



The First Step
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.



To Our Good Friends

We Wish All
Our Patrons A
Happy and Prosperous
New Year

Mountain States Power Co.

MONMOUTH

OREGON

Read your own Herald \$1.50 per year



Not one happy day, but three hundred sixty six--a long year brimming over with happiness--is our New Year's wish for you.

Willamette Valley Lumber Co.

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.

MONMOUTH MARKET
All Kinds of Fresh Meat

Fair treatment to everyone

Highest Price paid for Stock

J. B. Hill & Son

Griffa Bldg.
East of Hotel

The Herald

Entered as second-class matter September 8, 1908, in the post office at Monmouth, Oregon, under the Act of March 3, 1879.

RICHARD B. SWENSON
Editor & Publisher

MONMOUTH, OREGON

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Monmouth Meditations

Sweden profited during the war through the German demand for iron ore and other commodities but now finds the German marks paid for the goods are greatly depreciated in value. The German mark, in other words, made an easy mark of Sweden.

General Ludendorf, it is asserted, can not speak a word of English. But there came a time when he understood the language of the English and American guns quite readily.

Socialism may be defined as Bolshevism that has recently been treated to a shave and a shampoo.

Capital and labor seem to have one aim in common--our money.

The common laborer is said to be going crazy over diamonds. It might be well at this juncture to call his attention to other cards in the deck. The spades, for instance.

The luxury of today becomes the necessity of tomorrow. This is one of the saving facts of civilization. Luxuries! If Queen Elizabeth could have lived in the commonest of American homes she would have thought it a marvel of luxury. Running hot or cold water, electric lights, window panes, cook stoves--they would have appeared the work of wizards. William the Conqueror and Alfred the Great knew nothing about chairs or beds. When the feather bed came into use it was long denounced as an enervating luxury. The measure of the luxuries affected by the ancient Persians is gained when one writer asserts that they wore gloves. It was told in the time of Henry VIII that houses with chimneys were becoming too common so as to weaken the physique of the house dweller and that oak timbers were demanded for dwellings and whereas of old the men were of oak with willow houses, now the houses were becoming oak and the men of willow.

We complain of the extravagance of the workers. But such are our mental processes that it is the desire for these things that cause people to work at all. Luxuries become necessities and the urge for them speeds people to work when work itself is distasteful to them.

This week the teachers are in Portland passing resolutions to the effect that their wages must be increased. Next month the editors will met at Eugene to contrive means to raise the extra money required to meet the b. c. of l. The wood men are combining to raise fuel prices because of increased cost of production due to a general rise in prices. Dealers in woolen and cotton goods are boosting prices to meet increased production costs; farmers plan increased charges for grain and live stock because of higher production costs. No one is satisfied. We are like a group of prisoners chained in an endless circle traveling at steadily increasing speed, each trying to avoid the toes of the man behind and the heels of the man ahead. How long can we keep it up?

A group of farmers and newspaper men are today at the Agricultural College discussing advertising which is a question that is acquiring year by year, a greater importance. We once knew a farmer to sell his farm through a want ad in a rural newspaper at an expense of twenty five cents. This was an exceptional return on a small investment, but it represents a ratio of what is too often expected by the advertising patron. Because he is not satisfied to accept a return commensurate with the investment, the cry arises that it does not pay to advertise. It has been said that any one can buy goods but that it takes a bright man to sell them. It might be said that unless goods were bought wisely not even a smart man could sell them. But good advertising will often atone for lack of wisdom and skill both in buying and selling. The sooner the average farmer considers his avocation as a business the sooner will it reach the position it merits. No successful business can be conducted without advertising. Not all advertising is done on the printed page, although this is the most direct way. Printed stationery is the messenger which exchanges information with distant associates and this is frequently a most potent selling factor. The time will come when scientific advertising will be a necessary factor in the successful conduct of the average farm.

EDW. J. HIMES
Civil Engineer and Surveyor
Phone 573 318 Levens St. Dallas

Hello, Hello! Yes--Yes,
This Is
ONE--NINE--TWO--O!!



Our Wish

Hearty Appreciation and Very Best Wishes for A Happy New Year

MORLAN & SON

Monmouth's largest and most complete Confectionery and Book Store

F. W. LEONARD

Boot and Shoe Maker

with many years experience.

Repair work promptly and neatly done

See me in Boulden building next door to Herald shop

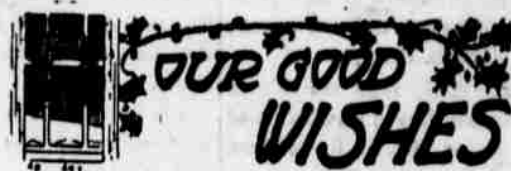
INSURANCE!

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.

GEO. W. CHESEBRO



Are extended to you in this New Year. May it long be remembered for it's happiness and cheer

C. C. Mulkey & Son



New Year Greeting

Permit us to express our sincere appreciation for the many favors from our friends and patrons during the past year.

We wish you, one and all, A Happy and most Prosperous New Year

CITY MEAT MARKET

Thanking one and all for past favors we extend the compliments of the season and wish you A Prosperous New Year

P. H. JOHNSON



Has Your Subscription Expired? Come in and renew it next time you are in town.