

OFFICIAL PROGRAM FOR CELEBRATION ASHLAND, JULY 4TH

The official program is as follows:

Morning

10 a. m. Jackson county parade with every city, town and community in Jackson county represented. A remarkable aviation demonstration will hover over the parade, showering the participants and onlookers with rose petals.

Detailed program of the line of march by Marshall Fred Homes.

The parade will commence forming at 9 o'clock and start promptly at 10 o'clock.

The parade will form on the boulevard between its intersection with North Main street, opposite the library and extend to the Granite City hospital. This section of the boulevard will be closed to the general traffic from 9 a. m. to 11 a. m.

As the floats come into Ashland from the north they may detour from the Pacific highway along Mechanic to Oak street, on Oak to Spring street, across Spring street to B street, along B street to Third, and on Third street to Main or if they prefer, may continue directly through the city over the Pacific highway (Main street) to the boulevard.

All the floats are to come into the boulevard opposite the library, at which point they will receive their number and be escorted to their position.

Every car will carry a number on each side, about 11x14 inches. These numbers will be in the hands of the

marshal and his staff and their assistants, who will tack them on the cars or tie them with twine.

Each community will be designated by its banners. The boulevard will be sectioned off each section bearing the following names, and each city or community will form at its section.

Jacksonville, Medford, Phoenix, Talent, Central Point, Eagle Point, Gold Hill, Rogue River, Applegate, Ashland.

The judges are: Mrs. Delbert Fehl, representing Medford.

T. W. Fulton, representing Jacksonville.

J. E. Wharton, representing Gold Hill.

Robert W. Ruhl, representing all the other places in Jackson county.

The parade will head north on the boulevard and proceed to East Main street, thence on East Main street to the plaza, thence on North Main street to Mechanic, thence eastward on Mechanic to Helman, thence south on Helman to its intersection with North Main street, where it will disband.

Those who desire may park their floats along Helman and Mechanic streets after the parade.

Prizes Offered

A prize of \$100 will be given by Mr. Jesse Winburn for the most original feature in the parade. \$50 will be given for the second best, and \$25 for the third.

\$25 will be given for the best stunt, and two prizes, \$15 for the first and \$10 for the second best individual features.

In the industrial display a prize of \$15 will be given to the best display and \$10 to the second.

\$25 in cash will be paid to the city or town having the largest percentage of its population marching in the parade.

\$25 will be paid for the best decorated building in the city on the Fourth.

\$50 will be given to the band pre-

senting the snappiest appearance and playing the snappiest tunes.

\$25 will be given for the most unique musical feature.

The marshal's staff consists of A. G. Moss, Clinton Hardin, J. L. Nell, G. C. Murphy.

In the parade, each mayor will lead the division from his place.

The parade committee are working on further cash prizes which will be divided up so as to make it possible for a great number of the marching bodies to receive prizes.

Afternoon Program

1 p. m. Patriotic services by noted speakers.

1 p. m. to 2 p. m. Free-for-all sprints in the park. The younger children will indulge in this sport.

2 p. m. Wrestling match in the Chautauqua building between Ralph Hand of Gold Hill and Ted Thye of Portland, to a finish match, two out of three falls. There will be no time limit.

2:30 to 3:30 p. m. Band concert in Lithia park.

2 p. m. to 4 p. m. Elderly ladies' contests near the round table. Championship of southern Oregon horseshoe pitching, near the children's play ground. Contestants may bring their own horseshoes if they have any choice—others will be furnished.

4 p. m. Baseball between the Medford Elks and Ashland Elks at high school grounds. During the ball game the aviators will do stunts over the ball park. The ball game promises to be a humdinger.

5 p. m. Children's amusements and contests near tennis courts. Ladies' baseball throwing near courts. Prizes will be given, and Lithia park championship title with every event taking place in the playground section of the park.

7 to 8:30 p. m. Band concert in Lithia park.

9 p. m. Marvelous display of fireworks by the Hitt Fireworks company

of Seattle, under the direction of Mr. Young. The Hitt Co. took the first honors at the Panama-Pacific exposition in the special stunts display.

The dance at the armory in the evening will be the aviation dance.

A special train will leave Grants Pass at 7:05 a. m. stopping at all points arriving in Ashland about 9:05. Returning it will leave Ashland at 10:40 p. m.

ADMIRAL H. P. JONES TO COMMAND ATLANTIC FLEET



Vice Admiral Hilary P. Jones, now second in command of the Atlantic fleet, who will assume duties of commander-in-chief, with the rank of admiral, July 1, succeeding Admiral Henry B. Wilson, appointed commandant of the United States naval academy at Annapolis.

ANOTHER POPULAR FREE MATINEE NEXT SATURDAY

The Geo. A. Hunt Co. and the Mail Tribune give another one of their popular children's free matinees at the Page theatre Saturday, July 2, at 10:30 a. m. This will be known as the 4th of July free matinee and Chas. Ray in "The Busher," has been secured specially for this event.

This story depicts a county town youth who has a throwing arm and attracts the attention of a league manager. He is promoted into professional baseball, but suffers a noticeable affliction of inflated chest and falls down on the job, just when all his home folks are at the game to see his wonderful pitching.

He takes an oath never again to play, but to save his sweetheart's home, which is jeopardized by her brother's betting, he goes again to the pitcher's slab and wins the season's "rubber" for his own home town. There is a pretty love story and the picture sparkles with humor throughout.

Children from the country are especially requested to attend. All that is necessary is to clip this coupon below and present it at the door. Every child must have a coupon.

COUPON

Clip this, present at door of Page theatre, Saturday, July 2nd and be admitted free to matinee at 10:30 a. m. Not good at afternoon matinee.

CALIFORNIA GIRL IN TENNIS FINALS

WIMBLEDON, June 29.—(By Associated Press.) Miss Elizabeth Ryan, of California, won the final match in the women's singles of the British turf court lawn tennis championship tournament here today, defeating Mrs. Satterthwaite, of England, in straight sets, 6-1, 6-0.

Miss Ryan thereby earns the right to meet Mlle. Suzanne Lenglen in the challenge round for the championship round.

ANTIOCH ITEMS

The moving picture show at the Beagle hall was well attended and everyone had a most enjoyable time. Net proceeds were \$14.85. Assistant County Agent F. C. Hollibaugh gave an interesting talk on Farm Bureau problems.

Mr. and Mrs. Oscar Blackford and daughter and Mrs. McKay of Willow Springs were out Sunday to visit with Mr. and Mrs. Lucas.

Miss Vada Morrison went to Medford Sunday to visit with Mrs. Weiss for a while.

At the annual school meeting, at Antioch Monday Mrs. Lucas was voted in as clerk and Mr. Sam Pollard as director.

The Antioch neighborhood voted for a new school house on the same grounds as the old school house now stands.

Mr. Estler Bailey of Central Point has been sawing wood the past week for Mr. J. W. Scott on his ranch.

Mr. and Mrs. Carl Narragan spent Sunday with Mr. and Mrs. Pollard.

Mr. and Mrs. W. C. Chapman and daughter visited with Mr. and Mrs. J. W. Scott Sunday.

Mrs. W. W. Morrison, formerly of this neighborhood, but who has been visiting her mother and brothers in Colorado for several months started on her return trip, but was taken sick with appendicitis and was taken to the hospital at Twin Falls.

Mr. Ralph Russell and family were out to the Meadows to visit Sunday.

Mr. Russell of the Meadows is reported quite sick and had Dr. Thayer of Medford out Monday evening.

H. C. Chapman returned home Saturday after working three weeks at Medford.

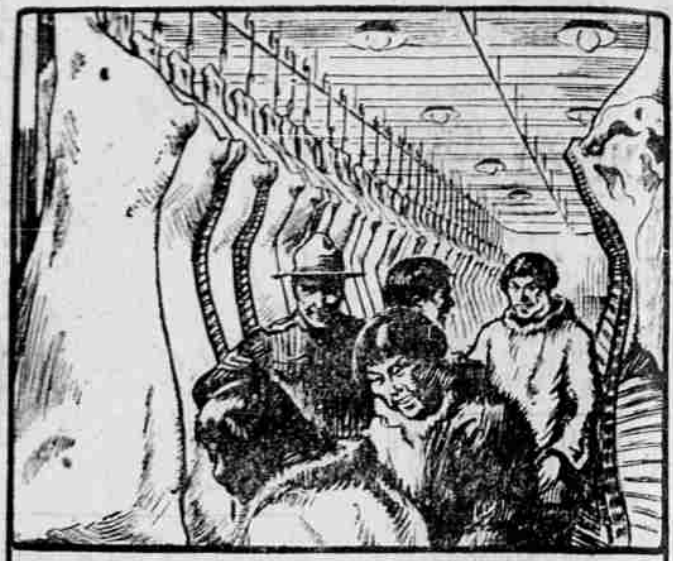
The Screen

At the Page

A double bill of extraordinary entertainment opens today at the Page theatre, which includes a strong dramatic feature and a special screen comedy. "Forbidden Fruit," the Cecil B. De Mille dramatic production with an all-star cast includes such popular players as Agnes Ayres, Theodore Roberts, Kathryn Williams and Forrest Stanley.

The picture develops through scenes of strong dramatic power replete with pathos and thrills. It is elaborately staged and the feminine principals wear striking gowns.

There are many thrills in "The Hick," Larry Semon's special comedy, and a large portion of the action takes place upon the farm. Larry introduces



Civilization's Greatest Achievement

Some Eskimos were brought down to Edmonton, Alberta, on official business. They had never before been south of the Arctic Circle.

They had never seen a street, a town, a window, or a wooden door. A bed, a water tap, and an electric light produced completely new sensations. Street cars were unknown to them; telephones unheard of; trains not to be believed even when beheld.

They had never seen an automobile until someone took them riding in one. They had never set their eyes on an airplane until someone did his most daring stunts in one to thrill them. They had never even seen a movie!

But what do you suppose moved them most in the whole bag of tricks which civilization produced for their amusement and amazement? What seemed to them the greatest wonder of all?

The cold storage plants!

The White Man didn't always have to hunt and fish when he wanted to eat!

Here was civilization's greatest gift, its greatest benefaction.

This feature of civilization makes it possible for Swift & Company, in the season of over production, to store a supply of food for distribution in the season of scant, or non-production. Thus we are able to maintain for all a constant supply of such choice and necessary foods as Premium Milk-fed Chickens, Brookfield Butter and Brookfield Eggs



Swift & Company, U. S. A.



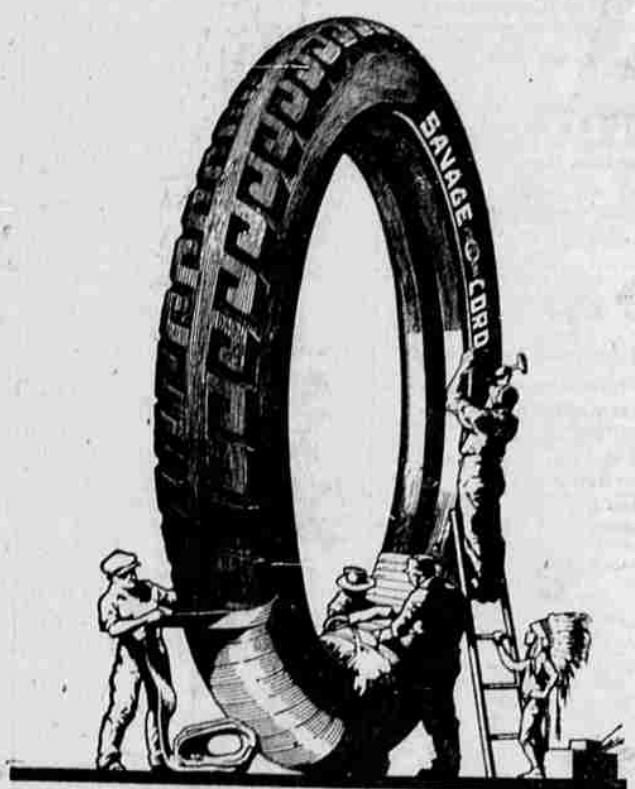
FINANCIAL SPECIALIST

When in need of medical attention you consult a specialist; when legal matters bother you, you see an attorney; why do any differently in financial matters?

The First National occupies the position of financial specialist to its patrons. And they find this the place to come when they require disinterested advice.

Federal Reserve Member

The FIRST NATIONAL BANK
MEDFORD OREGON



THE NEW SAVAGE CORD

AN ACHIEVEMENT IN TIRE CONSTRUCTION

ARISTOCRAT OF TIRES

When we decided to manufacture a Cord tire the type and quality of tire to be produced was likewise decided upon.

Over a year elapsed between the time the original design of this particular tire was started to the completion of the molds. A year of hard work with much retracing of steps, finally to be rewarded by the production of a tire which even to the casual observer is apparent as splendidly designed from the engineering viewpoint and possessing striking individuality.

The new Savage Cord is a mighty tire, not due to so-called secret or patented processes, but as the result of untiring research, experiment and test. In it are the refinements and improvements of later-day construction. In it is the expression of an ideal—the ideal to build a tire that will excel all others and ever reflect credit upon the name it bears.

Many months of grueling, experimental runs on test cars and stage lines over all conditions of roads proved and disproved the correctness of theories and enabled us to eliminate weaknesses and incorporate improvements, finally to present to the motoring public this Aristocrat of Cords which we believe will render the maximum of uninterrupted service and mileage per dollars invested. And in the final analysis is this not the only basis upon which you can figure tire costs?



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

Exchange Tire Company Medford, Oregon

Live Well—Live Long

EAT MORE BREAD

Bread made from Vilmo Flour is your best food. Your daily existence depends on the kind of food you eat. Eat bread—and lots of it. It makes you live. Get a sack of VILMO of your grocer tomorrow, or phone 84,