"This is Mamma's Store"—How often we hear these words from tiny lips. As the child grows older the same impression grows stronger and she will say instead "This is OUR Store."

Our Future Customers
Are Growing Up With Us

Become acquainted with our goods and prices: you will also become a regular patron and feel this is "*my* store."

Our customers have found that they can buy anything here in perfect confidence—no goods of doubtful quality are admitted to our stocks—and the price is right.

Make yourself familiar with those advantages also.

Plaza Grocery

C. E. SAMS, Prop.
Phone 78

Screen Features Of Next Three Days

The next three days at the Vining Theatre hold forth attractions which are up to and beyond the highest standard which has been set at that popular picture house.

Monday.

A Metro feature, the second which has been shown in Ashland and a recent release, is "The Price of Malice," a five-part feature picture in which Hamilton Revelle is starred and Barbara Tennant is featured. This production will be presented here at the Vining on Monday evening. It is a stirring story of diplomatic intrigue, with a novel love tale unfolded in an interesting manner. An unusually strong supporting cast will be seen, which includes William Davidson, Helen Dunbar, Frank Glendon, Hugh Jeffrey, William Heck, William Calhoun and other well-known stage and screen artists.

Tuesday.

Pauline Frederick, beautiful Famous Players star, will be seen on the Vining screen in one of the most thrilling dramatic stories which has ever been put out by the Paramount pictures people, on Tuesday evening. In this picture Miss Fredericks plays a dual role, that of a notorious Parisian beauty and her abandoned daughter. "The Spider," as the title suggests, gives a wonderful opportunity for Miss Fredericks' ability. This picture has attracted a great deal of attention in metropolitan motion picture circles and is conceded to be one of the attractions most worth while seeing.

Wednesday.

Motion picture fans are arriving at the stage of understanding at which they demand a perfectly directed play. Little incidents which a couple of years ago would have passed by unnoticed now create much favorable comment, and a play which has the slightest hitch is condemned. Patrons of the movies are paying a great deal more attention to the director and the company which puts forth the play than they formerly did. Hence when a William Fox feature directed by Frank Powell, who directed "A Fool There Was," is announced, the attendance is bound to be good. Wednesday night's attraction at the Vining is a Fox feature, "The Witch," featuring Nance O'Neil. A Mexican village which was built at the cost of many thousand dollars was built for this picture. Wonderful battle scenes, creepy underground scenes laid in the vaults of the Spanish Inquisitors, and a love story rife with strong situations and wonderful scenes make "The Witch" a picture which is "different" and which ranks as one of the greatest productions of the Fox studios.

"Let 'im Buck" Hats Are Everywhere

"Let 'em buck." It is said that roundup hats to the number of several hundred have been sold in Ashland within the past week, and it is a certified cinch that if all the wearers of the high-crowned emblem of boosterism were gathered together the crowd would outnumber the annual meeting of the buttonhole makers' union of New York city, and as for enthusiasm—well, Ashland is waking up. "Let 'em buck" is the greeting instead of "good morning" or "good evening." But, all foolishness aside, the hats are a great advertisement for Ashland's Rogue River Roundup and celebration. Wherever a booster goes he wears his cowboy lid and everywhere heads are turned and people ask, "Is there a show in town?" Pretty soon someone will start selling some roundup hatbands and the hats will be much more valuable advertisements. Postmaster Kaiser has gone the common herd one better and has a great broad-brimmed cowboy hat made of straw which combines comfort and all the virtues of the felt article. A conception of the magnitude of the celebration which Ashland is planning is just beginning to be found by Ashland itself. . The roundup hat is one symptom.

Will Race for Purse of $150

That old veteran Oregon running horse, Wade Hampton, now owned by James Bowers of Ashland, will meet Bessie Mills, owned by Dick Turpin, for a purse of $150 on the Medford county fair race track on June 18. The horsemen of the county are greatly interested in the coming race, the betting being about even. Wade Hampton, although over eleven years old, has still all of the old fight and grit left and can be counted upon to give the best there is in him. Turpin's mare is more or less of an unknown quantity.

The New York magazine publishers charged with "making vice attractive" might logically plead that it doesn't take much work in New York.

Upholstered Furniture Made at Home---We Make the Best

One of our leading specialties is upholstered furniture made right in our own shop. Let us tell you briefly the advantages this brings to you:

First—We are able to sell at much lower prices as we save the manufacturer's profit and selling expense as well as freight.

Second—Our workmanship and material are superior to the factory qualities.

Third—We make patterns to your order in any size and style of covering, and the upholstering can be made as hard or soft as you wish.

Every upholstered chair made by us is absolutely guaranteed by us. Come in and see them.

Swenson & McRae

Pauline Frederick in "The Spider" at the Vining Tuesday, Decoration Day, May 30th.

Season at Caves Opens June 7th

The season at the Marble Caves of southern Oregon will open on June 7, when R. W. Rowley, the government guide, will report at the caverns for duty. Mr. Rowley is a ranger connected with the Siskiyou forest reserve, detailed for special duty at the caves. Owing to the lateness of the season, the trail to the caves has had considerable snow over it in some of the higher places, but it is reported that it will be in good condition by the 7th.

The roads from Ashland to the cave camp on Williams creek will be in fine shape providing dry weather continues. The trip from Ashland to the caves can be made in a single day, but is a comfortable two-day trip. From Ashland to the foot of the trail is about three hours by automobile. Nine miles of horseback riding or walking bring the tourist to the caves. Several parties made the trip from here in a day last year.

Hornbrook Editor Labels Story False

Hornbrook Leader: In the Sacramento Bee of May 20 a Yreka correspondent has a story that is a pure fake. The purport of it is that auto parties from Oregon on Sunday, May 14, visited Hornbrook, got full of booze and then drove their machines over the Siskiyou grade so recklessly as to be a menace to other travelers. Fifty citizens of Hornbrook who attended the ball game in Medford that day will refute this story. The writer came over the grade between 7 and 9 p. m. on the night mentioned. We passed six or eight autos on our return. All of them contained quiet, well-behaved people. Citizens returning later report meeting boisterous auto parties.

That this Yreka penny-a-liner fakes news because he is paid to send it in is apparent. He has another story in the Bee of May 24, concerning mining.. In this article he reports "five stamps dropping steadily at the Nigger Boy property." Yet the Nigger Boy closed down nearly two months ago.

Late Tourist Season at Lake

Klamath Falls Herald: The tourist season at Crater Lake national park will begin later than usual this year, according to Assistant Superintendent H. E. Momyer, who has been here for several days. Mr. Momyer left today for the park, accompanied by Mrs. Momyer, who will spend the summer in the park.

"When I left a few days ago there was seven feet of snow at park headquarters," said Momyer. "The depth is greater than usual, and this means a delay in auto traffic into the park."

The sundry civil service bill just reported in congress carries $8,000 for operating expenses in Crater Lake national park for the year, and $50,000 for road building in the park. The engineers estimated this sum for a year's work when they made their recommendation for two years' road work.

The old-fashioned man who used to walk four miles to school every morning now has a son whose exercise consists in walking fourteen miles around a pool table every night.

Germany has whipped all the little ones and the big cathedrals, anyway.

Old Graft Almost Works Ashlander

Come back, ye days of Barnum. "There's one born every minute." When the pickings ran high and the elusive little pea jigged merrily. This Robinson's circus which showed over at Montague last Sunday and at Medford Monday was one of the regular old "wide open, grab every nickel that will pry loose" species of show, according to the story of some of the boys who ran up against the wiles of the showmen over at Montague.

One respectable Ashland citizen forgot himself for a minute and obligingly offered to give one of the ticket sellers a gold piece for some silver. The circus man took the shiny five, then decided he would keep the silver, but through some "mistake" handed back a nickel instead of the gold piece. They say our fellow-citizen mounted the box on which the showman was standing and taking him by the neck told him exactly where he would land up if he didn't disgorge. The showman disgorged.

The Ashland crowd with their cowboy hats must have looked like easy marks to the men of the tents. It is said that every kind of a game known to be a quick and sure way of separating a man and his money was in operation, and no doubt the Ashland crowd looked like money, as they were invited to try their luck on every side.

However, if any of the crowd from here did fall for the games they kept it quiet.

The trip over the mountain was a big success as an advertising stunt for the Ashland celebration. No doubt like excursions to valley towns will be arranged for the future.

Scandinavians Will Crown Queen

One of the biggest and most interesting of the gatherings which will be held in Lithia Park this summer will be the annual midsummer feast of the Scandinavian society of the Rogue River valley. The feast will be held on June 24. Elaborate preparations have ben going on for some time for making a big day of the affair. There are several hundred Scandinavians in the valley and the fete will be a pretentious affair.

The executive council of the society met at Dr. Swedenburg's office last week and elected the following ladies to have charge of the celebration: Mrs. E. A. Woods, assisted by Mesdames F. G. Swedenburg, Mary Johnson and A. H. Davenhill.

The main event of the day will be the crowning of the May queen. The queen and the ladies of her court will be from Medford and vicinity and the coronation ceremonies will be planned and directed by Mrs. Ellen Andren. The young ladies of the court will represent America, Sweden, Norway and Denmark. Flower girls and royalty will add to the pageantry of the feature.

Scandinavian races for old and young will be arranged by J. M. Winter, Carl Pearson and Arthur Frick. The folk games in the afternoon will be managed by Mary Raymond, Dina Benson, Annie Wittman, Frank G. Anderson, G. E. Wickstrom, C. B. Mellin, Mrs. E. Erickson and E. Chailson.

O. N. Nelson is president of the society and A. J. Anderson secretary and treasurer.

Boys' Band.

The boys' band will meet Thursday afternoon at 3 o'clock in the Chautauqua building for practice.

Opening Announcement

We take pleasure in announcing the opening of the

Ashland Art Shop

Main at Oak Street

Thursday, June 1st

A most cordial invitation is extended to all to call and inspect our stock.

We shall carry at all times a complete and strictly up-to-date line of

STATIONERY, BOOKS, PICTURES GREETING CARDS, PLACE and TALLY CARDS, PARTY FAVORS and PRETTY NOVELTIES of all kinds suitable for gifts or prizes.

We believe that Ashland has long needed a store of this kind and our constant endeavor will be to please our patrons and offer them the newest and most attractive goods at all times.

We shall make a special feature of our Picture Framing Department and are thoroughly equipped to give entire satisfaction with the quality of our work.

F. H. MANN & CO.

NORTH TALENT-PHOENIX ITEMS.

Mrs. Joshua Patterson, Mr. F. E. Jacobs and Mrs. R. E. Robison were in Roseburg last week, attending the Rebekah and Odd Fellows convention.

Most of the farmers in the new irrigation district adjoining Talent are very enthusiastic over the prospect of water.

Mrs. J. E. Roberts of North Talent went to Roseburg Monday as a delegate to the Rebekah lodge from Talent.

Mrs. E. O. Rease of Ashland, daughter of Mr. and Mrs. C. Carey of North Talent, has gone to Weed, Cal., to join her husband, who is carpentering in Weed.

Rev. J. K. Bailey of Phoenix was making a series of calls in North Talent last week, although out in the Eden Valley neighborhood.

The management of the big ditch, which takes its water out of Bear creek near Talent, is having trouble with seepage water which is damaging lands below the ditch.

J. E. Roberts of North Talent has completed a big well on his fine garden ranch and will install a gasoline engine for irrigation purposes this summer.

F. E. Jacobs and Earl Briscoe of North Talent will plant about five or six acres to tomatoes for the North Talent cannery.

Joe Rader of Phoenix was on the jury at Jacksonville last week.

The many friends of John Graffer are happy over his lucky escape in an auto accident which he had last Sunday while on his way to Blue Ledge with the hikers.

Mrs. Earl Briscoe and Miss Linnie French of North Talent were calling on friends in Phoenix last Monday.

The Phoenix band boys gave an open air concert Friday evening which was well attended and much appreciated.

Mr. and Mrs. W. G. Knighton of Eagle Point were calling on your correspondent Monday while on their way to Ashland to visit Mrs. Knighton's sister, Mrs. Al Mayfield.

Speaking of untold wealth, the income tax returns certainly reveal a lot of it.

Britannia does not intend the world to doubt that she still rules the waves.

Classified Advertisements

TOO LATE TO CLASSIFY.

FOR SALE—$5,000 of the capital stock of an Ashland corporation that paid 17 per cent net last year on its capital, and earned more than 5 per cent net the first four months of 1916. Old established and solid business, and has no debts. Can show you. No better investment can be found. Address A. L. S., care Tidings. 2-tf

FOR SALE—Nice large squabs. Phone 346-G. 2-2t*

FOR SALE—175 acres, eleven miles from Ashland. For particulars inquire of R. Applegate, Ashland, Ore. 2-1mo.*

FOR SALE—Fresh Jersey cow. Phone 414-Y. T. Woodward. 2-2t

FOR TRADE—Twenty acres land on the Deschutes river. Want car. Address O. E. Deibert, 322 Wimer street. 2-tf

Ford
THE UNIVERSAL CAR

There's a reason why there are more than one million three hundred thousand Ford cars in use today, and that reason is based on the matchless service and economy of Ford cars. Universal service is the most conclusive evidence of genuine value. That is one good reason Buy today—Touring Car $440; Runabout $390; Coupelet $590; Town Car $640; Sedan $740. All prices f.o.b. Detroit. On sale at

F. L. Camps' Garage