

Ashland Tidings

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THE ASHLAND PRINTING CO.
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TELEPHONE 33

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ADVERTISING RATES:
Display Advertising
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YEARLY CONTRACTS
Display Advertising
One time a week . . . . .27 1/2c
Two times a week . . . . .25c
Every other day . . . . .20c

Local Readers.
Each line, each time . . . . .10c
To run every other day for one month, each line, each time . . . . .7c
To run every issue for one month or more, each line, each time . . . . .5c

Classified Column.
One cent the word each time.
To run every issue for one month or more, 1/2 cent the word each time.

Legal Rate:
First Time, per 8 point line . . . . .10c
Each subsequent time, per 8 point line . . . . .5c

Card of Thanks, \$1.00.
Obituaries, 2 1/2 cents the line.
Fraternal Orders and Societies.
Advertising for fraternal orders or societies charging a regular initiation fee and dues, no discount. Religious and benevolent orders will be charged the regular rate for all advertising when an admission or other charge is made.

What Constitutes Advertising?
In order to allay a misunderstanding among some as to what constitutes news and what advertising, we print this very simple rule which is used by newspapers to differentiate between them: "ALL future events, where an admission charge is made or a collection is taken IS ADVERTISING." This applies to organizations and societies of every kind as well as to individuals.

All reports of such activities after they have occurred is news.
All coming social or organization meetings of societies where no money contribution is solicited, initiation charged, or collection taken is NEWS.

We make quotations on JOB WORK from THE FRANKLIN PRICE LIST. Same prices—Reasonable Price—to all.

Entered at the Ashland, Oregon, Postoffice as Second Class Matter.

TO THE LOCAL MERCHANT

We have prepared 52 very interesting advertisements to "advertise advertising," which will appear from time to time in this paper as display advertisements.

It will prove worth while, not alone to the buyer, but to the merchant as well, to read carefully every one of them. They are written specifically with the aim of showing the subscribers the great benefit to be derived from reading YOUR advertisements. And it is hoped, as well, that they will be the medium of showing the merchants that careful thought—coupling his merchandising with his advertising—will bring direct results, when the style and text of the advertisement are prepared with as great thought and care as you exercise in your buying and your salesmanship when the prospective purchaser is before you in the store.

After all, advertisements are only

MICKIE, THE PRINTER'S DEVIL

ORIE SHULTZ CLAIMS THAT HIS NEW AIREDALE DAWG IS SUCH A THOROUGH BREED THAT IT WOULDN'T SPEAK TO HIM IF IT COULD TALK!



TH' HOME TALENT PLAY WUZ GOOD, BUT AS USUAL TH' MISTAKES GOT TH' BEST LAUGHS AND WUZ ENJOYED TH' MOST!



TH' YELLER DRUGSTORE GAT GOT A COUPLE OF LINKS BUSTED OFF ITS TAIL LAST WEEK ACCOUNT OF PHARMAGIST SMITH STEPPING ON IT, AND NOW TH' FEE-LINE SETS ON ITS TAIL, INSTEAD OF LEAVIN' IT LAY AROUND LOOSE!



SQUIRE WIGGINS SAYS TH' REPORT THAT HE GOT SHAVED IN A LADY BARBER SHOP WHEN IN CHICAGO LAST SUMMER IS A BASE CANARD DESIGNED TO RUIN HIS COMIN' RACE FOR JUSTICE OF TH' PEACE!



Sport Chatter

By BILL UNMACK

Pacific Coast Service

Provided Willis Davis of San Francisco can make a showing up to his last years standards, the Pacific Coast will see this sterling tennis player on the American Davis Cup team. The National Lawn Tennis association has sent a special invitation to Davis to come east and participate in the various tournaments, it being expressly stated in the invitation that Davis is under consideration as one of the four men who will make up the Davis team with Bill Tilden of Philadelphia and Bill Johnston of San Francisco.

Davis is one of the leading ranking players of the country and last year tennis experts throughout the United States were genuinely surprised when Davis was left off the American team. To date the San Francisco man has not shown as well as he did last year, but he fully expects to strike the height of his playing form in the east on the grass courts.

The victory of Harrison Thompson of the Los Angeles A. C. in the National All-round championship, gives this event a regular "family affair," for the Thompsons. Chaplain Fred Thompson, brother of Harrison, won the same event in Los Angeles in 1910 as a member of the L. A. A. C., followed this up the next year wearing the Princeton university colors, and in 1913 came back and won again as a N. Y. A. C. man, setting a record for points scored with 741 1/2. In 1919 Harrison Thompson won the event and upheld the family prestige, and now this week the younger Thompson has repeated and for good measure broke his brother's mark with 7534 points. In his recent victory, Harrison took first place in seven out of the ten events, a truly remarkable performance in itself.

The death of popular Jim Mitchell in New York last week, takes one of the most famous weight men that this country has ever known. In his day the name of Jim Mitchell was as internationally famous as that of some years later, Ralph Rose, and of the present day of such men as Pat Ryan and Pat McDonald. In the hammer throw Jim Mitchell was unbeatable in his day and from 1889 to 1896, inclusive, won the national hammer throw without a break. It

WOOD SPECIAL

We can furnish good slab wood at \$6.75 per cord; order now while we can deliver from cars and can save you extra hauling expense.

Also mill trimming at \$7.00 per load and mill blocks at \$7.50 per load.

Ashland Lumber Co. PHONE 20.

ALL ITALY TO PAY HONOR TO NOTED POET

By HENRY WOOD

(United Press Staff Correspondent)

ROME, July 8.—For the next three months all Italy will participate in various celebrations in honor of the six hundredth anniversary of the death of Dante, and which will culminate in especial celebrations during September.

Rome, Florence and Ravenna, especially have just announced their programs for September that are to mark the highest tribute which Italy can pay to her greatest poet.

Weeks and even months before then various other celebrations will have taken place.

Of the three cities that are to render especial homage to Dante in September, Ravenna will get her program started first on September 11.

FOR SALE FOR ONE MONTH Hair Goods at Wholesale Prices

HEYWOOD'S

Cit. Bank Bldg., Room 5
We specialize in Scalp Treatments and Manicuring
Guarantee to Grow Hair on any Bald Head
Work by Appointment
Call 474-R. Examination of the scalp free of charge. 257-6

Big Jitney Dance

AT THE BUNGALOW

Next Wednesday Night

Snyder's Royal Jazz Orchestra

Cool Breezes and Good Floor

The week of July 18 to 24 the Bungalow will be occupied by the Girls Summer Class and there will be no dance on Wednesday, July 20, but after that there will be dancing every Wednesday night during the season.

July Clearing Sales

- Any Spring Coat one-half Price—Ladies Suits 25 per cent to 50 per cent discount.
Every Waist or Blouse 10 per cent or more off.
Silk Dresses reduced 10 to 50 per cent—Summer Underwear 10 per cent off.
Laces and Embroideries 10 per cent to 50 per cent discount—Wool Dress goods 20 to 50 per cent discount
White Goods and Figured Voiles all reduced.
Sport Silk Skirts \$9.75 — Jersey Jackets, now \$6.95

FOUR COLLEGE BOYS ARE HERE—
Wm. McKibbin Ed Taylor Fred Young Radford Bailey
They are properly authorized to solicit subscriptions to THE PICTORIAL REVIEW
There is nothing in it for us, except that you may use more PICTORIAL PATTERNS, but there is a lot of good reading and information for you in the magazine, and something in it for the boys who are attending U. of O. and O. A. C. Therefore we do not hesitate to recommend that you give courteous consideration of their proposition if you want a good magazine.
J. H. McGEE.



FRIENDS! NEIGHBORS! COUNTRYMEN!

Let me your ears! I come to print this town of ours.
I come to ask your loyalty to it.
I want to interest you in its solidarity, in the solidarity of all the people of this community to the end that each one of us shall be more prosperous and happier.
Up at the corner the other day I overheard one of OUR FOLKS relate with much self-satisfaction the fact that he had just received a piece of goods from a big city mail order house, which, he claimed, cost him a few nickels less than he could buy it in this good old town of ours.
An editor's shingles are hard-earned, but I have one to spare to bet that this neighbor really lost money if he figured on the charges and unseen costs. He paid the freight, whichever way it was shipped. He bought on faith, and faith at a distance is not a sensible thing these days of shoddy material and incompetent if high-priced, workmanship. He had no chance to first examine the goods contained in his order. If the goods are damaged, he must return them to a distance and take chances on getting his money back after a long period, and perhaps after long quibbling. All this takes time—days and weeks—whereas at home he would never have picked a damaged, or poor, or distasteful piece of goods.
Let us have loyalty!
Loyalty to our town is good personal business to every soul in the community. Every dollar you spend here makes the man you spend it with the more able to spend money with you for the things you have to sell, whether you sell livestock, dry-goods, potatoes, butter or the labor of your hands.
Sending money to the big city, except where it can't be avoided, is helping the big city and making the whole people of the big city that much more prosperous. Let's keep the money in our own town and make ourselves more prosperous. The big town never does anything for our community save to milk it.
This town and neighborhood is our home. Here we are bringing up our families and educating them. Here is where our happiness lies. Here is also where our duty lies—to do everything in our power to advance the interests of our home and community.
This editor believes that he can serve his home community in no better way than by urging every man and woman to patronize the merchants of this town. Therefore, beginning today, this newspaper will print a series of important articles on loyalty to our town—loyalty to ourselves. We believe that every subscriber will find them interesting, worthwhile reading.
Yours truly,

Ashland Daily Tidings