

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

ASHLAND TIDINGS

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

VOL. XLI

ASHLAND, OREGON, THURSDAY, JULY 13, 1916

NUMBER 15

Details of Rogue River Round-Up

For three days, July 4, 5 and 6, the vast crowds who were here harked back to the days of the untamed west. The Rogue River Roundup was a great success. Such a confident statement being backed by the unanimous approval of the 30,000 people who altogether witnessed the rodeo, the first of its magnitude held in southern Oregon. The hundred picturesque cowboys and cowgirls who came from Pendleton, Klamath county, northern California and the valley did not come merely to "show off," but came with the intention of carrying away the first honors in their events. The roundup outclassed and always will outclass any kind of performance invented by the ingenuity of man, because the performers are doing the things which in the wild mountains and grassy plains they have done all their life, and because the cowboy is the "real thing," game to the last, a good sportsman and a character who knows nothing but to do his best. Ashland will await with eagerness the return of the men who made this year's show a success. They made friends by the score in Ashland. The cowboys were here for a good time along with the hopes of honors, and livened up Ashland into a state of excitement such as the old city has never before known.

The rodeo itself on all three days presented a constant round of thrills, excitement, hands playing, cheering crowds, and with the matchless pick of the horsemen of the west in action in the arena and on the track.

Bucking Contest.

For days previous to the roundup, at almost any hour of the day or night, envious eyed men with the tan of the range on their cheeks could be seen admiring the beautiful saddle which was hung in Briggs' shoe store with the inscription, "First prize, Rogue River Roundup bucking contest."

Seventy-eight riders entered the contest and the worst horses in all the west were ridden.

The first day's contest saw a great many of the poorer riders eliminated, the crowd applauding the horse when he managed to buck his rider skyward or the rider when he stuck, impartially.

On the second day the contest grew warmer and the best riders were seen in action.

The third day narrowed the contest down to seven riders by the time the other events were over, and the worst horses of the bunch were trotted out for the semi-finals. Broncho Boo Hall of Pendleton drew spider and put up a pretty ride. George Fletcher, the Pendleton negro who many claim to be the world's greatest rider and who was a favorite in Ashland, enlivened his exhibition on Tim with a six-shooter. Ben Corbett, riding for Gregory, who was injured the day before, went into the contest with the best wishes of every contestant, who with characteristic big-heartedness had voted to let Corbett ride for the injured cowboy despite the fact that it narrowed their chances of victory. Corbett could not stick Nancy Stuart, however, and was almost heartbroken.

Frank Coburn on Sunfish Molly made a fair ride. Andrew Jackson, Indian Boy, made a pretty ride, but was ignored apparently by the judges. Donal Cannon sat Buffalo Bill like a veteran.

While various stunts were being staged the judges picked out Cannon, Beck, Fletcher and Hall for the finals.

The thrill of the rodeo came when Frank Beck was thrown high in the air from the back of his horse, came down head first, caught his chaps over the saddle horn and was dragged head down for 75 yards by the plunging animal before rescued. By some miracle he escaped almost unhurt.

George Fletcher drew old Alkali Ike and made a pretty ride, which almost if not quite equalled Broncho Hall's, on Wild Cat. Donal Cannon, much to his delight, drew Powder River, and in a beautiful ride fairly and squarely won the saddle and the \$50 first money. Cannon is a sixteen-year-old lad from Pendleton and naturally the crowd and the cowboys went wild. Hall was given second and Fletcher third, winning \$50 and \$25 respectively. To thundering applause the boy winner threw the bright new saddle with its beautiful mountings onto his horse and galloped around the track.

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Organize Round-Up Stock Company

The Rogue River Roundup is to become an annual event. The land on which the roundup stands and track are located has been leased for five years by the promoters who are organizing a local stock company. The roundup held during the celebration was a big success and financially showed a good enough balance on the right side to encourage the men behind it, Messrs. Bergner, Nininger, Helms, Briggs and Adams, to enter into the organization of a company which will establish the Rogue River Roundup as one of the greatest wild west shows on the coast. Big inducements were offered by Medford parties in an endeavor to take the show from Ashland, but believing that Ashland is more ideally situated for the entertainment of the immense crowds which the roundup draws, the Ashland men decided to keep the show at its present location. On Monday before noon \$2,000 of stock in the company was sold and was snapped up as fast as offered. The stock was sold in \$25 lots and no person allowed more than four shares. Thus next year the force of a much larger personnel will be put behind the roundup and the work necessary divided among many instead of resting on the shoulders of five men as it did this year.

Ashland is ideally located for an immense show, as was amply demonstrated by the immense crowds which attended during the recent celebration. The universal satisfaction given everyone who visited Ashland assures a much larger attendance next year. The city has occasion to pat itself upon the back every time it thinks of the manner in which the crowds were cared for. The roundup annually means an annual income of over a hundred thousand dollars to the city, absolutely clear, and with the continued co-operation of every Ashlander there is no reason why the Rogue River Roundup should not become one of the big festivals of the west.

The roundup association intends to commence in the near future the accomplishment of many betterments around the grounds. The present grandstand will be used as bleachers in the gap on the east side, a magnificent new permanent covered grandstand will be built, the track will be enlarged, new entrances and a number of conveniences and improvements built.

The success scored this year will attract hundreds of cowboys next year and stock from all over the west.

Auxiliary Float Is Most Artistic

The most artistic feature of the celebration parades and the most artistically planned and constructed float that the writer has ever seen was the Auxiliary float in the Queen Lithia Pageant. The float was planned and built under the supervision of L. G. Grieve of Vaupel's, who also did a great deal of the actual work, laboring most of the night of the 3rd. He was assisted by the following committee from the Auxiliary club: Miss Lillian Patterson, Mrs. L. G. Grieve and Mrs. Henry Provost. The float was done in yellow and white. It represented "A Gift to the World," huge loving cups representing the gift. The center of the float was built to represent a fountain with the fairy of waters waving her wand for the waters to arise and gush forth power and health. Young ladies in costumes and carrying symbols of art and music to give praise to Ashland were grouped in niches around the fountain. A huge harp on which to play peans of praise was played by Mrs. Shirley Keene in Grecian costume. Minora Cornelius represented the arrival of spring. Flora Provost and Alta Farmer were fountain bearers. Querita Brown represented art. Master Jack Grieve and Kenneth Friswold were buglers to the call of joy. Little Marguerite Friswold represented the fairy calling upon the waters to rise. The float was simply perfect in its harmonious beauty and bespeaks the work of a real artist.

A mile of paving is to go down on South Commercial street, Salem.

The co-operative cheese factory at Donald, Ore., is increasing its output.

Several new school houses are being erected at Oregon City, costing \$15,000.

Big Doings at

Chautauqua

Tonight—The famous Mawson Moving Pictures of the Antarctic, with lecture by Dr. A. W. Hunsberger, descriptive of the expedition; the finest travel pictures in the world. Prelude by the Elite Trio.

Friday Evening—"The Challenge of the Hour," by Sylvester A. Long, one of the keenest and most entertaining lecturers in America; the "Lightning and Toothpicks" man of 1909 Assembly. Don't miss him. Prelude by Sequoia Male Quartette.

Saturday—Wood Briggs, the great Kentucky Story Teller, in the afternoon with Robert Parker Miles, noted lecturer and newspaper man. Kaffir Boy Choir in the evening; this great attraction is one of the very finest on the road—it's great—hear them sure.

Booklet of This Section To Be Made

Vice President E. O. McCormick and General Passenger Agent J. M. Scott of the Southern Pacific left this morning for Klamath Falls. Mr. Scott has been in the valley for twelve days now and Mr. McCormick for eight, which are the longest stays either have ever made in any part of Oregon except Portland. They are gathering first hand information regarding southern Oregon attractions with the purpose in view of the publication of booklets advertising southern Oregon attractions and centering on Ashland. The two officials climbed Mount Ashland while here and returned yesterday from a trip to the Marble Caves. They are going over into the Klamath country now to visit the Klamath lakes, Pellcan Bay, Lake of the Woods and other attractions of that section. The Klamath trip will conclude this visit to southern Oregon. Both Mr. McCormick and Mr. Scott are lovers of the great outdoors and state that they have enjoyed a wonderful time while exploring the beauties of the wonderful country centering about Ashland.

Russian Violinist Makes Big Hit

The Skibinsky-Welch Company, composed of Prof. Alexander Skibinsky, the great Russian violinist, Miss Welch, contralto, and Miss Baker, pianist and accompanist, delighted a good afternoon audience at Chautauqua Tuesday. Their program only lasted half an hour, but that was long enough time to convince even the most critical person that they could render the best of music. Prof. Skibinsky, as everyone probably knows, lost a finger from his left hand some time ago and everyone thought that a great genius had been lost to the world. However, he went to work and after a number of failures has made himself a finger with which he can play as well as he could before—at any rate he can play as well with it as it would seem possible for him to with a good finger. Miss Welch has a remarkable contralto voice and Miss Baker besides being a good accompanist is a fine soloist as well.

In the evening of the same day they again favored a large crowd with a few selections. This time they were even better than in the afternoon. Their efforts to please the audience were well rewarded for they encoored again and again. Prof. Skibinsky said that he would be delighted to play more but was obliged to keep to his 45-minute limit—then added, "Isn't that the limit?"

Gets Contract for Crushing Rock

Harry Hildebrun of Roseburg has been awarded a contract by the state to crush approximately 90,000 yards of rock to be used on the Pacific Highway in this county. The crushing will be done at the rock crusher at Siskiyou, the rock being taken from the hill near there. About twenty-five men will be employed in the work, which will probably last several months. Mr. Hildebrun expects to come up from Roseburg to commence operations this week.

Phone job orders to the Tidings.

Militia Leaves Sat. For Fort Stevens

Next Saturday afternoon on train 16 what promises to be the largest militia company Ashland has ever sent to an encampment will depart for Fort Stevens, where they will put in ten days in actual practice with the big guns which the months of training at the local armory with miniature equipment is teaching them to handle. The company will send over seventy men, about eighty now being enrolled in the First company. Captain C. A. Malone, who left Ashland some time ago to accept a position as purchasing agent for the California-Oregon Power Company and makes his home in Oakland, has secured a vacation leave and will be up to take command of the company during the encampment. A big crowd will be at the depot to give the local soldier boys a sendoff. Rumors to the effect that the local company may be left in charge of the Fort Stevens batteries and the regulars sent for Mexican service have caused most of the men to make arrangements for care of their affairs in case such should be the case.

Hotel Oregon Will Have New Manager

A. Austin Chisholm, until recently in charge of the new Hotel Austin at Medford, will on next Saturday assume the management of the Hotel Oregon, Ashland's tourist hotel which recently underwent alterations and improvements aggregating a cost of \$20,000. J. W. Dobbins, the retiring manager, has not as yet announced his plans for the future. Mr. Dobbins was a prime mover in the remodeling of the hotel and many of his plans were incorporated in the rebuilt structure. He has taken a live interest in community projects and his departure will be regretted. Mr. Chisholm is an hotel man who has made caring for the public his life work, and under his hands the people of Ashland can look forward to accommodation facilities at the Hotel Oregon second to none on the coast. Mr. Chisholm has been in the hotel business practically all his life and comes with a record of successful achievement behind him.

The new manager is bringing from San Francisco the late head chef of the St. Francis hotel of that city, assuring patrons of the hotel grille of a cuisine unsurpassed. The Hotel Oregon is becoming the center of Ashland's social and business life, and under the management of Mr. Chisholm should assume a still more important part in the life of the city.

It is rumored that the name of the hotel may be changed to "Hotel Austin."

An Sunday from 5 until 8 a table-d'hoite dinner at 75 cents will be served. Good music will be obtained and a sort of informal opening under the new management made out of the evening. The dinners will become regular Sunday features, however.

Mrs. J. J. Cambers received a wire announcing the death of her mother, Mrs. Nellie Kinney, July 7 at Butte City, Mont. It was a great shock, as she did not know her mother was ill. Mrs. Kinney visited her daughter seven years ago. While in Ashland she made many friends who will be grieved to learn of her death. She was a true Christian and a loving mother.

Chautauqua Classes Worth Attending

The daily classes are one of the most important branches of Chautauqua, and yet few people fully realize what they really mean. There is a kind of class for nearly everyone. There is the Boys' Physical Club for the real live boy and the boy that should be a real live one. Its hour is 8 a. m. The Girls' Physical Club, the parallel of that of the boys, meets at 9:10 a. m. These classes are directed by Prof. I. W. Larimore, assisted by his two daughters. Prof. Larimore has directed the boys' and girls' clubs every year for a number of years. The children like him better every year. Some of the children almost like him better, for the time being, than they do their parents. One small boy said: "If anyone says Mr. Larimore's not my friend, he's a liar and don't know Mr. Larimore." He brings something new every year. This year the children are taught to rescue people from drowning and to resuscitate them. They go in swimming almost every day and many of them are learning to swim. For the younger children Miss Broughton conducts a Junior Chautauqua in the park near the tabernacle. She tells them stories of "King Arthur and his Knights."

For the grownups and those nearly so there are classes in the G. A. R. hall every morning. Everyone who likes to think should attend these classes. At 9 Prof. F. Berchtold of the O. A. C. conducts a literary class on the lower floor of the hall. The general subject of his lectures is "The Chief Works of Contemporary Dramatists and Novelists." He is a good teacher and it should be a real treat to belong to his class. On the upper floor of the hall at the same time there is a class in "Geology and the Social Problems" conducted by Dr. John O. Hall of the Willamette University. This is another class to which everyone should belong. The lectures are interesting and of great educational value. At 10 in the lower floor of the same building there is a class in "Genetic Psychology." Dr. E. S. Conklin of the U. of O. is the master of this department. Every parent and teacher who can possibly get there should hear these lectures. It will help you to manage your children and pupils. In the Chautauqua building at the above time there is an hour of "W. C. T. U. Methods." Mrs. Mary D. Russell is in charge of this hour. It has proven very interesting to those who have attended so far. In the afternoon at 1 o'clock on the lower floor of the G. A. R. hall, Dr. Allen Moore conducts a class in Bible study. Dr. Moore was for several years a missionary in Palestine and has many things to say which make one think. The roundtable is superintended this year by Miss Gertrude Engle. Under her management a long line of educational lectures have been planned. The lectures there start at 4:30.

With this lineup it would seem that every one could come to some of the classes at least. If you do not come you are missing a great chance.

Opera Company Passes Requirements

The International Opera Company did not, as far as I know, disappoint anyone. On the contrary, the one whom they did not please was by far the hardest person in these parts to please. The company consists of a mixed quartet and a pianist. Every member of the company is an artist and, furthermore, a human being. They did not put on airs—they laughed with the audience. In fact, one of the most striking features of their performance was their laugh. They could laugh more realistically and more in tune than any aggregation of people with which you will meet in a long period of time. However, laughter was not the only redeeming feature of their program. They sang concert music and sang it well. At the last half of the program they presented the opera, "The Sleeping Queen," by Balfe. The opera was cut down so that only four characters were needed and it could be given in one act. This, of course, was not as good as it would have been with a full cast and with all its scenes, but it was well given and could not have been better. The cast acted and sang it as if they liked it and enjoyed it as much as the audience.

Phone job orders to the Tidings.

Zueblin Says City Is on Right Track

One of the snappiest, most pertinent, clever and generally enjoyable after-dinner talks which Ashland citizens have had an opportunity of hearing was listened to by some sixty men and women of Ashland at the Hotel Oregon Tuesday noon. At the call of President Smith of the Commercial Club, who through the co-operation of the Chautauqua people had secured the celebrated community builder, Charles Zueblin, the business men responded well and were fully repaid by the excellent dinner and the twenty minutes of rapid fire humor and inspiration given by the Chautauqua speaker. Mr. Smith introduced the speaker, outlining some of his accomplishments, which have included a European education along lines of community building and years of practical experience as one of the pioneers in this new development of municipal life. Mr. Zueblin caught his audience with his first sentence and with a rapid succession of laughable incidents kept his hearers in a roar of laughter which subsided only when the speaker interspersed some serious thought which was as full of "punch" as his humor was of laughs. "City Advertising" was announced as his subject, and it apparently was a subject which Mr. Zueblin knows and loves. "Advertising is anything which gets publicity, but sometimes the publicity is not desirable." As an instance he inquired of his hearers what jumped into their minds when someone spoke of Reno, answering himself, "divorce suit." Then "Salt Lake? Union suit. And Denver, 'Non-union suit.'" He outlined the kind of publicity which was wanted and proclaimed the weakness in advertising as it has been accepted in past years in America to be that it merely sold the goods without attempting to back up the advertising with goods which will sell themselves and resell.

"Advertising next to reading matter is the best kind of advertising that can be bought, but the reading matter itself is the best publicity, and the city which is doing things which get them this free publicity is the city which is doing the most effective advertising," stated the speaker, going on to tell how Springfield was taking a lead among eastern cities in developing a magnificent civic group of buildings, by overcoming immense obstacles at immense cost, but by the effort was securing publicity in almost every magazine as the city with the distinction of being a leader. He then told of the struggles which Washington, D. C., was going through in securing a city of beauty.

"Here in Ashland you people do not seem to need advice. You have an ideally situated city and are going about your development in exactly the right way. Taking advantage of your canyon, which comes from the very font of the city's life, Mount Ashland, your development speaks of great vision and indomitable spirit. Just keep going the way you are headed and Ashland will take its place among the beauty spots of America."

"In all my travels over this country your new park, added to the natural environment which you already had, represents the finest bit of idealism I have found. Just go on, it may seem slow, but in a few years you will have a new Ashland."

The following were present at the luncheon: Messrs. and Mesdames G. F. Billings, J. W. McCoy, E. D. Briggs, C. B. Lamkin, G. W. Trefren, B. H. Hinthorne, A. C. Nininger, A. L. Lamb, J. J. McNair, J. E. Fuller, O. H. Johnson, H. T. Elmore, Mrs. Jack, Mrs. F. H. Farrar, Mrs. Price, Misses Miriam Gregg and Gertrude Engle, Messrs. F. E. Watson, W. Y. Crowson, M. C. Reed, B. R. Greer, F. J. Shinn, Dr. McCracken, L. F. Ferguson, Rev. Carnahan, C. H. Vaupel, Rev. Douglass, W. E. Newcombe, J. H. McGee, E. J. Kaiser, Homer Billings, E. M. Butler, B. C. Sheldon, H. P. Holmes, Rollins, F. L. Camps, R. P. Campbell, A. M. Beaver, John Fuller, V. O. N. Smith, C. A. Rexroad, H. G. Enders, W. D. Hodgson, J. A. Kohagen, Sylvan Provost, D. Perozzi, W. W. Morgan.

A bond election at Paisley, Ore., has carried three to one for a \$30,000 high school.

The Menasha Woodware Company of Chicago is interested in a plant at Marshfield.

American Nitrate Company at Vale, Ore., has 45 men at work in Lake county.