

Make Your Real Estate Worth More

Jersey Street should be lined on both sides from Richmond to Fessenden with good substantial Business Blocks.

There is population tributary to the street to justify that assertion. In the city of Chicago, ten miles from State Street, there are stores carrying half million dollar stocks.

More than one of Los Angeles suburbs have business districts equal to the above bonds. In the Los Angeles, Hollywood district, just ten miles from the business center, there are well appointed, well selected stocks of practically all lines of business; not only one store representing a line, but several. There is one store carrying dry goods and ladies' shoes having a stock of \$150,000. Hollywood has no other industry than the Movie Studios.

In San Francisco and in Seattle the business is scattered over many times the territory that it is in Portland. There is no other reason for the concentration of business in Portland than the simple fact of the **know how** to advertise.

It is known in business that the big stores cannot operate at less expense. It is known among the small retailers that when the goods are marked in the receiving room of the big stores, that from 29 to 32% must be added to the cost for overhead expense. The suburban store operates on an overhead cost of from 16 to 22%. The big store cannot buy regular stock at less price than the small store. Their one advantage in buying is their large and expensive buying organization that searches the market for bait. They pick up factory seconds and close outs, mill ends and bankrupts, and these are stocked and displayed as bait. The bait is "camouflaged" and leads you direct to the 100% goods, and the shopper fails.

Do you want your property to increase in value? Enlarge the business district of St. Johns. Don't patronize the mail order concerns. They have no interest in your property. Wealth was never gained, except for the house, in buying from the mail order concerns. Look around and notice their patrons; are they wealthy?

Was there ever an oil well drilled that there was not a flock of people to the oil field? Was ever gold discovered that there was not an influx of prospectors?

If all who are tributary to St. Johns patronized to the limit the St. Johns stores do you suppose other stores could be kept out? Capital would be invested; more homes built; more paving. We insist that the concentration of mercantile business, as it is concentrated in Portland, does not promote the value of your home, either financially or in happiness.

BONHAM & CURRIER

Sunset Cash Grocery

111 Philadelphia Street

Phone Columbia 1148

The Store of Quality and Fair Prices where your Dollar Buys more Satisfactory Eats

| | |
|---|--------|
| Swift's Jewell Shortening 30c lb. 3 1/2 lbs. | \$1.00 |
| Swift's Silver Leaf 35c lb. 3 lbs. | 1.00 |
| Wadco Lemon and Vanilla Extracts 2 oz. bottle | .20c |
| Diamond W. and Folger's pure Lemon and Vanilla, double strength, 35c 2 oz. bottle | .30c |
| Carnation Milk, large cans, 3 for | .40c |
| Borden's Milk, large cans, 3 for | .40c |
| Carnation or Borden's, baby size, 4 cans | .25c |
| Jersey Belle Milk, 3 cans | .35c |
| Best Full Cream Cheese, per lb. | .35c |
| Choice Pink Salmon large cans | .20c |
| Booth's Sardines, mustard spiced and tomato sauce | .20c |
| Tip Top Bread, fresh twice daily, 2 for | .17c |
| Fancy Alaska Herring (Scott's Cured) 3 for | .25c |
| Fancy Smoked Bloaters Herring, 3 for | .25c |
| Choice Sweet Utah Peas 15c can 6 cans | .85c |
| Extra Quality Del Monte Sugar Peas 2 cans | .45c |
| Extra Choice Sugar Corn 20c 3 cans | .55c |
| Extra Quality Tomatoes 18c 2 cans | .35c |
| Standard Tomatoes 13c 2 cans | .25c |
| Sunset Special Blend Coffee 35c lb., 3 lbs | \$1.00 |
| Royal Club Coffee 55c, lb, 3 lb. can | \$1.60 |
| Golden West Coffee 58c, 3 lbs. | \$1.65 |
| M. J. B. Coffee 58c, 3 lbs. | \$1.65 |

To avoid all grocery troubles come to the Store of Quality where food of every description is rightly priced.

The Sunset Grocery

Bring in your job printing while you think of it. Don't wait until you are entirely out. We are equipped to turn out neat and tasty printing

Notice is hereby given that I will not be responsible for any bills contracted by any one but myself.—Jean Thompson.

Lairds Cash Grocery

408 North Jersey Street

PHONE COLUMBIA 646

Next Door to the St. Johns Review
A Strictly Cash Store for the most Careful Cash Buyer.

We DELIVER FREE. All orders in before 1:30 P. M. will be delivered same day.

| | |
|--|--------|
| Holly Brand Milk 2 large cans | .25c |
| Vellolan Milk 2 large cans | .25c |
| Carnation Milk, large can 14c, 3 for | .40c |
| Borden's Milk, large can 14c, 3 for | .40c |
| Borden's and Carnation 5 small cans | .35c |
| Large bottle Catsup, finest grade very special at | .20c |
| Dehydrated Prunes 50 twice as far, very special at 2 lbs. for 45c | |
| Extra fancy Black Figs 2 lbs. for | .45c |
| Extra fancy Blue Ribbon Peaches 2 lbs. 55c | |
| Del Monte Pork and Beans small cans 3 for 25c, medium per can 15c, large cans 25c, 2 for | .45c |
| Tomatoes, large cans, 2 for | .25c |
| Cut String Beans per can | .15c |
| Small white Beans 10c lb, 11 lbs. | \$1.00 |
| Red Mexican Beans 3 lbs. | .25c |
| Extra Fancy Lima Beans 2 lbs. | .25c |
| Best Rice 2 lbs. | .35c |
| Rolls Oats clean and white 3 lbs. | .25c |
| Best Elito Cut Macaroni 2 1/2 lbs. | .25c |
| Spaghetti, Noodles and Macaroni in 10c pkgs, 3 pkgs for | .25c |
| Just arrived, pure imported Italian Virgin Olive Oil all sizes. \$2.00 to 25c | |
| Manola Salad Oil, pts. 40c; qts. 75c; half gallons | \$1.40 |
| Swift's Silver Leaf Lard lb. | .35c |
| Plake White the lb. | .35c |
| Royal White Soap, 4 bars | .25c |
| Bob White Soap, 4 bars | .25c |
| Creme Oil Soap, 3 bars for | .25c |
| Palm Olive Soap, 3 for | .25c |
| Skat per can | .10c |
| Matches 5 boxes for | .25c |
| Ivory White Tooth Picks, 6 boxes | .25c |
| Large Rolls Toilet Paper, 4 rolls | .25c |
| Hundreds of other bargains throughout our store. Come and see us. | |

Dr. N. E. McAlister

PENINSULA BANK BLDG.

Office Phone Columbia 254

Residence Phone 31365

St. Johns, Portland, Oregon

CHAMBERS COMPANY

J. G. Chambers Mrs. H. R. Lowry

Funeral Directors

218-250 Killingsworth Avenue

PORTLAND, OREGON

Telephones: Woodlawn 3306 C 1133

Mr. Chambers is the only G. A. R. undertaker in the city of Portland.

Personal attention and supervision given to arrangements.



FRESH FROM THIS BAKERY

a layer cake is a dream to behold and a joy to taste. Light as a sunbeam, with filling that simply cannot be described, the cake will prove a royal treat. At your next affair order one and you'll make yourself famous for your splendid hospitality.

We have the best. Orders taken for Wedding Cake.

Penning's Bakery and Delicatessen

115 North Jersey Street

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.—109 S. Jersey street.

Keep Your on ROGERS

PAT'S

Barber Shop

108 N. Jersey St.

Bring in your job printing.

Before Buying

Roofing, Building Paper,
Lime, Cement, Plaster,
Paints and Oils,
Doors, Windows,
Coal and Briquets, Hay and Feed,
Groceries,
Auto Supplies or Hardware,

Get Prices From

Home Mercantile Co.

209 West Burlington Street

ST. JOHNS, OREGON

We carry a full line of Edison Blue Records and Disk Records to play on all machines, also full line of Phonograph Necessities.

The STRADIVARA Shop

202 N. Jersey St.

Knights and Ladies of Security

St. Johns Council 2775

Regular business meeting 1st and 3rd Mondays. Open meetings to the public and members and 4th Mondays. Visitors and members cordially invited to attend at Bickner Hall.

Laurel Lodge, I. O. O. F.

No. 186, St. Johns Oregon

Meets each Monday evening in Odd Fellows hall at 7:30. A cordial welcome to all visiting brothers.

C. V. Dahl, N. G. Carl Beckman, V. G.

Joe Roberts, Sec. G. W. Norstrom, Fin. Sec.

H. F. Clark, Treas.

St. Johns Camp No. 7546

Modern Woodmen of America.

We heartily solicit the attendance of our members at our regular meetings every 2d and 4th Thursday evening.

A. L. Marcy, Irvin Gromsachy, Clerk

Consul. 910 N. Syracuse.

HOLMES LODGE NO. 101

KNIGHTS OF PYTHIAS

Meets every Friday night at 7:30 o'clock in BICKNER Hall. Visitors always welcome.

ANDY KERR, C. C.

Woodmen of the World

St. Johns Camp 773

Meet every Thursday evening in I. O. O. F. Hall, Leavitt and Jersey streets. Visitors always welcome.

N. J. Simmons, C. C.; R. C. Clark, Clerk.

DORIC LODGE NO. 132

A. F. and A. M.

Meets the first and third Wednesday of each month in Bickner's Hall. Visitors welcome.

A. R. Davis, W. M.

A. W. Davis, Secretary.

Minerva Chapter No. 105, O. E. S.

Meets every first and third Tuesday of each month in Bickner's Hall. Visitors welcome.

Catherine E. Stephens, W. M.

Bessie V. Post, Sec.

1217 S. Princeton street

United Artisans

Willumbia Assembly No. 300

Meets every Tuesday at 8 P. M.

I. O. O. F. Hall, Corner Jersey and Leavitt Sts.

L. K. Simmons, M. A.

Mary Roberts, Sec'y Pro Tem.

T. W. HAYES

Plowing and General Team Work

Basement Excavating

710 Calhoun Street