

Mt. Scott Herald

Published Every Friday at Lents Station, Portland, Oregon.

J. E. UPDIKE - - - - Proprietor
C. W. SMITH - - - - Manager

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

Phones: Tabor 7824, D61-1111

Any question on advertising or salesmanship will be taken up in these columns. If you are about to launch an advertising campaign, if you cannot plan your sales arguments, if your copy fails to appeal to the consumer, or other questions will be answered by writing the advertising editor, care of the Mt. Scott Herald.

ADVERTISING VS. SALESMANSHIP

(By A. E. Shurr)

In taking up the subject of advertising we must touch on salesmanship, as these two subjects are very closely related; the one being the written word and the other being the spoken word. In advertising we appeal to a multitude of readers with our arguments, and have no way of finding their line of resistance; therefore, we must analyze our arguments and find out what the line of resistance will be.

In salesmanship we appeal to but one person at a time, find their line of resistance and overcome it, thereby making a very long process of selling.

If in our advertising we plan an approach, an introductory, an appeal, or something to catch the eye, and arouse the curiosity, we have gained an audience with our prospect. Now we must create a desire either to buy our goods, to enter our store, or to remember the name. The arguments must be forceful and to the point. If we think our goods are the best, don't say "Our goods are the best or cheapest," but we must tell them why our goods are the best or are cheaper, maybe not cheaper in the initial price but in wearing quality, in labor and time saved. Let us make our appeal so strong that we will arouse their desire to purchase, and here we have the connection between advertising and selling.

In our advertising campaign we have aroused the prospect's interest and created the desire and have them to the door of our place of business. The prospect is in a receptive mood and it is time for our ability as salesmen to be displayed, and it should take very few minutes to make our closing arguments and sell the prospect. If the prospect leaves the store unsold, our salesmanship is at fault, not the advertising. If the prospect fails to reach the store our advertising appeal is in the wrong direction and we must study our field more closely.

It would do no good to create a desire through advertising unless the prospect is to be met at the door with a smile which immediately overcomes most lines of resistance. Therefore, the merchant who intends to advertise should put his house thoroughly in order before spending one dollar on the written word, so that when he has created a desire and made a prospect, he will turn that prospect into a satisfied customer, and in the end that is all we are working for.

Advertising whets the edge of competition. With one exception it is the most direct form of competition. The merchant enters into a great debate. His opponents are his competitive advertisers. His audience and his judge are the people. He will win or lose primarily on the strength and clarity of his arguments, not on the virtues of his proposition. He must present conclusions and facts from which these conclusions are drawn. He must deliver a stronger and more convincing argument than his opponents. Few advertisers realize the value of the use of logic in their copy. Be concise and to the point, and success will crown your efforts.

FUEL ADMINISTRATION CLOSED

The federal fuel administration for Oregon officially closed its doors on March 1, after an active existence of 18 months.

"I wish to express my deepest appreciation of the co-operation of both the fuel dealers and the consumers of the state in carrying out the wishes of the administration," said F. J. Holmes, administrator. "While we have never been confronted by so serious fuel problems, as faced some of the eastern states during the period of the war, yet through the earnest co-operation of Oregon citizens in early buying of their fuel last year a possible fuel shortage was averted."

TEACH THRIFT IN SCHOOLS

The school authorities of the country were urged to join in the government campaign to make thrift a happy national habit in a telegram sent by Secretary Glass, of the treasury department, to the National Educational association in convention at Chicago. Secretary Glass asked that the teaching of thrift be made a part of the school curriculum during 1919.

The telegram read as follows: "To the members of the National Educational association assembled at Chicago I wish to extend the sincere appreciation of the treasury department for the assistance rendered by the members of the teaching profession in the Liberty Loan and War Savings campaigns during the past year.

"Besides being of immediate value in meeting the financial needs of the government these campaigns have been of permanent value to the country in encouraging habits of wise spending, intelligent saving and investment. These habits of saving and patriotism, encouraged and stimulated by the necessities of the war, will have a great permanent value to the country if applied to its development in time of peace.

"The teachers of the country by their daily contact with the children who are to be its future citizens can do much to influence them in teaching good citizenship and thrift. It is therefore my earnest request that the school authorities throughout the country incorporate the teaching of thrift in the school curriculum for 1919."

GRAYS CROSSING

We have a place to buy drygoods Right across the car track from the woods.

A meat market and a barber shop— Oh, yes! And sometimes a cop; At Grays Crossing.

And a volunteer company, fire hall, And a brand new garage; please call. And a comfortable (?) place to stand in the rain While you wait for a Mt. Scott train; At Grays Crossing.

And there's a place you can give to the Red Cross, And you can water yourself and your horse At a regular, running fountain, And enjoy a fine view of "Old Hood" mountain; At Grays Crossing.

And we all have a good neighbor, To share our joys and woes and lend a favor. There's lawyers and doctors and artists galore, Mechanics, a shoe fixer and many more; At Grays Crossing.

And there's the proverbial bench as of yore, Where retired gents gather to swap their lore. And dear, laughing children sweet, And a fine and dandy, smooth paved street; At Grays Crossing.

And fir trees with pretty brown cones, Hazel brush, pussy willow and various stones Beautify the mossy path Through the woods, where we pass, Going to Grays Crossing.

And everything in season at the grocery store; And our mail is delivered to our door. And we have electric lights and gas, O, I tell you, we have "class" Around Grays Crossing.

And there's vacant lots you can purchase, And good schools and also churches. And two kinds of telephones, And nearly everybody own their homes, Around Grays Crossing.

And there's the old Gray homestead, And from it, so 'tis said, This place derives its name. So as well as class we have fame, Around Grays Crossing. Gertrude Scott Bernal. Portland, Feb. 7, '19.

ST. PETER'S PARISH

Next Sunday Rev. O. P. Kinney will officiate at high mass.

The following persons were married this week at the parsonage: L. E. Elkins to Ellen Boland; George Schaeffer to Theresa Reding.

Mr. and Mrs. Chico, who were married last Thursday, have returned from their visit to Spokane and have taken up their residence in Lents.

The Holy Name society of St. Peter's Parish will go to communion next Sunday.

The program for St. Patrick's day will be announced at the masses next Sunday.

Sunday school classes will be held as usual next Sunday at 8 o'clock a. m.

THIS TELLS HOW TO FIGURE INCOME TAX

Squarely Up to Every Individual to Get Busy by March 15 or Suffer Penalty.

"Don't wait until the final due-date, March 15th, for paying your Income Tax and making your return. Avoid the last minute rush. Any person can figure out his liability today as well as he can next week, and if there is any point on which he needs advice he can now get in touch with a Revenue man." This word of advice is being given out by the Internal Revenue men who are collecting the Income Tax in this state. Every aid and assistance is being given freely to the public. Enlarged field forces are helping the people in every way possible to get their payments and their returns in by March fifteenth.

But the Income Tax men will not pull your door-bell or your coat-tails, according to the Collector's announcement. It is squarely up to every individual to figure out his own case and to get busy if he comes within the scope of the new Revenue law.

Did You Earn This Much?

Every unmarried person who received income averaging \$19.25 a week during 1918 and every married couple who jointly received income averaging \$38.50 a week should secure at once from the nearest Deputy Collector or the nearest bank a blank Form 1040 A. That form contains the information he will need to enable him to figure his correct net income and any tax that he owes the Government.

The law requires that every unmarried person who had a net income of \$1,000 or over and every married person whose net income was \$2,000 or over (including the income of husband or wife, and the earnings of minor children, if any) must make a return on or before March 15th. And this requirement does not hinge on whether the person owes a tax.

Taxable Income.

An individual must include under gross income all gains, profits and income derived from salaries, wages, or compensation for personal service of whatever kind and in whatever form paid, or from professions, vocations, business, sales or dealings in property of all kinds, interest, rent, dividends, or profits derived from any source whatever. Very few items of income are exempt.

Deductions include ordinary and necessary business expenses, interest paid or accrued on indebtedness, taxes of all kinds except Federal income and excess profits taxes and assessments for local benefits, losses actually sustained, debts ascertained to be worthless, and depreciation on buildings, machinery, fixtures, etc., used in business. A further deduction is allowed for contributions to corporations operated for religious, charitable, scientific or educational purposes or for the prevention of cruelty to children or animals to an amount not exceeding 15 per cent of the taxpayer's net income as computed without the benefit of the contribution deduction.

The taxpayer is not allowed to deduct any personal, living or family expense, any amount spent for improving property, or any expense of restoring property or making good its exhaustion for which an allowance is claimed under depreciation.

Figuring the Tax.

Before figuring the normal tax the dividends are deducted as credits from net income, together with the personal exemption. As in previous years, dividends of domestic corporations are exempt from normal tax when received by the stockholder.

The normal tax rates for citizens and residents are as follows: On the first \$4,000 of net income in excess of the credits the rate is 6 per cent; on any further taxable income the rate is 12 per cent.

The surtax rates apply to net income of each individual in excess of \$5,000. The personal exemption and the dividends are not deductible before computing surtax. In the case of returns by husband and wife, the net income of each is considered separately in computing any surtax that may be due. Form 1040 should be used for making returns of net income exceeding \$5,000, and the instructions on that form will show how to figure the surtax.

Business House Returns.

Employers and others who paid wages, salaries, rents, interest or similar determinable gains in an amount of \$1,000 or over during 1918 to any person must file an information return with the Government. Blanks may be secured from the Collector.

Every partnership must file a return showing its income and deductions and the name and address of each partner, with his share of the profits or losses during the past year. Personal service corporations will file similar information for 1918.

* INCOME TAX PAYS *
* FOR PUBLIC BENEFITS. *
* * * * *
* "Viewed in its largest and *
* truest sense, the payment of *
* taxes is payment for benefits *
* received or expected. Only from *
* a narrow and essentially selfish *
* and shortsighted viewpoint can *
* the individual propose to him- *
* self the evasion of tax liability *
* as a desirable course of action." *
* —Daniel C. Roper, Commission- *
* er of Internal Revenue. *

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 TELEPHONE 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