



"Watch me," said the strong swimmer, "I'm not afraid"

So he matched his strength against the swirl of the rapids, and laughed at the danger, and kept repeating the stunt, until—

It was the day the life-savers had been waiting for—that day the call for help came.

It's an easy matter to smile at coffee warnings when you're going strong;

But a good many strong swimmers won't risk the rapids, and a good many coffee drinkers are beginning to think of the caffeine in coffee.

Coffee can disturb nerves and digestion, and often it does.

There's a safe and satisfying course for everybody in the selection of a table drink.

Postum has charm without harm. It's the safe drink for all, and probably, therefore, it's the better drink for you. Thousands have found it better, and fully satisfying, for them.

Your grocer has both forms of Postum: 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.

"There's a Reason" for Postum

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

Local and Personal

Here for Summer—Miss Thelma Gannaway, of Medford, cousin of Mrs. Claire Minard of the Plaza confectionery, is here to spend the summer with her cousin and help out with the work in the confectionery.

Bend has added new charcoal plant. \$11.50 buys a 32x3 1/2 Savage tire at Enders. 246-3

Home for Vacation—Miss Gertrude Engle and Miss Frances McWilliams, who have been teaching in one of the bay cities, have returned home and will spend the summer vacation here.

Let Jerry O'Neal figure your next job of plumbing. First class material and workmanship. Phone 138. 207 E. Main street. 238tf

Former Residents Visiting—Mr. and Mrs. William A. Turner, former residents of Ashland, but who have been making their home in southern California for the last five years, are visiting old friends in this city. They expect to go north and attend the Rose Festival at Portland, after which they will make a trip east.

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

Visiting at Footh Creek—Miss Amy Stannard, who has been visiting the last two weeks in the family of A. M. Beaver, at 916 Iowa street, left this morning for a few days' visit at Footh Creek, where she formerly taught school. She will return to Ashland about Saturday.

Insurance—274-J—Yeo. 216tf

Compare Enders prices on Mason and Savage tires with any catalogue price. Buy at home. 246-3

D. V. B. S. Will Close Friday—The daily vacation Bible school will close Friday. There will be a short commencement exercise Friday afternoon at 1:30 o'clock. Quite a number of students leave us this week in order to attend the summer normal, but in those who remain the interest is not waning.

Fruit canning time is at hand. For fruit jars, lids, rubbers, jelly molds and sugar, Detrick's prices can't be beaten.

Will Spend Vacation Here—Meredith G. Beaver arrived home from Eugene Sunday, where he has been attending the University of Oregon, and will spend the most of his vacation here.

Dewdrop Inn for lunches, meals, sandwiches and salads. Get your Ford coupons. 237-tf

Leave for Kirby—Lester Davis will leave within the next few days for Kirby, Or., where he will work this summer in a sawmill near that place.

In addition to our extremely low prices, we give Ford coupons. Detrick's Groceteria sells for less.

Attending Normal School—Miss Eva Ackert, of Myrtle Creek, is here attending the summer normal school and making her home with the Fred Gasaway family on Nob Hill street. She will be in charge of the seventh and eighth grades of the practice school at the Hawthorne school building.

Ford Day sale on ready-to-wear suits at Paulserud's. 245tf

Leaves for Eugene—Miss Agnes Danford left yesterday morning for Eugene, where she goes to take the six weeks summer course at the University of Oregon.

Sale on suits at Paulserud's. Tickets on the Ford. 245tf

Will Hold Last Meeting—The Elk Ladies will hold the last meeting of the season at their club rooms in the Elks building, Thursday afternoon. Mesdames H. H. Gillette and Tony Franco will be hostesses for the afternoon.

Special values on suits. See our windows. Paulserud's. 245-tf

Visits Sister Here—Mrs. Nettie Caladne, a former Ashland resident, but who has been living in Livingston, Mont., for several years, is spending several weeks with her sister, Mrs. Galbreath at Rogue river, and spent Sunday in Ashland visiting with her sister, Mrs. Bessie Stevens.

One thing certain—Enders always sells for less, quality considered. 246-3

BUSINESS AND PROFESSIONAL

One cent the word each time.

LOST—Between Ashland and Yreka Monday, man's coat and vest containing auto car register, driver's license and traveler's checks. Name—F. J. Blundell. Finder return to Tidings office. 246-4*

APARTMENTS FOR RENT—Furnished apartment. Close in. Modern conveniences. Adults only. Inquire 166 Hargadine St. or phone 122. 182tf

HELP WANTED WANTED—Three or four experienced blight cutters. Phone 373-R-2. Golden Crest Orchards, 245-3

WHAT REDUCES MILK AND FLESH MORE THAN FLIES? Double Strength SHOOFLY just in from Philadelphia. It's the best Fly Repellant on the market today for the spraying of your cows. Fencing, Mowers, Rakes and Binders and their repairs. All kinds of Sewing Machines. Peil's Corner

Peil's Corner

Provost Bros. Headquarters for GARDEN TOOLS SPRAY PUMPS PRUNING SHEARS HOSE—and LAWN SUPPLIES

W. A. SHELL BARBER Safety blades resharpened like new. Single bit, 30c doz. Double bit, 60c doz Children's Work A Specialty

C. B. LAMKIN BARGAINS IN REAL ESTATE City and Ranch Properties Houses to Rent CITIZEN'S BANK BUILDING

We Buy and Sell Real Estate FIRE INSURANCE INVESTMENTS STAPLES REALTY AGENCY Hotel Ashland Building Ashland, Oregon Phone 26

Corvallis—Willamette precinct, south of here, planning \$3500 community hall. Two hundred and fifty thousand dollars to be available for Coquille-Bandon road.

PHYSICIANS. DR. ERNEST A. WOODS—Practice limited to eye, ear, nose and throat. Office hours, 10 to 12 and 2 to 5. Swendenburg Bldg., Ashland, Ore. 73-tf

DR. J. J. EMMENS—Physician and Surgeon. Practice limited to eye, ear, nose and throat. Glasses supplied. Oculist and aurist for S. P. R. R. Offices, M. F. and H. Bldg., Medford, Ore. Phone 567

DR. MATTIE B. SHAW—Special attention to mothers and children. Internal secretions and endocrine glands. Res. and office, 108 Pioneer avenue. Telephone 28. Office hours, 11 to 12 a. m.; 2 to 6 p. m.

CHIROPRACTORS. DR. MAUD INGERSOLL HAWLEY—Visiting Chiropractic Physician. Neuritis cases a specialty. Phone 118-J. Treatment given only in your own home.

PLUMBING H. R. ADAMS—Plumbing, Contracting and day work. 248 Fifth St., phone 166-J. 100tf

TRANSFER AND EXPRESS. Auto prompt and careful service, auto trucks or horse drays, call Whittle Transfer Co. Phone 117. Office, 89 Oak street near Hotel Ashland. 66tf

T. L. POWELL—GENERAL TRANSFER—Good team and motor trucks. Good service at a reasonable price. Phone 83.

ADAMS TRANSFER—Wood and storage. Phone 460. 211-1mo

FOR EXCHANGE FOR TRADE—160 acre unincumbered ranch on Pacific highway and county road near Hilt; small house and outbuildings; good stock or chicken ranch with plenty of wood and tillable land. Will trade for unincumbered Ashland acreage; prefer no house, but would consider acreage with small house. Eleanor Greer, 199 Grand St. 231tf*

FOR RENT—Clean, cool rooms, single or housekeeping. 72 North Main St. 242-1mo

FOR RENT—Store room 25 by 80 feet. Inquire 376 E. Main. Phone 369 Hargadine. 242-tf

FOR RENT—Two unfurnished rooms, connecting with bath. Privilege of kitchen and dining room. Phone 422-J. 246-2

FOR RENT—Reasonable, furnished room. 333 B St. 246-3*

FOR SALE—By G. F. Billings. FOR SALE—Well improved 20 1/2 acre farm, with good buildings, stock and implements. One mile from Ashland, on East Main St. See owner, R. Scheidter, Rte. 1, Box 173. 228-1mo*

FOR SALE—Seven grade Jersey heifers from 8 to 18 months. Price \$150. Mrs. H. W. Andrews, 122 Church St. 240tf

FOR SALE—Three fresh cows, good grade Jerseys. Priced right. 122 Church St. 240tf

FOR SALE—Ranch and equipment, cash. 122 Church St. 240tf

FOR SALE—Alfalfa hay. Frank Beswick, R. F. D. Box 176. 245-3*

BARGAIN IN HOME for a railroad man. Good location, five room house, large lot, level. Price \$1500, \$500 cash, balance at \$20 a month. Call on E. E. Phipps or E. R. Harris, 271 Morton St. 245-3

FOR SALE—Alfalfa and grain and alfalfa mixed. The very best, \$12 in the field. Leonard Oorthuys, Talent, on highway. 246-3*

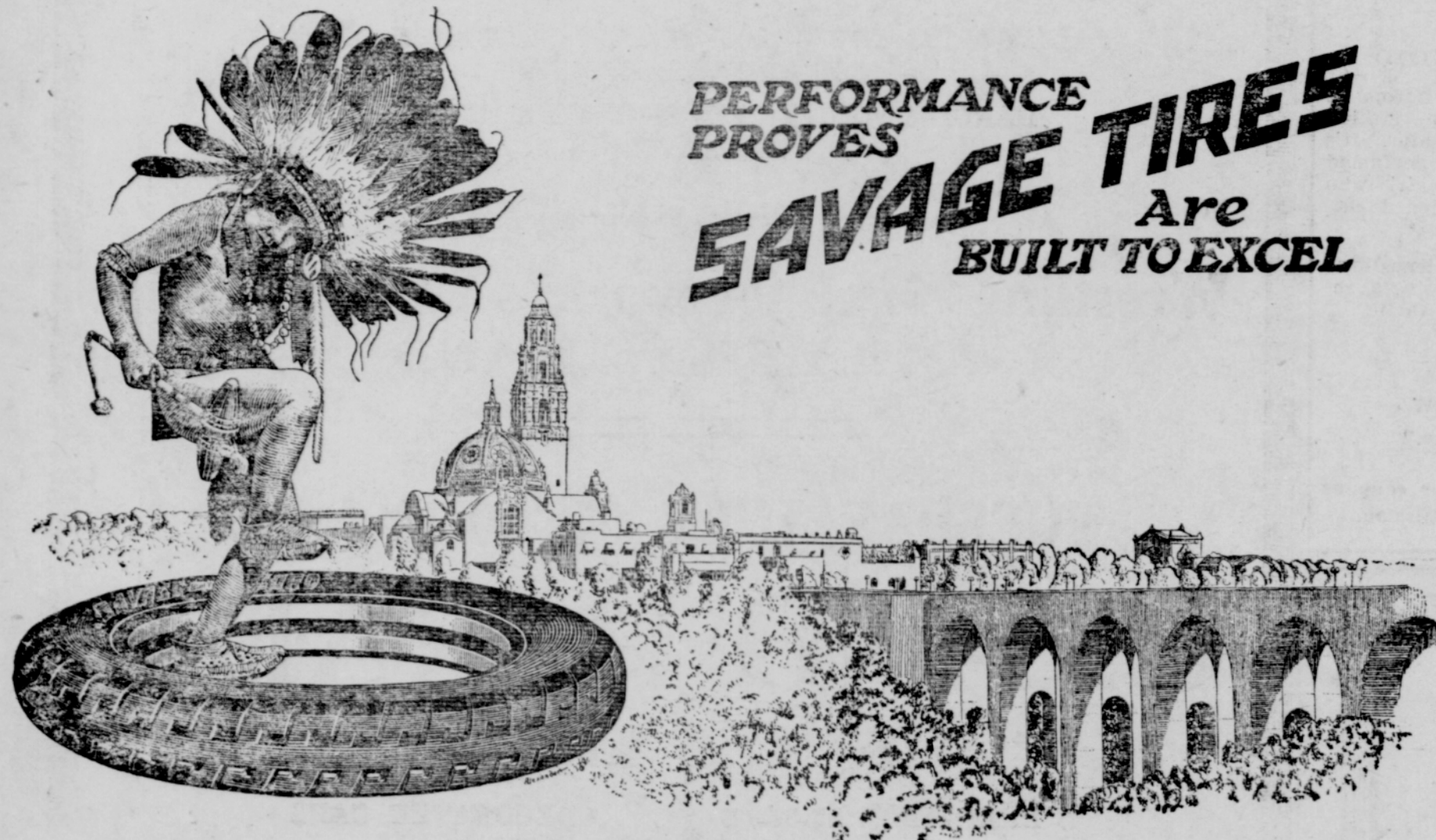
FOR SALE—My desirable six room modern residence, beautiful location, on corner of Beach and Henry streets, large lot, lawn, flowers, splendid garden and berries, on alley, milk house, wood and chicken houses, cow yard. A real home finely located. See it at 399 Beach St. and get price and terms. 246-2

Well Worth Your Attention LARGE LOT—GOOD HOUSE—FRUIT—WELL LOCATED Convenient to the Junior High School, Methodist Church, and Presbyterian Church

LOW PRICE—TERMS Billings Agency

Established 1883 Real Estate and Real Insurance

ASHLAND, OREGON Phone 211 41 E Main St.



PERFORMANCE PROVES SAVAGE TIRES Are BUILT TO EXCEL

IN SAN DIEGO, CALIFORNIA

In Balboa Park, Little Hoop, trade character of the Spreckels "Savage" Tire Company, dances after the fashion of his forefathers. The bridge and buildings in the background were built for the Panama-California Exposition held in San Diego during 1915-16. Left intact these structures form as beautiful a show ground today as they did then.

It would be difficult to locate a better natural "testing ground" for the development of tires than the city of San Diego and its environs affords. Here, within comparatively short distances can be found every type and condition of road that tires may be called upon to withstand—from long, splendidly paved highways to dirt and rocky ruts, from mountain trails to desert sands.

Being the Home of Savage Tires, the advantages thus afforded have naturally been made use of by the Spreckels "Savage" Tire Company. Under these varying conditions, through close attention and careful tabulation of results a tough, efficient tread, a strong, flexible carcass and a remarkable bead lock were developed and incorporated into the Savage Cord.

An interesting story could be written of the development of this tire and the tests it went through.

Tread Wear Tests On rocky, mountain stage line runs, Savage Cords averaged better than 10,000 miles in a service where no other tire had ever begun to approach that mileage before. This performance was the more remarkable because some of our tires were purposely "under-sized" to determine what they would do against larger sizes of competing makes that had been previously used.

We point with no particular pride to isolated instances of 30,000 miles rendered by our tire in service where other makes have never gone better than 18,000 miles, or less, before. These we class as exceptional cases. They do not necessarily prove the consistency of performance we are desirous of portraying.

Bead Lock Tests A common point of failure in cord tires is the bead. The access of a tire requires exacting, correct construction here. Aside from regular road service our bead was tested for strength and stretch in various unusually severe manners.

Mounting our tire on a wheel and dropping it several times from the fourth story of our main factory building did not dislocate or do any damage to the bead or carcass—as evidenced by 10,000 miles of service rendered thereafter by this tire in further test runs.

We tried repeatedly to effect dislocation of the bead by over-inflating our tire. In this we were unsuccessful. In each case the rims collapsed under the enormous pressure. Finally we mounted a tire on cast iron bead rings and inflated it to better than 1400 pounds hydraulic pressure (the government specifications require only 250 pounds). Even this enormous pressure did not dislocate or break the bead—it broke the iron rings. This tire, seating properly on the rim is now in road service and has thousands of miles to its credit.

Tests for Carcass Strength Placed on runs where the tread wears more quickly than usual, Savage Cords averaged 20% better service on their original treads than the total previous mileage secured from other makes of tires used under similar conditions. Retreaded, these tires increased even that mileage by 37%.

On runs of this nature Savage Cords have been retreaded three and even four times—showing a most remarkable carcass strength.

We have incorporated into this tire seventeen outstanding constructional features that make it a truly wonderful product.

This series depicts the performance of Savage Tires in different localities. We do not cite, or endeavor to show, isolated cases of exceptional performance—almost any tire company can do that. We have endeavored, rather, to reflect a true condition, showing the very consistent and general satisfaction Savage Tires are giving under every type of service in each section of the country in which they are operating.

Almost any tire will give satisfactory service under ideal conditions. Some makes will even render satisfactory service under certain adverse conditions. Certain makes of tires will perform best on long drives over pavements, other makes will show to better advantage on dirt highways—and so it goes.

Our object has been to build Savage Tires to perform equally well under every condition—on the short haul of the heavily laden commercial car, on the heated roads of the sandy desert, over mud and stones of the land of forests or the broad dirt highways of the plains.

That we have accomplished our purpose is evident from the results users of Savage Tires are getting—everywhere.

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

The Thrift Habit Is a Good Habit

Start practicing it today— And keep it up. You can start an account with one dollar.

The Citizens Bank of Ashland Ashland, Oregon

NOTICE—RARE OPPORTUNITIES! Ashland Realty Co.

Five room House, bath, sleeping porch, lots 35x121 feet, garage woodshed, fruit, paved street and sidewalk \$2,100 Eight room House, toilet, no bath, lots 60 1/2 x100 feet, garage, chicken house, sidewalk \$1,400 Five room House, furnished, bath, garage, woodshed, lots 50x 140 feet, some fruit \$1,500 25 EAST MAIN ST., OPP. CITY HALL, ASHLAND, PHONE 181