

"Ashland Grows While Lithia Flows"
City of Sunshine and Flowers

ASHLAND TIDINGS

Ashland, Oregon, Lithia Springs
"Oregon's Famous Spa"

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Immense Amount Left by Visitors

What is the real meaning of the celebration just past? There is no question but what 30,000 people visited Ashland during the three days of the Springs Dedication Celebration, and everybody agrees that there was some money spent here, but the question of how much was spent is hard to estimate.

The general idea is that an average of \$5 was spent by each visitor. This would mean some \$150,000 that was left in Ashland in three days. The Southern Pacific has a monthly payroll of some \$25,000 here every month, and that is certainly appreciated by our business men, but to thing that a six months' payroll was brought to Ashland in three days shows the advisability of such celebrations as we have just had.

There has never been a month when the receipts from the sale of drinking cups have amounted to over \$100. For that matter, the daily average for May, 1916, was \$2.91, for June \$3.31, and for the first nine days of July the average was \$14.87, or a total of \$133.79 for the nine days. The increase in cup receipts on the celebration days was more than 500 per cent; so that the estimated amount of \$150,000 is not far from the actual amount of money left in Ashland.

The general opinion about the city is that we must repeat the celebration next year, get good new features that will bring even more people than we had with us this year. Ashland took care of her visitors, everybody was satisfied, and they could not help but be, as Ashland is naturally situated to entertain thousands. Will she? is the question, and that depends all on her public-spirited citizens.

List of Parade Awards Complete

The following list is the final complete list of parade awards. The parade on the 5th having three divisions, patriotic, industrial and fraternal only, all the entries had to come under one of these heads. Hence both the Auxiliary Club float and the Civic Club float came under the fraternal float head:

- July 4.**
Best industrial, first \$10, S. P. engine and caboose; second, \$5, Mrs. Wilmer Foley.
Best patriotic, first, \$10, Mrs. Emil Peil; second, \$5, G. A. R. float.
Best fraternal order float, \$10, Ladies' Auxiliary; second, \$5, Civic Improvement Club.
Best club of horseback riders, \$10, Medford Club.
Best special feature, \$5, Indian float; second, \$5, Ashland pioneers.
- July 5 and 6.**
Grand prize, decorated automobile, \$10, Mrs. Boslough; best decorated, \$10, E. A. Estes; most beautiful, \$10, Mrs. Rocho; most original, \$10, E. V. Carter. Specials, J. J. McNair, \$6; George N. Kramer, \$6; Fruit Association, \$4; Mrs. M. E. Briggs, \$4; Ashland Trading Company, \$4; Wah Chung, \$4.

- July 6—Comic and Children.**
Cannibals, \$10; fire department, \$5; boys' band, \$5; human rosebuds, \$5; city council, \$5.
One dollar each for the following doll buggies and wagons: Isadore Howard, Elizabeth Schaumlöfel, Elinor Swendenburg, Miss Crowson, Miss Swanson.
Tricycle, \$2, Dennis Espee.
One dollar each for the following decorated bicycles: Mrs. Stewart Hatch's grandchild; Indian cowboy, \$2; Uncle Sam, \$2; preparedness float, \$2; Raymond Bowers, \$2; Teddy bears, \$2; George Barrow's roadster, \$1; Uncle Sam and Villa, \$2.

Sunday School Day Parade Big Affair

Members of local Sunday schools and big delegations from out of town joined in an all-day Sunday school affair Saturday. A picnic dinner at noon was followed by an entertainment at the Chautauqua in the afternoon. At 4 o'clock the Sunday school members to the number of several hundred, led by the Ashland band and attired in costumes of biblical times, paraded the streets, making a most creditable showing.

Pageant of 4th Greatest of All

The Queen Lithia Pageant, Patriotic and Industrial parade, which was witnessed by 25,000 people on the morning of the Fourth of July, was the greatest parade ever staged in Ashland if not in the state outside of Portland. The parade was over a mile in length and was complete. Unlike most parades, there was no monotony, the variety of features being most remarkable for a city of Ashland's size. Medford was well represented, as well as the other valley communities.

The parade formed on the several streets adjacent to the East school grounds and got under way at 10:30 a. m. In the lead was the chief of police and the Ashland patrolmen, mounted on horseback. Then Ed Thornton on a magnificent charger. Next came the Ashland band in their natty uniforms of blue and white.

The Coast Artillery Corps company of Ashland received an ovation over the entire route. The next feature of the parade was a group of thirty marching girls in white costumes, who when they reached the Plaza performed a drill to the delight of the crowd. Following these were a number of Red Cross girls. These features were planned and drilled by Mrs. E. C. Gard with the assistance of Mesdames Lamb, Brady, Banta and of Mesdames Lamb, Brady, Banta, C. Cunningham, F. Nelson, Loomis, and Miss Eunice Grubb and Clark.

The mayor and several guests of honor, including the Southern Pacific officials, followed in automobiles, and the springs commission occupied a decorated car.

Then came the beautiful queen's float, an artistically done float in pink and white, with Queen Mary Weisenburger bowing graciously to her subjects. Miss Emma Jenkins was maid of honor to the queen, and little flower girls and pages sat at her feet. The queen's float was the work of Mrs. P. S. Provost, Miss Lilian Patterson, Mrs. Hum Pracht and Mrs. H. O. Frohbach. Mrs. C. H. Vaupel was in charge of the designing of the queen's dress and those of the maids of honor.

Children carrying flags followed the queen's float, and then came J. N. Dennis' little son in his "Lithia Racer" automobile.

The G. A. R. was represented by a patriotic float with members riding in it.

A number of patriotic floats followed, the best among them being the display on Mrs. Peil's car, which won the first prize.

Wah Chung's Chinese colony was represented by an Oriental float of a unique character.

The Vining Theatre had a coupe with a pretty young lady representing Mary Pickford riding in it.

Next came the Medford Riding Club in natty black and white riding costumes. There were eighteen riders in this club, which won first prize. Mrs. Snatchnell of Medford organized the club.

A preparedness float caught the attention of the crowd and was applauded along the line of march.

One of the best features of the parade and the one which was awarded the special prize was the Indian float numbered 10. The noble redmen and redladies as well warwhooped and sang from a typical Indian background.

The pioneer ladies of Ashland had a float with a regular old hack such as was used in crossing the plains, and with a camp equipment such as was carried in those days hung all over it. Even a candle mold was included, so perfect was the equipment. Several of the pioneer ladies of Ashland walked and rode with this float, attired in pioneer garb.

The float which won the industrial prize and the most unique feature of the parade was the "Lithia Special," engine, cab and caboose, which was constructed by the local brotherhoods of railroaders. The little train was "there," complete in every detail, and must have represented a lot of thought and work. The train was numbered 8 in respect to the eight-hour day for which the brotherhoods are working, and bore signs, "Off to the Round-up," "Let 'Im Buck" and others. Little girls acted a engineer and fireman.

The Medford band, marching with perfect military precision, installed by their leader, Director Rowland, were next in the procession. And let us add here that the four uniformed bands did a great deal toward making the parade the greatest ever, for never

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Chautauqua

A Big Week—

26 special events, fine lectures, great music, lots of fun. Popular morning classes led by excellent instructors.

N. Y. Marine Band, Kaffir Boy Choir, Maouson Moving Pictures of the Antarctic, Sylvester A. Long, Wood Briggs, Sequoia Male Quartet, Lou Beauchamp, Skibinsky-Welch Co., and Others.

Arrange your work so as to get as much of the Assembly as possible--It comes but once a year

Not a Single Accident or Arrest Mars Handling of Crowd of 30,000

The most remarkable and creditable thing in connection with the recent celebration was the fact that despite the immense crowds, the greatest which have ever gathered in southern Oregon, the jams of automobiles which turned Main street into a Broadway and the Plaza into a circling mass of cars, the glorious time that everybody enjoyed, not a single accident occurred and not a single arrest was necessary. This wonderful record is due partially to the exceptional good nature of the crowd, which in its turn resulted mainly from the fact that Ashland was providing an entertainment which left no cause for grouches. In the main, however, the record is due to the efficiency of the force of patrolmen and traffic policemen organized by Chief of Police Porter. The force of men was kept busy from dawn until almost dawn again, the traffic directors, one of whom was placed at each corner and intersec-

tion, courteously and efficiently handling the crowd. While Ashland had more people in it during these three days than any city in Oregon outside of Portland and the greatest crowd ever assembled in the southern part of the state, the whole celebration, accommodations, entertainment and everything else moved with such smoothness that the contrast to the accidents reported from elsewhere is most noticeable.

Several automobile accidents occurred on the Pacific Highway and in Medford owing to the extra heavy traffic to Ashland. No fatal injuries resulted.

There was no drunkenness or unruly conduct during the three days of the celebration, the boisterousness which might be expected being of an unusually clean nature. Visitors to Ashland will carry away as one of their chief remembrances the manner in which the crowds were handled.

Artistic Autos In Second Parade

The decorated automobile parade on the 5th of July, while hardly rivaling the pageant of the 4th in point of size, was a most artistic parade. Behind the Medford band came Queen Lithia riding in E. V. Carter's automobile, which was artistically decorated with greenery and flowers. The queen's float being dismantled, Mr. Carter kindly donated his car. The "Lithia Special" followed. Then the Estes car loaded with pretty girls and representing the Dixie association. J. F. Rocho's car was a harmonious combination of pink and green and well deserving of the prize which hit won. Next came the Central Point band, then A. W. Boslough's car done in pink and white and loaded with pretty children. G. N. Kramer's car in green and pink created much comment, as did the artistic green, red and blue creation of Mrs. Jim McNair. The Civic Improvement Club autos were entered, and following were a number of cars with less pretentious decorations. Mesdames Monte Briggs and Tracy were in total charge of the parade.

Egan Wins Valley Tennis Title

H. Chandler Egan, ex-golf champion, defeated Ernest Adams of Griffin Creek in the finals for the singles tennis championship of Rogue River valley Saturday. Adams has won for the past two years and needed victory this year to secure permanent possession of the cup. Egan played in brilliant form. No Ashland entrants were listed. John Beeson, former valley champion, Willamette valley champion and one of the best of the tennis players and enthusiasts of the northwest, has located in Ashland and should give a big impetus to the game here.

Charles Zueblin, a great authority on city building and advertising, has consented to speak at the lunch to be given at Hotel Oregon tomorrow (Tuesday) at 12 o'clock. Fifty cents per plate. Ladies or gentlemen who would like to be present should leave names with Reed or at the Billings office.

Auto Plunges Over Forty-Foot Bank

D. T. Lawton, retired Medford merchant, Percy Wood and son Denny went over the grade on the Pacific highway just below Ashland Saturday morning in the former's car. The car took a 40-foot plunge over a brush-covered cliff into six-foot-deep Bear creek. The car turned over twice and was immersed. All miraculously escaped serious injury, though the boy was taken from the creek unconscious.

Mr. Wood, who is partially paralyzed, seems unhurt. Lawton was going up the grade behind a heavy wagon. He tried to pass the wagon on the right and went over the bank.

The accident occurred near the foot of the Wyant grade, and owing to heavy brush the car is not noticeable from the road where it lies buried in the water. How the three occupants could have escaped death is incredible when the scene of the accident is visited.

Offers Medford Sugar Factory

A meeting of the directors of the Medford Commercial Club has been called for Wednesday evening to discuss a proposal received from the Utah-Idaho Sugar Company for the erection of a sugar factory at Medford for the season of 1917. The sugar company asks the donation of a factory site and agrees to put up a \$50,000 bond for the erection of the factory. Five thousand acres of beets for the first year and 6,000 for the second year is asked.

PHOTOGRAPHERS.

- All amateur photographers who have pictures taken of the recent celebration are earnestly requested to give a copy to the general committee so that they may be used in newspaper publicity work and other advertising.

Round-Up Was Most Successful

A total attendance of about 30,000 people for the three days bespeaks the great success scored by the Rogue River Round-up. The round-up was a great show from start to finish, and the four hours of entertainment every afternoon passed like as many minutes to the interested crowds. The attendance on the first day was about 15,000, on the second day 7,000, and the third day 8,000.

In the first place the round-up was entered into by the general celebration committee but soon assumed such proportions that it became apparent that finances to guarantee it could not be raised by subscription. Therefore the following gentlemen, Messrs. Monte Briggs, O. T. Berner, C. Adams, A. C. Nininger and Doc Helms, took over the proposition as a private venture, backing it to the extent of \$10,000. They succeeded nobly in giving Ashland a celebration attraction which alone would have satisfied the crowds, and luckily have come out with a little balance on the right side of the ledger, which may mean that Ashland can have another round-up next year.

One hundred contestants from all over Oregon and California were entered in the round-up events, and the show was a contest, not an exhibition with feeling between the contestants running warm at times.

Donal Cannon of Pendleton, a sixteen-year-old boy, won the \$300 saddle, first prize in the bucking contest, over 78 entries. Broncho Bob Hall of Pendleton was second and George Fletcher of the same place third. The awards were popular and not a word of dissension has been heard regarding the judges' decisions.

Buffalo Vernon captured the bulldogging contest, with Frank Cable second. Through a misprint on the program the winner of this contest was in doubt until the officials got together afterward.

R. P. McClelland won the steering contest, which was based on best time for the three days, as were most of the big money contests.

The Pendleton relay string ridden by Jimmie Taylor won the relay, with the Murphy string of Ashland a close second.

Taylor also won the pony express. Every day's program was run off with a zip and zest which left no idle moments, and the round-up is said to be one of the best ever held in the state by big cattlemen who were in attendance. Thrills were never lacking, but no fatalities resulted. The cowboys were a clean bunch of fellows and Ashland regretted seeing them leave, so many friends had they made.

The full official time for all three days will be published in Thursday's issue of the Tidings.

Baby Show Prizes Are Awarded

To the women visitors one of the most enjoyable features of the celebration was the baby show held at the Elks temple. Mrs. J. H. Turner was in charge of this feature, with Mesdames Gus Herberg, Elsie Churchman and C. H. Vaupel as assistants. Thirty-five babies were entered and a good-sized crowd was in attendance.

Instead of having judges, the prizes were awarded by the vote of all those present. The prizes were awarded as follows:

- Prettiest baby under six months—Frank Gould Deardorff, 110 votes, gold chain and locket.
 - Prettiest baby under six months to one year—Lois Maurine Briggs, 140 votes, silver cup.
 - Prettiest baby one year to two years—Mary Louise Murphy, 230 votes, one dozen photographs.
 - Smallest baby, two months—Ingrid Maedene Pedersen, gold ring.
 - Second smallest baby—Dorothea Weedon, two and a half months, gold ring.
 - Fattest baby—Victor Sander, eleven months, sterling silver bib holder.
 - Best natured baby—Ford Reed of Talent, set of gold pins donated by Mayor Johnson.
 - Fewest hairs on head—Russell William Bledsoe, brush and comb set.
 - Second prize prettiest baby—150 votes, Burrell Wyant, gold ring.
- The Newberg cannery, recently burned, is being rebuilt.

Weed Wins Purse In Classy Game

After playing two rather listless games of Baseball, Weed and Medford tangled in an eleven-inning thriller on the third day of the celebration which finally returned Weed the winner of the game and the series by a 2 to 1 score.

The game on the 4th was witnessed by over a thousand people, but dragged out for over two hours with little interesting ball. Sieberts pitched a good game for Medford, keeping the hits scattered and finally shutting Weed out, while his team got nine runs. The Weed pitching was just the opposite. Tuerck did not have anything on the ball and the two twirlers who followed him having no more.

The second game was a little better, Weed winning by a 9 to 3 score with Anthony in the box. Anthony pitched good ball and was accorded fair support, while Caster for Medford was accorded the opposite and did not seem to be able to miss the Weed bats. Kenneth Lilly, former Ashland boy, who is rated as clean-up man for Weed, secured a home run with two men on bases and also got two other hits.

The third game was classy baseball, and had such an exhibition been put on the 4th the attendance would have increased instead of diminished to the 500 who witnessed each of the last two games. Tuerck and Sieberts both pitched gold-edged ball, with Tuerck having a shade the best of it. Tuerck held Medford to two hits, one of which tied the score in the 9th. Sieberts scattered seven Weed bingles through the game, but was awarded poor support in one or two pinches.

Over a thousand good hard dollars are said to have exchanged hands because of the Weed victory.

Medford-Ashland Choral Concert

The afternoon program on the first day at Chautauqua was a sort of preliminary concert. The evening concert was the big valley event. It was given by the combination of the Medford and Ashland choral societies, which are conducted by Messrs. George Andrews and Earl Rasor, respectively. There has been a movement on foot to bring the music-loving people of the valley into closer touch with each other, and this was the culmination of it. The principal instigators of this movement were the Medford director and his brother, Ed Andrews, of Medford. The members of the two organizations have worked untiringly to be able to put on a good program, and their efforts were certainly rewarded. The concert was the best of its kind ever given before an Ashland audience. The thirty male and the thirty-one female voices produced a harmony of sound which was remarkably beautiful and impressive. Mr. George Andrews conducted the combined choruses, and under his direction the voices were almost as one. The "crecendos" and "deccendos" and the "fortes" and "pianos" seemed to come as easily as from one singer.

Among the soloists, William Vawter of Medford was probably the most universal favorite, Miss Florence Hazelrigg receiving second place in their esteem. The other soloists also should receive credit. W. Carleton James made a great hit with a composition of his own—"Valse Serenade." The singers were accompanied by a thirteen-piece orchestra.

The Chautauqua management hopes to be able to start the session every year with a choral concert given by home talent. This is a great thing for the musical people of the valley, and we hope that the movement will achieve success.

Round-Up Will Be Made Annual Event

The round-up association is being organized and the event will be made an annual one. Citizens are subscribing liberally to the stock and sufficient finances will be raised to establish it as the greatest event of the kind ever staged in the west. This year, notwithstanding the arrangements and equipment had to be worked out from the ground up at great expense, the show made good and every expense was paid, with a neat balance to the good.