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Toward A Home
Of Your Own Is
A Bank Account**

In hundreds of ways men are inventing plans to induce you to spend your loose change. The only way this money will do you any permanent good is in maintaining a bank account. Put money in the **First National Bank** to accumulate for future need.



**Satisfied Servants
are always found in
Electrified Homes**

Investigation proves that much of the so called "servant problem" is due to unfavorable working conditions. The more drudgery you eliminate from your kitchen and laundry the easier it will be for you to avoid "trouble with the help."

Do you know that electricity will

Cook the food	Sharpen the knives	Wash the dishes
Polish silverware	Wash the clothes	Iron the clothes
Clean the house	Pump the water	Run the fans

and do many other things at surprisingly little cost!

Let us show you how to keep servants by lightening your house work.

Mountain States Power Co.

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**Building Material From
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Oregon Fir and Hemlock Lumber

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Lath, Mouldings, Fruit and Butter Boxes, Cedar Posts, Green and Dry Slabwood, Cement, Wall Plaster, Lime, Brick, Shingles, Roofing, Windows, etc.

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Phone Main 202. Monmouth, Oregon

For any thing you want or don't
want try our bargain column. It will buy or sell for you.

WALTER G. BROWN
Watches and Jewelry. Repairing

The Herald

Entered as second-class matter September, 1908, at the post office at Monmouth, Oregon, under the Act of March 3, 1879.

RICHARD B. SWENSON
Editor & Publisher

MONMOUTH, OREGON

ISSUED EVERY FRIDAY

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Three months	50 cts



**Monmouth
Meditations**

This is the season of the year when the housewife knows where the leaks in the roof are located.

What off year elections indicate usually depends on the viewpoint of the observer.

There is just enough paved road in Polk county at present to make people long for more of it.

As a general thing it may be said that people are in favor of the liquor traffic who stand to profit by it.

The elections appear to have had a harmonizing effect on the opposing factions who are handling the peace treaty in the senate.

About the time the high lands get wet enough to plow, the low lands are wet enough to float which adds zest to the job of putting in the crops.

Notwithstanding there are recent examples of printing without type we venture the prediction that it will be a long while yet before the practice comes into general use.

With ample saws to work up the season's wood and with plenty of means available for repairing our footwear, the weather man is invited to do his worst.

In contrasting the prune with the apple as a commercial product the prune has the advantage in that its market area is larger and it is possible to spread its sale over more seasons of the year and a longer period of time.

The sentimental manner of dealing with criminals is losing ground steadily these days. The idea is becoming more prevalent that punishment of a criminal is more for its effect on the general public than on the criminal himself. The greatest good to the greatest number.

The question of whether a thing is a luxury or a necessity depends on the point of view. Lots of people deprive themselves of things that would contribute to their bodily comfort for the sake of saving money for their heirs to quarrel over. Our idea of zero in affluence is the three cents per week saved by borrowing a neighbor's Herald instead of subscribing for it personally.

S. R. Smith advertised rooms to rent in last week's Herald. The next day after the Herald appeared the rooms were filled. If you have something the public wants, 25 cents invested in Herald advertising will yield good returns.

Let us hope that a land boom does not strike Polk county. Such booms do a great deal more harm than good. They fill the land with discouraged people, they leave a general trail of dissatisfaction in their wake. Ill is it for a farming community when the notion is prevalent that there is more money to be made in selling the farms than there is in cultivating them.

Such a strike as the coal miners have undertaken might be called piracy on land. As the pirate meets the merchant ship and takes its valuables, the coal men planned to hold up the coal user and take his money. Such a strike as that argues the possession on the part of the strike leaders of blunted morals

and perverted ideals. Let due credit be given to the authorities in accordance with the strictness of the measures by which they deal with it.

There never was a time when advertising held greater possibilities for the small town merchant or artisan. Economical conditions are working now into his favor. Not only is the imperative nature of food products bringing money into the rural districts, but accumulating overhead costs of his big city competitor is making that sort of competition much less formidable than it formerly was. The evidence that the man who buys from a catalogue pays more than his purchase would have cost at home is so plain now that few will dispute it. Much greater markets are unfolding before the small town merchant who has the vision to see and the energy to go after them.

The caution of the average politician when it comes to handling a moral question is awe inspiring. In such matters as temperance, the enforcement of law and order, question of patriotic spirit and public pride, there is no party division. But it is rare that party leaders take decided step in favor or opposition to such issues. Such bogies as the German vote, the Irish vote or the labor vote gain their strength from the timidity of the politician who always tacks and changes course at any sign of opposition. Wherever it has been possible to get a positive test on questions of right and wrong the right has always triumphed.

Monmouth Heights

Mrs. George Swearingen and daughter Jennie were in Dallas shopping on Wednesday.

Mrs. Bertha Welch was in Independence on Thursday.

W. J. Mulkey, Jr., Merle Wilson and Harold Comstock of Monmouth were seen on the Heights Thursday afternoon.

George Chesebro and O. A. Wolverton of Monmouth were in our midst one day last week.

A. J. Shipley was a passenger to Corvallis on busness Friday.

Mr. and Mrs. George Heck were guests of Mrs. Dewitt of Monmouth Friday.

Charles Herron of Monmouth was at the Fishback home on business last Friday afternoon.

Mr. McCaleb of Monmouth was a last week visitor with his son Clarence and family.

Lee Williams of Elkins sawed wood with his gasoline sawing outfit here last week.

Leonard Koup of the Luckiamute passed through this vicinity enroute to Monmouth Friday.

Mrs. Effie Fishback and son Elton were shoppers in Dallas Saturday.



WILLIAM FARNUM

Magazine prices go up November 10. Time is short. Send your order at once to Mrs. E. R. Ostrom, Magazine Specialist.

Money to Loan

Federal Farm Loans at 5 1/2 per ct.

If you need money this fall, file your application now. Loans made in Polk, Yamhill, Marion, Benton and Lincoln counties. For particulars write to E. K. Piasecki, Sec.-Treas. Dallas National Farm Loan Association, Dallas, Oregon.

Don't let a smooth tongued stranger persuade you that there is any kind of printing the Herald Print Shop can not do.

Looking For Fine Stationery



Try us. We have it

MORLAN & SON

Monmouth's largest and most complete Confectionery and Book Store



**Make the City
Market
YOUR MEATING
PLACE**

Fresh and Smoked Meats

Good Printing is the Product of the Herald Print Shop

Will Fruit Prices Slump?

Cannermen do not think so or they would not contract as they do for a term of years. Now is the time to plant Loganberries, Italian Prunes, Pears, Walnuts, Apples, Cherries and Peaches. We can supply the stock for planting. Write for catalogue. Salesmen wanted.

Capital City Nursery Co.
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INSURANCE!

On City or Farm Insurance on three or five year policies, we take notes payable in yearly installments.

Bonds of all sorts sold.

Let us place your Insurance with old, reliable companies.

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Good Goods and Fair Treatment

C. C. Mulkey & Son

Mr. Barnes, U. S. Wheat Director Says:

**"Eat More
Bread**

And reduce the high cost of living."

Holsum Bread

IS THE CHEAPEST AS WELL AS THE MOST WHOLESOME FOOD ON THE MARKET.

**BUY THAT
EXTRA LOAF**

Your Grocer has it

Cherry City Baking Co.