

CLASSIC ENTRANCE OF ROOSEVELT HIGH SCHOOL

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**Lee Witty**  
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 116 SO. JERSEY ST., ST. JOHNS, PORTLAND, ORE.

Lee H. Witty, Ph. G., Proprietor

## St. Johns Library A Center of Culture

No institution more generally contacts the life of the community than the St. Johns Branch Library. The service is maintained by the Portland Library Association, which has under its direction the large downtown Central Library as well as all the suburban public libraries. This gives to the people of St. Johns all the advantages of a metropolitan library system through the extension facilities provided.

The St. Johns Branch Library has always been favored with a capable staff—exceptionally so in the present librarian, Miss Jeanette White and her assistant, Miss Mildred Cole.

Miss White reports that the total circulation of books for 1930 was 55,209. With a monthly average of 5,600 for the first five months of the present year, it is evident that the total circulation for 1931 will be considerably greater than that of last year.

She states that the number of adult patrons of the library is increasing. Apart from fiction, travel books are in greatest demand, with modern biographies next in order; while garden books are also very popular.

The building contains a commodious auditorium, where many public gatherings are held. The Study Club meets there regularly. Baby clinics are held every week. The Community Club holds its meetings there from time to time. Also, Miss Leakley of the Public Welfare Bureau has office hours at the library each week; and occasionally, classes from the James John school do research work there.

Many interesting exhibits have been held in the library proper. These include the flower exhibits held by the 4-H Garden Clubs. One held last summer was remarkable for the variety and beauty of the flowers raised by girls and boys of St. Johns. An even larger exhibit is planned for the coming summer.

The cost of the building was \$14,000, and it was furnished by the Carnegie Fund. The site was presented by M. L. Holbrook. The architects were Don Mayer and Folger Johnson.

### ST. JOHNS WILL HAVE A NEW FEDERAL BUILDING

St. Johns was made happy two years ago when information came that a new federal building had

been recommended for location here, and that the enabling measure would soon be on its way through Congress.

This prospect became absolute when at the last session of Congress an appropriation for its erection was authorized.

Bids for sites called for by the federal government are now in the hands of the treasury department. They specified a tract area of at least 24,500 square feet at a street intersection and located north of Philadelphia street, which directly contacts the bridge.

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large experience

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St. Johns

St. Helens  
Oregon

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INTERIOR VIEW OF BEAUTIFUL ST. JOHNS LIBRARY

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Abstracts of Title      Titles Examined

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H. HENDERSON

MANAGER

402 N. JERSEY STREET

Portland, Oregon

## What a Difference Seven Years Can Make

"Who says a community like St. Johns stands still?" A former resident coming up from California for a visit after an absence of seven years wanted to know.

Even progressive citizens were surprised by what he unfolded. For coming more or less gradually, improvements do not impress those who are here as vividly as they do a person who has been away a long time and coming back beholds their totality.

The visitor lost little time in making himself clear: "Why at least one-fourth of your business section is entirely new or rebuilt. Look at the Venetian theatre, a \$125,000 picture palace. Look at A. W. Davis' garage on North Jersey street, the Graybell Cafe building, the Kass block, the Safeway store, the St. Johns Pharmacy, the new block where Tower's Jewelry store and Central Grocery are located, the new B. & C. Department store, the new two store block built by W. R. Evens at Jersey and Leavitt streets and his building at 209 S. Jersey street and other buildings across the street, and Dan Williamson's building.

"Then how about the Noce block, housing Eichelberger's Jewelry firm, the Terminal Electric company and Black's Confectionery, and the one at John and Leavitt, where the Noce Tailoring firm, the Simmons' Market and the St. Johns Candy Kitchen are located; and the St. Johns Undertaking Co., and Raymond Fisher's Garage, and all the new service and filling stations I see up and down the street.

"Then, around at Ivanhoe and Fessenden streets, Tom Buckles has a big modern super-service station. It wasn't there when I was here seven years ago.

"Look at the new block up at Lombard and Polk streets, and the one at Lombard and Buchanan.

"Right now, I see the St. Johns Garage expanding to include a new super-service station, thus doubling its Jersey street frontage, and being otherwise renovated.

"What else? Well, how about the new \$300,000 James School building—as a fine a grade school as can be found anywhere in a community of this size; the Evangelical Church, the Virginia Apartment house; the Oddfellow's building, the new auditorium at the Roosevelt High school?

And see what's been happening down in the industrial row. A brand new Spruce Mill, with its big, wonderful plant; the old Rose City Flour Mill, with a big addition made, becoming the Coast Basket & Veneer plant; and that handsome new home of the Hood River Canning company; and out at Terminal No. 4 another giant elevator. And—whew, I'm all out of breath—the BRIDGE!"

"And, of course, there is the ornamental lighting system on Jersey street.

"Grow? Why, St. Johns doesn't do anything else but grow. Any one of you fellows, go away seven years and then come back. Why, man, you'd have to get acquainted with the community all over again! And with so many new homes out in the residence district, I hardly know how to hunt up some of my old friends. Why, if you changed like St. Johns has changed, I wouldn't know you. And if you were all spruced up like this community is, I'd think you were in the millionaire class.

"Go to it, St. Johns. I don't believe there is a more substantial and progressive community of your dimensions between the two coasts. If you know yourself like I do, nothing in the world can stop you."

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"The Home of Happy Home Products"

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PORTLAND, ORE.

# Remarkable Loyalty To Home Industries Demonstrated

"Nothing short of wonderful" was the eonium bestowed upon the community response to a movement inaugurated in the fall of 1930 in behalf of Home Industries.

Cooperating with A. G. Clark, manager of the Oregon Products Department of the East Side Commercial Club, the Business Men's Association, the Community Club and the P. T. A. branches, working together with the merchants in general, spon-

sored a truly remarkable campaign.

An Oregon Products Week was proclaimed. Displays and sales of home products were held at the stores; two rousing meetings were held at the Venetian theatre; and booklets containing a list of Oregon manufacturers were distributed to 2500 homes by the P. T. A. ladies.

Far from fading out the sentiment engendered for Oregon products continues to grow, making large and permanent results.



ROOSEVELT HI GIRLS ENACT ROLE AT BIG OREGON PRODUCTS MEETING

## H. F. Clark, The Furniture Man

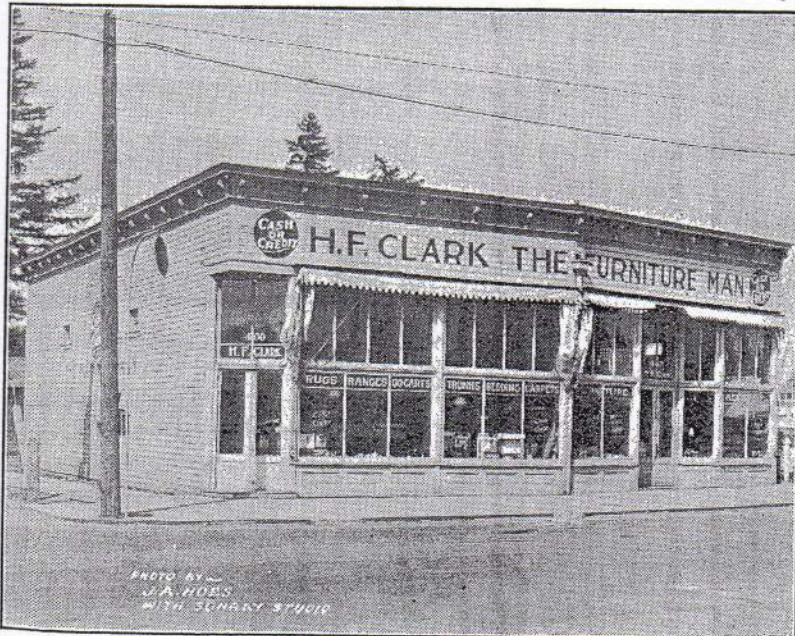


PHOTO BY  
J.A. HOES  
WITH SUNRAY STUDIO

TWENTY-FIVE  
YEARS  
IN  
ST. JOHNS



402 SOUTH JERSEY STREET

UNIVERSITY 0277

8807

## The School and The Community

By Professor E. L. Hoskin, Principal of George School

The service which a school can render to its community has greatly increased and we may look for it to increase in the future. If we examine the school's job the basis of this expansion of service will be evident. The school undertakes to help the child through his development from infancy to maturity.

This is a task that keeps expanding every year. At first, school people paid attention to a small field of knowledge and mental skill. Now the encyclopedia is not too broad a field of knowledge for the school to deal with, and the skills in which it instructs have expanded to include many of a special occupational nature.

Schools of a generation or two ago concerned themselves largely with the mind of the child. But the child had a body that was maturing so the school took on the duty of looking after the health and growth of the child. The mind of the child also may be ill and this fact is leading school men to help parents deal with the mental difficulties which children frequently have.

Children also develop emotionally and socially from infancy to maturity. This phase of the children's development requires that life in the school be real. The only way that school life can be real is for it to be a part of the real life of the community. Of late the schools in a surprising number of ways, have done their share in community projects. Parents and neighbors cooperate with teachers and children to bring about some real community life that enriches the people in general and stimulates the schools. The task of the school has expanded so much that school people have been forced to realize the impossibility of teaching children all the knowledge and skills they will need in later life. At the same time psychologists have proved that older people learn practically as easily as children. These two things have encouraged the schools to extend their usefulness over a longer period of life. We realize that the time to learn anything is when we need to know it. The schools are no longer just for children, but children, parents and teachers; all engaged in a process of cooperative learning and development.

Undoubtedly, in the future we can look for a closer relation between the school and the commun-

ity. Associations of parents and teachers, study groups and personal contacts are bringing us all closer together. If the schools have the proper financial support and are encouraged by the people in general to furnish parents as well as children with the opportunity to study whatever is interesting and valuable, then the schools will have achieved a relationship with the community that will make teaching efficient and community life rich and happy.

In a modest way the George School is as open to the people of the community as it is to the children. In addition to the fine cooperation of school and community effected through the Parent-Teacher organization, individuals of the community come to the school with their special interests and we discuss matters with them. In turn our school work is frequently enriched by things told us or brought to us by patrons and friends of the school. The school is the natural center for all exchange of ideas, for friendly discussion and progress in understanding. We aspire to be the center of our community in this respect and we invite our friends and neighbors to visit us either casually or for some definite educational purpose. Our books and other information are at the service of the people. We always expect to get as much from you as you do from us. We cannot afford to lose contact with social life and you cannot afford to miss any opportunities for intellectual growth.

### The Dream That Came True ..

23 years ago we located in St. Johns. The idea of a bridge at that period was an idle dream, yet with constant growth and development of the Peninsula the beautiful St. Johns bridge is reality. We rejoice with the whole Peninsula on the completion of the bridge and we look forward to the dedication as inaugurating a new era of progress for both the Community and City of Portland.

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UNIVERSITY 1985

# New Curricular Activities at the James John School

By C. E. PERRY, Principal

During the present year beginning September, 1930 we have organized and consummated a number of worth while activities in the new James John School. We are now just completing the first full year in the new plant, as our building has been occupied since January, 1930, being dedicated in May, 1930.

Before dealing with the subject of extra curricular activities, mention should be made in a few words about the general organization of the school. There are now enrolled over eight hundred pupils in grades ranging from the Kindergarten through the eighth grade. The school is operated on the platoon—or work, study, play—plan of organization; having eleven Home Room Teachers, one Art Teacher, one Music Teacher, one Auditorium Director, one Auditorium Training Teacher, one Health Teacher, one Geography Teacher, one Civics Teacher, one Nature Study Teacher, one Manual Training Teacher, one Domestic Science Teacher, one Domestic Art Teacher, one Physical Education Teacher, one Kindergarten Teacher, one Special Home Room Teacher, one part time Health Nurse, one part time Dental Nurse, one part time Dentist, one part time Examining Physician and one Secretary. This organization allows a maximum opportunity for the development of a pupil's initiative and leadership. This type of school organization makes for a complete well-rounded education of the child, giving due consideration to the development of work, study and play. Each phase of the educational process is developed under teachers who are especially trained and who have special abilities in their department. In this article there is no space to develop the theme of how each of these departments operates, what constitutes the curriculum in each special subject, or how correlation and integration among the various phases of the course of study are attained. About all that space allows is the statement that in the platoon type of school organization the fundamental subjects of reading, writing, arithmetic and language are emphasized, while a careful consideration is given to the various special subjects. This article is, as the title suggests, a brief exposition of the extra curricular activities in the James John School. We believe the experiences which a child gains through participation in this type of work are very valuable to him. Life is now a complex social existence, mak-

ing demands upon each individual for social adjustments of hitherto unthought of complexity.

Here are listed these experiences in two groupings, a few of them being enlarged upon later in the article.

First:

This year the following social groups, teams and clubs have been organized:—Boys Band, Boys and Girls Orchestra, Soccer Team, Basketball Team, Baseball Team, Audibon Society, Boys and Girls Flower Club, Boys and Girls Garden Club, Junior Police, Safety Officers, Junior Traffic Patrol, Junior Fire Marshalls and Hall Monitors.

Second:

A number of public entertainments in which many pupils have participated have been given. Viz:—The James John School Carnival, The Toy-maker, an Operetta, Open House, May Pole and Physical Educational Demonstration at Multnomah Field, Community Chest program before the Roosevelt High School Student Body, a public entertainment in the Commandry Room in the Masonic Temple, a radio broadcast, a program, each month before our Parent Teacher Association, a program before the George School Parent Teacher Association in the George School and participation in the St. Johns Bridge dedication.

Another department in our school which has not been listed in any of the above groupings, but which is highly worth while from the point of view of the health and welfare of the children, is the

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309 N. Jersey St. St. Johns, Portland, Oregon



## NEW CURRICULAR ACTIVITIES IN JAMES JOHN SCHOOL

(Continued from Page 57)

cafeteria. Here are employed a manager, and assistant manager, four upper grade girl helpers, and two upper grade boy helpers. The cafeteria, although under the direction of the school, is efficiently conducted by a committee of the Parent Teacher Association. About two hundred fifty lunches are served and about one hundred fifty additional pupils eat in the cafeteria daily.

Referring back to the first list of extra curricular groupings let us very briefly tell you of some of these organizations. The Boys Band numbers twenty-five, is lead by a competent instructor, and rehearses each Monday afternoon at 3:30. Group instruction is given the members of the band during the four afternoon periods. For a fee of one dollar per month each child gets four group lessons, four group rehearsals and has all music furnished. Except for a few of the larger instruments which have been purchased with student body funds, pupils buy their instruments. This band has been organized now about five months, is playing satisfactorily and will be increased in size next year.

The Boys and Girls orchestra is at present only embryonic, but has prospects of a bright future under the capable leadership of the Auditorium Training Teacher.

In athletics the James John School team won the championship cup in Section I of the Portland Elementary School Soccer League. In basketball a successful season was experienced, the team closing above the five hundred per cent mark. In baseball the team has won every game and holds a silver cup for the championship trophy, concluding its series with a victory over its most feared rival. In developing the above terms, fairness, good sportsmanship and the sacrificing of self for the benefit of the team and the school, are emphasized above the mere winning of games.

Although we cannot in this article discuss specifically outcomes in the other groups mentioned, much has been accomplished toward developing attitudes of good citizenship. Pupils have acquired leadership abilities and have learned to assume responsibilities and conduct themselves in a commendable manner. Having these many organizations in our school has afforded an opportunity for every child to develop along the lines of his special interests, has helped fill the hours of leisure time when the pupil is not in school with a wholesome beneficial interest, and has made school a more interesting and happy place in which to work at his regular curricular studies.

In the second grouping of activities, those in which pupils appeared before the public on various programs, the participants derived benefits of true value. For example in the case of the recent presentation of the operetta, "The Toymaker" about one hundred twenty-five pupils were used in various capacities: leading characters special dance groups, choruses, stage managers, ushers, doorkeepers, sales girls, stage decorators and light operators. Over one hundred children, each fully costumed, received careful training in their parts—speaking, singing, dancing, drilling—and appeared before a large audience composed of parents, child-

ren, community leaders, music critics and supervisors, auditorium directors and educational leaders from all parts of the city. In addition to the benefits derived by the pupils who participated, St. Johns and the James John School received much favorable publicity, for, without exception, these visiting connoisseurs from the other parts of the city voiced their praises of the show.

Although space has permitted merely the mentioning of a few of our leading extra curricular activities, many others are much worth while. These activities together with the work of the home rooms and special departments place our school, we believe, in a position where, without fear of being considered egotistical, we may make the statement that the opportunities afforded our pupils are second to none.

We hope to be able with the assistance of the fathers and mothers, the various community clubs and civic bodies, and with the conscientious efforts of a fine faculty to have the James John School continue its fine record of achievement in scholarship, music, athletics and other activities to the end that it may become a bigger and better school in which to develop children into good citizens.

## OREGON WOOLEN STORES IN OREGON

Klamath Falls, Oregon  
Chilaquin, Oregon  
Roseburg, Oregon  
Marshfield, Oregon

Portland, Oregon, 1st and Madison Sts.  
Portland, Oregon, 113 Philadelphia St.  
St. Johns

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## GOLDEN RULE FUEL

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Green Mill Wood and Dry Planer Trims  
Utah and Washington Coal

209 W. Burlington

UNiversity 1133

## First Suburban Ornamental Lighting System

"Let there be light," was a mandate given in the course of creation, and throughout subsequent history light has betokened progress.

On December 4, 1927, festive acknowledgment of this fact was made in St. Johns, when there was dedicated its new ornamental street lighting system—the first installed in any Portland suburban community.

The signal was given, and new illumination burst forth along the business row of Jersey street, and there was genuine rejoicing in the celebration that ensued. Parade, speech making and carnival features indicated that St. Johns had contrived a sun of its own wherein to find a place.

Matching the enterprise that gave to Broadway and Grand Avenue their ornate lighting systems, business firms and other St. Johns property owners welcomed the idea that emanated from the Business Men's Association that this community should be likewise favored.

Fifty-one units were installed, each having a 600 candle power light supported on stately metal standards. The length of street lighted was 2,350 feet, and the total cost of equipment and installation and five years' maintenance and current was \$23,847.65.

Much credit for this achievement is due to the Business Men's committee consisting of W. R. Evens, chairman; A. W. Davis, H. W. Bonham, W. M. Tower, W. R. Hollenbeck and Charles Muck. They gave to the task both a vast amount of time and effort, as well as capable directing judgment.

People love light. This is one of the reasons why Jersey street is often crowded at night. Transformation of this thoroughfare into a white way has so altered its nocturnal appearance that, in the popular mind, to be without this lighting system would seem like a return to the dark ages.

### SAYS NOW IS BEST TIME TO INVEST IN REAL ESTATE

"Never," says A. W. Davis, veteran dealer in real estate and a community leader, "could investment in real estate be made to better advantage than at the present time. For mark you, St. Johns

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Dry Goods, Shoes, Notions and

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Eleven years of service  
and splendid merchandise  
to the people of  
St. Johns.

212 N. Jersey St. Portland Oregon

will be the first of all the Portland districts to regain the normalcy that is sure to come. Right now, lots can be purchased more cheaply than ever before. In fact, distress prices prevail, falling much below actual value.

"Ordinarily, a better condition could be desired. But when real estate values take the upward bound, those who invested now will be the gainers.

"Many times have I been told that the conditions here cannot be equalled, when it comes to homes for workingmen. These conditions include low cost of lots, low cost of buildings and a marvellously productive soil, ensuring what the average home owner loves—flowers, fruit and garden. Here in St. Johns, one can have a home and live like a white man.

"Here is a pointer for industries seeking location: There is an abundant labor supply here; and St. Johns has never had any labor troubles in its large industrial activities through the years. Nor are there any tenements or rows of shacks. It is possible, in fact, for workingmen and their families to reside in real homes, whether they build or rent.

"St. Johns is the natural industrial center of Portland, and with its bridge, waterfront, large industrial areas to be developed, rail connections and contact with main arteries, its preeminence will show in time to come. And be it remembered that Portland itself is the natural distributing center of the Pacific Northwest and one of the finest ports of the world. Commercially it has been going ahead by leaps and bounds."



J. C. Galloway, Owner

## TERMINAL ELECTRIC

409 S. Jersey St.

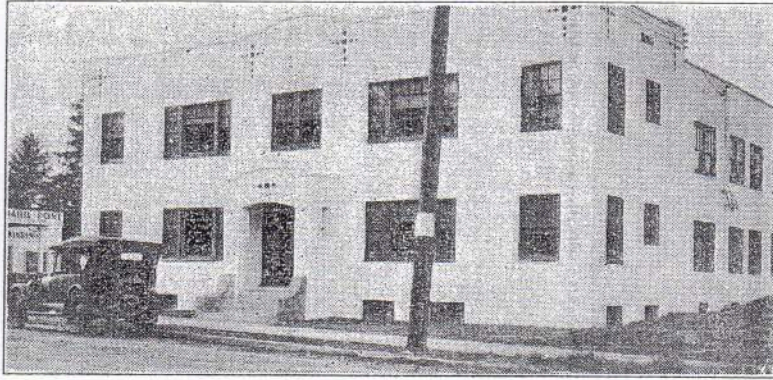
WIRING - FIXTURES - & SUPPLIES

GRAYBAR AND CROSLY RADIOS

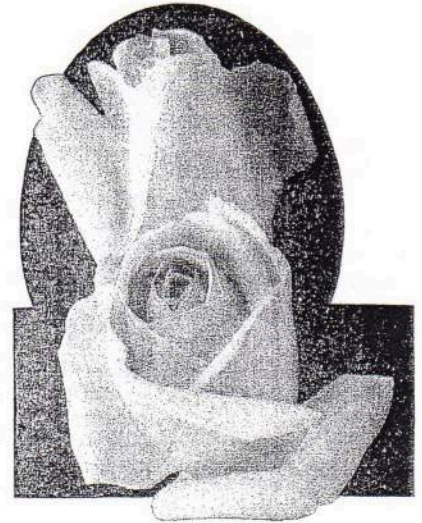
Phone  
UN 0386

Home Phone  
UN 0372

# Three Views Showing Variety to be Found in St. Johns



VIRGINIA APARTMENT HOUSE

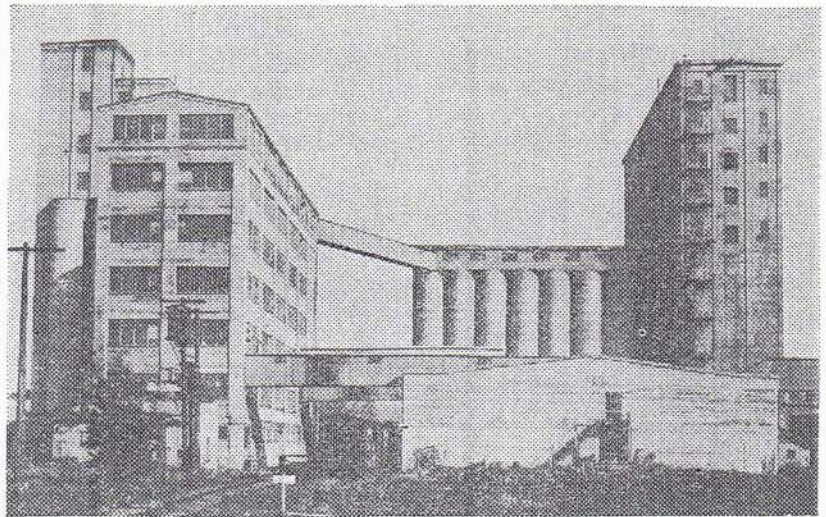


ROSES?

Yes, they grow roses like this in St. Johns. Lots of them, too.

## TERMINAL FLOUR MILLS

A milling company was the first private enterprise to take advantage of the moderate terms upon which strategic industrial sites may be leased from the Commission of Public Docks. This company erected a complete modern milling plant on a site adjacent to the grain elevators at Municipal Terminal No. 4. The original mill has been improved and enlarged under the present ownership of the Terminal Flour Mills company. The capacity of the plant is 1500 barrels per day.



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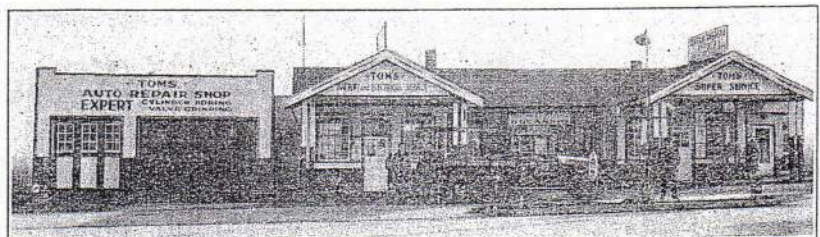
## TOM'S SUPER SERVICE

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WORK.

Phone UNIVERSITY 1441

115 W. Fessenden St. Johns



## St. Johns Branch Y. W. C. A.

By MRS. INA L. SHAW, Secretary

The St. Johns Branch of the Young Women's Christian Association was organized January 29, 1918 and occupied the old Council Chamber of the City Hall.

Miss Myrtle Walker was the first secretary in charge of the work until March 1919, when Miss Laura G. Henry succeeded her until the following September 15, 1919.

The first committee included Mrs. R. G. Brand, Miss Beatrice Rundall, Mrs. A. M. Stearns, Mrs. H. W. Bonham, Mrs. T. M. Parker, Mrs. J. M. Shaw and Mrs. J. Vinton Scott. Mrs. E. P. Northrup of the Y. W. C. A. Board of Directors was chairman of the St. Johns work.

On September 15, 1919, Mrs. J. M. Shaw took charge of the work as acting secretary and has served till the present time.

Succeeding Mrs. Northrup was Mrs. Chas. A. Morden who served as chairman of the Branch for six years. Since her resignation Mrs. J. E. Wheeler of Portland Board of Directors, Mrs. F. N. Sandifur and Mrs. R. G. Brand have been General Chairmen of the work, serving on the Central Board. In May 1920, the Branch moved to the Baptist Church property which was repaired with funds donated by the St. Johns Business Men. The church was occupied by the Branch Y. W. C. A. for four years when the property was sold, and it was necessary to move. The Business Men again generously contributed to the building now occupied by the Branch and owned by the Congregational Church.

New members have been added to the committee, Mrs. E. S. Currier representing the finance department; Mrs. Mary Davis, employment; Mrs. H. W. Bonham, membership; Miss Beatrice Rundall, education; Mrs. A. M. Stearns, general advisory; Mrs. Laurel Douglass, Mrs. J. N. Harney and Mrs. W. P. Evans, social; Mrs. R. C. Blackler, Girl Reserve. Mrs. M. L. Smith is a recent member assisting with the membership. Mrs. R. G. Brand is chairman of the committee and on the board of directors.

During the last twelve years, hundreds of girls have gone through the work during their school days. Nine girls from Roosevelt high school have had advantage of summer training in the North-

west Regional Conference held in Seabeck, Washington. Dozens of girls have enjoyed State Conferences and Business Girls' Assemblies. These advantages have afforded inspiration, knowledge and leadership ability to a great degree.

The program of the girls clubs are to widen their circle of interests and friends, to think through things, develop leadership, creativeness and above all to take the teachings and example of Jesus Christ as a way of life to follow today that they might become a social force in a changing world with its complexities and problems to be solved. Health, Knowledge, Spirit and Service are the emphases fitting into a program of work, play, fellowship and worship.

A Mother and Daughter Banquet, a Girl Reserve Worship Service and Ring Ceremonial are annual events. During the last year three membership luncheons have been held to interpret the work.

In November a World Fellowship Service was held emphasizing Racial Understanding as a means to bring about World Peace.

Pageantry, plays, athletics, outdoor sports, swimming, suppers, entertaining speakers for certain special occasions and service have all been of a character building nature and value.

Employment, welfare work, educational classes, business girls high school and grade school clubs are the daily schedule.

Give thanks and clasp thy heritage  
To be alive in such an age!

—Angela Moran

The Y. W. C. A. Branch endeavors to cooperate with all worthy purposes to meet the needs of the community as well as a close relationship with all other social agencies churches and schools.

A building site has been purchased and a trust fund is accumulating for a new building when the financial depression is relieved.

### "BUILDERS"

Breathe the world thought;  
Do the world deed;  
Think hugely of thy brother's need,  
And what thy woe and what thy weal?  
Look to the work the times reveal!  
Give thanks with all thy flaming heart,  
Crave but to have it in a part.



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## A Winner of Championships

By Fred ("Spokes") Marlett

In no other field of endeavor has St. Johns been more successful than in winning athletic championships. This is largely due to the success of the Bachelor Club in basketball, baseball, football, and any other sport into which they enter.

They have won the city boxing and wrestling championships several times and hold a win over Multnomah Club in a "rip snorting" smoker held in St. Johns a few seasons ago. Their successes have been outstanding particularly in football because it seems to hold the center of interest in the club. The Bachelor Club has brought the Oregon-Washington football championship to St. Johns eight times in the past ten years. Out of one hundred league games played they have won ninety-two. This is a record second to none in the whole country. Just how long the Bachelors can keep up this winning is problematical. It will probably last as long as the community supports the games with its patronage.

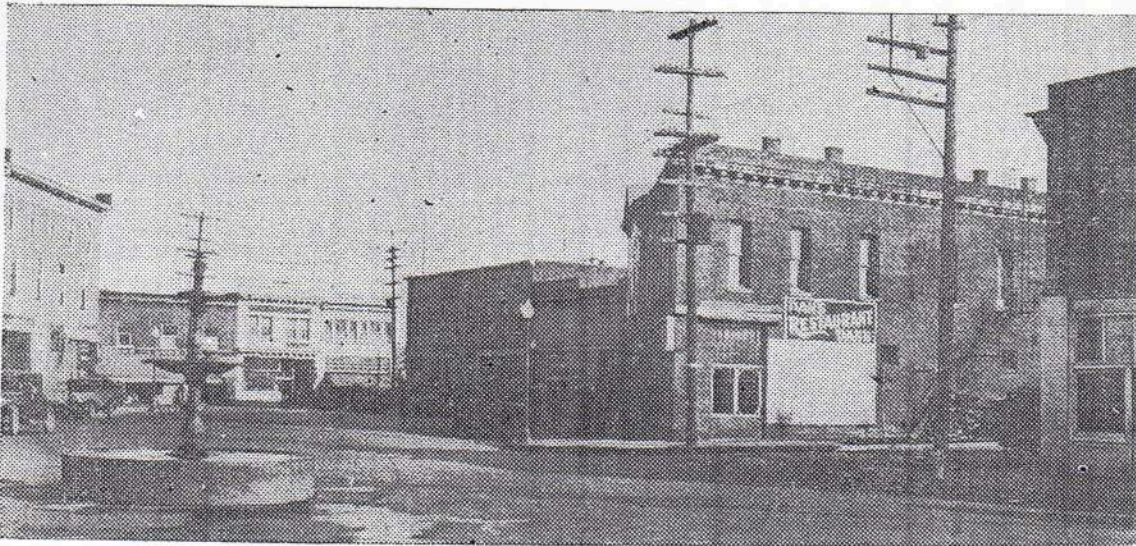
Through football, the Bachelors are known over the entire Pacific Coast. Oregon State College and the University of Oregon have been attracted by the success of the Bachelor football teams. Last season, Coach Schissler sent scouts to cover the Bachelor eleven in several of their games and they picked Vinton Medley as an outstanding player for their varsity eleven. Medley now is attending Oregon State and St. Johns fans should watch his progress, for the Bachelors bank on him to make a regular berth.

Last season the Bachelors won eighteen out of twenty baseball games played in Pier Park. They are getting off to a splendid start this season, having won all games but one so far this year. At the time of this writing the club has just won a double header at Pier Park. Everyone in St. Johns is cordially invited to attend these games which are held almost every Sunday in Pier Park. They will be certain to enjoy themselves and at the same time they will be doing their bit to develop the park into a local playground.

On May 13 the Bachelor Club held its annual dance in the Odd Fellows hall in St. Johns. Like everything to which the Bachelor Club devotes its efforts the dance was a big success.

At the present time the Bachelors are clearing the decks for action as the 1931 football season is just around the corner. The Bachelors like every line of sport, but when you mention football it's like exploding a stick of dynamite. This enthusiasm has spread from the Club to most of the citizens living in St. Johns. It's a safe bet that the community of St. Johns is better informed on football than any other community in Oregon. The Bachelors believe that any young lady who does not know what a touchdown is should be ostracized from society.

All football games during the 1931 season will be played at the Wall Street Athletic Field. The first game will be scheduled about the first of October.



VIEW OF CENTRAL BUSINESS SECTION

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# Portsmouth and University Park

Comprised of two districts that have grown together into one fine flourishing community, which is a next door neighbor to St. Johns on the east, Portsmouth and University Park had their origin, mainly, in an educational and cultural movement that continues to make a distinct impress upon the life of Portland and the Pacific Northwest.

Their chief development dates from the building of Columbia University by the Methodist Church over a generation ago. At that time much of the district was wooded, and here and there rose large, beautiful homes—ultra modern in their day—residences erected by faculty members and others attracted by life in a community where a college atmosphere prevailed.

Later, Columbia University became the property of the Catholic Church and through the years has had a large student body and continues to grow in magnitude as a center of learning. New buildings have risen on its extensive, beautiful campus within recent years; and an ideal, long cherished, seems growing toward realization—that it may become the Notre Dame of the Pacific Coast.

On other pages, full attention is given to Columbia University. But here it has been pertinent to note the important part it played in the early development of the community, which has retained the cultural standards which it ever represents. Large farm tracts in the district were platted; forest giants that once possessed the district fell before the advance of modernity, until now there are business houses and homes where once they held sway. Only a remnant of the "once mighty host" remains. Of such are the stately trees that help to make Columbia Park one of the most beautiful parks in the country.

Yet while new residents came and building and settlement went forward at a rapid pace, and many changes were wrought, Portsmouth and University Park retained the pristine ideals of culture. No community could labor more earnestly and heartily for the welfare of its children and young people, and it was along the path of such ideals that much of its development in recent years can be traced.

A conspicuous phase transpired when an emergency arose, which threatened to deprive the community of library facilities. With thought for their children, the people of Portsmouth and University Park united to avert what they regarded as a positive calamity. That the library facilities might be retained a mass meeting was held to contrive ways and means.

Right away, the people decided to do what no other community in the country had ever attempted to do. They decided to purchase a lot and erect thereon a modern library building that would meet every requirement of the Portland Library Association having jurisdiction over it. This seemed a rash proceeding, as there were no public funds to be drawn upon and nothing to be obtained through

the regular channels of taxation. In fact, there was only one thing to do. That was, finance the project by popular subscription.

Committees were appointed, and for a supporting organization a Community Club was organized. Everywhere, the committees met with a generous response. Business men, residents in general and industrial friends contributed until there was sufficient on hand to buy one of the finest corner lots on Lombard street (at Hereford), directly across the street from the Portsmouth school. For this lot \$1600 in cash was paid.

With this first objective won, an arrangement was made with the Portland Library Association, whereby it would lease a building constructed according to its requirements at a rental of \$30 a month, to be increased after a stipulated period to \$35 per month. The next step was enabled by the Peninsula Security company and the Peninsula National Bank of St. Johns, whose friendship at this time proved invaluable to the community.

These two institutions made loans sufficient to defray the cost of erecting the library building on the lot that had been purchased. This work was in the hands of the building committee of the Community Club who were favored with many generous concessions by supply firms, contractor and workmen, with the result that the library building was

## PROGRESS

Is both symbolized and expressed by the  
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825 Lombard St., at Portsmouth Avenue  
UNIVERSITY 1487

brought to completion within a few months after the initial purchase of the lot. The building itself cost \$3,650 and the community found itself in possession of a property conservatively valued at \$5,250. This was its answer to the question: "Shall our children be deprived of a library?"

To administer the property and to attend to certain other local details, the University Park Library Association was organized, and nine directors elected.

Meanwhile, the Community Club was giving a wonderful demonstration of practical efficiency, in upholding the arms of the library directors. A bazaar was held; dances, parties and entertainments were given; and then the Hoorah arrived to take its place as a unique annual community event. Each year, on two successive mid-summer nights, it spread itself over the large Portsmouth school grounds; giving the community the best entertainment that bands, professional artists and local talent could supply; and wares were sold at decorated booths; with the result that thousands from ev-

ery part of the city flocked thither. Never had any community festivity functioned on so large a scale and for years in succession as did the Hoorah.

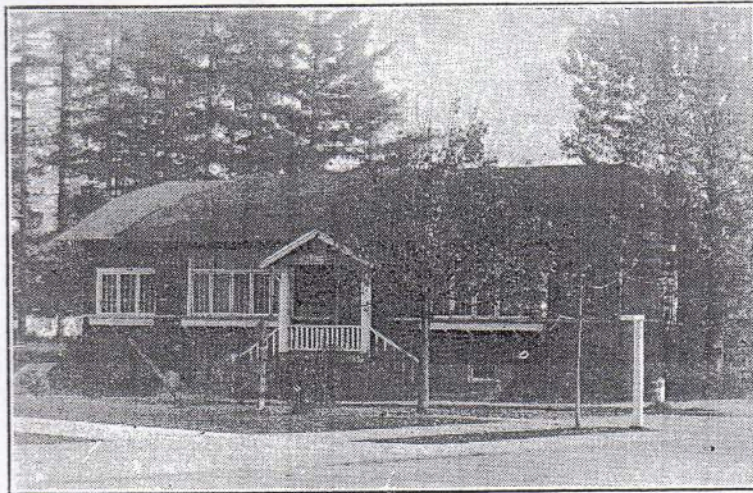
"We're doing it to help the library," was the cheerful comment of the enthusiastic citizenship.

Month after month at the meetings of the Community Club, good word of progress was brought by the directors of the University Park Library Association, showing that the mortgage on the library building was being gradually liquidated. Finally, four years after the building was completed—many said it couldn't be done in five years, as at first calculated—the last dollar of the mortgage was paid and the institution came free of debt.

At this time, the question was raised: "Wouldn't it be fine, if the reading room could be enlarged and a story room for school children added?"

The directors surveyed the prospects. They could rely on receiving \$35 per month from the Portland Library Association. The annual Hoorah was good for several hundred dollars more. And

#### UNIVERSITY PARK BRANCH LIBRARY



UNIVERSITY PARK BRANCH LIBRARY

The large patronage of the University Park Branch Library shows that Portsmouth and University Park are a well read community. Miss Dorothy Cramer, the most capable librarian, reports that the circulation of books was 45,000 for 1930; and that the monthly average thus far this year exceeds 4,000, the total for one of the months being 5,000.

The University Park Library Association holds the property in trust for the community. Its directors are: Thos. L. Willis, president; Mrs. E. Rayley, vice president; Mrs. E. M. Blanding, treasurer; John D. Rice, secretary; J. A. Stephens, George Ankeny, W. L. Stewart; Mrs. Effie Sansburn and L. E. Lindsay.

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there was the whole community up on its toes, ready for the new venture. So the directors cheerfully voted "Aye."

The extension of the reading room was made and a beautiful story room, finished in ivory enamel and with a comfy fire-place and wicker furniture was added. Indeed it seemed that the fairies pictured on the walls had been busy. The total cost of these improvements was \$1700.

Nor was anyone ready yet to cry quits. The Community Club and the Portsmouth P. T. A., that had also been organized, decided that a new school building was necessary. The answer to this movement was the magnificent modern Portsmouth school building on Willis boulevard, in its site extending from Hodge to Haven and back to Hunt street. Of brick and concrete construction, ornate and imposing, it is fireproof and represents the generous best that the taxpayers of Portland are willing to do for their children.

The old site, two blocks from the new one, was abandoned of course, but there remained standing a separate manual arts building. It was too good to be wrecked or moved. In fact, it had a full cement basement, in addition to the spacious main floor. A problem was created, involving matters of utility. It was solved when the community fixed a speculative gaze on this manual arts building and asked: "Wouldn't it make a splendid Community House."

"Yes," was the unanimous response. Again, the University Park Library Association, scrutinized its finances. Some time previously, it had liquidated the cost of the additions to the library and being an incorporated body it entered into negotiations with the Portland School Board for the purchase of this building and its site that the Community Club, which had labored so long and successfully, might be provided with a home of its own. A very reasonable price was named by the school directors, and a new addition was made to the community holdings, the total value of which is variously estimated at between \$12,000 and \$15,000.

And mind you, all this arose from the urge

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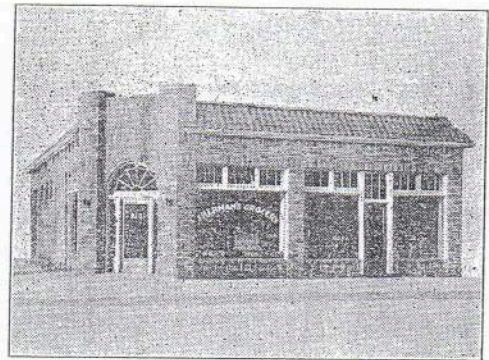
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Congratulate the Peninsula on the great achievement which the Bridge Dedication symbolizes.



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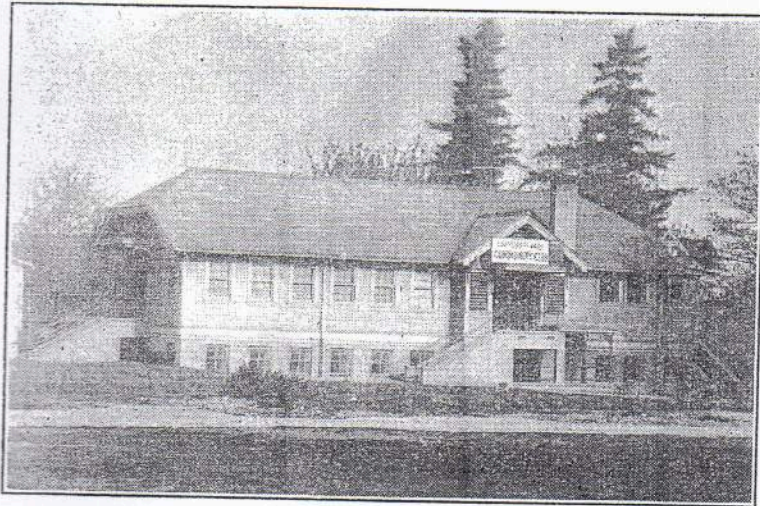


of the people of the community to do their best for their children. The story of the community enterprise that give birth to perhaps the first community-owned library in the country has been told in national publications, and the people of Portsmouth and University Park will never cease to feel the happy thrill of it.

Think, too, of all the other results called into being by the energies exercised by these progressive citizens—a community full of them. There are the library, community house, new Portsmouth school; a fine modern fire engine station housing complete equipment and firemen; Club house and

swimming tank in Columbia Park; a vast amount of paving and other street improvements including a sewer system, and a leading part in securing more direct and speedier car service to the downtown section, and, of course, hammer and tongs participation in the fight that won the St. Johns bridge.

The bible says, "A little child shall lead them." Thus, indeed, were Portsmouth and University Park, led into a succession of achievements that were greater than even the most ecstatic vision had portrayed. And big goals, new goals, lie ahead, and new energies are being gathered for pressing toward them.



### UNIVERSITY PARK COMMUNITY CLUB HOUSE

This building was formerly a part of the Portsmouth School plant, being used for the manual training department. But when the new school building was erected in a different location, it was purchased by the University Park Library Association and was made the home of the Community Club.

In addition to the commodious hall on the main floor, with its kitchen annex, it has a large, well finished basement, thus answering every purpose of many varied activities of the Community Club.

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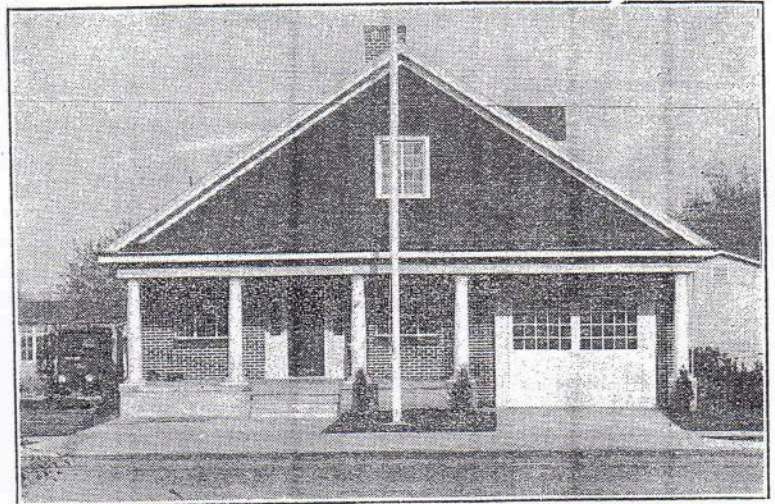
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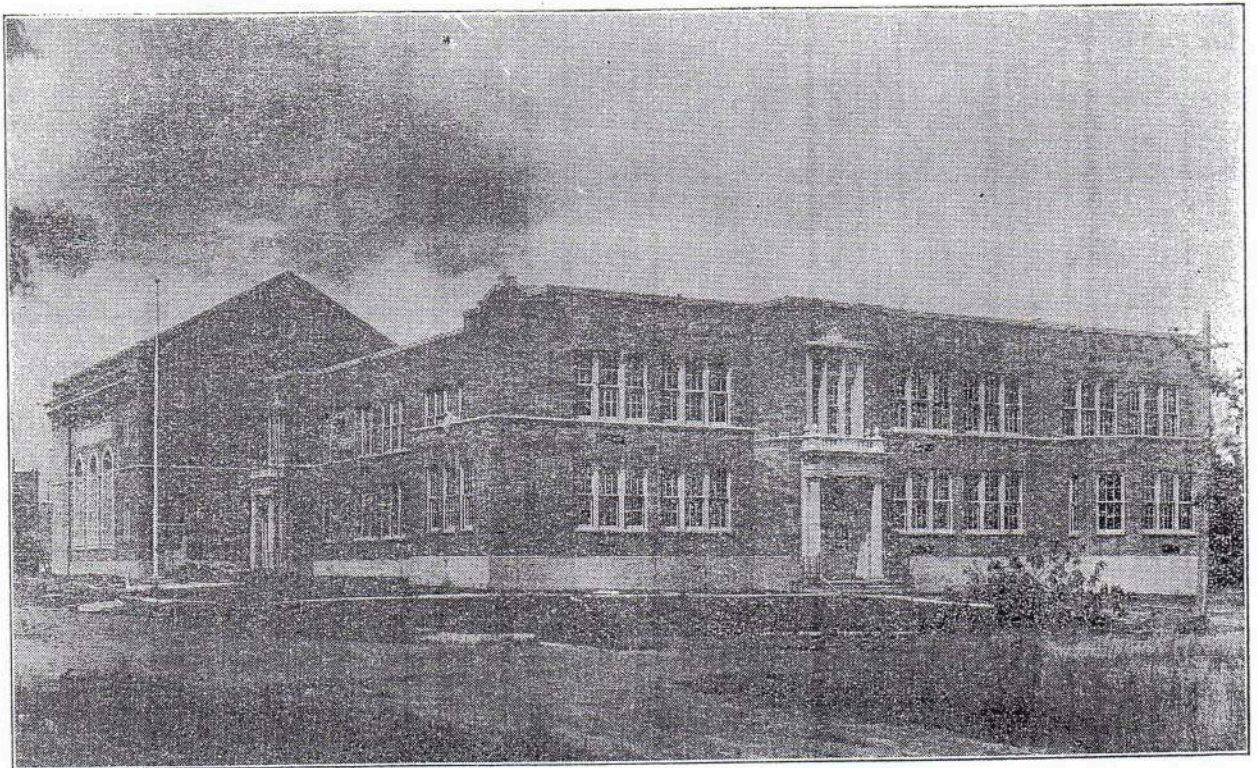
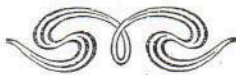
**PORTSMOUTH ENGINE HOUSE**

Here is presented the attractive modern headquarters of Engine Company No. 36. The company was established there November 1, 1928, shortly after the completion of the building. Thus fire protection, not only for the community but for the entire Lower Peninsula was augmented.

The members of the company are: J. W. Cahill, senior captain; C. H. Lenneville, junior captain; T. F. Miller, G. H. Parmenter, A. C. Dunn, C. A. Sylvester, C. F. Miller and G. Morgan.



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### PENINSULA ODDFELLOWS BLOCK

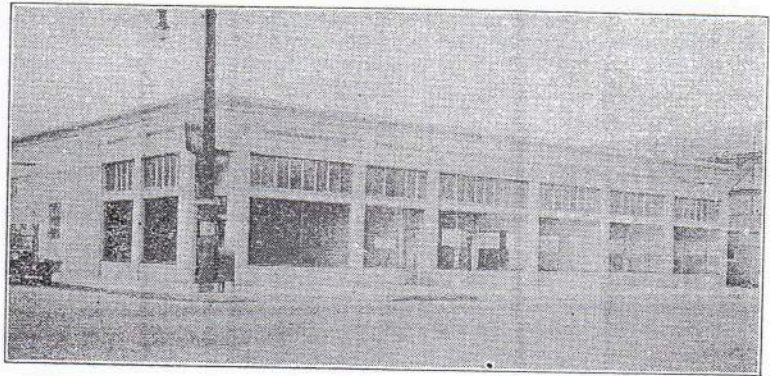
This large modern block stands at Lombard and Jordan streets and is a monument to the enterprise and vision of the Peninsula Lodge of Oddfellows and the Marietta Rebekahs. The upper floor is largely devoted to their use. It includes the large beautifully furnished lodge hall, a dining room and kitchen, as well as various ante rooms, and some office space.

Many social affairs, including dances, are held in the main hall.

The lower floor accommodates several stores, the location being exceptionally good.

### BUILDING IMPROVEMENTS

Fine business blocks built within recent years are the Brown block at Lombard and Fiske; the Parkholm block at Lombard and Portsmouth avenue; the University Park Realty company block near Lombard and Hereford; blocks at Lombard and Hereford and on Lombard near Portsmouth avenue. A very recent improvement is N. Sherman's Grocery at Lombard and McKenna avenue; and recently opened for service to the public is Dave White's handsome new garage at Lombard and Portsmouth avenue.



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**LOMBARD HOSPITAL**

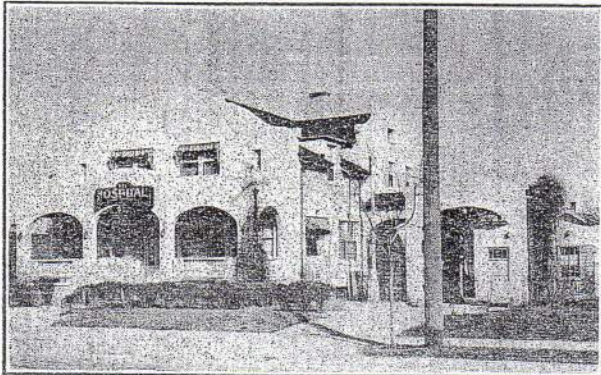
A particularly beautiful building is the Lombard Hospital, which with its attractive annex gives the Peninsula the benefit of modern hospital service. It is located at 911 W. Lombard street, at the corner of McKenna avenue, and its restful atmosphere and

spacious grounds is causing it to be more and more appreciated. Bertha Kyler is superintendent.

Says the Western Hospital News, speaking of the Lombard Hospital:

"Such hospitals and convalescent homes are small, compact and cheery; meals, an ever-important item to the sick, can be given more careful individual at-

tention and made more appealing; street noises are minimal; the grounds are accessible to ambulatory patients and are shielded from the gaze of the curious. The Lombard Hospital has a twenty-five bed capacity, is fireproof, is operated by a doctor of medicine and a registered nurse. It is ideally equipped and situated for the purpose it serves."



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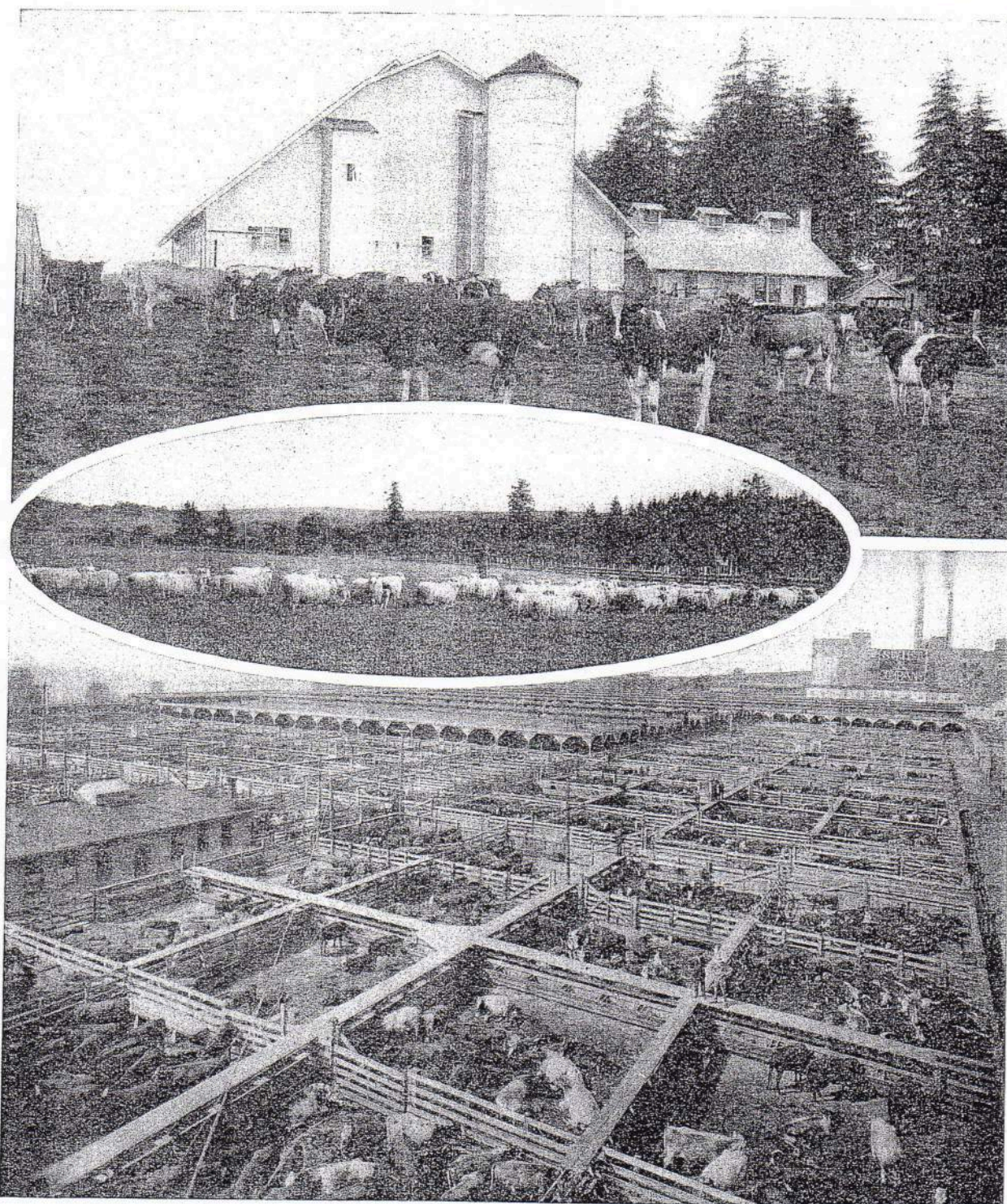
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We greet the Dedication of the St. Johns  
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# Pushing Extension of East Lombard Street

One of the most active and achieving organizations on the Peninsula is the Lombard Community Association. It has conceived and carried to a successful conclusion many upbuilding projects.

During the past two years it has given its main attention and efforts to securing the Extension of East Lombard street from E. Ninth street to intersect Columbia boulevard at East Eighteenth street. This would provide a vastly shortened route to the St. Johns bridge for Columbia Highway traffic; and would, in fact, make Lombard street an integral part of the great Columbia Highway system itself.

The project has been carried through all the preliminaries, so that the stage has been reached for the city to start the actual extension and improvement.

Another even more ambitious project has been outlined, which would make a longer extension of Lombard street that will follow the line of railroad tracks, on the south side, to Parkrose, effecting junction with the Columbia Highway almost at its very entrance to Portland.

The officers of the Lombard Community Association are: Dr. John W. Harryman, president; A. W. Porath, vice president; J. M. Wise, treasurer; and Mrs. Lucille Springer, who is the editor of the Peninsula Times, secretary.

**WAS FIRST LADY GRANGE  
MASTER IN THE COUNTRY**

"Meet my grandmother."

It was just before Mother's Day, when we were thus introduced by Lloyd F. Carter to his grandmother, Mrs. Lydia A. Carter, for thirty years a resident of Peninsula Station.

We were thinking that men whose mothers are living are fortunate; but Mr. Carter was clearly doubly fortunate in having such a wonderful grandmother. Mrs. Carter, her son M. H. Carter, and her grandson are each the sole representative of a family generation.

"My husband, S. H. Carter, and I came from Indiana in 1867," said Mrs. Carter. "We left Indiana on the 10th of February of that year, going first to New York, and completed the journey by way of Panama. We made the trip up the Pacific coast on the Santiago de Cuba and arrived in Portland on March 15. So you see, it was a quick trip."

They settled on a ranch at Oswego, and while living there Mrs. Carter was master of Tualatin Grange, the first woman in the United States to hold such a position.

They settled at Peninsula avenue and Lombard street in 1896, and conducted a grocery store and for several years Mrs. Carter was postmistress.

She herself is a member of the Bucklin family, which has been identified with the history of Pennsylvania from the earliest colonial times. Her ancestor William Bucklin came over with William Penn. Bucks County, Pennsylvania, was named after the Bucklins. Another famous member of the family was Sena-

tor Bucklin.

"My mother was a Quaker," says Mrs. Carter. She would say very gently: "Thee go and do this work." We always went."

This habit of doing, we can say, has been carried on into the succeeding generations. For M. H. and Lloyd Carter, father and son, have been identified with many upbuilding movements, and the Peninsula has been fortunate in having them. They put into practice that popular slogan—long before it was invented: "In Portland, we do."

**LOVETT SPRAYING PAINTING  
CO. COMPLETES BIG TASKS**

No finer business institution has risen into prominence on the Peninsula during the past two years than the Portland branch of the Spray Painting company at 1285 Interstate avenue. Its handsome establishment is one of the embellishments of that district.

Recently it completed the painting of the giant dipper at Jantzen Beach, which was done in five days' time, twelve barrels of paint being used.

Another mammoth task was the painting of the new steel on the Hawthorne bridge while it was being repaired. This job was done under the most trying weather conditions, and its perfection won hearty commendation from Lindstrom & Feigneson, the main contractors.

The Lovett Spray Painting company operates two hundred trucks on the Pacific Coast.

**H. C. LOVETT  
Spray Painting Co., Ltd.**

General Painting Contractors  
Portland Branch

**1285 Interstate Avenue  
WALnut 1685**



### KENTON, THE COMMUNITY BEAUTIFUL

A thriving suburban district and its proper title are denoted by "Kenton, the Community Beautiful." It may also be called the gem of the North Peninsula area.

Kenton is new in the sense that it has many attractive modern residences, wide, tree-shaded and well paved streets and a business section that does it great credit. It is old in the sense that it is one of the most substantial communities in the city, having through the years set an example for civic achievement.

In its picturesque setting, the Kenton school building is modern and one of the most beautiful structures of its kind in the city. The community also has a fine ornate theatre, hotels, and sightly apartment houses and business blocks. It is coursed by two arterial streets—Denver and Interstate avenues from south to north, and by another artery of growing importance—Lombard street, running east and west.

Contiguous to Kenton is the magnificent Peninsula Golf Course.

Kenton also has a fine industrial district, which includes such well known plants as the Montage Stove Works, the Beall Pipe and Tank corporation, the Pacific Stoneware company, the Kentwood Lumber company, and others of note throughout the Pacific Northwest.

A generator of progress is the Kenton Commercial Club, which wrought successfully for such projects as the Denver avenue viaduct, which is part of the route to North Portland and the Interstate bridge; and the improvement of Interstate avenue, as well as doing heroic work in realizing the St. Johns Bridge project. The club meets every other Thursday noon in the famous Red Steer Cafe in North Portland. The officers are: H. J. Goff, president; A. M. Thompson, vice president; Carroll Bertelsen, secretary, and Mr. Clarkson, treasurer.

### ARBOR LODGE IS ENTERPRISING

Another beautiful home community, whose citizens are loyal to every civic interest is Arbor Lodge. Enterprise is the characteristic of the Community Club, and its loyal cooperation in general Peninsula projects, notably the St. Johns Bridge, has always been of distinguishing quality.

The Northminster Presbyterian Church at

## THOMPSON'S INSURANCE AGENCY

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(Kenton Station)

WALnut 0182

Arbor Lodge is the center of many activities, civic and social as well as religious. The community club meets there, also the Peninsula Kiwanis Club which assembles every Wednesday noon for luncheon and stirring sessions from which flow benefits for many good causes.

### PIEDMONT A SUPERB RESIDENTIAL DISTRICT

Wherever you go in Piedmont, you are in the midst of beautiful surroundings. The average of attractive homes is exceptionally high, and its Killingsworth and Albina avenue marges are lined with modern business houses, and its area is also graced by the large North Portland library, the Jefferson high school and Peninsula Park.

Effectively promoting its growth is the Piedmont Commercial Club. Its object is declared to be the promotion and development of the commercial interests of Piedmont and better acquaintance and association of the property owners and business men and women.

The officers of the club are: M. H. Calef, president; F. H. Van Wyngarden, vice president; Daniel Hepp, secretary; and Wm. Hall, treasurer.

### WEST LOMBARD LIBRARY

Of classic beauty and dignity is the West Lombard library, which is located at Lombard and Boston streets and was completed and opened in 1927. It is fortunate in having such a capable librarian as Miss Effie Fox. In addition to the main library room and reading room, it has a staff and committee room. The circulation of books is 5,000 per month.

## Kenton Express Company

Owned and Operated by Carroll Bertelsen

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# The Peninsula as a Whole

By PROF. P. A. GETZ, President of Peninsula Kiwanis Club

When we speak of the Peninsula, we refer to that section of our beautiful city bounded, on the east, by a strip more or less vaguely defined and contiguous to that magnificent and spacious thoroughfare, Union Avenue; on the west, by the comingling waters of the Willamette and Columbia rivers; on the south, by the Willamette, which flows several hundred feet below an abrupt declivity, whence the "Peninsula" extends, a gently receding mesa, to its northern and western limits, the Columbia river, that noble stream, which drains an inland territory very aptly designated, an empire.

On the south bank of the Willamette lies another mainland district with which the "Peninsula" has long been connected by ferry communication, but by the first of June, the ferry is expected to pass, and traffic to be carried on by means of the new St. Johns bridge, one of the most distinctive suspension bridges in the United States; and which, when fully completed, together with its splendid east and west approaches, will doubtless be acclaimed the most beautiful structure of its kind in the world.

Take your place at any convenient point where the brink of the Peninsula overlooks the Willamette river. To your right and left rolls a continuous line of automobiles over that graceful drive-way the Willamette Boulevard, now connected with Greeley Cut-off. Before you, and joined to Greeley Cut-off by a spacious viaduct of easy grade, lies Portland's wondrous air-port, in and out of which fly daily scores of one of the twentieth century miracles, the airplane. Up and down the river you see steamers plying in coastwise trade or laden with the products sent by the peoples from over the seven seas. On either bank of the river locomotives take and bring vast trains of wares for our need and comfort or for the use of those remote

from us. On either side, along the very edge of the river, are situated miles of industrial establishments and docking terminal facilities for river and sea-going craft.

Above the opposite bank, a continuation of Willamette and Portland Heights, the Linnton Hills, gorgeous in their multi-colored flora, fringe the horizon; and, in the shadow of these hills, along a soft, velvety base, there rolls incessant traffic over the matchless Columbia River Highway stretching another hundred miles away to the sea.

Come, go with me to the air-port. Our tri-motored plane is ready. The motors are whirring. Comfortably seated in the cabin we look out over Mock's Bottom. This will soon be made into another playground for Portlanders, for a public park with golf course is suggested and in prospect.

Our plane is off. We have circled over and back. We are out over the "Peninsula." As we ply from south to north, towards the Columbia river, there lies before us that beautifully wooded playground, Columbia Park. To the right we see Peninsula Park with its wide expanse of green-sward, sunken flower gardens and children's playground. To the left at the extreme western end of the district lies Pier Park, another wooded re-

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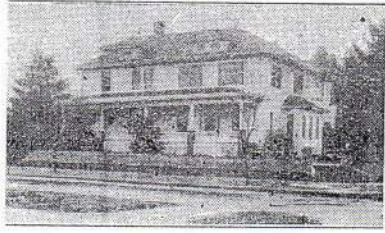
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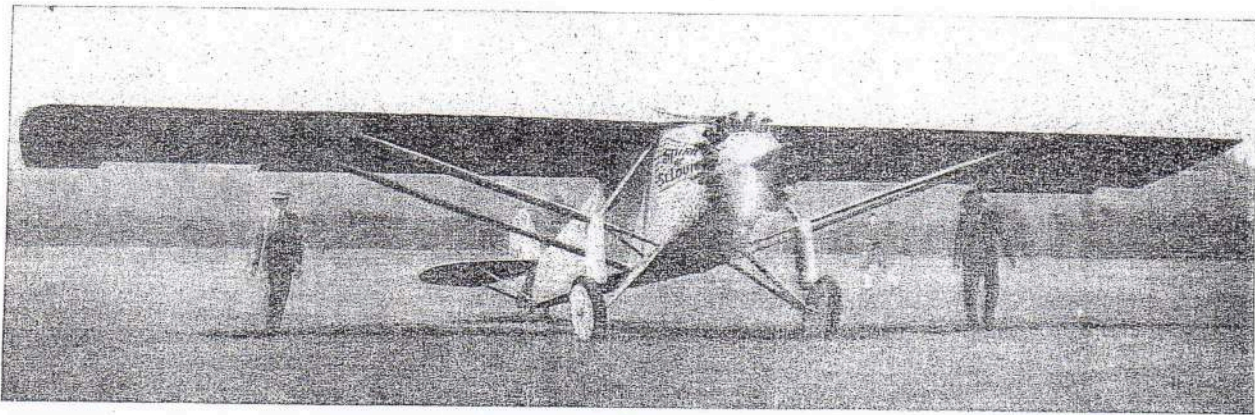
creational spot. Just before we reach the Columbia river, on the northern edge of the territory, private capital has provided additional play grounds at Jantzen Beach and Lotus Isle. Those green tracts which you see spread out here and there within or adjacent to the district, are three 18 hole private golf courses, one completed, public 18 hole course, and another course in the making. There, just north of that fine highway, the Columbia Boulevard, and adjacent to the causeway leading from Union Avenue to the Interstate Bridge, is another air-port, and farther east, where you see those planes zooming around, are two other private air-ports. It appears that the people of the Peninsula make good use of their recreational facilities.

We are taking a swing around the north portion of the Peninsula, and, on all sides, there lie

before us extensive industrial plants. Here and there are centers of industry and trade clusters of comfortable homes with schools and churches near by.

Our pilot is bringing us south of Columbia Boulevard, past other large industrial institutions, and, immediately after crossing the last viaduct over the railroad right-of-way, we fly westward, Lombard street, the longest traffic artery within the city limits, and connecting with the St. Johns Bridge on the west, lies directly beneath us. This street, through a recent action of the Lombard Commercial Club, will be extended so as to connect with the great Columbia Highway on the east, thus leading out of that foremost of nationally famous highways, directly through the beautiful Peninsula District.

As we fly along, we see that the home-loving



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IS NOW THE THING

With the sun a shinin'  
—and a fast, sporty course  
ahead of you,  
—and no crowds, or long  
waits,  
it's no wonder the "early  
morning" golfers are all  
heading for

## PENINSULA PUBLIC GOLF COURSE

Where Pacific Highway crosses the  
majestic Columbia  
River

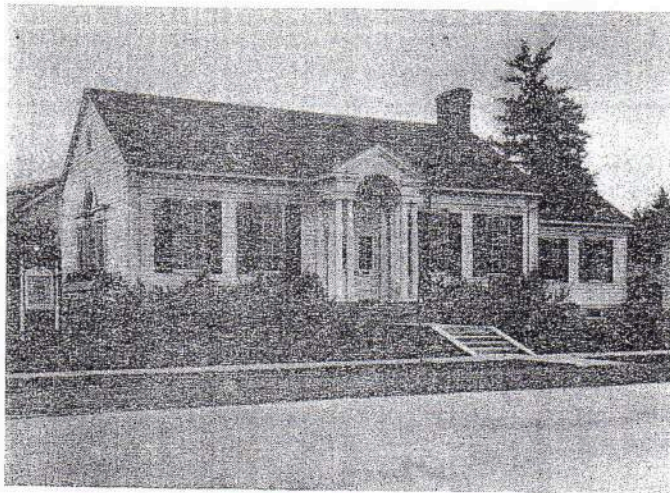
spirit of Portland is here also very much in evidence. On all sides there are modest, well-kept homes as well as more pretentious residences, as exemplified by the homes of the Mock Crest restricted addition and by other fine structures throughout the district.

Here also, like in the north section, which we just crossed, are business centers, subsidiary to the main business sections of the city. Before us lie Kenton, Piedmont, Killingsworth, Arbor Lodge, Peninsula, University, Portsmouth, St. Johns, Will-bridge and Linnton. At the extreme lower end of the peninsula vast grain elevators, flourishing mills, and other structures of Terminal No. 4 rise majestically.

Zooming along we see eight fine, modern public grade school buildings, Jefferson High School,

Roosevelt High School, Columbia University, and a number of parochial schools and nearly a score of church of various denominations. Placed at convenient points are situated four branch libraries in charge of regular public library attendants. There is a branch Y. W. C. A., which has a new building in prospect.

As our plane, like a vast, pulsating thing of life, glides down toward the municipal air-port, we cast our eyes once more back over the scene and all agree that the Peninsula District, already well along in general development, holds out for prospective investors and home-makers opportunities which are not excelled elsewhere in the city. Its proximity by auto or trolley to the city's principal business centers, as well as numerous subsidiary shopping localities bring household conveniences very near to every home.



KENTON LIBRARY BUILDING



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No heat or speed developed in any gasoline motor is great enough to destroy the lubricating value of Socony Motor Oil. 100 per cent Paraffine Base and free from wax.



### LINNTON A LEADING INDUSTRIAL CENTER

An industrial district of the first magnitude, Linnton has long been distinguished for its enterprise and cooperation in every movement for a finer and bigger Portland.

It is the home of great lumber mills and on the highway that bears its name are the Portland Gas company plant and the Associated Oil, General Petroleum, Pennzoil and the Standard, Union, Shell and other oil company plants.

Indicative of the public spirit of its citizens is its community house, which is the finest in the city of Portland. It is of brick and concrete construction and was erected at a cost of \$50,000. It has a large gymnasium with a ceiling 22 feet in the clear and hardwood floors and there many tournaments are held. There are also a spacious dining room and kitchen and shower baths.

Then, too, the branch library which is a part of the Portland library system, occupies a 35x45 room in the building. It also houses the Community Church, whose work and services are sponsored by the Methodist Conference. An attractive

The Lion's Club of Linnton is a strong, enthusiastic organization, ever functioning for the advancement of varied social, industrial and civic interests.

One of the great benefits from the bridge will be more direct contact of Linnton with the East

Side communities, which are already indebted to it for loyal, helpful support in movements for their upbuilding.

### THE POPULAR EVANS CAFE

They know it and talk of it from Portland to Seaside and it is well worth a trip across the St. Johns bridge or down the Linnton road to dine at the Evans Cafe in Linnton.

The establishment of which R. Evans is proprietor also includes the Evans Hotel. But whether hotel or cafe, the hospitality and cuisine alike are the very best.

It is exceptional not to see occupied every stool at the long counter within the home-like cafe at meal times, and the comfy booths as well. There is also a balcony dining room, which is popular with clubs and social organizations.

For eight years Mr. Evans has been host at this establishment. During all that time every guest has been made to feel a guest indeed.

SPECIAL DINNERS      GOOD COFFEE  
QUICK SERVICE AT

**EVANS HOTEL & CAFE**  
LINNTON, OREGON

Room and Board      Meal Tickets  
R. EVANS, Prop.  
Try our Bar-B-Q Sandwiches

# The Portland Background

Renowned for its beauty, matchless climate and residential advantages, as well as for its prominence as a world port, Portland is the queen city of a magnificent Pacific Northwest region of abundant resources and containing some of the choicest scenery in America.

With its population of 301,815, it ranks second among the cities of the Pacific Northwest and fourth of all the cities west of the Rocky Mountains. Lying near the confluence of the Willamette River with the Columbia, it has an area of approximately 67 square miles within its corporate limits.

Portland is favored with approximately 200 public and private schools and institutions of higher learning, including Columbia University, Reed College, the Medical School of the University of Oregon, and the College of Dentistry, Optometry and Pharmacy of the North Pacific College.

There are 271 churches, 26 general and special hospitals, 80 public parks and playgrounds containing a total of 2,500 acres, 16 public and private golf courses, 55 theatres and moving picture houses, a municipal auditorium accommodating 5,000 people and the Portland symphony orchestra. There are three exceptionally high-class daily newspapers—

the Oregonian, Oregon Journal and News-Telegram.

There are 25 national and state banks in Portland, having combined surplus and resources at the end of 1929 of nearly \$200,000,000.

Portland has the commission form of government, including the mayor, four commissioners and an auditor elected by the people, and a number of separate commissions appointed by the Council or the Mayor.

Portland is served by four trans-continental railroads and has direct service into California.

Forty ocean going ship lines connect Portland with ports in all parts of the world. There is a 30-foot channel from Portland to the sea. The city leads the world in the manufacture and export of lumber, and is reputed to be second only to Boston as a raw wool market.

Within a few hours auto or train travel from Portland are beach and mountain resorts, fishing streams and woodlands, whence delightful opportunities for recreation and vacationing beckon.

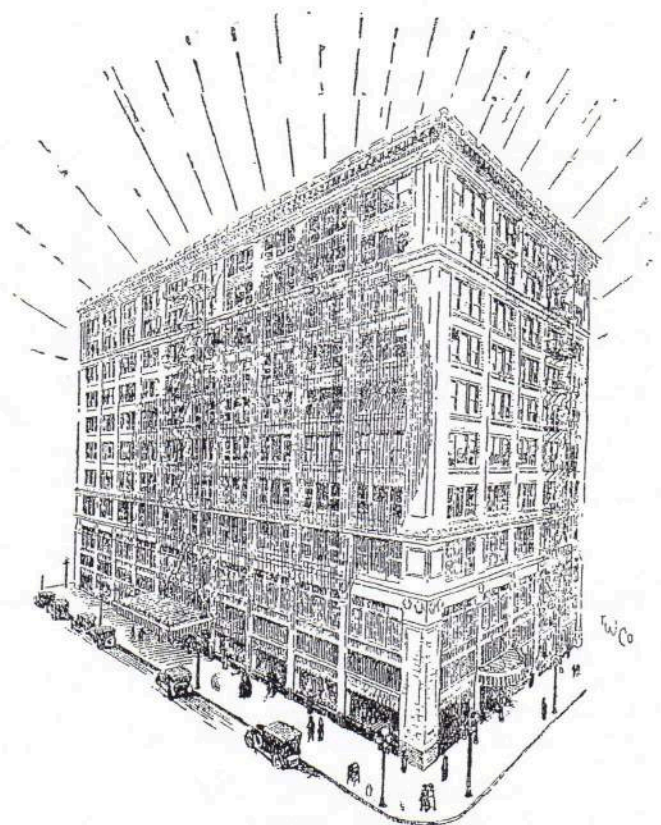
For the foregoing and much subsequent data in these pages, due acknowledgment is made to the Portland Chamber of Commerce and the Day and Zimmerman survey which it sponsored.

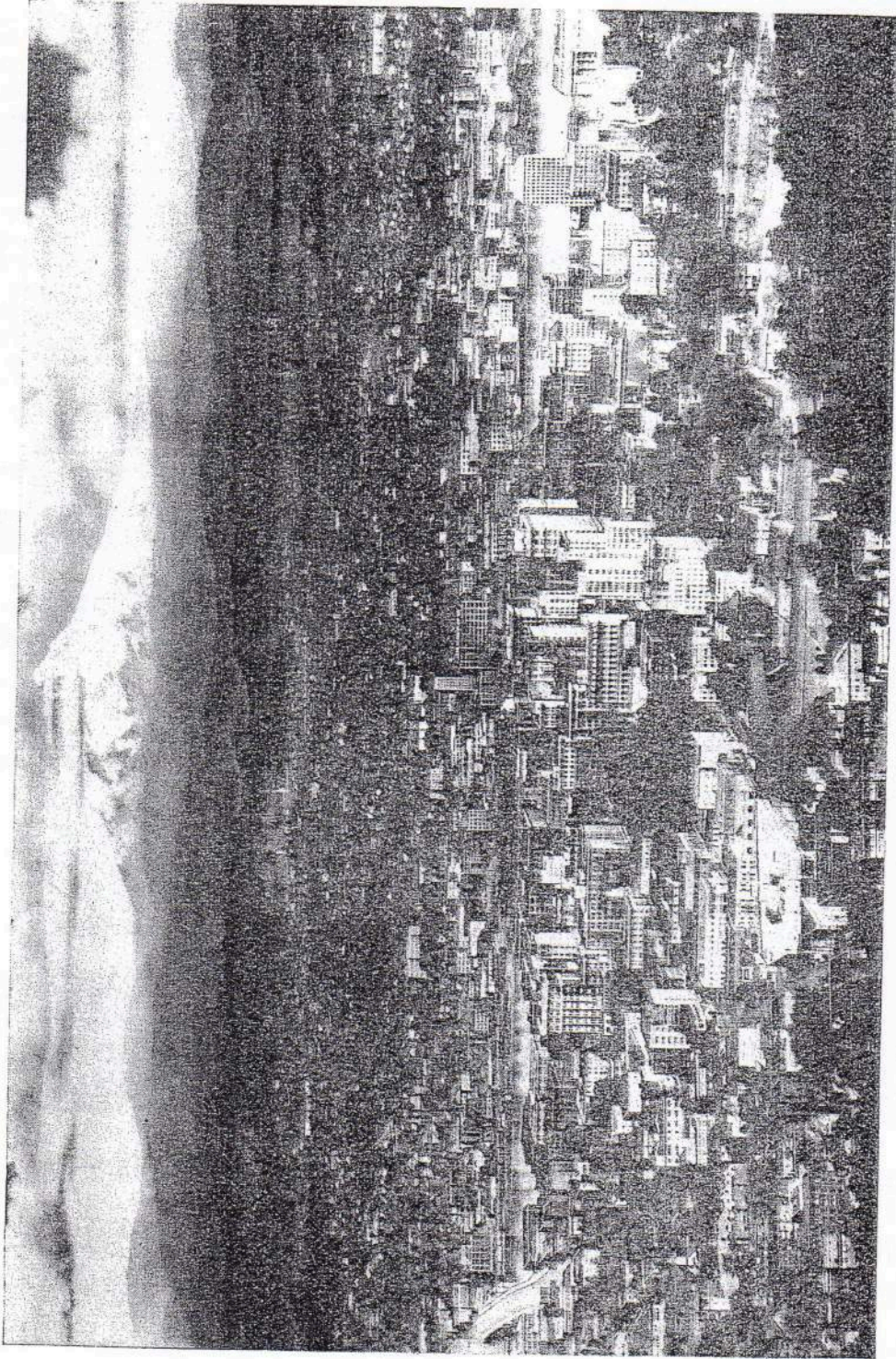
## The Good Things Of All The World

are closer now to  
your own front  
door . . . . .

From the humming factories and mills of your own city and state to the most remote, romantic corners of the world, where beautiful and useful things are made, comes merchandise to fill the counters and shelves of this friendly Portland store—now by that ethereal band of steel and concrete more closely joined to the destinies and lives of the people of St. Johns than ever before.

**Lipman, Wolfe & Co.**  
"Merchandise of Merit Only"





Portland, the "City of Roses" — Mt. Hood in Background

### OUR MATCHLESS CLIMATE

Anyone acquainted with the wonderful climate with which Portland is blessed cannot refrain from singing its praises.

Its quality is attested by the floral beauty whereby Portland is acclaimed the "City of Roses," and its further collaboration with the soil is proclaimed by manifold forms of pleasing and useful productivity.

Moreover, it has a faculty for imparting the bloom of health to humankind as well as luxuriant form and color to the rose.

In the summer season, one could go to the ends of the earth without finding a more congenial climate, with the moderately warm days and cool nights. The winters are notably mild. Reigns of the Snow King, at the most, are brief—sufficient only to make tobogganing and ice skating a novelty. And some winters he is held entirely at bay.

Indeed, the climate of Portland is considered very favorable from the viewpoints of health, comfort, agriculture and certain industrial needs, principally because of the relative uniformity of temperatures and the amount and distribution of the precipitation. The winters are warmer and the summers cooler than in most other places in the United States and Canada having the same latitude. This phenomenon is explained by the Japan Current, which sweeps eastward across the Pacific and warms the Northwest Coast.

### ABUNDANT AND PURE WATER SUPPLY

The mountainous Bull Run watershed of 140,000 acres, thirty miles to the east, has water for 2,000,000 people.

Notable is the fact that the water is as near absolute purity as it is possible to be. It requires no filtration, almost no treatment, and is used regularly in chemistry and in filling automobile batteries where distilled water is usually employed.

The effects, says Marshal N. Dana, in the Oregon Journal, are seen not only in unusually high health standards and absence of water-borne epidemic diseases, but in the advantages of industries, particularly those producing textiles, of water so remarkably pure and soft. Ships coming to Portland and sailing for foreign parts will take in enough Bull Run water for the round trip.

So abundant is the supply, Portland could bring in water from the mountains at a rate of 150,000,000 gallons each 24 hours, and this flow may be doubled without exhausting the supply.

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65 years continuous business

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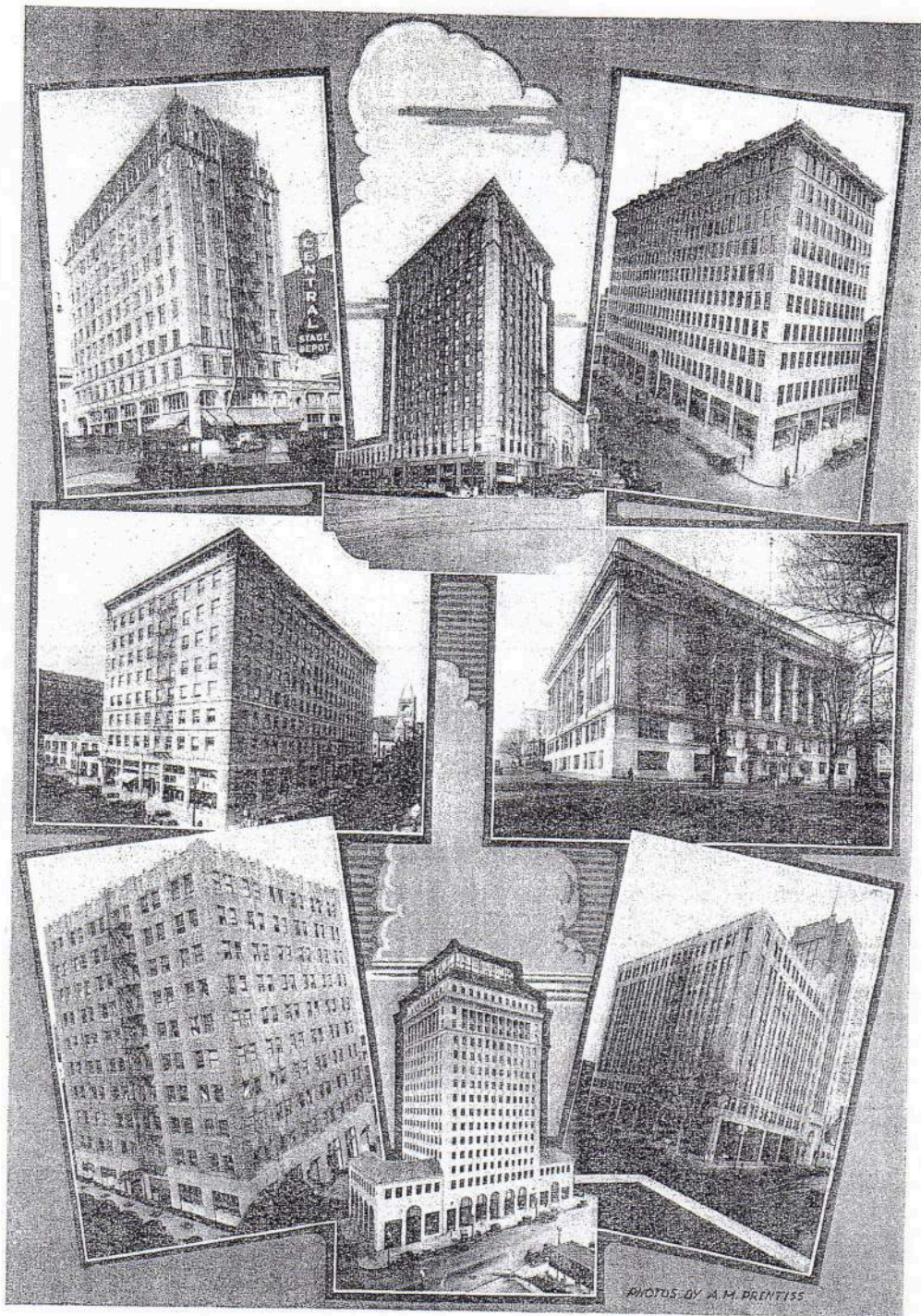
**J. C. PENNEY CO.**

**DEPARTMENT STORES**

Visualizing the wants of this community, we have stocked our store with new merchandise for the Spring and Summer season that will appeal to all.

The New Things, the Smart Things, the Desirable Things, the Things that add to the charm and happiness of life, for personal use and the home . . . all find satisfaction in our store.

Seek your needs and wants in the J. C. Penney Store . . . our Thrift Price Policy will save you money.



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East Second, Morrison, Belmont and Third Streets

## PORTLAND'S INDUSTRIAL DEVELOPMENT

Portland is one of the leading industrial and commercial cities of the Northwest, and in 1927 the products of its industries had a value at the factory of \$147,000,000. There are 370 national and western firms which maintain their northwestern headquarters in Portland.

The industries are widely diversified, and at the end of 1929 there were 800 manufacturing establishments, employing 31,000 persons. Employees of lumber and food products firms comprise one-half of all the workers.

Forty new enterprises were established in Portland during the three year period ending December 31, 1929, making initial capital investments in plants of \$5,000,000 and employing 3,400 workers.

The principal industrial sections are located along both banks of the Willamette River.

Going into detail:

Portland is one of the leading woodworking centers of the United States and leads the world in the manufacture of lumber.

The second wool market in the United States, it is the home of the largest swimming suit knitting mill in the world. Abundance of raw wool, coupled with a mild, moist climate and a never-ending supply of pure mountain water, has made it the center of a large woolen textile industry.

Huge resources of soft woods and semi-hard woods, skilled labor and available of mahogany from the Philippines have made Portland, the leading furniture manufacturing center on the Pacific Coast. It is fast becoming one of the principal furniture manufacturing centers of the United States.

Portland leads the West in the manufacture of automotive hoists, automotive stokers, locomotives, boilers and heavy logging equipment. It has the largest stove foundry in the Pacific Northwest, and is the home of the largest domestic-size automatic stoker factory in the world.

The Day & Zimmerman survey finds that the varied natural resources, the advantageous water, rail and highway transportation facilities, the favorable labor market, climate and living conditions, cheap electric power and the extensive trade territory offered by a Portland location should be attractive to many types of industry, particularly the following:

Industries manufacturing products from lumber or lumber by-products.

Industries to which low cost electric power is an essential—for example, pulp and paper mills and chemical plants.

Woolen mills and woolen goods manufacture.

Flax and linen mills.

Fruit and vegetable canning factories.

Plants for making evaporated or condensed milk or other dairy products.

Leather tannery.



COMMISSIONER A. L. BARBUR

## Knight Packing Co.

Manufacturers

Pickles, Vinegar, Catsup, Jellies,  
Fruit Juices, Fruit Butters,  
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THREE OREGON FACTORIES

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## STEIN'S BAKERY

324 N. 17th Street

Congratulates St. Johns on its enterprise from which has materialized the great St. Johns Suspension Bridge.

Phone ATwater 4056

ATwater 9064

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CHINESE RESTAURANT

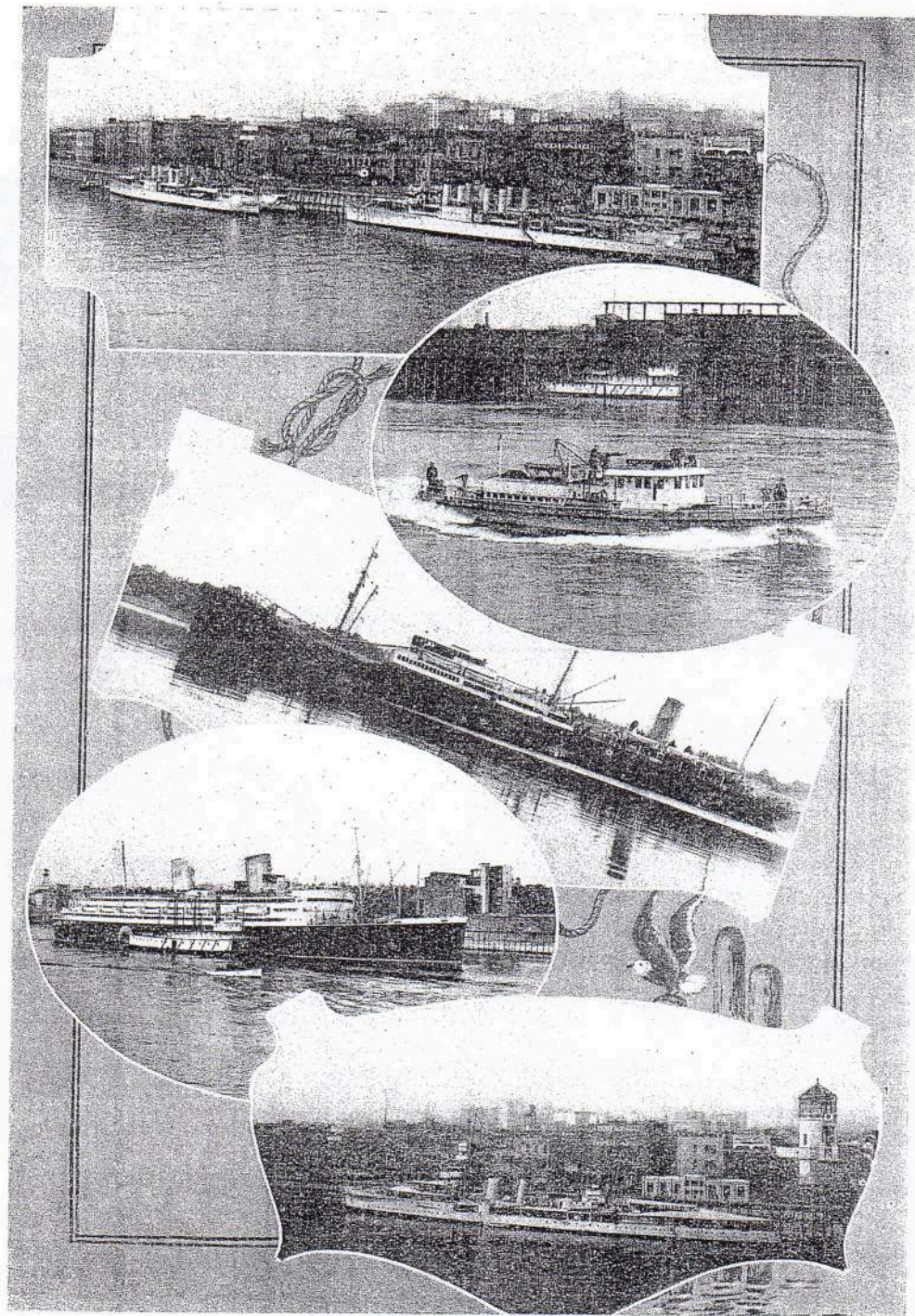
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Portland, Ore.





PORTLAND HARBOR SCENES



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 of every description

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# The Doll House

Only Shop of Its Kind on the Coast

341 A Alder Street

Near Broadway

## THE PORT OF PORTLAND AND ITS COMMERCE

Portland's rise into prominence as a world port has been phenomenal. The commerce of the Port has increased steadily over a period of years past and in 1929 totalled nearly 10,000,000 short tons. The off-shore commerce in that year was more than three times that of 1920, and amounted to 5,344,000 short tons, with a value of over \$309,000,000.

Sixty ocean going ship lines connect Portland with ports in all parts of the world, and on the basis of tonnage handled in all classes of trade during 1929, Portland ranked first of all ports in the Pacific Northwest and third of all ports on the Pacific Coast. For the fiscal year ended June 1929, Portland held the same ranks in volume of foreign commerce handled in comparison with other Pacific Coast ports, and ranked thirteenth of all major ports in the United States.

The city of Portland occupies both banks of the Willamette River, a few miles above its confluence with the Columbia. Its fresh water harbor is one of the finest in the world. A 35-foot channel from Portland to the sea is being deepened to 40 feet by the federal government.

Ocean, inland water and rail transportation meet at Portland, the gateway to the Inland Empire—the great basin of the Columbia River. This basin embraces the state of Idaho, parts of Nevada, Wyoming and Montana, and half of the states of Oregon and Washington—over 200,000 square miles of natural resources, all with water grade access to the fresh water harbor of Portland.

The harbor proper, formed by the Willamette River, is 900 to 1600 feet in width, with approximately 27 miles of deep water frontage within the corporate limits of the city. The principal dock facilities comprise eleven general cargo docks, three open wharves, seven grain wharves, six lumber wharves operated in connection with the lumber mills, seven oil docks and five export grain elevators.

Wheat, lumber and their products are the principal items of export.

Its numerous natural advantages prestage unlimited growth of Portland as a world port.

Compliments

**Wonder Bread Bakery**

265 Ivy St.

Portland, Oregon

**MONTGOMERY  
WARD & Co.**

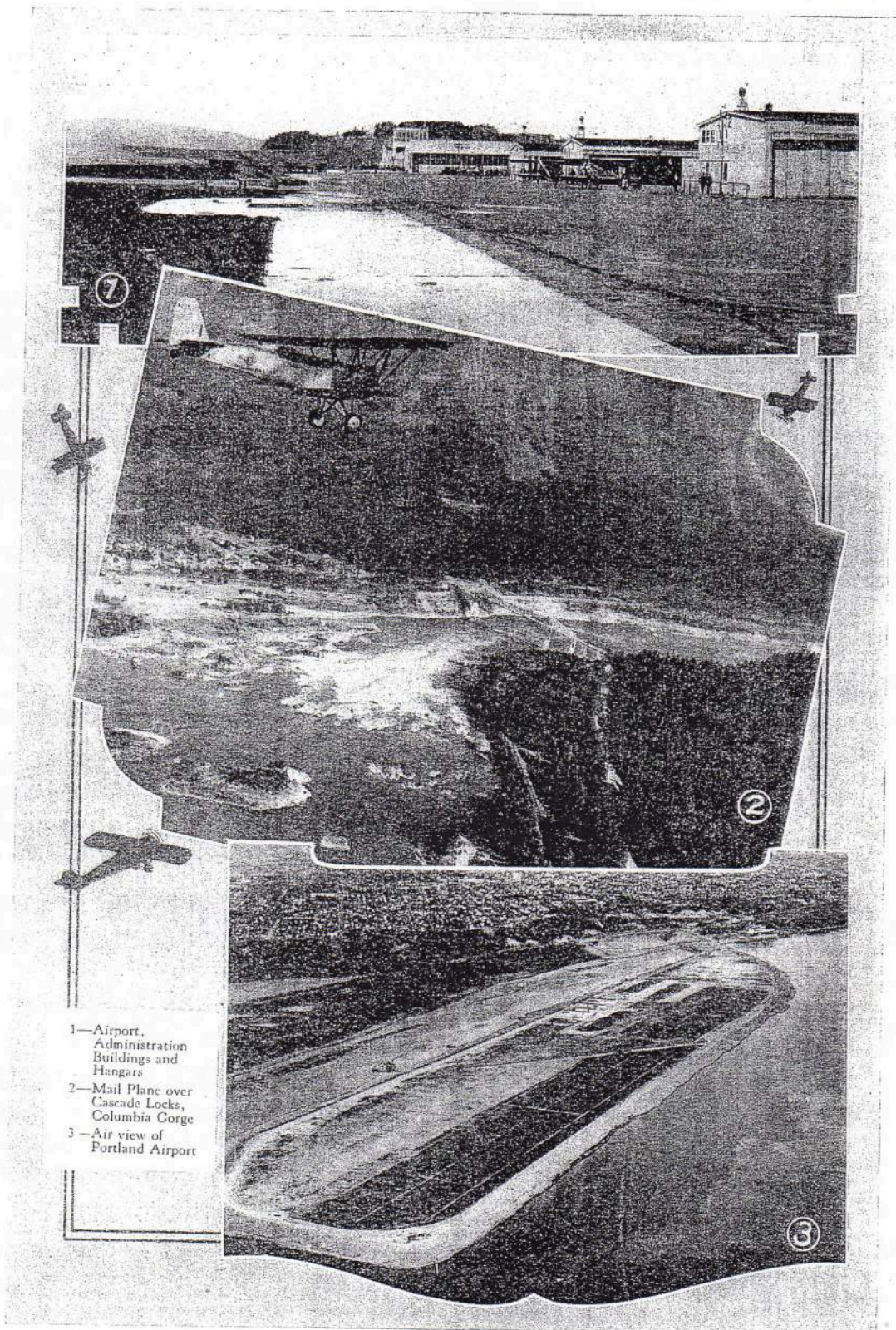
# PROGRESS

Through the Completion  
of the St. Johns Bridge,  
Portland has made another  
great stride in its  
progress in building A  
**BIGGER and BETTER  
PORTLAND.**

## THE ST. JOHNS BRIDGE

will give the people of  
St. Johns and The Peninsula  
the shortest possible  
direct route to Montgomery,  
Ward & Co. Great  
Department Store, 27th  
and Vaughn Street, Portland,  
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**Make Ward's Your  
Shopping Center**



- 1—Airport, Administration Buildings and Hangars
- 2—Mail Plane over Cascade Locks, Columbia Gorge
- 3—Air view of Portland Airport

Walk Over  
Main Spring Arch

Walk Over Shoe Store

123 Broadway

**SWAN ISLAND AIRPORT**

Portland has a municipal airport—one of the finest in the country—situated along the main channel of the Willamette river, off the Peninsula littoral and near the center of the city.

It is known as the Swan Island airport. The field occupies 250 acres of ground, has modern hangers and aprons and an administration building completed in 1929 at a cost of \$300,000. It is well lighted; its runways are surfaced with oiled cinders; it is rimmed by a splendid driveway; and it is parked with blue grass.

The availability of the Trans-Cascade air route following the line of the nearby Columbia Gorge offers material advantages in favor of Portland in the development of air transportation in the Pacific Northwest. Instead of being compelled to surmount high mountains, the eastbound planes have

egress through the water-level pass at a low altitude.

The Swan Island airport is at present utilized by six commercial transport companies. Three are engaged in local trip or taxi service. One carries passengers between Portland and other Pacific Coast cities. Two operate air mail routes between Portland and points to the north, south and east.

The airport was developed and is owned by the Portland Port Commission. A wide causeway and concrete viaduct connects it with the mainland and important traffic arteries. To date the municipality has expended \$1,500,000 on its airport.

**ELECTRIC LIGHT AND POWER**

Electricity for light and power in Portland and vicinity is furnished by the Portland General Electric Company and the Northwestern Electric Company. The two companies compete for business throughout the city and certain other sections of their respective territories.

The power requirements of the two companies are furnished partly by hydro-electric and partly by steam generation in plants totalling 205,000 kilowatts in installed capacity. Both companies are greatly enlarging their productive capacities.

**PROCTOR'S**

MERRIMAN H. HOLTZ

Washington at Broadway

Portland's Leading Women's Apparel Store

WHERE SHOPPING

IS A

PLEASURE

WE EARNESTLY

SOLICIT

YOUR

PATRONAGE

**Congratulations,  
St. Johns  
Linnton!**

The mighty St. Johns bridge now going into service will stand as an enduring monument to your long hard fight for the development of your communities. It is an epic in steel recording the Portland spirit of progress. Congratulations!

**COMMONWEALTH  
TRUST & TITLE COMPANY**  
Second Floor Corbett Bldg.

**POWERS 65<sup>th</sup>  
Anniversary  
Sale**

THE POWERS FURNITURE COMPANY is now celebrating the 65th Anniversary of its establishment, with a sale that will be the talk of Portland for many months to come.

A Sale . . . that will make it easier for Portland folks to have well furnished homes than at any time since 1913.

Seven great floors crowded to overflowing with amazing values . . . literally thousands of pieces of new merchandise offered at amazing savings.

**POWERS**  
Third and Yamhill Streets

# Dugan Cab Co. 68 Luxurious Cabs Phone BRoadway 1400

## LOCAL CAR AND BUS SERVICE

The Pacific Northwest Public Service company operates 30 separate car lines and 8 motor bus lines, providing a convenient means of transportation between all parts of the city and with Vancouver, Washington.

This company also supplies Portland and an extensive adjoining territory with electric light and power service and operates electric interurban and freight lines between Portland and other points to the south and east in Oregon.

## ENKE PLANT ONE OF MOST MODERN IN UNITED STATES

A handsome business establishment is that of Enke's City Dye Works at East Third and Ash



CITY COMMISSIONER RALPH C. CLYDE

# Columbia University

## Portland, Ore.

Four year College Course in Arts, Letters, Philosophy and Business Administration.

Two-year Course in Pre-Engineering, Pre-Law, and Pre-Medicine.

High School Department  
Music

**TUITION \$100 A YEAR**

For Catalogue address

**THE REV. LOUIS M. KELLEY, C. S. C.,  
President**

PHONE UNIVERSITY 0563

streets. It was established May 22, 1890, at 65 Sixth street by Herman Enke, who started as an apprentice dyer and cleaner in Germany in 1876. It was moved to its present location in 1905.

The plant at the present time is a two-story building covering a half city block, and is one of the most modern plants in the United States.

One-third of a million dollars is invested in buildings, ground and equipment, with an average payroll of \$114,400.

For the greater part, highly specialized and skilled artisans are employed, capable of handling any kind of work.

Herman Enke has a very active interest in the present organization.

W. H. Enke has devoted the past ten years in gaining first-hand knowledge of the many phases of the cleaning industry. He spent the entire summer of 1930 doing research work and was graduated from the National Institute of Dyers and Cleaners at Washington D. C. He has recently been appointed Vice-President-Manager of the firm.

The Enke Plant is the recognized criterion for the cleaning industry in the Pacific Northwest.

212 Davis Building (Abington)

106½ Third Street

SEE

## FRANK L. McGUIRE

TO BUY YOUR HOME

INSURANCE—RENTALS—MORTGAGE LOANS

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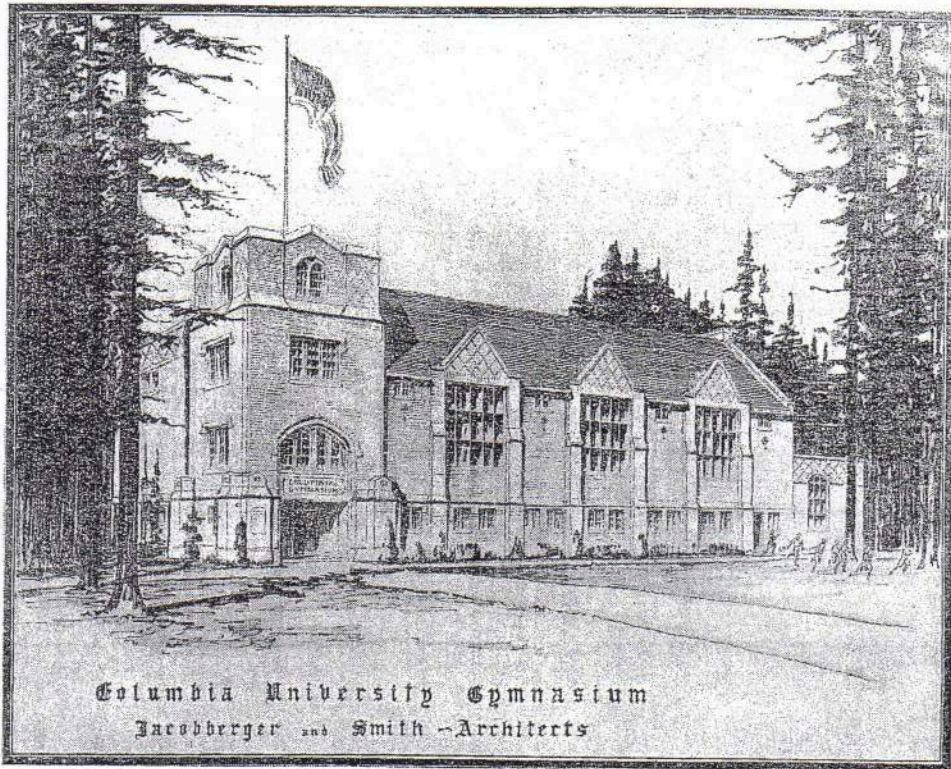
PORTLAND, OREGON

# Dugan's Ambulances

Finest West  
of Chicago

Phone  
BR ROADway

1400



Columbia University Gymnasium  
Jacobberger and Smith - Architects

## HOME ADVANTAGES

Portland is noted for its scenic beauty, culture, cleanliness, civic pride, beautiful homes and attractive flower gardens.

Lumber is abundant, and homes can be built for considerably less than in eastern cities. There are 73,555 single or detached residences, and 10,310 residences in apartment houses.

44.6 per cent of the families own their homes. Rentals are moderate, and good homes can be built or purchased at reasonable prices. The mild climate reduces the cost of heating, and wood, coal, sawdust and gas are cheap.

Oregon grown vegetables are in the market throughout the year, also fresh fish, while from the nearby farms come eggs, dairy produce, meats, fruits, nuts, honey and cereals in abundance.

The major portion of the city lies at an altitude of from 30 to 500 feet above sea level, but back of the city are wooded hills attaining an elevation of 1,000 feet and studded with handsome homes.

Golfing, fishing are within reach of all,

and paved highways out of the city are routes to magnificent river and mountain scenery and beach resorts.

The 83,685 families own 70,847 passenger cars. Standards of living are higher and living costs are lower in Portland than in most other large American cities.

## INVENTS POWDER POCKET MEASURER

Charles Foss, 519 S. Jersey street, Portland, Oregon, has invented a measurer, for determining the size of a pocket in which it is desired to load explosives. This measurer will make it possible for knowing exactly how much powder can be loaded in a pocket after each "spring" has been made and should be very beneficial to nearly all users of explosives. The device is called the Powder Pocket Measurer and may be seen at the office of the Trojan Powder Company, 521 Yeon Building or at the Peninsula Iron Works, 116 N. Bradford street, St. Johns, Portland, Oregon, Chas. Foss, 519 S. Jersey street, phone UNIVERSITY 2325.

Delicious

Wholesome

# BRADLEY'S PIES

Selected Ingredients—The Finest Made

## TRANSPORTATION FACILITIES

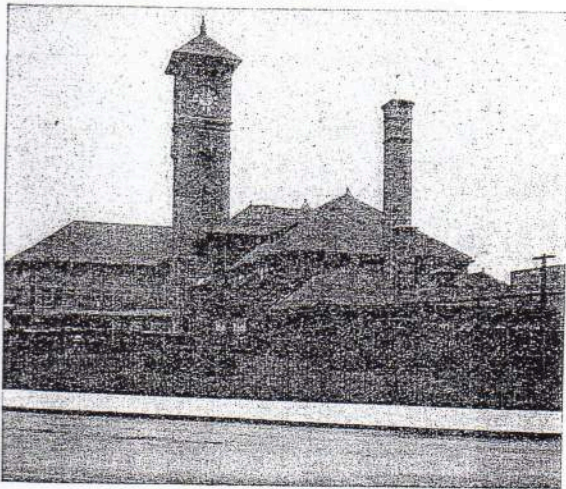
Portland is served by four transcontinental railway systems. These are the Great Northern Railway, Northern Pacific Railway, Southern Pacific Company and the Union Pacific system. A major local road, the Spokane, Portland and Seattle Railway, operates out of Portland—to the east via the Columbia Gorge to Spokane and west along the Lower Columbia to Astoria and Seaside.

There are four other electric or steam roads, three of them providing freight and passenger service between Portland and other points in Oregon and one local service.

The passenger trains of steam railroads arrive at and depart from the Union Passenger Station. Separate passenger stations are maintained by two electric lines.

Sixteen separate companies operate passenger motor stages between Portland and principal localities in nearby territory as well as more distant cities such as Tacoma, Seattle and Vancouver, B. C., on the north; San Francisco and Los Angeles in the south; and Salt Lake City to the east; with connections to other points en route. It is estimated that 3,000 passengers arrive at and depart from Portland daily via these lines.

Over the same routes pass the carriers of 115 local and long distance motor truck lines, connecting Portland with 700 communities in Oregon and Washington. As a result the widening of Portland trade territory is evident.



UNION STATION, Portland

## MANUFACTURED GAS

The Portland Gas & Coke Company manufactures oil gas containing 570 B. T. U. per cubic foot, which it distributes throughout Portland and other places in Oregon and Washington.

The Manufacturing plant is located about 6 miles from the center of the city at Gasco, on the Linnton Road. During 1928 its daily sent-out averaged nearly 12,000,000 cubic feet with a maximum more than double that amount. Gas is used in Portland principally for domestic purposes, including an extensive use for household heating.



CITY COMMISSIONER JOHN M. MANN

## Congratulations!

To the People of St. Johns on their  
beautiful new bridge

The Oldsmobile Company of Oregon

Oldsmobile Motor Cars

Broadway and Couch Streets

## A. G. RUSHLIGHT & CO.

381 East Morrison Street

Plumbing and Heating Engineers

Ventilating Systems .. Power Plants

Phones: EAsT 9188 and EAsT 9189

## Harry Compton

CLOTHIER

To the Well Dressed Man

285 Washington St. ATwater 3803

## Inspiring Location of Hill Military Academy

As a link connecting the two sides of the Willamette River and as an outstanding asset to the City of Roses, the new Hill Military academy is being built on Rocky Butte. For many years the school has stood at 821 Marshall street, between Twenty-fourth and Twenty-fifth streets, North, and its plant has been forced to take over nearby residences and to acquire a play and drill ground which once upon a time was known as the old circus lots. The new school is in progress of construction on the butte adjoining the properties of the Shrine Hospital and overlooking the Grotto which is a world famed shrine. The new academy will have a dozen buildings ready for occupancy when the autumn semester opens in September, if activities are carried forward as efficiently and successfully as indicated by the splendid start and the able management of the builders, can be maintained and weather conditions are favorable.

An administration building housing the offices, three dormitories, a dining hall and kitchen, quarters for employes and for the faculty, a large armory, a garage and residences for the officials are being built by the Austin Company. Tourtellotte and Hummel are architects. The dormitories overlook the valleys of the Willamette and Columbia rivers and will command a view that cannot be obstructed. Eternally snow clad mountains, winding rivers, green hills, the city of Vancouver, Washington, and the city of Portland can be seen from all the buildings.

A parade ground, athletic field and other advantages for the healthful development of the boys will be attractions. The Armory will be a large building and with portable bleachers will be available for basket ball games and other sports. A tennis court will be made adjacent to the cadets quarters.

The academy purchased the east side property several years ago having faith in the future of Portland and in the need for a suitable school for boys, a private boarding school, non-sectarian, but with instructions that will be for the development of the moral, cultural, social, physical and educational growth of the youth of the northwest.

On the occasion of the visit of a distinguished Army officer representing the 9th Corps area (headquarters in the Presidio, San Francisco) the location and buildings under construction were inspected and the honored visitor said: "This is a most inspiring location and it will be an ideal place for the military and educational instruction

of boys. And what a magnificent view! Travelers from all parts of the world will be eager to come here and look at these many snow capped mountains, these fertile valleys and winding rivers. The air is exhilarating. I would that I could be a boy and have the advantage of attending school here and be a cadet at Hill Military Academy."

Hill Military academy is accredited in the universities and colleges and at West Point and Anna-



PRESIDENT JOSEPH A. HILL

polis, the United States Military and Naval academies. Its graduates are found in all the professions and in business and as successful agriculturalists, manufacturers and scientists. The academy is a part of Portland for its growth and achievements have been going on steadily with the growth and accomplishments of the city.

Many of its interests yet remain on the west side of the Willamette where the old school was built in 1901 by Dr. J. W. Hill, father of the president, Joseph A. Hill who now heads the educational institution.

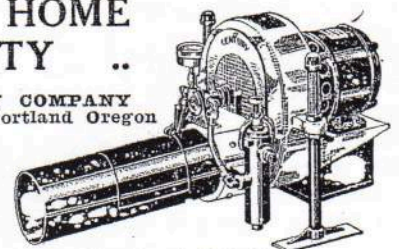
# OIL HEAT

## A MODERN HOME .. NECESSITY ..

Safe .. Convenient .. Economical .. Low Priced

PACIFIC CENTURY COMPANY  
53 Fourth St. Portland Oregon

*The* **CENTURY** Automatic  
Oil Burner  
AS THE NAME IMPLIES - BUILT FOR A LIFETIME



Pacific Coast Distributors.  
Dealers in all principal cities.





*Artisanship*  
*means*  
**FRIENDLY**  
*Protection!*

For 37 Years, the  
**Artisans Life Association**  
 has offered  
**MAXIMUM PROTECTION**  
 at  
**MINIMUM COST**  
**Plus Friendly Service**

Our home officers are right here in Portland, where we own the Artisans Building which houses the executive offices of the Association; Al-Azar Temple, where the fraternal and social life of Artisans centers; and the Artisan Home for the aged.

It is conservatively estimated that \$12,000,000 has been distributed here thru our activities.

The officers are all Oregon men whom you know!

### Insure with a Home Company

We offer standard policies for all ages

### Do You Know—

—that the Artisans Life Association is one of the wealthiest per capita of all fraternal-insurance organizations?

—that it has assets approximating \$3,000,000?

—that it does business in six states .. Oregon .. Washington .. California .. Idaho Montana and Colorado?

**ARTISANS**  
**LIFE**  
**ASSOCIATION**  
 ARTISAN BUILDING-PORTLAND-OREGON

# The Artisans—A Home Organization

In 1894, five men sat in a real estate office on Front Street, Portland, Oregon, and decided to go into the insurance business as a side line. Today, that insurance business has assets of nearly three million dollars (\$3,000,000), is one of the wealthiest per capita of all fraternal insurance organizations, and is known as the Artisans Life Association.

H. S. Hudson, president, has been associated with the business almost from the beginning and has headed the organization continuously since 1904. It is noteworthy that he has been re-elected to the position of president, unanimously, at every quadrennial election for 27 years. He celebrated his sixtieth birthday today, June 11, and Artisans



H. S. HUDSON

throughout the six states in which the Artisans Life Association operates, have made June a gala month in their fraternal ranks in tribute to his leadership and judicious management.

Few people in Portland know that H. S. Hudson was father of the Juvenile Insurance Movement. In 1914, the Oregon legislature, through the influence of Hudson, passed legislation legalizing the creation of Juvenile Departments for Fraternal Insurance Societies. That same year, the National Fraternal Congress meeting in Omaha, petitioned Hudson to attend the Conference and tell them all about his plan for Juvenile Insurance plus fraternalism. During the brief sixteen years of its existence the movement has grown so phenomenally that more than one million children are now enrolled in the various societies throughout the United States.

The Junior Artisan Assemblies are Hudson's particular pride and he seldom misses an opportunity to meet with them.

Home offices of the Artisans Life Association are right here in Portland in their own building, and it has been conservatively estimated that more than twelve million dollars have been distributed in the Portland territory by them.

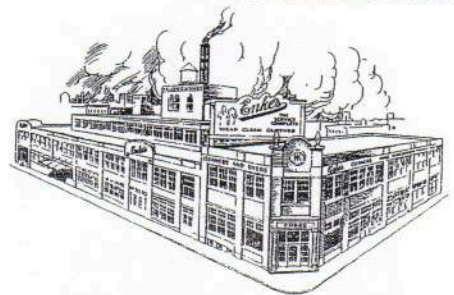
They own Al-Azar Temple at Third and Columbia Streets, which is fraternal headquarters

of the organization. The Artisans Home for aged members is at 1884 Division Street in Portland. They do business in the states of Washington, Idaho, Montana, Colorado, California and Oregon.

The Board of Directors includes Hudson, Roy K. Hackett of Grants Pass, Oregon, Jerry S. Saylor, J. W. Mills, Senator I. E. Staples, Judge Robert G. Morrow, all of Portland, and Ivan G. Martin of Salem, Oregon.

HERMAN ENKE  
President

WM. H. ENKE  
Vice-President & Manager



## Enke's City Dye Works

DYERS, CLEANERS AND HATERS  
East Third and Ash Streets

# COHN BROS.



## 3 BIG STORES

... QUALITY  
... FURNISHINGS  
... AT ECONOMY  
... PRICES

... EASY TERMS!

290 Washington Street

(Between Fourth and Fifth)

BRANCH

BRANCH

Union Ave. at Hancock

East 12th at Hawthorne

# Portland's Telephone System

As the opening of the new St. Johns bridge will mark the beginning of a new epoch in the progress of St. Johns and the east side, so did the opening of the first east side telephone office mark a milestone in the development of Portland's telephone system.

Portland's telephone system still was in its pioneer stage when the first telephone office was established on the east side in 1883, five years after the opening of the first telephone line in the city. Located in a building at the corner of East Washington street and Union avenue, this building served—not always accurately—only a few hundred telephones.

Inauspicious though may have been the beginning of the telephone system on the east side, however, today it is recognized as one of the most rapidly developing districts in the Pacific Northwest. During the last six years alone it has gained more than 13,000 telephones, as compared with 5600 for the west side.

For three or four years the east side system struggled along with its single Union avenue office. A growing demand for telephone service soon made necessary the establishment of a second office on Russell street in the Albina section, and in 1903 the historic East office at East Sixth and Ankeny streets was built. This office continued to serve the central east side district for 26 years, when it was replaced by the new East-Lancaster building at East 17th and Belmont.

Expansion in the Tabor and Sellwood districts made necessary, in 1908, the opening of two more east side central offices. A year later facilities were extended to the Peninsula district with the establishment of an office at 85 Killingsworth avenue, known as "Woodlawn." The name of this office in 1922 was changed to "Walnut," its present designation.

The St. Johns district received its first telephone building in 1910. This office first was known as "Columbia," later as "Empire," and now as "University."

With six east side telephone offices in operation, no further expansion was made by the telephone company until 1915, when the Arleta office, since known as Sunset, was opened in Southeast Portland. A big step forward was made in 1923 when the Garfield telephone office at East 24th and Stanton streets was cut into service. This territory expanded rapidly and two years later an additional central office, Trinity, was installed and placed in service in the Garfield building. More recently, 1930, still another office—Murdock—was added to the same building to keep pace with the general expansion.

Today the east side boasts 10 of the city's 13 central offices; 58,000, or 59 per cent., of its 98,000 telephones; 220,000 of its 335,000 miles of telephone wire; 2,046,000 of its 3,148,000 feet of conduit. Not only has it out-stepped the west side, but it has more telephones than any city in the Pacific northwest except Seattle.

Since the earliest days of the exchange the telephone system has kept pace with the growth in

population of the territory it serves on the east side. The year 1910 found approximately 60 per cent of the city's population east of the river; in 1916 this figure had changed to 73.4 per cent, and in 1925 to 76.6 per cent. Although only 42 per cent of the telephones were on the east side in 1910, and 48 per cent in 1916, nearly 60 per cent are to be found there today.

Constant improvements are being made by the Pacific Telephone and Telegraph company to maintain prompt and efficient service and to provide facilities for the expansion expected on the east side.



HAL E. HOOSS, Secretary of State

## CENTURY OIL BURNERS

In the Century Oil Burners, the Pacific Century company, located at 53 Fourth street, Portland, are distributors for a very superior and ultra-modern convenience bringing comfort to homes.

A Century Fuel Oil Burner in your basement will eliminate forever the trouble and inconvenience and work in keeping your home at a temperature which is just comfortable—the exact degree wanted—day or night in coldest winter as well as in the spring and fall.

The correct size is available for any requirement—large or small houses, apartments, business or public buildings.

## VISIT THE DOLL HOUSE

A beautiful line of metal souvenirs is carried at the Doll House, 341 Alder street, including Indian figures with "Portland" stamped on them.

You will find there, too, every type of doll and an amazing assortment of doll clothes. Many gift dolls—Chinese, Dutch, Indian, etc., are made in their own studios and are "Portland" stamped. There is also a doll hospital, where all kinds of mending is done; and supplies are available that cannot be found elsewhere on the coast. A specialty is made of the Patsy Doll Family.

# THE MULTNOMAH COUNTY COMMISSIONERS



FRED W. GERMAN

Chairman of the Board



FRANK L. SHULL



GRANT PHEGLEY

During his successive terms, Mr. Phegley has seen the inception and completion of the Bridge project.

## THE ASSOCIATED OIL COMPANY LINNTON DISTRIBUTING STATION

In 1904 the Associated Oil Company of California looked to the Northwest as their potential future market and outlet for further expansion. It was essential that plants be located where facilities for both rail and tanker shipments would be provided. They acquired the interests of the National Oil & Transportation Company at Linnton and immediately started expansion of this plant.

Deliveries to Portland were made to the Linnton

the Associated Oil Company first acquired facilities at Linnton tankers making deliveries would make fast to trees along the river bank.

In 1906 two 55,000 barrel tanks were added, while the dock was lengthened to 200 feet and additional boilers and pumps added. From year to year additional improvements have been made until today they have at Linnton one of the finest plants in this section of the country comprising thirteen acres of land, with 1,000 feet of dock, warehouses, garages, plant office, storage tanks, loading racks and employee's cottages.

The Associated Oil Company was the first oil company to locate at Linnton. Heretofore St. Johns and Linnton have been the two largest individual industrial centers of Portland and now that the new St. Johns bridge will eliminate their division made by the Willamette River these two communities will form one of the largest industrial centers in the northwest.

An able executive, R. H. Cook, District Manager for Oregon, is one of Portland's finest citizens.



R. H. COOK  
District Manager, Associated Oil Company

Plant by the first steam tanker owned by the Associated Oil Company the "Rosencrans", a former United States Transport, which had been converted to a tanker of about 25,000 barrel capacity. When

Compliments of

**Roberts Bros.**

Portland's Best Cash Department Store

3rd and Morrison Sts.

## THE BRIDGE DEDICATION COMMITTEES

Thanks are due to the loyal cooperation of hundreds of community leaders in every part of the city, as well as to many civic organizations, for the success of the St. Johns Bridge project. An extension of this appreciation is made to the Portland Rose Festival Board, East Side Commercial Club, Southeast Portland Chamber of Commerce, and the Sellwood, Alberta, Union Avenue, Killingsworth, Kenton, Peninsula, University Park and Portsmouth and Willamette Heights, Wilshire and Hawthorne Avenue Clubs, and the Lions' Club of Linnton that are collaborating in the Bridge Dedication parade and ceremonies.

Special thanks are also due Aaron M. Frank, vice president of the Rose Festival Association; A. G. Johnson, vice president of the East Side Commercial Club which sponsored the Dedication parade; Roy K. Terry, chairman of the festival floral Piedmont, Overlook, Arbor Lodge, West Lombard, parade committee; Eddie Smith, Rose Festival publicity manager; George V. Adams, who is organizing the Dedication parade; Harold K. Loundsbury, supervisor of entries for the Dedication parade; R. D. Cannon, local publicity manager; and Chief of Police Jenkins, Captain Frank Ervin, Lieut. Fred Graves and Dean H. Knowles.

We altered our plan to publish a list of com-

mittees, because all the host of loyal, large-visioned citizens who labored in the cause are members and each is a member of the organization having in hand many details of the Bridge Dedication.

## MANY FINE ACHIEVEMENTS

### BY PENINSULA KIWANIS CLUB

Peninsula-Portland Kiwanis Club, consisting of men whose business or professional address is on the Peninsula, is one of the most active organizations on the Peninsula. This club is one of the units of Kiwanis International made up of some eighteen hundred clubs in the United States and Canada and having a membership of about one hundred thousand.

Kiwanis is devoted to public improvements, good citizenship, the building of good-will, and altruistic accomplishments.

This club was organized in the summer of 1926. The presiding officers since that time have been as follows: Dr. D. O. Webster from time of organization to December 31, 1927; Prin. Chas. A. Fry of Roosevelt High School, from January 1, 1928 to December 1928; Frank A. Rice, from January 1, 1929 to December 1929; Dr. C. Harold Palmer, from January 1, 1930 to December 1930; and P. A. Getz of Roosevelt High School since January 1, 1931.

## PRECINCT POLICE GUARD LARGE DISTRICT

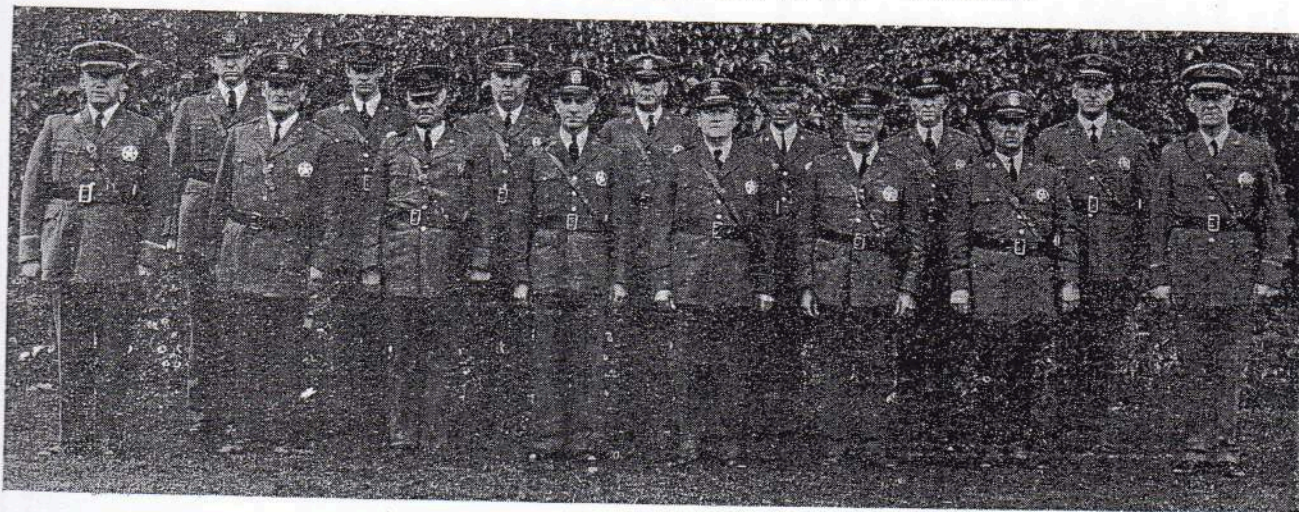
Precinct No. Three, which has its headquarters at St. Johns, comprises a large portion of the Peninsula district and has an area of eleven square miles. How efficiently this precinct bureau

has functioned is shown by the fact that for years the Peninsula has been practically free of major crime.

In the October 1930 number of the Northwest Police Journal appeared a comprehensive presentation of the "Officers of Portland's Precinct Three," written by Officer E. R. Biggs. To the Northwest Police Journal and to Mr.

Biggs we express the deepest appreciation for the use of the accompanying views.

Sergeant C. B. Maxwell and officers E. R. Biggs, Jack F. Hilton, F. H. Brown, A. L. Farmer and C. A. Love were not present when the group photo, shown below, was taken, but they are very much in the picture of law enforcement.



### OFFICERS OF PORTLAND'S "PRECINCT THREE"

Left to right.—Capt. C. A. Inskeep, E. E. Leavens, F. H. Wright, George Turner, R. H. Stillwell, G. A. Roberts, Earl Moore, Perry Belieu, I. H. Helms, W. H. Lawrence, C. C. Brown, Roy Thompson, Frank Lichleidner, Sgt. Art Fair, Lt. F. A. Graves,

**FINALLY, A PERSONAL WORD**

In the production of this St. Johns Review Bridge Dedication number, it was "all hands busy" for our staff. John D. Rice, editor of the Review, had the editorial management; and H. L. Ray and Robert Irish, publishers of the Review, were business manager and circulation manager, respectively.

All the articles and general reading matter were linotyped in our office; while the other details were capably attended to by brother craftsmen.

The ad composition, caption-setting, make-up and press-work were done by the Loomis Printing company also of St. Johns, whose fine, painstaking artistry is evident on every page.

The cover was designed and printed by Parrish Brothers in their North Portland plant; and the elegant, finished quality of this work speaks for itself.

Very deeply we appreciate the splendid collaboration of these two firms, whose art is so manifest and whose interest in the magazine far exceeded any personal consideration. We are also pleased to think that the entire work of producing this number was done on the Peninsula.

We find ourselves most grateful to R. Boblow, resident engineer for Robinson & Stienman, for his masterly presentation of the whole process of the bridge construction; for the photographs from

which all the bridge scenes shown on these pages were reproduced; and for many suggestions and other favors. Aptly enough, the beautiful view of the bridge (page 2) shows the ferry on its way out of the picture.

To J. N. Hicks, resident engineer for the John A. Roebling Sons company of Trenton, New Jersey, we are deeply indebted for the illuminating article on "John N. Roebling As Father of Suspension Bridges."

We wish to thank, also, Robert H. Strong and other editorial contributors; and the Peninsula Bridge Committee and the St. Johns Business Men's Association for their wonderful cooperation.

Grateful acknowledgments are indeed due to the contractors; to the engineers; to St. Johns, Portsmouth and University Park and other Peninsula industrial and mercantile firms and many friendly Portland business houses; whose generous advertising support made this publication possible.

In common with thousands of Portland people, we say: "Hail to the Bridge," on the occasion of its dedication; for in the eyes of all the great span with its approaches stands not only as a marvellous fabrication, but as the embodiment of the skill of the designers, builders and hundreds of artisans who have left their impress of genius upon it.

We sincerely congratulate the  
City of Portland  
on this marvelous structure

The Ships can coast under the high ceiling,  
While Pierce Arrows pass over Free Wheeling

A NEW SEDAN COMPLETE  
\$2995 PORTLAND

**Finch Motor Co., Inc.**

Distributors  
Alder at 17th Street

For a little recreation call us  
for a demonstration

Compliments of

**M. H. Calef, Furniture**

142 Killingsworth Ave.

HEAR

**RALPH C. CLYDE**

City Commissioner  
OVER STATION KXL

Every Tuesday and Friday, 10 P. M.

By courtesy of St. Johns Branch of the Municipal Ownership League



**An Owl Drug Store**

For thirty-nine years Owl Drug Stores have sincerely tried to deserve the reputation for Dependability.

An "Owl Drug Store" is more than a place where merchandise is sold at a low price—and it is that too.

*The Owl Drug Co & Logistics*  
DEPENDABLE DRUGGISTS SINCE 1892

DEPENDABLE DRUGGISTS SINCE '92



We congratulate the St. Johns Community and the City of Portland on the completion of the beautiful St. Johns Bridge.

We are vitally interested in Community Development and always hold ourselves ready to co-operate in any way we can.

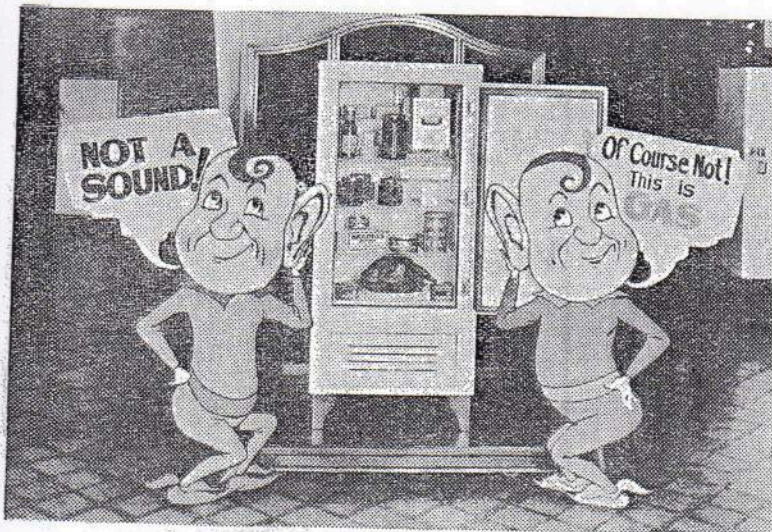
## Northwestern Electric Company

Light .. Power .. Heat

Public Service Bldg.

6th and Taylor Sts.

# You Need Refrigeration To Safeguard Your Health



### A REFRIGERATOR

should be an investment, not an expense. Therefore get the best, the GAS Refrigerator. No moving parts at all!

*Portland Gas & Coke Co*

# “LET’S GET ASSOCIATED”

THE completion of the Linnton-St. Johns Bridge will give these two rapidly growing industrial centers a better chance to “Get Associated”. ☺ ☺ ☺ ☺ ☺

Oregon’s progress depends upon the advancement of its communities, its industries and the ability to draw its business centers closer together. ☺ ☺ ☺ ☺

Each Rose Festival marks an important step forward in the development of Oregon. This year the hopes of Linnton and St. Johns have materialized into this beautiful bridge.

“Let’s Get Associated”  
at the Rose Festival and  
invite the nation to come  
“On to Oregon”

## Associated Oil Company

Refiner and Marketer of Associated *Equi-fractionated* Gasoline,  
Associated Ethyl Gasoline, Cylcol Motor Oils and Greases,  
Veedol Motor Oils and Greases and Cylcol Coach  
and Tractor Oils.



# We Light the Bridge

The Modern Boulevard Illuminating System on the \$4,000,000.00 St. Johns Bridge carries "PEPCO SERVICE".

That Means

*Reliability and Dependability*

At All Times

THIS COMPANY will gladly furnish, free of charge, expert counsel and advice on all problems, large or small, relating to Industrial, Commercial or Domestic light and power equipment, installation and service.



## Portland General Electric Co.

(PEPCO)

### Portland, Oregon

DIVISION OFFICES AT

Salem, Oregon City, Hillsboro, St. Helens, Gresham and  
Silverton, Oregon and Vancouver, Wash.