

ASHLAND DAILY TIDINGS

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DISPLAY ADVERTISING RATES	
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One insertion a week	\$ 27.50
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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 1/2

Donations to charities or otherwise will be made in advertising or job printing — our contributions will be in cash.

WHAT CONSTITUTES ADVERTISING
"All business events, where an admission charge is made or a collection taken is advertising."
No discount will be allowed Religious or Benevolent Orders.

MARCH 30, 1926

MAN'S PRIVILEGE — "And Moses came and called for the elders of the people, and laid before their faces all these words which the Lord commanded him. And all the people answered: 'All that the Lord hath spoken we will do.'" Ex. 19:7-8.

PRAYER — O gracious God, help us to choose Thee, and to accept Thy will and make it ours that in our obedience we may prove we are Thine.

ADVERTISING COMMUNITIES

Widespread use of advertising to bring to public attention the advantages of communities, even of states, is disclosed by an inquiry made by the Organization Service Bureau of the Chamber of Commerce of the United States. Large amounts of money are expended every year to attract tourists and industries and to stimulate trade. Funds for this purpose range from \$20,000 to \$250,000.

Some of the cities which have taken to advertising are Atlanta, Norfolk, Portsmouth, Chattanooga, Greensboro, N. C., Salt Lake City, Seattle, Omaha, St. Louis, Savannah, Asheville, N. C., Biloxi, Miss., and a number of Florida communities.

A special corporation has been organized to bring the beauties and advantages of the state of California to the attention of the world at large. The state legislatures of New Hampshire and Maine have made special appropriations for that purpose. Business men in Oregon have raised a large fund to advertise and develop this state.

Experience has shown, the Organization Service Bureau states, that national advertising campaigns of this kind have paid where the community had something distinctive to sell for which there was a widespread demand, such as climate and scenery. But it sounds a warning that advertising alone will not bring industries. A well equipped industrial information service must be set up by the local chamber of commerce to supply business men considering a location or relocation, with confidential and authoritative data bearing upon the community's facilities to meet their requirements of manufacturing.

STANDARDIZING RADIO INDUSTRY

Radio, once regarded as an agency for the amusement of diversion of a comparatively few, is rapidly recognized as a utility affecting the lives of the general public, and observers predict an even greater movement in this direction.

One of the outstanding developments in broadcasting during the last year was the linking of many stations for important features. This process of "chain" broadcasting is expected to move even more rapidly, during 1926.

Stabilization of the industry has made great progress, and the public is no longer delaying purchase of receiving sets because of a feeling that they are likely to be changed rapidly and improved.

OLD SERMONS OUT OF DATE

A Texas clergyman saved all his sermons twenty years. There were 800 of them and they filled forty notebooks. The other day he did a surprising and somewhat heroic thing. He burned the whole collection.

The simple explanation was that modern sermons must have more of science and less of homilies than the old ones. Instead of working over his old material, he will start again, writing sermons which he considers more suited to the needs of his present congregation.

A GOOD RECORD

Ashland has every reason to be proud of the record made during 1925 in keeping down the fire loss. To stand second among all cities of the United States having a population of 20,000 or less is no mean accomplishment. The fire department is to be commended for this splendid showing.

The Interstate Commerce Commission evidently believes railroad mergers "in principle."

During cast straw votes against prohibition, a lot of voters better

The Flowers That Bloom in the Spring



PARIS IS ALARMED OVER ITALY'S NAVAL PROGRAM

By JOHN O'BRIEN (United Press Staff Correspondent)

PARIS, March 29.—(U.P.)—Naval rivalry between Italy and France is likely to have a profound effect on the attitude of this country at future disarmament conferences.

Giuseppe de Kerguesed, chairman of the senate naval committee, referring to a proposal of St. Borel, minister of marine in the Painleve cabinet, to call off all construction destined to replace the deficit caused by France's suppression of building during the war, sounded a note of warning in the Rappel.

"France," he said, "is menaced with the certain and inevitable loss of her colonial possessions unless steps are at once taken to build up a new Navy."

Here is the actual situation of the naval forces in the Mediterranean of France and Italy:

France	Italy
4..... Battleships	5
2..... Cruisers	5
none..... Light Cruisers	5
12..... Destroyers	23
24..... Submarines	41

Spain, moreover, has two battleships, four cruisers, six destroyers and nine submarines, with six submarines in construction.

"France needs a fleet to protect the transport from her colonies of the vast amount of foodstuffs and raw materials absolutely necessary to her existence. She also, until the danger on the Rhine is definitely averted, needs a fleet to protect the transport of men from the colonies which she must have to assure the defense of her territory. France has no longer a fleet capable of safeguarding her overseas possessions and she is incapable of assuring a free passage between Algeria and the metropolis. Not a regiment of colonial troops could cross the Mediterranean if Italy chose to prevent it.

"When I add in the year 1923-24 Italy tripled her naval aviation—from sixty squadrons to 180—and that Mussolini has often affirmed his desire to have 4,000 naval airplanes by the end of 1926 it will be seen why I have no reason to be foolishly optimistic. What we need is submarines, submarines and more submarines. Our delegates at Washington made the mistake of insisting on 350,000 tons in cruisers, which we did not need and which no French parliament would sanction.

"We will go to conference on disarmament tomorrow and af-

REGATTA PLANS ARE NOW BEING STARTED

SAN FRANCISCO, March 30.—(U.P.)—Tentative plans are being laid for the championship regatta of the Pacific Interclub Yachting Association to be held on San Francisco Bay August 7 to 14.

A feature of the races this year will be one between long-distance speed-boats. Already the committee has been assured that craft from San Diego, San Pedro, Portland, Seattle and Vancouver will be entered.

Some doubt has arisen as to whether it will be practicable to hold a star-boat race between the East and West. The eastern races are scheduled for late in July off Long Island and boats entered in those races could not be expected to be delivered here for the Pacific coast competition.

It is now considered likely that a star-boat race of a special nature will be held for the benefit of star-boat owners in Honolulu who expect to come here for the regatta.

A new course for the events



A military action? No, it is just housecleaning time. And as usual Father is outside with a smile on his face. Wise housewives send their laundry to us. During their usual busy season. When they realize the relief and satisfaction of Ashland Laundry Service. They keep on sending. Just try it.

ASHLAND LAUNDRY CO.
31 Water Street
Phone 165

SAP AND SALT
BY BERT MOSES

Truth's greatest menace is sleeping sickness.
"Innocence is a fine attribute, but a poor business asset."

Kisses sound alike, but there is a mighty big difference in the taste.

Some marry who shouldn't, but marrying is the only way they can find it out.

Neither gall stones nor divorce should be indulged in until you can afford it.

Nothing perhaps, so dulls all ambition for hard work as a course in Greek and Latin.

Hex Heck says: "You kin fall in love without a lawyer, but you need one all right to get out."

STEWART'S WASHINGTON LETTER
By CHARLES P. STEWART
NEA Service Writer

WASHINGTON—Every now and again there comes up in Congress some proposal which can be opposed only at the cost of making somebody look foolish.

In such cases, the sky old timers who want said proposal opposed generally wish the job off onto some poor good who hasn't been in Washington long, who consequently lacks the experience to realize what trouble he's getting himself into, and who probably thinks the oldsters, in trusting him, are paying tribute to his ability.

There was an instance of this in connection with the recent fight over the Senate resolution for an investigation of the tariff commission.

Now the charge has been made

on the Senate floor (by Senator Norris) that President Coolidge found a tariff commission with any kick in it very troublesome, so he reduced it to one-half of 1 per cent, by a process Norris pronounces highly reprehensible, though perhaps technically legal.

Thus it was clear that this resolution's purpose was to put the president on the spot rather than the tariff commission.

Of course the regular Republic-ans didn't like the prospect. They had to fight. They knew they'd lose. None of the old-timers liked to sacrifice himself, as leader. So, over the top they sent Senator Hiram Bingham, a newcomer.

The investigating committee—Robinson, Bruce, La Follette, Wadsworth and Reed of Pennsylvania—expects to sit all summer, the majority raising the dickens with the Republicans' congressional election prospects.

St. Helens—land settlement committee located 45 settlers in Columbia County last year.

O. A. C. GLEE CLUB CONCERT

ASHLAND HIGH SCHOOL

Concert Numbers --- Quartet
Dancer ---- Accordion
Moonlight Serenaders
7-Piece College Dance Orchestra

TONIGHT

HIGH SCHOOL IN CHARGE OF TICKET SALES

This Map Shows How the Nation Voted



TOM SIMS SAYS

Wonder if these men who invent windshield wipers could invent some kind of an automatic handkerchief?

They had a tornado in Florida. Very little damage was done, but it was quite a blow to the people.

Turkey has raised the tariff bar on American goods so now we can ship her some genuine Turkish cigars.

In Denver, Colo., a girl shot up three robbers. She will make some man a fine husband.

New York musician says music is the audible God. Perhaps it is, but some of it sounds like the devil.

In Baltimore a man had his airplane stolen. No doubt the thief grabbed it and just flew.

PAVING PLANNED
ANAHEIM, Cal., March 30.—(U.P.)—More than 1,000,000 square feet of hard surface pavement is to be laid in Anaheim during 1926, according to city officials. More than \$200,000 will be spent in the most ambitious paving program in local history.