

Mt. Scott Herald Trade-at-Home CONTEST

LENTS

PERFECTION CONFECTIONERY
9143 Foster Rd., cor. 92d, Lents
Special Dinner Served Every Day
Light Lunches, All Hours
Confectionery, Light Groceries, Cigars, Tobaccos

GRAY'S CROSSING MARKET
Everything Good to Eat
PHONE 616-42

F. Hathaway Grocery
6063 82nd St. S. E. Auto 642-35
Staple and Fancy Groceries
at prices that are right. Courteous attention to your wants. WE GIVE GREEN STAMPS.

If It Comes From—
Currey's Pharmacy
GRAY'S CROSSING
It's all right or your money back.

J. A. TEENY
At Arleta Station
For your needs of Dry Goods and Notions. Let us serve you and save on money and time.

Blue Brd Cleaners
Auto 625-10 Opp. Arleta Theater
PROMPT SERVICE
Cleaning, Pressing, Dyeing and Repairing. Give us a trial.

Laurelwood Bakery
Fresh Pastries
WE BAKE TWICE DAILY
6232 45th Avenue

WANTED—HOUSES
I have several good buyers. If you want to sell your house, lots, or acreage, call Auto 626-34 and I will call at once and inspect same. C. H. Van Allen, 5415 Foster Road

H. and M. UMSTEAD
5531 FOSTER ROAD
at Archer Place
Fancy and Staple Groceries
CASH AND CARRY

Cottage Restaurant
For good eats. We serve special dinners, short orders. Best meats served. Special Sunday chicken dinners. Give us a trial.
WM. PARRISH
9123 Foster Rd., Opp. Postoffice

MT. SCOTT BAKERY
9139 Foster Rd., Lents. A. 610-47
The Largest 10-Cent Loaf in Mt. Scott. Finest pastry goods are here for you. Perfection Quality, Without Adulteration.

J. H. Kramer Grocery
4802 92nd St. S. E. Auto 615-19
The finest fresh and cured meats, groceries, hay and feed. We sell for cash and save you money. Call or phone—we deliver.

WILLAMS BROS.
GENERAL STORE AND MEAT MARKET
Price and Service the Best
6929 84th St. S. E. Phone 616-11

BUY YOUR GROCERIES WHERE YOUR DOLLARS GET VALUE QUALITY SERVICE
We carry the finest line of staple and fancy groceries, cured meats, fruits, vegetables. Also Hartzell's Doughnuts—best in the city.
Get acquainted with us and you'll always trade here.
C. B. NORBLA D
8614 Woodstock Ave. Auto 610-11

Throughout the advertising appearing in this section letters purposely have been omitted, which, correctly composed, will spell the name of one of the advertisers herein. Competition in this contest is open to all readers of the Mt. Scott Herald, and those living in the Mt. Scott district have the same chance of winning one of these cash prizes. Simply find the missing letters, to accomplish which you must read every ad in this section, and mail or bring your answer to the Contest Manager of the Mt. Scott Herald. All answers will be placed in a box in the office of the Herald and will be opened every Wednesday evening. The person who submits the correct answer, together with the largest number of votes, will win first prize, \$5.00 in cash and 500 extra votes. To all who submit a correct answer 500 extra votes will be given, good in count for final prizes.

LENTS

Economy Furniture Co.
L. A. Barker, Prop. Dealer in new and used Furniture, Stoves, Rugs, Carpets, Etc. Satisfaction guaranteed. Also crockery, tools, etc.
6015 92d St., Lents. Auto 621-31

Compare These Prices With Others AND YOU'LL TRADE HERE
Specials for Saturday Only:
Red Ribbon Corn.....20c
Al Corn.....15c
Laundry Soap, Royal White, Van Hoeter's Bleaching, Crystal White, White Wonder; limit 10 bars to a customer, per bar.....5c
Tomatoes, large cans, 2 for 25c
Red Ribbon Tomatoes, can.....15c
Catup, bottle.....17c, 28c
Post Toasties, 2 for.....25c
Butter, per lb.....32c
Peanut Butter, lb.....15c
Weinies, lb.....20c
Sauerkraut, quart.....10c
Fresh Side Pork, lb.....25c
Compound, lb.....25c
Sirloin Steak, lb.....25c
Prime Short Ribs of Beef, per lb.....12 1/2c
Cabbage, per sack.....\$1.25
Eggs, dozen.....56c
Drifted Snow and Crown Flour, sack.....\$2.75

M. & R. MARKET
We Will Deliver Any Order of \$10 or Over
THE BARGAIN STORE OF LENTS
5927 Foster Road Auto 613-10

TUMBLE IN TO Trumble's Cash Market
Fresh and Cured Meats of Quality
6606 Foster Road. Auto 622-34

D. and P. GROCERY
J. G. PURDIN, Mgr.
STAPLE AND FANCY GROCERIES
6606 Foster Road. Auto 622-34

Phoenix Pharmacy
JOHN E. LEACH, Ph. G.
6616 Foster Rd., S. E. Portland, Or. Brunswick or Columbia. Phonographs on easy payments. Come in and pick out your machine and set your terms.

THE YEAGER THEATRE
Ninety-second Street and Carline
LENTS
THE BEST MONEY CAN BUY IN PICTURES
See Our Weekly Program on Local Page

A. D. Kenworthy and Co. FUNERAL DIRECTORS
First-class service given day or night. Close proximity to Cemetery enables us to hold funerals at a minimum expense. Phone 618-21. 5892-4 92nd St., Lents station.

LENTS GARAGE
AXEL KILDAHL, Prop.
A modern motor car service station
8919 Foster Road; Phone 615-34
See our ad on page 2

Fossler's Market and Grocery
Live and let live prices
Quality Service—Yours for Business—J. T. FOSSLER
9209 Foster Road. Auto 612-12

JOHN D YOUR GROCER
Everything That's Good to Eat
Phone 612-22 6010 92nd Street

TREMONT GROCERY
Auto 610-41 5907 72nd St. S. E.
Staple groceries and dry goods. Hay, grain and feed. Bakery goods WE DELIVER. PHONE OR CALL.

Tremont Meat Market
W. C. EGGIMAN
You'll like our meats—you'll like our service—and will be pleased to serve you.
5909 72nd St., S. E. Auto 610-41
Tremont Station

J. A. CORNES and SON
GROCERIES
Fruits and Produce in Season
6701 Foster Road Kern Park
Phone Auto 619-45

Kern Park Hardware Co.
WM. WOODHAM, Prop.
Builders' Hardware, Carpenters' Tools, Tinware, Granite, or Anything in Hardware, Paints and Oils. 2624 67th St., S. E. Phone Auto 628-21.

KERN PARK BAKERY
6615 Foster Road Auto 628-12
Light Groceries and Strictly Home Made Grocery Goods
HOT DINNERS UNION

The Lents Mercantile Co.
Groceries, Fresh Fruit, Vegetables, Flour and Feed
Special attention given to phone orders. Phone 615-34. 92nd St.

S. S. ALLEN
Hay, Grain, Flour and Feed of All Kinds
Auto 625-78 9326 Foster Road

Res. Phone Auto 615-25
Office Phone Auto 625-43
C. E. Tillman Company
Real Estate—Money to Loan
9106 Woodstock Ave., Lents

B. F. MILLER
Plumbing Supplies and Fixtures
Estimates Furnished
5926 92nd St. Auto 618-34

Tremont Plumbing Shop
A. C. NUTTER
Repair work a specialty; gas fitting. Estimating on any job, any size. Right prices. Guaranteed work.
5827 72nd St. Auto 613-33

G. A. Morrison Lbr. Co.
Tremont Station. Auto 610-55
Everything in the Builders' Line
COAL and WOOD
Phone Your Order, Prompt Service

HANSEN BROS.
SHEET METAL WORKS
Sheet metal work in all branches. Estimates furnished. Repairing of all lines of tin, iron and copper.
Kern Park Sta. 6715 Foster Rd.

J. W. Looney
Plumbing, Gas Fitting, Sewers and Cesspools. Repairing. Supplies. Estimates gladly furnished
Kern Park Sta. 6715 Foster Rd.

CRUM and CHAMBERS
7136 55th Ave. Auto 610-43
Finest Groceries, Fresh and Cured Meats, Poultry Feeds, etc. We specialize on Olympic products and Del Monte canned goods. Deliveries anywhere. Phone or call.

Millard Ave. Meat Mkt.
7134 55th Ave. Auto 610-43
Only the choicest meats are sold here, at prices that are right. Everything except fish.
Phone or Call. We Deliver

Arleta Theatre
6515 FOSTER ROAD
Saturday, Jan. 15—Douglas MacLean and Doris May in "Mary's Ankle"—2 reel comedy
Sunday, Jan. 16—"The World and His Wife," with Alma Reuben
Monday and Tuesday, Jan. 17-18—"Nomads of the North"—Starting Serial, "Fighting Fate."
Wednesday, Jan. 19—"Wanted at Headquarters" with Eva Novak
Thursday, Jan. 20—"Mary Ellen Comes to Town"—Episode No. 8
Friday, Jan. 21—"Country Store Night"—"His Home in Order"—Robin Comedy, Paramount Mag.

R. FRANKS
Archer Place Grocer. Fancy and Staple Groceries. Cigars and Confectionery. Fruits and Vegetables.

ARCHER GARAGE
5510 Foster Rd., bet. 54th and 56th
Repairing, Washing, Polishing, Oils, Greases, Gas. Second-hand autos bought and sold. Crank cases cleaned and flushed. All work guaranteed.

ROSEMARY PARK GROCERY
C. G. SIMMONS
7825 Foster Rd. Auto 612-27

Reed's Transfer Co.
9319 Foster Road Auto 624-18
Local and long distance hauling. Not the biggest trucks in town, but the biggest trucks for \$2.00 per hour. Coal. All kinds of building material.

JOHN MANZ
Pioneer Merchant Tailor of Lents
Cleaning, Pressing, Repairing
Suits Made to Order
5801 92nd St. Lents, Oregon

KATZKY BROS.
Department Store
Phone 610-20, Lents

HOME COOKING AT Gilkey's Restaurant
THAT WILL SATISFY
Home-made Pies and Pastries
6009 92nd St. Lents
Under New Management

BICYCLES
SUPPLIES, REPAIRING
C. A. NORWOOD
5907 Foster Rd., Myrtle Park Sta.

E. R. BRADBURY
PLUMBING, GASFITTING AND JOBBING
6337 Foster Road Portland, Ore.

Firland Confectionery
"Where You Wait for the Car"
WETHERLY ICE CREAM
Fancy Candies and Good Smokes

Low Price Shoe Repairing
High Quality Work Guaranteed
23 Years Experience
Bring your work to me and be satisfied.
ANTON GRIMM, 6020 92nd St., next door to John D. grocery.

CAMPAIGN TO SAVE YOUR MONEY AND UPBUILD YOUR HOME DISTRICT

In inaugurating this "Trade-at-home" contest the first consideration of the publisher is to make the Mt. Scott Herald a newsy, readable home paper, believing that no greater service could be performed than the establishment of a medium of communication through which those who have the interest and up-building of the community at heart may each week send to those who have a like interest their messages.

The printing of any sort of a newspaper entails lots of labor, considerable investment and an application to detail that the average person knows little of.

There must be co-operation of the business interests and co-operation of the reading public. Happily the former have responded in such a manner that The Herald feels convinced that the success of its undertaking is assured.

The social events of the community which this paper will serve, were they all recorded, would fill the columns. There are hundreds of news items each week that will be of interest to many who in the past have had little means of knowing of them.

No doubt many readers will take issue with the statement that were they to do all their trading with their home merchants there would result a big saving in their living cost. Nevertheless such is true.

In the Mt. Scott district there are in excess of 20,000 inhabitants, and if this large population would trade at home instead of making of their home merchant a convenience, it would not be long before they discovered that their table was better supplied and the dime or two in their pockets would be more numerous. And this is the very thing that The Mt. Scott Herald will convince you of if you will permit it to do so.

When this paper goes to the homes in this district each week, as it will do, beginning with this issue the home merchant will have a medium by which he can advise those who should be his patrons with his wares and their prices, and a comparison in most instances will convince that he is able to do better by you than the business houses across the river that have no interest in you other than that of putting your dollars in their cash register.

During the past week every business concern, big and little, has been told of the plan of The Mt. Scott Herald and given an opportunity to co-operate in this trade-at-home contest. Some spoke disparagingly of the attempt, some pessimistically, others skeptically, some optimistically but felt that their advertising patronage elsewhere in the paper would allow them to co-operate in the efforts of The Herald, which we pause here to acknowledge that it will; and they with those represented on the "trade-at-home" advertising section will tell you better than anything we can say of the personnel of the business men who are desirous of The Herald's success and are ever ready to do their part in upbuilding that portion of the city where you are making your home.

These merchants are here to supply your wants; they can do it acceptably if you will but allow them. The Mt. Scott Herald for the next six months offers to show you if you are open to conviction, confident that once convinced you also will co-operate in the effort to build up the community in which you live.

While canvassing the business concerns Herald representatives met personally all those represented on

the "trade-at-home" page and inspected their places of business. Here is a resume of the "trade-at-home" advertisers and where located:

ARCHER PLACE
H. Umstead has but recently located here to engage in the grocery business. R. Franks, who is well and favorably known, carries a full line of staple and fancy groceries. C. H. Van Allen can give satisfactory service if you are in the market to sell or buy real estate, and E. E. Quick of the Archer Garage can cure your automobile ills.

ARLETA STATION
C. A. Norwood, bicycle supplies, and E. R. Bradbury, plumber, located at Myrtle Park, are equipped to render satisfactory service in their respective lines.

ARLITA STATION
J. A. Teeny's stock of dry goods and notions is most complete, while Chas. R. Mollett of the Blue Bird Cleaners provides a service that his patrons appreciate. C. L. White is giving patrons of the Arleta theater a nightly program of high-class pictures and the popularity of his place is attested by an ever-increasing attendance. Fortunate indeed should residents hereabouts consider themselves when they realize the efforts put forth to supply their needs by Felix Wesloski of the Laurelwood Bakery.

KERN PARK
When you tumble into Trumble's for a T-bone, you can find all the fixings for your feed just through the archway in the D. & P. Grocery, presided over by J. G. Purdin. Corne's Corner Grocery carries a stock of goods from which can be supplied the needs of the most exacting and gives a service that patrons appreciate.

R. E. Olson of the Kern Park Bakery, 6615 Foster road, provides bread and pastries that add greatly to the enjoyment of the meal.

W. A. Hansen, tinner, is a newcomer to Kern Park and he and J. W. Looney, plumber, are at 6715 Foster road. Long experience in their respective lines insures satisfactory service.

Mr. Woodham of the Kern Park Hardware Co. is too well known to the older residents to need any introduction, and newer residents will receive the same consideration and service for which this institution has long been noted.

John R. Leach of the Phoenix Pharmacy carries a most complete line and has established a reputation for prompt and courteous service.

FIRLAND STATION
J. E. McNamara in July last took over the business at Firland, "where you wait for the car" when going to the city. No one is more capable of supplying the wants of the smoker, for he long has performed on the consumer's side of the show case.

Fleck & Goodwin carry a most complete stock of fancy and staple groceries and are on the job all the time to give their patrons the benefit of their experience. A first call will convince you the right place has been found.

AT 55th AND MILLARD AVE.
Crum & Chambers, 7136 55th Avenue, specialize in Del Monte canned goods and Olympic products. Their stock of groceries is most complete and the large volume of business insures patrons fresh and up-to-date goods. They also carry poultry feed.

Alton S. Conner of the Millard Avenue Meat Market carries a stock that insures the housewife being able to procure the cuts that are desired.

TREMONT
Fred C. Holtman of the Tremont Grocery is giving a service that insures a constantly increasing business; his stock is complete.

The Tremont Meat Market, conducted by W. C. Eggiman, already boasts a good patronage in this district and besides satisfaction there also is a personal pleasure in trading there.

The G. A. Morrison Lumber Co. is one of the larger business concerns of the district and also one of the most progressive. They carry a complete stock of building material besides a large supply of coal and wood. A. C. Nutter, who has just east his lot in this community, is a competent plumber, capable of estimating and performing contracts of any character.

GRAY'S CROSSING
W. S. Sanders, who conducts an up-to-date meat market at Gray's Crossing, is one of the progressive citizens of the Mt. Scott district, always taking a leading part in any movement for civic betterment.

The residents of this district art well served by Currey's Pharmacy, which carries a complete line of druggists' sundries.
F. Hathaway, who conducts the grocery at Gray's Crossing, is a newcomer to the district, but by courteous and considerate service is building up a trade that is destined to put him in the fore rank with the progressive merchants of the community.

84th STREET
Williams Bros.' general store and meat market, 6929 84th street, S. E., has long served the residents of that district and neighboring communities. An excellent line of general merchandise, with the finest meats, are sold

(Continued on page five.)