

ASHLAND DAILY TIDINGS

(Established in 1876)

Published Every Evening Except Sunday by THE ASHLAND PRINTING CO.

Editor: George Madden Green
Business Manager: W. H. Perkins
Telephone 39

Entered at the Ashland, Oregon Postoffice as Second Class Mail Matter
Subscription Price, Delivered in City

One Month	3.75
Three Months	10.50
Six Months	19.50
One Year	35.00
By Mail and Rural Routes	
One Month	\$.65
Three Months	1.95
Six Months	3.50
One Year	6.50

DISPLAY ADVERTISING RATES	
Single insertion, per inch	\$.30
Political, Display, per inch	.42
Yearly Contracts	
One insertion a week	.27 1/2
Two insertions a week	.25
Daily insertion	.20
Rates for Legal and Miscellaneous Advertising	
First insertion, per 8 point line	\$ 1.10
Each subsequent insertion, 8 point line	.95
Card of Thanks	1.00
Obituaries, per line	.02 1/2

WHAT CONSTITUTES ADVERTISING
"All future events, where an admission charge is made or a collection taken is Advertising."
No discount will be allowed Religious or Benevolent Orders.

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

BEAUTY AND DUMBNESS

Said a feminine lecturer over the radio the other night:

"No woman can be 'beautiful but dumb'. For if she is dumb, she will not be beautiful. Beauty is as much a part of mind and soul as of body."

"The really beautiful girl will reflect her charm in daily Christian living, in unselfishness, in intelligence and individualism as much as in shapeliness of figure or comeliness of her hair and eyes."

Many of us want to believe this. Moral and intellectual beauty are doubtless preferable to mere physical beauty, by any really high standard. But when we consult the standards that seem to prevail today, what do we find?

Take the rank and file of "prize beauties." Take the accepted beauty displayed on our stage—both "legitimate" and movie—more lavishly and frankly than ever before. Take our current magazine art and our Sunday supplement portraits. Take our feminine advertising. Thousands of feet of beauty films, and how much intelligence! Tons of fair "models" in the flesh, and how many ounces of brains! Whole newsstands full of magazine covers, and how many glimpses of mind or soul! Miles of billboards and how often a trace of character! Yet all these go by the name of "beauty."

The fact seems to be that the present generation seems to have fallen into the worship of a cult of beauty that puts a premium on "dumbness."

THE EXCAVATING HORSE

Here is a familiar spring scene. Perhaps you can see it out of your window.

In a vacant lot several teams of horses are moving, all day long, on a course that roughly corresponds to the orbit of a returning comet. They are hauling scrapers, digging the cellar for a new house. Around and around they go, slowly and patiently, but steadily and, as it appears after a day or two with remarkable effectiveness. Scraperful after scraperful of dirt is scooped from the excavation, hauled up such a sloping incline as were the stones dragged by Egyptian slaves for the pyramids, and dumped at the other end of the circuit, on a great mound for future removal or in a depression to make another level lot.

What of it? Nothing, perhaps, except this: There is still work for horses.

A steam shovel might do that job. A tractor might do it. But such machinery is for bigger contracts and more extensive excavations. For this lighter, smaller task the docile, flexible horse, representing a small investment, is still best. It is one of a few tasks kept for him out of many. It suggests that in spite of the conquering gas engine, the horse may remain with us yet a long time.

UNITED STATES LEADS IN IMPROVED ROADS

The great increase in use of motor cars and trucks on country roads and city streets, with consequent demand for paved thoroughfares, has brought about a growth of nearly 150 per cent since 1919, in yardage of asphalt paving laid throughout the country, approximately 140,000,000 square yards being laid last year.

METAL, THE GREAT CIVILIZER

One who has traveled through the sections of our country which produce our gold, silver, copper, lead and zinc ores, must gain respect for the men who invest their lives and their capital in producing these invaluable metals.

There would be no civilization without such primary production. No industries, in the interest of national safety, deserve greater encouragement by the people and the government than do these branches of mining.

"Merely a woman's gentle homage," says Mussolini of the latest attempt on his life. Evidently the man has no respect for anything but a 42-centimeter gun.

Always Something Wrong



STEWART'S WASHINGTON LETTER

BY CHARLES F. STEWART
NEA Service Writer

WASHINGTON—One hears the question raised, down in the Senate lobby, in the last few days, if President Coolidge's blood hasn't been turning a little too cool recently for his own good.

The talk began with the case of Senator McKinley of Illinois. McKinley was very loyal to the administration. When it came time for the Senate to vote on American entrance into the world court, the indications were that he ought to cast a negative ballot, if he had a proper regard for his own political good health.

The president, however, wanted an affirmative result, so McKinley obediently voted affirmatively.

Shortly afterward the moment arrived for him to seek a re-nomination for the Senate, from the Illinois Republican electorate. Backed by the administration, he probably would have won it, but the administration kept strictly out of the fight and McKinley lost, mainly because he had voted for the world court to please the

president, who wouldn't help him when it came his turn.

Then came the Brookhart-Steck contest.

If Senator Brookhart, an insurgent Republican won, then the field was clear for Senator Cummins, a faithful administration man, to get a Republican re-nomination in Iowa, for the coming autumn election. He said he wanted the contest decided on its merits but he undoubtedly hoped Brookhart would be allowed to keep his seat.

But the administration seems to have preferred Steck's conservative Democracy to Brookhart's insurgency. True, the president said he didn't care, either way. Nevertheless, the senatorial quartet who are recognized as preeminently the Coolidge members of the upper house—Butler and Gillett of Massachusetts and Dale and Green of Vermont—were for Steck.

Seattle Now Has 450,000 People

SEATTLE, Wash., May 5.—(U P)—Seattle today is a city of 450,000 population. It was estimated by C. A. Bross, Polk county manager, who based his figures on a new census taken for a city directory. Bross said Seattle has increased by about 20,000 persons during the past year.

TOM SIMS SAYS

Few of us worry over how much money we make, but we all worry over how much money we get.

It is easy to think of something to do after it is too late to do it.

January postal receipts showed a 7 per cent gain. Have you paid your Christmas bills yet?

What's in a name? Mussolini continues as the strong many of Italy.

United States is so poor. Has only 83 per cent of the world's autos.

Chicago murderer has a hard time. Has to work so fast he is liable to shoot some of his many friends.

Advertise In The Tidings.

WEEK DAY BIBLE SCHOOL PROVES A REAL SUCCESS

On October 5, 1935, the Ashland Week Day Bible School of Religious Education opened, with an enrollment of 167, from the fourth and fifth grades of the public schools. It closed seven months later with an enrollment of around 290, with the six B added the second semester.

In closing an open assembly was held at the Methodist Episcopal church with seating room at a premium and at which the more than 350 pupils present presented an hour of song, dramatization, readings and class drill.

The Ashland Week Day School of Religious Education was established under the direction of the Ashland Evangelical Association of Religious Education under its supervision and that of the Ashland public school board and the Superintendent of Schools, George A. Briscoe.

Five of the churches financed the school and the school board released the pupils, having permission from parents or guardians to attend, for one hour a week for seven months of the current school year. Grades three, four, and five were used the first semester, with the six B added the second. The teacher was selected by the Association with the approval of the school board.

Rooms in the Methodist and Congregational churches were furnished and the pupils from the above grades were conducted from and to their rooms by the teacher in charge.

From an initial enrollment of 167, the first month, it was increased until at the close of the term the total enrollment has been around 290. The highest enrollment from any one grade has been 34, (a five A) and one room sent forty pupils. The lowest percent from any room has been 68 percent and the highest the 100 percent; two grades sending their entire roster—a six Band a 3 B. The majority averages from seventy-five to well in the nineties.

The attendance has been as regular as that of the different rooms and the interest keen. Many of those not attending this year indicating their attention to attend next year.

The venture has proven so successful that it has been decided to employ the teacher for the full time and to add two more grades to the original number having the work.

The budget has been raised and the expenses paid. The coordination of parent, teacher, public school teacher, Association and school authorities has been ideal and Ashland feels justly proud of the success of the movement for Religious Education in the Week Day Bible school.

Many informing things have been brought to light during the year. The librarian reports more Bible stories taken out than ever before and a demand for certain collections insistent. More Bibles for children have been purchased and many children who do not attend Sunday school are enroll-

ed in the Week Day Bible school. The attendance is made up from sixteen different denominations. The King James Version of the Bible is used as a text in all the grades and the state course of study is followed.

Advertise In The Tidings.

Resigned to leave—Miss Rose Cleashall of Indianapolis, who has been a guest of Mrs. W. S. Eastman on the Boulevard, returned to her home yesterday. Miss Cleashall expects to return to Ashland later and leave.

NOTICE OF STOCKHOLDERS' ANNUAL MEETING

The stockholders' annual of the Hartman Syndicate, Incorporated, will be held at the office of the company, 135 Pioneer Avenue, Ashland, Oregon, at 3:00 o'clock p. m. Thursday, May 27, 1936.

Hartman Syndicate, Inc.
Chas. D. Crouch, Pres.

Outbursts Of Everett True

"THUS YOU WILL DISCERN, MR. TRUE, THERE WAS FOSTERED A RECRUDESCENCE OF INTERMINGLING NATURE, WHICH WAS BASED ON MALSERVATIONS EQUALLY UNDRAGGONS, FOR INSTANCE—"



FOR INSTANCE, OSKALOOA MESOPOTAMIA INSOMNIA YPSILANTI OSHKOSH !!!



©1936 BY NEA SERVICE, INC.

OUT OUR WAY By Williams



MOMENTS WE'D LIKE TO LIVE OVER - MAY MADNESS.

Red Gap?



Like Ma Pettinelli of Red Gap, rushed in action Mrs. T. C. Primm of Ashland, Ore., is a woman much at gunpointing all the way as a 100-acre cattle ranch. She is also president of the Study Club in Meridian and takes an active part in civic work.

How's your oil after 1,000 miles?

IT'S not how well the oil you use lubricates during the first few miles it is in the crankcase that counts. Any good oil will lubricate well at first. It's the end of the run that counts.

Parabase was made to lubricate just as many miles as you would expect good oil to go—and a little farther. Parabase takes care of those last few miles before you put in fresh oil when all the dirtiness is done.

Parabase does not quickly break down under the stress and heat in your motor. It stands up—it is your insurance that your motor will be as sound at the end of the run as it was at the beginning.

Tell your garage or service station man to fill up with Parabase.

Parabase

A GENERAL MOTOR OIL



For Ford—Use Para-4rd

SOLD ONLY THROUGH AUTHORIZED INDEPENDENT DEALERS