

ASHLAND DAILY TIDINGS

(Established in 1876)

Published Every Evening Except Sunday by THE ASHLAND PRINTING CO.

Editor: George Madison Green
Business Manager: [Name]
Telephone 29

Printed at the Ashland, Oregon Press Office as Second Class Mail Matter
Subscription Price, Delivered in City

1 Month	\$.65
3 Months	1.95
6 Months	3.75
1 Year	7.50
By Mail and Rural Route	
1 Month	\$.85
3 Months	2.55
6 Months	5.10
1 Year	10.20

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Single insertion, per inch	\$.50
Second, Display, per inch	.35
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Yearly Contract	Special
Two insertions a week	.35
Three insertions a week	.30
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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.

SAVE THAT INSURANCE

Thirty billions of dollars may be secured for their mothers, wives or children by American soldiers, if they renew their war risk insurance before July 2nd. After that date the chance is gone.

Thirty billions is about three times the amount of all the pensions paid to the men who fought all our wars. It is 50 per cent more than the national debt, equal to nearly half the value of all our farm land and equivalent to half a year's national income.

Thinking in billions, however, will get the soldier nowhere. If he can be induced to think in terms of daughter's high school career and his wife's peace of mind, he will lose no time in renewing his war risk insurance.

Three-fourths of the veterans of the last war have let their government policies lapse. The issue of that insurance, the inspiration of a minor government official in a minor office of the District of Columbia, was a social gain of the first magnitude. If 90 per cent of it had been kept in force, the poverty ultimately averted, the families kept intact, the totally disabled men provided for, and the endowments coming to the rescue of old age would have constituted a national profit — intangible and immeasurable, but not the less real — which would have offset a great part of the cost of the war. Less than six weeks for the veteran who would secure for his dependents their share of such a benefit.

Thomas A. Buckner, vice president of the New York Life Insurance company, in a statement printed and broadcast to its agents and the public at the expense of the company, says: "The New York Life strongly advocates the reinstatement and conversion of all war risk insurance on the term plan to the permanent forms of United States government life insurance. July 2nd is the last day on which to reinstate and convert this war risk insurance. Get in touch with all veterans of the world who are carrying their temporary insurance, or who have allowed it to lapse, and advise them to reinstate if lapsed and convert their insurance now. It is the world's safest insurance. No private company could offer the same policy at such rates."

His circular to agents is typical of the effort of all the insurance companies to salvage this thirty billion dollar value for the men and their dependents. For those who have kept up their term policies no showing of health is needed. To reinstate a lapsed policy, all that is necessary is the payment of two months' premium. Any veteran in as good health now as at the time of his discharge may reinstate and convert his policy, taking any amount of protection he may choose from \$1,000 up to \$10,000, but not more than he carried during the war. — Chicago Tribune.

WORK, NOT LUCK, COUNTS

There is an adage that "There is luck in leisure" but there is no truth in that adage and there is as little truth in the preachment of many failures that "work and merit don't mean anything anymore, the lucky man will win anyway."

Of course there have been battles won by luck in which the better man lost, but they are proverbial exceptions which prove the rule and are so outnumbered by incidents the reverse as to be unworthy of notice. Luck-on successes are accidents. Work-won successes are incidents. Accidents always attract more attention than incidents for the same reason that normal human beings, which are incidents, pay money to see freaks of nature, which are accidents. To depend on luck is to play blind man's bluff among the laws of nature and of man.

These laws, when studied carefully, seem to prove that in the long run the best man wins the best place, and personal merit does succeed. Evidences to the contrary are merely the flips of chance.

It is a mistake to smile on those who take off their coats, put their shoulders to the wheel, and plug away at the task. Fortune favors men who are not afraid of dreary, irksome drudgery. Luck climbs no Everest. Luck transmutes no cataract into electricity. Luck is never a ladder from the earth of mediocrity to the heaven of achievement.

Many a good fellow gets tussled by someone who doesn't understand it. Same is true of people!

The Flirt



STUDENT EARNS HER WAY THROUGH SCHOOL

PURE AIR
STOCKHOLM, (UP)—The dust particles in the air of Stockholm have been counted by the Government meteorologist, Anders Angstrom, and he finds that in comparison with the air of other capitals that of the Swedish is remarkably pure containing only from 100 to 200 particles per cubic centimeter, while in some cities the figure is 11,000.

UNIVERSITY OF OREGON, Eugene, May 29.—(Special)—A woman can come to the University of Oregon without money, earn her way through college, get good grades, enjoy social pleasures and win scholastic prizes, believes Eileen McClellan, a senior, who was awarded the Phi Chi Theta, women's honorary commerce fraternity award for the best all-around woman in the business administration school.

Of course, Miss McClellan is too modest to make such a declaration herself, but the story of her difficulties from the time when she arrived in Eugene with a small bit of money to the present when she is regarded as one of the outstanding women on the campus. She has been employed in the library, co-op store, and during the summer she has worked in various resorts throughout the state. She has served on the Y. W. C. A. cabinet for two years, one year as chairman of World Fellowship committee, and another as finance manager. She is active in the Women's League and is the senior woman on the executive council and was a

member of the Oregon staff. Miss McClellan is now working on a survey of student activities with a view to eliminating some of the worthless societies and organizations.

"Next year I may go into a department store with the idea of working up as a buyer," Miss McClellan said, "but this is only a temporary ambition. The thing I want most is juvenile court work. I am really interested in it. I have a great desire to do social work."

Wonder if there are people on the stars who wonder if there are people on the earth.

Advertiser in The Tidings.

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STEWART'S WASHINGTON LETTER

BY CHARLES P. STEWART

NEA Service Writer

WASHINGTON — Some time ago I had occasion to remark that Ralph Beaver Strassburger of Norristown, Pa., looked to me like a coming man in politics.

Now I'm sure of it. Strassburger unquestionably means to be a candidate for the nomination Bill Vare got. His name would have been the same issue as Bill's — the prohibition issue. His program is the attainment to be a candidate for the wine and beer route.

If Strassburger had run, Vare probably would have stayed out. But Strassburger was detained in France, where he'd been visiting, by his only son's serious illness, and didn't arrive home until too late to attend to the necessary preliminaries to launching his candidacy.

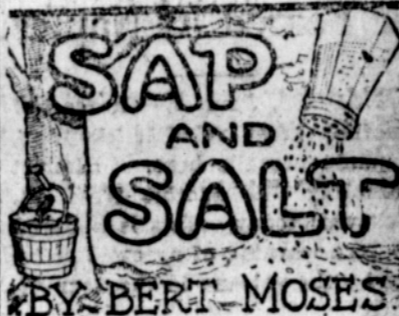
Lacking Strassburger, the wet Republicans needed a champion, and Bill Vare offered himself — was glad of the chance, no doubt.

Strassburger did get home in time to support Bill, personally and through his newspaper, the Norristown Times-Herald. I'm prepared to believe he was a lot of help.

So Vare will come to the Senate — a Republican nomination being equivalent to election — under deep obligations to Strassburger.

They speak of Vare's victory as having given him the leadership of Keystone State Republicanism but my guess is that Strassburger will have about as much to say as anybody.

At any rate, what he wants he'll be pretty apt to get, either by taking it for himself or asking Vare for it.



By Bert Moses
A milkman's wife supplies the most gossip.

Enthusiasm will carry a man farther along than capital.

The Future does what it pleases, no matter what the prophets say.

Proceedings in bankruptcy are merely a matter of bust development.

No woman can qualify as a good wife until she can qualify as a good cook.

Nine times in ten when your wages are small, it's your fault and not the fault of the house.

Hez Heck says: "I reckon more prayers has gone to waste on Congress than on any other evil."

Antiques appear to be the order of the day. In Paris a girl of 15 married a man of 88.

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Ashland, Oregon

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TOM SIMS SAYS

New York woman says she saw her husband because she loved him. Better throw a few dishes at your wife.

They say tax returns indicate prosperity. Anyway, they indicate prosperity for the government.

A Detroit woman who failed at outside three times should try crossing a busy corner without looking.

You can drive a car while hugging a girl and still keep your mind on your business, but not on your driving.



LONGVIEW, Washington—three years old — has special advantages enjoyed by very few cities and also many advantages other cities have seven years to obtain. Number transportation: On the Columbia River bridges between Portland and Seattle the larger ocean freighters, two lanes each, and Pacific Highway, two lanes each, Pacific Highway, Pacific Highway and Columbia River Highway, Ocean Beach Highway, new building, will give a complete highway connection with the coast. Certainly, Longview is remarkable for its transportation facilities, as well as for its scenic and recreational opportunities.

For more information see Dept. 175 THE LONGVIEW COMPANY LONGVIEW, WASHINGTON