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

TAX REDUCTION

PARAMOUNT ISSUE

The recent elections in western states emphasized one point—the people want a reduction in the overhead cost of government.

Laying aside all arguments and prejudices for or against any candidate, the people have shown unmistakably that they wish reduction in present tax burdens. It is useless to tell the people that they are to blame for present state expenses. They may have voted for the tax raising measures but in nine cases out of ten the average citizen does so not realizing the aggregate burden he is heaping upon himself.

Any man who reads the country papers of the states west of the Rocky mountains could draw but one conclusion, namely, the people were demanding a new deal in public affairs. Incumbents in office who failed to recognize this condition have been defeated by candidates who saw the situation.

Candidates who have gone into office on a tax reduction and efficiency program in public affairs must make good with their pre-election promises if they wish to escape condemnation of the people. Holdover public officials who are in office must also recognize the present state of public opinion and trim their sails accordingly.

Every line of private business has reduced expenses. Every department of state, city and county governments must do the same. This does not mean curtailing efficiency. It simply means giving more service for the same money and where possible, better service for less money.

GOULD RECORD PROVED

When Magistrate Bruce W. Cobb, of New York City, sent to prison Frank M. Gould, a son of Edwin Gould, for open and wilful violation of the laws against automobile speeding, he performed a public service, though it did involve the humiliating experience of fingerprinting the young millionaire.

For once the court gave a demon-

stration of the fact that the law is not always a respecter of large fortunes.

The only satisfaction that can come to young Gould is that he has upheld the family tradition of keeping his name before the public.

The first notable episode came to his distinguished grandfather, Jay Gould, who was compelled to hide himself in the old Grand Opera House to avoid an infuriated mob gathered outside in dangerous objection to certain financial operations.

George Gould, the son, began his publicity with the Zella Nicolaus disclosures, and has brought it up to date by his latest matrimonial sensation.

The exploits of Anna Gould, with her funny little Count Castellano, are of too recent a date to need discussion.

Now, seemingly, the third generation, jealous of the family propensity for public notice, intends to keep the Gould name to the fore.

The incident of sending a Gould to jail might not be worthy of notice save for the fact that persons who by wealth or position are so eminently conspicuous owe a greater duty to society than the smaller fry, and are expected to set something of an example at least so far as obeying the law is concerned.

When they flout the rules of orderly society, then a jail sentence is a splendid corrective.

SUPPORT DIRECT ELECTION OF PRESIDENT

Let us have a national direct primary. It is time the American people and not a handful of American politicians picked and elected the President of the United States. Senator Norris has introduced a bill for the abolition of the electoral college, but if this great reform is to become effective, the Nebraska Senator must have the solid support of the people. This is one time when every man and every woman of voting age should write letters to their senators and congressmen urging them to restore to Americans their right of franchise by supporting the Norris bill.

The electoral college stands as nothing but the symbol of defiance of every principle of democracy; indeed, the whole world has wondered how such an archaic institution has been tolerated in a country supposed to have government by majority.

The proposal for direct election needs no further brief than Breckenridge got only 12 electoral votes against 72 for the Kentuckian.

Since then the election of minority presidents has become notorious, and the fact that the nominees are chosen by the bosses and that the

people have little voice in the choice of their president, has been a standing indictment of the virility of the people themselves, who have supinely permitted the condition to exist.

The contention that the day has passed when the electoral college dare fly in defiance of the people's vote is beside the issue. Even an honest vote is not representative, and the fact is that open disregard of the public will remains possible.

The world war has brought to the United States more than one awakening, perhaps the most notable a realization that the American people must take the government of their own country into their own hands, and by that is meant that the sixty millions of Americans resident in the small towns and on the farms are the balance of power, and should not be squelched at the behest of interests in the cities, by interests that have political bosses hamstringed and obedient to the crack of the whip.

Country America can and must dictate the presidency of the United States. As a start to our political renaissance, the sooner we throw the electoral college into the discard the better.

To aid farm marketing association in marshaling more effectively their full united strength in promoting organized marketing in Oregon, the Oregon Cooperative council has revised its constitution and by-laws. The list of members, who represent their commodity marketing associations, has been somewhat enlarged, with further provision for their replacement by selected delegates if thought best at any time. Some purposes of the council are stated as follows:

Coordinate effort among all agencies supporting cooperative marketing; foster understanding and sympathy through education of the public in its advantages; investigate proposed new associations; mediate when desired in settlement of disagreements between associations and members; devise plans for support of movement; seek favorable legislation; study transportation problems; gain confidence of public by conservative course.

The council will keep records of all approved cooperative marketing associations, and grant certificates for satisfactory activities.

Presidents of the farm bureau, farmers' union, and state bankers' association, directors of state college extension service and bureau of markets, chairman agricultural committee Portland chamber of commerce, and presidents, managers and directors of commodity marketing associations, are members.

Richard Lloyd Jones tells About Money



A YOUNG man who recently inherited a mammoth fortune speaking of what his friends called his "good fortune," said:

"It is not all the 'good fortune' it seems to be. With it has come a sense of responsibility that weighs and worries.

Moreover, I no longer hold the place among my former friends that I used to hold and want to retain. They envy me, and envy isolates. I cannot associate in the same old way. If I entertain my friends moderately I learn that I am accused of being miserly. If I entertain them lavishly I know they must feel that I put them beyond the hope of reciprocating courtesies. I find my money is putting my friends to the test quite as much as me. I am anxious to use my money for the good of others, not alone for my good.

"Those who can share that thought with me and help me in that desire are few. My 'good fortune' has built a wall about me."

Money is the insignia of labor. It represents the investment of brawn and brain. He who wastes it wants. He who squanders it upon his own pleasures and pastimes is forced to feel the waste even though his resources be so inexhaustible that he may never feel the pinch.

Man's worth is measured by his earnest eagerness to help others.

The closest personal advisor of one of the richest men in America recently told us that his friend, whose income was over half a million dollars a day, needed no counsel in the game of getting, but he eagerly sought help in the game of giving. To help men without hurting them was the problem which perplexed him.

"Do I live for myself or for others,—am I altruistic or egotistic,—am I merely my own keeper or am I my brother's keeper?"—these are the problems which money forces you to face; and you face them just as squarely with four hundred a month as four millions a month.

It is good to feed bread to the hungry, but it is better to find out why they are without bread, to help them get their own bread than give them your bread.

The highest philanthropy is more than charity. The curse of the world is poverty. The great war of the twentieth century is going to be the war against poverty.

So long as money represents the product of labor, the getters and givers of money will find their opportunity for happiness only through the privilege of enlarging the markets of labor, rightly rewarding labor and giving just returns to them who invest their brawn and brain for the good of their brothers as well as for the good of themselves.

HONEY PHILOSOPHY for 1922

HERE'S the housing problem. Nothin' but high rents, high taxes an' cares, but why kick? Let's get back to the ways of our sturdy ancestors and live in the easy. Still, we've got to face all this marital discontent. Everybody gettin' married, gettin' divorced, gettin' married again, gettin' divorced again, an' the whole trouble could be stopped by nobody gettin' married at all. Then we've got the trouble with children—nothin' but care an' sacrifice—well, let the people decide not to have any children. Really, there isn't a con-founded thing right with the whole world, so why not stop it? Can't be done? Boy, we're in a fix. Maybe we'd better not waste time grouchin'. Then we'd have time to fix things up.

Poem by UNCLE JOHN



I wonder if the man's alive, that's got a perfect score, in pleasin' all the critics that his life is flashed before? It's true our dear Redeemer lived a short, though perfect span. . . . But critics pierced his lovin' heart, as mortal humans can. . . .

This land or our'n has shed its blood, that peoples might be free. We seized our swords an' bayonets, an' said, "It's got to be!" We sent our dashing boys abroad, an' crushed the monster's might, and now, we hear the critics howl, "They never done it right!"

Facts is—a lot of Dervishes, in editorial guise, that spends their time promotin' all the politician's lies. . . . They occupy a velvet seat, an' shake their loaded dice—they'd criticize the angels, if the devil had the price!

Yr. own
Uncle John

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