

The Boardman Mirror

BOARDMAN, OREGON

Published by The
Curry Printing Company
George Huntington Curry, and
Olive M. Curry
Editors and Proprietors

PUBLISHED EVERY FRIDAY
\$2.00 PER YEAR IN ADVANCE

Entered as second-class matter Feb. 11, 1921, at the postoffice at Boardman, Ore., under act of Mar. 3, 1879. A little ad in The Mirror will sell it for you.

Are We Sold on Oregon

The Northern Pacific, Chicago, Burlington and Quincy and the Great Northern Railway companies for the past two years have carried extensive advertising of the Northwest and of the Oregon country. During the month of March a beautifully printed menu appears on their dining cars three times a day, with a menu made up entirely of Oregon products, says Herbert Cuthbert of the Portland Chamber of Commerce in a publicity letter sent out this month. Have Oregon people vision enough to realize what this means? These big railway companies consider that Oregon products are of sufficient quality and of sufficient merit to serve to their guests. This is at once placing the seal of approval of cooperation with millions of dollars of capital on a wide and diversified list of the products of Oregon. No greater testimony could be given to their excellence.

Are the people of Oregon showing the same confidence and the same appreciation of the products of their state, as these railroads are doing? Are the people of Oregon endeavoring to help themselves? Are they helping to build up Oregon through its industries? Have they any idea of the fact that in some of our commodities, ninety-eight percent are sold outside of the state, sold on their merits. If they are good enough for ninety-eight percent of the purchasers in the eastern states and Europe, surely they are good enough for our own people.

And what a marvelous change would come over Oregon if our own people were sold on the value of their own products.

The other day we heard someone say they never read ads. For Shame! to admit such a thing, when today in America and all over the world millions are being spent yearly by honest merchants to bring new apparel, new foods, new inventions, new ideas, to the people in their trade territory. These men are not advertising "to blow about their business ability"; they are advertising to let YOU know they have what you want when you want it, and they are telling you of new things coming that you may buy accordingly. In the year 1925 when the up and coming folks are reading business news in the ads, you had better wake up and get in the game or the good things will pass you by and lodge with the fellow who is awake to the opportunities of the times.

Let's everybody do some one thing this spring to make our yard, or our place of business more attractive to those who stay with us this summer. Plant a tree, some flowers, a garden, paint, clean up and make some added improvement if you can. And remember when you plan these improvements,

that your own home town merchants can supply your needs.

Gentle rains on the newly sponged wheat. What a blessing to the Eastern Oregon farmers.

Prospects are looking up for a bull team. That new grand stand will hold a lot of fans.

A smile is better than a frown and has much greater sales value.

He who knocks his home town is knocking at himself.

Your Conversation
"COTERIE"
"Coterie" is a word which is indispensable to society editors. It meant originally membership in a guild for whose maintenance each member had paid his "quota" or share. Now it has come to mean an exclusive set or social group, usually composed of women. The proper pronunciation is "cot air e."

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

THE man who sold me my ticket at the Grand Central station was wrinkleless and placid in his appearance. He came into the office just as I received, and relayed the clerk who had previously been there. He removed his coat deliberately and hung it up without haste or agitation, straightening the collar and smoothing out the wrinkles in the sleeves. He adjusted his tie carefully and brushed back his hair, speaking to a fellow clerk in the meantime, all the while oblivious of the gathering line behind me.

When he was ready to wait on me, he went at the job without haste or agitation. He confirmed my reservation calmly; he made out my ticket slowly; he consulted all sorts of tables and guides with a deliberation that revealed the fact that he was not in a hurry by the passage of time. He was unmoved by the irritation of the woman behind me who wanted to catch the six fifteen train.

When he finally had everything looked up and written in and pasted together and calculated and the ticket slipped into its outer clothing, twenty minutes had passed. The man had poise; he had self-control; he knew that the line behind me would keep up all day and all night and he was not going to allow a little thing like that to worry him. If the woman did not get the six fifteen train there was another going later.

And this state of mind explained why his cheeks were so round and his brow so unfurrowed and his actions so calmly deliberate. He could go on doing his work for ninety years without a nervous quiver; he would always seem uninfluenced by the rushing crowds constantly going by him. I am not sure that he was not overdoing this self-control a little, but most of us could take a lesson from him. We worry too much. We rush into things headlong and do them badly. We lose our heads in a crowd or in stress of one sort or another or in meeting the unexpected because we do not confer our attention upon the main business in hand. We are thrown off our balance by little things; we have no poise.

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OREGON NEWS ITEMS OF SPECIAL INTEREST

Brief Resume of Happenings of the Week Collected for Our Readers.

An Older Girls' conference was organized by the girls of the Cornelius community recently.

T. J. Coyle, 80, resident of Linn county 76 years, died at his farm home near Sodaville.

The Booth-Kelly Logging camps above Wendling were closed down on account of deep snow.

Several virulent cases of influenza have broken out among the Indians of the Klamath reservation.

Samuel B. Martin, Multnomah county auditor for the last 14 years, died at the family home in Portland.

The American Legion posts of the mid-Willamette valley held a district convention in Corvallis Saturday.

The 29th annual convention of the Umatilla County Sunday School association was held in Pendleton Saturday.

The new Polk county directory estimates Eugene's population at 19,000, nearly 100 per cent increase since the 1920 census.

The Oregon state board of horticulture appointed Charles A. Cole its secretary, to succeed the late Colonel Henry E. Dosch.

Dr. H. S. Garfield of Pendleton was appointed Umatilla county coroner to fill the vacancy caused by the death of Dr. J. T. Brown.

Florists from six states and British Columbia met in Portland Monday and Tuesday for the annual convention of the Northwest Florists' association.

Fire losses in Oregon, exclusive of Portland, during the month of February aggregated \$39,350, according to a report prepared by the state fire marshal.

The first apricot blossoms of 1925 appeared at The Dalles Thursday in the orchard of Dr. G. W. Gamon. The blossoms were about two weeks earlier than usual.

Citizens of Warrenton voted an amendment to the Warrenton charter which will increase the number of city commissioners from three to five. The vote was 143 for to 82 against.

Seventy-two per cent of those paying tax upon incomes for 1924 made payments in full, according to figures compiled by Clyde G. Huntley, collector of internal revenue for Oregon.

Bids for the construction of approximately 65 miles of road will be considered at a meeting of the state highway commission in Portland Thursday and Friday, March 26 and 27.

Coroner Hughes of Clatsop county was indicted by the grand jury at Astoria on charges of perjury in connection with returns of his expenditures during the primary campaign last June.

A tract of 39 acres near Gladstone, between Meldrum station and Fern ridge, has been sold by Mrs. J. P. Thompson of Portland for \$39,000 to the River Drive Auto Park company for use as a park.

Reservation of a small tract of public land for township purposes near Algoma was authorized in an executive order issued on the recommendation of the secretary of the interior. The tract contains approximately nine acres in Klamath county.

Twenty-two carloads of broccoli have been shipped out of Douglas county. One of these was shipped from Roseburg, three from Myrtle Creek and 18 from Riddle. It is anticipated that there will be about 15 more cars before the season ends.

It is reported that the owners of various automobile and truck lines affected by a law passed at the recent session of the legislature increasing materially the fees on these vehicles, already have taken steps attacking the constitutionality of the act in the courts.

The city of Empire has been unable to agree on what attitude should be taken on letting cows run at large, and so the council has ordered a special election, which will be held as soon as the objectors of roaming kine come to the council with sufficiently signed petitions.

Dr. Thomas G. Ross of Portland has not been a member of the state fish commission since January 10, according to a legal opinion rendered by the attorney-general. This was the date on which Governor Pierce sent a letter to Dr. Ross notifying him that he had been removed from the commission.

The section of The Dalles-California highway in the northern part of Klamath county which is unimproved, has become a toll road. Tolls, the maximum of which is \$5 for a four-wheeled vehicle, will be charged for all vehicles and stock passing any of the toll gates along this road by George and Fred Duke, stage company proprietors.

Oregon City has filed a claim against Clackamas County for the recovery of \$39,636.49, alleged to be due the city as a part of the regular tax levy during the last six years for the general road fund.

The treasury department has refused authority to the combined convention committee of Portland to erect a temporary building on one corner of the old postoffice building grounds to be used as a place for registering convention guests.

Secretary of the Interior Work will leave Washington, D. C., about March 20 with Dr. Ellwood Mead, commissioner of reclamation, for the southwest, and reaching the Pacific coast, will go as far north as the Klamath irrigation project in Oregon for an inspection. He will reach Klamath about April 5.

Reporting mills of the West Coast Lumbermen's association showed a favorable condition for the week ending March 7, as new business was 6 per cent above production and 6 per cent above shipments. Production of 119 mills was 99,837,520 feet; shipments were 102,086,224 feet and bookings aggregated 109,006,109 feet.

The certification of bonds by the state board of control for both the Malin and Shaasta View districts means that active construction work can now proceed without interruption and the many acres in these two projects soon will be under irrigation. The two projects include about 8000 acres, with construction work cost approximately \$200,000.

The personnel of the committee authorized by the recent legislature to investigate and recommend improvements in the workmen's compensation law, has been announced. The committee is composed of Senators Gus Moser, W. W. Banks and Charles Hall and Representatives Denton Burdick, John Coffey, Lloyd Reynolds and W. V. Fuller.

Colonel Creed Chesire Hammond, infantry reserve, Oregon national guard, has been appointed chief of the bureau of militia affairs, war department, with the rank of major-general. The appointment is for four years, from June 29, 1925. Colonel Hammond has been assistant chief of the bureau for three years. He succeeds Major-General George C. Richards.

Three fatalities due to industrial accidents in Oregon occurred during the week ending March 13, according to a report prepared by the state industrial accident commission. The victims included Wesley Carlyle, Bridge, timber faller; Robert Crumley, Florence, donkey engineer, and N. C. Michels, Oregon City, chief electrician. A total of 516 accidents was reported.

Oregon pensions have been granted as follows: Gerard Gorritson, Portland, \$12; Elizabeth Swan, Tigard, \$30; Harry O'Brien, Portland, \$15; Martha R. White, Portland, \$30; David Piles, Hood River, \$12; William Schonbein, Portland, \$15; James E. Miller, Halsey, \$12; Sarah Howell, Springfield, \$20; minor of Oscar D. Wheeler, Eugene, \$30; Charles B. Prewitt, Portland, \$15; Myron E. Phillips, Dufur, \$12.

The contract for surfacing the Bandon-Sixes river section of the Roosevelt coast highway in Coos and Curry counties was awarded by the state highway commission to Simonson & Hefty at \$74,212. The contract calls for 11.2 miles of resurfacing between Bandon and the Curry county line, 4.8 miles of surfacing between the Curry county line and Denmark, and 5 miles of resurfacing between Denmark and the Sixes river.

Hans Lovvold, a prominent Astoria resident, entered a plea of guilty in federal court in Portland to a charge of violating the tariff act of 1922, through the importation of contraband goods into the United States, and was fined \$1000 and sentenced to three months in the Multnomah county jail. Lovvold was charged by the government with having brought 100 cases of whisky and 10 cases of beer to Astoria from Willapa harbor.

The so-called Maglady bill passed at the recent session of the legislature, providing for the protection of motor vehicle owners through the registration of titles, probably will necessitate a special meeting of the state emergency board to authorize a deficiency appropriation of between \$50,000 and \$100,000. It was announced by the secretary of state that the administration of this law would cost the state department more than \$50,000 during the first year of its operation. No appropriation was provided in the measure to care for this expense.

Members of the state judicial council, which was reauthorized at the recent session of the Oregon state legislature, were appointed by Chief Justice Thomas A. McBride of the supreme court. Members of the council include John L. Rand, justice of the supreme court; Fred S. Wilson, circuit judge of Wasco county; C. M. Thomas, circuit judge of Jackson county, and Walter H. Evans, circuit judge of Multnomah county. The purpose of the council is to investigate and recommend uniform and more simple rules of judicial procedure in the Oregon courts.

Desperado Taken After Gun Melee, Eldorado, Kas. — "Big Bill" La Trasse, nationally known train robber and bandit, was captured by Butler county officers and his companion, Claude Henderson, was killed after a gun battle five miles north of here.

M. S. Woodcock, O. A. C. Regent, Dead Corvallis, Or. — M. S. Woodcock, a pioneer of Benton county, regent of the Oregon Agricultural college and president of the First National bank of this city, died here as the result of a stroke of paralysis.

8,000,000 File Income Tax Returns. Washington, D. C. — Eight million citizens have filed their income tax returns, internal revenue bureau officials estimated.

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