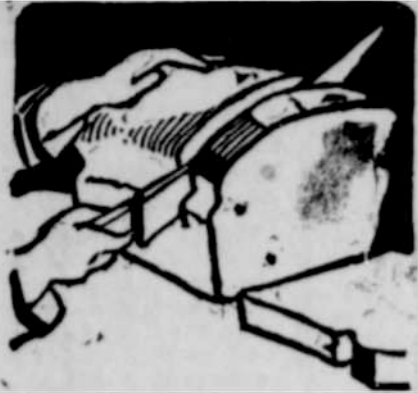


Something Good to Eat



Something made of good flour, good milk, of good nourishing compressed yeast, of good shortening.

A Pure Food Product

What could it be but bread; the perfect food?

There is no food on earth so tempting when it's really pure and wholesome like

Genuine Butternut and Holsum Bread

CHERRY CITY BAKING CO., Salem, Ore.

Punchettes



LISTENING

What better title could be found for an article than the word, LISTENING. Very often you see the sign, "Stop, Look, Listen." We ask you to change the words, "Tune in. Cease to listen to the world's babblings. Listen to the music of the choir. Listen to the sermon from God's pulpit. Listen to the gospel of Jesus Christ."

Through the courtesy of the AUTOCASTER newspaper service, and the far-sightedness of John Perry, the writer is able to speak to thousands of readers through the thousands of papers that use this service. Perhaps no better service can be found in America. It is invaluable, not only to the small papers throughout the country, but also to the larger papers.

Let me urge you and your readers to listen to the radio service which is broadcasted from my pulpit every Sunday. Remember the difference in time. Those of you on the Pacific Coast will use Pacific time; in the mountain section, there is a difference of two hours in time; in the middle west, there is a difference of two hours in time; in the Eastern section there is three hours difference.

Letters are coming to us from all over the United States—from the lakes in Maine, from the frozen regions of Canada, from the balmy lands of the South, from the beautiful plains of California, from the fields of Mexico, from the starlighted lands of Texas, telling us of the good we are doing and the benefits they are receiving. Why shouldn't you listen?

We begin broadcasting every Sunday morning at eleven o'clock. Tune your instruments and let us speak to you.

Praise Mr. Perry and cooperate with him in this great service that the gospel may go out in the waves of the air, and that the great doctrines of constitutional government, and the gospel of Jesus Christ may be heard throughout America.

HONEY PHILOSOPHY for 1923

ONCE we knew a man in far away India who for more than thirty years had not spoken to a human soul. His last words were that it was better to think and do things than to waste time talking; moreover he believed nobody ever had said anything of lasting value. It would be a strange world if all of us just shut up and talked through our actions. Gee, how lonely it

The Herald

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RICHARD B. SWENSON

Editor & Publisher

MONMOUTH, OREGON

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would be. Lots of things might be accomplished that are now left undone, but we'd miss that human contact that seems to make the whole world kin. And it isn't true that nothing has been said of lasting value. There are three everlasting words that stand as the foundation of human happiness and development: Love one another. We don't need to talk a great deal if we say something.

Ganna's Practice



Mrs. Ganna Walska McCormick, new bride of the Harvester king's son, called suddenly for Europe still practicing singing. This photo was taken aboard boat as she practiced at the piano one morning.

Uncle John's Joke

LAUGH AND THE WORLD LAUGHS WITH YOU - NEVER LAUGH AND THE WORLD LAUGHS AT YOU -



The Right Dempsey May Have to Quiet



When Luis Angel Firpo, Argentine Tiger Man, knocked Bill Brennan cold in twelve rounds (the same number it took Dempsey) at New York last week, South America made its first serious bid to fistic titles. This big dark man without a smile weighs 210 pounds and proved his fighting heart when he took all Brennan could shoot at him and still had a mighty knockout wallop left. If Firpo comes through a summer campaign with a record in keeping with his defeat of Brennan, a match with Dempsey for the title will likely be staged in the fall—if not in America, then at Buenos Ayres, S. A.

SYNOPSIS OF THE ANNUAL STATEMENT OF THE CALEDONIAN-AMERICAN INSURANCE CO.

CAPITAL	
Amount of capital stock paid up	\$200,000.00
INCOME	
Net premiums received during the year	\$391,750.41
Interest, dividends and rents received during the year	29,552.57
Income from other sources received during the year	17,805.09
Total income	\$439,108.07
DISBURSEMENTS	
Net losses paid during the year including adjustment expenses	\$142,508.18
Dividends paid on capital stock during the year	20,000.00
Commissions and salaries paid during the year	14,135.18
Taxes, licenses and fees paid during the year	21,141.29
Amount of all other expenditures	21,141.29
Total disbursements	\$323,932.84
ASSETS	
Value of real estate owned (market value)	\$
Value of stocks and bonds owned (market value)	210,873.00
Loans on mortgages and collateral, etc.	78,573.00
Cash in banks and on hand	11,528.17
Prepaid expenses of other than contract agents	6,252.84
Interest and rents due and accrued	3,254.18
Other Assets	2,124.18
Total admitted assets	\$343,628.37
LIABILITIES	
Gross claims for losses unpaid	\$ 21,498.34
Amount of unearned premiums on all outstanding risks	390,531.53
Due for commission and brokerage	15,000.00
All other liabilities	15,000.00
Total liabilities, exclusive of capital stock	\$442,029.87
BUSINESS IN OREGON FOR THE YEAR	
Net premiums received during the year	\$ 2,811.17
Losses paid during the year	2,715.42
Losses incurred during the year	2,715.42

Stop a Minute!

Each and every ingredient in Royal Baking Powder is wholesome.

You would not hesitate to use any one of them by itself.

Will the baking powder you use stand this test?

Read the ingredient clause on the label and decide for yourself.

ROYAL Baking Powder

Made from Cream of Tartar derived from grapes

Contains No Alum—Leaves No Bitter Taste

Editorial

Our pulpits are our work clothes. Each of us live some kind of a sermon every day.

How About \$14,310,200,000

While the New York slickers are busy trying to steal a few hundred thousand dollars from one another calling the accomplishment a day of good business, while the Broadway lounge lizards are cluttering the streets of our cities and boring us with their silly chatter, the great American farmer comes along with a production of goods worth \$14,310,200,000 for the year 1922. When one thinks of this accomplishment in terms of service to America, everything else vanishes from view.

The crops harvested during the year were worth \$8,961,000,000, while the value of farm animals and animal products footed up to \$5,349,200,000.

The outlook for 1923 is even brighter. The spending power of country America almost staggers the imagination even as it is, and with a steady growth in sight.

The year 1922 shows an increase of nearly \$2,000,000,000 over 1921. What the increase for 1923 will be is speculative.

Texas led all the states in 1922 in the value of farm crops and animals, footing up to a value of \$1,001,500,000. Iowa came second, and Illinois third.

It is the farmer and the demands of the farmer that keep the manufactories of the East busy and hold labor at its task. How important it is that each should understand the problems and ambitions of the other, the farmer and the bricklayer, the mill worker and the farm hand—the real men of America, the sustainers of American life.

On With the Motor Power

Every mile of good roads laid by states, counties, towns and villages has a bearing on the nation's business so far reaching that it would puzzle the mind to follow it to its logical conclusion. Of course, the natural tendency is to look at the benefits that come nearest and soonest to hand, benefits which are indisputable, providing unwise financing of such improvements does not more than offset the good that is bound to be gained.

Reports from all over the country show that interurban freighting is on the increase due to good road building, particularly where the terminal facilities of railroads are congested. This means more motor trucks, more men at work, more money earned, and a consequent greater spending power. Haulage of farm products to shipping stations spells more business for the farmer, and better still makes his marketing more elastic.

The effect is also seen in the great increase of bus transportation in districts where the street car has not shown its nose as yet, bringing business into the small towns. Trade is rapidly increasing, particularly where the merchant has vision to send his message to the outlying districts through the local press.

America today is on the eve of a development in motor trucks, omnibuses, and large and small farm tractors that in point of volume will surpass the development of the railroads.

Some of the railroad men view the situation with a certain feeling of alarm, but there is nothing to fear. It is the same faithful spectre that haunted the mind of the printer when the typesetting machine came into being. Where one man was at work under the old system there are fifty at work today.

poem by UNCLE JOHN

Among the words I know of, which is fitted to describe the highest class enjoyments of the super-satisfied, there's one that ranks superlative, an' I reckon you fancy best,—the little word is "pleasant," which I s'keon you have guessed.

We all love pleasant faces, when we haunt the pleasant nooks; we sing of pleasant wimmin, an' discourse on pleasant looks; a pleasant social function is an easy thing to rhyme —and the little outdoor picnic gives us friends, an' a pleasant time.

We treasure pleasant memories of hours that's past an gone, which we spent in Pleasant Valley, with our Sunday garments on—And it's nothin' short of pleasant, when we hike to Pleasant Grove,—And Pleasant Hill's the Eden that the itemizers love!

Yes—the little word is pleasant—fer the printer or the scribe, that records the daily doin's of Billville's pleasant tribe—And when you're in HER company—with nothin' much to say, you can start the ball to rollin' with—"We've had a pleasant day!"

Charter No. 10071 Reserve District No. 12

REPORT OF THE CONDITION OF THE First National Bank

At Monmouth, in the State of Oregon, at the close of business, on April 3, 1923.

RESOURCES	
1. Loans and discounts, including rediscounts, (except shown in b & c)	\$164,620.17
2. Overdrafts, secured none; unsecured	683.46
3. U. S. Government Securities Owned:	
a Deposited to secure circulation (U. S. bonds par value)	15,000.00
b All other United States Government Securities	9,900.00
Total U. S. Government Securities	24,900.00
4. Other Bonds, Stocks, Securities etc.	77,832.30
5. Banking house	\$22,449.65; Furniture and fixtures \$6,402.39
6. Lawful reserve with Federal Reserve Bank	17,221.10
7. Cash in vault and amount due from national banks	88,784.56
8. Amounts due from State banks, bankers and trust companies, other than included in Items 8, 9 or 10	8,315.17
Total of items 9, 10, 11, 12, and 13	42,099.73
14 a Checks on banks located outside of city or town of reporting bank	none
b Miscellaneous with U. S. Treasurer	134.95
15. Redemption fund with U. S. Treasurer and due from U. S. Treasurer	750.00
16. Other assets, if any	none
Total	357,063.75
LIABILITIES	
17. Capital stock paid in	30,000.00
18. Surplus fund	15,000.00
19. Undivided profits	9,837.12
a Reserved for interest and taxes accrued	none 9,837.12
c Less current expenses, interest and taxes paid	4,832.61
20. Circulating notes outstanding	14,500.00
25. Cashier's checks outstanding	278.71
Total of Items 21, 22, 23, 24, and 25	278.71
Demand deposits: (other than bank deposits) subject to reserve (deposits payable within 30 days)	
26. Individual deposits subject to check	175,847.48
27. Certificates of deposit due in less than 30 days (other than for money borrowed)	7,000.00
28. State, county, or other municipal deposits secured by pledge of assets of this bank or otherwise	15,851.05
30. Dividends Unpaid	none
Total of demand deposits (other than bank deposits) subject to reserve, Items 26, 27, 28, 29, 30 and 31	198,698.53
Time deposits subject to Reserve (payable after 30 days, or subject to 30 days or more notice, and postal savings):	
32. Certificates of deposit (other than for money borrowed)	59,900.52
34. Other time deposits	33,711.48
Total of time deposits, subject to Reserve, Items 32, 33, 34 and 35	93,612.00
45. Liabilities other than those above stated	none
Total	3 57,063.75

I, F. E. Chambers, Cashier of the abovesaid bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

F. E. CHAMBERS, Cashier
Subscribed and sworn to before me this 9th day of April, 1923.
[SEAL] HOWARD W. MORLAN, Notary Public.

My commission expires April 7, 1925.

CORRECT—Attest
J. B. V. BUTLER
W. M. RIDDELL
IRA C. POWELL
Directors.