

Mt. Scott Herald

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5312 Ninety-second Street

THE ELECTION RESULTS

The voters of the parties have spoken. The candidates have been named: McArthur for congress, Williams for national committeeman, Olcott for governor, Hoff for state treasurer, Campbell for public service commissioner and so on—republicans; Pierce for governor, democrat.

The only regrettable thing is that religion has been injected into the elections. It was the basis upon which the election turned. It was not how qualified he is, but where does he go to church? It is a foolish test. It is a resurrection of an issue decided when our forefathers left England to secure religious freedom. It is a turning back of civilization.

Religious intolerance, racial intolerance, national intolerance cannot endure. The country cannot be half tolerant and half intolerant.

As to patriotism the one test of Americanism is: Do men obey the laws of this country and are they ready to serve and if necessary, die for this land. Any other test is superfluous, un-American.

Under the Ku Klux Klan test Sergeant Walter Schaffer, a volunteer soldier in the 162d United States infantry would not measure to their conception of a 100% American. He was a Hungarian by birth, Catholic in religion, yet he died at St. Mihiel fighting the central powers—his own fatherland, Hungary, among them.

PAY ROLLS FOR PORTLAND

Henry W. Kent, speaking before the last meeting of the Lents Business Men's club recently said: "It is the business of every man, woman and child in Portland—yes, in Oregon for that matter—to do what he or she can, when the opportunity is presented, to help build pay rolls, for pay rolls mean prosperity."

"The Rose Festival specially through the beautiful picture presented in the grand floral parade, advertises Portland and Oregon and the entire northwest as no other activity does," said Kent, adding, "each citizen is inclined—I was until I wakened to my responsibility—to let the other fellow do it, but that is unfair; it is your business and you are a slacker to the extent that you fail to respond to just the extent your own conscience tells you and opportunity is afforded you, to act."

"I hear hundreds say," continued Mr. Kent, "See Mr. So-and-So, or Mrs. What's-her-name, they are good workers. I don't have time!" See neighbor, you have time enough if you will only become interested. It is the thing we are interested in that we find time for. What we all need is a realizing sense of the privilege of service to both the community, the city, the state, the northwest and then we'll find time."

Mr. Kent is right. We of Mount Scott must get into the spirit of this event of which we are all proud and when the committee asks us to give a few hours of work in helping to build or decorate the float, let's give it gladly and then we can feel proud of the service we have rendered as we see our float in the parade and our little children a part of the picture.

OUR OWN IMPERIALISM

"On December 17, 1914, without preliminary warning a force of United States marines was landed at Port au Prince (Haiti) from the U. S. S. Machias. These marines proceeded to the vaults of the National Bank of Haiti and forcibly seized and carried away \$500,000, which were transported on the Machias to New York. This money was the property of the Haitian government and had been deposited in the bank for the redemption of its paper money. . . . The Haitian government at once protested against the violation of its sovereignty and asked for an explanation which has never been vouchsafed." From the Seizure of Haiti by the United States, a report made by 24 leading American lawyers.

This is but one count in an indictment of American rule in Haiti which demands the serious consideration of Americans who have at heart the good name of their country. The men who sign the report are distinguished lawyers, of various political affiliations. The facts on which they base their indictment are all found in the official report of the Senate investigation of the American administration in Haiti.

These lawyers say that the imposition of martial law in Haiti by our forces was a clear violation of international law and of our own consti-

tution; that the methods employed to force a treaty on Haiti violated every canon of fair and equal dealing between independent nations.

It is something of a shock to find that these high-handed acts were initiated by our state department under the direction of that great democrat, William J. Bryan, who appears to have taken an active part in the acts of aggression. Mr. Harding, when still a candidate for the presidency, denounced his predecessor's activities in Haiti, but, as president, permitted the regime of force to continue.

GETTING THE FARMER'S VIEW-POINT

City people should read Hamlin Garland's, "A Son of the Middle Border," in order to get a notion of the difficulties which the farmers have to face. A perusal of the book will necessarily give the city-bred person a more sympathetic outlook on the farmer's problems. Farming, they will find out, is not entirely made up of berrying, tossing the new-mown hay and singing the Old Oaken Bucket on the porch by moonlight. "The working farmer," argues Garland, "has to live in February as well as June. . . . Milking as depicted on a blue china plate where a maid in flounced petticoat is caressing a gentle Jersey cow in a field of daisies is quite unlike sitting down to the steaming flank of a brindle heifer in flytime. Pitching odoriferous timothy in a poem and actually putting it into a mow with the temperature at ninety-eight in the shade are widely separated in fact."

Farmers, also, should read Garland's book because it will likely offer them a new viewpoint from which to observe the career of a farmer's wife. The tendency of farmers to house their live stock well before they turn their attention to the comfort of their womenfolk has often been noted; this and other tragedies of women's life on the farm are illuminated by the author.



Cookies, Crackers, Etc.

You will find a large assortment here in both bulk and air-proof packages.

We carry all the favorite brands and can supply the newest and dampest wafers for afternoon teas parties, etc., as well as the old-fashioned ginger snaps and vanilla wafers at prices that make it prudent to buy here.

We guarantee our stock to be fresh and clean at all times.

Mathes Market

5927 92nd Street Auto 613-10



MISTAKES TO AVOID.

Previous articles in this series have shown how to prepare effective advertising. In this one, we point out the mistakes most frequently made even by some who consider themselves good advertisement writers.

One of the most common faults in advertising is the attempt at cleverness, which often fails to impress the reader as such and consequently falls flat.

If the purpose of the advertisement is to sell something (and it almost invariably is), then "something catchy" will not accomplish the desired results as readily as a few well-chosen words of sensible, forceful sales argument.

Flowery language also is very much out of place in a good advertisement. Elaborate figures of speech, large and unusual words and long, complicated sentences often serve to confuse the reader and fill him with disgust. The really good ad-writer avoids these faults as he would a plague.

The mistakes mentioned in the foregoing paragraphs are a few of the reasons why most unsuccessful advertisers have formed the conclusion that advertising doesn't pay.

The Mt. Scott Herald

Classified Ads.

FOR SALE—Two barns. Could be made into garages, stores, or even homes. One at 91st and Gilbert Road; one at 87th and Foster Road. Inquire Rev. J. P. O'Flynn, 5731 87th street. Phone 619-49. 21-1f

FOR RENT—Matot house, furnace. Two blocks from car. Lauer Realty Co., 5018 72nd street, S. E. Automatic 638-83. 21-1f

Advertisements under this heading 10c per line first insertion. Minimum charge, 25c. Count six words to the line. Strictly cash.

WANTED—Work repairing bldgs., painting, spading lawns or any odd jobs. Call Panama Grocery.

WANTED—Clean cotton rags. No stockings or heavy garments. Five cents a pound. Herald office.

CALL R. HEYTING, phone 625-67, for sand and gravel delivered at a reduced price. 17-1f

FOR SALE—Five-room house, with sleeping porch. Apply at Herald, or call 640-46 in the evening. 17-6f

WANTED—Some three and four-room houses, in Lents. Lauer Realty Co., 5018 72nd street, S. E. Automatic 638-83. 20-1f

FOR RENT OR SALE—Large barn, four lots, 67th st. and 57th ave. Call Marshal 297, or Herald office. 17-1f

"Save the Surface and You Save All"

For your spring painting, tinting, paper hanging, etc., call Auto. 638-16.

STEFFY & JOHNSON
Painters and Decorators.—Adv.

MOUNT SCOTT
Camp No. 11650, Modern Woodmen of America. Meets every second and fourth Wednesday of each month at Woodmere Hall, 7630 60th Ave. S. E. F. R. VOLTS, Clerk.

FOR SALE
Six-room cottage, lot 40x100, concrete basement, bath, 2 toilets, garage, 7 fruit trees, some berries; car 1 block. Call 617-48.

Piano Tuning
E. HAROLD
Res. 6709 59th Ave.
Phone 532-81
107 W. Park St.

A. D. Kenworthy R. S. Henderson
A. D. Kenworthy & Co.
FUNERAL DIRECTORS
First-class Service Given Day or Night
Close Proximity to Cemeteries
Enables Us to Hold Funerals at a Minimum Expense
Phone 618-21
5802-4 92nd St. Lents Sta.

Insure at Once
April 3 he insured.
April 4, scratched hand.
April 5, went to hospital.
April 15, polley mailed.
April 27, insured died.
May 1, widow received \$1000, amount of policy.
Write or Phone Me Today
W.M. J. SHEEHY
Oregon Life Insurance Co.
317 Corbett Bldg., Portland
Main 447

We Have Helped!



Thousands of satisfied patients will tell you we have helped them to see better and more comfortably. We have helped others to get rid of headaches, dyspepsia, etc., caused by eye strain.

Have Your Eyes Examined Today
STAPLES-- THE JEWEL OPTICIAN
266 Morrison St. Bet. 3rd and 4th

Ever had a midnight blowout?
No? Regular tire blowout?
Did you know Franklin Garage was open? It is. It's Franklin Service.

Half Way Stop, Mt. Scott to Portland

On the right, just west of 50th at Division St.

(You've Seen Em) Pat and Jerry Give You Service
Authorized Ford Service Station
Phone Tabor 5603 Tavelli and Mack 1383 Division

Phone Automatic 633-56
MANZ & MIRWALD
Ladies' and Gentlemen's Tailors
Cleaning, Pressing, Repairing
Suits Made to Order.
5801 92d St., Lents Sta., Portland

D. J. O'CONNOR
REAL ESTATE
Cor. 92nd and Woodstock Aves.
LENTS STATION
Phone 626-75

F. R. FENTON
Real Estate
(Successor to the late Chas. E. Kennedy)
9218 WOODSTOCK AVE.
AT 92ND STREET

FINAL SALE
Going out of business
Wednesday, May 31st

All stock greatly reduced, because we don't want to carry it away with us.

Square Deal
Candy Store
5814 Ninety-Second St.
LENTS, OREGON.

Tremont
Plumbing
Shop
5827 72nd Street
A. C. NUTTER, Prop.
Get my prices before you let the job.
Res. Phone 640-05
Office Phone 613-33

For
Good Work
Leave Your Films
at
CURREY'S PHARMACY
GRAYS CROSSING
Its All Right or Your Money Back

Spring's here. Clean-up week's coming. Fishing season is on. House cleaning is the mode.

DO YOU NEED A SIGN?

If so, The Herald has a number of cardboard and cloth signs which have been on the shelves too long. Regularly priced at two for a quarter, and some at 20 cents each, for a week they go

At A Nickel A Piece

Here are the names of some of them—

- Trespassers' Warnings
- No Hunting
- No Loafing
- For Rent
- For Sale
- Furnished Rooms
- Housekeeping Rooms
- Rooms and Board
- No Peddlers or Agents (This is book agents' time)
- No Talking to the Help
- Cash Deposit
- Dance and One-Step, Waltz, Schottische, etc. signs
- Rest Room
- Groceries
- Fresh Eggs
- Bronze Turkey Eggs
- Milk, Cream, Buttermilk
- Buttermilk
- Promissory Notes, Mortgage Releases, Chattel Mortgages and many other signs, too.

These signs are big—14 inches by 12 inches—with one and two-inch letters on them in heavy, black ink.

YOU CAN'T EVEN WRITE A SIGN FOR A NICKEL, TO SAY NOTHING OF HOW IT MIGHT BE WRITTEN AND HOW LEGIBLE IT MIGHT BE A FEW FEET AWAY.

FREE

"I BUY AT MOUNT SCOTT" signs will be given away free to any Mount Scott merchant who will call or send to The Herald office. People should buy in Mount Scott. TELL THEM WHY THEY SHOULD WITH A NEAT SIGN IN YOUR STORE. The sign is FREE for the asking.

The Herald would be glad to receive applications from any store, shop, or individual which might be glad to accept a Herald agency in certain locations. We pay for news notes gathered, ads received and subscriptions taken. We would be glad to talk to anyone about this.

THE MT. SCOTT HERALD

Money spent in this newspaper's plant stays in Lents. There are six persons regularly employed here, with a number as part-time employees. They work in Mount Scott, their pay checks are drawn on the Multnomah State Bank, and when capable Mount Scott people apply at this office for work or positions they ALWAYS RECEIVE THE PREFERENCE.

TO BUILD THE MOUNT SCOTT DISTRICT PATRONIZE THOSE PERSONS AND PLACES WHICH ARE HERE. When a man or woman asks to sell you something, ask where that thing is made. If there is something of the same sort made in Mount Scott WHY NOT GIVE YOUR MOUNT SCOTT MERCHANTS THE BENEFIT OF YOUR TRADE?

Don't patronize the itinerant peddlers who have nothing but their sole leather invested in Mount Scott.

Ask Where The Money You Spend Goes

WE CAN'T BUILD PORTLAND, WE CAN'T BUILD OREGON, WE CAN'T BUILD THE NORTHWEST, WE CAN'T BUILD LENTS NOR ARLETA, UNLESS WE, OURSELVES, BELIEVE IN OUR HOME. IF WE SEND OUR MONEY OUT OF PORTLAND, OUT OF OREGON, OUT OF THE NORTHWEST, OUT OF

Lents and Arleta

ARE WE TRUE TO OUR HOME COUNTRY? ASK YOURSELVES AND THEN RESOLVE

To Build Where You Live

THE MT. SCOTT HERALD

5812 Ninety-second Street Auto. Phone 622-28