



Society

The St. Mark's Guild held their monthly social Wednesday afternoon at the home of Mrs. M. Purdin on Geneva street. The social was in the form of a silver tea and the hostess was assisted by Mrs. R. L. Ewing, Mrs. Wm. Budge and Mrs. Glen Fabrick. The Misses Gene Budge and Vera Olmstead presided over the punch bowl. The following program was given during the afternoon:

Piano selection—Allison O'Brien.
Vocal solo—Mrs. Gay Childers.
Reading—Miss Mary Trowbridge.
Vocal solo—Miss Florence Trowbridge.

Violin solo—Ione Flynn.

Two humorous selections in Irish and German dialect, Mrs. J. A. Grafis.

A delicious luncheon was served after the program.

The committee in charge were as follows: Mrs. R. A. Holmes, chairman; Mesdames Hill, Fabrick, Richardson, Ewing, Tomlinson, Stennett, Conwell, Hamilton and Purdin.

Mr. John H. Holmes of this city, formerly rural mail carrier No. 1 from Rogue River, Oregon, left on Saturday morning, July 10, on a business trip to Flint, Michigan and other eastern points. Mrs. Holmes, nee Miss Bernice Smith, who is visiting her parents, Mr. and Mrs. B. D. Smith of this city, expects to join her husband in Flint, later this summer, where they will make their home.

Floyd Hart entertained at a dinner party Wednesday evening at Dr. Hart's ranch home northwest of town. Dinner was served at 7:30 p. m. Later in the evening the party motored to Ashland for a swim. Those making up the party were the Misses Kathryn Swem, Nellie Campbell, Dorothy Thorne and Gladys Peart; Messrs. Luther Deuel, George Henselman, Leeland Noe and Floyd Hart.

A dinner party was given last Tuesday evening by Mr. and Mrs. A. F. Stennett at their home on East Eleventh street. The occasion was in honor of Mrs. C. J. Eastman of Oakland, California. Those present were Mr. and Mrs. R. L. Ewing, Mr. and Mrs. E. V. Coffin, Miss Iva Coffin, Mrs. Wm. Weisser and Miss Gladys Peart.

A salmon bake was given Thursday evening by Mrs. Glenn Fabrick on the lawn of her home on East Main street. Those present were Mr. and Mrs. Ben Trowbridge, Mr. and Mrs. Ed Trowbridge, Mr. and Mrs. M. Purdin, Mr. and Mrs. Burdette Dodge, Mr. and Mrs. John F. White and Mr. and Mrs. Rand of Ashland.

A number of little tots helped Donald Edmeades celebrate his second birthday last Tuesday afternoon, July 13, when they all gathered at his home at 1009 West Main street. A greater share of the afternoon was spent in playing games, after which the large birthday cake and ice cream were served.

Mr. W. A. Folger returned this week from Philadelphia and other eastern cities much improved in health. His mother, Mrs. J. M. Folger and sister, Miss Harriet Folger of Akron, Ohio, and daughters, the Misses Folger, returned with him.

United States Senator Carroll Smalley Page of Vermont is visiting Dr. F. C. Page and other Medford relatives with his grandsons. He has long been in public life having served a term as governor of Vermont a quarter of a century ago.

The Misses Isabelle and Euphemia Parks of Pittsburg, Pennsylvania, have been the guests of Mrs. J. E. Watt, at her home 215 East Jackson street, for the past week.

H. G. Baker, wife and daughter from Austin, Minn., have been touring the coast and are now the guests of H. H. Baker and wife of North Bartlett.

Misses Ruby and Marie Lofland spent the week with their brothers on Lofland ranch. They had as their guests Oneida Crawford and Alta Steele.

Mrs. O. R. Chaffee of Grand Rapids, Michigan, formerly of Medford, is here visiting Mrs. L. M. Chaffee.

Mr. and Mrs. Bardwell have returned from a two week's trip to the San Francisco fair.

Mrs. C. A. Knight of 801 E. Main street entertained Friday evening in honor of Carroll and Proctor Page of Hydepark, Vermont. The guests were the Misses Laura Page, Jean Budge, Lucille York, Frances York, Ruth Merrick, Ruth Warner, Esta Warner, Annette Wakeman, Lenora Vance, Dorothy Thorne, Flora Welch, and Messrs. George Gates, Steven Nye, Herbert Alford, Lloyd Williamson, Emerson Merrick, Milton Shuchard, Frank Ray.

A. B. Robbins of this city formerly of Boston joined the Shriners excursion of that city as it passed through Medford Friday and accompanied them to the fair at San Francisco.

Mrs. W. A. Folger entertained at a tea at her home on West Main street Thursday afternoon in honor of Mrs. J. M. Folger and Miss Harriet Folger, both of Ohio.

Mr. and Mrs. Thomas A. Moffat and Mr. and Mrs. A. P. Hagen left for Crater Lake early this morning. They expect to return some time Sunday evening.

Mr. and Mrs. Randolph Borden of Pittsburg, Pennsylvania, are guests of Newton W. Borden and family at their home on South Oakdale.

Miss Valerie La Fortune of Seattle returned to Medford yesterday after making a hiking trip to Crater Lake with her sister, Miss Anna I Fortune and brother Edwin. She regrets having to return home, while the other two members of the party finish up the trip by first going to Klamath Falls and then home.

Miss Edna Cornell who spent the week and a guest of Margaret Irene Smith accompanied her father A. B. Cornell home to Grants Pass Saturday. They made the trip in their Dodge car.

Mr. and Mrs. McDonald and two children are making a two days' trip to Crater Lake, leaving this morning and returning Sunday night.

Mrs. C. I. Hutchinson entertained the Thursday Nullo Club at her home on South Orange street Thursday afternoon.

Miss Nona Greer of Ashland will arrive this evening to spend a few days with Mr. and Mrs. S. S. Smith.

Miss Jane Wilson entertained a few friends Thursday evening at her home on North Bartlett street.

E. G. Kline and wife motored to San Francisco recently.

The Philathea class of the Methodist Sunday school and their friends were entertained by Miss May Phipps Wednesday evening at her home on North Riverside. After a short business session, the guests were invited to the lawn, which was transformed into a large outdoor living room by using rugs, chairs and Japanese lanterns. Here they were entertained with some novel and very amusing games. A program of music and readings followed, after which the hostess served punch and wafers. There were over forty present and a delightful time was enjoyed by all.

Mr. and Mrs. A. P. Olson entertained at a watch party at their home on Rose avenue Thursday evening. 500 was played until a late hour after which dainty refreshments were served. The party then went to the depot to view the Liberty Bell on its way to the Fair. The guests were Mr. and Mrs. E. V. Coffin, Mr. and Mrs. F. Stennett, Miss Iva Coffin, Mrs. C. J. Eastman, Mr. and Mrs. Guy Childers, Mr. and Mrs. H. K. Tomlinson, Mr. and Mrs. E. W. Witte, and Mr. and Mrs. F. E. Diamond.

The young people of the Baptist church enjoyed a party last evening at the home of Rev. Carsten. A business meeting took place during the early part of the evening. Ward Keizer was elected president, Olive Johnson, secretary and treasurer. Non Dally, recorder and Beth Stewart, pianist. The remainder of the evening was spent in a social time, followed by dainty refreshments.

Mr. and Mrs. O. W. Fox and Miss Evelyn Taylor of this city are enjoying a ten days outing at Camp Njek.

MARGARET ANDREWS ENGAGED TO MARRY



Margaret Andrews

Miss Margaret Andrews, Newport's most popular girl, who is engaged to be married to Morgan Belmont, son of August Belmont, the New York millionaire.

A crowd motored to Ashland Thursday morning enjoyed dinner and supper at the auto grounds, took a plunge at Helman Baths, returning home at 7 p. m. Those enjoying the jolly party were Mrs. John Wilkinson and baby, Mrs. O. Alendorfer, Mrs. Jonas Wold, Mrs. E. F. Schmidt, Mrs. A. F. Hazelrigg, Mrs. J. J. Buehler, Mrs. A. E. Cunningham, Mrs. Chas. Lebo, Mrs. A. B. Cunningham, and son William, and Miss Bertil Miksehe.

PANAMA DEFENSES O. K. BUT FOREIGN SPIES AT WORK

PORTLAND, July 17.—Senator Ben R. Tillman, of South Carolina, declared tonight that "any foreign foe which dares to attack the Panama canal will be highly entertained." Senator Tillman stopped in Portland to visit his daughter, Mrs. Henry W. Hughes. From here he intends to go to Alaska.

"I studied the canal and its defenses for a week," declared Senator Tillman, "and I found the defenses wholly adequate. The principal concern manifested at the canal is to guard against observation by spies. However, although information has been guarded very carefully, there is no doubt that the British and all the Japanese are in possession of full information about the canal."

Senator Tillman expressed the opinion that several years' work and the expenditure of several millions of dollars would be necessary before slides would cease to interfere with the canal.

GOTHAM TAILORS GO BACK TO THEIR SHEARS

NEW YORK, July 17.—Satisfactory progress toward an amicable settlement of the strike here of 21,000 tailors was made today at an all day meeting of the committee of immediate adjustment, composed of representatives of the Amalgamated Clothing Workers of America and of the New York Clothing Manufacturers association. It was announced by members of the committee after adjournment tonight. They felt hopeful of reaching a settlement either tomorrow or Monday.

NAVY FIRST TO ALL OF THE WORLD

WASHINGTON, July 17.—A definite plan for navy experimental work on a broader scale than ever before attempted will be laid before congress in December by Secretary Daniels. Its adoption, Mr. Daniels believes, ultimately will result in placing the United States again ahead of the remainder of the world in machinery of sea warfare.

Preparation of the plan, which will include provision for a great central laboratory of experimentation, will be proposed as one of the first tasks to be undertaken by the new civilian advisory board in conference with naval officers and department officials. Mr. Daniels said that congress probably would be asked for "something big" in the way of appropriations to establish and operate the laboratory in connection with a bureau of invention and experimentation.

LIBERTY BELL ARRIVES AT EXPOSITION CITY

SAN FRANCISCO, July 17.—Tipped reception committees, policemen, station porters and guards were swallowed up here tonight in a tumultuous throng which gathered to greet the nation's Liberty Bell upon its arrival here from Philadelphia. The multitude seemed to present a fitting climax to the tempestuous welcome which greeted the bell at every stopping place after it entered California at dawn, in a patriotic outburst unrivaled in the state in times of peace. Tomorrow the bell is to be installed in the Pennsylvania pavilion at the Panama-Pacific exposition.

How, and Why, —the GOODRICH "Fair-List" Propaganda now saves Car-Owners, yearly, over \$25,000,000 on Tires

THERE are 1,923,951 Automobiles now State-licensed, and running, in the United States. Of these, 1,803,951 are Pleasure Cars—i.e., exclusive of Trucks, etc. More than 90% of them, or about 1,623,555, use *Pneumatic* Tires. Each car will wear out and replace, on average, about one Set of Four Tires per year. Therefore, the interests of each Car-Owner as well as each Car-Manufacturer, each Car-Dealer, and Salesman, is vitally and personally affected by the price of Tires to Consumers.

Because—Tires and Gasoline are the two *big* items of consumption in the operation of Motor Cars. The Owner who used his Car 1,000 Miles less per year, than he would have done, because of "the high-price of Tires and Gasoline," received that much less return from his entire investment in the Car proper.

The potential, or prospective, Car-Owner who fails to buy a Car because of "the high cost of Tires and Gasoline,"—he who sells his Car and does not buy again because of "the high cost of Tires and Gasoline"—or he who, for the same reason, stores his Car and does not run it during a considerable part of the year, is a direct loss to

- 1st—Automobile Manufacturers, as a class.
- 2d—Automobile Dealers, as a class.
- 3d—Garage Owners, as a class.
- 4th—Lubrication & Gasoline Manufacturers, as a class.

But,—he is a *greater* loss to *TIRE Manufacturers, and Dealers,* as a class, than to any others.

Because,—Gasoline and Lubricants, for instance, can be sold to the Owners of Motor Boats, Stationary, and other Motors. But,—Automobile Tires can *only* be sold, in the ultimate, to the man who OWNS a Car, and who wears out Tires through using it.

So this, then, is a leading reason why WE initiated, and propagated, that Goodrich "Fair-List" Movement which we publicly announced in the press on Jan. 31, 1915, and which caused practically every Pneumatic Tire Manufacturer in this Country to follow our lead and bring his prices down to a fairer level.

THIS is also the reason why some Tire Manufacturers, who could not, or would not, "meet" our BASIC prices for Pneumatic Tires (even though our "Fair-List" Propaganda obliged them to make heavy reductions off their former Lists) might erroneously suppose that "Goodrich" Tires have been cheapened in Quality, as well as in price.

Hence this explanation (to the Public, to Car-Manufacturers, Dealers, Car-Salesmen, Garages, and Tire Dealers generally) that we deem it "good business" to sell the best Goodrich Tires (of fabric construction) we have ever made, at the *fairest* price possible for such quality.

Hence, too, the following TEST offer to Consumers.

—We will cheerfully pay for any Goodrich Safety "Non-Skid" Tire, sold since our "Fair-List" price-reduction (announced on January 31, 1915), which when cut open shows any reduction in quality, in number of layers of Canvas, in thickness, or quality of Rubber, when compared with any other Goodrich Safety "Non-Skid" made by us, and sold at our higher prices current before the Goodrich "Fair-List" Movement.

And,—this is further to authorize any Tire-User to extend this Offer (at our expense) to any Tire Dealer, or Manufacturer.

We ask Car-Owners, and Tire Consumers, in their own interest, to see that no "implication" of lowered quality in Goodrich Tires goes *unchallenged*—just as we have protected their interests, for our own sake, through our "Fair-List" Propaganda.

BECAUSE of that GOODRICH "Fair-List" Propaganda, every Car-Owner who now buys any make of Tire sized 37 x 5, now saves on each set of 4 Tires, an average of about \$46.27.

—Every Car-Owner who uses 34 x 4 Tires, of any make, now saves, through the Goodrich "Fair-List" Propaganda an average of about \$25.15 per Set of 4 Tires.

Made as always—

- The same reliable Construction.
- The same dependable Service.
- Nothing whatever taken out of materials or Quality, no matter what reductions in List-Price are ever made.

—Every Car-Owner who uses 30 x 3 1/2 Tires, now saves, through the Goodrich "Fair-List" Propaganda, an average of about \$14.70 per Set of 4 Tires. Other sizes in proportion.

The 1,623,555 State-licensed Car-Owners who use Pneumatic Tires now save about 20% of what they last year paid for ANY make and size, whether they be Goodrich or competing brands,—equal to more than \$25,000,000 per year.

And, don't forget that this giant saving to Car-Owners was never mentioned to the Public by other Tire Manufacturing Concerns until the Goodrich "Fair-List" Propaganda made it imperative that they extend the Saving to Consumers on their Tires, or lose business to the Goodrich Co.

But, notwithstanding all this,—the fact which should loom largest to TIRE-USERS is the contrast of 10% to 40%, in prices, that still exists between the low price of the best Non-Skid Tires (of fabric construction) that money can buy, or the largest Rubber Factory in the World produce,—(to wit, GOODRICH Non-Skid Tires) and all other "responsible" Tires in the field.

Compare prices and see!

Then, if you are not already a Goodrich User, do yourself (and us), the justice to buy at least one GOODRICH "Non-Skid" Tire.

Test that out for Quality, Mileage and Resilience against any other Tire, at any price, which you are now using.

The result of such Test will cause you to wonder why you ever paid more for Maximum Quality, Mileage, and Resilience than the Basic price of Goodrich Non-Skid Tires?

THE B. F. GOODRICH CO., Akron, O.

C. E. GATES, Distributor Goodrich Tires