

THE Malheur Enterprise

AND VALE PLAINDALEER.

Published every Saturday, by The Malheur Enterprise Publishing Co.

VALE, OREGON, SATURDAY, JANUARY 14, 1911.

B. M. STONE, PUBLISHER AND PROPRIETOR

Advertising Rates:

Display Ads, per issue, 50 cents per inch; by the month, \$1.50 per inch. Local, 15 cents per line one insertion; 10 cents per line each additional insertion. Legal Notices, \$1.00 per inch first insertion; 50 cents per inch each additional insertion. Sixty (60) words constitute an inch. Table or figure work, \$1.50 per inch first insertion; 75 cents per inch each additional insertion.

Subscription Rates:

ONE YEAR,	\$2.00
SIX MONTHS,	1.00

[STRICTLY IN ADVANCE.]

Entered as second-class matter at the post office, Vale, Oregon.

WITH the completion of the new water and sewer systems this coming week a tremendous change should take place in "The Last Frontier" town. The arid and frontier appearance should at once become a thing of the past. Residents and property owners should wake up at once to the wonderful possibilities at hand toward the transforming of this city into a truly "City Beautiful." No efforts should be spared until plans are laid that will within a few years make Vale a city of beautiful homes, surrounded by many shade trees and beautiful lawns. There will be plenty of water, and with water this wonderful rich soil will grow trees and lawns in a very short time.

It is never "too late to mend." The councilmen should see their duty staring them in the face and thus should take the initiative in this campaign of beautifying the general appearance of the city. The Ladies Civic Improvement Club has been working on plans for the beautifying of the city park. The step is truly to be praised. The city council and the Chamber of Commerce should get in with the Civic Club on a special plan which would result in the adopting of a general plan of good sense and beauty. The working out of such a system of development speaks for itself. To adopt a general plan in the early stages of a city's growth is of great advantage, for the principle that "just as the twig is bent, the tree is inclined" applies to cities as well as to trees. For such a city as Vale which is in the earliest infancy of a great growth, a permanent, definite plan of development along lines of greatest beauty and utility would be of wonderful aid in promoting civic pride and the highest welfare.

WOOLGROWING is a big industry in each of these Western States. In Oregon \$30,000,000 is invested in the sheep business. This industry in Oregon disburses an estimated \$2,500,000 in wages annually. It is one of the great assets of prosperity and one of the great impelling forces of progress. Such an industry as this is entitled to recognition in National legislation.

THE GREAT WOOL INDUSTRY

"Tariff Revision" that will damage it for other and manufacturing interests will be wrong and unjust. Wool does not receive an undue nor an unmerited share of "protection." There are many other products that should be "revised" before wool—tobacco, salt, sugar, for example, says the Oregonian editorially.

If cheap wool is desirable to Eastern citizens—including manufacturers—then cheap goods will be desirable to everyone who wears clothes and the wool producer himself will want cheap goods in return for the cheap wool he is expected to supply. Those who demand cheap wool from Australia and South America in competition with our domestic product are laying foundation for a demand for cheap clothing from England and for cheap goods of many other kinds. This cheapness in materials will mean cheaper prices in other directions—in factory, field, forest and mine.

It is most unfair to single out wool for the revision onslaught. Yet wool men will have something to say after the deed has been done. This ought to be borne in mind by the selfish interests that are trying to divert attention from their own "protection" by egging on the attack on wool.

PROFESSOR Henry Jones Ford of Princeton College, an alleged authority on political economy, and about two centuries behind the times, in real economic understanding, is in Portland, studying what he terms our "freak legislation." Of course, he is

YEA, VERILY, "THE WORLD DO MOVE"

of the opinion that it will not be a success, although he says the old convention system is rotten, and ought to be abolished. There is nothing freakish about Oregon's progressive laws, any more than there is about those of New Zealand, or Switzerland, or other progressive countries, where monopolies and corporation rule are unknown. The Princeton Professor will notice that Oregon's laws are in the interests of the majority of the people, and if that is "freakish," he should make the most of it. It is well known that the professors of political economy in the big eastern colleges usually shape their views on such questions to suit the opinions of the millionaires who contribute most to the support of such institutions.

The college faculties naturally want to keep on the "good side" of the millionaires who aid their institutions, and it would not be strange if investigating professors of political economy sent out to study conditions, were instructed beforehand in what their verdicts should be. In fact the salary of the investigating professor may hinge entirely upon his erudite conclusions. Most of the college professors of the present day are radically conservative, and their opinions are not of much value except to the class which they are identified with and represent.

The principles of political economy which were thought to be

all right a hundred years ago, are in the light of present thought, wholly inadequate to cope with and fit existing conditions. The man who clings to old traditions and ideas forgets that this world of ours is a progressive one, and that new conditions of government require new economic adjustment. Just as the pioneer discards the old school house for the new and comfortable modern building when the country settles up, so are we obliged by the onward march of progress to adjust our political action to improved and complex conditions, otherwise we should make no progress. Improvement and adjustment are forced upon us by the law of our evolution. To deny this, is to defy the laws of our being, the trend of which is never backward.

"EVERY woman is coming to know that advertising has value to her. In olden days, under olden conditions, store advertising was a very negligible thing. It consisted of either the dull, formal announcements of the conservative stores, or of the hysterical, misleading and "stampeding," style **VALUE OF ADVERTISING** of advertisements resorted to by the irresponsible stores. In neither case was advertising important to the housewife, nor of the nature of "service" to her in planning her purchases.

"Within the three decades just past advertising has evolved from these olden conditions into its present status of store-service. No worth-while store would think of omitting it, or of limiting it too much in the scope of its usefulness. It would be as wise to try to do business in quarters wholly inadequate or with no delivery system, nor clerks. For the advertising is as much a part of store service as any other phase of storekeeping.

"Women have learned and, and are learning, that only stores that are adequately advertised are able to give real values—able to compete in value-giving with other stores that advertise. The store that does not advertise is not considered at all except as a mere neighborhood shop, to which we are driven by necessity sometimes—always to our loss.

"Women are learning that the advertised store, selling great quantities of goods, is able to sell them at a much smaller per-sale profit than the unadvertised store, which must make its profits from a small number of sales. This truth makes store advertising a real importance to every woman—to every buyer."

STATE OF OREGON STARTS A PROSPEROUS NEW YEAR

Baker county has an irrigation project on foot involving the expenditure of \$4,000,000.

About 200,000 apple trees are being planted in Douglas county this season.

An oat meal mill is to be established at Baker.

Eugene is to have a match factory.

Polk county will have the largest English walnut orchard in Oregon.

Recent purchasers of the Hart ranch at Falls City will plant 6,000 walnut trees.

Oregon produced this year 5,034 bushels of corn and 17,000,000 bushels of wheat.

Oregon shipped green fruit during the past season amounting to 3,500 cars.

Orchards in the Ontario district produced at the rate of 1,000 boxes of apples to the acre.

The Columbia river output of salmon for the season was 290,000 cases, valued at \$3,500,000.

The value of traffic on the Columbia river increased \$3,200,000 in 1910 over the same period in 1909.

Oregon grows more hops than any other state. 90,000 bales produced in 1910, valued at \$3,000,000.

Eugene reports that 3,000 people have been brought into that city during the past year.

A sale of southern Oregon sugar pine covering 40,000 acres, is reported from Medford to an eastern syndicate. The purchase price was \$3,500,000.

The Hood River Apple Growers' Union paid \$201,000 to orchardists during the three months commencing 1st September.

THIS YEAR'S STATE LEVY IS 1.6 MILLS

Salem, Ore., Jan. 10.—(Special.)—Final apportionment of the state taxes for various counties of the state was completed today. A levy of 1.6 mills is made to cover taxes for general state purposes, as against a levy of 2.2 mills for last year.

Considering differences in valuation this is a decrease of 0.6 mills. State taxes for every county in the state show a decrease from last year, though there is an extra 1.25 mill to be levied for the Monmouth Normal school.

Total Tax is \$1,885,615.

The total state tax to be raised, including the normal school tax, is \$1,385,615.84, against \$1,528,400.79 raised last year. The Monmouth Normal school tax will amount to \$33,759.50 and for general state purposes will be \$1,351,829.98.

Valuations have shown a remarkable increase under the first year of the regime of the tax commission. Actual total valuation this year according to official figures as given out for the first time is \$44,887,708.74, as against \$39,172,631.90.

Counties Show \$747,621,404.

Valuation by county assessors is \$747,624,404.74 and valuation of public service corporations by the tax commission is \$97,263,304, which is a great increase over the assessment of the same corporations by county assessors

CHEAP LEGISLATION

"These eight cost several times what the entire legislature cost the commonwealth," declares the News-Reporter of McMinnville, telling of the eight initiative measures. Nothing of the sort. Those eight measures did not cost over \$50,000, even with the wildest reckoning, and that is what the legislature cost in mileage, salaries and contingent expenses. The workmen of Yamhill county will be ahead that amount with the abolition of local poll taxes, liabilities of injuries, etc., in a very few months. It should not be forgotten that the legislature for two sessions had refused to pass any legislation providing for liability of employers to injured workmen.

the preceding year, exact figures as to this not being compiled as yet, however.

The general state levy is one of the lowest, if not the lowest, in the history of the state. It is for five years at least, levies before that time not being available.

The tax commission has been working for many weeks equalizing the taxes and making the apportionment. Malheur county's figures being \$14,981.48.

The date on the wrapper shows the time when your subscription expires. Send \$2 now for its renewal and you will not miss a single issue.

CIGARS, TOBACCOS FRUITS, NUTS AND CANDIES
NEWSPAPERS, MAGAZINES

Drexel Cigar Store

E. W. SOMMERCAMP, PROPRIETOR

The Finest Line of Cigars
Special Long and Fine Cut
Tobaccos, Plug and Fine Cut
Chewing Tobaccos, Snuff.

Drexel Hotel Building

A PLACE TO SPEND A PLEASANT HOUR

VALE, OREGON

Red Front Barn

V. S. Green, Proprietor

Livery and Feed Stables

Horses and Vehicles For Hire

Reasonable Rates

A Street :: Vale, Oregon

ROY'S RESTAURANT

NEWTON BUILDING
Formerly occupied by Shoe Shop

A Good Table

Prices Moderate

Coffee that is Coffee

ROY LOSH, Proprietor

Job Printing

We are here to serve you with anything in the line of printed stationery for your business and personal use. □ □ □ □

Letter Heads Bill Heads
Envelopes Cards
Wedding Invitations
Posters or Announcements
Of All Kinds

The best quality of work at prices that are RIGHT

Sheep Men Attention

I will receive your Bucks March 1st. Shear and run them to November 1st, 1911, for \$1.50 per head. One third to be paid when Bucks are received, balance to be paid when delivered to you. Notify me at Westfall, Oregon.

H. Ross, The Buck Man.

FOR SALE—80 acres, 4 1/2 miles west of Ontario, 25 acres cleared, a ditch from river, including 3 room house, well, ground all fenced. Apply Enterprise.

Home for Children

GO TO
J. J. PRESCOTT'S
Successor to C. A. Gilham

The Finest Candies and Nuts in the city
Phonographs and Records on Sale.

Yours for Business,

J. J. PRESCOTT

A GROCERY STORE

That Carries the Finest Assortment of Groceries, Fruits, Vegetables, Fresh and Canned Goods.

HUNT & CHESTER

A FIRST CLASS MEAT MARKET

In Connection. We Guarantee Our Fresh Meats, Home Cured Bacon, Hams, Lard, Etc.

HONEST WEIGHT :: :: GOOD SERVICE

Phone your Orders
We will deliver them.

A. H. Chester, Proprietor
VALE, OREGON

THE HORSESHOE CIGAR STORE

BART SHEA, Proprietor

Pool and Billiard Room
in Connection.

Finest Brands of Cigars
Carried in Vale.

Soft Drinks
Candies
Lunch Counter

From Plantation To Smoker



A Present That Will Please Him

This Sargent Patent Cigar Chest FREE

Sargent's Perfecto Cigars, 50 for \$4.00, 100 for \$7.00
Sargent's Panetelas, 50 for \$4.00, 100 for \$7.00

Every Sargent Smoker, with his first order of 50 or 100 Cigars receives one

Sargent's Glass-Lined Absorbent Porcelain Cover Cigar Chest, Free

The chest is made of Oak, mission style, is glass lined, hygienic and sanitary. The cover of the chest is lined with absorbent porcelain, from which the moisture gradually evaporates just fast enough to keep the cigars in good condition. Each chest is equipped with substantial lock and key, and will hold 100 cigars. Only One Free Chest will be allotted to each Customer.

When ordering Cigars, state whether Light, Dark or Medium.

Outside measurements of chest 7x8x12 inches
Price Chest only \$3.50 Send 80 cents extra for express.

Fill Out the Following Blank
Amount Enclosed.....
Shade preferred.....
Sign Here.....
Address.....
City or Town.....
State.....
County.....
ENTERPRISE VALE, ORE.

Handsome Premiums Free.

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