

St. Johns is Calling You

Is second in number of industries.
Is seventh in population.
Cares 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

ST. JOHNS, OREGON, FRIDAY, AUGUST 7, 1914.

NO. 37

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

With the exception of Alderman Cornell, all members were present at the regular meeting of the city council Tuesday evening, with Mayor Vincent presiding.

Matt Rank authorized that his name be stricken from a remonstrance against the proposed vacation of a portion of Pierce street, but no definite action was taken.

A petition for an arc light at the intersection of Weyerhaeuser and Central avenues was referred to the water and light committee.

Several remonstrances against payment in excess of fifty per cent of the assessed valuation in the improvement of Willamette boulevard between St. Johns avenue and Burlington street were lodged by property owners. The original petition for the improvement of this street was unheeded by the recorder, however, and it was found that in all instances but one that the remonstrators had signed waivers, agreeing to pay up to the full assessed value of their properties, and with the exception of the one not signing the petition, the remonstrances were unheeded, and the other referred to the engineer and city attorney for recommendation.

A communication from Watson Eastman, president of the Western Co-operative Company, asked that work toward providing a roadway to their site be pushed along as speedily as possible, as the company would soon be needing the roadway to haul construction supplies over. As no definite information could so far be secured from the Port of Portland Commission regarding what they would do toward the construction of the roadway or their preference in regard to the route of same, the mayor and two others of his selection were requested to interview the Commission the following day relative thereto and secure a definite understanding if possible. The matter of vacation of Pierce street afforded considerable discussion, and it was finally decided to delay action until the Port of Portland Commission had been interviewed and the result made known at an adjourned meeting to be held the following evening—Wednesday.

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

Councilman Davis of the committee on leasing or selling the city dock stated that little progress had so far been made.

An ordinance declaring and assessing the cost of improving Willamette boulevard between St. Johns avenue and Burlington street was passed.

An ordinance creating a board of censorship and defining its duties was read and then held over for further additions or alterations.

Alderman Munson called attention to a menace existing on Burlington street in the shape of overhanging banks that are liable to topple over at any time and bury a child or two underneath, and the matter was referred to the city attorney and engineer to notify the property owners to remedy same.

The city attorney was directed to prepare his case so that proceedings could be taken toward enforcing the bondsmen to make necessary repairs on Jersey street.

Upon motion of Alderman Munson the buildings and grounds committee was directed to investigate a condition near the city dock whereby danger from fire might be created by reason of sparks flying from the chimneys of boat houses nearby communicating with sulphur in storage at the city dock, some of which is scattered on the outside of the building.

A W. C. T. U. picnic will be held at Columbia Park Friday, August 21st. Everybody invited to come. Bring your lunch, for it is to be a real old fashioned basket picnic. We will find a table long enough for all to eat at at one time—a regular family dinner. We will remind you of this again next week. Come, mothers and children and young people and all.—Reporter.

Mrs. Nancy Caples

Mrs. Nancy Nowell Caples, an Oregon pioneer of 1849, who died July 17 at her home at St. Johns, where she had lived for nearly 65 years, was born in Berwick Township, York county, Maine, November 5, 1829, and her ancestry was English and Scotch. She was taken by her parents to Michigan in 1836 and to Missouri in 1845. The next year, at the age of 17 she was married to Dr. William Caples, a cousin of the late John F. Caples, a well known lawyer of Portland, and in May, 1849, with one child—now Mrs. Jane Dodge of Woodburn, Oregon, the young couple started across the plains with an ox team and arrived at "Foster's," the first house this side of the Cascade Mountains—located near the present town of Eagle Creek, Clackamas county—late in October. The first home of the young couple, a one room log cabin, was built on a donation land claim in November, 1849, on which a portion of the city of St. Johns now stands.

When 12 years old Mrs. Caples united with the Methodist church, and was a charter member of the first Methodist church organized in St. Johns.

She was the mother of five children, three of whom survive her, as follows: Mrs. Jane Dodge, Woodburn; Mrs. Oliver Hemlow, Vancouver, B. C.; Miss Elizabeth Caples, St. Johns.

The death of Mrs. Caples came as a distinct shock to her family as well as to her friends. For a week previous to her death, while she had not been in the best of health, yet she was steadily improving and has intended to go to Shepard Springs for a few weeks, when she was stricken with paralysis. From the time she received the stroke until her death she was unable to speak, although she made pathetic efforts to do so.

Mrs. Caples was a woman of broad mind and at all times kept fully posted on all the leading events of the day. Her mind was bright and alert even up to the time of her death.

St. Johns had been her home for the past sixty-five years, and she had seen it grow from a few straggling farm houses to its present size and importance. She loved St. Johns and fully realized and appreciated its beauty and natural advantages, and she watched its development with a careful and approving eye as it advanced step by step.

She possessed a marvelous memory and could recall with ease many matters that transpired in the dim past. At heart she was charitably disposed, but few knew of the dispensations she made to relieve distress and aid the suffering and of the gifts she made to a number of church institutions.

Of a modest and somewhat retiring disposition the good that she done was seldom known even by her most intimate friends. Up to the hour when she was stricken with paralysis she seemed to retain her lifelong good health to such a degree that she was able to walk around with little or no effort.

As a wife and mother she was most affectionate, and her home life was most beautiful. Those who knew her the best loved her the most, and if she had an enemy or ill wisher anywhere it was not of her making.

Mrs. Caples will be greatly missed in St. Johns where her figure had become familiar with most of the citizens who have lived here for any period of time.

She was a constant reader of current events of local, state and national importance and could talk fluently upon any event of importance. And she looked after her large business interests in a careful and competent manner.

Her death is especially a great shock to her daughter, Miss Elizabeth, who has been her constant companion all her life, and the bond and communion between the two was sweet, enduring and loving.

Mrs. Albert E. Johnson, of 919 S. Edison street, entertained at luncheon on last Thursday the Misses Lillian Wilson and Beulah Archer of Los Angeles, Cal., and Miss Leah Walters. The Misses Wilson and Archer are the house guests of Miss Walters. Mrs. Johnson was assisted in serving by her sister, Miss Ida Fassette.

Note the label on your paper.

THE CONSUMER

Benefited by Loyalty to Home Institutions

By David Powell.

"The dollar spent at home To you again may chance to roam."

It is possible that the person who sends his money away from home does not stop to consider what effect his action may have upon the business conditions of his community and indirectly upon his own fortunes. It is a fact plainly evident and thoroughly demonstrated by the experience of any number of communities throughout the land, that not only farm values, but the price of farm products as well, depend largely upon the proximity of a good market.

If the residents of the country tributary to small cities insist on buying their supplies from out of town houses and traveling agents, the community is deprived of business that legitimately belongs to it. The money thus spent is lost to that particular locality as a circulating medium and with the resultant decline of business begins the inevitable decline of community welfare and community values. When you decrease the business and population of your home town and surrounding country, your own home in turn will be bound to suffer depreciation. Any policy which has a tendency to injure your neighbor will in time react, and you will have to bear your share of the damage.

It is a sound economic principle to spend your money where you make it. Only in very rare cases is there any necessity or excuse for any one sending away from the home town for goods; the local dealers are able to buy just the same goods as the city merchants at just as low prices, and if they do not happen to have the article called for in stock, they can always get it for a customer on short notice.

Commenting on the death of the late Montgomery Ward, the well known president of the big mail order house that recently opened a Pacific Coast branch in Portland, the American Fair Trade magazine says:

"Mr. Ward leaves a fortune of twenty million dollars in his own name, and a business of seventy-five millions a year, built up at the expense of the small towns and villages of this great country, and not a cent of it ever gets back to help build up the community from which it came."

"The situation is surely one of great significance. It seems that but to read a list of the country merchants who every year close their stores and abandon their business on account of the seductive influence of the 'silent salesman' of the catalog house has gained in their communities, would be sufficient to establish beyond a doubt that every mail order purchase by a citizen is a direct and deadly blow at the prosperity of his own community. For practically every such commercial failure, a good home is disrupted and a sturdy, progressive family is scattered and lost to the community."

President Wilson has spoken on this general line more eloquently, perhaps, than any one before him. He said:

"The vitality of America does not lie in New York, nor in Chicago, nor in any other large city, no matter what its wealth or resources; it will not be supported by anything that happens in St. Louis; neither will it be affected by a Galveston flood or a San Francisco earthquake. The vitality of America lies in the brains, the energies and enterprise of the people throughout the land. There dwells the vital forces that are destined to make this the grandest country in Christendom. There is the wealth of America, and if America discourages locality—the community—the self contained town—she will kill the nation."

Suppose that everybody in your town and community were to send from home and purchase all their supplies. In a few months the ultimate result would ensue—the closing of all the fine large stores in your town; a daily decrease in population, and an enormous shrinkage

in real estate values. Once this condition was established, just think how proud you would be when your friends visited you to show them a lot of little 'junk shops' with stocks which looked as if they had been placed on the shelves by a cyclone.

Keep the good stores in your town busy. Make them better by boosting for them and pushing for home trade all you can, and be proud of your town instead of ashamed of it. Anything you can possibly do to increase the volume of business done in your community is bound to react to your own individual benefit, because increased business volume means increased property values which in turn means larger tax returns, and the consequent benefits which follow in every progressive community.

Some people are of the prejudiced opinion that if they spend their money at home it simply goes to make one of the local merchants a little richer, and would have absolutely no other results. They think that all movements to encourage a spirit of loyalty to home institutions are based on the purely selfish interests of the merchants promoting the campaign, who want to gather all the money in sight for their own individual benefit.

They are unable to see that better business conditions in their town would in reality work just the other way. Once the word went abroad that theirs was a live home trade town, progressive and up-to-date merchants from all over the country would soon locate there to share in the prosperity created by a loyal devotion to the spirit of home patronage; thus creating new competition which could only tend to lower rather than increase the profits of the merchants who started the ball rolling.

No, the merchants of the little towns and cities throughout the country are not robbers. No, the merchants of the little towns and cities throughout the country are not robbers. They are just plain, everyday American citizens, who, like the rest of us, want to make an honest competency and give and take a square deal from everybody.

In summing up the evidence which has been gathered and which has formed the basis for this series of articles, of which this is the last, it seems to the writer that five concise and potent reasons have been clearly established why it is profitable for the consumer to patronize their home merchants:

First—Considering quality, transportation charges, service and terms, home prices are as low, or lower, than catalog house prices; statements by such concerns to the contrary notwithstanding.

Second—Home merchants are in a position to, and do, render incomparably better service than distant houses. In buying from a home merchant one may see the goods in person; discuss the merits of the article and prices; readily exchange them if unsatisfactory and have other privileges that are not accorded by the mail order houses.

Third—By the very nature of things one may rely upon home merchants more than upon distant concerns. This is because the home merchant meets his patron face to face and HAS TO MAKE GOOD.

Fourth—The home merchant is in a position to extend credit accommodations to his customers and is generous and courteous in doing so. This the mail order houses absolutely refuse to do under any circumstances. In this country where men and money are both busy, this matter of credit accommodation means much. The home merchant is the consumers' friend when he is in need; he is at least entitled to a square deal when one has cash to spend.

Fifth—The interests of country people and the merchants are identical, and self interest on the part of the consumer demands that he patronize home institutions. Thorough investigations will show that in by far the majority of cases local dealers can meet and beat mail order competition.

If you are dissatisfied at the place you are trading; if you want nice, fresh, clean groceries; if you want good service and accommodation; if you want to be served as you would serve, it will pay you to call at Alex. S. Seales for groceries; 501 Fessenden street; phone Columbia 210.

An Interesting Paper

Interesting paper read by Mrs. Branaman at Mothers' meeting last Monday on "Opportunities for Doing Good, or The Value of Loving Service."

There are so many opportunities for doing good it would be impossible to say how we should meet these opportunities to help fellow man. It is the little things in life that count. Our Savior said: "For whosoever shall give a cup of cold water to drink, in my name because ye belong to Christ, verily I say unto you he shall not lose his reward."—Mark 9:41. Then again we are commanded to love our neighbor as well as ourselves, which is the true Christian spirit. If we fulfilled this command, how many opportunities all around us everywhere we would see where little deeds of loving service would count so much.

It may be only a smile or perhaps a kindly word fitly spoken. What volumes our faces say! Some speak of love and kindness, some of anger and hatred, others of pride and rebellion and others still of selfishness. We can't help our faces talking, but we can make them say pleasant things.

"Only a word in pity spoken. A word of comfort by love made sweet; But it came as a balm to a heart half broken, And smoothed a pathway for bleeding feet."

Only a word, but the heart that heard it, Turned from the darkness and sought the sun, As a blossom does when the wind has stirred it, And loosened its petals one by one.

The soul that sorrowed found peace, Believing that others share in a comrade's pain, And long to lessen another's grieving, And the heart that was wounded grew strong again.

Only a word! But know this, my brother: A word may bless, and a word may blight, May blot the sun out of Heaven for another, Or lead him into God's own sweet light.

Only a word! But the power in it, God and the angels alone can know; To break a heart or by love to win it, To lift a life or to crush it low.

Comrade mine, let us help each other, By words that strengthen and cheer and bless; The good that's done to a needy brother, God makes the measure of man's success."

—Eben E. Rexford.

Did you give him a lift? He's a brother of man, And bearing about all the burden he can.

Did you give him a smile? He was downcast and blue, And the smile would have helped him to battle it through.

Did you give him your hand? He was slipping down hill, And the world, so I fancied, was using him ill.

Did you give him a word? Did you show him the road, Or did you just let him go on with his load?

Do you know what it means to be losing the fight, When a lift just in time might set everything right?

Do you know what it means—just a clasp of a hand, When a man's borne about all a man ought to stand?

Did you ask what it was—why the quivering lip? Why the half suppressed sob, and the scalding tears drip?

Were you brother of his when the time came of need? Did you offer to help him or didn't you heed?

Dr. Brounger said in a sermon I heard recently: "Make your life count, do something; our lives have been given us to help some one. Don't say I have no place, but grasp the opportunity that lies at your hand. An acorn is far more valuable than a diamond. Why? Because the acorn has life it will grow, if planted, into an immense oak tree, which not only gives beauty, but a splendid shelter for man." In place of worrying, forget your troubles. Do like

Attractive for Children

Suggestions on how to make the home more attractive to children:

In building a home, better begin with a large yard and a small house—and remember that a small yard is better than none. Let the yard be for play as well as for beauty and ornament. Swings, teter boards, rings, bars, sand boxes, have the drawing power of magnets for small children.

For some playthings let them have things they can make other things out of; for girls—old pieces of pretty cloth; for boys—they'll find the junk if you'll let them.

A "shack" though rudely constructed, will serve well for a fort or an Indian cave. Let the boys make the shack themselves. A sewing cabinet may crowd things more objectionable out of a girl's life and may be a "stitch in time" in her behalf.

A work bench in the basement may be the cause of developing a world famous architect—or add much to the happiness, usefulness and health of a plain man.

An extra post near the clothes line pole will make an excellent stand for a horizontal bar.

A bird house will early lead both girls and boys to cultivate the friendship of their feathered friends. The boys themselves can make the bird houses.

A small wind mill is easily constructed and will always tell which way the wind blows. A boy without a jack knife isn't a boy. Give him a chance to earn one.

With a little encouragement a girl will develop much pride in preparing the family dinner at certain intervals.

Certain mechanical toys, discriminatingly selected, may develop ingenuity besides affording play.

Lead the child into seeing the financial returns to be obtained by growing garden truck for the public market.—Contributed.

Mrs. Wiggs of the cabbage patch—put them all down in the farthest corner of your heart, shut down the lid good and tight, and set on it; then look around and see who you can help, and you will be surprised how rapidly your troubles will vanish and how insignificant they were. "No work is worth doing badly, and he who puts his best into every task that comes to him will surely outstrip the man who waits for a great opportunity before he condescends to exert himself."

We must "live in today," Man of us waste so much time in dwelling on the past and also building impossible air castles for the future, when we could spend that time so profitably now. An opportunity lost is gone forever. We must grasp them as they come to us. We cannot help past experiences; they can serve only to improve our future, so why live in the past when we can accomplish so much that is just waiting to be done? If we try to live up to this resolve, each day and each year will be worth while. I like that quotation which says: "Yesterday is clear to me; tomorrow dear to me; but before me and under my hand is today's task." "Count that day lost whose low descending sun views from thy hand no worthy action done."

Incorporation articles for the Sutherlin, Coos Bay & Eastern Railway have been filed with the Corporation Commissioner at Salem within the past few days. According to the papers the incorporators expect to construct a line eastward to Boise, Idaho, and westward to Coos Bay. Twenty-seven miles of the line, toward Coos Bay, have been surveyed, the survey penetrating a splendid body of timber. Sutherlin people anticipate the early construction of two saw mills and a box factory, these industries to receive their supplies of material over the new road.

Boys swimming in the Columbia river below Vancouver on the Washington side Sunday morning found the body of Isaac Vernon Morris, 19 years old, who was drowned on July 4, while swimming in Columbia Slough. The body was found 15 miles from the place the young men went down.

For Rent—Seven room house, quarter acre of ground, one block from car line; \$10 per month. Apply to J. E. Hiller, Secretary Commercial club, Holbrook building.

Note the label on your paper.

How it Will Affect U. S.

The disturbance of American business caused by the European war need be only temporary, continuing until we have adjusted our affairs to the new conditions which have suddenly risen. When that adjustment has been made, we shall doubtless profit greatly by Europe's troubles, for this country will be the largest available source of supply for food, clothing and other commodities which will be needed by the warring nations, whose home supply of these necessities will be diminished by the withdrawal of large numbers of men from productive industry to engage in the destructive industry of war.

The measures essential to this adjustment are rapidly being taken. Closing of stock exchanges has already checked the outflow of gold caused by the panicky dumping of American securities on the market by foreigners. Action taken by clearing houses for the issue of certificates will safeguard business against any scarcity of currency for ordinary needs. The prompt action of the Treasury Department in providing for issue of emergency currency, and of Congress in relaxing the restrictions to such an extent that the volume of this currency may reach a total of \$1,000,000,000, will provide an ample supply of paper money and may render use of certificates unnecessary. Steps are being taken to hasten completion of the Federal Reserve Board and opening of Federal reserve banks. When this has been done, the new currency will come into permanent circulation in sufficient volume for ordinary business and the emergency currency will be retired as fast as it is found not to be in demand. Thus the temporary inconvenience to our domestic trade caused by the outbreak of war will soon be overcome.

We shall then be in a good position to profit by the needs of our warring neighbors. We can supply their wants provided we can get ships to carry our goods. Non-contraband goods are not subject to seizure at sea, even when carried in ships of a belligerent, and in case any belligerent should ignore the Hague convention, we can secure them against seizure by carrying them on American ships. The amendment to the Panama Canal act, now on its way through Congress, provides for a supply of ships under American register by repealing the requirement that foreign built ships must be five years old and must have American officers in order to come under our flag. Under this bill foreign ships tied up in American ports may be bought by Americans and with their foreign officers may come under the American flag and acquire the status of neutrals. Ownership fixes the nationality of a ship, and no belligerent could dispute the neutrality of a ship Americanized in this manner.

This bill provides an unexampled opportunity for restoration of our merchant marine. Should England and Germany come to blows, the claim to naval supremacy would soon be decided. Ships flying the loser's flag would be for sale cheap to a neutral, and American capitalists could pick up bargains whereby one of the handicaps under which our merchant marine has labored would be overcome. Owners of American built ships would protest at this cheap foreign competition, but their special, favored interest must yield to the general good. We could then ship American goods in American ships to all the world and cease paying freight to Europe.

Attention of belligerents will be so centered on fighting and their commerce will be beset with such perils as to be neglected until hostilities cease. American merchants will be able to improve the occasion to enlarge our foreign trade with our newly acquired merchant marine. If we only improve our opportunity, Europe may emerge from the war to find us the greatest commercial, as we are already the greatest industrial and the greatest agricultural Nation in the world.—Oregonian.

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