concerning doas




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## *.... The Phrase

"They - Certainly - Are-Good - Places - To - Trade"
IS OFTEN USED IN SPEAKING OF THESE STORES, EVERYONE IS
TREATED ALIKE AND TREATED RIGHT.
Spocial Faturus, Saturidey and Mondayy, at iny 20ith Century Store are
Yellow or White Corn Meal
Nebraska kiln-dried, very fine 25C
grade, 9-pound sacks....... 25
Fancy Louisiana Sweet Pota- 13C
toes, 6 lhs. $25 \mathrm{c} ; 3 \mathrm{lbs}$. half gallons, 89 cts. ; gallon

Alpine Milk

| CRISCO-Alwa |  |  |
| :---: | :---: | :---: |
|  |  |  |
|  |  |  | CRISCO-Always good, 1 lb ., 23 cts.; $11 / 2 \mathrm{lbs} ., 34 \mathrm{cts} ; ~ 3 \mathrm{lbs}$., 68 cts.; $6 \mathrm{lbs} \$ 1.30$ Uncolored Japan Tea, our B 10 X brand makes splendid cup ten hale 2 c TEA GARDEN MOLASSES-KNOWN FOR HIGHEST QUALITY ON THE OAST-Avondale brand, dark molasses, $2-\mathrm{lb}$. can $121 / \mathrm{se}, 5-\mathrm{-lb}$. 33 c . ticular, $21 / 2-\mathrm{lb}$. can $28 \mathrm{c}, 5-\mathrm{lb}$. can 50 c , $10-\mathrm{lb}$, can 98 c .



20TH CENTURY COFFEE-Fresh from our own roaster: is very, very satis If it is good and to be had, it is at our stores, and safely priced for cash

92nd St., Lents, Next to Multnomah State Bank

Square Deal Candy Store

## J. A. TEENY

The Arleta Merchant

Announces

That he has taken charge of the Lents Dry Goods Company's store (formerly run by T. G. Samuel.)

He welcomes his friends to his new place on 92nd Street, near Foster Road


## We have Hetped!




## Circulation

There are two kinds of newspaper circulations, quantity, and quality. Quantity circulation is bona-fide circulation which goes into homes or to people who have little or no buying power. Quality circulation is bona-fide circulation which goes into homes and to persons who have buying power.
Mere numbers in circulation is not what advertisers pay for. They desire quality circulation. Papers left in depots, to be taken free, may reach persons or homes, and MAY NOT. The circulation of a newspaper is not co
plete until it has reached its destination, the HOME.
The Mount Scott Herald goes into 700 homes each week. The paper goes into the homes. Copies are not left on store counters, to be thrown away by clerks.
And people PAY FOR The Mount Scott Herald because it is worth something. It is not FREE to subscribersthereby throwing the entire burden of the newspaper's cost upon the advertisers.
The Herald's circulation is not increasing 20 per cent each week, because the fastest growing newspaper in the United States has not attained such unheard of growth. The Herald grows slowly, but it is rea I, not Mushroom growth.
WHEN newspaper circulators tell you of 20 per cent a week, from 1250 to 1500 , such phenomenal growth THEY COUNT THE COPIES THAT ARE THROWN IN THE BRUSH BY BOYS OR LEFT TO YELLOW ON STORE
COUNTERS until sufficient fires have been built to use COUNTE
them up.

