

# Mt. Scott Herald

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## MICKIE SAYS



### THE HERALD FOR 50 CENTS

The special 50-cent subscription drive begun by The Herald has had gratifying results so far and probably will remain in force until the middle of the month. The purpose of the drive is to expand The Herald's circulation to cover more completely the Mt. Scott district. While it was begun primarily for new subscribers, in order to be absolutely fair all old subscribers are also given the privilege of renewing at the 50-cent rate. A definite date will be set soon for the end of this bargain offer—but don't wait until the last minute whether you already take the paper or intend to do so. The local news it contains is worth many times the insignificant sum—less than one cent a week—for which we are offering the paper.

### MERCHANDISING INDIVIDUALITY

By A. E. Shurr

There are many commodities that can be sold by advertising alone—before the customer starts for the store.

But many others—and especially new articles—require demonstration and much patient explanation before they secure the foothold that brings people to a store to ask for them. And no store can afford to stock up with goods that nobody asks for, and which require persistent effort to sell.

Of course all stores want to sell all the merchandise they can. They are eager to find new things that will sell well.

In buying these new things the merchant must consider the buying public, which is divided into three classes: (1) those who do not consciously "have to count the pennies," who want the best and are able to pay for it; (2) a great mass of the middle class of neither rich nor poor customers who look to individuality, and (3) those who definitely aim at buying cheap goods at bargain prices.

But the individuality which a store strives after characterizes a store simply as a place to trade at, which will draw an increasing volume of trade and which will render trade permanent.

If we remember that individuality denotes also worthy characteristics as well as different characteristics—is a selling force comparable only to that "good name in man or woman" which is "the immediate jewel of their soul." It is not exactly prestige; it is not a mere reputation for modishness; not simply a synonym for square dealing, or efficient merchandising or low prices. It is that which a merchant puts into his advertising, what he puts into his sell-

# ILLINOIS LABOR PARTY PLATFORM

The labor party of Illinois has issued the following statement of its convention held recently in Springfield, Ill.:

Labor is the primary and just basis of political responsibility and power. It is not merely the right, but the duty of the workers by hand or brain to become a political party.

The labor party is destined to usher in the new day of freedom in the United States—freedom from the grind of poverty; freedom from the ownership of government by big business; freedom of the men and women who buy food and clothing and pay rent, from exploitation at the hands of the money kings of "kingless America."

Organized workers are members of it. Unorganized workers are members of it. Clerks, housewives, newspapermen, farmers, school teachers, storekeepers belong to it. Such heads of organizations and business concerns as are not exploiters or profiteers belong to it. There is no place in the party for those who are not workers. There is no room within it for all who perform service to society.

The party enunciates the following program to which it pledges itself.

Democratic control of industry and commerce for the general good of those who work.

The unqualified right of workers to organize.

Freedom from economic hazard which comes with a minimum wage based upon the cost of living.

A maximum working day of eight hours and abolition of unemployment by reducing the hours of work further, as necessary to permit all who are able to work and to find occupation and full pay for those who, for a time are unemployed because of illness, accident, or temporary loss of work.

Complete enfranchisement of women and equal pay for men and women doing similar work.

Reduction of the cost of living to a just level by the elimination of wasteful methods and profiteering.

Complete revision of the state constitution.

Taxation of inheritances and incomes and land values, but not of improvements.

Public ownership and operation of all public utilities, including grain elevators, warehouses, stockyards, abattoirs, insurance and banks.

Development under public ownership of the water power sites. Public ownership, preferably federal, of the mines.

State aid to provide lands and homes for Illinois residents.

Abolition of employment of all under 16.

A democratic system of public education from kindergarten to university with free textbooks.

Old age and health insurance, an adequate workmen's compensation law and a mothers' pension.

Use by the state of only such supplies and materials as bear the union label.

Abolition of private employment detective and striker employment services.

Abolition of the state senate.

Abolition of the power of judges to issue and enforce injunctions in industrial disputes.

Complete restoration of all fundamental political rights—free speech, free press and free assemblage; the removal of all war time restraints upon the interchange of ideas.

ing arguments, what he puts into every article he sells. It is the policy that is revealed in the store's service. All else comes with individuality. For it is in service that the individuality of a store centers.

One shopper's mind may be more deeply impressed with one aspect of the service—another's with another. One may shop there because goods are promptly exchanged; another because the clerks are polite; another because one always finds what one wants; another because there is no misrepresentation of values; another because it is such an inviting place to trade, and so on. One of these elements, or others like them, or a mixture of such elements, constitute individuality—the something distinctive and good which separates one store from its competitors.

Does advertising create individuality? Yes, insofar as advertising is the store's propaganda—the chief means by which the store makes its service known to new customers and makes old customers conscious of things that they may have only dimly felt and seen.

Every merchant should strive for this individuality in his advertising, in his personality and in his merchandising.

# MRS. N. SHUPP GIVEN SURPRISE BY LADIES

The Ladies' Aid society of the Evangelical church of Lents planned a complete surprise on Mrs. N. Shupp, the pastor's wife, at their regular meeting last week. Tea and cake were served. Mrs. Shupp, like Lot's wife, lingered at her home, when a messenger was sent urging her presence at tea. However, she did not "turn to a pillar of salt" in transit.

Mrs. C. Coffman, the live, energetic president, with her calm, characteristic smile, placed a large market basket on a chair, saying, "this is for you, Mrs. Shupp."

"All right," said the victim of their fun, supposing that it contained the waste paper from the cake wrappings to be used for kindling purposes.

Then the joke was on the ladies. The lady of the occasion would not surprise. Would she dump the basketful into the stove when she got home? "Better see what is in the basket," ventured one of them. The hand was pushed into the basket, and lo and behold—well, too numerous to mention. Suffice it to say they were all valuable.

The following ladies were present: Mesdames Donaldson, Ash, Will Gilbert, Bischoff, Anderson, Fankhauser, Tyler, Wharton, Curtis, Spring, Rise, Morterud Fisher, Cochran, Huxley, J. E. Gilbert, M. H., H. R. and E. M. Scheuerman, Bertha Rienecker, H. B. Yost, Rusk, Coffman and Miss Flora Gimrick.

# FORMER LENTS RESIDENT DIED IN CHICAGO APRIL 18

Word was received last week that Mrs. Carrie C. Ingles passed away at her home in Chicago Friday, April 18. Her death was due to rheumatism of the heart. She was formerly a resident of Lents and was a very active worker in Shiloh Circle No. 19, which adopted the following resolutions:

"Lents, Ore., April 29, 1919.

"To the relatives and friends of Sister Carrie C. Ingles, a member of Shiloh Circle No. 19, L. of G. A. R., department of Oregon:

"Whereas, Carrie C. Ingles has departed this life in response to the mandates of the Supreme Ruler of the Universe; and

"Whereas, Her response to that summons severs her earthly relations with those near and dear to her in this sphere of action; and

"Whereas, The severance of the friendly and loving ties formed during her sojourn here amongst us leaves a vacancy that only sorrow can fill; and

"Whereas, Shiloh Circle sympathizes with her loved ones and friends that mourn her loss;

Therefore, We tender to them our sympathy in this hour of bereavement and point them to her patriotic associations and efforts as pleasant memories of her highest virtues and commend them to that Ruler who measures all humanity by the same standard and with the same charity that grace affords to clothe our shortcomings and makes us presentable at the eternal seat of mercy, where all can sip of the waters of life and the evening beams smile the clouds away.

"ALICE WOODWORTH,  
President Shiloh Circle.  
"ANNA M. MELVIN, Sec."

### FRANKLIN HIGH

There will be a dance given at the gym tonight.

An assembly was called Wednesday morning. Mr. Van Groos of the faculty gave a report as to how each student was to give 10 cents to the French relief fund for the support of the children of that devastated country. He also stated that Franklin High was a little delinquent with its payments. Professor Ball followed with a few comments.

Dr. Amil Erma and Charles South entertained the students with music and readings.

The U. of O. glee club will give a concert in Portland May 21. Prof. Ball said he expected the Franklin High students to dispose of 2000 tickets.

The sophomore and senior girls' indoor baseball teams played a game Tuesday which ended in a draw, score 23 to 23. Perseus Karagozian was the star pitcher for the sophomores. Wednesday the sophomores defeated the junior girls' team with a score of 24 to 23. Mildred Anderson of Lents is catcher for the sophomore team.

The James McVey family, who reside on Seventy-first avenue, have sold their half-acre home and will move in the fall to a farm east of the mountains.

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Lents Station Portland, Oregon

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