

Scott Herald

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V. S. UPDIKE - Proprietor
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FIVE POINTS OF ADVERTISING

By A. E. Shurr

In going into the details of advertising as a business force, we must first of all learn the five fundamental principles which govern all advertising. Every ad that is written is governed by one of the five fundamentals and by studying our field we will try to find which of these five points is the most appealing, enjoyment, moral consideration. They are:

1. Profit—Money gained or money saved.
2. Necessity—Utility, commercial.
3. Pride—Emulation.
4. Caution—Foresight.
5. Self-indulgence—Luxury, care, laziness, vanity, appetite.

The first of these principles, profit, is perhaps the strongest as it appeals to all classes of people. Yet all goods can't be sold because of a saving in price, but may be sold through necessity, which is a big factor in buying.

In selling through pride we appeal to the buyer to forget the first two points of profit and necessity and try to get at his weakness. Sometimes pride fails where caution wins, as I will try and illustrate by telling you of an incident of a firm trying to market a weather-stripping they had started to manufacture. They pictured a house made tight with this weather-stripping where the children played around the hearth and no cold or dust could enter. They waited for results which did not come. So they appealed to caution by picturing a house where the children were all sick, where the cold and disease had entered, and endeavored to show through this advertisement what their product would guard against. They hit the keynote and their sales picked up immediately.

In taking up the fifth subject we forget all of the other points. We pick up the paper and see "The Car of Luxury" staring us in the face. But that only appeals to those who can pay the price.

So in advertising study well these five points. Study your field, then plan your attack.

The article to be sold, the possible consumer and the means by which this article and the consumer are brought together are three great factors which bear on advertising.

"Must this selling effort induce an outright expenditure on the prospect's part, or merely change the direction of expenditure to which he is accustomed?"

"I've always wanted something like that," he tells himself, and having long planned to make such a purchase when the opportunity presented itself, we have but to explain, describe and picture our product, showing that it is what he has needed and desired.

If, however, the article is something whose lack he has never felt, and which, on the face, appears to be merely an added expense, in this case our advertising must not only develop the possibility of more profit through our article, but must make the prospect feel keenly the disadvantage of being without it. It must inspire him to save effort; make money or seize some new delight and persuade him to make an unexpected outlay for the untried advantage it may be to him.

If we find trade passing by our door we must find some appeal, some individual cause for turning them in. Your appeal must show the reason why.

(Article No. 2 will appear in next week's issue.)

This spring is a good time to make needed repairs to your property and perform a patriotic service at the same time by providing work for men during the reconstruction period. Many buildings in the district, both private residences and public structures, are badly in need of paint. It is said the lack of paint causes more damage to buildings than fire. The boys are returning now from their work of making right and justice rule the world instead of the German idea of might and arrogance. Show your appreciation of their sacrifices by aiding them to secure employment.

Influenza is raging again in Spain and England. Don't let down yet on your precautions to keep yourself in perfect health.

ONE MILLION CHILDREN ARE HOMELESS — 355,000 HOMES ARE DESTROYED IN FRANCE

"The rebuilding of devastated portions of France is one of the problems which is now engaging the attention of the French people," said Lieutenant Robert Renard, of the French High Commission, who has been lecturing on the Pacific Coast in behalf of the one million orphans of France.

"An estimate shows that 355,000 French homes have been destroyed, which will have to be rebuilt of brick or stone. These buildings will require about three to five thousand feet of lumber, dependent, of course, upon their size. There are no wooden



Lieutenant R. Renard

houses in France. France is a well-wooded country, about one-sixth of its total area being covered with timber. The department of water and forests, to whom is entrusted care of the French forests, is recognized as practicing the most scientific forestry methods in the world. The demands upon the forests of France for timber were very heavy.

"Plans were made for the cutting of one billion feet of lumber during 1919 by the American forestry regiments. Only the annual growth of the timber is cut in France, but due to the excessive demands the anticipated growth for several years ahead has had to be taken. The Argonne forest, which was the scene of many bloody encounters, has been virtually ruined, due to the trees being filled with shot and shell splinters, making them virtually valueless except for fuel.

"The French government is already undertaking the planting of thousands of acres of what was formerly the most fertile lands in northern France, where even the soil has been destroyed by shell explosions and only boulders and rocks now cover the hitherto productive fields where the French people lived contentedly in their happy homes. It is hoped to reclaim these devastated lands by means of tree planting and also to provide natural defenses. We consider the growing of timber prevents soil erosion, provides building material as well as fuel and directly affects climatic conditions, as has been proved by the planting of the bald hills along the shores of the Mediterranean in 1840, which has beneficially affected the climate.

"Application for the contemplated purchase of large quantities of Douglas fir seeds for the reforestation of denuded French soil was made some months ago.

The tendency in France prior to the war was the steady movement of the agricultural population to the cities. This is one of the reasons why France will send its million homeless children to the country to develop an agricultural population."

It is said the soviet government of Russia has divided the population of Moscow into three classes—those who take a bath twice a month, those who take a bath once a month, and those who never take a bath. People in this country who profess to admire the Russian form of government belong mostly to the latter class.

THEY ANSWERED THE CALL—WHAT WILL WE DO?

How shall we welcome the boys coming home?
How pay the high tribute we owe?
Words will not tell it, just words alone.
The we told it wherever we go.

Their lives made our homes more precious to us;
We're so glad to see them again.
Loyal to duty, without any fuss,
Serving thru sunshine or rain.

And, if that duty called o'er the sea,
Or was it preparing to go,
When liberty beckoned, the call of the free
Was all that they asked to know.

Work, service or prison, it matters not,
Willing to die or to do.
So let us give them the best we have got,
Three cheers for the red, white and blue.

Lents, Feb. 20, 1919. J. L. JOHNSON

Rev. Aubrey Wilson returned from Seio, Linn county, Monday afternoon to which place he was called to preach for the newly federated church Sunday morning and evening. Over-flowing audiences greeted him at both services, which were held in the Christian church, it being the largest building in the city. The federation is composed of the Baptist, Christian and Presbyterian churches, and together are expecting and working to become a mighty force for good in the community. The movement and Rev. Wilson's sermons awakened much enthusiasm.

PRESIDENT WILSON

President Wilson, in his address at Boston last Monday in support of the League of Nations, pictured the old world fighting with stubborn desperation, and expecting in the end nothing better for the peoples than they had known for centuries.

He pictured the American nation entering the war with a new purpose—the freedom of mankind. The old world caught the vision, and any treaty of peace drawn otherwise than in the new spirit would be nothing but a "modern scrap of paper."

Following are a few excerpts from the speech which show the new ideas which America has brought to the peace table:

"Do you believe in the Polish cause as I do? Are you going to set up Poland, immature, inexperienced, as yet unorganized, and leave her with a circle of armies around her? Do you believe in the aspiration of the Czech-Slovaks and the Jugo-Slavs as I do? Do you know how many powers would be quick to pounce upon them if there were not the guarantees of the world behind their liberty?"

"Have you thought of the suffering of Armenia? You poured out your money to help succor the Armenians after they suffered; now set your strength so that they shall never suffer again.

"The arrangements of the present peace cannot stand a generation unless they are guaranteed by the united forces of the civilized world. And if we do not guarantee them, cannot you see the picture? Your hearts have instructed you where the burden of this war fell. It did not fall upon the instruments of administration, it did not fall upon the resources of the nations. It fell upon the victims' homes everywhere, where women were toiling in hope that their men would come back.

"When, I think of the homes upon which dull despair would settle were this great hope disappointed, I should wish for my part never to have had America play any part in this attempt to emancipate the world."

Dr. George Kirchwey, state director of the United States employment service, expresses the belief that less than 10 per cent of the women who held positions during the war would lose them now that the war is over.

"We are not advising employers to release their women workers now that the war is over," he said. "We want them to make room for soldiers and also retain as many other workers as possible." He predicted that the present labor surplus would change to a labor scarcity within six months.

Still Moving . . .

ROSE CITY VAN

The One-Way-Charge Company.

See Us For . . .

WOOD AND COAL

Tab. 1424 D61 8222 Foster Rd

GET YOU A BIBLE NOW

THOMPSON'S
Chain Reference Bible
THE BEST

HANDLED BY
FLOYD GEER

P. O. Box 2072 PORTLAND, ORE.
Telephone East 663

PRACTICAL HAIRCUTS

VELVET SHAVES
CHILDREN BARBERING
A SPECIALTY
See CHESTER & GEORGE

30 Years' Experience GIVE ME A TRIAL

NOTICE!

I. F. PERRY, THE EXPERT
Will Repair your Sewing Machine at a Reasonable Price. All Work Guaranteed.
Shears Sharpened—Soldering Done
Phone: Res. Tabor 7716. Office Tabor 8515

When You Want to Move
Call Tabor 7707

FETTY'S TRANSFER and Express Auto Truck

RESIDENCE
9436 Foster Rd., Lents, Ore.

J. H. Bradbury

CORD WOOD AND
COUNTRY SLAB
Yard on Foster Road
in front of Lents Library
Phone Tabor 7823

The Herald Does All
Kinds of Printing—

First-Class Sheet Metal Work and Repairing

Galvanized Wash Boilers . . . \$2.50 to \$3.00
Galvanized Garbage Cans, Wooden Legs 3.00 to 4.00
Stove Repairing and Relining

A. S. PEARCE, The Tinsmith

Tabor 5838

Foster Road, Opp. P. O.

SECRET

SERVICE



THE PORTLAND BUSINESS MAN

who is successful surrounds himself with every available modern device for saving his time and money. The business man who fails to use an AUTOMATIC TML-EPHONE simply closes his establishment to thousands of possible customers. He may never know the real reason for his failure in business. THINK IT OVER.

Long Distance Everywhere
CALL A 6221

Home Telephone and Telegraph Company of Portland, Oregon

HANG ONTO THOSE

Liberty Bonds

There may not be a
Fifth Loan and the
MARKET IS GOING UP

MULTNOMAH STATE BANK

Lents Station

Portland, Oregon

WHY JUST OIL?

To many motorists this simple subject is enshrouded in a haze of mystery. They are bewildered by a mass of technical terms, claims and counter claims, flung at them by unscrupulous manufacturers.

Cheap oils and greases have seemingly been endowed in print, at least, with all the qualities of higher priced products.

Yet some motorists will spend thousands of dollars for an automobile, and then endeavor to save a few cents by buying cheap oil. This is like stopping the hands of a clock to save time.

To them, if one gallon of oil costs 25 cents, five gallons will cost \$1.25. Easy arithmetic, but—

If so many gallons at so much per gallon cost so much plus a repair bill because of using wrong oil, that makes different figuring.

The engine of your car is a piece of delicate mechanism that demands a lubricant of a certain virtue.

Your instruction book instructs you to use the best.

ANY OLD OIL WON'T DO.

The oil you need is oil of the highest quality, made by specialists in scientific lubrication for your particular car.

That oil is MONOGRAM.

Recommended and used exclusively by more manufacturers of automobiles than any other oil on the market.

Used to win more races than all other oils combined.

The first oil on the market scientifically prepared to meet the exacting requirements of gas engine lubrication.

It blazed the trail—others followed.

MONOGRAM products—the choice of experts in all parts of the world, who demand scientific lubrication—not merely oils and greases.

The use of Monogram will reduce your up-keep bills, eliminate engine troubles such as smoke, carbon, noise, and make motoring pleasant for you.

It is the cheapest insurance against rapid depreciation of your motor and its use will save you money.

THE LENTS GARAGE

AXEL KILDAHL, Proprietor
8919 FOSTER ROAD

Tabor 3429

Home D61