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We Want Y=O=U

to feel just as free to come into this bank and ask questions about the advantages of having a bank account for the care and protection of YOUR money as you would feel in going into any store to ask about the quality or price of a piece of goods.

No matter how small your income a bank account will help you to take better care of it, help you to accumulate more.

NAVAJO-APACHE BANK & TRUST CO.
St. Johns, Arizona

Building For the Future

St. Johns is entering upon an age of costly public and private buildings. It becomes more and more important to avoid frivolous designs, architectural freaks, and half baked conceptions of amateurs. In the early years of a city the average building is cheap and temporary, though the immediate builder or owner may not be willing at the time to admit it. Buildings in a growing city live and die, and have "generations" or regular periods of existence, just like people. But by and by the new buildings require so great an investment, in order to be in keeping with their situations and to be profitable and comfortable that future wrecking and abandonment are no longer to be thought of as possible. Modern and costly residences and business buildings erected now in St. Johns, will stand, as a general thing, for 50 years some of them probably for a century or more. Certainly very few structures of the first class, erected from this time on, will be demolished within the lifetime of the present generation.

This being true it has become a vital matter to plan all new construction work as if it were to stand for all time—for at least a century, even if we do not care to look further into the future than that. We do not refer now so much to the internal arrangements, which may be changed many times as years go by; but rather to architectural features and general setting. There should be the element of permanence of artistic quality, in everything we do in way of public and private improvement work from this time on.

Two factors in artistic permanence that need to be kept constantly before us, if we would build for the St. Johns of tomorrow are, first, simplicity of design and faithful adherence to what may be termed legitimate architectural forms of the highest orders, whether classic renaissance, or modern; second, adaptation to this climate, this scenery, this topography, this natural setting, this prevailing color and light effect, this atmosphere.

Mere coping of forms that have proved acceptable in other locali-

ties will always be disappointing and lacking in permanence. The local conditions must be studied, and such forms as are chosen must be carefully adapted to local conditions.

One very grave error that is being constantly made is building on too small a ground space. Beautiful and costly homes are stuck out onto the sidewalk or build on narrow lots allowing for no setting of verdure. Apartment houses costing thousands of dollars are built right on the property line whereas a strip even four feet wide of grass, flowers, and shrubs would often give them a much more homelike and metropolitan appearance. Public buildings, including schools and churches, are built on lots allowing for no improvement in future of the spaces surrounding. It is a costly error, and one impossible to rectify in future except at almost prohibitive cost.

St. Johns has miles in every direction, to grow in; why crowd so?

What the Home Paper Does

It wants you on its reading list, recorded on its books, and then you'll get it every week and know just how it looks.

It will tell you all about the news, in this and nearby towns, who gets married, dies is born, and who elopes or drowns.

There isn't a thing from A to Z that tends to help the town, that the paper doesn't catch it up and quickly pass it around.

It tells about your visitors, with titles emphasized, while all their points of merit are freely generalized.

It tells the story of success, but screens the failure side, and when the facts will make a mess, it simply lets them slide.

It tells about your virtues, and overlooks your sins, and puts an extra emphasis upon the birth of twins. It never deigns to tell a lie except in personal praise, and then it does it clear and strong, and with its choicest phrase.

In writing up your marriage it elaborates with care, and says the bride was beautiful and the groom was on the square.

It doesn't matter who it is that crosses Jordan's river, the paper tickets him as saint, and safely sends him thither.

It tells about that darling boy

who had a dollar raise, leaves out his measly little tricks and just recites his praise.

And there's your daughter on the streets, gadding night and day, of all the rumor slow or fleet, it wisely does not say.

It paints out every blemish on the picture of your life, and paints in every virtue of a home that has no strife.

It learns to read between the lines and find the tender spot, to blow not cold on young or old, when the blowing should be hot.

It senses all the skeletons behind the closet door and runs its big blue pencil through the lines that turn them o'er

It knows about your weaknesses, your little streaks of yellow, just how to smother ill reports or make them smooth and mellow.

It knows what families live in peace, and those most apt to jar, and whether it's just a birthmark, of a sad domestic scar.

It knows the man who pays, and the one who could but won't and all the chronic knockers, and the one who makes a "bunt".

It knows the financial standing of every man in town, and whether its living or cheerless giving, that constantly keeps him down.

Unlike the city dailies that delve in scandal's sewer, it eliminates the sewage and retains the good and pure.—Onarga [Ill.] Leader and Review.

County treasurer Garcia returned home yesterday from a business trip to other points.

Wool is coming from the different ranches now in big loads, some of which are being sent out while others are being unloaded here for future orders.

Messrs. F. M. Anderson and Sidney Birch left today in their auto for Prescott. They came in from the ranch of Jas. T. Campbell yesterday, where they had a day or two fishing for those fine trout which inhabit the waters of the ranch and are famous all over the state of Arizona and several other states. They will go by way of Flagstaff where Mr. Birch's new six cylinder car will be taken into the journey home. Mr. Anderson will return here soon as some urgent business matters are attended to at others places. When they fish for trout again they will doubtless seek the still and pleasant streams of Apache county first of all.