

The Boardman Mirror Boardman, Oregon

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ADVERTISING A PUBLIC BENEFIT

Government figures prove beyond dispute that business revival is marked—but by business revival is meant manufacturing and production. Retail trade has not yet caught up. Close analysis of the situation discloses that the retailers have lagged because they have failed to put into the minds of the people a feeling of confidence that prices have reached the bottom and that better times are at hand. It is amazing how few retail merchants in the smaller towns realize the value of educational advertising. They are so close to the picture that they fail to see its perspective. They look for the immediate dollar and in grasping at the shadow, they miss the substance. The value of advertising is cumulative. Indeed, that is its greatest worth. Eastman has actually advertised the word camera out of the dictionary and advertised the trademarked name Kodak into the dictionary. The day of misleading advertising has passed. The public has come to see advertising in the light of news, and it is news. The merchant who advertises, tells his story frankly to the public, and he knows he will be checked up and court an investigation of his prices.

The advertisement of today is not the subject of suspicion. It is the merchant who is afraid to tell his story over his signature that the public regards with doubt, and properly so. The boom in retail trade awaits only a little shot on the part of the merchant, plus the fundamental knowledge that advertising is an investment and not an expense and a duty owed to the public whose support is sought. The whole business structure of the nation depends on advertising. Increased business means greater production, lower first cost, a larger turnover, increased buying and consequently provides a saving to the buying public. The public should support merchants who advertise because they are the constructive force that helps to keep costs down.

HOME PHILOSOPHY FOR 1922

One fellow said the early bird catches the worm, and the other fellow said the worm was a fool for getting up in the morning. Maybe they're both right. His funny how things exactly opposite are often exactly the same. Its as cold at the south pole as it is at the north pole, if you can believe what the explorers say, and nobody seems to doubt them. Hustle a bit harder; do a bit more than the other fellow, some folks say, and then others say that's a scheme of the rich to get the poor to work for less. Of course if every fellow followed the plan there wouldn't be anything to it, but what's the use of living in a theoretical world when we have a real thing with us every day? Maybe doing the thing we have to do thoroughly is the best bet. There's so few people delivering the goods nowadays that an honest days work is a curiosity. Also its an asset.

Bring your cleaning and pressing to Mrs. Alice Dingman. 394

When in Hermiston, eat at Lowe's Cafe—a good place. 5-174

THE PILGRIMAGE PLAY

The Pilgrimage Play, Life of the Christ presented in the beautiful open-air theatre in the foothills of Los Angeles, less than half an hour by trolley from the heart of the city, is unique among the religious dramas of the world in that it offers a visualization of the entire Life of Christ so far as it is given in the Scriptures. Since last season, many improvements have been made to improve both the production and the theatre, 1200 comfortable, cushioned seats installed. All seats are reserved. New and appropriate music has been composed for the coming season. Many new lighting plans are being perfected, and electrical effects never before attempted in the outdoors will be possible. Our costumes are correct as to time and period, many being imported from Jerusalem for the production.

The play will be in 12 episodes and special attention is being directed toward the perfecting of the production from an archaeological, as well as historical standpoint, so that the play may serve as an exact chronology of the Life of Christ.

The 3rd annual season of the Pilgrimage play Life of Christ opens Monday, June 26 Pilgrimage Play Box Office, Barker Bros., Los Angeles. Information can be secured from the Secretary of your local Chamber of Commerce, from the Los Angeles Chamber of Commerce, or the Pilgrimage Play Association.

Banks in Twelfth Federal Reserve district have received notice that interest on all 3-4 percent Victory Liberty Loan notes will cease on June 15, 1922. This fact was again specially reiterated through the following press statement from Washington, D. C. on Monday, May 22.

"The secretary of the treasury today called attention to the fact that all 3-4 Victory notes, pursuant to the notice given February 9, 1922, have been called for redemption on June 15, 1922, and that interest on the 3-4 Victory notes will therefore cease on that date. As announced on February 9, 1922, the Treasury is prepared to redeem any of the 3-4 Victory notes before June 15, 1922, at the option of the holder, at par, and accrued interest to the date of optional redemption.

It behooves all owners or holders of outstanding 3-4 Victory notes to present them for redemption not later than the middle of June as the notes will not earn any interest after that date. Redemptions can be effected thru any bank or trust company in the 12th Federal Reserve district.

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PAPERMEN AGREE
THAT THE TWO
SMALLEST THINGS
IN THE WORLD
ARE MOLECULES AND
ANONYMOUS LETTER



RAISE TREES FOR WOOD

To encourage planting of trees on farms for the production of wood and for windbreaks and shelterbelts, the College of Washington is making available a limited number of trees of the most suitable kinds. A few of the species are also good for street and ornamental planting. Prices range from 2 cents each for black locust seedlings, to 60 cents for some of the finer and larger specimens of other species. Those interested may secure a list, with hints on what to choose for a particular location by writing to the department at Pullman.

Mr. Theo. Handman, 144 Colorage street, San Francisco, California, writes the Pendleton Commercial association as follows:

"Am in the market skins. Would appreciate your assistance in getting in touch with your local dealers."

If anyone here is interested in this, we suggest he write to Mr. Handman. There are plenty of rabbits in this vicinity and if their hides can be sold for anything at all, it will be the only use or excuse for Bre'r Rabbit that we know of.

Chicks Wait 48 Hours for First Meal

The newly hatched chick, contrary to common opinion, doesn't need anything to eat at all for the first 48 hours, poultry science says. Putting the young chicks into the brooder in the late afternoon and giving them a little sour milk or buttermilk, is a successful practice, says Prof. Lunn. They are then given their first feed of equal parts of cracked wheat, corn and pin-head oatmeal the next morning. A morning lunch of equal parts of bran, shorts and corn meal mixed till crumbly with infertile eggs follows the first breakfast. More chick feed is given later, then mash, then the last meal of chickfeed for the day. This is kept up for a week. Green feed such as lettuce, kale or lawn clippings are given liberally after the first five days.

Cane Maggots at Work

New tender shoots of raspberry and loganberry are frequently found with their tops blighted and turned down in "limberneck fashion". A closer examination of the injured cane will reveal a bluish girdle just under the bark at the base of the blighted tip. Cutting into the interior will often show the culprit, a small white maggot within the pith. Infected canes should be cut out well below the girdle and destroyed as no spray or treatment known at present is effective against this insect.

Water Helps Silage

Vetch and oats are ready for silage when the lower pods are about half developed. Vetch silage is usually better if water is added as the silo is filled. Peas and grain make good silage if the peas are cut when the seeds are about right for table use.

FOR SALE—A neat little Ford bug. Good running order. Sell reasonable or will trade for touring car or Ford with light delivery body. Must make some sort of exchange either through selling and re-buying, or trading, to secure car more suitable for the fruit and melon business. What have you? N. Seaman & Son, 6-2 tf Irrigon, Oregon.

FOR SALE—I-ton truck. Good condition. Inquire Standard office. Stanfield, Oregon tf 5-26

WHY BOARDMAN?

Because the

Climate is Good,

People are

Sociable
Intelligent
Enterprising

Town is New and Growing

Location Well Chosen

Half way between The
Dalles and Pendleton
On O-W Railroad
On Columbia River

Soil Will Raise Anything

Water for Irrigation from
West Extension of
Umatilla Project

McKay Creek Dam

Will be built, assuring
more acreage under
water.

Boardman is a New
Town But Not a
Boom Town

Write Secretary of Commercial
Club

Throw Out The Life Line

