

# ST. JOHNS REVIEW

VOLUME 15

ST. JOHNS, PORTLAND, OREGON, FRIDAY, AUGUST 29, 1919.

NUMBER 42

## The Old Church Bell

Over at Hoquiam, a twentieth century pastor is having the tower taken off his church, while the old church bell, which has called the worshippers together for the past decade or more, is to be sold to the junkman. A bell, the pastor contends, is all right on a country church, but is "an unnecessary antique on a twentieth century house of worship" which has the advantage of newspaper advertising.

Maybe it is so, but still there may be those for whom the sweet toned call of the steeple has a pleasant and a compelling memory. After all, the hurry and the struggle of the present day drives us at the pace we go.

It does not lead us. We tumble on before it like the chips that hurry toward the sea, ever just ahead of the wave. May it not be possible that so many of us pass the church door by because the rhythmic invitation that we used to heed is drowned and submerged in the rush and rattle of the town? If we could hear it, as we used to do rising and falling in its cadence across the distance might not its music and its memory compel us oftener to turn our steps to worship beneath its swaying silent tongue. Childhood's remembrances are those we hold most dear. They come to us most often by suggestion and circumstance to turn our minds away from the turmoil of present day cares. Who can hear the vibrant message of the Sabbath without the memory picture that it conjures? The friends of childhood scattered starchy and stiff, about the pews. The gentle mother searching through the hymnal or with her silvered head inclined in reverent prayer. The choir, sweet faced and self constrained, struggling with the sacred masterpieces of melody their practiced leader forced them to attempt. The drowsing summer through the windows, and the ripening harvest stretching to the hill tops and the sky. Father, nodding through the sermon. The doxology, then the greetings, neighbor to neighbor, down the aisles, and the journey home.

No the press agent can never make the heart of memory swell and throb like the Sabbath morning message of the old church bell.—Journal.

## Maybe Out of Place

Perhaps you're sadly out of place; perhaps you were intended, with your ability and grace, for something high and splendid; but while you're doomed to hold a job that mocks your high ambition, it isn't well to moan or sob about your punk condition. If you were born for better things, the work you do will show it; perhaps some day you'll walk with kings or be a wealthy poet. I used to ride a mangy steed, and herd a bunch of cattle, while thinking I was born to lead the mighty hosts in battle. Such work to me was an offense; the ground was rough and rutty, the pony hadn't any sense, the cattle all were nutty. I herded through, the best I knew, and chased the loosed heifers, while through my sorrel sideboards blew all kinds of wintry zephers. And when I quit the foreman cried, urbanely and politely, "You seemed to take an honest pride in herding cattle rightly." And now I sit in glided ease, and twang a lyre of pewter, and turn out elegies like these, some are cute and others cuter. The weary path on which you hike is rough, but gamely tread it; some day you'll find the job you like, and hold it down with credit.—Walt Mason.

## Modern Homes

We own and offer for sale the eight modern houses located on Willamette boulevard and Edison street, between Fessenden and New York streets. These houses are thoroughly modern and up-to-date. Built by day labor, with the best of workmanship and materials, completely finished in every detail. These houses are offered for sale at a price far less than they could be built for today. We will give surprisingly easy terms to responsible purchasers. Peninsula Security Company, Phone Columbia 161.

Rubbers for Men, Dollar Ten.—ROGERS.

## Are the Best Mediums

National Advertisers are awakening to the fact that the newspapers of the country are the best mediums in which to advertise and reach the average American in his home in the most forceful and convincing manner.

A country newspaper has great influence with local people for many miles around the town and county in which it circulates. The editor, and all the staff, live in the neighborhood. They know everybody by their first names. There is a real deep feeling among the readers of the paper that it is "their very own." They discuss its contents at home and over the counter at the store. They believe in it. The retail dealer stocks big shelves with the goods the advertiser is creating the local demand for. Householders, knowing their paper is trustworthy, promptly buy and when satisfied, tell their neighbors and friends. The particular qualities of a new brand become known by all.

The National Advertisers now recognize that sixty million of prosperous Americans, are today living in towns of 5,000 and less and on the farms. They read the local newspaper. They think in American terms, they eat American foods they wear American clothing. They are the buyers of a great nation and they do business in the American way.—The National Advertisers.

Their requirements fit in with the existing selling organizations that want to do business with Americans. These sixty million people buy rubber boots and patent leathers, farm tractors and tooth paste. They buy paint for their homes and cement for their cellars. Seventy per cent of the automobiles are sold in the country. They buy up-to-date clothing, pianos, farm implements, chewing gum, typewriters, cigarettes, soap, talking machines, furniture, pancake flour, glassware, breakfast foods, raincoats—everything the National Advertiser has to sell that enters into life.

Ask the traveling salesman—the men on the firing line—about the selling power, the prestige, and influence of country newspapers in the towns they make they will say there is no influence so powerful and no argument so effective to place merchandise on the dealer's shelves as an advertising campaign in the dealer's local paper. The country newspaper is the cash-in medium. As an advertising medium that goes into every home, that is read by children, the future market, as well as adults, the present market; that is an invited messenger; that has no waste circulation; that covers the dealer's own vicinity, the country newspaper offers the only intensive advertising circulation of country America.—G.W. Morrison, Correspondent of Automotive Topics.

## No Use to Fret

When it's spring, you catch a cold; Summer time, you're meltin'; When it's winter wood is scarce— Sleet an' snow a peltin'. When you've got the cash in view, Plenty to befriend you; When you need a dime or two, Not a soul to lend you! When you're on the mountain top, Telescopes to spy you; When into the ditch you drop, Whole world passes by you. Ain't a bit of use to fret— Take it as you find it; Best world that you've been in yet; Laugh and never mind it! —Pythian Guest.

## QUONG TONG CAFE

Try Chop Suey and Noodles at popular prices. Home Made Pastry, every day at "Cafe of Merit." We serve breakfast and dinner. Open from 6 a. m. to 12 p. m.—S. Jersey street.

PROMPTNESS, COURTESY AND EFFICIENCY have made our KODAK FINISHING department a very popular place for KODAKERS. Bring us your next roll of film. CURRIN SAYS SO.

## Water Supply Low

Announcing that Portland's water supply is at the lowest ebb in its history and urging the people to restrict water use to the absolute minimum. City Commissioner Mann Tuesday declared that only 47,000,000 gallons per day is entering the conduits from the Bull Run river. This is barely the minimum quantity now being used. The commissioner announced that unless extreme economy in water is practiced, it may be necessary to cut off the sprinkling privilege entirely until the river is replenished. The lowest previously recorded at the Bull Run headwork was 48,000,000 gallons in 1914. Thus the supply today is 1,000,000 gallons below the most critical period in the history of the water works. Mann pointed out that the average flow of water at this season is 56,000,000 gallons. In August the use is somewhat less usually, he said, but even so, ordinarily the supply is more than sufficient to cover.

"In case of a big fire, it would be necessary to curtail all irrigation from the city mains," said Mann. "We should conserve now. It may be of interest that the entire supply of water stored in reservoirs is only 190,000,000 gallons, barely enough for four days should the main supply be impaired. Mann has been spending much time at the headwork of late studying the flow and figuring how to increase it.

Restaurant proprietors who recently raised the price of coffee from 5 to 10 cents a cup at Seattle, face both federal and state prosecution, according to United States District Attorney Robert C. Saunders. "They're violating the unlawful profits section of the Lever food control bill and the conspiracy law of the State of Washington. Prosecuting Attorney Fred C. Brown has promised me full support in my campaign against coffee profiteers," said Saunders.

Auto Hats \$1.00. ROGERS.

## World Short of Sugar

The sugar beet industry has had an uphill fight until recent years to become established in this country. Every conceivable argument was used against it. It struggled on, however, and when the war came it was the saving feature of the sugar situation in the U. S. There is no longer any argument against the sugar beet; every community that can grow them is anxious to get the industry started. Not only is the world short of sugar, but consumption per capita is increasing the world over.

There is every incentive for increased production of beets in our western states. With labor saving machinery and scientific farming method farmers can greatly increase their yield per acre, thus cutting their overhead to a point where we can compete successfully with competition which will come. There seems to be no doubt that within a few years the U. S. will be the leading sugar beet nation, surpassing even France and Germany as they were before the war.

Restaurant proprietors who recently raised the price of coffee from 5 to 10 cents a cup at Seattle, face both federal and state prosecution, according to United States District Attorney Robert C. Saunders. "They're violating the unlawful profits section of the Lever food control bill and the conspiracy law of the State of Washington. Prosecuting Attorney Fred C. Brown has promised me full support in my campaign against coffee profiteers," said Saunders.

Auto Hats \$1.00. ROGERS.

## Defends Public Markets

There has been much said of late in the daily press and otherwise concerning the public markets in Portland. Judging from the comments and criticisms that have been uttered, there seems to be room for complaint. As here are to sides to all questions, the Portland Journal in a recent issue, gives a view of the "farmers' side as follows:

There is much that many people do not know about the public market. Nobody knows, for instance, how much more consumers would be paying for farm and garden products but for the market. As everything is going now, there is not the slightest doubt that prices would be much higher if no public market were in operation.

A maximum price is daily fixed beyond which sales may not go, and the official who does the fixing has no other motive than to do justice between producer and consumer. Equalized figures from quotations of wholesale prices in three Portland newspapers are used as a basis for the maximum price and the plan is as reliable as any that could be devised. There is not the slightest doubt that, under the arrangement, consumers are protected as fully as it is possible to protect them. If the public market were suddenly abolished, buyers would soon discover that the institution is rendering them a high service. It is true that stores in the vicinity compete in some prices with the public market. They have to. They could not do business otherwise. But to what extent are the prices at which they compete not cut by the presence of the public market? At the head of the market is Commissioner Bigelow. No official is more tireless in his effort to be square and just. None acts more on conscience. None strives more earnestly to be all the community wants him to be or to do all the community wants him to do. His name alone is guarantee that the market is a fair institution and as nearly a just institution as it is humanly possible to make it.

A comparison of public markets prices with prices of the same production sale in stores in all parts of the city on a recent day, showed public markets prices lower in all cases, and often with a considerable margin to spare. If there are occasional exceptions to the rule, it is no more than could be expected in such a varied and complicated system, of bargain and sale.

When everything else in the world has increased in price, it cannot be expected that the farmers and gardeners can sell their products at pre-war figures. They are paying more for hired help than they ever paid before. They are paying more for what they buy, just as everybody else. It is no after noon tea party to grow vegetables. For example, the farmer in these days must combat the root moth and if he is able to successfully bring to maturity one cabbage plant in ten, he is lucky. He has pests to fight, drouth and unfavorable weather conditions to contend with, and at toll before most city people are awake, and at it still after they have long since laid aside the day's duties.

Their sales in the public market are in trifling amounts and their totals small. Their average is around \$20 a day, and many are far below that figure. Ten dollars and even less is not an infrequent maximum for a stall. Their distance from markets, 6, 20, and even 30 miles. After the crop is grown, the weeds kept out of the field, the soil fertilized and irrigated the hired help paid, the article gathered and prepared for market, the farmer, his wife or even more than one in the family, leaves at daybreak for the public market, stands at the stall all day in a tedious and exacting duty, and in the evening when city folks have all gone to the club or the movie or the theatre, hitches up the team or fires up the automobile and sets out for the distant farm house. A day of time has been spent in the stall. Somebody else had to be hired to keep things moving on the farm. A team or an automobile was in service. If in winter time, the marketers spent the day shivering in the cold waiting for a lady in warm furs to make her purchases and speed away in the limousine with fresh, crisp vegetables for the family table.

It is said, as a matter of fact, that one can purchase vegetables

## To Ask For Extension

City Attorney LaRoche will today file with the public service commission the petition of the city that the Portland Railway Light & Power Company be required to extend its track to the St. Johns municipal terminal. Wednesday the city council instructed the attorney to prepare the petition asking for the extension from Fessenden and Jersey streets in St. Johns. The extension is required, according to members of the city council to afford proper transportation facilities for more than 400 employees at the municipal terminal, who are now forced, they say, to walk for more than a mile to the street car line. The city council offers to give reasonable franchise rights over the streets within the boundaries of the city and to seek to gain reasonable franchise rights from the county commissioners for that portion of the line which must be laid on county roads. The desired extension would be laid in the following route: From Fessenden and Jersey streets northerly on Jersey street to the intersection with St. Johns avenue; thence easterly on St. Johns avenue to intersection with Kellogg St. to its intersection with the northerly boundary of the city of Portland.

## NOTICE

The Union Savings and Loan Company of Portland, Ore., organized under the laws of the State of Oregon and safe guarded by the Blue Sky law, of this State, have established an agency in St. Johns for the subscription of stock and collections. They already have a nice stock subscription from the very best and most conservative citizens of St. Johns who have investigated the Company and subscribed for the stock. It is a well known fact that Building and Loan Companies are the greatest cooperative money makers for their investors for the reason that they deal in nothing but cash. It is a proposition of compounding interest 12 times a year. All mortgages and notes and other securities are to be deposited with the State. To mature \$1000 will cost the investor \$5.00 per month for 100 months, paying in \$5.00 and at maturity the stock accumulates to be worth \$1000 face. Past experience indicates the stock to go to maturity in from 108 to 120 months. This accumulates you a nice stake on a small monthly saving. You also have the privilege of a loan with this stock also to be paid in monthly payment. In case of sickness this company will grant a cessation of payments for one year, if it is necessary, on the stock. It is a good investment and a fine saving proposition. Any young man who wants to be thrifty and get into a proposition that is safeguarded by the State of Oregon, can call on our agent at St. Johns for further particulars. See A. W. Davis, 202 N. Jersey street, Resident Agent.

## Multnomah Attractions

Saturday, Aug. 30—WALLACE REID in "YOU'RE FIRED"—Paramount.  
Sunday, Aug. 31—ELSIE FERGUSON in "THE RISE OF JENNY CUSHING"—Aircraft. In 6 acts.  
Monday and Tuesday, Sept. 1 and 2—MARGUERITE CLARK in "GRET NA GREEN"—Paramount. Also "TIGER'S TRAIL" No. 12.  
Wednesday, Sept. 3—BRYANT WASHBURN in "VE SUS IN THE EAST"—Paramount.  
Thursday and Friday, Sept. 4 and 5—A Paramount Aircraft Special—"THE WOMAN WHO GAVEST ME"—An exceptionally strong picture in 6 acts.

Wanted—Men or women to sell guaranteed hosiery to friends and neighbors. Handsome profits made in either full or spare time. Full line of men's, women's and children's up to date styles. Large commission. Experience not necessary.—Phoenix Hosiery Co., Darley, Pa.

## EXPRESS

We haul any thing, any time, any place. Prices reasonable. Daily Trips to Portland. Enquire, 317 N. Jersey St. Phone Columbia 877. Note the "Star" on your paper.

## GEORGIA RICH

Pianist  
Teacher  
Studios: 515 Astor Avenue  
410 Oswego Street  
Phones: Woodlawn 2092; Columbia 554

## Mrs. Gabriel Pullin

Vocal Teacher  
Diaphragm Breathing, Forward Tone placement and Clear diction.  
Pupils taught to take part in Trios and Quartettes.  
965 Lombard St. Phone Columbia 182

## Mrs. Frank A. Rice

Violin, Mandolin and Piano  
Point of Notre Dame  
Studio: 509 W. John Street  
Telephone Columbia 859  
Pupils may become Members of the Juvenile Orchestra which will make public appearances monthly.

## ELMER SNEED

Violin Instruction  
STUDIO, 215 N. Syracuse Street  
Phone Columbia 502

## Mrs. Bertha C. Burdick

(Licentiate of the Royal Academy of Music, London.)  
Teacher of Piano  
1957 Hodge St. Phone Col. 872

## Dr. W. J. Gilstrap

Physician and Surgeon  
Glasses Accurately Fitted  
OFFICE HOURS: 9:00 to 12 M. OFFICERS: 1:30 to 4:30 P. M. Peninsula Security bldg. 7:00 to 8:00 P. M. Sundays, 9:00 to 10:30 A. M.

## Dr. Evart P. Borden

DENTIST  
Painless Extraction of Teeth under Nitrous Oxide Gas  
Office Peninsula Bank Bldg.  
Office phone Col. 625; res. phone Col. 477  
Hours—9-12 a. m.; 1:30-5 and 7-8 p. m.

## Dr. Herbert F. Jones

CHIROPRACTOR  
311 North Jersey Street  
Day Phone Columbia 97 Night Phone Columbia 630

Phone Columbia 379  
Res. Columbia 1131

## Dr. F. P. Schultze

Physician and Surgeon  
Room 10 Peninsula Bank Building

## DR. L. F. PICKENS,

DENTIST  
Office Hours 8 to 12 A. M. 1 to 6 P. M. Events 7 to 9  
Peninsula Bank Bldg.  
Office Phone Columbia 1183

## LEWIS CALDWELL

LEADING BARBER  
The place where good service and courteous treatment prevail. Children's hair cutting receive special attention.  
109 BURLINGTON STREET

## Davis Barber Shop

and BATH ROOMS  
S. W. DAVIS, Proprietor  
108 Philadelphia St. Baths 25c

## St. Johns Undertaking Co.

208 N. Jersey Street  
Phone: Columbia 627  
Columbia 299  
Automobile Hearse  
Get Our Prices Before Going to Portland

## PENINSULA TITLE ABSTRACT & REALTY CO.

H. HENDERSON, Manager  
402 N. Jersey Street  
Abstracts of Title Prepared  
Titles Examined  
Phone Columbia 255

## Hauling and Moving

OF ALL KINDS  
Done Quickly and Promptly  
Daily Trips to and from Portland  
I. S. FLINN  
Phone Col. 1650 718 E. Richmond St.

## Poff & Green

TRANSFER AND STORAGE  
Sand and Gravel Hauled  
Daily Trips to Portland  
Phone Col. 308 206 N. JERSEY ST

## Wood of all kinds

Auto Express  
Prices Reasonable Prompt Service  
MIKE GOARCKE Phone Columbia 819  
Good Second hand Sewing machines for rent. H. F. Clark.

# ROGERS

Has a very fine assortment of UNION LABEL DRESS SHIRTS

In popular designs at popular prices. I would particularly call your attention to my \$1.75 line of shirts which are exceptionally good values.

You young fellows should see ROGERS if you want a real live, red hot, right off the bat, go get the girl, chuck full of pep line of

## NECKTIES

At extremely popular prices

## OVERALLS

UNION MADE BOSS OF THE ROAD

CARPENTERS' OVERALLS \$2. PAINTERS' OVERALLS \$2.  
WORK SHIRTS 98c

SOCKS GLOVES ARROW COLLARS

You know its good if you get it from

## ROGERS

THE RAINCOAT MAN

BANK OF COMMERCE BLDG. Open Evenings  
ROYAL Made to Measure CLOTHES

## Largest in Oregon

Construction of a natatorium which will be the largest in Oregon and one of the biggest in the United States, will be started early this winter at Columbia beach by Joseph M. Rieg, manager of the resort. The cost of building is estimated at \$35,000. The tank will be 75 feet wide and 150 feet long, and sufficient lockers will be built to accommodate about 1,000 bathers. Showers and complete apparatus, such as swing boards and diving stansas, will be provided, and a large glass enclosed sunroom, where bathers may rest, is another attractive feature planned. The building will be of the convertible type, and can be changed from a swimming pool to an auditorium or stage by covering the empty tank with a floor. This is the same method used to make the floor space of the city auditorium serve a double purpose. Manager Rieg will leave Portland about the middle of September on an extensive trip on which he will study the various natatoriums and pools in different parts of the country. The structure will be ready for the use of swimming enthusiasts next spring.

## Cut Down Expenses

Ever wore her skin unblushingly because there were no cops to see. She swabbed no powder on her nose or spent her hubbies dough on clothes. She wore no hats and did not drape but frank-ly on her face. She wore a r e s t e s l e h l e d a p e . Ex.

For Sale at a Sacrifice—On account of illness in the family, will sell five room house at 202 North Fox street, lot 75x100, for \$1600 cash, which includes furniture garden truck, wood in basement, fruit, etc. This is a splendid buy for anyone wanting a desirable home. Also barber shop doing a good business at 108 Alta street. For further particulars see J. E. Coffey at 108 Alta street.

We carry the UNIVERSAL LINE of electric Goods, such as toasters, percolators, grills, etc. CURRIN SAYS SO.

Children cry for ROGERS' 85c Tennis Shoes.

Beautiful Crepe Neckties 50c. ROGERS.