

St. Johns is Calling You

Is second in number of industries. Is seventh in population. Care 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 \$25,000 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 Mayor Vincent presiding.

A petition presented by several property owners asking that the established curb on Charleston street between Hayes street and Willamette boulevard be changed from 15 feet to 18 feet was granted.

A petition requesting the vacation of portions of Pierce, Edison and Osborn streets, all west of Willamette boulevard, in exchange for right of way through the Stearns tract to the proposed new plant of the Western Co-operative plant was also granted.

Property owners in Block 20, Willamette boulevard, asked that the embankment between the property line and sidewalk, a distance of six feet be allowed to remain undisturbed, which was granted.

C. S. Curran, president of the proposed Firemen's Tournament to be held here on Labor Day, asked, on behalf of the fire department, that they have the use of public streets on that day for a few hours and also have control of all concessions that might desire to do business here on that day, which privileges were granted.

Mr. Darrow made inquiry concerning a license to operate dances in the rink. The present ordinances covering the licenses for dancing were deemed too stringent, and on motion of Alderman Chadwick the city attorney was directed to prepare an amending ordinance placing the license rates for public dances at \$2 for single days, \$5 per month and \$10 per quarter.

F. A. Yates asked for permission to replace wooden sidewalks with cement in front of his property on North Ivanhoe street, which was granted.

The following bids were received on the improvement of Richmond street between Edison street and the river: H. Steinfeldt, \$6568.63; Hahn & Reban, \$6755.64; Andrew & Harner, \$6614.20; Cochran-Nutting Co., \$6792.50; V. W. Mason, \$6696.64. The bid of H. Steinfeldt was the lowest, but the bid was held over until the excess on the improvement could be determined by the city engineer.

Bills amounting to \$57.50 were allowed.

P. H. Ediefson, manager of the St. Johns Water Works, called attention to the fact that the water pipe line on Willamette boulevard between Richmond and Buchanan streets would be under the center of the sidewalk on the west side of the street, if laid as proposed—six feet from the property line. It was decided that the council should make a personal visit to the street in a body the following evening to look the situation over.

W. F. Stadelman asked about reducing the grade on streets leading into North Willamette boulevard, which are higher than the grade since the improvement of the boulevard had been completed. The matter was left with the engineer and street committee to cope with.

An ordinance assessing the cost of improving Mohawk street between Central avenue and Fessenden street was passed.

An ordinance providing for the disposition of dogs found running at large without a muzzle was passed. It gives the police department authority to shoot or otherwise kill all dogs found running around without being properly safeguarded.

An ordinance establishing rules and regulations for the paid fire department was read and then held over for one week to make several slight alterations.

The fire commission was empowered to procure necessary hose to augment the fire fighting equipment.

C. E. Garlick, chairman of the buildings and ground committee, was authorized to place the fountain on the city hall plot in working condition.

The proposition of removing the abrupt corner of sidewalk at the Toggery on the corner of Philadelphia and Jersey streets was discussed, and the engineer was directed to have the same attended to.

The matter of either leasing or selling the city dock was discussed, Alderman Davis stat-

Which Would You Have?

The following poem was written by a St. Johns girl:

When the evening shades are falling, And the drowsy earth is calling, All her children to their rest; When the flags that have been flying

Mingle with the endless sighing Of the breezes dying, dying, On some lonely, boundless crest.

When the noisy celebration Of the freedom of a nation Ceases ringing through the sky;

Will you have what you'll be wanting, Or the ceaseless, endless taunting.

And the awful haunting, haunting At the end of Fourth July?

Will a little child come skipping, To your home come lightly tripping,

Smiling eagerly to say: "Mother, father, it was dandy, All the picnic and the candy, In the woodland, fair and handy, Not a cracker there all day."

And we picked the "mostest" flowers, Seems like they just fell in showers,

Cov'ring up the hills and fen; Then we sang some songs about the flag, and Then we played a game of tag, and

Then we burst a paper bag, and Mother, let me go again."

Or, from out the gloomy darkness, Will some figures, sad and larkless,

Bear a coffin to your door? Will the dreary air around you Echo sadly and resound you, Will your thoughts harass and hound you?

Living thus forever more? Will the demons near be creeping,

While you're loudly, sadly weeping, Mourning long in accents wild?

Will your heart be sore with sorrow, When you waken on the morrow, And there's naught a smile to borrow,

From the little lifeless child? Think, before the day is dawning,

Think, before your thoughts are waning, Smother down that useless sigh;

Think, which will you have beside you, Coffin white to scold and chide you,

Or a happy child abide you, At the end of 4th July? —Meg Merrilies.

A Banner Month

June was the banner month for the County Assessor's office for tax collections and sale of blue prints. Assessor Reed's payments to Treasurer Lewis for the month were \$5936.36 for taxes and \$31 for blue prints. The largest single item was \$3735.99 paid by the estate of Jacob Kamm, which was recently closed. Total collection of taxes by Assessor Reed since June, 1913, have been over \$14,000. These taxes are derived mainly from estates in probate, bankruptcies, itinerant merchants, and storage stocks of non-resident firms and corporations. They are nearly pure gain in the way of revenue, as the actual cost of collection is small, the work being done by the regular deputies of the office. Prior to 1913 they were not collected, and the county lost thousands of dollars annually.

ing that he knew of an opportunity to sell. It was finally decided that the mayor, city attorney and Councilman Davis constitute a committee to arrange for either selling or lease of same for a period of years, if possible.

Six per cent Farm and City Loans may be obtained to repay mortgages, remove encumbrances, purchase or improve real estate, from one to ten years' time. Special privileges; correspondence invited. A. C. General Agency, 767 Gas and Electric building, Denver, Colo., or 440 Phelan building, San Francisco, Calif. adv.

GOOD LOGIC

Regular Dealers Have a Great Advantage

By David Powell.

In the preceding article of this series the conclusions of a factory cost expert were given as to the comparative buying power of different classes of merchants, which very clearly demonstrated that the larger concerns have very little, if any, advantage in the buying of merchandise. In this article the selling methods employed by catalog houses will be compared with those employed by the regular dealers.

The first item of expense the local merchant has to consider in fixing his selling price is freight charges, and the next is his cost of doing business. In freight charges the local dealer has a little, if anything, the best of it. All of his goods are shipped direct from the factory by freight, and much of it in car load lots that gives him a still lower rate. Against this the mail order merchandise must stand the initial freight charge from the factory to either the central or branch house, and a second transportation charge from the distributing house to the consumer. This second charge averages very high, as a large part of it is either express or postage. That the catalog house has no advantage here is quite apparent.

Upon a merchant's ability to properly regulate his cost of doing business depends his ultimate success or failure. To the consumer not versed in commercial terms, the true meaning of this expression is often not quite clear. It is determined by totalling all items of expense connected with the running of a business for a certain period, say a year, and the percentage of this amount of the total sales for the same period is known as the "cost of doing business." This, however, is entirely apart and separate from the percentage of profit a merchant adds to the cost of an article to determine his selling price. By better methods and stricter economy one merchant may do business at a less expense than his competitor, which would enable him to sell the same article at a lower price and still make exactly the same percentage of profit on it.

It is plainly evident that if the large city stores and catalog houses have no advantage over the small dealer in buying an article, it is manifestly impossible for them to sell it for less than the local merchants. From many sources it has been learned what different merchants figure their cost of doing business, and it very rarely exceeds 20 per cent. It would simplify matters very much if a few of the big catalog houses would publish the same information, as of course they won't; in order to make a comparison it will be necessary to estimate it. For example, take one of the large mail order houses situated in Chicago.

Such a concern has an immense overhead expense entailed in maintaining a large office force as well as a corps of high salaried advertisement writers. These are the men who paint in such attractive word pictures the virtues of the goods sold by the house. For this work they secure the best men they can get, paying them salaries ranging from \$5,000 to \$50,000 per year. Did it ever occur to you what it costs to put in your hands one of these beautifully illustrated catalogs? In their literature you are informed that they are generously giving away something free, postage prepaid, that represents an outlay on their part of some 25 cents, and they hope you will appreciate their efforts to aid the oppressed and downtrodden in reducing the high cost of living, etc. Now, as a matter of fact, although they put several millions of copies of their books out each year, it costs them far more than 25 cents.

Taking a catalog issued for this season by one of the two largest mail order houses of the country as a sample, and the same number of copies the same house sent out last year, a careful estimate shows that just for printing and mailing the cost would exceed sixty cents. Add to that, pro rata, the enormous

Building Permits

No. 34—To C. J. Seal to construct addition to residence on Mohawk street, between Hudson street and Smith avenue; cost \$210.

No. 35—To S. O. C. Call to erect a residence on Mohawk street between Columbia boulevard and Smith avenue; cost \$500.

No. 36—To G. B. Sexton to erect a dwelling on Tioga street between Seneca and Fessenden streets; cost \$200.

sum it costs them for their staff of ad. writers and illustrators, and the total would very probably exceed a dollar. Many people receive a catalog who do not buy a cent's worth throughout the whole year, so it is very apparent that the statement given out recently by a former employe of the house in mind was very near the truth when he said the expense of publishing their catalog for 1913 amounted to 82 per cent of their total sales for the year. With their immense office force, high real estate values, general advertising, etc., it is reasonable to suppose that their cost of doing business could not by any possibility be less than 20 per cent, probably more.

If it costs the catalog and large city houses as much to do business, and they can buy their goods no cheaper, there is only one way left in which they can sell under the local merchant, and that is by being satisfied with a smaller rate of income on the capital invested in the business. How many of your merchants make more than 10 per cent on their invested capital? Not very many. Yet the mail order house referred to above declared a dividend last year of a trifle more than 22 per cent.

A very natural mistake is made by many people in thinking they can buy goods cheaper from a store doing business in a large city than they can from their own home town merchants. There are many reasons why this belief exists among dwellers in small towns and rural communities, but the main one is because people simply take for granted the statements made by their advertisements in their advertisements and in catalogs, without taking the time or making the effort to investigate for themselves. Many go to the large nearby cities to make their purchases because they think they have a larger and more varied stock of goods to select from. In a measure that is true, but bear in mind the fact while you are considering this question that the large city stores cater to the extremes of society, the millionaire, as well as to the dweller in the slums. The successful city merchant who owns such a store, you can depend upon it, has made a most exhaustive study of his trade, and knows that he has to gather his stock from the four quarters of the globe to meet the demands made by his wide range of patrons. Just so with the merchant in the smaller towns. He has neither the millionaire nor the slum dweller to consider and naturally does not burden his shelves with goods that he knows there is no demand for, but within the range of the demands of his community his stock is just as varied, and just as large, as that of his brother merchant in the large city.

Another thing is the waste of land. Millions of acres lying idle. Why? Because they are owned by big corporations and held at prices beyond the earning of the common wage earner, who has a job today and may be out tomorrow. Just take our own state of Oregon. Three companies in Oregon own respectively 175,000, 800,000 and 35,000 acres of land. These grants were secured by fraud by crooked politicians; were actually stolen from the people. Productive labor receives about one-eighth of what it creates.

When such a system exists that can make laws for the poor only and regulate the affairs of the state and country to suit the big trusts, what can the working people expect but to pay the prices imposed by such trusts? What the country needs is co-operation; that is, to let the workers reap the benefit of what they create. Is it a lack of stock that causes the very high price of meat? No, it is the beef trusts.

There is an annual loss of \$45,000,000 in this country due to bad eggs. Twenty per cent of the eggs raised on farms go stale before they reach the consumer. In Tennessee alone, according to a government expert, there is a yearly loss of \$9,000,000 on account of improper handling of the egg product. Here ought to be a chance to cut the high cost of living some by proper management.

With this awful loss every year, is it any wonder we pay such exorbitant prices for eggs at all times of the year? Here is still another cause for high prices: The distiller gets from a bushel of corn four gallons of whiskey, which retails at \$16.80. The farmer gets 25 cents; the U. S. Government gets \$4.40; the R. R. Co. gets \$1; the manufacturers get \$4; the drayman gets 15c; the retailer gets \$7. The consumer gets drunk; the wife gets hungry, the children rags, and the man who votes for license—what? Woe unto him that giveth his neighbor drink, that putteth thy bottle to him and maketh him drunk also.—Hal, 2-15.

At a marriage service performed some time ago in a little country church in Georgia, when the minister said in a solemn tone: "Wilt thou have this man to be thy wedded husband?" instead of the woman answering for herself, a gruff man's voice answered, "I will." The minister looked up very much perplexed, and paused. He repeated the sentence, "I will." Again the minister looked up surprised, not knowing what to make of it, when one of the groomsmen at the end of the row said: "She's deaf, parson, an' I'm answerin' for her."—Ex.

The High Cost of Living

Paper read by Miss Mabel Sook at the W. C. T. U. meeting last week:

"The high cost of living—its causes." I have for my subject one of the most discussed topics of the day. Why should people go without the necessities of life in a land of plenty—a land where such an abundance is raised that it can be stored away by millions of tons in order to keep the prices up out of all reason? Nor is it the lack of manufacturing or conveniences of distribution that causes this high cost of living. We all know, with modern machinery, the necessities of life are made marketable with greater speed and less labor than ever before.

With modern machinery one man and two boys do the work of 1100 spinners. One cotton printing machine and one man do the work of 1500 men. A modern saw mill will do the work of 800 men. A needle machine turns out 260 needles per minute. Sheets of tin are fed into one end of a machine and at the other end complete tin cans are dropped out at the rate of 38,000 per day. One child can operate this machine.

These are but a few of the many inventions, and about the same increase exists in all branches of production. These figures are taken from the census reports, and can be verified.

The late Mr. Gladstone tells us that by the aid of newly invented machinery our capacity to manufacture is doubled every seven years. Do the wages of the worker double every seven years? Can you see why with all this marvelous machinery of production and our wonderful means of distribution, our increased knowledge in the arts and sciences we still have in this free America millions of people in abject poverty? It is because there are in America, as in all countries, two classes of people. One class that owns all the machinery, does no work, and yet receives all the good things. The other class makes all the machinery and does all the work, yet receive but a bare living. The rich who own all the tools and other means of production upon which the worker depends for a living, really owns the man.

Another thing is the waste of land. Millions of acres lying idle. Why? Because they are owned by big corporations and held at prices beyond the earning of the common wage earner, who has a job today and may be out tomorrow. Just take our own state of Oregon. Three companies in Oregon own respectively 175,000, 800,000 and 35,000 acres of land. These grants were secured by fraud by crooked politicians; were actually stolen from the people. Productive labor receives about one-eighth of what it creates.

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Concluded on last page.

A BIG SUCCESS

Sweet Pea Show Better Than Ever Before

The annual Sweet Pea Show, School Garden and Industrial Exhibit, held in the rink last Friday and Saturday under the auspices of the Commercial Club, was a splendid success. The rink is admirably adapted for the purpose, and the exhibits were displayed to the best possible advantage. The attendance was large and great interest was manifested in the affair. The exhibits were said, by parties competent to judge, that they equalled, if they did not excel, the state sweet pea exhibit held in Portland last week. Mrs. S. E. Shackelford, of 631 Newton street, won the grand special prize, a \$25 silver cup, for the best sweet pea exhibit, irrespective of class. The cup was won by Mrs. E. Butts last year, and must be won for three consecutive years to obtain permanent possession.

Sneed's orchestra furnished delightful music both afternoons, and it was highly appreciated by all the visitors. More than usual interest was manifested in the industrial exhibits and it is to be regretted that no prize was offered for the best exhibit. The following were the industrial exhibits:

Fletcher and Gensman—Hot water heating, bath room supplies, electrical display, etc.

Jobs Milling Co.—Flour and bread display.

Currins' for Drugs—Phonograph, camera and drug display.

Peninsula Iron Works—Wheels and castings.

Columbia Furniture Manufacturing Co.—Stands, screens, book and magazine holders, hall mirrors, etc.

St. Johns Planing Mills—Inside finishing.

St. Johns Hardware Co.—Paints, fireless cooker, hose, hammocks, bath room supplies, etc.

Portland Woolen Mills Co.—Fleece and mill products.

Bonham & Currier—Hats, collars, ties, shoes, clothing, brushes and other furnishings.

Ormandy Bros.—Davenport, rockers, mattresses, beds, chairs, dishes, ranges, etc.

All the industrial displays were tastefully and attractively arranged and presented a most pleasing appearance. While all commanded the appreciative attention of the visitors, yet the one that afforded the most interest was the display of the Portland Woolen Mills Co. It was arranged by Mr. James Catto and Mrs. Agnes Brownley of the Woollen Mills, and showed the different stages of wool manufacture, from the raw fleece to the finished product. One piece of work attracted considerable attention, which was a smoking jacket of most attractive design and finish made by Mrs. Zelia E. Johnson from a single robe. Some of the finest woolen cloths and magnificent blankets were displayed. Mrs. Brownley had charge of the booth, and took pleasure in informing the visitors how the different products were manufactured from the raw material.

The school garden exhibits were superb, and showed faithful and skillful work on the part of the youngsters.

Following are the prize winners: Rules and regulations as adopted by the National Sweet Pea Society of America governed the judging. Points in scoring was apportioned as follows:

Length of stem, 25 points. Color, 25 points. Size, 25 points. Substance, 15 points. Number of flowers on stem, 10 points.

Class A—Six or more vases, named varieties. Ten or more stems in each vase. First prize, \$10 silver cup, won by Mrs. Dr. A. W. Vincent; second prize, \$3.50 cash, won by Mrs. A. G. Smith.

Class B—Best vase, any number, mixed. First prize, \$4.50 cash, Mrs. Dr. A. W. Vincent; second, \$2.50, Mrs. D. E. Brodahl.

Class C—Vase of 20 stems, pure white. First prize, \$4.50, Mrs. F. W. Tobias; second, \$2.50, Mrs. M. Brocklesby; third, \$1, Mrs. E. A. Drinker.

Class D—Vase of 2 stems, red. First prize, \$4.50, Mrs. J. F.

A Splendid Innovation

The St. Johns school board has again shown its enterprising and progressive spirit by introducing a complete four year commercial course for James John high school, and a public commercial course to be held three evenings each week in the high school building was established at a meeting of the school board on Thursday evening of last week, when the report of a committee consisting of J. N. Ediefson, chairman, and Prof. C. H. Boyd, was presented by the former and accepted. The necessary funds will be available without recourse to the local tax fund, as St. Johns will receive about \$1600 from the county school fund for the current year, and there is also plenty of available funds in the James John fund to provide equipment. The funds from each source can only be used for the expenses of commercial courses, and no other.

A. H. Babb of Portland, a graduate of the University of Idaho, and formerly an instructor in the Behrke-Walker business college and in Albany college, was appointed teacher of both the high school course and the public evening course. In the high school course, in which sessions will be held each school day, the subjects taught will be penmanship, typewriting, stenography, bookkeeping, spelling, English, commercial arithmetic and possibly commercial law. All but the last three will be taught in the short evening course, which will probably be free. In the evening course the pupils will change their individual studies each term.

The new innovation will be pleasing to many of our young people who are anxious to take up a commercial course, but find it inconvenient to take the long ride to Portland for that purpose.

Gillmore; second, \$2.50, Mrs. J. W. Tobias; third, \$1, Mrs. J. J. Winters.

Class E—Vase of 20 stems, lavender. First prize, \$4.50, Mrs. D. E. Brodahl; second, \$2.50, Mrs. C. S. McGill; third, \$1.00, Mrs. T. D. Condon.

Class F—Vase of 20 stems, pink. First prize, \$4.50, Mrs. S. E. Shackelford; second, \$2.50, Mrs. F. W. Tobias; third, \$1, Mrs. J. F. Gillmore.

Class G—Best six vases of ten stems each, Grandiflora type, distinct varieties. First prize, \$10 silver cup; second, \$3.50 cash. No entries.

Class H—Most artistic vase or bowl of sweet peas. First prize, \$4.50, Mrs. Edwin Stewart; second, \$2.50, Mrs. J. F. Gillmore; third, \$1, Mrs. D. E. Brodahl.

Class I—Largest collection. First prize, \$4.50, F. H. Rogers; second, \$2.50, Gladys Bredeson.

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

School Garden Contest. Class A—Best vegetable display. First prize, \$2, Lawrence Lindkvist; second, \$1.50, Leroy Calhoun; third, \$1, Lee Ralls.

Class B—Best beet display. First prize \$2, Carl Maplethorpe; second, \$1.50, Maud Lindkvist; third, \$1, Julia Kiewer.

Class C—Best potato display. First prize, \$2, Ruby McKinney; second, \$1.50, Florence Frei; third, \$1, Dean Elliott.

Class D—Largest head of lettuce. First prize, \$2, Ferris Reed, also special prize; second, \$1.50, Maud Lindkvist; third, \$1, Raymond Monroe.

Class E—Best loose leaf lettuce. First prize, \$2, Leola Taylor; second, \$1.50, Leonard Harrington; third, \$1, Ada Hathaway.

Class F—Onions, 4 bunches, 5 onions in a bunch. First prize, \$2, Dean Elliott; second, \$1.50, Charles Davis; third, \$1, Carl Maplethorpe.

Class G—Radishes, small, round, not less than ten. First prize, \$2, Ferris Reed; second, \$1.50, William Flynn; third, \$1, Jesse Carpenter.

Class H—Radishes, long variety, not less than ten. First prize, \$2, Alpha Flynn; second, \$1.50, Ernest Fuchs; third, \$1, Alvina Pensilstader.

Class I—Turnips, best display, not less than ten. First prize, \$2, Ernest Fuchs; second, \$1.50, Otto Miller; third, \$1, R. Clark.

Note the label on your paper.