



We Believe in Advertising

Hence this space. We'd have used more but it was not available

WE HAVE 3 COMMODITIES FOR SALE

If you do not need any of them DO NOT READ THIS AD

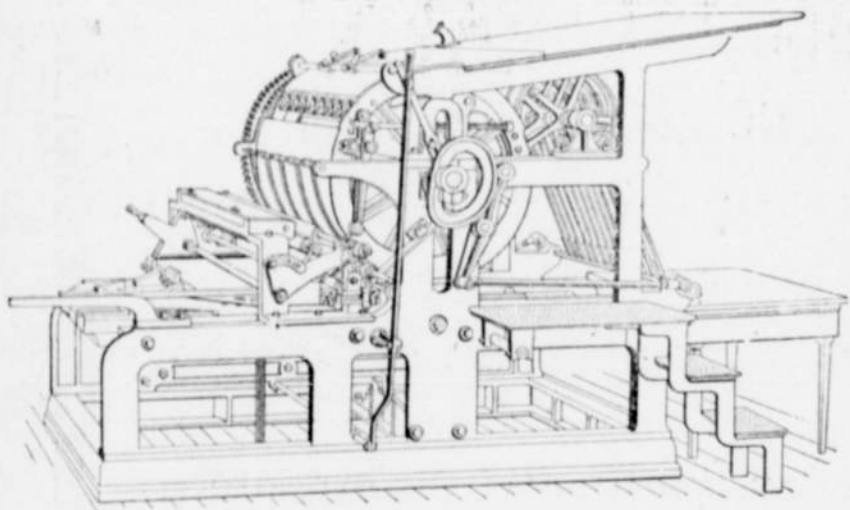
PRINTING

We don't do CHEAP PRINTING but we are "Makers of fine printing at less than Portland prices."

We do good work, guarantee it, and already more than half of our job work comes from Portland in competition with the down town firms.

We employ all local people, our weekly payroll is considerable and is all spent here and we have a thoroughly equipped \$5000 plant.

While we turn work out quicker than most plants, our greatest difficulty is that nine-tenths of our customers never order their printing until they are right out and then want it "on a rail." "Rush jobs" are the chief reason why so many printers are "driven to drink" or other equally illogical habits! Help the poor printer!



ADS

Our fine, large subscription list which we are ardently hoping will pass the 1000 mark as a result of this special issue, enables us to offer a splendid medium for the merchant or business man to reach the individual homes in the neighborhood. Almost any kind of advertising would pay the small charges made by us, but intelligent and persistent effort in preparing Ad. copy give results many times out of proportion to the time and effort involved.


Our rates up to midnight of Dec. 31st are 15c per column inch per issue and yearly contracts for space in 1918 will be accepted at that figure up to the end of this month. After Jan. 1st, 1918, we shall be compelled to raise our rates to 25c per inch per issue.

It is our aim to permanently enlarge our paper to eight pages in 1918 with the various districts grouped—news and Ads together on their own pages. Thus an opportunity will be given the Arleta merchants for instance, to use advertising space right alongside the Arleta local items etc.

NEWS

For the modest sum of \$1.00 a year we deliver to your home each week The Mt. Scott Herald containing all the local news, a service which cannot be gotten from any other source or sources at any figure. If you do not get 2cts worth of interesting news on an average each week from our columns, do not take our paper for your interests are evidently not with this community. Owing to the tremendous increase in the cost of producing a newspaper, particularly the increased cost of paper and postage we are compelled to raise our price to \$1.50 the first of the year. All subscriptions received by us (or postmarked) up to midnight, Dec. 31 will be accepted at the old rate of \$1.00, new and old subscriptions, arrears or years in advance.

OUR EQUIPMENT

is thoroughly up to date. We have a 4 page, 6 column cylinder Cranston Press, two Challenge Gordons, the smaller which, is shown here  A Folding Machine that is a wizard to watch, a twenty-five inch Cutter, three Electric Motors, over one hundred and fifty fonts of type, besides all the usual composing stones and other paraphernalia.



Just A Few Samples From Our Clubbing Offer List

Mt. Scott Herald	\$1.00	Mt. Scott Herald	\$1.00
Western Farmer	1.00	Woman's World	.50
McCall's Magazine	.75	Farm and Fireside	.50
Today's Housewife	.75	Clubbing Price \$1.50	\$2.00
Clubbing Price \$2.25	\$3.50		

Mt. Scott Herald	\$1.00	Mt. Scott Herald	\$1.00
Farm and Fireside	.50	Thrice A Week	.
McCall's Magazine	.75	New York World	1.00
Clubbing Price \$1.63	\$2.25	Clubbing Price \$1.25	\$2.00

Evening Telegram \$5.00 with Mt. Scott Herald 6.00
Clubbing Price \$5.00

These offers last only until midnight, Dec. 31, 1917, when our rates will be raised to \$1.50. Both old and new subscribers may take advantage of these offers.

A community can only prosper in proportion as those who live there determine to **make it** do so. The business rule that we only get what we pay for is equally true of a community's development. As a community we **have not paid the price.** It may seem too high a price to some, but no price is too high for the merchant or home owner who has his money invested here. **We must make it go or move out.**

There are two well recognized indispensable agencies for community development—a local newspaper and a local push club. We are backing the former with every cent of money and credit we can command. We are freely and whole-heartedly backing the latter in our capacity as Secretary.

If you are wise to **your own interests** you, too, will back these institutions to the limit.



When we get your wireless call for HELP, we will come to the rescue with good old PRINTER'S INK

GOOD ADVERTISING HAS SAVED MANY BUSINESS MEN FROM FINANCIAL SHIPWRECK

HAVE YOU TRIED?

- Our "Baby Dodgers," 3x6, 1000 for \$1.00
- Our TWO COLOR Flag Envelope from \$2.65 per 500 up
- Our assorted color 6x9 dodger for \$2.25 a thousand
- Our white 9x12 dodger at \$3.50 a thousand
- Our Letter Heads from \$2.30 per 500 up
- Our "Baby Blotters" or Check Book Blotters, used by many in lieu of a card, 500 for \$1.00

Let us quote you our price on any job; we have a system of price figuring which is scientifically accurate, always uniform and the same price for all.



MT. SCOTT PUBLISHING CO.

5812 92nd St. S. E.

Taber 7824 D 61

