

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

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St. Johns is Calling You

Has seven churches.
Has a most promising future.
Distinctively 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 was still in Eastern Oregon. Mayor Vincent presided in his usual faultless style. A remonstrance signed by forty citizens protested against the acceptance of the proposed plat of the Cramer tract on Willamette boulevard on the contention that it did not conform with the other streets. The plat was rejected. H. G. Benham asked for permission to erect a sign across the sidewalk at the Home Garage, 102 Smith avenue, which request was granted. V. W. Mason asked for and was granted 30 days' extension of time on the improvement of Willamette boulevard between Burlington street and St. Johns avenue, the improvement having been a little overdue, owing to difficulty in securing material when needed. Bills amounting to \$387.50 were allowed. The new fire truck was accepted and the paid firemen placed on regular duty beginning the following morning. Alderman Graden suggested that the fountain on the city hall plot, which has been in disuse for some time past, be converted into a receptacle for holding flowers, and asked that the council consider the proposition for a week. A fountain was ordered installed at the ferry landing. Engineer Burson stated that a portion of the sidewalk on Ivanhoe street was in a dilapidated condition, and the recorder was directed to notify the property owners to place same in proper repair. The subject of acquiring an oil sprinker was discussed, but no written application for oil sprinkling having been received from property owners, no action was taken. The improvement of Willamette boulevard between Burlington street and St. Johns avenue, and Burr street between Dawson street and Smith avenue were accepted. The monthly reports of the treasurer, recorder and chief of police, and the quarterly report of the city recorder were read and accepted. An ordinance providing the time and manner of improving Charleston street between Hayes and Willamette boulevard by sidewalk and hard surface was passed. Aldermen Garlick and Graden voting in the negative, however, on the ground that the improvement was unnecessary. An ordinance compelling property owners to cut down and remove weeds on their property was passed, and the mayor and chief of police requested to select a man to have supervision of the checking up of same. The chief of police was directed to arrange so that all members of the police force should have a vacation of ten days each.

A Gentle Reminder

Mrs. M. Rowman, 368 Fremont street, aroused because of the ban that has been placed on the wearing of X-ray skirts in public, calls the attention of Mayor Albee to what she terms impropriety in the dress of mere man. The gentle reminder to look close to home is the result of the mayor's crusade against so-called immodest habiliments which some women prefer during the hot summer days. Mrs. Rowman wants simple justice in behalf of her sex. She thinks the mayor, to speak frankly, has no right to single out woman-folk in matters sartorial, and let the men offenders get off with out even a word of criticism. She declares that the police have plenty to do to prosecute their dress reforms at their own door without going out of their way to harass or intimidate the gentler sex.—Journal.

House for Sale—827 N. Edison Street; 6 room house and modern all the way through. See owner, Blacksmith at Peninsula Iron Works.

Handsomeness Stores

Couch & Company, pioneer merchants, now have one of the finest, most attractive and most convenient stores to be found in the entire Northwest. While the arrangement is not entirely completed, yet the effect is most pleasing to the eye. Couch & Company started in business in St. Johns ten years ago. The start was made in a small way with various kinds of goods in one modest store room. Today three commodious store rooms with a seventy-five foot frontage are none too large to store and properly display the enormous quantity of goods on hand. The exterior of the building is most inviting. The glass front all along the front of the building affords splendid display, and under the skillful manipulation and artistic ability of Mr. Fred Couch they present an appearance that is most beautiful. White is the predominant color throughout. The steps that formerly was the means of entering into the stores have been done away with by lowering the buildings to street level. The first department from Ivanhoe street is used exclusively for dry goods and ladies' wearing apparel, including shoes. The next department is utilized for men's furnishings, and the third is the grocery department. Wide arch ways lead into all the departments in a straight line, making ingress and egress into each department one of ease and facility. Handy little places are found near the arch ways for bargains of various natures. The basement is large and commodious, and is well filled with excess goods of various varieties. The part of the basement designed especially for use of the grocery department is surprisingly cool and pleasant, and eatables and perishable goods of any kind can there be kept in the finest condition. The stores are splendidly lighted by the high and large plate glass in the front. Arrangements have been made for heating the stores with a furnace in the basement. The pure white finishings of the interior throughout is a thing of beauty and is most pleasing. The stores are all models of convenience and attractiveness. No effort or expense has been spared in making the combined stores up-to-date in each and every particular. A neat alcove or balcony has been erected over the rear of the dry goods department, upon which will be carried a line of ladies' apparel, and Mr. Couch says a portion of the balcony may later be utilized as a sewing room, where Mrs. Fred Couch and Miss Louise Couch will give free sewing lessons in fancy work one afternoon of each week. Both are experts in fancy needlework, and such an innovation would no doubt be gratefully appreciated by many of our young ladies who are anxious to learn. A handy balcony has also been constructed at the rear of the men's furnishing department, which will be utilized for the placing of trunks, valises, etc. A fine line of hats of all the latest designs and patterns have been placed in stock, besides men's furnishings of different kinds. Shelves and counters have been placed everywhere where convenient. The stores are certainly a great credit to St. Johns, and Couch & Company are deserving of much praise for their enterprising spirit.

Wants it Prohibited

Editor Review: It does seem as if some method might be devised whereby street speakers would be prohibited from heaping abuse upon the church, the country and numerous individuals. It is most annoying to have to pass along the main street of the city at night and hear a loud voiced speaker denounce Christianity, the government or the manufacturers. Free speech is all right so long as it does not injure the rights of others. No man has a moral right to publicly denounce whomsoever he will without at least just cause. Probably if the city authorities would pass an ordinance prohibiting public speaking upon the main streets of the city at least, those persons finding it necessary to make a trip down the main streets in the evening will not be afflicted with being compelled to hear a lot of abuse.—Citizen.

A NEW LIGHT

On Fundamental Principles of Merchandising

By David Powell.

In a small city of western Nebraska, the incoming flood of catalogs and the outgoing flood of money orders had reached such proportions that the merchants became convinced that their commercial extinction was near at hand. They saw their city dwindling in population and degenerating in appearance. They saw the young men of the town striking out for the larger cities, and they felt that the spirit of local pride was broken and that the breath of local enterprise had departed. Very fortunately, however, for the future welfare of that community there was one man among them who still retained a spark of hope in his heart. He organized the business interests of the city into a "get together" club for the purpose of fanning the dying embers of home feeling into a living flame. It was out for everything that promised to help the home town. But the man who had brought the organization together could think of nothing that would help the old town so much as to get back some of the trade it had lost to mail order houses. He did not believe the fight was hopeless, and he refused to admit, even to himself, that, as a matter of dollars and cents the mail order houses could supply that community with its necessities and luxuries more cheaply, in the long run, than could its local merchants. Consequently he looked around for a man who had a natural gift for figures, who could take a price apart and show what made it go; who could meet farmers on their own ground and talk to them straight from the shoulder without giving offense. The man selected for this work had for many years been a factory cost expert, and after giving the matter a great deal of thoughtful consideration, he concluded that the most effective way to convince the consumer of the wisdom of patronizing home merchants would be to put before them in a plain convincing manner the basic and generally little understood principles of merchandising; the object in view being to make clear the fact that it costs approximately the same to market an article by any of the different methods of modern merchandising, whether from the shelves of the home merchant or from the highly centralized catalog houses of the large cities. This man's experience had fitted him to handle the subject in an exceptionally intelligent manner, and the subsequent success of the undertaking proved the soundness of his theories. In the literature sent out by the club, he begins with the manufacture of an article and follows it step by step to the hands of the ultimate consumer through both the mail order and regular channels of trade. In proving the fact that the large catalog concerns have no advantage over other merchants in buying their goods he says: "The modern factory, manufacturing staple products, enjoys keener competition, if possible, than any other line of business. It must sell its products to the retailer at a price that will return the smallest profit possible that will permit a reasonable return on the money investment. Should a factory put a price on its product that would return to its stockholders more than a fair rate of interest, either its competitor would undersell it, or new capital, of which there is always an abundance seeking investment, would enter the field and would eventually bring the price of the article down to the point that would return to the stockholders a rate of interest satisfactory to investors in industrial securities. In dwelling on this purpose is to show that under the present industrial conditions the selling price of a manufactured article is determined by its cost of production. "Every modern factory now has a cost system which shows to the fraction of a cent the cost of their product when it leaves the shipping room. It must be sold at a certain figure to pay a certain percentage of profit. It

costs no more per case to manufacture the ten cases for little John Smith than it does per case the thousand for the larger buyer, and if both offer the same terms of payment they will be charged exactly the same price. The little John Smith scattered over the country are the takers of the bulk of the manufactured products of the country, and they are the ones the manufacturer has in mind when he puts the lowest possible price on his product. If in quoting John Smith his regular price, a price kept down by keen competition, he is making only a minimum profit, how can he by any possibility, quote a lower one without seriously affecting his dividends. You know dividends are what factories are run to make. "Many catalog houses lay great stress on their ability to sell an article at a low price because they 'own their own factory.' Is there any good reason for us to believe that their factory can manufacture an article cheaper than any other factory simply because they own it? Catalog houses own factories, and factories using the tempting phrase, 'We sell direct to the consumer,' in reality have no advantage over the independent retailer in so far as price is concerned, because their product, when it leaves the manufacturing department, must be charged to the selling department at exactly the same price it would be charged to an independent retailer, were they themselves not in the retail business. So you see that the great stress laid on the factory owning feature by the larger catalog houses is pure, plain, unadorned buncombe with a capital 'B.' " In explaining how such houses were able to occasionally quote low prices on standard goods of well known makes he has to say: "Catalog houses as well as other merchants often have opportunities to purchase at reduced prices, what is known to the trade as 'job lots.' A factory may discontinue the manufacture of a certain style, and having a large stock of that particular pattern on hand, will offer the entire lot at cost or even less. While of course such merchandise is of standard quality, it naturally must have lost its desirability in the eyes of the critical consumer, otherwise there would be no reason for discontinuing the manufacture of it. With this exception, and the occasional opportunity they have of purchasing bankrupt factory stocks, the arguments and facts as presented are incontrovertible. "In addition to gathering the data contained in the literature and circulating it, this man also went out amongst the farmers as a "home trade" missionary. Though he was strong for home sentiment, he always went straight to the point of the farmer's pocketbook, and stood ready to show the customer of the mail order house that, month in and month out, he was actually losing money by not trading with the home merchants. In his figures he left nothing out of his calculations—not a postage stamp or an express toll escaped his eye. He was up on brands and qualities in every line of merchandise. He took samples of foodstuffs from the local store and made side by side comparisons of them in the farm kitchen with the foods bought from the mail order concern. The club was made a social center for the entire community, especially for the farmers and their families. Gradually a testing laboratory of a crude sort was built up in the club, and here many an argument as to quality of goods was settled. The consumer and the storekeeper were both taught to be judges of quality in almost all lines of goods. Today the mail order trade in that community is on the decline, the catalog is on the run; business and residence real estate in the city is slowly advancing in price; the old town looks good to some of the high school boys, who are not so eager as were some of their immediate predecessors to shake the dust of the town from their feet, and the entire civic life of the community has experienced a decided change for the better.

How is Your Title?

Have your abstracts made, continued or examined at the Peninsula Title, Abstract and Realty Co. Accurate work. Reasonable fees. H. Henderson, manager, 311 North Jersey street Adv.

Note the label on your paper.

The Death Penalty

I have read and thought much upon the subject of capital punishment. Six times in my life I have faced the responsibility of its infliction, holding within my own will decision concerning it, with power to suspend it or let it be imposed—the power of life and death over its intended victim. My convictions concerning it are deep rooted and firmly established. I am opposed to it in any form. Every fiber of my being, physical, mental and moral, revolts at it. Four times out of six I set aside the penalty and commuted the sentence to life imprisonment. Twice I let the bloody thing be done. I was at the time governor of a great commonwealth. The law provided for the death penalty. I had sworn to enforce the law. The power of clemency was mine, an attribute of the great office I held, a high and solemn power. But it was not mine to use at will, to arbitrarily exercise, or, indeed to exercise at all, except for grave and public reasons. I had no right to suspend a law duly and solemnly enacted, simply because my own personal conviction did not accord with its mandate. My duty seemed to me to be amply defined by Justice Samuel F. Miller, of the United States Supreme Court, in sentencing a prisoner found guilty of murder, in a case over which he presided while on the district bench: "The penalty which the law attaches to your offense is one which my judgment does not approve; for I do not believe that capital punishment is the best means to enforce the observance of the law, or that, in the present state of society, it is necessary for its protection. But I have no more right for that reason to refuse to obey the law, than you have to resist it." In the four cases in which I extended clemency there were palliating circumstances that seemed to justify executive mercy. In the other two cases there was no fact or circumstance upon which to base such action, and I permitted the sentence of the court to be carried out. But to my dying day I shall not be able to acquit or justify the law that imposed the awful responsibility upon me. The death penalty is inconsistent with the highest principles of American penal codes or conditions. There is scarcely a modern bill of rights that does not provide that penal laws shall be founded upon the principles of reformation and not on vindictive justice. Capital punishment does not reform! It exterminates! It rests wholly on the ancient doctrine of revenge—an eye for an eye, a hand for a hand, a life for a life. It is out of harmony with the spirit of the age, in conflict with modern culture, and in contravention of every teaching of the religion we profess to live. It is a part of the old penal system of torture and of bodily mutilation a system that is founded on retribution. It belongs to the days of the Inquisition, the wheel and the rack, the stake and the fagot; to the hatred and the furies of a time long gone, fitting only the iron hand of a Nero, the metallic soul of a Bismarck. Depending for its authority upon "what dead men have written in old books," it has no place among the just and solemn enactments of a free, enlightened and Christian people. Its deterrent quality lies only in the dread of death, the agony of execution. But neither of these is often present in the mind of the murderer. Most murders are done in passion. In such case there is present in the mind at the time no thought of the penalty at all. Ever when the crime is premeditated the perpetrator calculates not upon detection and apprehension, but upon concealment and escape. It is the certainty of punishment and not its severity that deters. The more lightly the state regards, and the more publicly it takes, the lives of its citizens, the more frequent, inhuman and terrible the punishment it inflicts, the greater the brutalizing effect upon the people. If the state would have the citizen hold human life in high and holy regard, the state itself must also hold it sacred. The power of suggestion and example by the state upon the individual can hardly be estimated. An English divine who had attended sixty-seven criminals through the final scenes of their dissolution testified that all but six

Birthday Reception

A reunion and birthday reception of Mr. John Curl was held at the home of his daughter, Mrs. C. J. Anderson, 203 Richmond street, July 1st, 1914. The affair was given in honor of his 82d birthday. An elaborate two course dinner was served, covers being laid for 24. The home was beautifully decorated in red, white and green, and a large birthday cake with candles representing each year of his life formed the center piece of the table. An address of welcome was given by Mr. Curl, preceding the dinner. Mr. Curl is a pioneer, coming across the plains by ox team in 1847. He is an Indian War veteran, having fought during the years of 1855 and 1856. There are just three left out of a family of fourteen, these being John Curl, Miller Curl of The Dalles, and Martha Moring-relatives were present: Miller Curl, Mr. and Mrs. F. C. Curl, Mrs. Martha Morehead, Mr. and Mrs. C. J. Anderson, Reco Anderson, Mr. and Mrs. C. S. Huddleston, matron at the Salem penitentiary, Mrs. C. A. Barr, Mrs. W. H. Burke, W. A. Morehead, Mrs. S. J. Jones, Monte Jones, Mr. and Mrs. Wm. Bilyeu, Mrs. J. J. Tryon, Adeline Burkheart, Mrs. Claud Allen, Mrs. C. C. Hargrave, Mrs. D. L. Jones.

Is Well As Ever

Charles Tooley surprised his many friends Monday by appearing on the streets and walking around with as much ease as any of the other pedestrians. A week ago he was taken to the Portland Sanitarium suffering from a severe attack of rheumatism. He had been in bad shape with rheumatism for the month or so previous, and had about decided to go to one of the hot springs for treatment, when he was prevailed upon by a neighbor to try the Portland Sanitarium. So he was conveyed thither, suffering the most excruciating torture. After he had been there but 24 hours and the electric treatment applied, he was able to walk around without the slightest pain. He stayed a week, and has not felt any pain since, and can walk around with thorough ease. Charley feels most grateful to the management of the Sanitarium for effecting a cure in such a miraculously short time. He says the treatment he was accorded there could not have been finer, and the charges were surprisingly low. He advises all afflicted with rheumatism to try the Portland Sanitarium.

Horses Drowned

Jeff Davis met with an unfortunate loss Monday afternoon. His team of horses, which was engaged in hauling wood from the Whitwood hillside, was left standing in the roadway for a few moments while Mr. Davis' attention was directed elsewhere, and they started off down the hill, their speed accelerating rapidly as they neared the bottom of the hill, with the heavy wagon crowding them along. They turned down the roadway leading to the ferry slips, and they were unable to stop their flight as they reached the end of the slip, and team and wagon rushed out into the water, which is quite deep at the slip. They sank almost immediately, the wagon drawing them under, and in about half an hour they came to the surface. The drowning of his team is quite a loss to Mr. Davis.

of them had themselves witnessed executions. All scientific reflection and knowledge, all experience, all history, and all statistics are against capital punishment as a deterrent of crime. There are fewer murders in states that do not inflict it than there are in those that do. Where the death penalty has been abolished murders have not increased, and mobs and lynchings are less frequent. It is unrightful and inefficient—an expiation, cruel, bloody and ineffectual. The modern mind repudiates it, the twentieth century conscience sickens in contemplation of it, and a christian people ought not to inflict it.—J. Frank Hanley in the American Magazine.

How They View It

The item below is taken from "Lend a Hand," which is printed in the Salem penitentiary. This monthly periodical is one of the finest, most helpful and interesting periodicals published in the state. It is all printed at the penitentiary, and should have a wide circulation. It gives the inside of prison life, the reforms needed, and the hopes and aspirations of those incarcerated therein, and is something every one should read. Send a dollar and get it a year. You will get your money's worth, and more. The item shows how much sympathy a parole breaker gets by the rest of the inmates: "What a lot of noise some of these parole breakers make, when they are returned after violating their pledge. It would wring crocodile tears from the eyes of a potato to listen to some of their hard luck tales of woe. Why not cut out that whine? It gets you nothing—not even sympathy, for we all know that you are the one to blame, even though you try to lay it on some one else. We know that for that reason our sympathetic spigot is closed tight. We tolerate you because we have to, not because we want to, so you might as well hug your grouch and saw wood. In other words, take your medicine and shut up."

Land Products Show

It has been definitely decided that the commercial, industrial and development organizations of Oregon will hold a big Industrial and Land Products Show in Portland from Oct. 26 to Nov. 14, and the Army, together with one or more temporary structures, has been selected as the site. Mr. Louis W. Buckley, formerly of the Alaska-Yukon-Pacific Exposition, has been selected to manage the big show. About 80,000 square feet of space will be utilized and this will be nearly equally divided between soil products and products of the workshop. About 12,000 square feet will be used to show municipal and educational work. It is expected that the best showing of apples and other fruit ever made in Oregon will be found at this show. The transportation companies have taken an active interest in it and practical co-operation will be rendered by the Portland Commercial Club, Portland Chamber of Commerce, The Portland Ad Club, the Retailers' Association, the Rotary Club and by the press of Portland and the state at large. The premium list for this land show, which will be issued in about ten days, will provide for about \$20,000 in cash and special prizes. In addition to the premiums, specially engraved diplomas will be given. It is expected that the states of Utah, Idaho and Washington will send land product exhibits and otherwise participate in this great exposition. County and district exhibits are particularly desired by the management, also a complete showing of the various phases of the lumber industry of the Northwest. The managers have opened general offices at 408 Commercial Club Building.

New Truck a Dandy

The new fire truck is practically completed and is ready for business. And it is a beauty, built for speed and endurance. It is something the city can well feel proud of. The mayor, four members of the city council and a few others were given a trial speed ride to East St. Johns just before the council convened Tuesday evening, and they were highly elated with the rapid time made. The way Chaffeur Letson cut the corners at some of the streets fairly made the duds hold on their hats, rub their eyes and gasp. Yet editor was also on board and enjoyed the trip—after the street corners had been safely negotiated. The noise making apparatus of the truck is enough to make a brass monkey jump out of the way. The local garage is deserving of a great deal of credit for turning out such a fine piece of work. The paid firemen are now on duty, and any fire that now breaks out is going to have a hard time of it to effect much damage.