

# ST. JOHNS A CITY THAT IS DESTINED TO GROW

### Wonderful Advantages of Portland's Big Suburb Which Commands Water-frontage on Two Sides of Its Boundary Line—Excellent Municipal Advantages

"Luck" is a word much misused—particularly by the disgruntled in explaining the prospect of the more fortunate, who are reaping rich harvests from investments which were prompted by foresight and good judgment.

It was something other than mere luck which influenced the far-sighted, level-headed settlers of St. Johns, several years ago, to buy up, with their industrious savings, such lots, tracts and acreages as they could purchase outright or carry along comfortably upon monthly payments—buildings which are now netting them small fortunes, and over the ownership of which there is now great rejoicing.

The builders of St. Johns, when they planned the splendid things which are being realized in the St. Johns of today, did not hang their hopes upon any such uncertain pegs as chance or luck. They saw that the site they had selected, lying at the very gateway of Portland harbor, was naturally destined to become a great manufacturing and shipping center, drawing upon the great and varied resources of all the fertile, productive, richly endowed northwest. More than this, they observed the natural elevation of the ground, with its gradual slopes from the center of the peninsula on either side towards the Willamette and the Columbia, and they knew that St. Johns would be a city of homes as well, with beautiful residences sites and a perfect sewer system. They knew from the vigorous vegetation and the responsive beauty and thrift of experimentally planted roses and flowers that the site they had selected would be embowered with rich foliage and beautiful bloom for the mere rooting of plants and sowing of seeds. That this dream was not idle, or visionary, as regarded by many to whom the possibilities were pointed out at the time, is proven by the St. Johns of today.

In fact, St. Johns "has arrived." No longer do urban people scoff at the name of this vigorous city to the north of Portland, nor do they speak derogatorily of the "45-minute" from Sixth street car ride, for St. Johns has passed out of the ranks of those suburbs known merely as "Portland bedrooms," and now stands as a city alone, firmly established in an enviable existence of its own—as an independent municipality, and with a future just opening upon commercial, industrial and civic prospects unexcelled by any city of her class in the west.

Not until of recent years did the "captains of industry" and the home-seeker come to a realization of the tremendous advantages of the peninsula, which is to say St. Johns, as St. Johns joins the city, the Columbia and the Willamette northeast boundary line and embraces practically all the territory to the northeast and lying between the Columbia and the Willamette rivers. As recently as three years ago there were not more than 400 people residing within the limits of St. Johns, and the number of its industries were scarcely noticed; its assessed valuation was only about \$200,000, and its aggregate payroll amounted to only \$1,000,000. Now it has a population of not less than 4,000; its assessed valuation reaches \$1,500,000, and throughout its three and half miles of length and its three miles of extreme width, it is dotted with beautiful homes, or busy with the wheels and smokestacks of various industries, with an aggregate payroll estimated at between \$5,000,000 and \$70,000,000 a month.

**Established Enterprises.** These figures represent the already established enterprises, which include sawmills, shipbuilding plants, dry docks, flouring and woolen mills, machine shops, veneer, sash and window factories, planing mills, alcohol and turpentine plants, a collapsible box factory, and an asbestos factory. Within a few months St. Johns will have enrolled the additional plants and industries of several gigantic concerns, such as the Weyerhaeuser Lumber Company, the West Coast Lumber Company, and Swift & Co., all of which firms have purchased large tracts of land in the city of St. Johns and its immediate vicinity, and some of which are already breaking ground preparatory to the establishment of their mammoth enterprises. Other great plants will be built as soon as the two new railroad lines, now under construction, are completed.

The coming of the Swift Company alone, to the peninsula, will mean a tremendous stimulus to St. Johns. For the mere construction work, preparatory to the establishment of the great central packing establishment of the northwest, during the 18 months that will be required to complete it, will be in excess of \$1,000,000, with the probability of reaching more than twice that amount. An additional \$500,000 will be spent in packing construction to connect the two transportation systems with the packing plant and to lay side tracks. Then, when the plant is completed, the Swift Company will at once give employment to 1,000 men and women in all departments of the plant, and when under full operation, this number will be increased by 50 per cent. It is estimated that the plant will eventually come to employ a population of at least 5,000 people, and plans are already laid for the city that will immediately begin to spring

up around the big plant; the townsite has been laid out, and provision made for improvements, churches, schools, and parks in this townsite. Since the first definite announcement of the decision by Swift & Co. to erect its plant at St. Johns, real estate values in the vicinity have advanced sharply, and an additional briskness, not due to "boom," but based upon sound merit, has characterized the already lively values throughout the length and breadth of the peninsula. St. Johns has the distinction (and the tremendous commercial advantage) of having more navigable river water frontage than any other city of its size in the United States. In addition to its waterway advantages, it will have railroad transportation facilities equaled by few cities on the coast, when the Oregon Railroad & Navigation Company and the Portland & Seattle Railway Company, have completed the construction of their lines through the peninsula and St. Johns, which is now only a matter of weeks. The Oregon Railroad & Navigation Company is already running its freight to St. Johns, and there is a direct connection between this line and the Southern Pacific. With the completion of the Portland & Seattle road, popularly known as the "north bank" line, its easy water grade from the Pacific coast to the plateau east of the Rocky mountains will be utilized by the Northern Pacific, the Great Northern, the Chicago, Burlington & Quincy, and five great continental lines will be running directly to St. Johns.

**Adjacent Waterfront.** Besides these railroads leading in from north, west and south, two of the largest navigable rivers in the country wash the full length of two of St. Johns' three boundary lines, the two great streams meeting at the point of the peninsula to form the great commercial highway to the Pacific ocean. With these seven commercial arteries coursing through the richest timber, mineral, cereal, pasturing, and fruit country in the world—a great empire already well started in its development and almost unlimited as to its future opportunities and upon which a large portion of the world must rely for lumber, food and cloth products—all concentrating at this spot, the logical distributing point for all parts of the world, with both rail and water for exports and imports—what more promising outlook could the investor or the homeseeker find than at St. Johns?

**Streetcar Service.** Streetcars are operated between St. Johns and Portland on a 15-minute schedule, with the fare at 5 cents, and many small watercraft ply between the two cities on the Willamette. The St. Johns Transportation Ferry Company, valued at \$15,000, to ply between St. Johns and the opposite shore of the Willamette, thus making the city accessible to the fertile and prosperous farming country west of the Willamette.

St. Johns is supplied with pure water from wells 150 feet deep at the rate of \$1 per month for residences; the reservoir has a 300,000 gallon capacity and a 250,000 gallon tank capacity, operated by steam and electric pumps, and with an excellent auxiliary provision for protection from fire. On account of its numerous sawmills, the St. Johns homebuilder can procure his lumber at a favorable rate, and many other industries held out to the industry triota homeseeker from less favored cities. The fact that the government drydock, constructed at a cost of more than \$400,000, was located at St. Johns after a careful investigation by a board of commissioners of every available site in the Columbia basin, would be, in itself, a guarantee of the ultimate commercial development of the city, for where the drydock located, the city must be the shipping center of the coast. The drydock is 500 feet long, built in sections, and is capable of handling the largest vessel in use upon the Pacific ocean. With this advantage over all other points along the great waterway to the Pacific, and standing at the gateway of the Columbia, the city of St. Johns of the United States in the export of flour and grain and today manufacturing more lumber than any other city in the world. St. Johns must, of necessity, reap her share of benefit from the marine traffic of the city of Portland, which is destined to develop to enormous proportions.

**Social Advantages.** The political, social, educational and religious development of St. Johns has kept pace with its almost phenomenal commercial growth. A substantial and handsome city hall has just been completed at a cost of \$12,000. A commodious school building, with 17 school sections, accommodated the 450 school children enrolled last year, and an additional building, to cost \$20,000, is now under construction for the accommodation of the increasing attendance and the additional teachers who will be required with the opening of the coming term. It is expected that the pupils of the next year will number between 850 and 1,000.

There are five progressive churches in St. Johns and a new public library has just been installed. A young and vigorous organization of the peninsula is doing business near and near, and the dentists do much to enlighten the municipal development and give publicity to its attractions and advantages.

## Save Money! Avoid Pain!

### Teeth Extracted FREE! WHEN PLATES OR BRIDGES ARE ORDERED



## FINE TEETH \$5.00

**Why Pay More?**  
Full Set, that fit.....\$5.00  
Gold Crowns, 22k.....\$3.50  
Bridge Teeth, 22k.....\$3.50  
Gold Fillings.....\$1.00  
Silver Fillings.....50¢  
Ten-Year Written Guarantee.

Lady attendant. Open evenings. We keep busy doing good work at these prices. We have the latest, most modern electrical apparatus for doing painless dental work.

## Electro Dental Parlors

303 1/2 Washington Street CORNER FIFTH Opp. Olds, Wortman & King's

## CHARITY BALL OF TEMPLARS

### Gorgeous Spectacle Promised at Masonic Temple for Benefit Baby Home.

The grand charity ball to be given by the Knights Templar for the benefit of the Baby Home, Thursday, April 30, will be one of the most elaborate affairs of the kind in the history of Portland. The handsome new Masonic Temple at Park and Yamhill streets has been devoted to the dance, and the committee has done all in its power to make the arrangements complete. The number of tickets already sold foretells a large attendance.

The grand commander of the state and his staff have signified their intention of being present, also the grand officers of the state of Washington. The governor of the state has signified his acceptance of invitations. The new commanderies of Knights Templar recently instituted at Astoria and Hood River will be strongly represented. Much care has been given to the details, and the dance programs will make charming souvenirs of the ball. The cover represents an ancient knight in armor riding a spirited black charger. In his hand is the half black and half white battle flag of the Templars. The knight is looking back and up over his left shoulder at a passion cross just appearing through a rift in the clouds. The effect of the picture is good and signifies the motto of the order, "In Hoc Signo Vinces." The women of the Baby Home and their friends have sold many tickets, and one lady alone disposed of over 75 tickets in one afternoon. The entertainment will include card playing and concert music as well as dancing. The Wilder Harp and String quartet will play in the clubrooms, while in the ballroom a 20-piece orchestra of the best musicians in the city will play the latest dance music. The spacious dress circle of the main auditorium will be open to those wishing to view the ball and to see the imposing parade of the Knights in uniform.

### PRESIDENT'S KNIFE FOR ADMIRING BOY

Rough Rider's Son Gets Hunting Weapon Because He Thinks It Is "Bully."

Washington, D. C., April 18.—"Geel! What a bully knife!" exclaimed Master George Tiffany, a caller at the White House yesterday. "I wish I had one like that." "Would you like to have it?" asked President Roosevelt. "If I could go hunting out west as you did, I would," replied the boy, "but we don't use 'em much in New York, you know." "Well, it's yours anyhow," said the president, "and I hope you will have a chance to hunt out west some day." Master Tiffany is the son of Belmont Tiffany and a nephew of William Tiffany, of the rough riders, who died soon after the war. With him was a niece of William Tiffany, Miss May Cameron, daughter of Duncanson Cameron. She received two roses from a bouquet on the president's desk. They were with their aunt, Miss Cameron, and were presented to the president by Senator Warren. The knife is a large hunting weapon, handsomely made.



# The Two Great Specials!

Which we are offering are the BEST CLOTHING VALUES in the United States

**\$10** Buys the equal of any \$15.00 suit sold anywhere

**\$15** Buys the equal of any \$20.00 suit sold anywhere

See them in our windows

When You See It In Our Ad It's So

## MOYER 3rd and Oak First and Yamhill

### INVITATIONS TO ROSE SHOW

Railroad Passenger Agents Wanted to Visit Portland in June.

Every general passenger agent in the United States and Canada, as well as every traveling passenger agent of the two countries will receive invitations to be present personally during the Rose Festival, to be held in this city the first week of June. Such action was taken at the regular meeting of the exploitation and publicity committee yesterday afternoon. The invitations will be prepared and sent out the first of the coming week. The purpose is to arouse the enthusiasm of the railroad men of the continent in the annual demonstration that Portland is to hold, and to give them some definite conception of the magnitude and beauty of the celebration.

Another matter taken up was the question of providing for an official escort for the division of the big fleet now cruising in Pacific waters that will be sent to Portland for the festival. It is a foregone conclusion that the entire torpedo boat flotilla and several cruisers will be ordered here for this occasion, and the plan of the publicity committee, working in conjunction with the water carnival committee, is to dispatch an imposing squadron of merchant marine and pleasure craft to the mouth of the Columbia river and to act as an honorary escort for the warships on their way up the Columbia.

### EASTER "AT HOME" AT Y. W. C. A. TODAY

Musical Program Will Be Given and Interesting Classes Held.

The delightful program planned for

the Y. W. C. A. Easter "at home" from 4 to 6 o'clock will doubtless attract a large number of young women. "An Easter Message From a Butterfly," by Mrs. Jessie M. Honeyman, suggests a most interesting address. The Oregon Conservatory of Music will furnish the musical program. The program is as follows: "Hope March" (Euphonium), by O. C. M. Stringed quartet—Beatrice Lash, Ellen Ronning, Lloyd Richards and Roland Barr; vocal solo, "Easter Prayers" (Brocket), Miss Edith Meyer, violin solo, "Easter Carol" (selected), Herr Arthur Wunderwald, teacher with O. C. M.; piano solo, "Nearer, My God, to Thee" (Julia Riva-King), Miss Marie Lallier, teacher with O. C. M.; "Meditation" (Morrison), O. C. M. Stringed quartet.

The social features of the "at home" are most enjoyable. All women are welcome and the gathering is not limited to members.

The Drop-In Bible class and story group begin at 4 o'clock promptly. The program lasts from 4 to 6. One is welcome even if she can only come for a part of the program. The meeting is informal.

Tomorrow (Monday) will positively be the last day for discount on East Side gas bills. Portland Gas Co.

11,000 copies sheet music, choice new 24c. Graves & Co. removal sale. Act quickly. 328 Washington street.

# RICHARDSON'S MEN'S NEW SPRING SUITS

## At \$15.00 to \$35.00



ATTRACTIVE MODELS—FULL OF DIGNITY AND OF GOOD TASTE—TAILORED BY THE LEADING CLOTHING MANUFACTURERS OF AMERICA—BUY THE CLOTHS YOU LIKE—BUY THEM RIGHT—YOU WILL IF YOU BUY HERE.

## A. J. RICHARDSON CO.

283-285 Washington Street Opposite Woodard, Clarke & Co.



## Would You Like To Hear Again?

The Stolz Electrophone is like a new ear. It makes outer sounds distinct and clear. There is no buzzing or roaring. The delicate tissues of the ear are not broken down. There is a constant curative treatment. With a Stolz Electrophone in place, the deaf or partially deaf man or woman may walk on the street, attend a theater or church, and without straining hear and rest. The Electrophone magnifies the sound waves and throws them directly on the hearing nerves—that is the reason why the Electrophone is superior to any other hearing assistance.

### Just a Trial Necessary

Stolz Electrophone Company: Allow me to congratulate you on your success in perfecting such an instrument as this. I can now hear perfectly—even to a watch ticking. The Electrophone is far superior to all other hearing devices I have ever tried. All that is necessary is to let people try it.—A. S. Crossman, Dorchester, N. B., Canada.

A Month's Trial in Your Home Free. As an inducement to prove that our machine is what we claim, we will let you try it on a responsible party on payment of a small deposit. If you do not like it, we will refund you the deposit. We will rent the Electrophone on small monthly payments, this to apply on purchase. Call at Our Office or Write if You Can't.

STOLZ ELECTROPHONE CO. J. G. Lovell, Mgr. 300 Arcade Annex, Seattle.