

ST. JOHNS REVIEW

Subscribers, Please Note

Subscribers to the Review will please note that under the new ruling inaugurated by the government in order to conserve the supply of newspaper as much as possible, all subscriptions three months in arrears must be discontinued. While the Review management would prefer to await the convenience of the subscriber, yet it cannot refuse to do the bidding of the new ruling. Therefore, all subscribers knowing themselves to be arrears for subscription to this paper for a period of three months or longer are earnestly requested to call in and have their date advanced. The label on the paper gives the month and the year, the latter figure being the year. Hence if the label reads "January 18," it means that the paper is paid to January, 1918. If the label is indistinct in any case, kindly advise us. We do not want to lose a single name from our subscription list, but after the fifteenth day of next month all subscriptions which do not show a date closer than July 15, 1918, will of necessity be discontinued.

In order that all those in arrears may remember this fact, notices to this effect will be mailed to each individual the first of next week. The great majority of those now three months in arrears are good paying subscribers and have, as a rule, paid up when the year had expired, and to these especially we dislike to notify that they must either settle up or have their names removed from the list. But there is no other way, and such being the case we earnestly trust that none will take offense at receiving such peremptory notice. Newspaper publishers are also prohibited from sending or giving out any free papers. Such is the government ruling, and to such we must abide. Note the label on your paper, and save us the disagreeable task of sending you a "reminder."

Controversy Terminates

Following months of controversy between those concerned in the Multnomah County drainage district No. 1, having for its object the building of two dams in Columbia Slough and the reclamation of close to 8000 acres of overflow land, and property owners of the Peninsula district, who objected to the slough being closed, claiming it was required as a water route for vessels serving the industrial district, the Port of Portland Commission has decided to enter into a contract with the district, through which the dams are to be removed when the Port elects. In addition to closing the contract, which is to be signed by the president and secretary of the Commission, there was adopted a resolution setting forth that, as the Port is authorized by law to maintain a channel in the slough, the members are in favor of keeping that portion of the Slough open between the Willamette River and Union avenue, so plants there may be reached by river vessels and by towboats with barges. The controversy regarding the closing of the Slough has been before the Council, United States Engineers and the Port of Portland for months. A public hearing was conducted recently by Colonel Zinn, Corps of Engineers, U. S. A., the War Department having ordered a report made of the matter.—Oregonian.

Old Johnson had been dining out on Christmas Eve with some friends. When he left to go home he found that there was a very thick fog. He persevered, however, until at last he found that he was lost. Stumbling along a narrow pathway, says the Weekly Telegraph, he presently found himself descending a flight of steps. That, he felt sure was not right; and so, as he could hear footsteps ascending, he paused. "Pardon me," he said to the dim figure that presently loomed through the fog, "but can you tell me where these steps will lead me?" "Certainly, sir," replied the stranger politely. "Directly into the river! I have just come out!"

There is nothing a soldier enjoys so much as pictures of home and the home folks. Send them a few home snap shots. Currin Says So.

Will Open Up Here

The Union Building & Loan Association, with head offices at 284 Oak street, Portland, recently completed arrangements for the opening of a branch office in St. Johns. The business in this locality will be in charge of Mr. A. W. Davis, well known local real estate man. Among the local business men who will be connected with the local branch are: A. A. Muck, Dr. S. A. Mulkey, Dr. E. R. Seely, A. W. Davis, J. Rebman, John Noce, T. A. Glover; G. P. Bartlett, and D. C. Lewis. R. J. Kirkwood, vice-president and general manager of the association, has spent considerable time in St. Johns recently, arranging for the opening of the local office.

In speaking of the work that the association expects to take up in this community, Mr. Kirkwood said: "The housing situation in Portland has become so acute that it has become necessary for this association to take special steps looking toward the erection of new houses. Few people in Portland fully realize the crisis that confronts the city at this time. While in Portland last week, Mr. A. Merritt Taylor, representing the housing Bureau of the Emergency Fleet Corporation, made the positive statement that, unless Portland can erect between 1500 and 2000 homes in the very near future, the Emergency Fleet Corporation will grant no more ship contracts to this district. He put it up squarely to the city officials and the Portland Chamber of Commerce, and these officials, after deliberation, pledged Mr. Taylor that the necessary number of homes would be built. At a mass meeting, held in the Lincoln High School Monday night, for the purpose of laying plans for this work, it became immediately apparent that neither the City of Portland nor the Chamber of Commerce could undertake this work singly and alone—that it required the full cooperation of every citizen of Portland in order to bring about the required results. It seemed to be the general opinion of the meeting that in order to save time and utilize the forces that are now available for this work, the most practical method of procedure will be to work through building and loan associations and other organizations of like nature, which already have the machinery and organization necessary to carry on work of this kind."

Speaking further on this subject, Mr. Kirkwood said: "I heartily endorse the sentiments expressed by Mayor Baker, when he stated at the meeting, that the city would not lay down the bars permitting the erection of a lot of shacks which could be of but temporary service. The plan contemplates the erection of permanent homes which will be a credit and an asset to the community. A building and loan association would not find in a shack settlement such as it is understood is being built at Seattle, satisfactory security for the money advanced in a building campaign. But the homes that will be erected in Portland will constitute a safe investment, both for the man purchasing the home, and for the building and loan association that advances the money for the building."

Every citizen of Portland can and should participate in this work by placing in the hands of this building and loan association any funds they can spare, whether large or small, and any funds so deposited will form a safe and profitable investment, as the loans to be made will be in strict conformity with state regulations, which insure a safe margin of protection for the investor, and at the same time a reasonable return on the money invested. Any attempt at profiteering, by any person connected with the present housing campaign will be sternly dealt with.

By dealing through this association, persons may secure wholesale prices on building materials of all kinds, which will help materially in making the erection of homes at this time a safe investment. The citizens of St. Johns are urged to take a hand in this campaign, as doubtlessly the majority of homes to be built will be built on the peninsula. They should get in touch with Mr. Davis at once, in order to acquaint themselves with the details of the plan, and the part they can play in carrying it out to a successful conclusion.

We guarantee all A. D. S. Remedies. Currin Says So.

Was a Fine Success

The big Ladies' Auxiliary dance has passed into history, but the memories of one of the finest occasions since the opening of the Community House, at the Grant Smith-Porter Ship Company's Yard, will linger long with the many hundred people who thronged the hall. Financially the Auxiliary netted over \$700; socially, the evening was one which gave rich evidence of the painstaking arrangements of the competent committee in charge, and justified the hopes of the auxiliary and their friends for an evening filled with pleasure.

The orchestra, under the guidance of Leader F. E. Lewis, dispensed music which called forth many expressions of commendation, and the musicians responded generously to the repeated calls for encores. One of the novel features of the evening was a "moonlight dance," in which the participants waltzed under the softened light thrown from the moving picture room at the end of the hall. The effect was enhanced by pleasing vocal selections rendered by Arthur S. Himelwright during the dances. Great credit is due to Mrs. Elmer Hanson, chairman of the dance committee, Mrs. Charles Goodman and the following ladies who acted as a committee: Mesdames A. M. Himes, W. J. Quinn, A. S. Himelwright, Hargraves, Price and R. Van Ornum and the Misses Edith Pitts, Laverne Miller, Phyllis Anderson, Alice Doty and Mayme Barry.

Advertising is Essential

A healthy industrial condition is essential to win the war. Unabated sales and continued advertising are imperative in maintaining good industrial health. The successful conduct of business, and the intensive prosecution of the war presents a problem of adjustment rather than of conflict. These are views of W. O. Rutherford, vice-president of the B. F. Goodrich Rubber Company. "Advertising and advertising effort sales, and sales of effort, are just as much a part of our economic fabric as the growing of wheat or potatoes or the manufacture of articles of daily use," said Mr. Rutherford.

"What happened in England is peculiarly instructive. August, 1914, saw the worst trade panic England ever saw. Advertising in the London dailies dropped to less than half the July figures. The public stopped buying and began to hoard money. People wore their shoes to shreds. It was expected that there would be unemployment on the widest scale, and a huge fund was collected to feed the poor. This fund was never needed. What did England do? She called together her advertising men and made it plain that the industries had to be kept alive. This gospel brought advertising back to its pre-war level.

"That which keeps our business going today," said Selfridge, London's biggest merchant, "is the \$70,500,000 a week of our national payroll. It comes out

LOOSEN UP, TURTLE



The Fourth Liberty Loan is the first item on the program of national war finance since the announcement of our intention to put five million men in France and finish the war next year. On our response to its call for our dollars our friends and enemies will judge of our sincerity and earnestness in making that pledge.

The nation's resources are ample. The success of the Fourth Liberty Loan depends on our converting a share of those resources into Fourth Liberty Bonds. Nothing more. The loan should be subscribed the first day and oversubscribed the second day.

Buy Liberty Bonds. Don't be a Turtle.

The committee, together with the other ladies of the auxiliary, have been working hard for the past week in their efforts to make the occasion memorable, and their enthusiasm met a generous response. The money raised will be devoted to relieving distress among the shipworkers and their families, and will permit an extension of the fine work which has been accomplished by the organization. In addition to the tickets sold, many contributions were received from the various lumber companies and a \$20 contribution by Charles Bechtold, General Manager of the National Hospital Association.

The ladies of the committee wish to thank the above contributors and also Manager Pitts of the community house, who cooperated untiringly with the auxiliary in their efforts to promote the success of the dance.

Mrs. Julia M. Parker, a former well known resident of St. Johns, but who had been in California for some time, in ordering her Review changed to Wichita, Kansas, where she now is, takes occasion to say: "I do not want to miss a copy of the Review. I feel a personal interest in all the St. Johns boys who are in any way connected with the war. I know they will give a good account of themselves and do their part in winning the war."

Pathe Records at Currins.

of the banks on Friday, goes over the retailer's counter on Saturday, and back into the banks on Monday. "If advertisers wouldn't advertise, people wouldn't spend, and this would mean that this great sum would be impeded, business would slacken, and national prosperity would suffer."

There are so many dialects spoken at the fighting front, says an English paper, that confusion sometimes results. A sergeant major, in training some newly arrived recruits in judging distance, said: "You see that sapling over there on the hillside?" "No, sir," said the man addressed, after looking long and carefully in the direction indicated. "I don't see any sapling." There's only one, and that's right in front of you." The man tried again and reported as before. "Look here," said the sergeant major "do you know what a sapling is?" "Oh yes," replied the recruit, "a young pig."

In order to avoid the long trip to Portland every day, with the rainy season soon to arrive, buy a home in St. Johns. The Peninsula Security Co. has a number of new houses under construction that will be sold on the easy payment plan. The prices range from \$1500 upward. Make your selection now. Call at the office, opposite the Peninsula National Bank.

Do Your Full Share

Although the sheer weight of America's millions of troops will be sufficient to crush the Hun back of the Rhine and batter down upon the Kaiser's ears the remnants of the world crown he thought to wear, it has not been numbers, but typical American mobility, which has saved the day for the entente thus far. Wilhelm and the German General Staff, admitting the gigantic resources of the United States, made the error of calculating in years instead of weeks the time necessary for the shaping of those resources for war purposes. The day that we entered the war, scores of our fleet destroyers sped east across the Atlantic. To a ship, they reported upon arrival at British naval bases, "Ready for action." When concealed losses by submarines seemed likely to make good the German threat to starve England, Schwab turned a hundred shipyards loose on a shipbuilding program such as the wildest optimist had not dreamed possible. American railroad men built 2000 miles of track in France; hundreds of huge warehouses were erected; mountains of food, munitions and other supplies were landed. When the German masses, released from all Eastern fronts, began their ominous drive through Picardy, American troops, months in advance even of the hurry up American program, began to pour through the channel gateways, and the Hun was held, then driven back. Thus American ability to concentrate quickly its war efforts on any given point on the enemy line has foiled every Hun attempt whether by sea or land. A really great demonstration of this American faculty will be given in the Fourth Liberty Loan. Confronted with the necessity of raising a war loan of twice the size of any of its epoch-making predecessors, we are called upon to finish the task in three weeks. Only by the full and united effort of every man, woman and child in the United States can this great task be completed in the time set. It is as certain that it will be completed successfully as that the grim courage of American on French battlefields will continue to batter back the Hun. Be sure you do YOUR share.

Buy More Liberty Bonds

Bring in your Dollars, they're just the ones, To help to whip the Beastly Hun. For o'er in France, we've sent our sons, Now send them Food and plenty of Guns. Well win this war, before many moons.

When our Air-Ship Boys, down the Zeppelin balloons, And our Doughboys march, in Berlin by platoons, And the Hungry Seven, plays Yankee tunes, The Kaiser knows, that each Liberty Loan, Makes it harder for him to keep his Throne. If you'll save each day, one measly Bone, You'll find the seed of thrift soon sown. And with the money, each thus saves, We can fill up Europe, with German graves. And soon we shall welcome home our Braves Who kept us from being German slaves. —Yours for crushing the Kaiser, A. L. Smock, Composer.

A farmer who was much troubled by trespassers during the nutting season consulted a botanist. According to Harpers Magazine, the scientist furnished him with the technical name of the hazelnut, and the farmer placed the following notice at conspicuous points about his premises: Trespassers, take warning: All persons entering this wood do so at their own risk, for, although common snakes are not often found, the Corlyus avellana abounds everywhere about here, and never gives warning of its presence." The place was unloosted that year, and the farmer gathered his crop in peace.

Hear every kind of record at its best. The Brunswick Talking Machine plays all records at their best. Currin Says So.

Blankets and quilts home laundered. Call Columbia 764.

St. Johns' Honor Roll

Following is a list of those from St. Johns who have enlisted in Uncle Sam's service. Persons knowing of any names omitted will render a favor by reporting same to this office.

Taylor M. Whitmore, Athill W. Irvine, Dean H. Knowles, Earl H. Knowles, Theodore Bugbee, H. Bryon Poff, Armand Olin, Claude E. Harris, Russell Poff, R. P. Galloway, Chas. E. Garlick, Murne Donaldson, Glenn Haskell, Ray Clark, Benajah T. Swan, Hubert Martin, Leon Sorber, Donald Strickland, Lowell Anderson, John LaVillett, Frank L. Thompson, Oron Lear, Hal J. Davis, Donald N. Trowbridge, Bert Larson, Alan Rutherford, Homer Plaskett, Henry Brandenberg, J. W. Welsh, David Bowe, Clyde Heath, Walter Mayer, Fred Scmallings, John Boggs, Ernest Johnson, Hiram Eatinger, Kenneth Simmons, Thornton Toole, Eugene Hiatt, Dowe Walker, August Jensen, Ray Meyer, Walter Pearson, Elmer Maples, Roy Gagnon, Lester D. and Basil B. Smith, Bryant Kilkenny, Paul Rude, Emory Gilmore, Lewis Wirth, Harold Meredith, Ray Hawkins, Hugh Ward, Kindle C. Satterlee, Gordon and Wilbur Bellinger, Zelta Rice, Leslie B. Moulton, Harry Truman, Frank Green, Walter Rickson, Frank Whitney, Thomas Reynolds, Carlyle Cunningham, Percy Smith, Frank Whitney, Arthur C. Clark, Alphonso Fox, Harry O. Hughes, Geo. Downey, Thos. E. Willikson, Edw. G. Willikson, Ingolf Willikson, F. Edward Isbell, Graham Moxon, G. Lincoln Fassett, Harley Manning, Grover Carroll, Clyde Miller, Adolph Ascher, John Basey, Wm. Moe, Albert Hyde, Reed Chamberlain, Ray Vanderbeck, Richard Barley, Cecil Magone, Frank Bugbee, Ivan Faber, Bert Sundstrom, Gail Perrine, Norman Nelson, Grover Barron, Harry J. Simmons, Thos. Roberts, Max J. Witters, A. Tallman, G. W. Stevens, Christ Lind, William E. Galloway, Geo. Worthington, Jack L. Douglas, Joy Milton Carnahan, Elmer Flynn, J. Elmer Thomas, Eugene Small, Howard and Basil Holcomb, Carl Smith, Sprague B. Marsh, William Ward, Bert Sundstrom, Glen Weiser, Louis St. Johns, John F. Brownley, Ross Gattton, Thos. Cochran, Dewey Brown, Henry J. Amala, Alva and Ralph Smith, Eugene Thurmond, Harry Reichtmeyer, George Schmidt, William Sneed, Alec S. Cokalas, Louis Fletcher, Roy Muck, Paul Irvine, R. L. Smith, Frank Steichen, George I. Letson, Merie Andrew Teeling, Guy Edwin Teeling, Albert Wrinkle, Eneas Small, Raymond Sprouls, Robert and Roy Andrews, Leonard H. Gagen, Frank Carlson, John B. White, Donald M. Flynn, Raymond Smith, Tony Halicki, Fred Marlett, Albert V. Marcy, John Balke, Edward Crosson, Anton Picklip, F. E. Wright, Vernon C. Scott, Emil Bronsart, Lester E. Ellis, Fred De Villette, Elmer Sneed, Harry W. Fassett, Percy M. Johnston, Fred Sterritt, Willis Vinson, Claude L. Peters, Lester E. Barry, Cyril W. Magone, Jerome H. Whisler, Eugene Brown, A. Earl Jayne, Wyeth Jayne, John McGregor, Thos. J. Donlon, Roy Thompson, J. Morton Lindley, Wylie R. Hessinger, Harry A. Imboden, George H. Royer, William Hughes, Clyde Thayer, Leo Sterns, Edward Hanson, Casper Hanson, Sam Dewey Peterson, Theo. Fred Muller, Viking Larson, Gardner M. Whipple, William M. Koeter, Gilbert M. Olson, Earl Keliher, Ernest Jensen, Clyde Hein, Melvin A. Butts, Raymond F. Bueremann, Allen F. Sterritt, Wm. J. Kirkham, Olney Crosson, Lawrence Layton, Alva J. Asper, Geo. S. Payne, Fred Herwick, Robert G. Clark, Jos. C. Galloway, David Dickson, Chas. Spaekman, Elgin L. Barton, Frank Walden, Jos. G. Allen, Michael B. Ferscheweiler, Clarence J. Cannard, Francis W. Cannard, Albert G. Cannard, Joseph J. Bowley, Albert Vanderbeck, A. Fred Ihinger, Amandus L. Verdegan, Harvey P. Brown, Chas. S. Dane, N. R. Zimmerman, George Hufford, Everett Smith, Carl Dahl, George L. Urban.

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