

# The Herald

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## SALUTATORY

It is customary when launching a newspaper on the sea of public opinion, to make a sort of preliminary statement giving reasons for so doing. Following this time-honored custom we will endeavor to enlighten the people as to why we are; that is to say why the Herald is born this day. In the first place Monmouth was the largest town in the state that had no paper and it is amply large enough to support one nicely: Secondly, because of this lack of a paper the town has fallen behind its neighbors in the matter of publicity, which is another name for progress: Thirdly, in a town as large as this where there is no paper there is a dearth of unity of thought and action along lines of public duty and civic pride. Taking these things into consideration, aside from the facts that there is a large field open for the advocacy of measures for the public welfare and the hope that we may be able to make a respectable living out of the business, we have cast our lot among you and hope to so merit your commendation that our subscription list will grow rapidly and spread over the larger part of the country.

It will be the aim of the Herald to advocate at all times measures that will make for the public good; it will champion all movements that will tend to build up the town and surrounding country; it believes in the elimination of the saloon from politics and to that end is heartily in sympathy with those who have made Polk county dry; the editor voted for prohibition and has no apologies to offer anyone for so doing.

Politically, as well as otherwise, the Herald will be independent and will try to give all the people a square deal. Will tell as much of the truth as is consistent with good newspaper judgement and the peace and welfare of the community.

The paper is not as large as some, yet we expect to make our influence felt, even as a flea on the heel of an elephant may cause him much uneasiness.

We believe in a more liberal policy towards the common schools of the state, knowing that they are the basis of our best citizenship. We believe that the legislature should make a liberal appropriation for our Normal schools, in order that well trained teachers may be provided for the common schools.

We believe that the laws of the land should be enforced and not be set at naught and if any are unjust they should be repealed rather than disregarded.

Monmouth needs something in the way of fire protection better than it now has. A good gravity water system with a

liberal supply of fire hydrants would lessen the insurance rate enough to more than pay the interest on the money invested. If you don't believe it, investigate the matter for yourself and see if it is not so. We have been informed that Independence has a fine water supply on the east side of the river that will furnish approximately 300,000 gallons daily of the purest spring water. This would be enough to supply that town and this with water for many years to come. This being the case it should be looked into and some method evolved to get this water for the two towns. It has been stated that an offer was made Independence to put in a plant and lay all pipes, etc., for a little upwards of \$24,000. Figuring on the same basis a good system ought to be put in here to handle the surplus from there for not to exceed \$15,000. This, of course, is presupposing that the two towns can get together on the matter and there is no reason why they shouldn't.

Monmouth needs a Civic Improvement Society and one should be organized at an early date. There is no reason why this town should not be one of the prettiest in the west. Nature has done much for us, but civic pride seems to be at a low ebb; let us get together and see if we cannot remedy the matter. There are some nice homes in our town, in fact as to number of dwellings as compared with other towns of like size we will venture the assertion that this town has a larger proportion of nice residences than any of them, yet there are some unsightly fences and very bad sidewalks that spoil the effect to a large degree. Let's see if we can't get together and do something along the line of civic improvement between now and Thanksgiving, so that we may have "something different" to be thankful for.

The local paper does more to build up a community than any other means ever employed. People who are looking for investments in real estate or business, look to the local paper as a sure index of the desirability of any section of the country as a place of residence or otherwise. Where papers are patronized liberally it shows a spirit of progress and that there is a chance to make money there, but where there is little if any advertising you may rest assured there is little doing. The inhabitants are a lot of dyspeptics upon whom life hangs as a burden and the world will be better off when they pass away.

The best way to build up a city is for each and every man in it not to strive to rend and tear down. Whenever a man in the town is doing well do not try to tear him down. All the residents of the town are partners not opponents. In all likelihood the more business done by your rival the more you will do. Every gentleman who treats his customer honestly, courteously and fairly, will get his share, and the more business that can be secured by united effort, the better it will be for all. When a town ceases to grow it commences to die, and the more the people try

to kill off each other in their business and good name, the more rapidly will utter ruin come to all. Stand together for the advancement of every citizen. If a man shows ability to prosper do not pull him back with jealousy or weigh him down with cold indifference.—Jacksonville Post.

### Good Pickers are Scarce.

In view of what Mr. J. R. Shepard has done for the development of the cherry industry of Oregon, particularly in the Willamette Valley, it is well to remember that he has formally called the attention of planters of cherries to the fact that the most perplexing problem growers will have to meet will be that of pickers. The picking of cherries calls for a much abler grade of workers than the picking of hops. To reduce as much as possible the work of picking, the tops of the trees must be kept as near the ground as possible. Let the trees be planted far apart and keep them headed back.—Oregon Agriculturist.

### Lose a Million Dollars

The folly of rushing headlong into the production of some article just because unusually large profits have been made for a year or two in producing it has been clearly illustrated in California this year. In the Imperial Valley cantaloupes mature very early, and very large profits were made two or three years by those who raised them there. Then multitudes of planters engaged in the business and a few months ago the local newspapers predicted that the Imperial Valley would clear a million dollars on cantaloupes this year. Instead of clearing a million it will probably come nearer the truth to say the losses on the business have amounted to a million dollars. There were too many cantaloupes and too little skill and knowledge used in marketing them.—Ex.

### Remember

1. That it is easier to do good work than poor.
2. That the more difficult things are to accomplish, the more worth while.
3. That rules are as necessary for business as laws are for right government.
4. That you can't learn everything in a day.
5. That times progress and methods change.
6. That it is legitimate to talk about your goods as long as you tell the truth.
7. That there is only one way to sell goods; place them on the market to advantage.
8. That only cowards are afraid to venture.
9. That unkind feelings are not marketable.
10. That every workman thinks if he were the boss he would act differently.
11. That the only way to keep your credit good is by paying your debts.—New York Commercial.

There appeared to be a little letup for a time in the establishing of new milk condenseries in Oregon, but the business is taking a fresh start since the institutions at Amity, McMinnville and Newberg have been finished. Albany and Corvallis are both considering the establishing of condenseries now. The matter has been up at Albany a number of times, but it is thought it will be a go this time. Corvallis has become a prominent butter making center and this fact has led to the agitation for a condensery there.

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