could stand it.

The work of clearing the right of way for the new Hillside boulevard is being pushed rapidly and grading has been started on some of the contracts. There are about four or five hundred men at work on the big improvement now. When it is completed it will be one of the finest drives that ever happened. The Germantown Road is a pretty drive with all its serpentine curves but it will not be in it for a minute with the Hillside drive when completed because of the wider range of vision of the latter and the higher altitude of a greater part of it. This cooler weather certainly makes it more comfortable for the laborers on this contract.

There is one thing more that is needful and then the ferry would be perfect and that is to give longer hours service in the evening. As it is there are very many who wish to cross between 7:30 and 10 o'clock who must either go around by Portland or take a small boat which to say the least is not safe on the river after dark. It would be one of the most highly appreciated things of the service if it could be extended to even 9 or 9:30 p. m., instead of 7:30.

Charley Tooley, who works at handling the chain, and calls "all board" to the toot man above, is back at his old job after being laid up for nearly three weeks with rheumatism. His old friends are very glad to see his smiling face again.

C. B. Glover, father of Thomas Glover, who has been in the mining business the past few years in Southern Oregon near Grants Pass is visiting his son here and other relatives in St. Johns and other nearby point. Mr. Glover has sold part of his holdings at the mines and now hopes to live out the rest of his days on Easy Street. He reports Rogue River valley a very healthy part of the state, and his appearance is good evidence of the truth of his statement.

Auto for hire by day, hour or trip, at very reasonable rates. Good opportunity for parties of four or less to make a trip into the country at a low price.—H. M. Waldref, 609 Fessenden street.

HIGH SCHOOL

The Alumni Holds Its Annual Reception

The alumni of the James John High School held its annual reception in the High School Saturday evening, June 27. The guests of honor were the Faculty and members of the class of June '14.

One of the first floor classrooms was fitted up as a reception room and was very beautiful with soft carpets on the floor and leather couches and chairs and tables scattered about. Beautiful ferns and quantities of cut flowers gave the room a homelike appearance. The guests were received by a committee of young ladies and when all had arrived, were escorted upstairs to the large auditorium, where an up to the minute program was rendered. It was in the form of high class vaudeville, and some of the acts brought down the house. Then there was a charade, each of the seven parts of which represented one letter of the name "St. Johns." All of the parts were taken by members of the Alumni, sober-minded school teachers and grave young matrons, as well as gay young society butterflies. The musical numbers were especially enjoyed.

After the program the guests adjourned to a room across the hall, which had been fitted up as a banquet room, where a dainty luncheon was served by charming young lady members of the High School student body.

The dining room was beautifully decorated with the class colors, lavender and cream. Miss Hazel Johnson and Flavius West, James John students, entertained with much appreciated instrumental selections during the banquet.

Cecil Magone acted as toastmaster, and called upon various members of the association as well as the Faculty and members of the June class. They responded with speeches, which were enjoyed by all. Mr. Fry said he thought it wonderful how well the members of the James John Alumni held together and what a splendid showing we made.

All returned home vowing loyalty to James John High and determining to assist in every way in their power in making a better and a greater James John in the future.

Some of the older members of the Alumni Association were unable to be present, and their absence was felt by all. Nevertheless most of James John's sons and daughters made special efforts to come to their old High for at least this one occasion.

Those present were the Faculty, Principal Fry, Mr. White, Miss Rundall and Miss Clinton, also Mrs. Fry and Mrs. White; Misses Catherine Gensman, Maggie Dickie, Hazel Hall, Hazel Peterson, Vida Evans, Louise Sterling, Viola Westhefer, Beulah Beam, Sadie Cramer, Lulu Day, Florence Wass, Vina Swan and Messrs. Frank Bugbee, Wilbur Bellinger, Clarence Krueger, Eugene Hiatt and Everett Smith, class of June '14. Alumni members present were Mrs. Lulu (Hollenbeck) Brooks, Emory Gilmore, Arthur Clark, June '14; Misses Florence Jensen, Ruth Crouch, Anna Brice and Mr. Howard Brice, February '11; Mrs. Ermon (Wheeler) Churchill and Miss Celia Hunkins, June '11; Harold Dean, February '12; Mrs. Myrtle (Dickie) Rawson, Miss Clara Nelson and Cecil Magone, June '12; Misses Edna Hollenbeck, Nettie Toole, Gertrude McCarthy and Basil Smith, June '13.—Reporter.

May Build Large Docks

According to well defined rumors that are abroad in marine and real estate circles of Portland, European capitalists are negotiating for the construction of a large dock and warehouse project in the North Portland harbor.

It is understood, on apparently competent authority, that a site has been selected either on Swan Island or on the mainland just west of it, and that plans for the dock buildings have been prepared for foreign architects who were in Portland to look over the situation. Between

Corona Club Events

Friday evening the Corona Club graduating class of June, 1914, gave the following program at the Central school building:

Grand March—Entrance of Class.
Class Song—Land of Promise.
Salutatory—Mary Jones.
Aloha—Corona Orchestra.
Corona Rose—Girls' Glee Club.
Piano Solo—Merle Harrington.
Trio Drill—Selected.
Chesapeake Bay—Corona Orchestra.
Club History—Margaret Nelson.
Song—Boys' Chorus.
Vocal Solo—Frances Miller.
Evening Bells—Corona Orchestra.
Piano Solo—Reba Catto.
Class Song—Star of the Summer Night.
Dorothy—Corona Orchestra.
Song—Mixed Chorus.
Valedictory—Lawrence Serurier.

Presentation of Diplomas—Supt. C. H. Boyd.
The hall was decorated with the Club colors of old rose and old gold, and great clusters of roses furnished by Miss Florence Bredehen banked the foot lights. Pennants and flags were used in abundance, and the decorating committee is to be congratulated on the artistic arrangement and speed in which the work was accomplished.

Although the Corona Club consisted of members of the June graduating class, and all the activities were of a high educational standard, yet it was entirely separate and independent from school work. Every member was an officer or committee worker and each one took a personal pride in the Clubwork.

The Club History gives twenty states as native homes of members, and far away Scotland claims Miss Agnes Orr.

From the farewell party given to the outgoing February, 1914, class, at the home of Miss Opal Weimer, to the farewell party given to the Corona Club by two of its members, Miss Fitterer and Miss Miller, at the home of the latter, there has been a continuous round of hard work and good times. Hard work in the school room where the ninth year's work was completed and the nine years' work was reviewed. Good times after the "Live Wires" were busy sending out messages for a camp fire, a "hike," a ball game, or a ribbon meet, or some indoor entertainment, as the lecture course at the library, where the most prominent men in the city gave their time and instructive talks to the Corona Club.

The Orchestra has been kindly received, the Girls' Glee Club and Boys' Chorus have been a source of inspiration. The Short-hand Class has completed twenty lessons of the most approved system, and can take dictation.

The bazaar was the only event netting a financial return, and the proceeds were used to give a reception to all the Alumni of Room 15. There were ninety-six present of the one hundred nineteen graduates of the last two and one-half years.

A farewell party was given by Miss Fitterer and Miss Miller on Saturday evening at 1019 South Gresham street. The Corona Club presented the teacher-manager with a beautiful pendant set with a diamond and three dainty pearls.—Reporter.

\$2,000,000 and \$3,000,000 has been raised, it is said, principally in foreign circles, to finance the project and the plans have proceeded to such a stage that they are now about ripe for active inauguration.

The general plan is to erect an eight story structure, capable of housing several manufacturing plants, on the dock premises. It is planned to have large quantities of stuffs manufactured on the site and shipped immediately to the markets of Europe and the Orient.

It was reported that the shipping firm of Frank Waterhouse & Co., of Seattle was interested in the project. Mr. Waterhouse left London last week for Seattle, after an extensive visit abroad. It may be that he has been in conference with European investors and that he will have an interesting announcement upon his return.—Oregonian.

"Watches" made over into "Time-pieces" at reasonable rates at Rogers', 309 N. Jersey street.

Note the label on your paper.