

# ASHLAND DAILY TIDINGS

(Established in 1876)

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**THE ASHLAND PRINTING CO.**

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**DISPLAY ADVERTISING RATES**

Single insertion, per inch	\$ .30
Yearly Contracts	
One insertion a week	.27%
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
Card of Thanks	1.00
Obituaries, per line	.02%

**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.

**DECEMBER 11, 1925**  
**HEAR THE WORLD:** O earth, earth, earth, head the word of the Lord, Jeremiah 23:29.  
**PRAYER:**—Our Father, give us the hearing ear and the understanding heart that we may daily know and do Thy holy will.

## FEWER AND BETTER CHURCHES

"The country church is gone" declares a pessimistic clergyman who has gotten to the ears of the news reports. And perhaps it has, but surely the change is not one that is due to any lessening of the religious life of the people. It is due solely to a difference in social life.

For the kind of a country church that this speaker had in mind was a place that was the "all" to the people of the time. It was the village meeting house. True, it was a religious institution, but its function was much wider than the church name indicates. It embraced all the social activities of the people and of the times. Perhaps it did engross a large share of the population, and its value in this respect should not be minimized. The only other place of resort was some village inn, of considerable local disrepute. One either went to the one place or the other, and some of course surreptitiously went to both.

Into the present times there have grown conditions in which a large share of the country people, like the townsmen, are neither of the church going nor the tavern haunting population. That they are neither does not mean that they are any different from the population that formerly went to church or tavern, but that they find their social outlets expressed in other ways. Homes, and theaters, and playgrounds, and lodges and other civic societies, afford opportunities for men and women to get together that did not exist in the more primitive society that is sometimes regretted.

On the contrary, there is much evidence to show that the religious effectiveness of present society is much greater than ever before. Those who are engaged in religious activity get much more out of this life than formerly. Churches are today aggressive social agencies as never before. They perhaps may not have as vivid a hold on the fears of people as formerly, but they have a great claim on the intelligences and the affections.

## RED GRANGE SELLS HIMSELF

The papers have been spotted with stories lately of the money Red Grange is making. Not only is he playing professional football, but he is getting paid for the use of his name in advertising. He does not smoke, but he indulges in smokables. He wears hats and ties, at least he approves of them. Perhaps he chews gum. Anyhow he is alleged to be doing things just as innocuous, "for a consideration."

All of which very mild and gentlemanly sale of one's personality need call for no rebuke and in this day and age hardly a notice, except for this.

Of what value is advertising that is obtained in this sort of way?  
When it is announced to a hundred million readers Red Grange has sold himself on the allegation that he wears a certain brand of shoe, does this enhance the sale value of these shoes?  
It must do it for a time, but is it worth the investment? Does the cost of this sort of advertising pay?  
Of course it has been indulged in for many years. It has that defense, of more grown methods.

It happens that there is in the list of Presidents of the United States a man who is known only to school boys and to those who remember the advertisements of a cigar. This is an instance where the advertisement really has contributed to fame.

Most other Presidents whose names have been used also have furnished the billboard that has carried the article advertised.  
The "Lincoln" used in a hundred advertisements, and the "General Arthur" used in an ad is meaningless mystery. What does "Red Grange" carry

with it? Confessedly, the use of the name in several instances is obtaining money under false pretenses. Worst of all, it may be a waste of the psychology of advertising.

It isn't fair to say that the heads of our military system lack experience in flying. They seem to be up in the air nearly all the time.—Tacoma Ledger.

**Favorable Report on Aviation**  
WASHINGTON, Dec. 11.—(U. P.)—The final action toward the improvement of aviation in the new Congress was taken today by the Senate commerce committee on approving favorably reported the Blagden bill, to provide for government supervision of commercial flying.

Chandler married Miss Clark, also of good English family. Through her paternal grandfather she was descended from the Reverend Aaron Cleveland, of literary reputation in the late eighteenth century and of note in his day as a wit. She is described as a graceful, gentle woman, a noted beauty in her youth, and singularly free from the vanity and selfishness of most noted beauties. Her little daughter seems to have been a winsome sprite, early revealing a quaint touch of her father's courtly dignity combined with her mother's refinement and unerring sense of the amenities of life. In after years the poet pictured, in one of her sonnets, her beloved mother.

one of these sentences is only more vulgar than the other. The important thing is, not to appear, but to be. It is true and pity 'tis true, that many people are shut out by limited and narrow fortunes from the society to which by right of taste and culture they belong. But getting by one's wits is not a crime, and some do not belong there than any attempt to force their way there by means of shame.

## Someone's Going to Have a Puzzling Time



**SAP AND SALT**  
BY BERT MOSES

No one is ever defeated until he acknowledges it.

Don't blame a man for swearing. It only shows he is still human.

Success in marriage comes only to folks who hang on long enough to get used to it.

The noise made in eating soup is as sweet to the ear as the taste is to the palate.

One who spends money before he gets it is not considered

a good risk by the average bank.  
No better way exists for putting in spare time than recognizing your own failings and correcting them.  
Nonsense pays big if it is first-class.  
Much money creates many desires; little money supplies needs.  
The less you know about a thing, the more apt you are to call it bad.  
To get the good will of a neighbor, compliment him on the color he has painted his house.  
Hez Heck says: "When a man loses his head over a woman, he generally loses his money at the same rate."

**Great Mothers of the World**  
LOUISE REBECCA CLARK

Mother of LOUISE CHANDLER MOULTON, poet, author of "Bed Time Stories."

By MARY GREER CONKLIN  
The famous daughter of Louise Rebecca Clark is one of the most striking of American authors for the fact that from her early girlhood her genius, her culture and her personal charm won recognition in the most brilliant circles. This balance of the gifts of mind, heart and person was the natural outcome of a worthy ancestry. The Chandlers lived originally in Hampshire, England where, in the sixteenth century, arms were granted to them; and Lucius L.

## OUT OUR WAY By Williams



With touch that shall be delicate yet sure?  
Soft hair above a brow so high and pure  
Years have not soiled it with an earthly taint,  
Needing no aureole to prove her saint;  
Firm mind that no temptation could allure;  
Soul strong too, heart stronger to endure;  
And calm sweet lips that utter no complaint.  
So I have seen her in my darkest days,  
And when her own most sacred ties were riven,  
Walk tranquilly in self-denying ways,  
Asking for strength and sure it would be given;  
Filling her life with lowly prayer, high praise—  
So shall I see her, if we meet in Heaven."

## For Children's Desk

This black cloth and a colored blotter will start the gift maker on the way to a successful bank for little folks. After an oblong piece of heavy cardboard has been covered with the blotter a strip of children's work over the end of it and a triangular piece over the opposite corner. Two pieces of black cloth make blotter and pen wiper covers. Books from Mother Goose are painted on the cloth.

Little adornments and furnishings for the home, especially if made by the donor, are the gifts home-lovers appreciate most. Here is a telephone screen which may be made of silk or of fine crepe paper, and narrow gold braid, over a cardboard foundation. As pictured it is made of rose-colored crepe paper, pleated over the center panel and adorned with cut-out paper flowers.

The new gowns are cut very low in the back, and fairly high in front, so the newest necklaces show up to better advantage if they are worn with the ornament in the back rather than in the front, after the manner of this sketch. Pearl necklaces, a too, nestle on the spinal column.

A beautiful Celtic cross marks the spot in Mount Auburn, Cambridge, Massachusetts, where rests all that was mortal of Louise Chandler Moulton, one of the sweetest and most genuine singers of all her century. (Copyright, 1925, by Mary Greer Conklin. (Syndicate) Great Britain rights reserved. Reproduction forbidden.)

## Original



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## BULGARIA REBELS THROWN IN JAIL

ATHENS, Dec. 11.—(U. P.)—Sofia reports today declared that numerous arrests and imprisonments had been made in the new Agrarian-Communist attempt to overthrow the government there. It was claimed that agents who recently arrived from Moscow, had financed and instigated the attempt.

Advertise in The Tidings

## Campus Cut



Leave it to the collegians to think of something new! At the University of Oregon, Eugene, Ore., the girls are wearing sweaters with scenes painted on the back. This co-ed maintains that the scene on the back of hers represents the spirit of the campus.

## Outbursts of Everett True

MY DEAR SIR, IN A MOVIE AUDIENCE IS NO PROPER PLACE TO SIT AND MUNCH PEANUTS AND PEPPERMINT CANDY!

OH, IS THAT SO? WHAT ELSE HAVE YOU GOT TO SAY ABOUT IT?

I MIGHT ADD WHAT A WHOLE OF A DIFFERENCE JUST A FEW SCENTS MAKE!!!!