

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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ADVERTISING RATES
 Display Advertising
 Single insertion, each inch.....30c
YEARLY CONTRACTS
 Display Advertising
 One time a week.....27 1/2c
 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 of 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
 Obituaries, the line.....2 1/2c
 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.

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

SOLOMONITES

HER AMBITION
 Her eyes have lost the luster that years ago they had.
 Her look is often pensive, perhaps a little sad;
 She haunts a beauty parlor where miracles are done.
 Still hoping and imploring that they may show her one;
 But though her chin, once rounded, begins to overlap,
 She wants to be a flapper and with the flappers flap.
 —Kiser in the Examiner.

We have known women to be one hundred per cent perfect in the use of a rolling pin who never took a lesson in domestic science.

Grants Pass has started the season of open-air concerts in the park. Pretty near time for us to start something in that line. We've got a good band and a band stand. That's enough to start with, wherever the finish.

We are not particularly curious, but we would like to know what the flapper thinks of the "eminent physician" who says the present-day styles of women tend toward the development of flat feet and hump

Women's Octette of Portland Ad Club

PRESENTING A DELIGHTFUL MUSICAL PROGRAM AT ARMORY NEXT MONDAY NIGHT FOR THE BENEFIT OF THE FOURTH OF JULY FUND



LULU ARCHBOLD
 GERTRUDE PORTER
 HERMINE ALBERS
 GERTRUDE HOEBER
 MAYBELLE C. WOLCOTT, Accompanist
 RUTH LANGE
 MARIE DOOLEY
 NINA DRESSEL
 ESTHER COLLINS-CHATTEN

backs. Don't think it would look well in print.

Get behind the chamber of commerce in its efforts to have a big representation at the opening of the Josephine Caves on June 26th. Just bear in mind that those wonderful caves are one of the assets that one day will make Ashland famous the world over as a tourist resort. Then, again, we expect a big crowd from Grants Pass to come over and help us celebrate Ford day and the Fourth of July. All the more reason that when they pull off a stunt of their own, we should lend a helping hand. Get busy.

They had a "bear" of a time in the natatorium in Medford last evening, when they pulled off "the days of '49" in connection with the big rose festival and prosperity week. The building was jammed to the doors, and while there wasn't much room for dancing, everybody had a whale of a time. About half the population of Ashland seemed to be there. If it's for Medford, you can always depend on the people of that city to flock to the city standard. We might well take a leaf out of their book next Monday night at the Armory, when the Women's Octette of the Portland Ad club will give a musical program in aid of the Fourth of July fund.

DEPENDS ON WHOSE OX IS GORED

A short time Ashland came in for a panning from the Oregon Motorist for what it choose to characterize as "fool traffic laws." They took it all back in the next issue, but it was impossible to mitigate the damage the publication of the misstatements did to Ashland. Now the Portland newspapers are taking a fling at Yreka along the same lines, and this is what the Siskiyou News has to say about it:
 "It is the nature of the animal. Few outlaws are game enough to 'take their medicine kindly.' The last four words are the professional gambler's motto. Gamblers usually live up to their motto and 'take their medicine kindly' when losers. But not so with ordinary outlaws. They are 'brave' enough while violating the law, but squeal like stuck pigs when caught.
 "Yreka for years 'stood for' violators of the state auto laws, who

shot through town at 30 to 50 miles an hour. However, at last the authorities decided to stop the practice by arresting speed outlaws and fining them from \$10 to \$20, according to the grossness of their offense.

Recently two Portland, Oregon, men drove through town at a rate contrary to the California state law, which allows a speed of 15 miles per hour through business streets and 20 miles outside of the business section of towns or cities. The speedometer on one of these men's machines indicated 28 miles an hour, and the other showed 32 miles per hour. One of these men was fined \$10 and the other \$20, according to the speed proved.

"Of course they both let out a squeal in the Portland newspapers—the Oregonian and the Telegram. Both screeds are a tissue of lies as to the kind of traffic signs on Yreka's streets and the size of the fines assessed. One of them claims he was fined \$30, when the amount was actually \$20. The other made it appear that his fine was exorbitant, when it was really light. In no case has an auto speed violator been fined \$30 by Recorder Farquhar and in only one case has it been as high as \$20. The usual fine has been only \$10.

"The sane and decent automobile owners—and they constitute fully 99 1/2 per cent—need have no fear of arrest in Yreka or elsewhere. They do not violate the speed laws or other traffic laws. Only the mentally unbalanced—partially insane—do so. And it is practically the unanimous opinion of the sane and law abiding classes that the automobile traffic law violators should be more severely punished than they have been heretofore. Life and limb are considered of more importance in Siskiyou county than the convenience of automobile outlaws.

"The traffic signs in Yreka which are the regulation signs provided by the California Automobile association, and were bought from that association.

"Yreka has no traffic policemen. The men who made the arrests hold their commissions from the state, and the arrests were made under the state law. Recorder Farquhar assessed the fines also under the state statute.

"It is to be regretted that neighboring county newspapers repro-

duced the stuff printed in Portland. It is a poor newspaper man who doesn't know a liar or a fiste by his screed, and he is a caricature of an editor who will print it."

COME HERE FROM FOSSIL TO SPEND THE SUMMER

Mr. and Mrs. Harry Reed, son and wife, with their little daughter, arrived in Ashland Thursday evening from Fossil, Oregon, and are guests at the H. H. Leavett home on Chestnut street.

The younger Mrs. Reed, who is a teacher, and her sister will attend the normal school here this summer. Mr. Harry Reed will return to Fossil in the near future to attend to business while the other members of the family will remain here during the summer months.

Get LEEDOM'S Ford Day prices on MASON CORDS. They'll knock you stiff. At Leedom's Tire Hospital. 241tf



Scene from "Man-to-Man," with Harry Carey in the title role, showing a stampede of 5000 longhorns.

Tillamook, Newport and Toledo to have good road connection. Cliff Payne makes ladders. 224tf

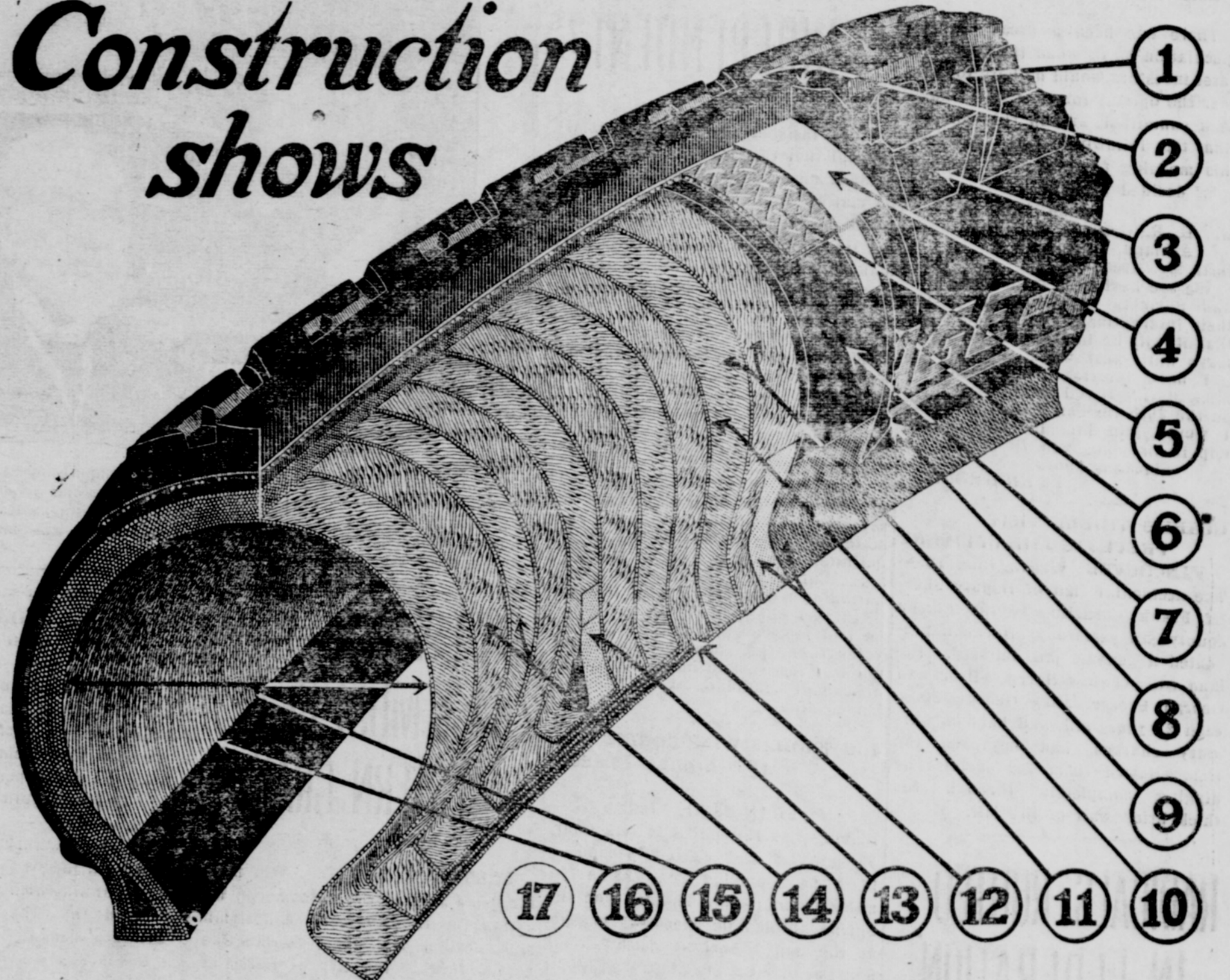


Cigarette

It's toasted. This one extra process gives a rare and delightful quality impossible to duplicate.

Guaranteed by The American Tobacco Co.

Construction shows



the SAVAGE CORD IS BUILT TO EXCEL

This tire has startled motordom with its remarkable performance on stage lines and other hard runs. There is nothing freakish about its construction, nor is it built by any so-called secret process. It does, however, embody the best known practices and latter-day attainments in cord tire construction. It has been built to be the world's foremost cord tire—built up to a standard for quality and not down to a price.

Tire men and motorists familiar with tire construction will find in the implicitly correct illustration above, aside from pleasing appearance and design, *seventeen outstanding constructional features* that make the Savage Cord the remarkable tire it is. Other good makes of tires, to be sure, may use one or more of the features enumerated for this tire, but the Savage Cord is the only tire we know of that embodies them all.

1. An effective tread design provides traction, lateral stability and speed—all the ideal non-skid features with none of the disadvantages of some designs.
2. Stretched rubber is cut more readily than rubber under compression. The Savage Cord Tread is so designed that the rubber is compressed under car weight, thus increasing its resistance against sharp rocks, glass etc.
3. Shoulders of the tread are scientifically tapered instead of dropping off abruptly. This strengthens and guards against separation and breaking down at this point. The extra thickness of rubber here gives maximum protection against rut wear and similar abrasive actions.
4. Our Breaker Cover makes an efficient bond between the tough, wear-resisting rubber of the tread and the soft, resilient rubber of the cushion and breaker strip.
5. Our Breaker Strip is designed especially for the Savage Cord. Its weave gives maximum protection, absorbing road shocks and preventing tread separation.
6. Generously heavy sidewalls of the same compound as the tread protect the carcass against rut wear and deterioration from water, oil, etc.
7. A pure gum cushion extends clear down to the beads, cushioning and protecting the sides as well as the top of the carcass.
8. The Savage Bead Cushion is a protection against rim chafing.
9. In the sizes most subject to overloading and abuse the Carcass contains two more plies of cord fabric than the average cord tire. For example, the 5-inch has 10 plies. The average 5-inch tire has only 8 plies.
10. Pure gum friction around and between cords gives the carcass maximum elasticity and resiliency.
11. Two chafing strips of square woven fabric, so constructed that the cord carcass is gradually stiffened as it approaches the hard bead, prevents the common "hinge" and resultant blow-outs above the beads.
12. The Savage system of interlocking holds the beads. It takes longer to build tires this way than by the usual methods, but we thereby give maximum protection against blow-outs so common to that point.
13. Our anchor strip provides real anchorage by looping around the bead and extending well up into the sidewall, thus insuring a perfect union between the bead proper and the carcass.
14. No adjoining plies have cords running in same direction. This method requires more time for construction for it necessitates the application of only one ply at a time. We feel the additional time is justified by the greater carcass strength secured.
15. Our tire has a larger sectional diameter than the average cord.
16. Both chafing strips extend up to the point instead of stopping at the toe of the bead. This method locks our bead still more securely.
17. It is Built to Excel.



Ashland Granite Company

INCORPORATED FOR \$150,000—SHARES \$100 EACH

This is a new company formed for the purpose of buying 140 acres and the equipment of the Blair Granite Company, near Ashland, enlarging the plant and building up a great wholesale monumental business.

Three months careful investigation reveals the fact that all conditions are favorable for the very profitable operation of a concern employing many men at good wages, and bringing thousands of dollars into the valley from outside sources.

A visit to the quarry will open your eyes to the possibilities. Transportation will be provided for all interested persons who will make known their desire to see this foundation for a big business. An illustrated booklet and other printed matter will be sent free upon application to the company.

Help Build a Big Business and Get Your Reward in Dividends

Opportunity plus action brings results
 We furnish the opportunity

ASHLAND GRANITE COMPANY,
 ASHLAND, OREGON

H. G. GALEY, Stock Subscription Solicitor

THE SPRECKELS "SAVAGE" TIRE CO. SAN DIEGO, CALIFORNIA
 OUR BEST ASSET IS THE SATISFIED CUSTOMER

"Heap Big Mileage" *The Enders Company* "Heap Big Mileage"