

ASHLAND DAILY TIDINGS

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WHAT CONSTITUTES ADVERTISING: "All future events, where an admission charge is made or a collection taken is Advertising. 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 NATION WIDE "REFERENDUM"

Yesterday's papers carried to millions of Americans peace plan No. 1469, selected from among 22,165 plans submitted to the American Peace Award. Simultaneously the "referendum" on the plan proposed was thrown open to the citizens of every community in the nation. Concerning the referendum, Judge Gray, of Delaware, said: "The 'referendum' on the American Peace Award seems to me the first mobilization ever made in this country of public opinion for peace." Continuing, he said, "This referendum takes no account of our prejudices, but provides a way without regard for party or race or creed, in which our desire for international co-operation can be expressed and registered. By making this 'referendum' a success, citizens everywhere will be contributing to one of the greatest movements of our age. The 'referendum' in itself constitutes a practical step toward world peace."

Concerning plan No. 1469, the Jury of Award makes the following statement:

"The Jury of Award realizes that there is no one approach to world peace, and that it is necessary to recognize not merely political but also psychological and economic factors. The only possible pathway to international agreement with reference to these complicated and difficult factors is through mutual counsel and co-operation which the plan selected contemplates. It is therefore the unanimous opinion of the Jury that of the 22,165 plans submitted, Plan Number 1469 is 'the best practicable plan by which the United States may co-operate with other nations to achieve and preserve the peace of the world.'"

The Tidings considers it a great favor to be able to afford its patrons and friends an opportunity of voting on this all important question, for what is more important to civilization and humanity than friendly relations among the nations of the world? Even though the plan proposed and on which you are asked to express a choice serves only as an added incentive for world peace, we will feel that our efforts have been well directed. We repeat the request that every subscriber and reader avail themselves of the opportunity of expressing their opinion on this great question.

THE PUBLIC AND ITS COAL

A definite move toward federal regulation of the coal industry is recognized in the proposal of President Coolidge to transfer the bureau of mines and geological survey from the department of the interior to the department of commerce. The proposed bureau transfer is also seen in the light of a wish on the part of the president to place Secretary of Commerce Hoover in supervision of the coal industry.

Secretary Hoover has repeatedly displayed more than ordinary administrative powers and his ability coupled with his knowledge of mining engineering should make him the logical head of a federal bureau of coal control.

President Coolidge has consistently believed that the public favors a federal regulation of coal production. Personally, he contends that the public has at least a one-third interest in the nation's coal, apportioning the remaining two-thirds between the operators and miners. Both the president and public are convinced that the public now has no representation on the "board of directors" of the coal industry other than that it is the sole support of that board. President Coolidge is moving with the assistance of Secretary Hoover toward giving the public that representation.

There is a large part of the people opposed to government control or the interference in business in any shape or form, but if there is one public utility which may be expected to dissolve this antagonism it is the coal industry. The general public is persuaded that the production of coal can be regulated to meet every demand and requirement and that coal can be produced at a cost in keeping with the income of the average citizen.

FACTIONAL WARFARE IN MEXICO

Whatever influences may have contributed to the present strife in Mexico, it can be said conclusively that the actuating cause of the war between the Government forces and the revolutionary army is, primarily, political. The Huertistas are inspired by the hope of capturing the presidency for their leader, Adolfo de la Huerta, a forceful and resourceful politician and man of affairs. There appears to be no other cause for the movement against the Obregon Government. It is sad commentary upon civilization that a resort to such methods is possible.

The spectacle, except that in the number of opposing forces and in equipment for a determined campaign the so-called rebels present a front somewhat difficult to break, is not unlike that witnessed in Central American countries frequently in the past. It has not been easy, apparently, for some of the people there to learn that a better way than a resort to civil war has been found for expressing the voice of the majority. The lesson is not an easy one to learn. More advanced peoples have persistently fallen into the same erroneous way of thinking.

Today civilization is still paying the price of its obstinacy, rather than its ignorance.

It is doubly unfortunate, as one views the matter impartially, that the political and industrial progress of Mexico should be thus interrupted. Hopeful progress has been made under the Obregon regime, and to all appearances the country was well on the way toward a realization of the ambitions of those who see in its future a promise of almost marvelous development. It probably will be shown that the federal forces, representing the established political order, will be able to suppress the revolution. But even if this is possible the faith of those who have looked forward to the long-awaited opportunity to take part in Mexico's industrial development will be shaken.

Out of the turmoil now existing some form of peace will come, but not until the hands of the clock of progress in Mexico have been turned back. To the people of the United States, as to those of other countries of the world, the relapse of their Mexican neighbors into revolution may not be a matter of serious moment. But to the people of Mexico it is not without great significance. They seem to have forfeited, unless matters are immediately righted, the confidence which indulgent friends have reposed in them.—Christian Science Monitor

ATTENTION, NEW JERSEY!

Men of science over Cambridge way in England put their heads together and then take time out to announce to a pestered world that mosquitoes favor navy blue above sixteen other colors. Reporting further on the effect of colors, the scientists say that mosquitoes are unanimous in their aversion to yellow, and that they shun light blue almost to a mosquito. One observer says that house flies are indifferent to colors; another is positive that flies avoid pale blue and settle freely on white. A sense of color and a sense of smell are possessed by many kinds of insects, notably bees and butterflies, according to Darwin, Lubbock and other naturalists.

Just as we were dazzled with the idea of baffling the stings and arrows of outrageous insects by the trickiness of our apparel, or mayhap even ridding the earth of the busy boll weevil by some smelly lure, along comes the esteemed Engineering Foundation with a dissertation on combating mosquitoes by means of fishes, especially young ones. The most useful species for that service, the Foundation says, are the common sunfish, the mud minnow, and the killifish. Competition and struggle for existence in the mimic world. The minnow plays Goliath to the mosquito's David. Lay on Maesquito—and dammed be Goliath if he cries, "Hold; enough!"—The Nation's Business.

Two heads are not better than one on the morning after.

Lots of people are on the right track, but headed the wrong way.

Stars tell the future and movie stars tell the past.

No groom fits the collar ads—no bride the stocking ads.

It isn't what's on a girl's back so much as what's in her head.

Longest sentence in the world is "I pronounce you man and wife."

All the people who don't fall for flattery could hold a convention in a telephone booth.

Has Christmas gone? Know all men by these presents: Red neckties, fancy cigar bands, housecoats, hankerchiefs, silk hose, fountain pens and neckties, and neckties and neckties.



Are You Particular On What You Ride?

C-T-C Tires take you over hill, thru dales, mountain trails and dirt roads, dust or mud and slush, with the safety of the proverbial goat's sure-footedness, and with a guarantee of longer life to the mileage record than any other tire. Its a tire on us if the C-T-C doesn't out last the make of tire of same age on the opposite wheel.

Business Is Good This Winter. WHY—C. T. C. Tires and Tubes.

Leedom's Tire House

Drop In For A Chat Beaver Block

Tidings classified do the business

A Good Thing - DON'T MISS IT.

Send your name and address plainly written together with 5 cents (and this slip) to Chamberlain's Medicine Co., Des Moines, Iowa, and receive in return a trial package containing Chamberlain's Cough Remedy for coughs, colds, croup, bronchial, "flu" and whooping coughs and tickling throat; Chamberlain's Stomach and Liver Tablets for stomach troubles, indigestion, gassy pains that crowd the heart, biliousness and constipation; Chamberlain's Salve, needed in every family for burns, scalds, wounds, piles, and skin affections; these valued family medicines for only 5 cents. Don't miss it!

Mr. Automobile Owner:—Do you know there is a difference in automobile rates? You can save money by insuring with me. Yes, of course. 77-7f

MEAT—

is the standard of food value by the government and custom of eating.

Our Meats—

are the standard of meat values in Ashland because of their tenderness, richness and grain fattening.

Phone 107

Eagle Market

Nature's Remedy

Acts on the Stomach, Kidneys, Liver and Bowels. For defective elimination in

Constipation, Rheumatism, Dyspepsia

Take one tonight, you'll feel better in the morning. Priced 25c, 50c, \$1.00. Ask for Free Sample

McNair Bros.

The Rexall Drug Store

Butterfields

Betterbilt

Trunks

A Pacific Coast manufacturer's product which you will find to be quality luggage.

ASHLAND FURNITURE COMPANY 94 N. Main

Ashland Service Station

To all our Friends and Patrons:

We wish to thank you for the liberal Patronage you have bestowed upon us during the year 1923 and sincerely extend our best wishes to all for a

Happy and Prosperous NEW YEAR

In the New Year we will strive to retain your favor and at all times endeavor to conduct our business on such lines that success shall crown our labors.

Again, with best wishes we remain your obedient servants:

Dr. W. Oeser P. T. Oeser

RID-JID

Open-End Folding Ironing Table \$3.00

Does not Wiggle, Wobble, Jiggle, Slip or Slide. Regular price, everywhere, \$4.50

PROVOST BROS

HELPED LITTLE GIRL'S COUGH "FOLEY'S HONEY AND TAR COMPOUND is fine. My little girl had an awful cough. I got a bottle of FOLEY'S HONEY AND TAR COMPOUND and gave her a few doses and she was greatly relieved," writes Clyde H. Benson, Marlborough, Virginia. The best remedy for coughs, colds, hoarseness; relieves promptly and effectively. FOLEY'S HONEY AND TAR COMPOUND has stood the test of time, serving three generations. Sold Everywhere.

For the best tamales try Rose Bros. 84-4f

Hall's Catarrh Medicine will do what we claim for it—aid your system of Catarrh or Deafness caused by Catarrh. Sold by Druggists for over 40 years F. J. CHENEY & CO., Toledo, Ohio

Let us fill your pall with Swifts Silver Leaf lard—costs less than shortening, goes farther and is more nutritious. Detricks. 94-4f

Where— have you ever found better bread than Sally Anne? No. Then why not insist on yourself getting Sally Anne all the time.

Lithia Bakery

MOTHERS— Don't you know you can turn a distressed, feverish, coughing child into a comfortable and happily smiling one simply by giving CHAMBERLAIN'S COUGH REMEDY No Narcotics

PILES Cause for Serious Thought IT is estimated that 70% of rectal cancer is due to the continual irritation from neglected Piles. Future risks, as well as present ill-health, warrant skilled attention if you are suffering with a Rectal or Colon disorder. I have been a Rectal and Colon Specialist for many years and it is this successful experience which enables me to confidently GUARANTEE to cure your Piles or refund your fee. Write today for my FREE Illustrated book. CHAS. J. DEAN, M.D. 2ND AND MONROE PORTLAND, OREGON

THE PLAN IN BRIEF

- Proposes 1. That the United States shall immediately enter the Permanent Court of International Justice, under the conditions stated by Secretary Hughes and President Harding in February, 1923. 2. That without becoming a member of the League of Nations as at present constituted, the United States shall offer to extend its present cooperation with the League and participate in the work of the League as a body of mutual counsel under conditions which 1. Substitute moral force and public opinion for the military and economic force originally implied in Articles X and XVI. 2. Safeguard the Monroe Doctrine. 3. Accept the fact that the United States will assume no obligations under the Treat of Versailles except by Act of Congress. 4. Propose that membership in the League should be opened to all nations. 5. Provide for the continuing development of international law.

Ashland Daily Tidings Ashland, Oregon

Do you approve the winning plan in substance? Yes No (Put an X inside the proper box.)

Name Please print

Address

City

City State

Are you a voter?

Mail promptly to THE AMERICAN PEACE AWARD

342 Madison Avenue, New York City If you wish to express a fuller opinion also please write to the American Peace Award.



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."