



The Book of Great Discovery

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 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 per cent of non-advertisers. On the other hand 95 percent of outstanding business successes have been based largely on advertising.

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 \$40 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 quarter page ad cost you less than 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

GERMANY INVITED TO ENTER LEAGUE

Move Thought Significant in Developing Future Harmony in Europe.

Geneva. — The league of nations council, closing the most important meeting in its history with what is generally admitted to be a constructive move of great significance for future harmony in Europe, adjourned after expressing a sincere wish to see Germany associated in its labors by joining the league and thus play in the organization of peace a part corresponding to Germany's position in the world.

This action is deemed significant because it represents the first word addressed to Germany, by the allies on a basis of perfect equality. Germans here following the council proceedings are openly pleased at the phraseology of the letter which the council has sent to the Berlin government.

The league of nations disarmament and security protocol, put out of present consideration, at least, by the rejection of it, voiced by Great Britain on behalf of herself and all her dominions except Ireland, was referred by the council of the league to the next league assembly, together with the pronouncements made upon it by the British and representatives of other powers.

CANADA SUPPORTS BRITISH ATTITUDE

Ottawa.—Canada's government does "not consider it in the interest of Canada, of the British empire or of the league itself," to recommend to parliament adherence to the Geneva protocol for the pacific settlement of international disputes, Premier King told the house of commons.

The government's attitude was made known when the premier read a paragraph from a dispatch sent by him to Sir Eric Drummond, secretary-general of the league of nations. The premier's message, holding that Canada objected particularly to the protocol's "rigid provision for application of economic and military sanctions in practically every future war," added:

"Among the grounds for this conclusion is the consideration of the effect of the non-participation of the United States upon attempts to force the sanctions and particularly in the case of contiguous countries like Canada."

CHICAGO MALADY ON WANE

Falling Off in Influenza-Pneumonia Cases Shown.

Chicago.—Chicago's influenza-pneumonia attack appeared on the wane, when reports to the city health department showed a marked falling off in the number of deaths and new cases.

The last available record shows a total of 300 deaths since March 1. Approximately 100 new cases of the malady, which affects the respiratory organs and brings on influenza and pneumonia, were reported during the same period.

Father Sage Says:

Many a cheap woman is expensive to her family.

Boardman Utellem

Edited by the Students of the Boardman High School — FOURTH YEAR, 1924-1925 — FRIDAY MARCH 20, 1925

BASEBALL PROSPECTS GOOD

Prospects are bright for a firstclass high school baseball team. On every nice day there is a squad at work on the baseball field. We will have 5 or 6 games this season, and we are going to win them all. Yea, ho!

The twirlers are getting their throwing arms into shape. The infields are developing teamwork and several boys are showing good work in the outfield positions.

The Sophomore party was a hopping success. After a series of lively games, dancing was permitted for one hour, after which a big feed was enjoyed. Mr. and Mrs. Wicklander and Miss Swift furnished music for the dancing. Everybody went home acknowledging that they had had a good time.

Earl Olson and Edward McCellan, deserve special mention for the fact that they have completed the entire year of book-keeping which will make the remainder of the year light work for them.

Grade School News

For six weeks, the first and second grade children were working hard to get and to keep a good record on their Red Cross Department board. Those who received red crosses during that time, for special little acts of kindness politeness or bravery were Donnie Miller, Richard Berger, Dale Cox, Mary Smith, Verna Dodd. They are wearing red cross pins now and we are very proud of our red cross people.

In our room, we have begun preparation for the May Day entertainment by learning a few simple folk dances. Now that our new Victrola records have arrived and the weather seems suggestive of May day, we shall go on with the work with more interest.

Little Victor Petruzelli, whose parents are now living at Messner, was welcomed as a new pupil in this grade last week.

Wednesday morning the new Victrola records arrived. They comprise several folk songs, dances and games, which are approved for school use by State Superintendent J. H. Churchill. The school board made this purchase possible by allowing enough to make up the necessary funds.

These records are to be used in physical exercises and also to prepare the children for the May Day pageant. These are also the first records to be purchased for several years and we expect to get a great deal of enjoyment from them. The new record for school marching is excellent.

Third Grade

The result of a third grade language lesson in poetry.

A Naughty Boy

(by Kenneth Dodd)
I'm a very naughty boy,
I like to run to teachers desk,
I go home and tease my mother,
I'm a general little pest.

A Very Little Girl

(by Gloria Micklander)
I'm a very little girl,
I love to work and play,
I have a little pony;
I ride him every day.

Maytime

(by Jessie Klages)
I am a very happy girl,
I love to dance and play,
I love to pick the flowers,
In the lovely month of May.

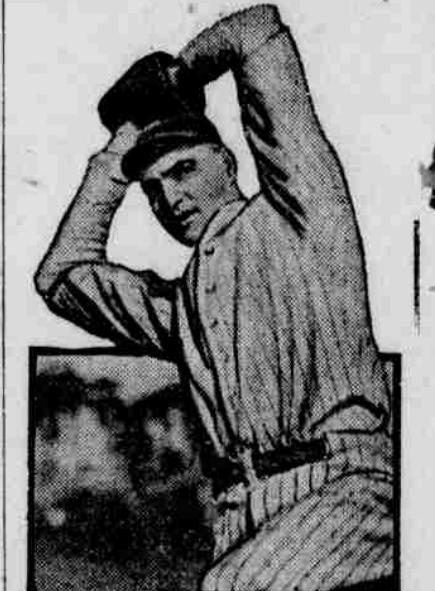
What I Do

(by Glen Berger)
I am a very little boy,
I love to romp and play,
I get up very early,
And with my friends I stay.

Seventh-Eighth Grades

The third spelling contest was held March 13th. The fourth and last of the series will be held in April. Those obtaining a grade of 90 or better were: 5th grade—Kenneth Boardman, Helen Boardman, 100, Joye Olson 96, Buster Rands 94; Lillian Brice, Mildred Messenger 90. 7th grade—Wanda Gilbreth 100, Nicholas Petruzzi 98, Mildred Beck and Borden Beck 96.

Monroe Swartz Makes Good



Monroe Swartz, a big right-handed pitcher secured by the New York Yankees from the Atlanta team of the Southern association, threatens to make good, and it would not be surprising if he was given a regular job with the Gothamites, according to reports from training quarters.

Chicago Wheat Market Break Severe.

Chicago, Ill.—In one of the most drastic breaks ever known, the wheat market Saturday suffered a net loss of as much as 15 1/2 cents, with May wheat down to \$1.66 1/2, as against \$2.05 1/2 only a few weeks ago. Rye, corn and oats shared in the losses. Rye, 15 1/2 cents; corn, 8 cents, and oats more than 5 cents.

One-Third of Auto Victims Children.

Chicago, Ill.—Thirty-two per cent of the 29,000 persons killed in automobile accidents last year were children under 15 years of age, the National Safety council statement disclosed.

Jap Exclusion Bill Passed in Kansas.

Topeka, Kan.—The Kansas legislature passed the Japanese exclusion bill, which prohibits Japanese from owning or leasing land in Kansas.

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, Silverware

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