

Mt. Scott Herald

Published Every Thursday at Lents, Oregon by
The Mt. Scott Publishing Company

A. H. HARRIS and EDW. MURPHY

Entered as second-class mail matter February 14, 1914, at the post-office at Lents, Oregon, under act of Congress, March 3, 1879.

Subscription price - \$1.50 a year, in advance

PHONES: TABOR 784, D 61.



... This paper has enlisted with the government in the cause of America for the period of the war

MAKING THE NEWSPAPER BUSINESS PAY

Every business should pay its way. A business which does not pay, but which ekes out its existence through paying low wages and otherwise beating its way, is a parasite on any community and should not be tolerated. Parasitic businesses are not confined to cities, neither are they confined to the larger lines of endeavor. Big business usually pays, because the men who operate in a large way realize that they must have money and plenty of it.

Newspapers, country newspapers, have always been considered cheap and more or less parasitic, simply because editors as a class want to serve, if it wisely, but too well. Community service takes the place of business methods, which is a mistake. Community service and business methods should go together. To get results they must go together.

This by way of explanation, in the case of the Mt. Scott Herald. The Herald has passed into new hands, and the new management will be compelled to remove the paper from the class of parasitic industries and place it on a paying basis. Hereafter the Herald will be compelled to charge for services of whatever character required in its work, a fair compensation, and in return it will be able to give service worth while. Advertisers, in some cases, have been getting space for less than it cost to produce the space used, to say nothing of the news space which has to be given to the public free. Hereafter the rule will be changed. The business must pay its way. No legitimate merchant wants something for nothing, and the fellow who insists on being so unfair as to demand something for nothing will not be considered a good friend of The Herald nor the best citizen of the community.

Newspapers are compelled by courtesy to notify their subscribers of any change made or about to be made in prices. Does a merchant do this? Certainly not. When cotton goes up in price the price of cotton goods goes up and the merchant makes no excuse for raising the price. He raises because the price to him has been raised.

Everything used by a printing establishment has increased in price from 100 to 800 per cent, and yet many newspaper subscribers howl at the editor when he increases the price of subscription. The farmer has no reason to kick. He is getting more for his produce than he ever thought he would get. The man who runs a farm—a good farm—has the world at his feet. He is the most independent man on earth.

The daily papers have increased subscription rates, and some of them have made more than 100 per cent increase. It will not be surprising that all country papers will be compelled to go to \$2 a year in order to exist. Within the next six weeks more than two hundred weekly papers in the east, north and west will raise

their price of subscription to \$2 per year. Advertising rates also are being raised to a living level.

REAL COMMUNITY SERVICE.

No community can prosper unless a purpose to serve the community is active in the minds of the men and women of the place. Prosperity comes through action, not by wishing nor dreaming. It costs money to bring prosperity to any community. Somebody, or a lot of somebodies, must supply the sinews of war. Somebody must lead. Without leadership any community goes to the dogs, and with everybody trying to lead the community turns itself into a kilkenny cat fight.

Do you believe in Lents? Do you believe in Multnomah county? Do you believe in Oregon? Then put your belief into action and let's build for the future.

The management of The Herald realizes something of the pressure of the day, something of the possibilities of the state and something of the responsibilities which go with citizenship in these times of national danger. The Herald believes that a wonderful development is possible in the Mt. Scott district and in all of eastern Multnomah county. There is room for community service of the right sort, with results now undreamed of. The problems of the community should be studied and a constructive effort put forth to solve them. The Herald will, from time to time, discuss these problems and will try to help in their solution. But alone The Herald can do nothing. The support of every man and woman is needed and must be forthcoming if the community is to grow and prosper.

Who will be first to offer a constructive programme? Who will be first to offer a plan to overcome inertia and lead to larger movements for the construction of houses and the development of every foot of idle land?

YOUR HOME MERCHANT.

As summer approaches the peddler and the cheap auction man and foreign salesman will be around in all their glory. They will tell you the smooth story about bankrupt stocks that must be sold and the advantages in buying from them.

Be not deceived. Remember that your home dealer is here to make every promise good, and that he can always give you a better stock to select from. It is characteristic of some people to try to get something for nothing, but the time when they can do this has not come as yet, nor is it liable to come this summer.

Our merchants do not promise to give you something for nothing, but can give you as much for your money as you can get regularly anywhere else, and are showing an immense lot of reliable goods. If you patronize the home merchant you help the community in which you live.

PATRIOTIC DOLLARS.

It is truly said that all the dollars in the world can not buy victory. Victory is not purchasable—it is won. Dollars can work for victory only in so far as they are converted into labor and materials. A dollar hoarded is a slacker; a dollar wasted is a traitor. A dollar saved is a patriot, doubly so, when loaned to the Government.

A hoarded dollar represents idle power; a wasted dollar represents wasted power; a dollar saved represents power saved, labor saved, material saved. Loaned to your Government, it represents power, labor and material in action, on the firing line, over the top. And more—it represents reserve power, energy stored, purchasing power conserved for its owner.

The ever busy bee is doing her bit to sweeten up the world and help win the war. The record

for the honey-makers for 1918 will far exceed previous productions in many localities, and the increase in Colorado, it is said, will probably be 100 per cent.

Chauncey M. Depew, at his 84th birthday dinner, said that two-thirds of his friends had died of over-eating and that a good rule for dinner is to "taste everything, but eat only the roast."

"Of course we have a family skeleton." "Well, let's trot it out. It will be a credit to us now. Shows we are not overeating."

War is an ugly thing, but German peace is uglier—Russian farmers are producing German food.

It may be a cold winter. Get in your fuel supplies.

CLEAN UP!



His Way

"I never pay old debts; I simply forget them."

"And new ones?"

"Oh, I let them get old."—Exchange.

The best advice to heed is on fuel, to get it in early.

Uncle Sam says, fill the bin with coal and the shed with wood now.

Tons of honey go to waste each year for lack of bees.

Bees help pollinize fruit blossoms and help increase fruit yields.

That's Different

"Why did you start so?" asked his fiancée. "Did I understand you to say that your father was failing?" "Oh, I see. I was afraid you meant something serious."

Economy in Cooking Vegetables

You waste valuable salts when you throw away the water in which you cook vegetables. Sometimes the flavor is not desirable, but if it is good, save the water for soup or gravy. Even better, cook them in as little water as possible so there is none left to drain off, or bake or steam them.

Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but she does not. Moral: Show the public—Thos. B. Wilson.

LENTS HARDWARE COMPANY NEWS

"We are determined to grow in business by deserving to grow."

Vol. 1, No. 18, JUNE 6, 1918, 397 1/2 2nd St., Portland, Ore.

Yankee Pluck Will Win.
We will go "OVER THE TOP."
When the people of this great peace loving nation decided to make the world a safe place to live in, they counted on every man, woman and child to do their best. All its resources, all the energy of its mechanics are bent toward victory.
You must do your part: SAVE and CONSERVE.
You can conserve the mechanic's time by giving your house a coat of paint. It will SAVE LUMBER FOR THE SHIPS.

We recommend FULLER'S PACIFIC RUBBER PAINT, made of Pure Pioneer White Lead, Pure Zinc, Pure Linseed Oil and Pure Colors. Paint is THRIFT--It preserves, protects and beautifies. Send for a Color Card. Pacific Rubber Paint Wears Longer, Looks Better and Costs Less

Pickle and Can All You Can!

EXTRA HEAVY JAR RUBBERS
PER DOZ. 5c PER DOZ.

ZINC JAR CAPS.
PER DOZ. 35c PER DOZ.

FILL ALL CANS BUT GARBAGE CANS!
LENTS HARDWARE COMPANY