Ashland Tidings

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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

Mail and Rural Routes

One month	$ .65
Three months	1.95
Six months	3.50
One year	6.5¢

ADVERTISING RATES

Display Advertising

Single insertion, each inch.....30c

YEARLY CONTRACTS

Display Advertising

One time a week	27½c
Two times a week	25 c
Every other day	20 c

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, ½c 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, the line	2½c

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 collecton taken IS NEWS.

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

SOLOMONITES

RAY-DE-O JAMBOREE

Since we got the Ray-de-o
Mother lets the cookin' go.
Gee! Can't blame here, GHY's
Shootin' music through the skies.
With the head band on her ears
Sister sits and turns the gears.

Paw has fixed a riggin' so's
He can listen doin' cho'se;
Milks the cow by Ray-de-o
When he doesn't let it go.
Farm life surely ain't the same
Since we got this patent game.
—L. W. Bonsib in Farm Life.

• •

Now that money is easier, suckers are also.

• •

It is seldom the swellhead who lands the swell job.

• •

The trials of life do not always produce honest convictions.

• •

Styles of today are for women who have every confidence in themselves.

• •

It's getting around to the season when spring fever is recognized as ordinary laziness.

• •

It might help some persons to pay less attention to reputation and more to character.

• •

Woodrow Wilson's health is reported improving steadily, although he is still sick of Jim Reed.

• •

Radio religious services will never be popular, because the women cannot see each other's hats.

• •

Home building increased in this country last year, every fellow having put up his garage the year before.

• •

It is impossible for anybody to know how Germany feels, except the man who bought an encyclopedia on deferred payments.

• •

The man who formerly was always trying to get the law on somebody, now wants to have every auto driver pinched who doesn't stop when he is jay-walking.

• •

With about forty billions of unused credit resting squarely in the banks and savings depositories of the United States, Uncle Sam is sitting prettier than he has for many a moon.—Pendleton Tribune.

Tidings classified ads get results.

BLOCKING BUSINESS

Mark Twain is responsible for the expression, "there is a lot of talk about the weather, but nothing is ever done about it."

There has been much talk about the soldiers' bonus, but not much has been done about it. Unquestionably the soldiers and sailors who carried Old Glory to a glorious victory back in 1918, are deserving of the highest praise and some reward for their immeasurable sacrifices. There is no doubt about the praise they have received since that victorious day, and will receive—but how about the reward?

While there are many ex-service men who do not actually need the bonus, this unsettled state of affairs has a bad effect on business. Legislation should be pushed that will give the needy service men immediate help. The longer we delay the less most of the ex-service men will need the bonus, and the more hesitation there will be in business.

A "FLIVVER" BOOM

Some prophets are without honor in their own community and others are hailed as presidential timber. Anyway, the Henry Ford presidential boom has been launched, and right in his old home town—Dearborn in Wayne county, Michigan.

It is declared to be the precursor of a nation-wide movement; and it has all the earmarks of such, for it was attended by 137 (actual count) of all the 911 (estimated population) of the place that Henry made famous, which excusably feels its importance as an influence upon the rest of the American commonwealth and which is pardonably anxious to become still more luminary as producer—using the term in its non-political sense for the moment—of a chief magistrate for the nation.

The meeting in the town hall at which the Ford-for-President club was formed, included a clergyman, a judge, a publisher and a prominent business man. There were represented then, the pulpit, the press, the bench and commerce, and if that does not constitute a national movement right at the start, where was there ever any movement of an all-embracing character.

It is said the platform matter was touched upon only slightly—but why at all? Isn't Mr. Ford a sufficient platform unto himself? The voice of this meeting of the neighbors is, as Mr. Beveridge of Indiana might say, a mandate that the people of the country dare not disregard.

A DISGRACE TO MEDFORD

(Medford Mail Tribune)

The Mail Tribune is getting out a Prosperity Week number on Friday. Thousands of extra copies are to be mailed throughout the coast. There are to be complimentary write-ups of local industries, illustrated by cuts, all such expenses borne by this newspaper.

Practically every industry in Medford is to be represented in this issue. All but the four Medford banks.

Not one penny will the banks of Medford contribute to this effort to boost Medford and the Rogue River valley. These institutions, which profit by every new settler, by every new business established, these bankers who gain by every movement like the present one designed to develop Medford and southern Oregon, not a finger will they raise to help such a cause. Every other business in Medford can afford it. The banks can't.

More than that. The Medford banks have entered into a secret agreement not to advertise in any Medford newspaper, not to give a penny to advance the cause of publicity, not to help in any way to maintain Medford's reputation as a progressive, enlightened and prosperous community, for it is through the newspapers that communities are most frequently judged.

Bankers are supposed to represent business leadership. In most communities, the bankers are the men who set the pace for progressive and up-to-date business methods. They used to, here. They do so no longer.

Such an attitude on the part of Medford bankers is, in our opinion, a shame and a disgrace. It is not the money that matters. The Mail Tribune can worry along without assistance from the banks. It can continue to get out a good newspaper without bank advertising. It will get out a good Prosperity Week issue.

It's not the money, but the spirit—the picayune spirit of small town tightwadism.

And they talk about reviving the old Medford spirit!

LOCAL MEN AT FORUM LUNCHEON AT MEDFORD

who attended the forum luncheon of the Medford chamber of commerce yesterday. It is sought to create a better feeling of friendliness between the two citis.

FARM REMINDERS

(From O. A. C. Experiment Station)

Seed potatoes for June planting should be cut in large pieces not likely to dry out. Length of treatment for sprouted seeds needs to be shortened somewhat.

TwoWorm Sprays Combined

The 30-day codling moth spray will be due, if warm weather continues, from June 5 to 12 in the Willamette valley. The rapid advance of the season in recent weeks will permit a combination of the usual 15 and 30 day sprays in most places.

Thistles Make Silage

Bad patches of Canada thistles in grain may be cut when the grain is in the milk or early dough stage and made into good silage. If then the patch is plowed up and kept cultivated off below the ground all summer the patch will be greatly weakened or killed out. Fall seeding of vetch and oats on these patches will help further in smothering out the stragglers that survive.

Cherry Slugs Are Busy

Pear and cherry slugs are appearing on the foliage of these trees and are skeletonizing the leaves in characterstic fashion. Growers who experienced serious defoliation from this pest last season may control it by spraying the trees now with arsenate of lead, two pounds to the hundred gallons.

Bad Spud Plants Pulled

Diseased, sick or weak potato plants should be dug out of the seed fields, as soon as they appear. This practice will help prevent the spread of disease.

ANOTHER FREIGHT CUT ON CANNED GOODS

PORTLAND, June 8.—J. H. Mulchay, general freight agent of the Southern Pacific company, announces the publication of a new tariff, effective July 10, 1922, naming reduced rates and minimum weights on canned fruits, berries and vegetables, between points on the Southern Pacific lines in Oregon, at which canneries are located, for assorting and consolidation into carloads for eastern transcontinental shipment.

This is the third reduction that has been made by the Southern Pacific in rates and minimum weights, to assist the packing industries along the Southern Pacific lines in Oregon, during the past 60 days, the others being on tin cans and empty barrels.

The new tariff on canned goods provides rates under which two or more canneries may ship 15,000 pounds of canned goods at carload rates, subject to minimum charge of $15 per car, for consolidation into carload quantities for eastern transcontinental shipments. The minimum carload weight under transcontinental rates is 60,000 pounds, and as the pack of many of the canneries along the Southern Pacific is small and necessarily difficult for one cannery to make up a carload of 60,000 pounds of the various kinds, but by being able to consolidate and reship the output of one cannery with that of another, the smaller canneries will be enabled to dispose of their output to not only greater advantage, but encourage larger and more diversified packs.

SUMMER SCHOOL OFFERS A FINE OPPORTUNITY

The summer normal school committee of the chamber of commerce directs attention of parents to the fact that, under the supervision of the Oregon State Normal school, classes for all grades from the first to the eighth inclusive, will be conducted for a period of six weeks, commencing June 19th.

Heretofore grades seven and eight were not included, but special attention is directed to the fact that in this year's term all grades are covered, and the students can complete any subject in the various grades.

The work will be under the supervision of three qualified critic teachers, so students are assured an unusually high grade of instruction.

Parents are urged to send their children to these classes, not only for the benefit accruing from an educational standpoint, but to also assist in establishing this normal course as a permanent institution in Ashland under state control and supervision.

FARM LOAN INTEREST IS CUT TO 5½ PER CENT

KLAMATH FALLS, June 8.—Interest on farm loans, has been reduced from 6 to 5½ per cent by the farm loan board, and a big bond issue has been floated successfully to provide funds for loans, according to Mrs. L. B. Hogue, secretary of the Klamath Falls farm loan association.

FORMER SECRETARY OF INTERIOR DIES AT SEATTLE

SEATTLE, June 7.—Richard Ballinger died here last night after a short illness. He was secretary of the interior in President Taft's cabinet. Heart trouble was the cause of his death.

BAKED 50 YEARS AGO

This wedding cake is fifty years old and has seen duty at two weddings and a golden anniversary for a Chicago couple. Yet it looks as appetizing today as it did in 1872, when it was baked. It is now the property of L. B. Sinclair, chef at a Chicago cafe. It was baked for the wedding of Mr. Sinclair's parents and recently was refrosted for the parents' fiftieth wedding anniversary.

POLISH CABINET RESIGNS

LONDON, June 8.—A dispatch received here stated that the Polish cabinet has resigned.

GAS AROUND YOUR HEART

Don't delay! Go right over to the nearest drug store and get a package of the genuine Baalmann's Gas Tablets. Take them as directed and feel the immediate beneficial results.

Not only will you be surprised, but you will feel grateful for the remarkable relief given. You will sleep better—you will breathe easier—your nervousness will disappear—and, best of all, your exsitable heart will be calmed in a safe, natural way.

Ask for Baalmann's Gas Tablets in the yellow package. For sale by Elhart's Drug Store and other reliable druggists. J. Baalmann, chemist, San Francisco.

KLAMATH DELEGATES OFF FOR GOOD ROADS MEETING

KLAMATH FALLS, June 8.—Klamath's good roads delegation, composed of Charles Martin, Leslie Rogers, T. A. Stevenson, W. L. Dalton and L. G. Van Bellen, left last night for Winnemucca, Nev. where they will attend the good roads conference June 9 and 10. The party will motor from here, joining other delegates at Alturas.

There is
no mystery *about* **good oil**

It must be made from crudes carefully selected for their "oiliness" and stability. These crudes must be refined to preserve their original characteristics and to make them pure.

In selecting crudes for Zerolene the Standard Oil Company has the advantage of its own large production of practically every type of crude. The company is not compelled to use any particular crude because it happens to be the only one available.

Crudes selected for Zerolene are brought to our refineries in special pipe lines. They are refined by our own patented, high-vacuum process which preserves their "oiliness" and stability.

No other refiner on the Pacific Coast uses any form of vacuum distillation. No other refiner in the United States uses as high a vacuum as this company.

Purity Essential

Zerolene oils are pure. This company has always considered the removal of all detrimental properties and compounds as essential in making Zerolene.

Because of their "oiliness," stability and purity, Zerolene oils give perfect lubrication, and permit the development of the maximum power, speed and gasoline mileage of the car.

Board of Lubrication Engineers
STANDARD OIL COMPANY (California)

more power & speed ~
less friction and wear ~
thru *Correct Lubrication*

Let the children share this mealtime beverage

No NEED to warn the little folks away from the table beverage when Postum is served; every reason to invite every member of the family to join in the enjoyment of this wholesome, satisfying drink.

Postum is made from Nature's best grain—wheat, and contains nothing to harm nerves or digestion

You'll greatly relish its full-bodied flavor and aroma.

Your grocer has Postum in two forms: Instant Postum (in tins) made instantly in the cup by the addition of boiling water. Postum Cereal (in packages of larger bulk, for those who prefer to make the drink while the meal is being prepared) made by boiling for fully 20 minutes.

Postum for Health
"There's a Reason"

Made by Postum Cereal Company, Inc.
Battle Creek, Michigan

SUMMER NORMAL SCHOOL

JUNE 19 TO JULY 28

Ashland, Oregon

Twelve instructors on the faculty and lecturers from the University of Oregon, Oregon Agricultural College and the Willamette University. Strong musical program and concerts. Recreational features include, swimming, fishing and ideal places which may be reached on easy hiking trips. Any one desiring to camp out will be given permission to camp in the park during the six weeks of the Summer Normal School.

1922 MODEL

The NEW ESSEX

NOW HERE

Price $1,345

5 Passenger Touring

Won all road and track races and endurance contests this year

Better than 20 miles on a gallon of gas
2000 miles on a gallon of oil

Class A Garage

Call 30 for Demonstration

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