

FACULTY OF NORMAL CONDUCTS LUNCHEON

Chamber Forum Proves to be Enjoyable Affair For All

Members of the Normal school faculty played a dual role yesterday when they not only served as guests of the Chamber of Commerce Forum Luncheon but provided the program for this meeting. After the introduction of guests, President O. F. Carson of the local Chamber, briefly explained the purpose of the meeting, and introduced President J. A. Churchill of the Southern Oregon Normal School, who presided at the meeting and introduced members of the faculty.

Community singing led by Leona G. Marsters, normal school supervisor of music, done much to make the meeting a success, and Verne V. Caldwell, instructor of Psychology, and the main speaker, told of the value of the Intelligence Test, as it related to the schools.

The principal value as pointed out by Mr. Caldwell is in the assistance it gives the instructor, in determining quickly those things concerning a pupil's deficiencies that would normally require about a year's association, before they would be sufficiently brought out, to enable them to be corrected. The speaker went into the early history of the tests, explaining how they were based upon 54 questioning each question the answer to which, represents a certain period in a student's mental age.

President Churchill in closing the meeting took occasion to

thank the people of Ashland for the splendid support that had given the school, and declared that "If the Southern Oregon Normal does not continue its present rapid and substantial growth, it will not be the fault of the people of Ashland."

The members of the faculty attending yesterday's meetings were: President J. A. Churchill, Marion Ady, A. C. Strange, Arthur S. Taylor, Helen C. Anderson, Elizabeth Richardson, Walter Redford, Marie Connolly, Pearl Durst, Leona G. Marsters, Virginia Hales, Verne V. Caldwell, Katherine M. Vincent, Margaret Armentrout, and Beatrice Hall.

Tidings Will Start Letter Contest Soon

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through your own eyes and then write your impressions in your own words.

The contest will result in spreading Ashland's fame to many distant cities and states. It will be wonderful publicity for the community, and it is reasonable to expect that these letters will result in bringing many visitors to Ashland during the 1927 tourist season.

Judges Selected
The Tidings has selected five representative citizens to serve as judges and their decisions will be final. The judges are J. A. Churchill, president of the Southern Oregon state normal school; G. A. Ericson, City superintendent

of schools; Mrs. Harris Dean, president of the Women's Civic club; O. F. Carson, president of the Ashland chamber of commerce, and J. H. Hardy, president of the Ashland Kiwanis club.

The contest is open to every resident of Ashland over the age of 15 years.

Letters for the contest should be addressed to the Contest Editor of the Ashland Tidings.

To Be Chosen Contestants
President Hardy of the Kiwanis club has offered to act as one of the judges in honor of the three winning contestants at the close of the contest. The winning letters will be read at this luncheon and the winners will be introduced.

Start right in tonight to write your letter to enter in this contest and get it ready to bring or mail to the contest editor when the contest formally opens next Monday morning. It will be splendid publicity for Ashland and you may win one of the three liberal cash prizes.

Letters Limited
Letters are limited to 350 words. It is preferable that they be typewritten, but this is not essential. Contestants should write on one side of the sheet only. The letters should be regularly written with the signature of the contestant at the end.

The first prize will be \$15 cash. The second prize will be \$10, and the third prize, \$5.

WHY ALL THIS EDUCATION?



During the last five years the enrollment in the schools of higher education in the United States has approximately doubled.

It is the desire of the younger generation to better conditions for themselves, to prepare themselves to earn more money, in order to live better and enjoy more.

This bank is always glad to consult with you in matters pertaining to finance and the education of your children.

FIRST NATIONAL BANK
ASHLAND, OREGON

HAY FEVER
If you can't "get away," ease the attacks with
VICKS
VapoRub
Only 27 Mules, New York, N.Y.

Win One of These Fine Prizes

How Many More Words Can You Make from the Letters in the Words

BUSTER BROWN SHOES

Any girl or boy 15 years or under may enter the contest. We will award one scooter as a capital prize to the boy or girl having the greatest number of correct words and then there will be two extra prizes for boys and two extra prizes for girls. Five prizes in all. In case of a tie, nestness will be considered.

<h2>CAPITAL PRIZE</h2>	
	OR YOUR CHOICE of Any Pair of BUSTER BROWN SHOES
FOR GIRLS - FIRST PRIZE	FOR BOYS - FIRST PRIZE
	
Chased Nickel Silver Fountain Pen. Fine Quality Gold Pen Point	Genuine Cowhide Football. Regulation Size
FOR GIRLS - SECOND PRIZE	FOR BOYS - SECOND PRIZE
	
Sterling Silver BUSTER BROWN Ring	Full Sized Nickel Silver Finished BUSTER BROWN Watch.

Read These Rules Carefully

- No letters may be used in any word more times than they appear and no letters may be used that are not in the words "Buster Brown Shoes".
- Each letter U, V, W, X, Y, Z each appear only once. Each appear twice. appears three times.
- For instance, the word "shoes" can be used, because it uses all three U's, one each of the V's, and the only X. The word "bustier" could not be used, because it uses two T's and there is only one.
- Write neatly on one side of ruled paper only. Any words so poorly written that they cannot be read will be crossed out.
- Single and plural words and different cases of the same word may be used provided all conform to rule one. For instance, the word "shoes" can be followed by "shoes". The word "run" could be followed by "runs".
- Get father, mother, friends, relatives, neighbors to help you, but you must write the words yourself.
- Write your name and address plainly at the top of each sheet of paper and pin all sheets together.
- Winners will be announced in our windows within three days after contest closes.

FREE

Get started at once. Bring your list to our store. Every boy or girl that brings in a list of 25 or more words will get this "Buster Brown Clapper", a noisy fun maker.

Contest Now Open

CLOSES FRIDAY, OCT. 15, 1926

Golden Rule Store

Elk's Building

Ashland, Oregon

E. R. ISAAC & Co. Ashland, Oregon
"THE QUALITY STORE"
ANNOUNCES
NEW LOW PRICES
On Fall and Winter Merchandise

COTTON BLANKETS		WOOL BLANKETS	
66x80 Plaid Blankets Soft textured and firmly woven for service and satisfaction are unusually fine bedding buy—Pair \$2.69		"All Wool and Plenty Wide" are these beautiful new "Wearwell" all wool blankets in attractive patterns. Blue, Rose, Gold, Lavendar, Tan and Grey. Sateen bound Pair \$9.98	
66x80 Heavy Cotton Blankets: Come in Grey, Tan and White. Come in and make your selections at this Special Low Price Pair \$2.48	WEARWELL BLANKETS	"Warm, Durable, Luxurious". These Wearwell Blankets are woven of finest Virgin wool, are thoroughly washed, pre-shrunk, firmly sewn sateen bindings, plaid patterns—in wanted colors. Size 70x80 Pair \$12.50	
70x80 Supertex Cotton Blankets. You'll appreciate having one of these blankets handy at the foot of the bed during these chilly nights. New plaid patterns. Six color combinations for your choice. Pair \$4.98	64x76 Heavy Cotton Blankets. We placed our mill contract in early Spring and as a result can make these low prices. Pair \$1.98	Wearwell Wool and Cotton Blankets	Wearwell Wool and Cotton Blankets for standing needs, these blankets, soft-textured and firmly woven for service and satisfaction are an unusually fine bedding buy. Plaid Patterns. 70x80 Pair \$7.48 66x80 Pair \$5.98
3 Lb. Stitched Comfort Batting. Size 72x90 will make complete comforter. Extra Value Each \$1.19	36 in. Victoria Cotton Challies in new patterns. This is the best Challie you can buy for making Comforters Each 18c	2 Lb. Climax Comfort Batting Full size, 72x90 Here is the lowest price in years on this quality Baf.—Each 79c	Dress Percals in new fall Patterns. Yard wide, fine quality for dresses and Aprons—Yd. 19c

Silks At New LOW PRICES	NEW SILK DRESSES At Low Prices
CHARMEUSE SATIN Fine quality for dresses in new colors for fall and winter. Channel Red, Jungle Green, Radio Blue, Navy Blue Yard \$2.19	We have gathered together a wonderful showing—So many attractive new styles in such a wide range of sizes that we feel sure we can please you at Popular prices. \$11.95 \$14.95 \$19.75
REFLECTION CREPE SATIN You will like this heavy weight Crepe Satin so popular this season. Eight new colors and black to choose from 40 in. wide. Yard \$3.25	New Winter COATS At Low Prices LUSTRIOUS FUR TRIMMING
New Woolens At Low Price	Sport Coats \$19.75 UP TO \$65.00
French Wool Challis, 27 in. wide. New patterns to select from—Yard \$1.25	Every coat the latest model from well known manufacturers—Every one in slim straightlines—varied by the smartest new trimming effects. Color this year largely makes the coat. So they're in the handsomest new shades of Brown, Blue, Green, Grey and Black.

Hosiery and Underwear at New Low Prices	
NEVERMEND Pure Silk Hose An outstanding Silk Hosiery Value. Guaranteed to wear. Pair \$1.00	Boys Union Suits Part Wool, slightly fleeced lined. Come in sizes 6 to 16 years. — New Low Price Suit \$1.48
Burlington Silk and Wool Sport Hose in two tone color combinations. Extra low price Pair \$1.25	Women's Union Suits Part wool and silk. Made low neck, no sleeves, band top, knee length. Sizes 36 to 44 New Low Prices—Suit \$1.59
Flannel Suiting 54 in wide. These fine quality woolens in Plaids, Check and Stripes. A special lot selected to close out at a low price. Values up to \$3.98 Yd. \$1.95	SUNBEAM Rayon Bloomers \$2.25 Pair are as dainty as their colors sound — Maise, Orchid, Peach, Nile. Yet a vest in this soft lustrous material is priced only at \$1.00.
Fancy Outing Flannels, 36 inches wide at new low prices. Yard 19c	Fine Dress Gingham, 32 in. wide in new patterns for fall dresses. Yard 22c
Dorothy Prints, 36 in. wide in new dark patterns. Fast Colors—Yard 28c	Wearwell Sheets, Size 81x90, made with tape edge. A real Value at Each \$1.48