

WHEN a scorching summer sun is doing its best to dry up energy—when the only breeze stirring is a furnace breath—when the katydids and locusts snore, "Dog days; dog days-s!" all day long—well, you can do one of two things: You can lie on the front porch and swelter, or like a canny person you can enjoy the August days. COOL OFF! Below are recipes for comfort

Try This

To feel cool without you must be cool within. Try this as a sure cure for heat-a-monia: Get a visual picture of the tastiest, the most enticing and the coolest thing you can think of—then put on your hat and go to the—

RAGGEDY ANN SWEET SHOP

Ask for your favorite and forget the heat. It's a sure and quick cure. Try it!

The Raggedy Ann
SWEET SHOP

HOT SPRINGS

Plunge into cool, clean water,—water that is invigorating and refreshing, water that leaves you comfortable and free from perspiration and heat.

Shaded by trees, cooled by the gentle breeze sweeping up through the valley, you will find no better place for a few hour's swim in

The most popular tank in Southern Oregon

An excellent place to spend the week end. Cabins—refreshments—swimming—being only a few of the conveniences found

THE HOT SPRINGS
Two Miles North of Ashland
J. C. OTTINGER Prop.

VININGG

The Theatre Beautiful

RELIEF FROM THE HEAT

The very moment you step off the hot pavement into the lobby of the Vining Theatre you sense the relief that many fans are bringing you. You will be refreshed and invigorated by clean entertainment and pure air.

Here are a few of the attractions to watch for

"ROLLED STOCKINGS"
Last Time Tonight

"SILVER COMES THRU"
Tomorrow Only, with Fred Thomson

"AFRAID TO LOVE"
Sunday only, with Florence Vidor

"DON'T TELL THE WIFE"
Monday only, Also Uncle Hiram's COUNTRY STORE

SUMMER HATS

That Shed the Heat



Protect your skin from the scorching sun beneath our beautiful summer hats—made in attractive colors, designed to give maximum comfort and the rarest beauty.

You are welcomed to our shop at any time—come in and inspect our stock. You will find it complete—and the many pleasing combinations will make an excellent choice easy.

Wineland Millinery Shop
Lithia Hotel Block

SOUTHERN OREGON'S MOUNTAIN RESORT

"Lake of the Woods Chalets"



At beautiful Lake of the Woods, nestled among the trees on Rainbow Bay, is the ideal spot for your summer vacation and week-end trips. Furnished cabins, running water and campers supplies are only a few of the things you will find for your convenience at this pleasant mountain retreat.

Excellent fishing, swimming and boating make life at the lake a glorious diversion from the dull strains and worries of business. Bring your family—forget such troublesome equipment as tents and staple groceries—and enjoy an outing at the "Chalets."

How To Find It

"Lake of the Woods Chalets" are situated at the North end of the Lake. From Ashland side, 38 miles it is 2 1-2 miles from first sight of water, from Klamath side 10 miles, road is at first sight of water. Watch for signs!

Swimming—fishing, furnished or unfurnished cabins, row boats, motor boats, campers supplies, store, gas and oil, cold drinking water, excursion launch, "Duplex" cabin, reasonable rates.



Lake of the Woods Recreation Co., Inc.

Dine in Comfort at

NININGERS

Hot weather means all too frequently a poor appetite and a bolted meal. Food that is not enjoyed does harm and steals hours of work and restful sleep. Tastily prepared summer-time specials, fresh vegetables and salads, courteous service and above all, cool fresh air contribute to a perfect meal that is long remembered.

Also remember this is the fishing and camping season, and hunting will soon begin. We carry one of the largest assortments of these supplies in the city.

NININGERS

FRIGIDAIRE

Keeps your food fresh and cool while you are away. No need to worry, FRIGIDAIRE will keep it in perfect condition, for it is automatic and retains a constant low temperature in its spacious compartments that is THERE TO STAY.



ICE THAT NEVER MELTS

OUR FOURTH CARLOAD, NOW SELLING AT OUR NEW SPECIAL RATE OF

\$25 DOWN—\$10 PER MONTH

Peoples Electric Store

Medford, Oregon

Phone 12

T BENEATH THE FORTING BREEZE ELECTRIC FANS

How much easier it is when you are away from the sultry heat of summer days. Beneath our powerful fans you can enjoy this breeze—and the knowledge that the high-quality foods we have made the

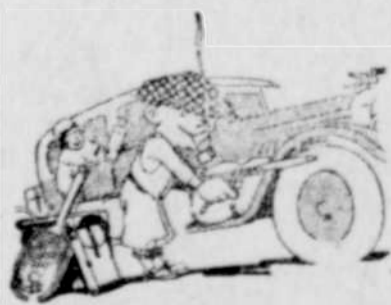
PALACE LUNCH

throughout Southern Oregon and Northern California are ever of the business, assures you a most and agreeable place where it's cool. The place should be—

PALACE LUNCH
Union Oil Station

Cool, Delightful, Summer Days Are Yours on the Highways and Mountain Roads

—BUT FIRST, "GAS UP" AT THE—



Union Oil Station

Located in the very center of Ashland's business district, it is the convenient station at which to give your car proper attention before starting on a drive, or for its usual supplies of gas, oil and grease.

We are open every evening until 12 o'clock. Always you receive the unequalled quality that is familiar with the famous lines of gas and oil we carry, together with "service" that you will appreciate. Opposite Palace Lunch.

Union gasoline—Ethyl gasoline, high pressure greasing, oil changing, battery water, pennzoil, real service.



Cool Off

ON ONE OF OUR WONDERFUL ICE CREAM SODAS!

Our Dining Room is the Coolest Place to Eat in Town

The Plaza
"Of Course"