

Mt. Scott Herald

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J. E. UPDIKE - - - - Proprietor
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U. S. URGES MORE SCHOOLS

Building of additional public schools in urban and rural communities to accommodate the thousands of children who are being denied educational advantages for want of accommodations, is being urged and fostered by the U. S. department of labor. The building of schools is expected not only to serve the purpose of furnishing educational facilities to many thousands of children, but also to absorb large quantities of building materials and aid in furnishing work for many returned soldiers during the reconstruction period.

DEAD FIGHTERS' EFFECTS.

Provision has been made by the war department for the return to this country of all personal effects of officers and soldiers who lost their lives abroad, and for the distribution of these articles among relatives. A "personal effects bureau" has been established at the port of embarkation, Hoboken, N. J., for this purpose.

PUT THE PUNCH IN YOUR ADVERTISING COPY

By A. E. Shurr

Should copy have a keynote? Not any more than a man should have legs or a heart.

How are you going to keep a keynote out of the copy if the man who writes is sincere and knows what he is writing about?

Every permanently successful business has a distinct character of its own. The men at the head of such businesses have certain firm convictions. They know that to be permanently successful they must give service to their customers, in some particular superior to the service of their competitors. There is always something a successful man does that is different. And that thing is the keynote for his advertising. Center all of your efforts around this keynote.

In these days of modern advertising, we may almost set it down as a general rule that the ordinary known qualities of a product are not sufficient to make it an advertising success. The qualities must be enlarged upon, developed or added to in some unique manner to secure the greatest efficiency of the advertising. I do not mean by this that it pays to do dishonest advertising, but that the advertiser should take advantage of every legitimate means to emphasize the qualities of his product, and thus actually add value to it.

The consumer, or the buying public, has been so "fed up" on just mere advertising that in this day and age the appeal must be strong. Try and find something about the goods you are advertising that will appeal to the buying public.

For instance, one large shoe manufacturer and dealer in the east was ready to launch his advertising campaign. He studied the ads of his competitors and found that each one had the best shoe on the market, with a cut illustrating same. The shoes were equal to his, and they were all good shoes; but he must create something about his shoes that would be appealing, so that the consumer would walk past his competitor's store and not be tempted by a mere window display. He analyzed his product and found that his kangaroo leather shoes were his best sellers. They are as soft as kid and as tough as leather, and there he found his keynote. He advertised kangaroo leather shoes, which put him in a distinct class by himself. The buying public didn't take into consideration the fact that other dealers carried the same kind of leather in their shoes, but they thought of him as being the only merchant carrying that line of goods. Analyze your product. Get your keynote and then go after the buying public and make them see, in your advertising, why they should buy from you.

A man from this city who is now doing reconstruction work in France writes to a friend that by the time he returns to America the bolsheviks will be so strong here that a returned soldier will not dare to wear his uniform in public. Let 'em start something, they will find three million doughboys in uniform have a wallop that would be deadly in its effect on bolshevism.

RECORD PRICE FOR SPEECH

Chauncey Depew Tells of Occasion When a Few Spoken Words Were Worth Much Money.

In commenting upon the death of Mrs. Russell Sage, Chauncey M. Depew, who knew Mrs. Sage for 40 years and was an intimate associate of her husband for a longer period, told how he made a \$120,000 speech at her suggestion.

Mr. Depew stated that although Mr. Sage accumulated a vast fortune he rarely gave away any money, adding that the reason for this was the confidence which he reposed in the judgment of his wife as an able and experienced philanthropist. He said that years ago he received a letter from Mrs. Sage inviting him to make an address at the Emma Willard school, at Troy, N. Y., upon the occasion of the donation by Mr. Sage to the school of a large sum of money for use in erecting a building. This was the school of which Mrs. Sage was a graduate.

"I replied," said Mr. Depew, "that I was so overwhelmed with engagements to speak that it would be impossible for me to accept the invitation. In answer I received by special messenger a note from Mrs. Sage, saying: 'Russell is going to give \$120,000. He will not give one cent unless you make the speech. This is Russell's first excursion into this field. Don't you think he ought to be encouraged?'"

"My immediate reply was: 'I will make that speech.'"

COMPLETE CHAOS IN RUSSIA

Inevitable Anarchy as the Result of Insufficient Supplies of Food for the People.

By far the most terrible toll of the Russian winter will be taken in the peasant villages, the home of nine-tenths of Russia's 180,000,000. Oliver M. Sayler writes in the Saturday Evening Post. The sullen and defiant muzhik, who has planned for himself and only for himself, hasn't taken into account the possibility that superior force from the city or from his own or a neighboring village may seize his grain. When the calamity befalls, an endless train of disaster and bloodshed and starvation will follow in its wake. Reprisal on some weaker peasant will be the next step, and from that the flame will spread to virulent border warfare with whole villages on the trail to plunder the grain bins of others or entrenched to protect their own. In some districts, even before I left, this most cruel form of civil strife had broken out.

I contemplated returning from Petrograd to Moscow by sleigh overland in case the German advance enveloped the railroad outlets. Careful investigation, however, disclosed the fact that machine guns, brought home from the front, were mounted on all the roads leading into many villages and travelers approached them at their peril.

World's Greatest Troopship.

One of the devoted women who have not spared themselves at the emergency aid rooms told this story among the flying needles the other day to her co-workers. A letter from the front has brought the intelligence:

A pompous German major had fallen into the hands of our valorous Pennsylvania troops, and after they had questioned him, he ventured to ask them for information.

"How many men have you on this side of the water?" he inquired.

"Two million," answered a young lieutenant.

"How did you get them over?" was the incredulous query of the Hun.

"One boat brought them all over," was the answer.

The German stared. "How so? What boat was that?"

The American gave the German a searching look. "The Lusitania," he answered, quietly.—Philadelphia Leader.

Tallow Dips in Denmark.

Denmark has a lighting problem so serious that the Danish government recently purchased 400 tons of tallow from which to make candles, Commercial Agent Normal Anderson reports from Copenhagen.

"There is a scarcity of kerosene also, and electricity is, of course, not available to the isolated farmhouse," says Mr. Anderson, who quotes from the Tidsskrift for Industri, which, in discussing the possibilities of acetylene and alcohol illumination, states: "Acetylene may now legally be used and may be included in fire insurance risks. As a result the manufacture of acetylene lamps has flourished greatly and at the end of the year 180 types had been put on the market."—Exchange.

Yperite, New Poison Gas.

J. Baudouin and J. de Pollakoff (Bulletin de l'Academie de Medicine) call the reader's attention to the efficiency of hot air in the treatment of burns caused by yperite, a gas used by the Germans in their offensive of March, 1918. These burns, even when very small, cause extremely sharp pain and sleeplessness. A number of cases were rapidly healed by hot air after various treatments had failed.

Oh, boy!

The war department recently invited bids for the following to supply 125 regiments: Seventeen thousand five hundred sets of boxing gloves, 7,000 baseball bats, 21,100 baseballs, 35,000 playground balls, 3,000 rugby footballs, 7,000 soccer footballs, 350 volley balls and 1,750 medicine balls.

GREAT ARMY THAT DIED.

Those were noble words Premier Clemenceau uttered in the French chamber of deputies as the cheering subsided after the reading of the terms of the armistice: "Let us honor the great army that died!" In that moving phrase he spoke the inmost feelings not only of millions of French men and women, but of the peoples of all the allied nations that shared in winning the war, says "New York World." It is a time for universal rejoicing that the shedding of blood on the battlefields of Europe has ceased. It is also a time for reverent tribute to the men who gave their lives that the right should prevail. They have made the supreme sacrifice. To them has been denied the reward of joining in the final triumph and exultation over victory. They have passed beyond reach of the clamor of shouting multitudes, of pealing peace bells, of the voices of loving friends and kindred and the touch of hands they held dear. But they, too, wear the victor's crown, though they failed to see the hour of ultimate victory. They have bequeathed to those left behind the glory and the honors. In the men who return from the wars we shall show our pride, but, with Premier Clemenceau, may we never forget to honor "the great army that died."

Made-at-Home Labor-Saving Devices.

In 11 communities of our country in Oregon the women are making home-made driers, home-made fireless cookers, and home-made iceless refrigerators under the direction of the home demonstration agent. In connection with this project one woman found that an investment of 50 cents in a dish drainer and a wire dishcloth for pots and pans saved her ten minutes of the time required to do the dishes after each meal, or 30 minutes a day. In a year she figured this time, if accumulated, would give two weeks, or 12 hours a day, leisure. Was the investment worth while?

Uncomplimentary.

The audacity of a famous writer in his book, "Joan and Peter," is making all who read it—including the victims—chuckle. Nor does "H. G." spare Mr. Wells.

After calling himself a "counter-jumper," he puts this description of his personal appearance into the mouth of one of his characters:

"A heavy hang of hair assisted a cascade mustache to veil a pasty face that was broad rather than long, with a sly, concolted expression . . . and rubled together two large, clammy, white misshapen hands."

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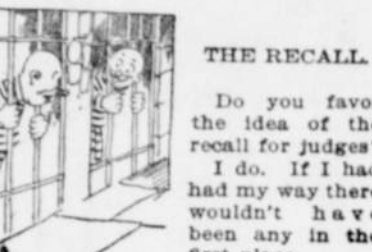


Mrs. Smart—Why do you always pick out such attractive cooks.
Mrs. Wise—I rather like police protection.

THE SILVER LINING



The Onlooker—Aw, wotcher cryin' about? Don't you know mud baths is great beautifiers?



THE RECALL.

Do you favor the idea of the recall for judges? I do. If I had had my way there wouldn't have been any in the 'rat place.

In their confirmed conclusion that patrons owe them tips, waiters and other servitors of the public seem largely to have forgotten that service is a condition precedent to the gratuity.

Plain Snails	15c per doz.
Custard Snails	20c "
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