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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.

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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

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RICHARD B. SWENSON
Editor & Publisher

MONMOUTH, OREGON

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**Monmouth
Meditations**

Advertising is news, a knowledge of which will result in financial profit to some one. It is frequently of more interest to the reader than a chronicle of events.

Senator Newberry having been investigated the next thing will be the investigation of the investigators.

A snow flake or two Wednesday was an admonition to the last robin, if such remains, that the time is about here to get ready for winter.

The county officials fixed the tax levies this week and soon the sheriff will start his annual correspondence with the property owners of the county.

It is a recommendation for a specified make of car when a man buying his second takes the same make as the first. It appears to be an evolutionary experience and the first car usually calls for something better the second time.

People denounce agitators for advocating the destruction of governing laws and institutions with one breath and with another make some puerile or foolish criticism of congress or the senate. Consistency it seems consists in expecting a deference for organized government from others that one is not willing to accord himself.

Print paper has been doing some skyrocketing in price during the past week or two and at present is quoted at about 13 cents a pound.

Two months ago it was seven and a half cents a pound and four years ago it was between three and four cents a pound. Of course, the trade is shouting "profiteer" at the paper maker and with reason. Still a great deal of the cause of shortage lies with the publishers. The use of paper has very much increased of late. Publishers are issuing more pages. Following the depression of the war there has been a rebound. Optimism prevails and the result is increased use of paper frequently beyond what is reasonable and necessary.

Union labor has been making some bad moves lately and some that from the reaction of which it will not recover for years. The trouble with labor is that it has been too prosperous and there are only a favored few who can stand prosperity.

If a picture stands for anything it is actuality. With phrase and innuendo a man may make a lifelike thing out of a phantasy with written or spoken words. But it is pretty hard to make the imagination real by means of pictures.

Ed Howe tells the story of a neighbor who lived to a ripe old age and when asked by way of reminiscence to state some experience that appeared to him notable in his life, thought a while and then said he could not think of any unless it was that once he had shot a rabbit with a rifle at a distance of eighteen rods. Every man could write one good novel out of his experiences, so the saying goes; but Mr. Howe philosophizes that in most instances the material would consist of the shooting of rabbits at a distance of eighteen rods. Many, however, have had a few other ex-

periences and this reminds us of a story recently told by E. R. Ostrom.

He went to Texas some years ago and took up school land. It was rather a poor farm but it was the best he could buy with his financial condition at that time, and to eke out a living he taught school during the winter months. Shortly afterward oil was struck on land not far away. It was a gusher, one of the largest ever struck anywhere and when it came the force of the compressed oil was such that it threw out bodily eight hundred feet of iron casing. The oil flowed out on the ground into a depression about ten acres in extent and made a lake of oil between two and three feet deep. After considerable effort the flow of oil was put under control.

A railroad passed through the oil lake. Tall sedge grass grew up over the area and the crude oil did not cover it. Sparks from a locomotive set the grass on fire and this in turn started the oil in a blaze. The fire lasted several days and was a spectacle that could be seen for miles. The oil strike led to land speculation. A tract of seven acres near was held by its owner at \$700. A speculator went to him and offered \$1,000 for the land and the man eagerly accepted. But the consent of the wife was necessary in obtaining a deed and neighbors had told the wife that the speculator was aiming to cheat them and the land was worth more. She signed the deed at \$2,000. In a short time these seven acres were sold for ten and then twenty thousand. But they yielded a price ten times the latter amount when they were subdivided and sold into tracts twenty feet square. On each tract went up a derrick and when all were in they were like a wood. It was impossible to see across the seven acres because of the number of derricks on it.

It turned out that the oil supply was under only a small area of territory but before this was proven all farm lands in the vicinity assumed speculative values. Mr. Ostrom was offered \$75 an acre, then \$100, \$125 and finally \$150 per acre which was what he was holding for. But the proffer was through an agent who wanted \$25 an acre for making the deal which the seller thought was too much. The sale was off and the offer was not repeated. Most of his land Mr. Ostrom later sold for \$23 an acre.

MINIATURE BRITISH MITT CHAMP HERE



England has only one world champion in the boxing game, but he's every inch champ as America likes them, because he's always ready to fight. It is Jimmy Wilde, flyweight, 105 pounds, who has just come to the U. S. for a "vacation" and a few bouts. His wife is with him.

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.

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Bonds of all sorts sold.

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GEO. W. CHESEBRO

Save Pennies— Waste Dollars

Some users of printing save pennies by getting inferior work and lose dollars through lack of advertising value in the work they get. Printers as a rule charge very reasonable prices, for none of them get rich although nearly all of them work hard.

Moral: Give your printing to a good printer and save money.

**Our Printing Is
Unexcelled**

ARE YOU? GUILTY?

A FARMER carrying an express package from a big mail-order house was accosted by a local dealer.

"Why didn't you buy that bill of goods from me? I could have saved you the express, and besides you would have been patronizing a home store, which helps pay the taxes and builds up this locality."

The farmer looked at the merchant a moment and then said:

"Why don't you patronize your home paper and editor? I read it and didn't know that you had thought I have here."

MORAL—ADVERTISE

Ford

THE UNIVERSAL CAR

Weak Links on a Strong Chain

That's just what imitation parts are when they become a part of your Ford car. They look strong enough, but the metal isn't there — the strong, durable Vanadium steel that goes into the Ford chassis and every Ford part. Ford parts are specially cast and heat-treated, each according to its use.

Ford metallurgists have been studying that problem for sixteen years and know just how each unit should be made to endure a maximum of wear and tear. They know that best results can be obtained only by the use of special formulas for different parts.

We carry complete assortments of genuine Ford parts; and give careful, prompt Ford service. Drive in, it's better to be safe than sorry. Come to the Authorized Ford dealers for service.

GRAHAM & SON

Insist on genuine Ford parts