

ASHLAND DAILY TIDINGS

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DISPLAY ADVERTISING RATES: single insertion, per line .30 Yearly Contracts: One insertion a week \$.27 1/2 Two insertions a week .25 Daily insertion .20

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

THE DRUNKEN DRIVER

It is high time the legislative and judicial authorities began to consider the crime (the word is used advisedly) of drunkenness when driving a motor car as something infinitely more serious than is drunkenness under ordinary circumstances.

But drunkenness which can harm no one but the inebriated man is one thing; drunkenness which is menace to all who use the streets and roads, and which via the car, converts the otherwise innocuous victim of his appetite to a potentially wholesale murderer, is entirely something else.

Sentiment is swinging over to regarding the drunken driver as one who commits more than a misdemeanor; but it should swing faster and go further. The man who, drunk, drives a car or truck, is a madman; a man without sense, without reasonability, without judgement.

Let judges once get it through their precedent bound legal minds that it is not the drunkenness, but the drunken driving which is the crime and our already crowded hard roads will be safer for us all; our children, our women driving which is the crime and our already crowded have a right to be, from a menace which has no excuse, legal or social, for existing.

A PLAN FOR PEACE

In the news columns of this issue of the Tidings will be found the full text of the plan selected by the jury of the American Peace Award from among 22,165 for "The Best Practicable Plan by Which the United States May Cooperate with Other Nations, Looking Toward the Prevention of War."

Owing to the fact that the Tidings is one of five daily newspapers in Oregon carrying blank ballots for the referendum no comment whatever will be made relative to its merits. The referendum is to be conducted without any financial remuneration to the more than five hundred newspapers of the nation, each believing that the all-absorbing question demands their best efforts and the serious and intelligent consideration of the public.

The only request the Tidings desires to make in this connection is that every subscriber read the text of the winning plan until he is thoroughly familiar with it and then pass it on to his neighbor. After you have familiarized yourself with it fill in the blank ballot that appears tomorrow and mail to the designated address.

TO THE POLE BY AIR

There is an appeal to the imagination of most men and women in the proposed exploration and geographical survey of the regions of the North Pole by air craft of the American navy. In spite of the hazards and peril of an air voyage to the antipodes via the North Pole, there are an infinite number of people of all ages who would accept passage on such a journey and undoubtedly there will be keen competition in the navy ranks for the coveted commissions of exploration.

There is a second and perhaps a more utilitarian phase of the navy's program of polar exploration and that is the possibilities of colonization in the Arctic Circle and of a short route to the opposite side of the earth by way of the North Pole. This rather than the love of adventure is the animus for the proposed air voyage to the pole.

Some of these books being bound ought to be gagged. Any girl who is a picture of health has a good frame. A man with a frown had better take another look.

Honesty is the best politics. Greatest overhead expense is a roof. Back teeth and small boys are hard to fill. Maybe love went blind reading love letters. Best shape for this earth to be in is square. Cold feet often keep a hot head out of trouble. One thing that won't do in a pinch is a shoe.

It is easy to figure what you should have said after it is too late to say it.

MOVIE HOUSE CANCELS MISS NORMAND'S FILM

SACRAMENTO, Jan. 7.—J. W. Distasio, manager of the Liberty theatre, one of the local show houses booking Mabel Normand's pictures, has announced that he has decided against using her latest film, which he intended to show here at an early date.

Miss Normand and Edna Purviance, another film star. "The film is the latest Mabel Normand picture called "The Extra Girl."

NEW MEMBERS ARE RECEIVED BY CAVEMEN

GRANTS PASS, Jan. 7.—The Oregon Cavemen, Inc., have found it necessary to increase their membership, due to the large amount of work being undertaken by the organization this winter.

Georgia, was elected to congress by means of violation of the fourteenth amendment and was guilty of "political hypocrisy" when he attacked Hill as a "nullificationist" because Hill wants the Volstead act amended.

CALLS HIS COLLEAGUE POLITICAL HIPOCRITE

WASHINGTON, Jan. 7.—Representative John Philip Hill, Maryland "wet" leader, today charged Representative Upshaw,

year of much promise. For its size it is said to be the "best little town in the state."



Corinne Griffith and Frank Mayo in Elmer Clyn's "SIX DAYS" A Goldwyn Picture Distributed by Goldwyn-Cosmopolitan

Orres cleans clothes clean. Phone 64. \$9-1f

DUNSMUIR ENTERING PROMISING NEW YEAR

DUNSMUIR, Cal., Jan. 7.—Dunsmuir is entering upon a new

To Cure a Cold in One Day



The tonic and laxative effect of Laxative BROMO QUININE Tablets will fortify the system against influenza and other serious ills resulting from a Cold.

The box bears this signature E. W. Groves Price 30c.

For The Horse

Harness, Trace Chains, Collars, Collar Pads, Plows, Wagons, Buggies, Axle Grease.

PEIL'S CORNER

What To Eat?

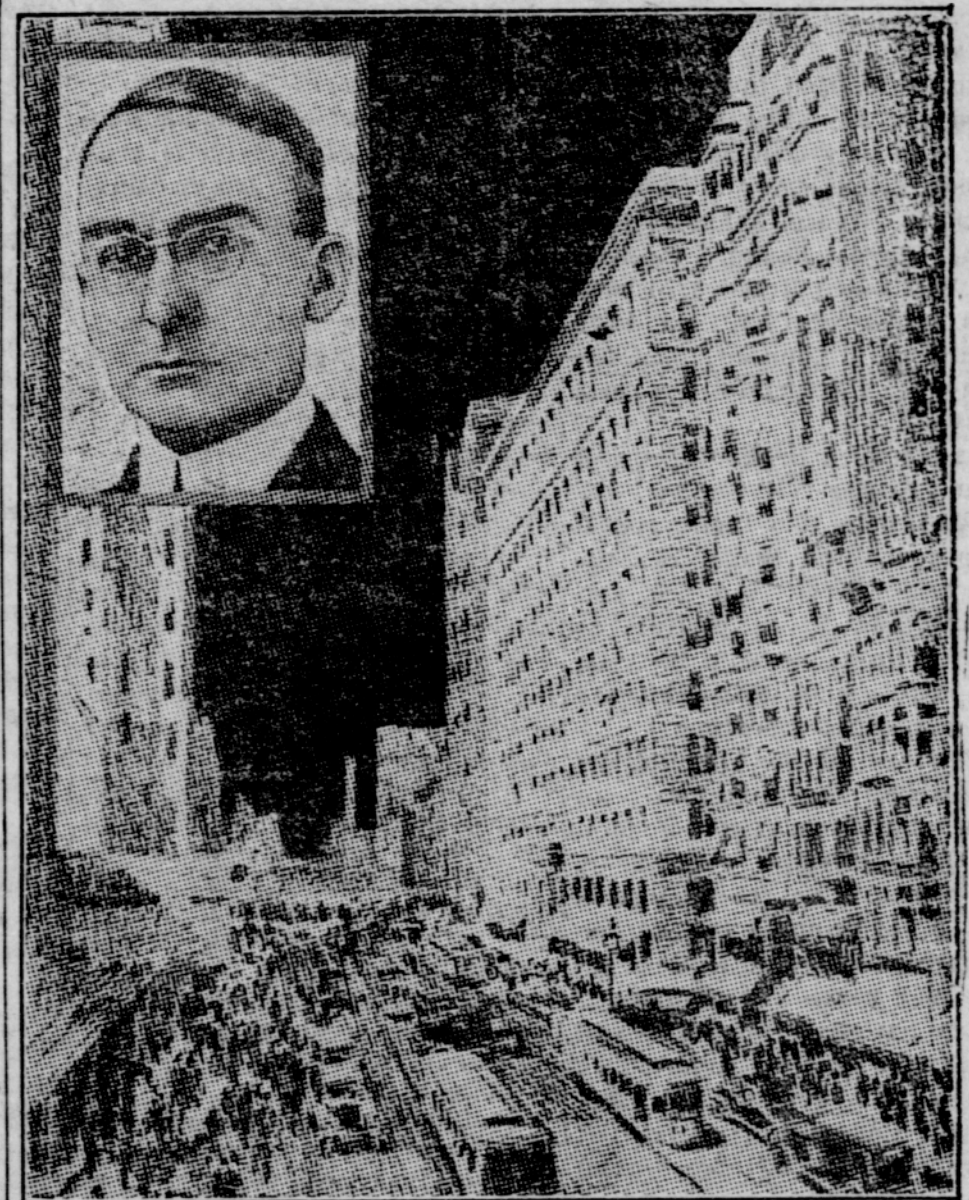
- Here's Some Whats Family Patent flour, per sack \$1.65 Campbell's Tomato Soup, can 10c Pineapple, No. 2 can 15c Newton Apples, box \$1.00 Red Sockeye Salmon, No. 1 size, can 30c Sunkist Beans, can 5c Oranges, 2 doz 25c Dodge Chili Sauce and Snider's Oyster Cocktail Sauce, two good things this time of year.

Plaza Market H. A. Stearns 61 N. Main

MEANING OF AMERICAN LIFE IS REVEALED

Chicago Expresses American Spirit

"All that America stands for, Chicago stands for—carried to its highest power. It is America come to its own—the most sincere product of its past, and the clearest prophesy of its future."



JAY WILLIAM HUDSON, AND DOWNTOWN SCENE IN CHICAGO.

With so many distinguished visitors from all quarters of the globe, whether ex-Premiers or wives of ex-Premiers or distinguished statesmen, looking us over and then telling the world what they see in us, is a relief to hear what a thinking man of our own people perceives to be the why and whereof of these United States.

The ideas of a Midwestern teacher and novelist, Jay William Hudson, about what the spirit of America really is, are arousing the clamor of many tongues in print and over the dinner table.

When a man who is an artist (for his novels are literature) stands up with a justification of "the man in the street," the hundreds of thousands of white-collar men in our cities and hamlets will rise out of their seats as at a vision of the promised land (to quote a phrase used by an excited reader of the new Hudson novel, "Nowhere Else in the World").

ing done right here in our midst by the men who dig basements, rear buildings, fight for every inch of the way through the ugly sprawling, great cities they have reared.

bring more of life and love and accomplishment than any number of years in a Paris attic. But what Hudson is primarily doing is to interpret America today.

THREE NEW TYPES OF EVENING GOWNS NOW APPEAL TO FASHION'S LEADERS



METAL BROCADE EVENING GOWN TRIMMED WITH SKUNK

BEBE DANIELS IN CREPE DE CHAINE AND CRYSTAL & STASS

THREE notable types of chic evening gowns are shown above. The first, in the sketch to the left, shows the brilliant evening gown of metal cloth, brocaded in many colors, and made with the utmost simplicity of line.

This light blue for the evening is the very latest shade to be adopted by the most fashionable women in America. It is a color long neglected by the smart woman of the world. It has for many years been left only to the sub-dob. But now it has been adopted by the fashionable woman of elegance and chic.

combs and crystal buckles are the proper accessories for this scintillating gown. The third type of evening gown is sketched at the right. This is of a rare flame colored crepe de chine, straight in line, but falling into a series of ruffles below the knee.



FIGHT IT OUT/ President San Francisco

Realty Board, Advertiser

Declares Advertising Greatest Force in Realty Sale, and Especially in Local Paper

The advertising power of the daily press is one of the greatest forces that can be employed in the successful merchandising of real estate. So declares Harry B. Allen, president of the San Francisco Real Estate Board, who believes that advertising has proved one of the most effective agencies in making San Francisco today one of the great cities of the United States.

"Advertising has become generally recognized as an especial part of any successful merchandising undertaking," said Allen. "America's most successful realtors are those who have made a careful study of advertising and understood how and when and why to employ advertising."

"Undoubtedly the most powerful form of published advertising for the local realtor is his local press. This is especially true in San Francisco, where a consistent effort is made to make real estate news attractive."

"Newspapers enable the realtor to reach the greatest possible number of people at the lowest possible cost. The most effective way of employing newspaper advertising is through sustained rather than spasmodic effort."

"Advertising has proved of value not only to the seller, but also the buyer, in that it makes for fair prices and stabilized values."