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Ashland, Ore., Thursday, June 17, '15

TRAINING OF REGULAR KIDS TO BE ENDED.

Chicago has a playground for millionaire kids. On land valued at \$2,500 a front foot (land, by the way, "reclaimed" by filling Lake Michigan and barring the poor away from the lake front) the Lake Shore Drive millionaires have enclosed a playground, that their children may enjoy their sports and pastimes.

Luxurious limousines deposit the children at the entrance, liveried footmen open the gates for them. The moment the footmen disappear, the limousine rolls away, the youngsters emit a wild whoop, hurl costly hats and coats into heaps and, careless of finery or manicured hands, rush to ring around the rosy, baseball, tennis, swings, sliding boards. Meantime fond mammas gather and decide the children may have the right to issue "visitors' cards" to other children "just like our country clubs, don't you know."

The interesting part of the experiment is whether the natural-impulses of the healthy American child can resist the studied effort to train them into a set of snobs.

THE OVERHEAD EXPENSES OF RETAIL TRADE.

The great bugbear of business is the overhead or fixed charges of the enterprise. Here is where many a concern has met shipwreck. The prices generally prevailing in the trade. The sales seem to be bringing a good profit. But at the end of the year it is seen that the fixed charges have wiped out the profit.

Cost of sales force, rent, taxes, heat, light, depreciation of equipment, repair, etc., these run along the same whether people are coming to the store or not.

The only way to reduce overhead charges is to do a large business, in which case the proportion of overhead expense that has to be charged up to each individual sale becomes less. By increasing the sales a loss can be turned into profit.

The only way to increase sales is to solicit business activity. The cheapest form of solicitation is to put an advertisement in the newspaper. It tells about a merchant's goods to a thousand people while the merchant is talking to one person.

International law places food for use by non-combatants of belligerent countries as not contraband. Yet England arbitrarily declared it contraband and by virtue of being "mistress of the sea" has taken from the high seas into her ports more than twenty vessels carrying cargoes of foodstuffs from the United States to neutral Holland, Denmark and Sweden and is holding them there. We don't hear much about this flagrant violation of our rights, but make a great fuss about the Lusitania and try to bluff the Germans from using the only effective weapons they have to prevent England from thus diverting our ships and cargoes. It looks to us as if the Washington statesmen in charge of affairs are looking through the wrong end of their official telescope.

Apropos of Secretary Bryan's resignation: If the "watchful waiting" policy of the administration is to be transferred from the Mexican border to the European theatre of war, it will be most fortunate for our country.

We are beginning to wonder whether or not the German submarines will permit us to use the Atlantic ocean to bathe in this summer.

That suffragist movement is getting serious; now they are killing \$9 out of every 100 roosters in Iowa.

WHAT..... 10c WILL BUY

The Greatest Sale Ever Held in Southern Oregon

The Biggest Sale Ever Held in Southern Oregon

- 5c Card Buttons, 3 cards..... 10c
- 20c Ribbon 10c
- 50c Boys' Shirts, special..... 10c
- 5c Card Dress Snaps, 3 for..... 10c
- 25c Children's Underwear..... 10c
- 12 1/2c Shirting 10c
- 5c Cubes Toilet Pins, 3 for..... 10c
- \$1 Ladies' Handbags 10c
- 15c Percalé 10c
- 10c Card Hair Pins..... 8c
- 25c Remnants 10c
- 15c Ladies' Handkerchiefs..... 10c
- Princess Emb. Floss, 3 for..... 10c
- 1000 yards of 15c to 18c Printed Lawns, yard 10c
- 15c Ruching 10c
- 50c Pillow Tops 10c
- 15c Batiste 10c
- 25c Dress Braids 10c
- 35c Stamped Linens 10c
- 12 1/2c Outing Flannel 10c
- 35c Ladies' Belts 10c
- 25c Wash Braids, 5 yards for..... 10c
- 12 1/2c Lonsdale Sheeting..... 10c
- 50c Jabots 10c
- 15c Towels 10c
- 35c Barrettes 10c
- 35c Ladies' Fancy Collars..... 10c
- 15c Linen Toweling 10c
- 25c String Beads 10c
- 15c Ladies' Vests 10c
- 15c Curtain Serim 10c
- \$1.50 Men's Odd Vests..... 10c
- 25c Boys' Straw Hats..... 10c
- 15c Embroideries 10c
- 25c Men's Blouses 10c
- 25c Velling, special 10c
- 50c Boys' Pants, special lot..... 10c
- 36-inch Dress Linings, values to 50c 10c
- 5 Pair Shoe Strings..... 10c
- 25c Men's Ties 10c
- 35c Linen Finish Cloth 10c
- 25c Men's Hats, special..... 10c
- 25c Black Milts 10c
- 15c Men's Handkerchiefs..... 10c
- 15c Black and White Checks... 10c
- 15c Arrow Brand Men's Collars. 10c
- 15c Men's Hose 10c
- 25c Colored Milts 10c
- Special lot of Parasols, values to \$5, while they last..... 10c
- Bath Towels 10c

A thousand other wonderful bargains. :::: Entire stock going!
A full line of men's, women's wearing apparel. Dry goods, etc.
No man or woman, rich or poor, can afford to miss this great sale. Everything is going!

READ PAGE 4 AND 5 THEN COME!

BEEBE & KINNEY STORE

Salespeople Wanted--Apply to B. W. Craig

Store is Closed

No Goods Sold Before Saturday

Those military drives in Europe seem all right, but the putting is bum.

Possibly the reason the Russians quit Radom was the fear the Teutons would raid 'em.

The president of Andorra receives a salary of \$15 a year and probably is the one ruler who earns his salary.

Those troubled with chronic indigestion will do well to try our new lithia water. John Rocho testifies, in the last issue of the Tidings, to its absolute curative powers when used for indigestion. We feel like strongly recommending it to at least one other Ashland citizen. If it cures his indigestion, like it did Rocho's, and makes as good booster out of him, we shall feel that it is worth all the money being now spent in developing it. Then, if it cures him, it will at once leap into prominence as a fine

medicine for "bad tummies." Mr. Rocho's testimony comes unsoftened and these columns are open for others.

The Oldest National Bank in Jackson County

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FIRST NATIONAL BANK

Capital and Surplus \$120,000.00

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United States of America

Good Work Done Promptly N. & M. Home Laundry

AT THE
Rough Dry at Reasonable Prices. New Machinery.
J. N. NISBET, Mgr.
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Vining Theatre

**ONE NIGHT ONLY
Friday Eve., June 18th**

Marguerite Clark
- in -
GRETNA GREEN



Another wonderful success for the Paramount Features by Five and Ten Cents

"Some men hope and some men fret,
Some have pride and some regret,
But the good or ill depends,
After all, on what you get."
—Mister Squeegie

There are people who can be satisfied with little if they know their neighbors have less.

This is a poor kind of philosophy.

It is not necessary to recommend any such doctrine to those who buy Diamond Squeegie Tread Tires.

They have a right to demand much, no matter how little their neighbors get out of other tires.

Unbeatable mileage economy, unusual freedom from trouble on the road, and unexcelled service under all conditions are some of the things the man who uses Diamond Squeegie Tread Tires has the right to expect.

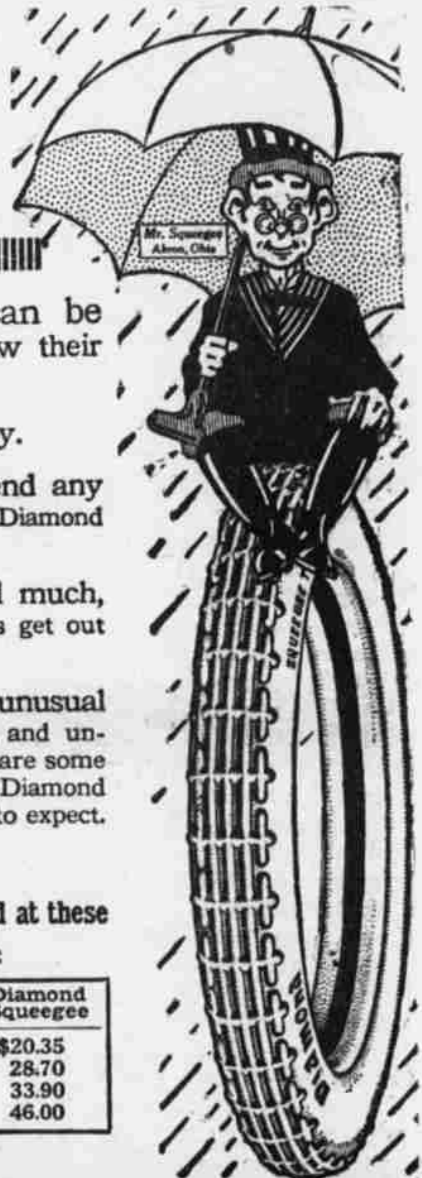
And he gets them.

Diamond Squeegie Tread Tires are sold at these "FAIR-LISTED" PRICES:

Size	Diamond Squeegies	Size	Diamond Squeegies
30 x 3	\$ 9.45	34 x 4	\$20.35
30 x 3 1/2	12.20	36 x 4 1/2	28.70
32 x 3 1/2	14.00	37 x 5	33.90
33 x 4	20.00	38 x 5 1/2	46.00

PAY NO MORE

For Automobiles, Bicycles, Put on For Cyclecars, Motorcycles
Diamond Squeegie Tread Tires



Suggestions for Summer

Where to Go

Tillamook Seashore Resorts

Wonderful scenery, dense forests, enticing trout streams, miles and miles of glorious sandy beach.

Special Low Round Trip Fares from all points with long limit. Daily and week-end trains.

Ask for further particulars and copy of booklet, "Seashore Tillamook County."

Summer Excursions East

Round trip tickets to Eastern destinations via California with stop-overs in either direction to visit the Expositions on sale daily from all points.

Full information from nearest agent. You can stop over at Shasta Springs.

Newport

A Delightful Seaside Retreat.

Every charm for an outdoor vacation. Surf bathing, fishing, boating and pleasant social recreations.

Special Low Round Trip Fares. Season—Week End—Sunday.

Daily train service and special Sunday Excursions.

Ask nearest agent for copy of booklet on Newport.

California's Exposition

A World's Marvel. Everything complete. The greatest event of the century.

Special Low Round Trip Fares Daily.

Splendid train service, attentive employes, delightful scenery. Ask for booklet "California and Its Two World Expositions" and "Wayside Notes—Shasta Route."

Our agents will be glad to furnish full particulars in regard to any of the above outings and make reservations, outline your trip or give you interesting literature on the various places you can visit.

Ask for our folder "Oregon Outdoors"

SOUTHERN PACIFIC

JOHN M. SCOTT, General Passenger Agent, Portland, Oregon