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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.

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

NON-COLLEGE GIVERS TO EDUCATION

Alumni don't contribute most of the money to their own college endowment campaigns. More than half of it comes from friends of the colleges, not the graduates themselves. A survey of sixty-eight recent campaigns by a firm of drive managers showed this to be a fact.

Why is it that successful men, who did not get their education at college, give more freely than those who did go?

The office cynic, whose diplomas take the place of wall paper in his home, says that it is because college men don't make money anyhow.

Yet, maybe that is not the whole answer. Do those who feel the lack of education have more faith in it than those who have an "A. B.," or "B. S.," and are in a sense disillusioned? Or, is it because the one who wanted to go, and couldn't is trying to fix things so that some other lad, similarly situated, may not know the same loss?

The university today does not make a plea for charity when it starts to raise money. Sentiment accounts for many of the gifts of alumni, but this is lacking in the case of the non-college givers. What, then, is the reason that the bulk of the returns come from this latter class? Is it that they, accustomed to receiving what they pay for, take this means of contributing to humanity generally, with the certain knowledge that the returns will be forthcoming to later generations?

The returns are not directly measurable, but they are coming, with compound interest added. It is a case of dealing in futures in a literal sense.

THE HIGH COST OF SNOOPING

Representative Martin Madden, writing in Nation's Business Magazine, says that while the congressional inquiry is a useful and legitimate means of bringing out information upon which to base legislation, like all other good and useful things, it can be and is abused. This abuse, he writes, goes to the point of wasting public money and public time.

He cites the case of coal as one subject which has been dealt with lavishly by congressional committees. From 1913 to 1923, he points out, nine committees of the Senate and eight committees of the House held hearings on coal. As a result he says more than 11,000 printed pages, five or six millions of words, were printed.

In addition to the money expended for printing, he writes, there is another side that must be reckoned with. Congressional inquiries are time-eaters. A hearing calls busy men from all over the United States; sometimes it calls them back the next year to go over much the same ground.

"Many thousands of dollars," he adds, "have been spent on these 'special hearings,' much properly, but much on duplicated testimony. I have cited coal. That's only one instance. Think of agriculture, Muscle Shoals, the Shipping Board, postal rates and salaries, the proposed Department of Education bill, radio. Prohibition is new on the list but perhaps we shall yet add it to our collection of hardy annuals, good for at least one crop of words to a session."

"THE INTERNATIONAL SPIRIT"

"If democracies are to survive and, especially, are to be effective in international relations," says Henry M. Robinson, member of the Dawes Reparation Commission and President of the First National Bank of Los Angeles, "it will be because not only the leaders but the people themselves have a background of knowledge and appreciation of decency, property and justice in their relations with foreign people, just as we have in this country in our relations between states and between individuals."

"In the beginning of our republic the state quarrels were fierce and long, and occasionally we have resources of them now, but they have been reduced to a point where ordinary fairness and justice carry today. The same thing is possible internationally, if we can come to understand the problems of competitive nations, and this can only be done if the people generally can come to know the conditions, at least, of the people in that part of the world, with whom we come in most direct contact."

The Trick Male



STEWART'S WASHINGTON LETTER

BY CHARLES P. STEWART
NEA Service Writer

WASHINGTON — With nearly everybody else of consequence at the seashore in the mountains or taking life easily in some other cool spot, "I find Washington a desirable place in which to work during the mid-summer months," observes President William Green of the American Federation of Labor.

It was 99.5, too, by the weather bureau's thermometer, the day Green made this remark, and unofficial instruments were away over 100.

Nevertheless, the A. F. of L. head really did look cool and comfortable. The truth is that William Green is a calm, even tempered individual, who doesn't let little things like weather get on his nerves.

Green looks the part of a president of the A. F. of L. He looks it even more than Samuel Gompers did.

Gompers looked like a great man—a statesman. He lacked stature, but there was power in his face and genius. So far as appearances were concerned, he might have been president of anything—a railroad or the United States Steel Corporation or the United States itself. But there was little about his looks to suggest that he ever had worked with his hands, though of course he had.

Green suggests the practical working man—a high type, but it doesn't strain the imagination to visualize him as a miner and right on the job, in a real mine.

Gompers obviously was conscious of his greatness. It wasn't conceit. He was intellectually away above that. He appraised himself, however, at what he was worth. You knew, in conversation with him that you were talking to a potentate.

Green is wholly unassuming. He sits at his desk in his shirt sleeves, anybody can get in to see him who has even a moderately good excuse, and if you didn't know it in advance, you'd never guess who and what he is, he's so completely free from any trace of "side."

Gompers was brilliant. Green is substantial. He has a chunky, powerful figure, of medium height. His face is square and resolute. It's serious—not much inclined to smile. Its owner's whole makeup hints at the

TOM SIMS SAYS

"Stop slandering our young people," says a London professor. Well, you make them stop slandering us.

Wild women of Africa have long hair and go without clothes, while our's have short hair.

Cleveland school is to teach women how to vote. Can't be done. Been trying to teach women for years.

After leaving a speakeasy you usually holler loud.

Accidental Shot Injures Visitor

OLEAN, N. Y., Aug. 4. — (AP) — A rusty old rifle in the home of N. D. Bartley was accidentally discharged by two youngsters who found it in an attic, and the bullet went straight downward, lodging in the left side of Robert Dean, a visitor, reading on a lounge in the room below.

sacrifice of the ornamental in the interests of strength.

OUT OUR WAY By Williams



HEROES ARE MADE—NOT BORN

WEATHER BUREAU PLANS
25 BALLOON STATIONS
WASHINGTON, Aug. 4. (AP) — Twenty-five new pilot balloon stations will be established along the civil airways by the Weather Bureau to aid air navigation. It is announced by the Bureau.

The balloons will be sent up along the air routes to give accurate conditions of the air currents and provide weather forecasts as fast as airplane pilots may know the weather conditions over the route four to six hour air ad-

FAMOUS COMPOSER
IMITATED INDIAN
SANTA FE, N. M., Aug. 4. — (AP) — Charles Wakefield Cadman, composer of music based on Indian melodies, will become one of the people he has long studied and loved, when he is initiated into the Hopi Indian tribe at the Santa Fiesta beginning here today.

Cadman, who gained popularity with his song, "The Land of the Sky Blue Water," and was recognized as a writer of Indian operas when his "Shanewis" was produced at the Metropolitan in New York, has spent the last fifteen years in New Mexico, Colorado, and California, studying Indian music at first hand.

The station are: Chicago, St. Louis, St. Paul, Minneapolis, Kansas City, St. Louis, Jacksonville, San Francisco, Seattle, Los Angeles, Detroit, Boston, Miami, Atlanta, Portland, Ore., Oklahoma City, and Cincinnati.

The first ten are expected to be in operation during the latter part of the summer and the remainder by November.

GETTING TOGETHER

When people "get together" and exchange ideas they find new ways for doing things which they could not hope to accomplish individually. Possibly we can help you.

LET'S GET TOGETHER

The Citizens Bank of Ashland
Ashland, Oregon

from no population to 11,000 in three years

A TRIP to the Pacific Coast will be incomplete without a visit in Longview, Washington, on the Columbia River halfway between Portland and the Ocean. Served by main lines Northern Pacific, Union Pacific, Great Northern, and motor lines, Columbia River Highway and Pacific Highway.

See a model city of 11,000 population built complete in less than three years; see the world's largest lumber plant; enjoy Hotel Monticola, soon here in the Northwest; see scenic grandeur, the greatest stand of five timbers; the heart of the sportman's paradise.

Write for complete information to Dept. 175

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LONGVIEW, WASHINGTON

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—save business hours

Restful Pullman quarters assure a night's restful sleep, arrival in time for business next morning.

Phone our agent for reservations on either No. 14 or No. 16. The former puts you in Portland at 7:15 next morning, the latter at 8:30 a.m.

Roundtrip Fares

\$16.45	16-day limit
\$19.95	Limited Oct. 31, 1926

Stopover privileges

Returning

Similar comfortable Pullman service leaving Portland either at 9:00 p.m. (No. 13) or (No. 33) at 1:00 a.m. — sleepers ready at 9:30 p.m.

Southern Pacific Lines

G. N. Kramer, Ticket Agent—Phone 43

The utmost in a motor fuel usually comes from a maker that knows how to produce it.

"Union Oil of California" has had an experience of more than forty-three years.

Union Gasoline

Non-detonating

Union Gasoline provides, and always has provided to Western motorists, the non-detonating feature which supplies full power to the pistons throughout their entire stroke and eliminates all explosive "knocking" or "pinging" on the hills or in heavy pulling—a quality for which Eastern motorists are now buying "special gasolines" and paying 3 cents per gallon in excess of usual prices for them. Yet Union costs no more than other high grade fuels.

Always use Aristo Motor Oil with non-detonating Union Gasoline because this combination minimizes carbon to the extent that motors in good condition are run for several years without it.

Union Oil Company