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DISPLAY ADVERTISING RATES

Single insertion, per inch	\$.30
Half inch, Display, per inch	.42
Yearly Contracts	
One insertion a week	.27%
Two insertions a week	.35
Three insertions a week	.50

Rates for Legal and Miscellaneous Advertising

Single insertion, per 8 point line	\$.10
Each subsequent insertion, 8 point line	.05
Card of Thanks	1.00
Obituaries, per line	.02%

WHAT CONSTITUTES ADVERTISING
"All future events, where an admission charge is made or a collection taken is Advertising."
No discount will be allowed Religious or Benevolent Orders.

THE BREATH OF JUNE

Red cherries ripening midst leafy branches; peonies regal in their proud aristocratic sway; lilies of the valley filling the air with fragrant incense—this is June. Roses—American Beauties, Columbias, Aaron Wards, red ramblers, tea roses, dark red roses, deep pink roses, roses white and roses yellow, imparting to the yard and garden paradisaical glory—this is June. Fields of wheat, knee high, waving in the wind and beginning to ripen under the splendor of the sun's rays—this is June. Sweet warble of nesting birds first heard at daybreak, then at intervals throughout the day, and bursting into vesper melody just before twilight—this too is June!

June is the month of commencements, of the sweet girl graduate, and the oratorical youth who takes for his valedictory theme "The World's Problems and How to Solve Them." This is the month when school, college and university take the center of the stage and hold it in undisputed sovereignty. What poetry there is in the commencement season—the girls in white, the bouquets of flowers, the music and the diplomas, and overhead in flaming letters the class motto "Beyond the Alps Lies Italy." Who has not sensed the rainbows that halo the commencement occasion, and likewise who has not responded to the minor chord of sadness as the graduates sing with gusto and possibly for the last time together their class songs. For, school, college and university days are such dear days of inspiration, of fun and frolic, of lasting friendships, and of dreaming dreams which may or may not come true.

Then June is the month of weddings, the bride's month in all verity. All the world loves a bride, whether she come from the ranks of the humble and the wedding be a marvel of simplicity, or she emerge from the home of the rich and the great, and the occasion be one of pomp and elaborate ceremonies—what matters it. All the world loves a bride. It will be a sorry day for society should the romance of marriage suffer loss or the wedding be treated as commonplace and a mere formality. Weddings are solemn, not sad; they are impassive events, and flippancy at such a time is the acme of poor taste. June is the bride's month, her very own. Roses then for the bride's hair, roses in her hands, roses in her cheeks, roses for her path, roses for the bride!

NEWSPAPER ADVERTISING

An enumeration of the reasons for advertising has recently been given out. There are eight reasons advanced, but there are many others, of course. However, here are eight that are very splendid and highly convincing, as given in a southern newspaper:

Newspaper reading is a universal daily habit; newspaper advertising, therefore, reaches each day virtually all who buy.

Newspaper advertising is the life blood of local trade because it touches all consumer sources in every community. It gives the national advertiser the same opportunity for complete consumer appeal in any locality.

Newspaper advertising cuts selling costs because it entails no waste in locality of circulation. Manufacturers use it to cover markets where it is profitable to do business.

Newspaper advertising insures quick, thorough and economical dealer distribution and under good will, because retailers are willing to sell products advertised direct to their own consumers.

Newspaper advertising enables manufacturers to tell where their products may be bought.

Newspaper advertising can be started or stopped overnight, can be prepared between days to meet certain developments and to obtain immediate results.

Newspaper advertising enables manufacturers to check advertising results and costs in every market which they enter.

Newspaper advertising costs less than any other kind. The merchant who does business man who is not taking advantage of the opportunities offered by newspaper advertising to boost his business now will still be facing readjustment problems when his competitor is back on a normal business plane.

Way Down East



STEWART'S WASHINGTON LETTER

BY CHARLES F. STEWART
NEA Service Writer

WASHINGTON — General Lincoln C. Andrews, assistant secretary of the treasury in charge of prohibition enforcement, is a military man through and through.

His idea of attaining an objective is to attain it at any cost. Casting about for means of multiplying the number of dry agents in the land, he was struck by the thought, "Why not make state troopers and local policemen dry agents too?"

It was a bright hunch, which would have more than doubled the forces at his command—if there'd been no hitch.

Andrews is a soldier, and legality is a question the soldier doesn't have to consider. The less legality the better, in time of war. The commander who stops to inquire, "Is this stunt I'm about to pull off according to law?" is apt to get licked.

So the general put his scheme up to Secretary of the Treasury Mellon, and Mellon, who's giving his dry czar a perfectly free hand, recommended it to President Coolidge, whereat the president signed an executive order authorizing the designation of state and local police as federal prohibition agents, to serve at \$1 a year apiece and empowered to operate regardless of state lines. Then the row started.

It seems that the order is of doubtful constitutionality. It certainly conflicts with a number of state laws.

Of course it enraged the wets. That was to have been expected. But it doesn't seem to have made much of a hit with the drys, either. In fact, several of them have denounced it roundly, in Congress.



As fast the weather is warm enough to put sheep on the bed.

Reynolds plays a violin. So did Nero.

North pole's discovered. South pole's discovered. But our auto found a telephone pole.

Our army is buying automatic potato peelers. Buck private used to be automatic potato peelers.

What's in a name? Two army officers were arrested at Fort Crook.



Lying calls for a certain technique that the average man hasn't got.

The surest cure for socialism is a clear title to a house and lot.

Just when you begin to understand what life is, the blamed thing is about all gone.

When a man marries, he turns over both his heart and his stomach to his wife's keeping.

Her Heck says: "City folks who goes into farmin' 'sposed about as well as farmers who goes into Wall street."

Moro Troubles Resumed Again

MANILA, June 3.—Three constabulary soldiers have been killed and many wounded in a resumption of hostilities against Moro outlaws at Zamboanga.

The new forays against the Moros resulted in the capture of three strongholds, in addition to the two captured three days ago. It is estimated that eighty Moros have been slain.

Making a Pet of a Lion Cub



Miss Joyce Jones, 15, of Okemah, Okla., will represent Oklahoma county as princess at the third annual convention of Oklahoma Indians at Fremont, Okla., in June. She is the granddaughter of Mrs. Alice Davis, Seminole leader, who is said to be the only woman chief of an Indian tribe in the country.

Joseph Neil Is On Paper Staff

UNIVERSITY OF OREGON, Eugene, Ore., June 3.—(Special) Joseph Neil of Ashland, was appointed a member of the business staff of the student daily newspaper by Earl Slogum of Portland, business manager. The appointment was made May 8, at the annual Emerald banquet held at the Hotel Osburn.

JAPANESE NAVAL BILL TOTALS 150,000,000

TOKYO. (UP)—A measure calling for naval expenditures of upwards of \$150,000,000 gold will be introduced in the Diet early next year as part of the government's budget estimates, according to reports in the vernacular press. The expenditure would be spread over four years, starting with 1927.

They say I'm "fussy"



WELL, let that go. I'm ready to admit that so far as pipe tobacco is concerned, I've got ideas. And if insisting on a tobacco that won't bite the tongue or parch the throat is "being fussy," you can write "guilty" alongside my name, and I won't even appeal the charge.

I can't speak for anybody else, but personally I smoke for pleasure. So I smoke Prince Albert. I'll say I do. Right after breakfast, on up and I smooch off the light for the night. Pipe-load after pipe-load. Day after day. Prince Albert treats my tongue as gently as a mother handles a brand-new baby.

They tell me it's the Prince Albert process that cuts out bite and parch. Fair enough. I'll testify before the well-known world that P. A. is the coolest, sweetest, most genuinely friendly smoke a fellow can get on this planet. You suspect that the minute you throw back the hinged lid on the boy and tin and get a whiff of real tobacco.

Now, I'm telling you to be fussy about your smoking. Many a pipe-smoker has fooled himself when he should have been smoking himself with P. A. I say it pays to be fussy about anything that means so much to a man. What do you think?

P. A. is sold everywhere in tin and boy and pack and half-pound tin. Beware of cheap imitations. Buy with sponge-mustache sign. And always with every tin of tin and pack marked by the Prince Albert process.

PRINCE ALBERT

no other tobacco is like it!

