



When Columbus sailed across the Atlantic to find a water route around the world, he discovered something of vastly more importance than that--It was the Americas. When he embarked, the local politicians and court followers predicted that he would fall over the edge of the earth, altho in 1492, most leaders of science "knew" the world was round, but Columbus had the courage to try and prove it.

When a Merchant starts out to develop a bigger business and more trade, he often discovers something of far more importance. It is the power of community cooperation. There is no better way to help your home town than to take a keen pride in offering the people the best possible service in your own line of endeavor and in doing that, you will discover the need of community cooperation along many lines and find opportunity aplenty for helping yourself by helping the other fellow at the same time.

The Above In a Way Explains Why We Want  
**Every business house in Boardman**  
 To Advertise in The Mirror  
 Your Advertisements Build Better Business For You, For Us, For Everyone  
**WHY?**

Every week the Boardman Mirror is mailed to nearly every business house and home in Boardman, and to nearly every farm home in the surrounding country. What would we and our neighbors think of the town if there were no ads in the paper? It would look mighty dead, wouldn't it? And it would be, because without the revenue from the ads the news could not be gathered and printed.

Every week the Boardman Mirror is sent to many people outside of our neighborhood. It goes to business houses in the cities, to prominent men in public life, to advertising agencies, to old home folks away for a while, to home seekers looking for a new location. These "outsiders" judge the town by the paper more than you would believe and they judge the paper as much by the ads as by the news. Why? They want to know just what is making up the business life of the town, what kinds of shops, what kind of stores, what kind of professional men and in the long run the paper tells the story with an impartial and unbiased accuracy regardless of its intentions.

It is because it enables us to publish a better paper, that will exert a better influence at home and wherever read that we want to see every business in town regularly represented in the advertising columns.



When any one regularly advertises, and takes a little interest in making his advertising effective, he is forced to think about his business from the standpoint of the customer. His ads tell why people should patronize his store and instinctively he will begin to fix things up so there will be more and stronger reasons to attract and hold customers.

Again, he will study the trade demand, and watch his stocks, clean up his windows and do a hundred things that a merchant who does not advertise is very apt to neglect. Every time you find an active, interested advertiser you find a live wire business man back of it. The effect upon ones self often is worth the cost of the advertising.

Statistics show that 85 percent of business failures are among the small percent of non-advertisers. On the other hand 95 percent of outstanding business successes have been based largely on advertising.



Do you realize that your own business is considerably affected by the success of your business neighbors? If you were in the jewelry business and were interested in building up a good trade, the grocer, the baker, the hardware dealer, the druggist, the garage, the clothier, the dry goods man, the show man, the hotel man and everybody else were trying to do the same thing. Why? Because if the home folks are kept in town to buy shoes, radios, phonographs, flour, clothes, etc., they would stay at home to buy a watch or bracelet, and if the interior trade naturally came to town to do other things, it would find you too.

But you can't get by for long on the other fellow's steam. There are many reasons why, so start doing your part. When everybody helps, everybody is better off.

Of course the fundamental principle of all advertising is that of sales stimulation. If a merchant does business on a 25 per cent margin and spends \$10 a week for advertising which brings him directly and indirectly \$10 additional gross business the advertising has paid for itself without any cost to anyone. If it creates more business than that the advertiser has built up a better trade and made a cash profit from his advertising investment.

There is no other way whereby you can tell your business story to the people in your trade territory as effectively or as cheaply as through your own local paper. A quart for your ad goes a long way to mail a post card. A page ad costs you less to mail than a letter and your ads are read by a much larger percentage than any class of circulars.

It is because the people read the paper for the community news that they want the business news in your ads. It's because the paper reaches your trade regularly, effectively and completely that local newspaper advertising is recognized the world over as the most economical and effective business builder ever discovered.

**Our Field and Service**

The particular field that is thoroly covered by the Boardman Mirror includes the northern half of Morrow County and its immediate trade territory. Your advertising is read by practically 100 per cent of the people in this territory every week.

This is a substantial territory well worth inviting to do business with you. The mail order catalogues are coming in. The daily papers are advertising the city stores. We offer you a better medium to reach your own people than they have, but it's up to you to take advantage of it.

Our service always includes sales suggestions, copy assistance and illustrations. We'll do our part if you'll give us a chance.

**CURREY PRINTING CO.**  
 PRINTING, STATIONERY, OFFICE SUPPLIES  
 Publishers The Arlington Bulletin and The Boardman Mirror

**THE RAINY DAY**

By THOMAS ARKLE CLARK  
 Dean of Men, University of Illinois.

I DO not know, why I have always liked a rainy day. Nothing else so calms my nerves, nothing else so soothing and so restful, nothing else puts me in so amiable and kindly a mood toward humanity in general. I am not usually affected by the weather; cold or heat, sunshine or clouds are equally pleasant to me. Only the windy day with stray paper and flying straw and dirt in the air gets on my nerves; but the rainy day brings quiet and contentment, placidity of mind, and eagerness to work. I like to read or write before the open fire on such a day, but I enjoy almost as much being out in the storm. I like to draw the moist air into my lungs. I do not know how it happens, but I some way never get uncomfortably wet when I am out in the rain. I come into the house on a rainy day cheerful and exhilarated and quite fit. Perhaps it is because my ancestors came from England where it seldom does anything else but rain, that I am so happy and so satisfied with the rainy day; perhaps it is because as a young boy I lived on a farm where the rainy day meant leisure and release from the toll and grinding routine of the days of sunshine.

What a joy it was when I awoke in the morning with the rain coming down steadily outside, to feel that after my chores were done, I could curl up in a warm corner with a delightful book without danger of interruption or annoyance. It was on such days that I followed D'Artagnan and his three glorious musketeers through their varied and thrilling adventures; it was then that I tramped with Jeanie Deans on the long road from Edinburgh to London; it was then that I made the acquaintance of Tom Sawyer, and the Marchioness, and Bill Sykes, and Jenn Valjean, and Marie Gamp, and Rob Roy, and trailed through the American forest without treading upon a single twig behind those incomparable and impossible Indians of Cooper.

Very likely we were mistaken, but we were quite convinced, when I was a boy, that the only time to go fishing was on a rainy day. The fish were not so shy then, they bit harder and more persistently, we thought, and there was greater likelihood of catching the big ones. Safely covered with father's old rubber coat, I would sit on the bank of the creek throughout a rainy afternoon quite happy and comfortable so long as the bait held out. All through the spring I would watch the sky with eagerness for signs of the gathering clouds and a glorious rainy day. Most of my love of sport and most of my mechanical skill were developed on rainy days, and the old barn and haymow was the arena of contest.

It has always seemed to me that the person who disliked a rainy day lacked resourcefulness and imagination. Was there ever such a time for recounting the past; was there ever such a time for planning the future. If I have ever accomplished anything, I am sure it is because the idea came to me on some peaceful rainy day. It was then, in my imagination, that I performed my bravest acts, wrote my most appealing tales, was the most heroic and aggressive, and showed the strongest powers of leadership.

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**COUZENS CHARGES TAX 'DISCIPLINE'**

Michigan Senator Declares Internal Revenue Bureau Is Vengeful.

Washington, D. C.—A charge that the internal revenue bureau tried to "discipline" him through assessment

for additional taxes because of revelations made in the senate tax investigation was made in the senate by Senator Couzens, republican, Michigan.

A letter from Commissioner Blair read into the record by the senator, indicated a desire by the bureau to re-open the senator's taxes paid in 1919 on the sale of Ford Motor car company stock, on the ground that there had been a large under-assessment.

Since the statute of limitation would run against a reassessment after March 15, the senator was asked to sign a waiver, which he said, he refused to do.

Evidence designed to show that the Federal government has lost millions of dollars in taxes through war amortization allowances to the United States Steel corporation, the Aluminum Company of America, and hundreds of other companies, is contained in official transcripts of hearings filed with the senate by the Couzens investigation committee.

An over-allowance of at least \$5,500,000 to the Aluminum Company of America on the amortization total of \$15,589,614 was alleged by counsel and the engineers.

Counsel and engineers for the committee contended that an amortization allowance of \$55,063,312 to the United States Steel corporation, was \$27,826,014 in excess of what it should have been and that there was involved a difference of tax of \$21,478,513.

**EUROPE IN NEW PEACE MOVEMENT**

Paris.—Europe made a faltering but definite step toward peace when Messrs. Chamberlain and Herriot came to a practical understanding which in high political circles is expected to be the basis of a future agreement binding France, England, Belgium and Germany in a mutual security pact under the auspices of the League of Nations.

Chamberlain told Premier Herriot that England was vitally interested in such a pact, but believed that it should have a much wider scope than a more defensive alliance. It is understood that Chamberlain broached the subject of mutual supervision of armaments, practically intimating that England was willing to guarantee France's Rhine frontier provided France was willing to give strong assurances in regard to her aviation program, the extent of which has been seriously worrying England.

**REPUBLICANS OUST INSURGENT BLOC**

La Follette Followers Assigned to Committees as "Independents."

Washington, D. C.—Over the protests of Senator Borah of Idaho, and other republicans, a new fourth party was created in the senate when the La Follette insurgent bloc was formally driven out of the republican party and assigned to committees as "independents."

Formal approval of the demotion of the La Follette insurgents from their rank on the standing committees was given by the senate.

The vote was 64 to 11 and came after five hours of debate, confined largely to the republican side. Democratic leaders interrupted occasionally, but mainly to reiterate their desire to keep clear of the row within the republican ranks.

The real test as to whether the majority party was to complete organiza-

tion of the senate according to a program, came on the proposal to remove Senator Ladd of North Dakota, one of the insurgents, from the chairmanship of the public lands committee.

Senator Stanfield of Oregon, the majority candidate, was elected, receiving 36 votes to 13 for Ladd and three for Senator Jones, democrat, New Mexico. Senators Wheeler, democrat, Montana, La Follette's running mate on the independent presidential ticket last November, and Copeland, democrat, New York, supported Ladd, while Bruce, democrat, Maryland, voted for Stanfield.

Twenty-five democrats voted present, as did Ladd and Stanfield.

**Women of Odd Ideals**

I have met with women who I really think would like to be married to a poem and to be given away by a novel.—Yeats.

**Give Us the News**

It may tickle your vanity to "close up" about some little news item and then find it all in the paper but it's darned poor co-operation from our standpoint.

We are not mind readers. We want the news from everyone but we cannot spend all our time chasing people around who could tell us the item if they would.

We are trying to give you a good paper. We cannot give 100 per cent satisfaction, because we know that is impossible. The human capacity to accept all benefits as natural personal reward and to "beef" at anything detrimental to each ones individual self standard of personal importance is past the ability of any newspaper to overcome.

Still we go on doing our best, trying to exert a stimulating influence for the welfare of the Community and to give you a newspaper that is really worth talking about whether you "beef" or praise.

But—please send in the News. We thank you for your help and co-operation along this line. Your home, business, your hobby, all occasionally engage in activities that are interesting news if we only know about it.

Don't hang back but call us up, send in the notes or come in and see us. Again we thank you.

**Notice For Publication**

Department of the Interior, U. S. and Office at The Dalles, Oregon. January 29, 1925.

Notice is hereby given that Werner Rietmann, of Ione, Oregon, who, on February 21, 1922, made Homestead Entry No. 021768, for NE 1/4 and S 1/2, Section 34, Township 3 North, Range 26 East, Willamette Meridian, has filed notice of intention to make final three year proof, to establish claim to the land above described, before Gay M. Anderson, United States Commissioner, at Heppner, Oregon, on the 14th day of March, 1925.

Claimant names as witnesses: T. W. Craig, George Gorger, Victor Rietmann, and P. M. Roche all of Ione, Oregon.

J. W. Donnelly, Register.

**Newton Painless Dentists**

DR. H. A. NEWTON, MGR.

Cor. Main and Webb Sts. Pendleton

**ANNOUNCING**

The association of

Dr. W. M. Kelly

of Spokane, Washington

—with

Dr. F. V. Prime

Hermiston, Oregon

Dentistry, Dental X-Ray

and Diagnosis

Evenings and Sundays by appointment

**S. E. NOTSON**

ATTORNEY AT LAW

Office in Court House

HEPPNER - - - OREGON

**A. H. SWITZER**

ATTORNEY AT LAW

Arlington, Oregon

**WOODSON & SWECK**

ATTORNEYS-AT-LAW

HEPPNER, OREGON

**HERB GREEN**

Watchmaker and Jeweler

Diamonds, Watches, Clocks, Silver-ware

Time Inspector O.W. R. R. & N. Co.

726 Main St. Pendleton, Oregon

**THE TWO THAT STAND THE TEST Kelly Springfield and Badger**

TIRES AND TUBES WE SELL 'EM

Now is the time to get your car overhauled or repairs done quickly before the rush season comes on. Bring them in—let's talk and look 'em over.

**WE HAVE THE AGENCY FOR OZARKA RADIOS**

THEY ARE IN A CLASS BY THEMSELVES We install and allow ten days free trial. You and your friends are the judges. If not pleased, you pay nothing.

First three sets will be sold at a discount to introduce them in this district. We also service these instruments free at any time.

**Maxwell Touring Car For Sale THIS IS IN GOOD RUNNING ORDER**

We took it in on a trade last fall and have worked it over WATCH OUR ADS

**Batteries Batteries Batteries FOR AUTOMOBILES, RADIOS AND OTHER PURPOSES**

We have made arrangements with reliable battery manufacturers that will enable us to compete with any quality batteries in price and will guarantee them.

**SEAMAN'S GARAGE**

Irrigon - - - Oregon