

**Ashland Tidings**

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Published Every Evening Except Sunday  
THE ASHLAND PRINTING CO.

OFFICIAL CITY AND COUNTY PAPER  
TELEPHONE 39  
E. J. BARRETT, Editor

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Three months ..... 1.95  
Six months ..... 3.75  
One year ..... 7.50  
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One month ..... \$ .65  
Three months ..... 1.95  
Six months ..... 3.50  
One year ..... 6.50

ADVERTISING RATES  
Display Advertising  
Single insertion, each inch ..... 30c

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, 1/2c 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  
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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 contracts, 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.

Entered at the Ashland, Oregon, Postoffice as Second-class Mail Matter.



**SOLOMONITES**

Some men have no bad habits, and not much else.

Whatever you are sure of, be sure of this—that you are dreadfully like other people.

Even when a woman does not return a man's affection she can't help admiring his discrimination.

Things move along so fast nowadays that people who say, "It can't be done," are interrupted by someone doing it.

Now let's get busy on that cave-man stuff and give the Grants Pass delegation a reception worthy of Ashland. The visitors will be here Tuesday, May 9th. Get busy with your thinking and unload your ideas on Secretary Fuller. He hasn't got troubles enough; he'll scarcely feel one or two more.

That was some humdinger of a gathering at the forum luncheon of the chamber of commerce on Tuesday. No reason in the world why there shouldn't be as large an attendance always. The program was diversified enough to suit everyone, perhaps a little too diversified for some, but then one can always have recourse to blinders.

Here is a used car advertisement copied from the Boston Transcript: "Take a slant at this Liz; born in 1918 and had no bad winters; good rubber on every foot; will do fifty miles per hour, twenty-five forward and twenty-five up and down; a ramblin, rootin, tootin scamp. 250 bucks, cash or terms, and you can own this car which has a wheel on every corner."

The two suggestions made by John H. Doran, the superintendent of the auto camp, were timely and should be acted upon. A radio station in the camp would add much to its attractiveness and if we could get it installed this season, it would give us the prestige of having the first on the coast. His other suggestion in regard to throwing stereopticon

views on the screen in the auto camp, is equally valuable from an advertising standpoint, and would add much in the way of attractiveness.

Prof. Vining makes an ideal toastmaster and Chauncey Depew will have to look to his laurels. His quick wit saved the day at the forum luncheon Tuesday, when he furnished the peroration for Earl Kilpatrick's talk on the lessons of the Pueblo flood. The audience listened in vain for a coupling up of the lesson taught by the great disaster, with an application to Ashland, but the professor quickly and gracefully supplied it in thanking Mr. Kilpatrick for his contribution to the program.

"A rose by any other name would smell as sweet." How about changing the names of "Mechanic street" and "Factory street"? Seems like we could find some other appellation for those streets. The present names are misleading, and apt to create the impression abroad that the residents live in a tenement house district, surrounded by factories and mills. We are not aiming to send that impression of the city broadcast. "Ashland the Beautiful" is our goal, and a change in the name of those two streets at this time would be opportune.

That will be an important meeting at Sap-and-Salt today, when A. L. Richmond, the southern California hotel operator, and E. O. McCormick, vice-president of the Southern Pacific railroad, will meet in conference with the hotel committee. In all likelihood on the result of that conference the hotel project will be floated, and the future expansion of Ashland and its environs assured. Let us hope the outcome will be such as will set us well upon the road to the fulfillment of Ashland's natural destiny—the central point of a tourist traffic that will radiate to all points in southern Oregon.

**PROMOTIONS MADE BY DODGE AUTO PEOPLE**

Several important changes in the executive personnel are announced by Dodge Brothers. C. W. Matheson has been advanced from general sales manager to vice president in charge of sales; John A. Nichols Jr., promoted from director of field operations to general sales manager; John H. Gordon, from New York district representative to director of distribution. Mr. Gordon succeeds J. E. French, who resigned to take over the Dodge Brothers dealership in San Francisco, where he maintained his headquarters for several years as Dodge Brothers district representative.

Mr. Matheson, the new vice-president, has been an important figure in the automobile industry for many years. With his brother, Frank

Matheson, he built and marketed one of the first higher priced cars in the field. When Dodge Brothers began manufacturing a car of their own, he became New York district representative and a few years later was advanced to the home office as director of service. His appointment as general sales manager followed in 1920.

Mr. Nichols, the new general sales manager, has also been on the executive staff of Dodge Brothers from the time they first began building cars. He was for five years Seattle district representative, then was advanced to the New York office. It was from the latter post that he was called, in January of the present year, to become director of field operations. Mr. Gordon's first appointment with Dodge Brothers also dates back to 1915. He was Atlanta district representative. After several years in this capacity he was sent to London to represent Dodge Brothers in the British Isles. For some time after his return he was district representative in Dallas, Texas, and then became district representative in New York. He will begin his new duties as director of distribution within a few weeks.

**LAST CALL TO CLEAN TRUNKS OF APPLE AND PEAR TREES**

In every apple and pear orchard that has borne one or more crops of fruit there has been a larger or smaller per cent of the crops lost on account of wormy fruit. In young orchards just coming into bearing, the per cent of loss is often light, but as the trees grow older, and more convenient places of concealment for the larvae are available, and the trees more difficult to spray thoroughly, the tax levied by the codling moth is often as high as 50 to 75 per cent of the crop. Growers must admit that this, in the slang phrase, is "some" tax. The reduction of this tax from 75 per cent to 5 per cent or less is certainly worth while taking into consideration, especially when the methods of reducing the toll are within the reach of all.

Of course, correct, thorough and timely spraying is the chief method of saving the crop from the ravages of the worms, but there are at least two supplementary measures which have demonstrated their value in increasing the effectiveness of the spraying program. These two supplementary measures are: Banding of the tree trunks to catch the mature larvae, and (2) scraping off all rough bark from tree trunks and limbs. Banding comes later in the season and will be discussed in due time. Any bands now on the trees should be examined, and all worms and pupae destroyed.

At this time of the year, the larvae are hidden beneath the rough bark on the trunks, limbs and at the base of the trees, and beneath bands, if these are present. Many of the larvae will be found at the base of the trees, as much as three inches

below the surface of the soil. These transform into the latest of the first brood worms, and should not be overlooked in the tree-cleaning process. By the 10th to the 15th of May, the moths will commence to emerge from the trunks of the trees, and it will then be too late to clean the trees and destroy the larvae. It is therefore highly desirable that the orchardist clean his trees and destroy all larvae at this time. Let us start this season's campaign against the codling moth by cleaning the trees of all wintering larvae, and thereafter by a strict adherence to a reliable spraying program, let us make this season's crop the cleanest in southern Oregon's history.

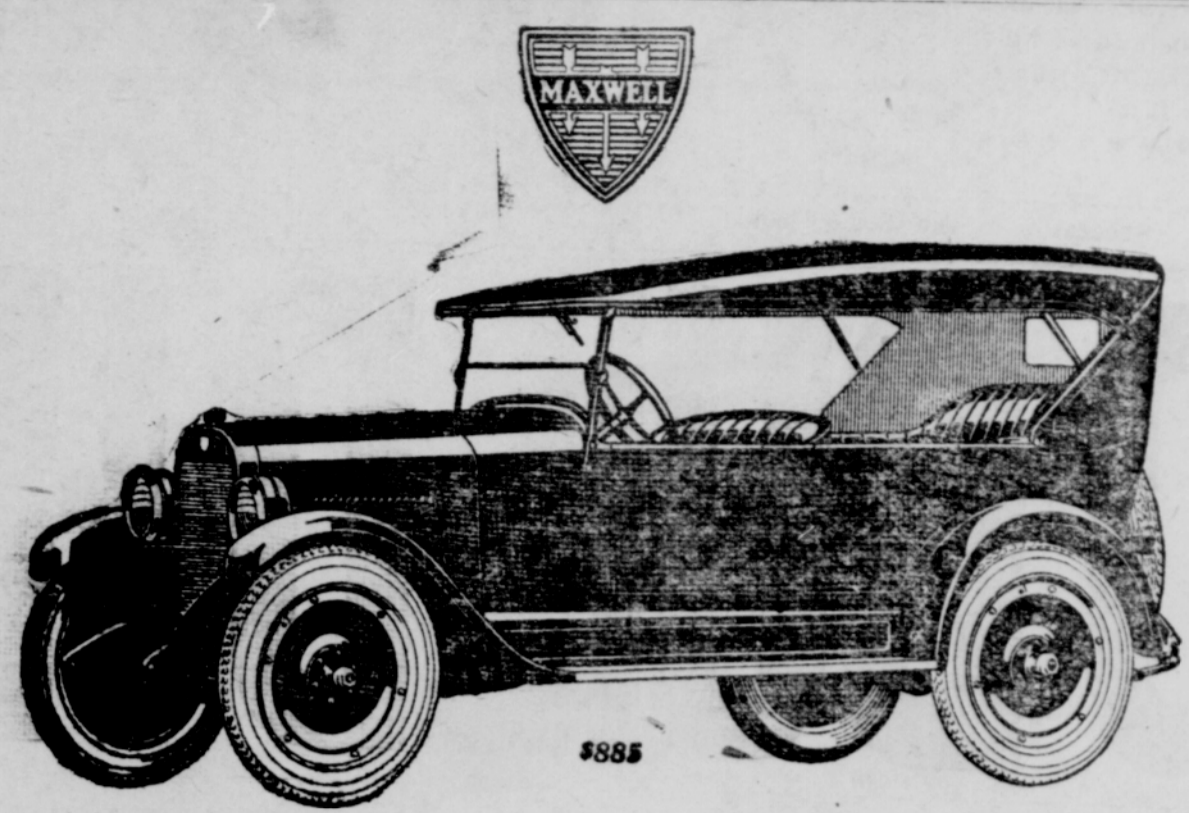
M. A. YOTHERS,  
Government Entomologist, Medford, Oregon.

**No More Gas in Stomach & Bowels**

If you wish to be permanently relieved of gas in the stomach and bowels, take Baalmann's Gas Tablets, which are prepared especially for stomach gas and all the bad effects resulting from gas pressure. That empty, gnawing feeling at the pit of the stomach will disappear; that anxious, nervous feeling, with heart palpitation will vanish, and you will again be able to take a deep breath without discomfort. That drowsy, sleepy feeling after dinner will be replaced by a desire for entertainment. Bloating will cease. Your limbs, arms and fingers will no longer feel cold and "go to sleep," because Baalmann's Gas Tablets prevent gas from interfering with the circulation. Get the genuine Baalmann's Gas Tablets in the yellow package from Elhart's Drug Store or any reliable druggist. Price one dollar. J. Baalmann, Chemist, San Francisco. —1

**JUST ARRIVED! WHAT? FENCING! WHERE? Peil's Corner**

Before sending away your order, come and see Peil's new carload of fencing. Every variety—barbed wire to fancy yard fencing—He guarantees to beat catalogue prices. Garden tools, hose, and new and used sewing machines always on hand.



**THE** new organization building the good Maxwell fully realizes that the future of this car rests entirely on the continued high regard of its owners.

*Cord tires non-skid front and rear; disc steel wheels, demountable at rim and at hub; drum type lamps; Alemite lubrication; motor driven electric horns; unusually long springs; deep, wide, roomy seats; real leather upholstery in open cars, broadcloth in closed cars; open car side curtains open with doors; clutch and brake action, steering and gear shifting, remarkably easy; new type water-tight windshield. Prices F. O. B. Detroit, revenue tax to be added: Touring Car, \$885; Roadster, \$885; Coupe, \$1385; Sedan, \$1485*

**A. W. WALKER AUTO CO.**  
Phone 18 MEDFORD, OREGON

The Good  
**MAXWELL**

**First to establish the \$10.90 price—"Usco"**

**THE** makers of U. S. Tires made this announcement last November—

"Hereafter the price of the 30x3 1/2 'Usco' is \$10.90." The lowest price ever quoted on a tire of quality reputation and standard performance.

And now, with the opening of Spring, there seem to be quite a number of "New and Special tires" coming into the market in the \$10.90 price range.

Perhaps you are wondering just what there can be either "new" or "special" about these tires. It can't be the \$10.90 price—"Usco" established that five months ago.

Nor quality reputation and standard performance—for it takes more than one full season for any new tire to demonstrate where it stands in quality and value.

With so many tires rushing into this \$10.90 price

United States Tires are Good Tires

Copyright 1922 U. S. Tire Co.

field (now that the season promises business from the American car-owner), it is worth remembering that "Usco" showed its good faith by announcing this price last fall.

The same intent to serve that has made "Usco" a standard value for years.

The "Usco" Tire was never better than it is today—with its established quality, its time-tested performance, and its price closely figured in tune with the times.

**\$10.90**

and even better than the price

**United States Tires**  
United States Rubber Company  
Fifty-three Factories The Oldest and Largest Rubber Organization in the World Two hundred and thirty-five Branches



**Dollar Courage**

Money in the bank gives the sort of courage that enables men to get on in the world.

We suggest that you open a savings account with us and begin now to build up a cash reserve.

Your account is welcome here regardless of size.

**The Citizens Bank**  
Ashland, Oregon

**She Discovered It, Too**

"After 10 years of hit or miss baking with various other brands of powder I at last discovered that the bitter taste sometimes found in hot breads was caused from alum in cheaper grades of powder. So I am now an ardent booster for Royal Baking Powder." Mrs. L. A. J.

**ROYAL BAKING POWDER**  
Absolutely Pure

Contains No Alum Leaves No Bitter Taste

Send for New Royal Cook Book—It's FREE  
Royal Baking Powder Co., 130 William St., New York

Where You Can Buy U. S. Tires:

**N. DIX & SON**