

Mt. Scott Herald

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J. E. UPDIKE - - - - Proprietor
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MORE TAX REGULATIONS

Under the provisions of the original Harrison narcotic law, remedies or preparations which contain not more than two grains of opium, or one-fourth grain of morphine, or one-fourth grain of heroin, or one grain of codeine to the ounce are exempt. This applies also to liniments, ointments, or other preparations for external use only. However, as amended by the revenue act of 1918, all storekeepers who handle such preparations, even if their narcotic content exempts them from the provisions of the Harrison act, are required to register with the collector of internal revenue at Portland, and pay a tax of \$1 a year or fractional part thereof, and further, to keep records of all sales of such preparations.

Many merchants in Oregon, other than retail druggists, carry such preparations and they should immediately apply to Milton A. Miller, collector of internal revenue at Portland for the necessary blanks to register.

The tax is payable not later than April 25, for the fiscal year ending June 30, 1919.

UNION OF CANADA AND U. S.

William C. Edwards, for more than 30 years a member of the Canadian parliament and a well-known business man of the dominion, predicts that Canada will be annexed to the United States within the next 10 years. He says there is every reason economically and industrially why the two American countries should be united under one government, and that old ideas on the subject have been swept aside by the close association of the governments, business men and men in the service during the war.

THE ADVERTISED ARTICLE

By A. E. Shurr

Does the buyer of the advertised article get his money's worth? The buyer of a wisely advertised article gets more for his money than the buyer of an unadvertised article. One who is familiar with advertising expects more and is not satisfied with the mediocre.

It is worth more than the advertising cost not to be compelled to experiment with unfamiliar brands until he finds one that exactly fills his requirements.

The properly advertised article possesses more value than the same article unadvertised or poorly advertised. That is, the advertising invests in the article qualities which add to the satisfaction and the pleasure and pride of the buyer.

The multiplying of the appeals to the consumer has completely changed the retailer's position as a part of the distribution system. Formerly the selling of the goods was his main service, and the selling of the goods involved influencing the consumer as to the nature of his wants, bargaining with him over the price, and then convincing him that he was satisfied with his purchase.

Under present conditions, however, largely as a result of advertising, the nature of the consumer's wants is, at least partially, predetermined. The price is more or less completely set and satisfaction is guaranteed.

Consumers in smaller communities buy quality goods—all sorts of luxuries and conveniences for their homes, delicacies for their tables, devices that minister to their amusement. Cheap buying is not characteristic, as is commonly assumed. Per capita they buy much larger quantities of staple commodities like flour, foodstuffs in general, stoves, refrigerators, etc. A large percentage of city folks live in apartments which are rented ready for occupancy. A good many of them eat in restaurants where they cannot specify the salt, flour, canned goods and other foods which they consume.

Therefore it is more necessary for the smaller community merchant to advertise his particular line of goods than for the big city merchant.

Study your field before taking up extensive advertising. If you are only serving 20 per cent of your community, try and find the wants and desires of the other 80 per cent and advertise to them. Don't stop with the 20 per cent but make your business 100 per cent efficient.

MRS. SILVER GAVE PARTY FOR SUNDAY SCHOOL CLASS

Mrs. Rosa Silver, Baptist Sunday school superintendent, gave the junior class a party on Saturday afternoon, April 5. The little people had a delightful time playing games, hunting peanuts, and having their picture taken and receiving prizes. But the most delightful to their childish hearts was the delicious ice cream and cake which the happy-hearted hostess served. One little stubby chub said "Mrs. Silver is the bestest Sunday school teacher in the whole world," and so thought the rest. Incidentally this was Mrs. Silver's birthday. How young she is no man knoweth, and her sister women that do know help her keep the secret. The pastor and wife, Mr. and Mrs. E. A. Smith, Mrs. Jackson, and Mrs. Silver's mother, Mrs. Swain, were present to help entertain.

The little people present were Dorothy Myers, Irene Franklin, Alva Blaubett, Francis Smith, Bessie Phillips, Delores Quinlan, Joel George, Luella Smith, Grace Hays, Mildred Anderson, Orville Tyler, Lawrence Lovgren, Lester Smith, Harold Henry, Edward Smith, Luellen Flier, Leona Hildreth, Maisie Turpin, Moretta Silver and Elizabeth Smith.

MT. SCOTT SCHOOL BALL TEAMS NOW AFTER 1ST PLACE

The Lents and Kellogg baseball nines met in mortal combat Wednesday, April 9, on the Lents diamond. At the seventh inning the score was 9 to 9. The game was continued to the tenth inning, when, with two outs and a boy on third, the game was called off.

Since the last report Kellogg school has played two ball games, one with Arleta, score 16 to 12 in favor of Arleta, and one with Creston, score 5 to 14 in favor of Kellogg. Both games were played on the Kellogg ground.

Last Wednesday the Arleta nine played Woodmere, score 8 to 5 in favor of Arleta. Arleta has won four of the league games, having lost none.

EASTER DISPLAY OF HATS EQUAL TO BEST

Are you looking for something smart and chic, or are you looking for a plain tailored hat of simple beauty and fetching style? If so, you will be more than pleased with what you will see at Mrs. Gullik's millinery parlors. This season has been ushered in laden with an abundance of varieties to choose from. New York and Paris are featuring beautiful shadow and lace hats, also stylish tailored hats of quality and individuality, and you may get patterns of hats featured in the style centers right here in our own little parlors because of our completeness of stock and ability to design.

Boys Deny Guilt of Any Wrong Conduct

The four boys accused of "mashing" last Saturday evening, have requested The Herald to enter an emphatic denial for them of any such intentions. They say that they were accused of the offense as a result of attempting to return a package that had been dropped by two ladies, and that one of the four was not even in the crowd at the time, the officer picking him up nearby. When the case was called for hearing the complainants did not appear against them and they were discharged. The boys feel that they have been placed in a compromising light by the notoriety they received and are anxious to have themselves "squared."

Observe Humane Week April 21st to April 26th

A suggestion from the Woodmere Band of Mercy: The animals did their bit in the great war for you, won't you do your bit for them at home? Observe humane week and humane Sunday.

To the ministers for humane Sunday: Merciful treatment to animals should be taught from the pulpit and in our Sunday schools as a most imperative Christian duty.

The great advancement of the world throughout all ages is to be measured by the increase of humanity and the decrease of cruelty. That love for one, from which there does not spring

Wide love for all, is but a worthless thing.

—Robert Browning.
Read Jack London's "Michael Brother of Jerry." Join the Jack London club. No dues.

Mrs. Gwendolyn Carver visited relatives in Lents last Sunday.

LATE NEWS ITEMS FROM CITY HALL

Newspaper Man Appointed Secretary of Civil Service Commission in Place of Bortzmeier.

Everett Marion, a member of the Oregonian staff, has been appointed secretary of the civil service commission in the place of O. C. Bortzmeier, who has resigned to take charge of the Salvation Army funds which they expect to raise throughout the Northwest.

Mr. Bortzmeier is to direct these drives, and as he has had previous experience with the army in war work, there will be no trouble in making it a success.

Mr. Marion was also formerly assistant city editor of the Telegram and has held positions on various publications on the Pacific coast. He is well qualified to fill the position through his wide knowledge of affairs, and it is needless to say that most all newspaper men make good in virtually any position you may place them. Mr. Marion has begun to make himself acquainted with the routine of his work and in a very short time will become adept at the business.

The regular weekly calendar of the city council containing matters of great importance will be larger this week than it has been for many months. The primary reason for the numbers of items on the calendar to be considered is the decree issued several weeks ago by Commissioner Barbur that he would refuse to vote in favor of considering any measure or business not placed upon the calendar in the regular way. He said that he would oppose anything and everything which appeared before the council under the so-called four-fifths rule. Hereafter the commissioners will have to prepare their business by Saturday noon in order to pass it through in the regular manner—that is, if Mr. Barbur remains firm in his action.

"Although I am not anxious to begin any controversy," said Commissioner Perkins, "I do consider Mr. Barbur's stand very childish. If the city council is to function only once a week, it might be well to revert to the old system of government, as it was intended that the city commissioners remain on the job constantly. I have found that very often important matters come before the council one day previous to the regular council meeting, and if Mr. Barbur's rule is to be followed consistently it will always be impossible to consider these matters until more than a week has lapsed, and this delay is accompanied by a loss of cash to the city."

A petition was filed with the council last week for an appropriation of \$2500 for the entertainment of the visiting members of the Mystic Shrine, providing that the convention is held in Portland in 1920.

Commissioner Perkins' resolution introduced several weeks ago in regard to bettering educational facilities in Portland has taken hold in the council and has been the means of a committee being appointed to investigate the possibilities of linking the high schools and the proposed University of Portland. Reed College is said to have offered an endowment of \$50,000 to the maintenance of such an institution, the remainder to be supplied by a tax of two mills levied on the people of the city. The school would be intended for Portland students to acquire an education at the lowest possible cost, and would also allow them to pay their way through school while being employed. Commissioner Perkins estimates that the cost of such an institution would be about \$150,000.

Special Mothers Meeting at Grays Crossing Chapel

On Tuesday, April 22, at 2:30 p. m., there will be a very special mothers' meeting held in the little chapel at Grays Crossing. The perplexing problems which confront mother in the every-day handling of her children will be discussed by a "Mother in Israel" who knows and can speak from experience.

Unless the mothers of every community are not more careful and more prayerful than ever before our boys and girls will have lost their rightful heritage, for it is written in scripture (Prov. 29-15) that the rod and reproof give wisdom but a child left to himself bringeth his mother to shame. It is true we mothers have hard problems to solve, so let us come together and see if we can find the solution.

MRS. RHODA WALLACE.

Mr. and Mrs. Henry Page visited friends in Lents Sunday.

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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
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Home Telephone and Telegraph Company of Portland, Oregon

The Man Whose Bank Account is Small

sometimes says to himself
"My account isn't worth much."

That's the wrong point of view.

We say: "Very often the fifty dollar account of to-day becomes a thousand dollar one tomorrow."

We are optimistic, that's why we invite small accounts. They grow.

Multnomah State Bank

SHERMAN HARKSON, Cashier

Lents Station

Portland, Oregon

We are too busy

this week to write a

good advertisement, but

watch us from now on.

THE LENTS GARAGE

AXEL KILDAHL, Proprietor

8919 FOSTER ROAD

Tabor 3429

Home D61