

Ashland Daily Tidings

(Established in 1876) Published Every Evening Except Sunday by THE ASHLAND PRINTING CO

Bert R. Greer Editor OFFICIAL CITY PAPER Telephone 39 Entered at the Ashland, Oregon, Postoffice as Second Class Mail Matter.

Subscription Price, Delivered in City One Month \$.65 Three Months 1.95 Six Months 3.75 One Year 7.50

DISPLAY ADVERTISING RATES: Single insertion, per inch .30 Yearly Contracts: One insertion a week \$.27 1/2

Rates For Legal and Miscellaneous Advertising First insertion, per 8 point line .10 Each subsequent insertion, 8 point line .05

WHAT CONSTITUTES ADVERTISING "All future events, where an admission charge is made or a collection taken is Advertising.

DONATIONS: No donations to charities or otherwise will be made in advertising, or job printing—our contributions will be in cash.

JULY 25

THY WILL, NOT MINE.—Teach me to do thy will; for thy art my God: thy spirit is good; lead me into the land of uprightness.—Psalm 143:10.

THE SHALE OIL PROSPECT

The Tidings likes the curves of the Hartman Syndicate. They go at things like men who have confidence in their enterprise. They are gamblers a lot of their own money and time on the shale oil venture.

If the project of the Hartman Syndicate succeeds it will be worth millions to Ashland. Every property owner here will be benefitted, every business enterprise will advance, every piece of property will enhance materially in value.

Technically we know nothing of the production of oil from shale. We believe that the Ashland shale is loaded with gas and oil. We know that shales such as are piled in the mountains about Ashland are gas and oil bearing.

During the past three or four years hundreds of thousands of dollars of money have been sent away for shares in Montana, Texas and California oil prospecting ventures. Every dollar of that money went into the biggest possible kind of a gamble for there is no gamble so hazardous as oil prospecting.

Why will men fall for foreign blue-sky ventures and refuse to take a chance on a good-looking local enterprise, one that if successful will contribute in a hundred ways to the prosperity of this community.

The Hartman stock is selling at ten dollars a share. Suppose every property owner in Ashland should invest in ten shares and the whole thing should go bad, the loss to each would be negligible, but suppose the Hartman enterprise should prove successful, it would be the making of the town.

As it appears to us the Ashland field has at least one distinct advantage for the profitable production of oil and gas from shale over any other shale beds we know anything about.

sells above two dollars the thousand feet. This natural situation should enable the Hartman syndicate to greatly reduce the cost of fuel to local consumers so that everybody could have cheap gas for cooking, heating and commercial purposes and still leave margin enough in the product to pay the entire expense of retort production and leave the oil and other by-products to pay dividends on the stock.

MEN OF COURAGE ARE SALT OF THE EARTH

Newspaper dispatches a few days ago brought the news of the death of John A. Siddall, editor of the American Magazine, at the age of 49 years, when he was just in the prime of his powers.

With his death, it was revealed that several weeks ago, his physicians warned him that unless he stopped work, he could live only a short time.

"But I will die in the harness," was his response and he did so with that same optimism and courage of spirit which marked so many of his contributions to the American under the caption of "Sid Says."

Even the sufferings of disease, a cancer in the stomach, failed to lessen his zest in life, or to diminish his vivid interest in what humanity was doing, hoping, dreaming and striving for.

Siddall himself would have been the last person to claim for himself any special credit for his valiancy even in the very valley of death.

But it will touch many a responsive chord. Not to flinch before the great mystery; not to moan before a terrible fate; to smile in the face of cruel experience; to rise superior to the harshest circumstances—that is something which appeals to the finest and deepest instincts in human nature.

And what better ideal is there than to die in the harness doing that work or carrying forward that labor to which the best of life has been devoted?

Such heroism on the part of soldiers has ennobled and lightened up the pages of the past. But heroes are not made on the battlefield alone.

Common life is full of them, most of them are humble men, unheralded by poet or sage, men who take the jars and shocks of life with unflinching courage.

They rise transcendent even over death itself. Such are the true salt of the earth, whose living makes for faith in that which is best in humanity.—Sacramento Bee.

ALASKA KNOCKS

Alaska's ambition to become a state will be answered as it has been before by the argument that there are not enough people in the land to support a state government. A member of the house committee on territories made the statement and it was not challenged.

But the argument of expense is really an absurd one. There are at present 36 distinct bureaus and commissions administering government to the people of Alaska. Each of these bureaus has its corps of secretaries, agents, clerks and various other employees.

When statehood for Alaska becomes a subject for serious consideration, it is probable that a question other than that of expense will determine the action of congress. It is absurd to doubt that the great wealth of coal, timber, fisheries, minerals and furs in that land is sufficient to bear the cost of state government.

The question which will determine the votes of congressmen is likely to be that of adding two more votes to the senate. When the farmers of the constitution fixed representation, they made the house of representatives basis one of population, while the senate was always to have two members for each state.

A local contracting firm has completed 22 additional tables for the picnic grounds at Lithia Park. No further argument is required to prove the growing popularity of that resort.

In working for Ashland let's "hew to the line and let the chips fall where they may."

Daily News Letter

LONDON, July 25.—The Prince of Wales may set the styles of London so far as clothes go, but the Prime Minister is setting the styles for smokers.

Premier Baldwin has long been a devotee of the pipe, and his public espousal of this joy—or vice, as you choose—has given pipe-smoking a great boom in London.

The pipe is now the favorite smoke in all of the exclusive clubs, and it is almost a sign that one belongs to the owner middle classes to be seen with a cigarette in the mouth.

Whenever he is coaxed out for dinner, the Prime Minister once the King is properly toasted, espurns cigarettes and cigars and fills a huge French briar of the bulldog type. His lead is generally followed by most of the elite, and those who haven't a pipe with them feel just as out of place and uncomfortable as though they had worn tan shoes with their evening clothes.

Tobacco shops report that the sale of pipes in the last two months has grown in leaps and bounds and that the business is returning to the pre-war normal.

The Prime Minister buys his pipes in an exclusive shop in St. James, where they are made especially for him, and where he has his own blend of tobacco mixed.

The Prince of Wales still sticks to huge cigars, no mat-

ter what the fashion may be for other smokers.

Horrors! What is England coming to? Two English girls have been discovered—one who prefer to work in a factory instead of being domestic servants in Buckingham Palace.

During a discussion of the lack of domestic servants Robert Cust, a Hempstead magistrate, told in a most pained fashion of two girls whom he had helped to find positions in Buckingham Palace as kitchen maids.

"I was surprised and disgusted as a few days later," Cust said "when we were told that they had given up their jobs. One went back to the factory and the other remained at home unemployed."

Prohibition is a popular topic with most of those who arrive in England from the United States, but Hetty King, actress, is suing a Glasgow paper for \$15,000 on a libel charge, asserting that the paper misquoted her on American prohibition.

The article of which she complains was headlined: "Hetty King's Plea for Dry Uncle Sam."

London has just opened its first public golf course, and now the trouble begins. For a hundred years or more golf has been a rich man's game in England. Lord Riddell put up a gallant and victorious fight for a golf course for the workmen. The Prince of Wales foisted the first drive off the first tee of the first public course in London and ever since every other wealthy golfer has shown a desire to do the

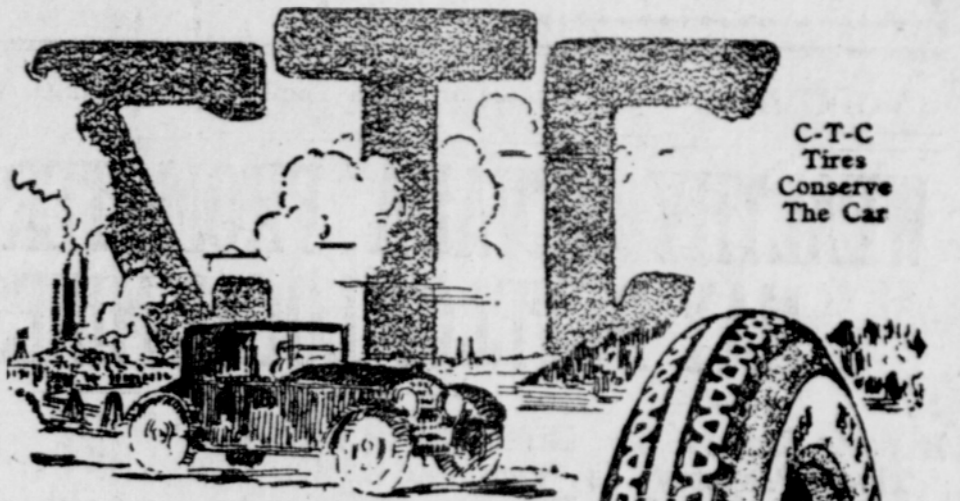
same thing. Brokers and bankers, doctors and lawyers, nobles and baronets all roll up to the course in their automobiles in such numbers that the poor working men have to stand in long lines waiting their turn to tee off and their only hope of playing seems to be that the wealthy enthusiasts will tire of the novelty of a public course and retire to their own private links once more.

Love and lather don't mix. This would seem to be the moral to be drawn from the case of Ivy Gladys Smith. Ivy took a job as a barber on the proviso that her sweetheart wouldn't interfere with her work. The sweetheart showed up, however, and Ivy is alleged to have shaved while she accepted the sweetheart's attentions. Joseph Wass head barber, dismissed Ivy. Then

Ivy sued him. She secured judgment for a week's salary in lieu of notice.

It pays to advertise.

Mrs. Laura Wiley returned Monday from a short visit with relatives and friends in the northern end of the state. Mrs. Wiley reports a splendid time on the trip.



Looks Superior

THE custom-built appearance and sturdiness of C-T-C tires are too outstanding to fail to arouse your respect and admiration.

And every inch of these great tires will justify your confidence by unrivaled performance, for never has a tire been offered which is so uniformly powerful and satisfactory.

C-T-C's are hand-built under improved processes and of the best rubbers, long staple combed cotton and other high-quality materials procurable. That is why they will stand up under 30% lower inflation than so long insisted upon for ordinary cord tires.

Leedoms Tire Hospital, Ashland Dealer. Other dealers throughout the county.

Columbia Tire Corporation Portland, Oregon.

Advertisement for 11 4 more cigarettes for 24 for 15¢.

turn to the right

5.3 years—life of average motor with ordinary lubrication

5 Yrs.

4 Yrs.

3 Yrs.

2 Yrs.

1 Yrs.

7 years—estimated life of average motor with perfected lubrication

7 Yrs.

6 Yrs.

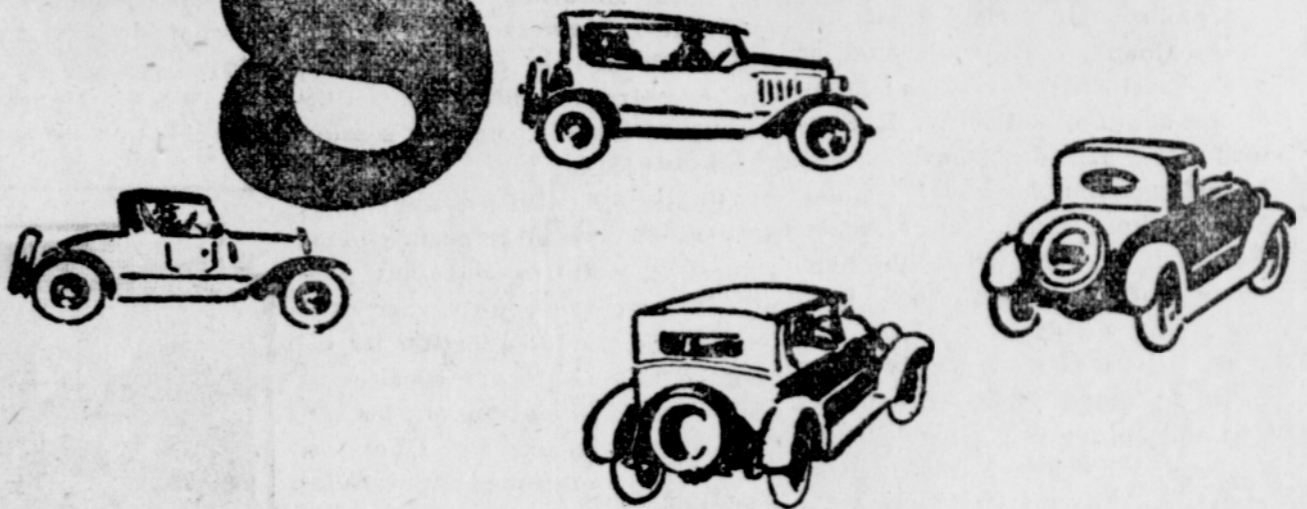
5 Yrs.

4 Yrs.

3 Yrs.

2 Yrs.

1 Yrs.



National automotive authorities estimate that seven years service from your car is a reasonable expectation with perfected lubrication. The life of the average car is only five and three-tenths years with ordinary lubrication.

- 1. Clean the crank case thoroughly every 500 to 1000 miles and when changing from one brand of motor oil to another. 2. Flush the crank case only with fresh lubricating oil—never with kerosene or so-called "flushing" oils. 3. Lubricate with correct grade of Cylcol—the perfected motor oil, as shown on the Cylcol Recommendation Chart.

Cylcol is perfected by an advanced method of oil refining—the new Hexeon process. It makes Cylcol free from destructive "sulpho" compounds—the impurities which cause motor oils to break down and thin out rapidly under engine heat.

Because of this, Cylcol retains its "body" under high operating temperatures—maintains the essential lubricating film between moving parts and reduces friction wear to a minimum. Use Cylcol regularly and get all the value out of your car that its makers put into it.

ASSOCIATED OIL COMPANY Executive Offices, 79 New Montgomery Street San Francisco

The Perfected Motor Oil—

CYCOL

free from destructive "sulpho" compounds