

ASHLAND DAILY TIDINGS

(Established in 1876)

Published Every Evening Except Sunday by
THE ASHLAND PRINTING CO.Bert R. Greer Editor
OFFICIAL CITY PAPER Telephone 39
Printed at the Ashland, Oregon, Postoffice as Second Class
Mail Matter

Subscription Price, Delivered in City	
One Month	\$ 1.95
Three Months	5.75
Six Months	10.50
One Year	20.00
By Mail and Rural Routes:	
One Month	\$ 2.00
Three Months	6.00
Six Months	11.00
One Year	21.00

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

Rates For Legal and Miscellaneous Advertising	
First insertion, per 8 point line	\$.10
Each subsequent insertion, 8 point line	.05
Obituaries, per line	1.00
Obituaries, per line	.02 1/2

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.

JANUARY 15

IF THINE ENEMY be hungry, give him bread to eat; and if he be thirsty, give him water to drink.—Proverbs 25:21.

THE AGE OF ADVERTISING

This is the age of advertising. Advertising is the greatest business builder in the civilized world. Without intelligent, honest and truthful advertising there can be no progress in this age of great and conspicuous success. Advertising is not an expense, it is an investment. Ignorance of this fact has ruined many a business man. It is only the rich who can afford not to advertise. Advertising is the poor man's friend and his business creator.

John Wanamaker knew this when he first started in business and the first day he opened his store he spent practically every cent he had in advertising and he took a chance on getting returns on his money. Advertising made Wanamaker the merchant prince of America. But advertising to be effective must be intelligent. It must be truthful. The merchant who studies advertising as he would study any other subject and then advertises intelligently and persistently is bound to win. The object of advertising is to burn your name and business into the public mind so that when the people think of anything in your line they think of your name first. This is the drawing power. This the psychology of advertising.

But you must keep everlastingly at it. You can no more build up a permanent and prosperous business by spasmodic advertising than you can build up a permanent character by spasmodic virtue. As we have already said, this is the age of publicity—of advertising. Advertising is the mighty motive force underlying the whole business world. It is the mainspring, the motive power in our modern industrial competition.

There is no power on earth equal to advertising. It is the only power that grows by its own momentum. Other powers lose by expansion. Steam is powerful only when confined. Electricity is powerful only when confined. When steam and electricity are radiated and diffused they lose their force and become as nothing. Sound dies with distance and light itself is lost in indefinite space.

Not so with advertising. Its mysterious dynamic power increases with expansion. Radiation is its strength, diffusion its life. It grows and increases in power by what it imparts. It carries ideas from the mind of one to the minds of many. In this way it multiplies its energy and intensifies its power. Advertising is the only harvest that grows the more by reaping.

Advertising rears skyscrapers; it creates telephone and telegraph lines; it constructs steam and trolley railroads and it multiplies mammoth department stores. Its potency and power extend far beyond human needs and necessities. It creates and multiplies human wants, refines and intensifies human desires. It gives timid and hesitating people the courage to buy that which they would like, but which under different circumstances they could easily get along without.

It makes two flowers grow and bloom in the business world where only one bloomed before. It hypnotizes the intelligent man and woman into a liberal and progressive mental attitude and prompts them to surround themselves with modern conveniences and comforts. It puts vacuum cleaners in the house, books in the library and pictures on the wall. It is the civilizer and the beautifier of the home, the schoolmaster of culture and the mother of civilization.—Lyons N. Y. Republican.

A SERMON FOR ALL

The following appeared in Oregon Business, official publication of the State Chamber of Commerce, under the caption, "I Am Your Town." It is a wonderful sermon for men and women of all creeds of every town in Oregon.

"Make of me what you will—I shall reflect you as clearly as a mirror throws back a candle beam.

If I am pleasing to the eye of the stranger within my gates; if I am such a sight as, having seen me, he will remember me all his days as a thing of beauty, the credit is yours.

"Ambition and opportunity call some of my sons and daughters to high tasks and mighty privileges, to my greater honor and to my good repute in far places, but it is not chiefly these who are my strength. My strength is in those who remain, who are content with what I can offer them, and with what they can offer me. It was the greatest of all Romans who said: 'Better be first in a little Iberian village than second in Rome.'

"I am more than brick and stone, more than flesh and blood—I am the composite soul of all who call me Home.

"I am your town."

OPPOSITION GROWS TO MELLON TAX PLAN

All is not well with the Mellon plan of surtax reduction. The first rumbling of opposition was carried to the ears of the public when the democrats attacked the plan. Now the plan is the subject of a bitter attack on the part of many leading republicans and the roar of opposition grows perceptibly louder. The bone of contention seems not to be in a reduction but in the kind of reduction. The democrats and progressives charge that the Mellon plan, while affording a needed reduction, is decidedly in favor of those with incomes exceeding \$10,000. The opposition would not effect a reduction in tax on incomes of \$10,000 and over as great as that advocated by the Secretary of the Treasury.

The most striking opposition developed to the plan, however, comes with the announcement that by Senator Couzens, Michigan millionaire, who if wealth counts, ought to favor great wealth and support the Mellon plan. Senator Couzens charges the plan as being indefensible. He says, in a letter to Secretary Mellon:

"Nothing in your statement proves the conclusion that we have in this country a system of war-time high surtaxes, which have been and will continue to be progressively less productive of revenue to the government or which is driving capital out of productive business.

"The facts seem to be there is no lack of productive activity at this time and certainly no lack of capital for producing the country's needs."

The Mellon plan was launched under the most favorable auspices. It was communicated to the public with dispatch and accompanied by propaganda from exceptionally well organized sources. The suggestion, "tax reduction," caught the people and communicated to them dreams of relief from their tax burdens. It seemed for a time that no opposition existed to the plan. All this has changed, and within a comparatively few days, and there is now every indication that the plan will provoke one of the most bitter struggles that will come before the present congress and the Coolidge administration.

The men and women of America are demanding a reduction of taxes, but are outspoken in their opposition to reductions being made in the surtaxes assessed against those with large incomes. Senators and representatives, a majority of them perhaps, are in touch with the public pulse, and indicate that they are in no mood to lessen the burden to an appreciable extent on those who are able to pay.

MAN IS NEVER SATISFIED

Some people never can be satisfied. Notwithstanding the fact that a new heating plant has just been installed in the county jail, new window screens, etc.—to add to the comfort of the "guests"—Walter Shultz, a trusty while engaged piling wood Wednesday suddenly secured "leg bail" and lit out like a scared fox, but was captured that evening at Grants Pass. He is being held to the grand jury on a larceny charge.—Jacksonville Post.

Many a high flier ends in a low dive.

Every day is matrimonial tag day this year.

Many a father can't be in style because his son doesn't wear his clothes out quick enough.

Throwing yourself at someone's feet is dangerous. They are liable to step in your face.

New York and Ohio are literally flooded, but in Ohio the rivers are doing it.

If there's one thing movie stars must keep out of to stay in the lime light, it's slime light.

Have you hereby resolved?

Mexico starts the new year with a bang.

Don't forget to wish the spinster a happy Leap Year.

Congress will soon have a bill favoring cheaper gas. Yea, bill!

When You Must Swim
It's Too Late to Learn

(Water Safety Council.)

DROWNINGS are a standard feature of the news. "A school teacher and her class take a beach holiday, step into a hole six feet deep and three are drowned," says Collers.

"A high school boy falls overboard while sailing on the river and is drowned. None of his four comrades can swim well enough to save him.

"Three couples are out canoeing on the lake and tip over a hundred yards from shore. Three make the bank; a cripple who really can swim rescues a fourth and brings in two bodies.

"Amherst college will not graduate a man unable to swim over two hundred yards. Folks who cannot handle themselves in the water always go off their heads when out of their depth and imperil others also."

"I am deeply interested in the

organization of the 'Water Safety Council of America' says Mr. Bradley Tyrrell of Delavan, Wis. "It is high time that we should make a concerted national effort to see that our children learn to swim, and to provide sanitary places which may be freely used at all times."

"So strongly do I feel on this subject that the Bradley Knitting company has reprinted hundreds of thousands of booklets on 'How to Swim,' written by Harry Hazelhurst, now of the Chicago Athletic club, but formerly Director of Swimming at Great Lakes Naval Training Station.

"His rules are so simple that it seems criminal that everyone does not know how easy it is to swim and how hard it is to sink after proper breathing has been learned. The Portland Cement association has given us the data for the construction of outdoor swimming pools, which have been made into a book.

"We have made a survey which shows that in over half the counties in the United States swimming facilities are grossly inadequate. The new organization will awaken the public conscience and find active workers in each community who will undertake the work in that locality, the fund to be raised locally and expert engineering advice furnished by the association.

"We will welcome the assistance of anyone interested in this vital subject and invite correspondence from those who are willing to help."

NEWS LETTER

DUBLIN, Jan. 15.—Unemployment in the Irish Free State is causing growing anxiety to the Government.

It is estimated that out of a population of three million people seventy thousand of them are workless, and the authorities intend to speedily reduce this number if possible.

A bill just passed by the Government will appropriate \$10,000,000 to provide for road works in the hope of alleviating the distress.

High wages are running Ireland's trade, according to a committee of experts who recently inquired into this question.

The committee, in its report, says it found that almost invariably all classes of industries in the Free State pay higher wages than similar industries do in Ulster or England.

Railroad workers are on an average paid two dollars more than men doing the same work in Ulster and five dollars more than men doing the same work in England, while in the paper-milling trade six dollars more per week is paid to the worker in the Irish Free State than is paid to the Englishman employed at the same work.

Recently many Irish paper mills had to close down, because they found that owing to the high cost of production and high wages they could not compete with the English manufacturer.

In the engineering, chemical, malting, tanning, bootmaking, biscuit-making and a hundred and one other trades it is the same story—industry being ruined because of high wages.

Edward Martyn, celebrated Irish poet and one of the founders of the Abbey Theatre in this city, who has just died, left a remarkable will for a man who was possessed of considerable means.

In his will he directed that his body—like the paupers of the city—should be placed at the service of the Cecilia Street School of Surgery, and, when it had served its purpose there, should be interred in the common grave which holds the unclaimed workhouse dead.

His remains were conveyed to the graveyard in the workhouse morgue van, with six other paupers' bodies, his coffin differing in no respect from those supplied by the workhouse authorities. No mourners followed the coffin to its resting place.

A mass was celebrated in the cemetery chapel for him and the nameless six who were to share his grave, the "Benedictine" being sung by the choir that he had endowed during his lifetime.

Twelve years have been added to life's span by recent achievements of medical science, according to Sir William Wheeler, President to the Royal College of Surgeons of Ireland.

The last twenty-five years have shown a greater advance in medicine and surgery than the previous twenty-five centuries, Sir William said in a recent speech.

The child born today had twelve more years to live if he availed himself of the resources of surgeons and physicians, especially after he reached the age of forty, said Sir William. One or two great problems remained to be solved, but the probability was that before students present at this meeting have reached their zenith cancer would be well under control and would have taken its place, subdued and conquered, alongside diabetes and smallpox, he declared.

Medical science's chief difficulty today is the easy credulity of men who, he said, though shrewd in their own business, were ready to be duped by the newest and most absurd of medical quackeries.

ENJOYED A GOOD

NIGHT'S SLEEP

"I wish to say that FOLEY Pills worked O. K. on me in a couple of hours and the pains left me at once. I took a couple of them in the afternoon, went to bed and had a good night's sleep and have slept good ever since," writes Con Thiel, 118 E. Columbia St., Fort Wayne, Indiana. FOLEY PILLS are a diuretic stimulant for the kidneys and will increase their activity. Refuse substitutes. Sold Everywhere.

OREGON HAS LITTLE
OF LABOR TROUBLES

SALEM, Jan. 15.—Oregon was remarkably free from strikes and other labor troubles during 1923, according to a report prepared here today by C. H. Gram, state labor commissioner. The present year will see even better conditions, the report indicated.

"The difficulties on the Port-

RHEUMATISM

Leaves You Forever

Every druggist in this county is authorized to say to every rheumatic sufferer that if a full pint bottle of Allenru, the sure conqueror of rheumatism, does not show the way to stop the agony, reduce swollen joints and do away with even the slightest twinge of rheumatic pain, he will gladly return your money without comment.

Allenru has been tried and tested for years, and really marvelous results have been accomplished in the most severe cases where the suffering and agony was intense and piteous and where the patient was helpless.

Mr. James H. Allen, the discoverer of Allenru, who for many years suffered the torments of acute rheumatism, desires all sufferers to know that he does not want a cent of anyone's money unless Allenru decisively conquers this worst of all diseases, and he has instructed druggists to guarantee it as above in every instance. East Side Pharmacy can supply you.

No. 1

CALIFORNIA TOWN

HAS NEW DISEASE

SACRAMENTO, Cal., Jan. 15.—Announcement that the state board of health had ordered an investigation of a mysterious disease which is reported to have made its appearance in Santa Ana was made here today by Dr. Walter M. Dickey, secretary and executive officer of the board.

Reports reaching the state board authorities here stated that between 2000 and 3000 persons have been stricken with the disease in a short time, although so far as known, there have been no fatalities. The disease causes nausea.

land waterfront, affecting longshoremen, carried over from the previous year, as did the railroad shophmen's strike, said a report. "Both were passive to a great extent for the greater part of the year. In the spring the I. W. W. element made an attempt to tie up logging and construction camps as a sort of a political demonstration and in a number of places were successful for a few days."

TRADE RECORD
OUR GROWING TASTE FOR PRECIOUS STONES

Diamond imports alone have aggregated over a billion dollars in the last half century, and will total 60 millions in 1923, which holds second rank in the history of diamond importations. Our people now own about 2 billion dollars worth of diamonds or more than one-half the entire world's stock.

Diamonds imported into the United States in the calendar year 1923 exceeded those of any year except 1919. The total value of diamonds of all classes imported in the 10 months of 1923 for which figures are available is, according to the Trade Record of The National City Bank of New York, \$32,000,000, and should the figures for the months of November and December equal those of October they would bring the year's total to about \$65,000,000 for the diamonds alone while if pearls and other material of this character were included the total importations of "precious stones" in 1923 would approximate \$82,000,000 in 1923 against \$68,000,000 in 1922, and \$105,000,000 in the calendar year 1919, the high record year of imports of this character.

That the "precious stone habit" is a growing one with the people of this country is indicated by figures compiled for the Trade Record which show that the total imports of "precious stones" of all classes have grown from \$15,000,000 in the fiscal year 1909 to \$34,000,000 in 1923.

1905, \$48,000,000 in 1910, \$14 million dollars in the calendar year 1916 and \$105,000,000 in 1919. With the slowing down of business and the industry which followed the close of the war the imports of precious stones dropped to \$7,000,000 in 1920, and \$38,000,000 in 1921, but with the revival of business and the industry the imports again advanced, \$68,000,000 in 1922 and as time. To begin with, says the Trade Record, the official valuation of all merchandise imported, whether precious stones or otherwise, are those of the value in the country from which they are shipped to the United States and if we add to the original cost of the value in the country from which sent the cost of transportation including insurance, duties, and cost of cutting and mounting, it is apparent that the billion dollars worth of diamonds imported in the last half century have cost their present owners approximately \$2,000,000,000, or more than one-half of the world's diamond holdings.

While a very large proportion of the diamond imports are the product of African mines, most of them reach us from Europe, especially those which come in condition ready for setting. In the 10 months ending with October the cut diamonds imported aggregated \$44 million dollars, of which 24 1/2 million came to this country from Belgium, 17 1/2 millions from Netherlands, and from France and Great Britain by statements of imports issued by the Department of Commerce. The portion from "all other countries" of pearls not strung or being, according to official figures have grown from \$1,500,000 in the fiscal year 1909 to \$10,000,000 in 1923, and in the 10 months ending with October.

Pearls too have greatly increased in popularity and added largely to the total of the group "precious stones." It was only in 1911 that the importation of pearls was of sufficient importance to give them a special classification in the monthly statements of imports issued by the Department of Commerce. The total value of pearls not strung or being, according to official figures have grown from \$1,500,000 in the fiscal year 1909 to \$10,000,000 in 1923, and in the 10 months ending with October.

MURDOCK RESIGNS

WASHINGTON, Jan. 14.—Victor Murdock, chairman of the federal trade commission, has resigned and his resignation accepted by President Coolidge. It is announced from the White House.

Portland —Willamette Iron & Steel Co. making \$100,000 additions and improvements to plant.



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.
END AND MORRISON PORTLAND, OREGON
MENTION THIS AD WHEN WRITING

No. 1

CALIFORNIA TOWN

HAS NEW DISEASE

SACRAMENTO, Cal., Jan. 15.—Announcement that the state board of health had ordered an investigation of a mysterious disease which is reported to have made its appearance in Santa Ana was made here today by Dr. Walter M. Dickey, secretary and executive officer of the board.

Reports reaching the state board authorities here stated that between 2000 and 3000 persons have been stricken with the disease in a short time, although so far as known, there have been no fatalities. The disease causes nausea.

land waterfront, affecting longshoremen, carried over from the previous year, as did the railroad shophmen's strike, said a report. "Both were passive to a great extent for the greater part of the year. In the spring the I. W. W. element made an attempt to tie up logging and construction camps as a sort of a political demonstration and in a number of places were successful for a few days."

Concentrate on keeping
it as you concentrate
on building it.

What thought and planning you put into it! How you watched it grow from a hole in the ground to a beautiful home! Think of how you saved, that your dream might come true.

What if fire should come? Would your invested savings be swept away? Insure now and enjoy the comfort of a mind at ease. This agency will cover your needs with a policy in the Hartford Fire Insurance Company to pay for any loss by fire.

For safe and sure
Insurance, call

THE
Billing Agency

41 E. Main Phone 211

Classified ads bring results.



(National Crop Improvement Service.)
BETTER sires are necessary in any community which expects to succeed in dairying. Ordinary cows will produce in two generations calves of high milking capacity provided the sire comes from a milking heredity.
The registry associations of different breeds are all keenly alive to this situation and it is good business for the leading citizens in every community to make a survey of farmers who would like to improve their dairy herds and to provide ways and means whereby a few good bulls are added from time to time.
It is true that bulls will outlive their usefulness in the same herd, and as they grow older they may become ill-natured and often dangerous; therefore it is necessary that a bull be handled like dynamite. Because of his uncertain temper, he is likely to go loco at any time. He should be comfortably housed, abundantly fed and groomed, and he should have a playground of his own surrounded by a strong, resilient galvanized fence on steel posts which will not rot away unnoticed. Mr. Bull is pretty smart and will always recognize a weak spot in his corral.

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
 3. Substitute moral force and public opinion for the military and economic force originally implied in Articles X and XVI.
 4. Safeguard the Monroe Doctrine.
 5. Accept the fact that the United States will assume no obligations under the Treaty of Versailles except by Act of Congress.
 6. Propose that membership in the League should be opened to all nations.
 7. Provide for the continuing development of international law.

Ashland Daily Tidings

Ashland, Oregon

Do you approve the winning plan Yes
in substance? 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.