



**THERE HE STANDS!**

GRAND old "Bull" Durham. He belongs in this country's Hall of Fame. Can you think of a more familiar figure? For over half a century Bull has been part of the landscape; the tobacco he represents has made millions and millions of friends.

You can roll fifty-thirty cigarettes from one bag.

**GENUINE**  
**"BULL" DURHAM**  
**TOBACCO**

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 Guaranteed by *The American Tobacco Co.*

With Rizla paper you can roll the best "Bull" Durham cigarettes.

50  
**RIZLA**

# Summer Heat

**MEANS NOTHING**  
**If Your Cooking and Household Tasks**

*Are Done Electrically*

**ELECTRIC RANGES --- SEE THEM.**

Bring your wife in and look over the Household Labor Savers of the Hour

*If we have not what you want we will get it for you*

**VALE ELECTRIC CO.**

"The Institution of Greatest Service."  
 L. P. LUMPEE, Mgr.

Vale

Oregon

## Malheur Enterprise

PUBLISHED BY  
 GEORGE HUNTINGTON CURREY, Publisher and Owner  
 Wm. FRANCIS P. SEEMAN, Managing Editor

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VALE, OREGON SATURDAY, MAY 22, 1920.

To call the attention of the thinking men and women of Malheur County to various problems of the day effecting their prosperity, welfare and happiness is the sincere aim of the Editorial policy of the Malheur Enterprise. What benefits may be derived depend upon what action you take. Talk, writing, thinking must be followed by action to accomplish any results. Are you doing your part?

### SMALLER PAPERS—HIGHER RATES

As a result of the recent Congressional investigation of the paper and news print situation in the United States, when some of the largest newspaper men and newspaper owners were called and their testimony taken, it is now the consensus of opinion that all of the newspapers of the country must do two things: First, cut down the size of their issues, and second double the prices of the subscription and advertising rates now in vogue. The situation is more than serious. More than two thousand papers have been forced to discontinue publication for a time and some of them have ceased to exist. All of the metropolitan papers have increased their prices everywhere, and they can see that even they must eventually cease publication, unless relief is found in the very near future.

There are probably few among the readers of the Malheur Enterprise who realize that the paper upon which this issue is printed costs us close to 15 cents per pound laid down in Vale as against a price of 3 cents a pound five years ago. We have to beg for it, even with standing orders and futurity orders filed and we have to pay cash for it.

### WHERE WILL IT STOP?

The United States Treasury Department has just given notice that it has revoked all previous rulings and that it has made a new ruling in the matter of "War Tax" on various articles of medicine, perfume, soaps and general toilet articles. The recent ruling is that the tax on all toilet preparations and patent and proprietary medicines based upon the selling price has now been changed so that when a person buys five packages of cough drops, a one-cent stamp must be attached to each package. If a person purchases a tube of tooth paste, 35 cents and a bottle of perfume for 65 cents a two-cent stamp must be placed on the tooth paste and a three-cent stamp placed on the perfume, a total of five cents. In other words our taxes to the Government have been increased to help support the war, for instead of paying at the rate of so much per cent on the dollar expended, we are now to pay so much on each article,—and that under a law that set a tax on a per centum bases—Everyone seems inclined to jump in and get theirs while the getting is so good.

### SERIOUS MENTAL FOOD

The Continental Oil Company, the Standard Oil Company's marketing agent in the Rocky Mountain district, has just declared Six Millions in profits, or two hundred per cent on its Three Million dollars capital, which money was cut and distributed on April 30th FREE of all income taxes. This little deal is made possible in the following manner: Each stockholder gets two shares of new stock for each share of the old stock he held. The new stock will pay 12 per cent.

These giant surplus profits were accumulated on far lower oil and gas prices than those now prevailing.

There will be no tax on the distribution of the New Stock, because the Federal Supreme Court by a Majority of One, recently decided that STOCK DIVIDENDS ARE PRINCIPAL AND NOT INCOME. We are going around in a haze,—probably you can figure it out.

### FLORENCE NIGHTINGALE ANNIVERSARY

Celebrations were held all over the country on the 15th of May, in honor of the One Hundredth Anniversary of the birthdate of Florence Nightingale, to whose vision the world owes a great debt of gratitude, for her vision was indeed the mother of "the world's greatest mother" the Red Cross of America, and all other organizations of the angels of mercy and aid to the injured. Her life, like that of any other of the noble personages of history, was not one of easy sailing, and it took her years of hard up hill work to accomplish even a part of what she started out to do. She experienced delays thru the lack of cooperation and support. But she went on bettering conditions in the hospitals of England, advocating and teaching nursing as a science and then her great opportunity came during the Crimean War, when she was first officially recognized and was given authority to organize the first nursing corps in the battle fields.

The first training school was established in this country 50 years ago, in Bellevue Hospital, by a nightingale sister brought over from England, who became known as the Florence Nightingale of America.

### EASTERN EDITOR PUBLISHER

The 1st of May marked a change in the ownership and management of the Independent Enterprise of The Dalles, J. C. Kimball, for several years past in Klamath Falls, has a long newspaper record in the east. We wish the outgoing owner of seven years standing, luck and prosperity in his new venture in the wood business.

The Malheur Enterprise hopes that Editor Kimball, will hold his FACE TO THE EAST, where the sun rises, and where lies our vast domain so in need of development to make it one of the greatest inland empires in America. We are patient, but expectant.

### ASSUMES EDITORIAL DUTIES

Harry L. Kuck, at one time connected with the Dalles Chronicle, has assumed editorial management of the Pendleton Tribune, which paper he is now the owner of. Welcome to the Tribe, Brother Kuck. Just you watch him work with us to help put Eastern Oregon on the map.

Who am I? I am more powerful than the combined armies of the world. I am more deadly than their bullets. I have wrecked more homes than the mightiest of siege guns. I spare no one. I massacre thousands. I lurk in unseen places and do most of my work silently. I am your worst enemy. I AM CARELESSNESS.

### TO PRODUCE A LIVING LIKENESS

— in Photography is an Art —  
 Picture Taking is our Business; we are Artists.  
 Satisfied customers is the medium through which we hope to build up our Clientelle.  
**AMATEURS REMEMBER TO SEND IN YOUR FILMS.**  
 They will be finished by a Professional.  
**SERVICE IS OUR MOTTO**  
**SATISFACTION OUR SUCCESS.**  
**SELIGMAN'S STUDIO.**  
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**Old Papers**  
**and**  
**Magazines**  
*or Waste Paper. Call up*

**The Post Office News Stand**  
 A. S. Hunt, Prop.  
 The Handy Place to Shop Vale, Oregon.

## NATATORIUM

VALE'S PRIDE is open  
**Wednesday AND Saturday Evenings**  
 UNTIL 10 P. M.  
 and every day is a DAY OF FROLIC AND FUN  
 when spent in the plunge filled with nature's hot water flowing from Vale Butte.

## VALE NATATORIUM

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 "Watch For My New Location"

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EVERYBODY KNOWS JIM  
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is to make our bank a material benefit to the community in general and its patrons in particular. It would be a pleasure to have your name on our books. We invite you to start a checking account with us. The advantages we offer will be convenience and benefit to you.

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