

See These Suits

See these boys' Knickerbocker Suits that we are selling at a great saving to you. Every suit has been placed on sale and each one means a saving of dollars to you. Fit that Boy out with a "Widow Jones Suit" for school--it will last him when others wear out.

SUITS AS LOW AS \$2.00

The Best in Quality

VAUPEL'S

The Lowest in Price

Ashland Tidings

SEMI-WEEKLY.
ESTABLISHED 1876.

Issued Mondays and Thursdays
Official City and County Paper

Bert R. Greer, - Editor and Owner
Lynn Mowat, - News Reporter

SUBSCRIPTION RATES.

One Year\$2.00
Six Months 1.00
Three Months50
Payable in Advance.

TELEPHONE 39

Advertising rates on application. First-class job printing facilities. Equipments second to none in the interior.

No subscriptions for less than three months. All subscriptions dropped at expiration unless renewal is received.

In ordering changes of the paper always give the old street address or postoffice as well as the new.

Entered at the Ashland, Oregon, Postoffice as second-class mail matter.

Ashland, Ore., Monday, Aug. 30, '15

MAKING OREGON ATTRACTIVE.

(Editorial from Portland Telegram of August 26.)

In the Ashland Tidings of August 19 there appears an interesting story of public-spirited activity in the city of Ashland that should serve as valuable suggestion to other communities in the state.

The immediate environment of Ashland is scenically attractive, and in addition to that which pleases the eye and soothes the senses, the country thereabouts boasts of a number of mineral springs. The people of Ashland and vicinity have used the waters of these springs as if they were an ordinary blessing, like the pure air, the sunshine and the mountain scenery. Finally, were they imbued with the desire and the resolve to convert these mineral waters into a community asset which would enhance the fame of Ashland in particular and that of the state of Oregon in a general way.

From the very first this enterprise was undertaken as one of public and not of private moment. It was made the city's job. The waters were to be impounded and piped for the free use of those who lived in Ashland, or those who, by good fortune, should be visitors there. Plans were formulated for that purpose and for simultaneous creation of a park, which the Ashland people say will be, when fully developed, the finest in the state; the project was thoroughly discussed in public; a vote was had and bonds were authorized in the sum of \$175,000 to put it into effect. In the detail of the story as published in the Tidings we have assurance of this free mineral water service, and prospective glimpses of sanatoria and the beauties and pleasures of a scenic park that all combined ought to make that city famous from coast to coast.

This Ashland enterprise is rather an urgent reminder that there are al-

most unlimited possibilities in public and private capitalization of Oregon scenery. The great natural value of this is already ours; but to make it available to those who are willing to spend their money for the privilege of a comfortable sojourn in a scenic paradise is the task that, once achieved, will help wondrously in the development of the state.

Consider our own Columbia River valley, and the scenic magnificence of it that is adjacent to Portland! Under present conditions the visitor can only get a glimpse of the wonders we have to show. The charm of a magnificently varied landscape, unexcelled on this continent and, as we believe, in the world, can be at present only partially disclosed and at that it can be presented only as a fleeting vision of delight.

In the White Mountains, from the Franconia Notch, through the little mountain villages of Franconia and Bethlehem, around to the foot of Mount Washington and through the Crawford Notch, there is a succession of parks, drives, trails and well-appointed, luxuriously maintained hotels which help to make that entire region one of the most popular play spots in the country. The bolder contour, the greater variety and the broader sweep of Oregon scenery really belittle the scenic advantages of the White Mountains or the Adirondacks. We have all the facilities for making this section the most famous and the best patronized playground to be found anywhere. To make the best of what we have we should give play to our imagination; couple it in practical working partnership with our public enterprise, and it will not be long before Oregon will be a successful bidder against all the world with those who have leisure and money for sight-seeing.

CHILD LIFE IN VACATION.

For many weeks school children long for their annual holiday. The dream of the days when they shall once more wander free from all restraints. Yet, as a matter of fact, many of them spend their time hanging around and asking their mothers what they shall do next.

The lawless and irresponsible freedom of vacation is a detriment to many children. They become petulant if asked to give an hour a day to little tasks for the family convenience. Yet they are able to take long jaunts and play incessantly in the sun. Children that seem perfectly well and self-controlled in the regular discipline of school term often become irritable and nervous in vacation, at a time when they are supposed to be receiving benefit from outdoor life and mental relaxation.

It is the opinion of educators and social workers that the modern child has too little to do. In modern town life there may be no task left for them to perform. The custom of regular work seems to have gone out of fashion. One child frets if required to mow the lawn or sweep the walks while the other children are roaming the streets. A high school principal was speaking the other day of the bad effects of the loafing

habit on the older children. He felt it so keenly that he got the boys of his school to agree to pay a fine of five cents each time they were seen loafing around the street corners by a teacher. The assessment was paid to the athletic association of the school, so all felt good-natured about it. It practically cured street loafing by the boys of that school.

The trouble with the idea was that it applied only on Saturdays and after school during term time. During summer vacation teachers scattered and the young folks could hang around the streets to their heart's content. But parents may well consider the suggestion as a vacation policy. A little regular work for school pupils during vacation will often save the younger children from getting over-tired at strenuous play, and will help prepare the older ones for more serious responsibility later on.

ASHLAND'S PLANS.


(Editorial from Oregonian, Thursday, August 6.)

The town of Ashland has already attracted a great deal of pleasant notice for its kindly feeling toward the public. Perhaps it is the situation of the place which inspires it with an altruistic mind. The sheltering mountains, the cool stream which pervades and beautifies the city, the fertile fields and productive orchards surrounding it, all conduce to stimulate a gently humanitarian sentiment in the population. The Ashland Chautauqua was one of the earliest in the state and it was so charmingly housed that nobody who visited it once ever failed to go again and again. Then came that lovely little park at the foot of the hill under the Chautauqua grounds, where a hundred rills murmur and sing, where flowers blossom in profusion and the trees wave their boughs in numerous welcome. Now Ashland has voted bonds to develop its mineral springs

on a truly metropolitan scale. We understand that the enterprise is wholly municipal and for the public good. There will be a great sanitarium constructed, imposing drinking fountains will be erected and the park system will be greatly enlarged.

It is said that the new park will include 51 acres, to be bought outright by the town for that purpose. Pretty well, this, for a place no larger than Ashland. But the city is looking to the long future. It realizes that the possession of wonderful natural resources insures it a permanent patronage from the traveling public and it is proceeding sanely and wisely to meet prosperity halfway. The park will be watered by the stream from Mt. Ashland. It will contain enchanting playgrounds with sparkling springs, many of them medicinal. Of course there will be camping grounds for motorists. The motor travel will be an increasing asset for Ashland every year. The whole of southern Oregon is replete with interest for travelers. Crater Lake is thus far the best known of them all, but many others are hardly less charming, if not so grand. In time they will all be made accessible and man will do his part to help carry out nature's plain purpose of making southern Oregon a traveler's paradise.

We are glad to note that our former townsman, M. C. Bressler, who now lives at Springfield, Ore., is foremost in having some of the plans of the Ashland springs water commission put into operation there. They are agitating the establishment of an up-to-date auto camp ground and Bressler is in the van of the agitation. Evidently he has been converted to progressivism. No doubt, after another Ashland protester has kicked himself out of town he, likewise, will advocate many of the same plans forwarded by the Ashland commission for his new location, notwithstanding his mean and unjust insinuations now against what the commission is attempting here.



THE "GREATER OREGON"
With new buildings, better equipment, enlarged grounds, and many additions to its faculty, the University of Oregon will begin its fortieth year, Tuesday, September 14, 1915. Special training in Commerce, Journalism, Architecture, Law, Medicine, Teaching, Library Work, Music, Physical Training and Fine Arts. Large and strong departments of Liberal Education.
Library of more than 55,000 volumes, thirteen buildings fully equipped, two splendid gymnasiums.
Tuition Free. Dormitories for men and for women. Expenses Lowest.
Write for free catalog, addressing Registrar
UNIVERSITY OF OREGON
EUGENE, OREGON

Stanley Steamer

Summer Schedule

Commencing June 21, '15

DAILY EXCEPT SUNDAY		SUNDAY	
Lv. Ashland	Lv. Medford	Lv. Ashland	Lv. Medford
8:00 A. M.	9:00 A. M.	9:00 A. M.	10:00 A. M.
10:00 A. M.	11:00 A. M.	1:30 P. M.	2:30 P. M.
1:30 P. M.	2:30 P. M.	5:00 P. M.	6:00 P. M.
3:30 P. M.	5:00 P. M.	7:00 P. M.	8:00 P. M.

25c--FARE EACH WAY--25c

MEDFORD STATIONS—Hotels Medford, Holland and Nash and Medford Pharmacy.
ASHLAND STATIONS—Hotels Oregon, Ashland and Columbia, Crowson's and Butler's Confectioneries.

Take the big red car for an easy ride.

D. GUY GOOD, Manager Ashland, Oregon

The Oldest National Bank in Jackson County

Member Federal Reserve System

FIRST NATIONAL BANK

Capital and Surplus \$120,000.00

DEPOSITORY OF
City of Ashland County of Jackson State of Oregon
United States of America

CLEANLINESS, PERSONAL ATTENTION AND COURTESY
COMBINED TO MAKE THE

Eagle Meat Market Popular

Inspect our market, and your confidence will be behind the pleasure of eating our meats. The knowledge of cleanliness and a sanitary workshop will aid your digestion.

84 N. Main **L. SCHWEIN** Phone 107



A Message for You...
From Headquarters!

New Post Toasties

for Breakfast.

A delicious food—different from ordinary "corn flakes." Each flake has a body and firmness—doesn't mush down, but keeps crisp when cream is added.

New Post Toasties are the tender meats of white Indian Corn, skillfully cooked, daintily seasoned, and toasted to an appetizing golden-brown. They come to you oven-fresh, in tight-sealed, wax-wrapped packages—ready to eat with cream, milk or fruit.

New Post Toasties

—the Superior Corn Flakes

Your grocer has them now.



Believe in signs?

Here is the sign of real gasoline—the kind the motor of your car was designed to burn. Every time you use a mixed or blended "gas," you lose power—you lose miles. Buy real gasoline—buy Red Crown. It's the good, old-fashioned kind—a highly distilled, unmixed, pure refinery product.

Standard Oil Company
(California)
Portland