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Boardman, Oregon

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Printing is the inseparable companion of achievement.—R. T. Porte

AMEND MOTOR VEHICLE ACTS

Sixth seven persons were killed and five hundred and sixth-four injured in automobile accidents during the week ending July 17, in twenty-seven cities in the United States, according to figures compiled by the United Press. Think of it—in only twenty-seven cities. Our present laws practically invite everybody, including the physically and mentally unfit, the near blind, the deaf, crippled, crook and narcotic fiend to drive a machine, and this fault of our laws is one of the most direct causes of the majority of motor accidents according to Police Judge, Edward J. Tyrell, of San Francisco.

More strict laws before a driver can obtain a license to drive in California are being advocated, under which a course of instruction and examination will be required before permit is issued. Other states are considering adoption of such legislation.

Motor accidents, due to drivers carelessly, negligently or thoughtlessly running into trains and street cars are becoming so frequent that the transportation companies instead of always paying damages as in the past are adopting a uniform system of starting suit to collect damages from the motor driver offender. If he has no respect for his life or the lives of others he may have some respect for his pocket book.

PRINTER'S INK HELD NEED OF UP-TO-DATE FARMERS

Farmers should use more printer's ink. Those who have used it, both in posters and catalogs find that it increases their business and offers a convenient way of marketing their produce at home.

This is the decision of the department of industrial journalism at O. A. C., which is making a survey of farm advertising in Oregon, and which desires to obtain samples of successful advertisements and printed matter used by Oregon farmers. The department asks all rural newspapers to submit samples of other printing for farmers as well as advertisements. The material will be used to build up an exhibit at the college to stimulate the use of printer's ink by Oregon

farmers, and to assist farmers who ask the college for suggestions and advice on advertising and printing.

That the business farmer is beginning to realize that he must use the columns of his local paper to advertise his produce is indicated in a contest for rural newspapers of Oregon which was conducted at the recent convention of the state press association conducted at Corvallis. In the papers, which carried the largest amount of rural news service the farmers were users of advertising space. Not only did many editors cooperate in the matter of free publicity to the farmers, but actually gave preference to stories of unusual happenings in the rural communities.

Names for farms are becoming as popular as the use of advertising and printed matter, it is shown. The grower of produce is taking a tip from national advertisers and giving his products a mark of identification, which results in increased business and stimulates a local market, as well as serves as a trade mark.

After traveling across the continent you wonder how Columbus could avoid discovering America.

My father says the paper he reads ain't put up right;

He finds a lot of fault, he does, perusin' it all night;

He says there ain't a single thing in it worth to read,

And that it doesn't print the kind of stuff 'he people need;

He tosses it aside and says it's strictly on the bum.

But you ought to hear him holle- when the paper doesn't come.

He reads about the weddin's and he suorts like all get out;

He reads the social doin's with a most derisive shout.

He says they make the papers for the women folks alone;

He'll read about the parties and he'll fume and fret and groan;

He says of information it doesn't have a crumb—

But you ought to hear him holle- when the paper doesn't come.

He is always first to grab it and he reads it plumb clean through.

He doesn't miss an item, or a want ad—that is true;

He says they dont' know what we want, the darn newspaper guys.

I'm going to take a day sometime and go and put 'em wise;

Sometimes it seems as though they must be deaf and blind and dumb—

But you ought to hear him holle- when the paper doesn't come.

—Wartebury American

The fellow who watches the clock can hardly expect to be anything but one of the hands.

JESS WILLARD
Going to fight though fat and forty.



Former champ Jess Willard is going to get his chance this fall to regain the crown he lost to Jack Dempsey at Toledo three years ago. Tex Richard is going to stage the bout at Jersey City. Jess in training at Los Angeles looks all of fat and forty—as shown here.

GAME LAWS ARE BROKEN LOCAL SPORTSMEN SAY

Hunters in Umatilla county do not understand that the season on both blue and ruffed grouse, sometimes called brush or native pheasants, will be closed this year, according to local sportsmen who declare that inquiries are constantly being made by the uninformed as to when the seasons open. They are closed and there will be no hunting of the birds this year. That the law is already being violated is a statement made by one sportlover, who declares that he has information that grouse has been killed. From the same source the statement emanated that venison has been eaten recently by local people. The deer hunting season does not open until August 20. Umatilla county sportsmen have joined with other sportsmen over the state in opposing the recent suggestion put forward by State Forester Elliott that because of the danger of fire the huntin gseason be held closed until heavy rains fall on the range.

"There is much less danger of fire being started by hunters than by others who stay in the woods only a short time", a local man stated today. "Nearly all hunters are lovers of the woods, and a great number of them are pretty well versed on woodcraft and ordinarily, they are cautious."

Punches

This is the amusement age. The craze for amusements foretells the doom of present day civilization. If you are a careful reader of history you will note the similarity between this age and the one which preceded the fall of Greece and Rome. We are marching toward the same precipice. The increased population of the world and the extra facilities afforded us make it possible for a quicker decline. The people seem to have forgotten all about life's more serious work and are engaged in a mad competition for pleasure. There are more people trying to commercialize this tendency or mania for amusement than ever before, and, for financial considerations they are furnishing more kinds of amusements.

Proprietries are being shattered, principles are being abandoned, and characters sacrificed in the mad rush to reach the Beach of Frivolity and Pleasure.



The old people have become insane on the subject; the middle-aged are intoxicated; and the youth of the land are hopelessly engulfed. Babies are born in the mad house of Jazz and are being rocked in the cradle of indecency.

The amusement mania or pleasure-insanity seems to have afflicted eighty-five per cent of the population. They are today spending millions and millions of dollars for a day of folly or a night of moral fatality.

They do not seem to agree with anyone who is trying to cure them

of this awful malady. They are not willing to co-operate with anyone who is trying to reform the amusements now being used for the destruction of society.

The Honorable William H. Hays deserves the unstinted praise and support of all Christian people in his efforts to clean the filthy screens and wash out the cesspools of moving picture studios.

Every virtue-loving woman in the land ought to come to his support and demand the closing of every theatre which exhibits any picture with an immoral subject or false coloring.

If you are not willing to support men who are trying to cure the populace of their mad amusement insanity then you should prepare the funeral cortege for the wrecked bodies of your sons and daughters.

Help us to treat your malady, reform your amusements, and direct the people in the road of sanity and moral development.

poem
by **UNCLE JOHN**

When you hear a feller grumble at the hill he has to climb, an' later, see him crumble in despair,—you wouldn't err in judgement, if you bet yer bottom dime, that he has built the cross he had to bear. This thing we call humanity, is full of human freaks, with fitful an' imaginative brains. There's very few that's brave enough to scale the highest peaks,—that knows enough to come in, when it rains! With blessin's all around us, we embrace the things that curse. We pander to the vicious appetite. We undertake the very thing that's sure to leave us worse, an' s'het our eyes to everything that's right.

Then—is it any wonder, that we flounder in the sea, and swaller bitter waters, tempest-tossed? Too often we imagine that our trouble has to be, when we only need the rudder that we lost! We'll find it smoother sailin' if we banish every dread, and cure the imperfections of our own. The trouble's nearly allers in our little ivory head,—and trouble's hard to manage—in a bone!



HONEY PHILOSOPHY
1922
AUTOCASTER

Since we are all out helping, to make the world better why not do it in half the time? If we put the time spent in kicking into correcting, gee, what a hole we could knock in the things we don't like! Most people who don't kick say "what's the use?" because they think they are powerless, so they waste their time grumbling. That's not it. There's no use kicking because there never can be an end to the cause for kicking. As soon as one thing's cured another bobs up. When we're shaving by wireless there'll be a kick because the static shakes the razor. Meantime suppose we all butt in an' better things and meantime also smile.

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