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WHAT CONSTITUTES ADVERTISING
"All future events, where an admission charge is made or a collection taken in advertising."
No account will be given 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.

PERSONAL EFFICIENCY
The principles of efficiency are but the findings of science applied with plain common sense to the everyday affairs of the work-a-day world. Efficiency is nothing more than getting the best results in the quickest time with the least expense of material, money, effort, and energy. In other words, it is doing the right thing, the right way, at the right time, and thus getting right results.

Personal efficiency is the accumulated results obtained from the formation of good habits, of logical thinking, prompt and persistent action, and the maintenance of health by obedience to the simple and inexorable laws of nature. Personal efficiency is dependent upon and proportional to the degree of health one enjoys. It is quite true that there are many men who are efficient in spite of the handicap of poor health, but the output of these men would be even more marvelous if their health were improved. If a man wishes to enjoy life through efficiency, he must give his health proper consideration. Health is not the product of good fortune, but the dividend paid to those who invest in habits of serenity, correct eating, rest, recreation, repose and hard work. Energy must be conserved and every action of the body should coordinate with all the faculties and with full mental power. The secret of the tremendous accomplishment of successful men is their well laid plans for each day.

The recognition of human inefficiency has led to the discovery of causes of inefficiency and the development of methods for their prevention. The greatest cause of human inefficiency and unhappiness is ill health. Few individuals can be considered perfect specimens of physical and mental health. Almost everyone has a defect of varied importance, such as poor posture, defective teeth, impaired vision, and diseased tonsils. Some will be found to have more serious defects such as heart, kidney and lung diseases. The economic loss from disease and ill health is appalling. Over two and one-half million of the people of the United States are continually ill at the present time. At least one-half of the diseases are preventable by proper preventive measures. The human mechanism needs intelligent care and an inventory to insure its well being. The annual inventory should consist of a thorough health examination.

A health examination is a thorough physical and mental appraisal of an individual, made by a competent doctor of medicine in order to detect physical and mental impairment and faulty habits of hygiene with a view to their correction. The reasons why health examinations are beneficial are so obvious that hardly any argument for them is necessary. They are of course advantageous to the individual in that they serve to detect the beginning of organic disease, or discover the existence of organic physical impairments of which the person may not be aware. Faulty personal habits of living, errors of hygiene, and possibly shortcomings in environmental conditions are frequently brought out. For instance, the examinations of a large number of persons bring out the fact that 80 per cent have had bad mechanical use of the body, or faulty posture. The secret in combating disease, in most cases, lies in early diagnosis. The diagnosis at the very onset will often check the disease. Therefore, health examinations have a real place in increasing human efficiency.

THE PERIODICAL INVESTIGATION
Consumption of gasoline during first four months of this year was 20 per cent greater than first quarter consumption last year.

Surplus stocks have been greatly reduced, and an unusually heavy summer demand is expected. A slight increase in price of crude oil and gasoline has resulted from these unsurpassed demands, and the Senate has directed the Federal Trade Commission to investigate the situation, alleging price-fixing methods.

This may result in much testimony being taken during the summer, but the industry appears to have become accustomed to these investigations, as they have been in almost continuous progress since the close of the war. They all cost the taxpayer's money, but they furnish campaign material and jobs for public employees.

The Great American "Whadyecallit"



Smile and the world smiles with you. Frowns and the world laughs at you.

Never throw away a day until you get a new one.

You can't double your face value by being two-faced.

The new spring hat may be straw, but its price is felt.

If you kill enough time it will kill you.

If you care to choose the lesser of two evils, take up working instead of loafing.

Stewart's WASHINGTON LETTER

By Charles P. Stewart

WASHINGTON—Congress had finished up everything that President Coolidge wanted it to finish up. He wanted it to adjourn. When it was announced that the leaders had decided to adjourn June 30, the president was glad of it.

At best Congresses are a pest to presidents—necessary, but an evil. This Congress has been particularly obnoxious to Coolidge. It has left undone a lot of things he wanted done and it has done a lot of things he would have preferred otherwise.

The worst of it is that it is a Congress of the president's own politics. In the last Congress there was a Democratic and insurgent Republican majority against him in the Senate. It hampered him in carrying out his policies, but, at any rate, he could disavow responsibility. At present his party has a clear majority in both houses. When it votes against him it implies insubordination in his own political family.

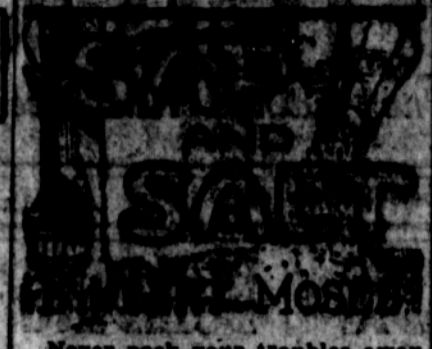
It has done so too often to be pleasant.

And now Congress has refused to adjourn when it said it would. And again the ringleader among the insurgents is one of the crowd that's supposed to be behind the president—not a "truster." He is La Follette or Norris, but a strict "regular" Representative Martin S. Madden of Chicago.

Madden didn't propose to go home until he got action on his bill to empty out the Great Lakes, through the Chicago drainage canal and the Mississippi river, into the Gulf of Mexico.

So he got together with Representative Haugen, another "regular," who objected to adjournment without any farm relief leg-

islation, and they marshaled their forces behind them, and set on motion of the session.



DEPARTURE
Dr. A. G. Caldwell who passed away at St. Mary's Hospital in Astoria, May 29, 1938, was laid to rest in Ashland cemetery, May 31st.

Dr. Caldwell was born in Polk county, Oregon, September 7, 1854. His father, Felix B. Caldwell, was a native of Missouri and emigrated to Oregon, 1851, where he died May 10, 1896. The mother was Mariah Green Street, who was born in Missouri and died in Oregon, 1896. Dr. Caldwell was the third of a family of four boys, was thrown on his own resources early in life, and all the credit due him as a professional man or otherwise, has been honorably gained in the School of Experience. He made his own way step by step, without the assistance of others, and ranked among the leading men of the fraternity. He was reared in Marion county, this state and attended Monmouth Christian College, now the State Normal School. He was then engaged in clerking and teaching until 1877, and in that year began his professional studies, located later in Salem in 1885 and permanently in Ashland in 1888, and retired from active business the last two years on account of

falling health. He was united in marriage at Stayton, Marion county, to Miss Leah M. Price. One child, a daughter, was born to them, who is now Mrs. Eunice C. Newman, who resides in Portland and a granddaughter, Eleanor C. Newman who mourns his loss.

Pola Negri Will Marry Valentino

CHICAGO, July 1.—(UP)—Pola Negri's mother says the film actress is going to marry Rudolph Valentino.

NOTHING TOUCHED IT!
"Nothing touched that selling spot until I took Foley Pills, a diuretic stimulant for the kidneys. I am so glad I can recommend them to others." Based on her pain, Mrs. Ellen Reighard of South Fork, Penn., writes this thankfully. Foley Pills have helped many people—a reliable valuable medicine guaranteed to give satisfaction. Constantly in use over 25 years. Ask your druggist for Foley Pills. Sold everywhere.

ASHLAND PENNANTS
Fast colors, sewed on white letters on a red back ground.

ARMY GOODS STORE
Biggest Little Store in Town
Opposite New Hotel — Open Evenings

That was a red-letter day for me!



THE day I discovered the tidy red tin was a red-letter day for me. Up until that time, I was fairly well satisfied with my smoking tobacco. At the suggestion of a friend, I tried a pipe-load of his Prince Albert. More to please him than for any other reason.

Little did I realize then what a big favor he was doing me. I'll never forget that experience. Here I was, a confirmed smoker (as I thought), leaving something new about tobacco. Why, that very first taste won me. Still, I wasn't hasty. I tried another tin to be certain.

That settled it. I bought a tidy red tin of P. A. right then and there. That was a good many years ago, but P. A. is still ministering to my smoke-taste, repeating my early experience many times a day. P. A. is so cool and sweet and fragrant, you just never tire of it.

No matter how hard you hit it up, P. A. never backfires. It is uniformly mild and mellow. Never bothers your throat or tongue. It is so genuinely friendly that you just go to it from morning to midnight. Cool contentment in every perfect puff. Get some P. A. today.

P. A. is mild everywhere in this and other parts of the world, and is sold in every country. It is made with purest tobacco and is the only one that is so mild and sweet.

PRINCE ALBERT

—no other tobacco is like it!



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