

## Mt. Scott Herald

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### Our First Birthday.

This issue signifies the first birthday of the Mt. Scott Herald under its present management. We hope, and believe, we are also a year wiser. We have had many disappointments, many discouragements, many hardships, not a few unkind actions and words, but all of these have been far more than outbalanced by the credits on the other side of the ledger. Our friends warned us at the start that we were attempting the impossible when we endeavored to start right out in the way we felt necessary for the upbuilding of the business, and still expect to have enough money each meal time to supply bread and butter, and there have been times when we have been tempted to believe they were right. As a matter of fact, even counting the special revenue from this Christmas edition, which by rights should figure in the second year's finances, we will have to face the new year with quite a substantial deficit. In spite of all, and facing the situation squarely and without evasion, we are encouraged and have faith that we are on the right road and that success is bound to reward our efforts. The loyalty of our advertisers has been most marked during the year. Most of them are unused to advertising, totally unprepared to make the very most of their space, but they have stood behind us loyally and we believe the hardest part of the hill has been passed. Our readers have been no less loyal. They have renewed their subscriptions, paid up their arrears, others have joined them, and they have shown their hearty appreciation of our news items. As a result of this department our circulation has increased very rapidly indeed, but in truly permanent fashion. We are in hopes that as a result of our Christmas Edition and Special Year's-end offers, our list may pass the 1000 milestone by December 31st. Our local correspondents, who are so largely responsible for the newsy part of our paper have been perhaps the most loyal of all for without them we would all have fared very badly indeed.

Plans for the future? Oh, yes, we have many. We are working hard to try and ensure the paper being an eight-page paper every week. A few advertisers have begun to catch the vision, have taken a yearly advertising contract for 1918 at a space commensurate with the task of issuing a good weekly newspaper, and have outlined their plans to utilize such space to their own advantage. Our increased circulation makes such plans both timely and profitable. With two or three additional good sized yearly contracts, and a number of smaller ones we shall feel free to go ahead with the eight-page editions.

The extra pages will give opportunity for the featuring of extra specialties. It is planned to have an entire page devoted to the Kern Park-Arleta section, with the news of that district and the announcements of the merchants all on the same page. A similar plan will be followed for the Tremont-Ferland and the Archer Place-Anabel districts and perhaps another for the Grays Crossing-Woodmere people. These latter districts will perhaps not use a full page at first. Another page will be devoted to the country points, while the front page will be used by all districts alike for the display of all news items of sufficient importance to warrant a

display head. Other features, such as a continued story, will be added from time to time as space permits and when a demand is shown for them. There is no reason why the Mt. Scott Herald should not be the best and most newsy and most helpful paper of its kind in the whole state. What can you do to help? First subscribe if you have not already done so. Second keep your subscription kept paid up. Third, send in every item of news you can possibly lay your hands on—a news paper needs news, and must depend upon those who have the information furnishing it. Fourth, if in business take a liberal and steady advertising space, and use it to the very best of your ability in order that we both may profit by the service. This is our best and most successful way of wishing everyone a Merry Christmas, and a Happy and prosperous New Year. Our community will prosper if we make it so, if we pay the price of prosperity, not without—but it surely does pay.

### A Pitiful Appeal.

Without any question the most heart-rending appeal that has reached our office this season is one from the Children of America's Army of Relief, 142, Berkeley St., Boston, Mass. This association, which is headed by such men as Charles W. Eliot of Harvard, and David Starr Jordan of Stanford, asks all to whom their appeal comes to give a "Christmas Gift of Life" to some starving, dying child in the war country. They state that literally millions of children are to-day starving to death as a result of the present war, and that 10c will save the life of a child for one day, \$3 for a month, and \$35 will add a year's life to one of these poor unfortunate ones. Ladd & Tilton's Bank of Portland are named as the local depository of these funds, and they assure us that they believe this appeal is as genuine and needy as appears, and that there need be no fear of the money reaching its destination safely and accomplishing the purpose for which it is donated. It is unfortunate that the details which have reached our office are so meagre that we cannot do the subject justice, and that we are unsupplied with the usual material to present the matter properly. With a cause of such apparent merit it is astonishing that there is no live Portland organization actively at work making the facts known. For those who care for fuller information we shall be glad to show such literature and pictures as have reached us. It is suggested that instead of the customary exchange of Christmas gifts between friends the following letter be sent: "I am sending the cost of your Christmas Gift to the Children of America's Army of Relief, Boston, Mass. to give life to some starving child. If you intend sending a gift to me this year won't you send them the money it would cost to keep another child from dying?" Surely a simple and reasonable request; are we big enough, and warm hearted enough to follow this suggestion?

### First Red Cross Christmas.

Something has happened. A simple and thrilling thing that brings something of real greatness to our lives, humble as they may be.

It is the observance of our first Red Cross Christmas. One cannot have even the thought of its appropriateness and its significance in this world of anguish without having touched the highest thoughts of all the world—that which was given on the birthday we are celebrating—"Behold, I bring you good tidings of great joy which shall be to all people"; and that which was expressed in the Red Cross Treaty made by nations, which

established that in warfare the sick and wounded of the enemy should be sacred to the Red Cross.

This is a Christmas when we cannot see our new young soldiers, strong and straight of back, without visioning those others whom war has made helpless. We cannot see the happiness of our children without thinking of those little ones in Europe who have starved to death. Perhaps we cannot deck our children's Christmas trees without remembering that He in whose honor they are was a "man of sorrows and acquainted with grief."

In the Red Cross campaign for 10,000,000 new members during the week preceding Christmas there is scope for all our tenderness, all our richest imaginings, all our new-born power of simplicity of heart, all our possibilities of service.

The Red Cross Chapters have asked all members of the American Red Cross to take part in a simple ceremony on Christmas Eve—the placing of a lighted candle in the window shining through a Red Cross service flag on the window pane. This flag is a piece of white transparent paper, blue-bordered, with the sign of the Red Cross, five inches square in the center, and smaller crosses to be added for each of the household who is a member of the Red Cross. It is an expression of service in this unexampled time—a symbol so instinctive that the Red Cross will glow from the windows of our homes over the length and breadth of the land, sending out the Christmas message to the world, and telling not only the passer-by, but our own hearts, that just as our boys and men are finding new strength in their new sacrifices, so may we through our new service.

### Service Flags On The Farms.

The American Red Cross will make an effort to increase its membership from 5,000,000 to 15,000,000 between December 16 and December 25. Obviously a considerable proportion of these 10,000,000 new members must be enrolled outside of the large cities and a large number of them must come from the farms.

When Europe went to war the service flag became the household badge of patriotism. At every home from whence had gone a man or boy to fight for his country there was unfurled the flag with one or more small stars on a white field to indicate the number of fighters that particular home had given.

When the United States went to war the service flag was transplanted overseas; and from thousands of homes, stores, offices, and factories it now waves defiance to the Prussian. So what more natural than that this emblem of active military service should be adopted in modified form by the Red Cross to indicate the number in each home who, although compelled to stay at home, have found a way to serve their country through membership in the greatest of relief organizations? Instead of the small star, it is the small red cross. But whether indicated by star or cross, both classes are serving.

There is no reason why the farmer should not take as much pride in the display of the Red Cross service flag as might the employer of a thousand men—and no doubt he will. That comparatively few will see it is not an excuse, for the sight of one Red Cross service flag on the prairie is a more inspiring sight than is a hundred in a crowded city.

Here is a cause that deserves the support of every man, no matter if he dwell in the city of millions or on the lonely ranch. A Red Cross service flag, indicating membership in that organization, even if seen by only a dozen passers-by a day, is not a light hid under a bushel.

That

## The Christmas Tide

May find all our friends safe  
and happy, is our sincere wish.

## The Multnomah State Bank

Lents Station

It is with considerable pleasure that  
we extend our first

## Christmas Greetings

to this community.

It is our earnest hope that 1918 may witness  
increased happiness and prosperity to all.

## Rice-Kinder Lumber Co.