

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. 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.

OUR POOR RICH

"What Becomes of the Rich Man's Income?" is the title of an extended article in a recent issue of the Philadelphia Saturday Evening Post, from the pen of Albert W. Atwood.

He is a well-known financial writer, of a decidedly serious turn, as such persons commonly are. But a casual reader of this Post article might be pardoned for guessing the author to be something of a humorist, given to ironical remarks.

For upon its face it seems to appeal for sympathy toward the multi-millionaires as victims of oppressive income taxes.

Indeed, after careful reading of the Atwood production, one might wonder why some of the very rich sufferers from this form of legalized injunction to sell all they have and give the proceeds to the poor.

Yet, in spite of all taxation, they seem disposed to hang on tightly to their enormous wealth.

In some instances, it appears, even the greatest sufferers are heroic under their heavy burdens; they prefer to writhe in silence rather than reveal their pangs. Thus Atwood says:

"They dislike to show that losses, or expenses of all kinds, exceeded their incomes.

"One whom I had supposed in receipt of fabulous dividends stated that his deficit in 1923 had been \$400,000; another that expenses of all kinds had exceeded income by 15 per cent."

FATHER AND SON WEEK

There is little necessary for the observance of Father and Son week, set for November 9 to 16, in homes where father and son are real pals. One might say that there the objective of the week already is gained, and is actively in practice throughout the year. Yet candor compels the admission that in many homes no such relationship exists between boy and sire. They are, despite this, splendid examples of the American home, but they lack a real understanding of the partnership that should exist between the head of the family and his son.

It is the purpose of this week which has the endorsement of an imposing array of noted Americans, to supplant conditions such as this with a real fraternity of interests between father and son, and to teach that in true comradeship lies the solution of many problems that have vexed them, and that have been borne in secret. We need not rack our memories to recall instances in which fathers have wished, and sorrowfully, that they had taken time to become acquainted with their sons. The sensible way to observe the week, of course, would be to resolve that thereafter all weeks should be so observed.—Oregonian.

WHY TRAFFIC SIGNS ARE YELLOW

A strong, bright yellow is superior to all other colors in visibility and luminosity, say two scientists who make a business of knowing all about colors. The brightness of yellow is the chief reason for its use in marking directions, warnings, and safety zones for the control of traffic. So it is that parking, car stop and other traffic signs are painted in yellow, usually with black lettering.

"Yellow is the symbol of light and wisdom, and happy is he who follows wisdom's ways in running his automobile," says M. Luckiesh, director of the Laboratory of Applied Science, National Lamp Works of the General Electric Company. Further approval comes from Henry Furner Baily, dean of the Cleveland School of Arts, who believes of yellows: "From the standpoint of color alone they are not the most striking, but from the standpoint of color plus brightness, the yellow is the best color that can be selected."

Now, isn't all that erudite and informative? And everywhere nature sets up her bright stop signals: "Stop! Please your palate!" says the plain little dandelion; and "Stop! Hold your nose!" says the gorgeous chrysanthemum. But aren't the savants a bit belated with their good words? Yellow has long needed a friend. The yellow peril has bulked large in the public eye... a school of journalism is founded on the high visibility of yellow... and the saffron streak of human nature... who does not know them? Like as not, colors take character from the persons who use them, and yellow is as yellow does.—The Nation's Business.

ADVERTISING PSYCHOLOGY

Columbia University is prepared to teach psychology for the advertiser. The course in the psychology of advertising, so the University announces, deals with human behavior as it may be excited and controlled through advertising. The devices and methods of advertising will be illustrated and analyzed to determine their value in arousing interest and in establishing belief.

Psychological laws will be applied to make advertisements readily understood and remembered, the announcement explains, and provision is also made for study of the motives susceptible to appeal through advertising. Advertisers are continually seeking more effective methods of getting and holding consumer demand. The mind of the reader is a sort of no-man's domain to the advertiser. "No, I don't like that," says the reader, and good-will or a sale dies a-borning.

But why does the reader say "No?" Why isn't he in agreement with the message of the copy? That is the riddle. It may be that Columbia can give the answer. If so, advertisers will be nearer to complete conquest of yes-man's land—where every prospect is pleased and only "no" is vile.—The Nation's Business.

A deserted farm does not necessarily denote failure on the part of the farmer. He may have sold it to a city man and be living off his profits.

Just when this country was ready to persuade Europe everyone in America wasn't a millionaire, Hank Ford presents a nickel plated flivver to the Prince of Wales.

Advice to housewives. When your hubby tells you you can't make biscuits like his mother used to, ask him if he can make dough as well as his father did.

VOCATION LEADERS MEET IN DECEMBER IN INDIANAPOLIS

INDIANAPOLIS, Ind., Nov. 6.—Leaders in vocational education from throughout the United States will be here December 11, 12, and 13 to attend the eighteenth annual convention of the National Society for Vocational Education, which will be held in this city. Plans are being made to care for 2,500 delegates.

State and city directors of vocational education, members of their teaching staffs, university instructors interested in vocational training from nearly every state, and manufacturers who are co-operating in the vocational program, will attend. An exhibit by manufacturers who employ vocational students will be an important feature.

Tours to many cities over Indiana to view the work being done along vocational lines have been arranged. Arrangements are being made for those who meet at Chicago to visit plants between Chicago and Indianapolis. For those who come from the East to visit plants in northwestern and eastern Indiana, and those from the South to visit vocational plants in southern Indiana, starting from Louisville or Cincinnati. Z. M. Smith, State Director Vocational Education in Indiana, is chairman of the convention committee.

L. H. Dennis, State Director of Vocational Education in Pennsylvania, is president of the national society. Vice-presidents are: H. E. Bradford, Lincoln, Neb.; R. L. Cooley, Milwaukee, Wis.; Jean Cox, Salt Lake City, Utah; H. C. Givens, Little Rock, Ark.; Fort E. Land, Macon, Ga.; F. G. Nichols, Cambridge, Mass., is secretary. These officers constitute the executive committee. John Clyde Oswald, New York, published, is treasurer.

The general council included educators, industrial, labor and business leaders from throughout the United States.

Halfway — Bond issue pending for \$500,000 to complete Baker-Cornucopia and Baker-Unity road, important public highways now in bad condition.

Stop Coughing. The simplest and best way to stop coughs, colds, croup, bronchial, "flu" and its gripe coughs is to take CHAMBERLAIN'S COUGH REMEDY. Every user is a friend.

Petite Prunes 4 lbs. for 25c, Walnuts, lb.,30c, Large Brazil Nuts 20c lb., 6 lbs. \$1.00, Cranberries 25c lb., 2 lbs. 45c, Cream Cheese, lb. . . .30c, SPECIAL Large Yellow Denver Onions 8 lbs. 25c, 35 lbs. \$1.00, 100 lbs. \$2.50, Potatoes of Quality and lowest prices.

Plaza Market H. A. Stearns 61 N. Main

SAY IT WITH FLOWERS AND SAY IT WITH OURS.

Everything in the Greenhouse Line Hi-Class Designing

"HATCHER THE FLORIST" 1070 Boulevard Phone 118 Open on Sundays We Deliver

The CALIFORNIA OREGON POWER COMPANY Preferred Stock yields 7.14% ask any member of our organization

KEEP PEGGING AWAY. Men seldom mount at a single bound. To the ladder's very top; They must slowly climb it round by round. With many a start and stop; And the winner is sure to be the man Who labors day by day. For the world has found that the safest plan It is to just keep pegging away. And so, though clouds may frown or smile, Be diligent day by day; Reward shall greet you after a while. If you just keep pegging away. —Nixon Waterman.

Sutherland — One hundred employees working in apple canning plant. Will run until January 1.

Pringle Falls — Federal permit secured to build dam on West Fork Deschutes river, to develop 300 h. p. under 68 foot head of water.

Turner — Soutching plant for flax under name of Turner Flax & Fiber Company, doing business and turning out excellent fibre.

You are welcome to compare my Automobile rates with any other rates in Jackson or Josephine Counties; you can be the Judge. Phone 21. Ye, of course. 30—t

Tarpaulins and Tents at a BIG REDUCTION THE ASHLAND FURNITURE COMPANY 88 N. Main

IF SKIN BREAKS OUT, IS FIERY, ITCHY OR ROUGH, USE SULPHUR

Just the moment you apply Mentho-Sulphur to an itching, burning or broken out skin, the itching stops and healing begins, says a noted skin specialist. This sulphur preparation, made into a pleasant cold cream, gives such a quick relief, even to fiery eczema, that nothing has ever been found to take its place.

Because of its germ-destroying properties, it quickly subdues the itching, cools the irritation and heals the eczema right up, leaving a clear, smooth skin in place of ugly eruptions, rash, pimples or roughness.

You do not have to wait for improvement. It quickly shows. You can get a little jar of Rowles Mentho-Sulphur at any drug store.

Eugene — Mountain States Power Company asks official permit to reduce rates for lighting and cooking by about 6 1-2 per cent.

Now is the time to buy spray pumps, plows and harrows, drills and all kinds of farm implements. Fencing in every style. Harness, collars, snaps, and pads. New and used Sewing Machines. Auto Robes, etc. PEIL'S CORNER

INFLUENZA As a preventive, melt and inhale night and morning— VICKS VAPORUB Over 17 Million Jars Used Yearly

The Tiding's Ads Bring Results Andirons AND Fire Screens Simpson's Hardware Winchester Store

FRAZIER & SON

We have plenty of seed rye and vetch, whole corn and cracked corn. Also sunflower seed, mill feed of all kinds, flour and hay.

FRAZIER & SON Phone 214—358 E. Main St.

The Will to Help

THE will to help is the test of character, not only of men, but of institutions. This bank has the unqualified will to be of help to everyone of its customers and to the community in which we live.

The Citizens Bank of Ashland Ashland, Oregon

IT MUST BE GOOD!!

When people tell their friends and those friends tell others and still others not to miss the Big STOCK REDUCING SALE at E. R. ISAAC & CO., you can believe there's something back of it.

Universal and Widespread Applause Tells the Story of Our Success

More special Bargains—Because of the good will the sale has already built up, have determined to make these last seven days EVEN BETTER THAN THE FIRST SEVEN. That's a big order—but come and put us to the test—We'll make good.

MORE BIG DAILY SPECIALS

Table with 5 columns: Saturday Special NOVEMBER 8th (\$1.48), Monday Special NOVEMBER 10th (38c), Tuesday Special NOVEMBER 11th (23c), Wednesday Special NOVEMBER 12th (\$1.24), Thursday Special NOVEMBER 13th (39c)

If you haven't been to the sale don't put it off another day. In addition to the good things advertised the SURPRISE BARGAINS will continue up to the last day. Come!

Buy Ready-to-Wear During This Sale

EVERY COAT AND DRESS REDUCED

Coats Priced now \$16.50, \$19.50, \$21.50, \$25.50, \$29.75, \$33.50 Dresses Priced now \$16.50, \$19.50, \$25.50

CHILDREN'S COATS AND DRESSES, ALL REDUCED

Table with 4 columns: Pillow Cases, ea. 33c; Bedspreads, ea. \$2.75; Huck Towels, ea. 17c; Outing Flannel 33c; Comfort Bats, ea. 94c; Comfort Challie 18c; Heather Hose, 39c; Sateen Bloomers 89c

Boys' Sweaters \$2.24

Made of all wool yarn in different color combinations. Sizes to 34

E. R. Isaac & Co.

"The Quality Store"

Flannelette Gowns \$1.15

Women's Outing Gowns in white and fancy patterns. "Peerless" brand. Sizes 16 and 17