

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

ASHLAND TIDINGS

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

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Old Man Hard Luck Loses First Game

"Tough luck" and "Wait until Thanksgiving" is all the wearers of the "You Know Us, Medford" buttons will say. Without looking for an alibi, it must be admitted that old man Hard Luck just naturally stepped in and tossed Ashland's chances of winning or breaking even into the discard. Medford scored once on a blocked kick, usually classed as a fluke play, but for which they must be given credit in view of the fact that on every Ashland punt the Medford forwards poured through the Ashland line and on at least one other occasion blocked Lowe's kick. But when Ashland battered the ball a full ninety yards down the field by end runs and line bucks and Lowe carried the ball over the goal line only to fumble when tackled behind the line—tough luck, that's all. The return game will be played at Medford Thanksgiving day.

It was a great game at that. Medford sent up a hand and a loyal bunch of rooters who gave back cheer for cheer to the avalanche of sound poured out from the Ashland side. With true courtesy the visitors were given one side of the field and the rooters' bleacher.

The game was clean and penalties few. Medford was penalized once for offside, five yards. Ashland was assessed three fifteen-yard penalties, forty-five yards. The locals exhibited a slight tendency to hold in the first half, Harrell neutralizing the longest gain of the day, a sweeping end run, Lowe carrying the ball, when he found it necessary to grab a Medfordite in order to give Lowe the right of way.

Play for play, the Ashland team showed just as much if not more than the visitors, whose only chances to score came as results of blocked kicks. Ashland made just twice the yardage of the Medford team and had an airtight defense when things looked dangerous. In forward passing Coach Klum's team had the edge, netting perhaps five passes successfully, all for good gains. Ashland got away with but one attempt. The local's one really weak point was the hole in the line which let the Medford men through on Lowe's kicks. Medford, on the other hand, while blocking well in the line, perpetrated several necktie tackles with the usual result of losing their man. The teams must have averaged about the same weight, Medford having a slight advantage in the line.

Ashland started the game by receiving and soon punted, the Medford safety fumbling and wearer of the red and white falling on the ball. What looked like a chance to score was lost by a fumble. Both teams fumbled several times, a habit which heretofore neither had displayed. At the end of the first quarter Ashland had the ball on the Medford fifteen-yard line. An attempted place kick went wide and Medford punted out of danger. Medford's score was made in the last minute of play in the second quarter, Corum blocking a kick from Lowe and Fields catching the ball for a touchdown. Brandon was successful in kicking goal.

The shot announcing the end of the quarter came just as the play started, which gave Medford a score. Five seconds earlier would have saved Ashland.

The locals came back in the second half with an apparent determination to score and, receiving the kick, marched straight down the field, the march ending in a disaster as recorded above.

The last quarter was nip and tuck, but the Ashland punch was gone and no score was threatened. The final score gave Medford 7, Ashland 0.

Both rooters' sections paraded the field during the intermission, the Ashland contingent being headed by a huge red and white ax.

No individual stars stood out for either team. Lowe and Cunningham were towers on the defense for Ashland, their terrific tackling being responsible for several big Medford losses. Harrell ran back punts from ten to thirty yards, neutralizing the slightly superior kicking of the visitors. All of the Ashland backs seemed able to reel off their quota of yards when needed.

McClung of O. A. C. refereed and gave satisfaction.

The line-up—Ashland: Long, c.; Tinker and Spies, guards; Jones and Furry, tackles; Brower, Buck and Leavitt, ends; Cunningham, Harrell, Bentley, Winne and Lowe, backfield.

Gift of Watch Has Great Influence

A novel and most interesting and inspiring meeting was that at the Baptist church Sunday afternoon, November 12. Its purpose was that the gold watch which Mrs. A. M. Miner had presented to the McMinnville endowment fund, and which had been the means of raising \$500 toward that fund at the Baptist state convention at Salem, might be publicly returned to Mrs. Miner, who is a member of the Ashland church. The Medford Baptist church, who had representatives at the convention, were given the privilege of returning it to the donor, and quite a number of their members were present.

After the singing of a couple of rousing songs by the congregation and scripture reading and prayer by Rev. H. J. Vine, acting pastor of the local church, H. S. Stine of Medford gave a very comprehensive report of the campaign which resulted in \$330,000 being added to the endowment of McMinnville. Miss Vivian Stewart, also of Medford, gave a very interesting account of McMinnville evening at the state convention, and her mother, Mrs. E. J. Stewart, told of some incidents showing the excellent spirit of the student body, as related to her by one of the students. Rev. F. W. Carstens, pastor of the Medford church, then told in a most pleasing manner of the attitude of the state convention toward the campaign for endowment, and after Mrs. Miner had been called to the platform and introduced by H. O. Butterfield with a few appropriate remarks, told the story of the giving of the watch, and how it had so impressed the people at the convention that they had enthusiastically raised \$500 to redeem it and return it to its original owner. He then presented it to her on behalf of the people of the convention.

At times choking with emotion, Mrs. Miner told in a very touching manner how she had long ago given the watch to her Lord, who had done so much for her, and how delivering it to the representative of the college was only the incident that set it in motion to do the Master's will. In a fine spirit of unselfish devotion to the cause she stated that she did not feel that she should accept it for her personal use, but that in some way it should continue to be of use in His service, so she wished to return it to those who had presented it to her, and she indicated that it was her wish that the proceeds received from it be used to assist deserving students to avail themselves of the educational advantages of McMinnville College. Brother Mellinger, pastor of the Christian church, was called upon for prayer, and seeking blessing upon the churches represented and upon the one who had given such a noble example of Christian giving.

Following this, a member of the local church arose and stated that the meeting had undoubtedly been the means of much help and inspiration to those present, and that it would be fine for the church to have some part in the good work. He moved that the Ashland church pledge itself to see that the watch bring at least \$100, and the motion was enthusiastically carried. Mrs. C. T. Payne then made a few remarks on behalf of Mrs. Miner expressive of her appreciation of the courtesies shown her and the interest manifested in the matter by all concerned, following which E. L. Rasor gave one of his choice solos in a most pleasing manner, which was received with most interested attention.

Mention was also made of the self-sacrificing gifts of Mrs. Seaman of Medford and Mrs. Satterfield of Ashland, both of whom have set fine examples of Christian giving in their contributions to McMinnville, and the meeting was then dismissed.

On all sides was heard acknowledgment of its uplifting and inspiring effects, and it is thought by many that its influence will be felt in both the Ashland and Medford churches for many a day.

In 1904, out of the total road and bridge expenditures, \$20,000,000 of the \$80,000,000 was paid in labor—that is, worked out on the roads.

Nyssa—Nyssa-Arcadia drainage district contract has been let for \$58,000.

Medford. Rollins, c.; Wallace, Parker, Collins and Normie, guards; Mitchell and Jones, tackles; Fields and Young, ends; Brandon, Corum, Gentry and Calhoun, backfield.

Vice-Pres. McCormick of S.P. Advises Every Ashlander

You have a fine foundation and have made the right start. Write letters or cards to every eastern friend. Send them circulars, photos, and descriptions. Do not be afraid of a little tax judiciously applied for proper advertising. Advertise by circular, letter and word of mouth. Send every visitor away a booster for the people as well as the climate. Don't hide your light under a bushel. All the springs in the world are no good without advertising. Show every stranger every spot of interest you can and tell him about the rest. But above all, have unlimited faith in the city yourself and TALK YOUR HEADS OFF.

Vice-President McCormick of the Southern Pacific sees a great future ahead for Ashland, and in a speech before an interested audience at the city hall Thursday night predicted that Ashland would see a growth such as that enjoyed by Pasadena, which he watched grow from a little village to its present wealth. He impressed the fact that such growth does not come by sitting and waiting, but by constantly applied effort, judicious advertising and unlimited faith. "Show every stranger everything you have and TALK YOUR HEADS OFF" was his advice, and eventually the growth is bound to come. "You have here a climate and scenic environment which has Pasadena's faded off the map, and Ashland is bound to win out," stated the Southern Pacific head.

He followed Stephen Mather, who told about the national parks. Mr. Mather had made some remark about "Mr. Greer's park," and Mr. McCormick opened his talk with the statement that he'd be hanged if he wasn't getting to be like Mr. Greer and believed the park was partly his as well, "and what's more, I am glad to say, it is getting so that every man, woman or child I meet in Ashland seems to be regarding the park as theirs."

The unimprovable natural beauty of the park, a beauty which attracted the notice of many great men before it was ever touched by man, was spoken of, Mr. McCormick telling the story of the Scotchman who, when asked what he would do to improve the park, replied, "Use a Winchester on the first man that touches it."

"However," Mr. McCormick added, "you have certainly made a much bigger asset of the park, although from a purely natural standpoint you may not and could not have improved its beauty."

"This park, this city and the future of this city look bigger to me every time I visit it, which you will notice is frequently of late," he said. "I'll bet there aren't many persons in Ashland who know the park and canyon from the entrance to the Overhanging rock—yes, and even to the summit of Mount Ashland, as I do. Why, I could draw a map of that park and not leave out a single feature of interest." He then turned to an enthusiastic description of the surroundings of Ashland and offered as his advice, "Capitalize it."

Turning to roads in the relation that they bear to all tourist attractions, he stated that it has been and is the policy of the Southern Pacific railroad to give every aid to road building, for although they had, through jitneys and private cars, cut an almost unbelievable sum from the railroad's earnings, the company believed the roads necessary to the development of the vast western territory, which is as yet in its beginning of development. As an instance of this he mentioned California, which has an area equal to eight or ten of the densely populated eastern states, but a population 700,000 less than the city of Chicago alone.

He asked, "How many of you have been to the summit of Mount Ashland?" and when two-thirds of the audience held up their hands, called Mr. Mather's attention, stating, "You see, this is the advantage of having easily accessible attractions with an approach which is every step a new succession of scenic beauty." Mount Ashland is one of this place's big assets, according to Mr. McCormick. "Why, down at Grants Pass probably not one-twentieth of the people have seen the Marble Caves just because of their inaccessibility," he surmised. "And, people," he urged, "go after this tourist money. It is the easiest money in the world." He outlined the demand for cottages for the seasons ahead and the lack of accommodation which is sure to be felt next

summer, and predicted that Ashland will within the next few years see such an era of the building of beautiful homes as did Pasadena, where in just 365 days 366 beautiful residences were built. "And you have Pasadena backed off the map."

"Ashland, Medford and Grants Pass should form a partnership. If properly advertised this valley would become the home of thousands of the retired people of this country, the class of people who have money and who make the most desirable citizens in any community."

Mr. McCormick sat down, but before the crowd could rise a lady in the audience queried, "Can't you tell us what we can do now, each one of us?" Mr. McCormick answered: "You have a fine foundation here with your environment, climate, park and mineral waters. Your Chautauqua will do a lot for you. Look what it has done in New York state. Every one of you can do your part. All the springs in the world would not amount to anything if not advertised. Don't be afraid of a little tax for publicity. A small tax judiciously applied will do wonders, and what you have done so far you have done well. Some day you are bound to have a big sanitarium here which will make a profit for its owners. With the approaching era of municipal ownership which seems to be sweeping the country I see no reason why Ashland cannot own its own sanitarium. Your fruit rots and you have no cannery. Get together and build one. "And now to get right down to each person," he finished, "send out circulars in your letters. Write personal cards and letters telling of your city to every friend you have in the east or on the coast. And above all, believe in your city and talk your city. The greatest good will come if the early comers to Ashland carry away a feeling that Ashland is the best place in the world, and if you talk it enough they cannot help but believe you. In closing I am going to take the risk of never being able to speak here again, by advancing the guess that you have so much here and are so comfortable that it has made you just a little bit lazy."

Sheldon Will Work for Normal

The following self-explanatory letter has been received by the president of the Ashland Commercial Club:

November 14, 1916.

To the President, Ashland Commercial Club, Ashland, Ore.

Dear Sir: It is my desire, as a prospective member of the coming legislature, to do everything possible to advance the interests of Ashland's normal school.

The conditions respecting that effort are quite complex and should receive careful study and discussion. There should also be some preliminary work done before the convening of the session, if any effort initiated is to be successful.

To this end, I respectfully request that you appoint, without delay, a committee of the citizens of Ashland to take up this question and determine upon a course of action in behalf of this school. My only suggestion, aside from that of promptness, is that the committee be large enough and of such personnel that the people of your city may feel it is representative and that its determinations will fairly and ably represent the city's hopes and ambitions in this regard.

Please arrange for a meeting of this committee at an early date and inform me thereof, and we will get down to work on the problem. I suggest that the other two members of the legislature from Jackson county should also be invited to this meeting.

Sincerely yours,
BENJ. C. SHELDON.

May Is Colonel of Oregon Regiment

"Captain" May, as he is remembered in Ashland, has been elected colonel of the third Oregon regiment as a successor to Colonel McLaughlin.

Colonel May joined the national guard twenty-five years ago, when at Ashland he became a member of Company D, second Oregon. Before this he had served in the Nevada national guard. He was elected captain of his company two years after his entry and on account of his record in the Spanish-American war and Philippine insurrection he was promoted to major. Five years ago he was advanced to the grade of lieutenant-colonel, and when the trouble broke out on the Mexican border last summer he was in command of the second troop train leaving Camp Withycombe.

Colonel May is assistant superintendent of the Southern Pacific Company. The election of Colonel May leaves his former post vacant, and it is hinted that Major L. E. Bowman, of the first battalion, will be advanced. The appointment will be made as soon as Colonel May has passed his examinations and received his commission as colonel.

Street Car Worse Than Massacres Troubles Thick At Oregon Pen

Warden Minto of the state penitentiary was asked to resign and did so last week, as the result of an incident when he deemed it necessary to "hose" a couple of prisoners, hosing consisting of turning a fire hose on the shackled incorrigibles. Close on top of this comes a revolt Saturday of 300 prisoners in the state institution, who demanded that Assistant Warden Sherwood be removed. The prisoners were granted a hearing before the board of control, which was in session, the action being thought advisable in order to prevent a riot. The successor for Warden Minto has not been named.

Dr. Clarence D. Usher, a brother of W. W. Usher of Ashland and who has many friends in this city, was seriously injured by a slight fall in New York city last Wednesday. A New York dispatch says:

"Dr. Clarence D. Usher, a medical missionary of the American Board of Foreign Missions, was seriously injured here today when he fell while attempting to board a street car. His collarbone and three ribs were broken and his spine was injured. It was said at the hospital to which he was taken, during nineteen years of service in Turkey Dr. Usher twice was believed to be dying of typhus fever, and escaped death in three massacres of Armenians, and came up through bombardments by the heavy guns of Russian and Turkish armies."

S. O. Legislators To Work Together

At the suggestion of members of the legislature which will convene the first of January at Salem, the Commercial Club of Grants Pass will extend an invitation to the solons from Jackson, Josephine and Douglas counties to meet in that city on Monday, December 4, and discuss matters and measures that are of interest to southern Oregon as a whole.

Linn county clover seed industry netted \$150,000 this year.

Mather Tells of National Parks

Before a crowd which filled the hall Thursday evening, Stephen D. Mather, assistant to the secretary of the interior and superintendent in chief of the national parks of the United States, urged that Ashland give every co-operation to the work of providing better accommodations at Crater Lake and transportation to the lake. He told how the Portland men of capital were beginning to see the advisability of investment there, how Mr. Parkhurst had gone about as far as he was able in building the hotel there, and how, although the department expects to secure a big appropriation for Crater Lake, it can not be spent on hotels, under the law. Mr. Mather gave a good idea of the big increase in tourist travel, an increase which was larger every year by far and which, with the completion of a national highway across the continent, would be several times what it now is.

He had some very nice things to say about Ashland and dwelt upon the fact that Ashland was bound to profit from every tourist who visited the lake who makes the trip by auto, as nearly all will visit this city.

He told of the educational work which has been started to interest people in the national parks, and stated that the big men of the nation were beginning to realize the fact that the national parks were most valuable from a hard-headed business standpoint.

Mr. Mather told of the use he had made of impressions gained at a visit to the Ashland auto camp, the pioneer auto camp, two years ago. He has told of the Ashland camp at good roads meetings everywhere and before the United States senate. He pointed out many camps which had been established as a result of his story of the Ashland camp.

He predicted that the national park travel of the future would be almost entirely by automobiles, quoting figures to prove that the auto was displacing the railroad for tourist travel.

"Crater Lake park is close behind Yellowstone and Yosemite in roads, although the roads are yet to be hard-surfaced in this park," he stated. He told of the things which the government was doing in building roads, trails, power plants, etc., in the national parks, and also of the hundreds of thousands which San Francisco men are spending privately in providing accommodations in Yosemite.

He stated that \$125,000 is to be asked for Crater park at the coming session of congress and that \$250,000 should be spent by private capital in providing accommodations. He urged that as many as possible be interested in the work. "Get men of means to invest sums from a thousand dollars or so up—men who can await returns which are bound to come with the constantly increasing travel."

The park man told many interesting things regarding the various national parks, things which gave his hearers a new understanding of the magnitude of the business of attracting and entertaining tourists.

B. R. Greer introduced Mr. Mathers and told of the many magnificent accomplishments which Mr. Mathers had engineered and of his undeviating devotion to his work.

Mr. Mathers was an interested visitor to Lithia park while here and walked over the entire park.

Road Advisory Board Member Here

J. H. Alberts, a prominent banker of Salem and one of the three members of the state advisory board appointed last year by Governor Withycombe, is here with his wife for a few days' stay. They are drinking lithia water and looking over the situation here and investigating conditions. On Thursday he was taken over the Siskiyou highway to the summit and returned with enthusiastic praise for the fine condition of the road and the wonderful scenic beauty of the drive.

Mr. Alberts states that he believes the next legislature will find a way to make an appropriation to match the amount allotted from the federal road fund contingent upon the state's furnishing an equal amount and that road building will receive a good impetus therefrom.

Phone news items to the Tidings.

Portland has an aeroplane factory.