

Annual Hyiu Hehe
Ashland, July 3, 4, 5.

ASHLAND TIDINGS

Rogue River Round-up
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ASHLAND HYIU HEHE, JULY 3, 4, 5, TO BE MOST STUPENDOUS CELEBRATION IN WEST

Rogue River Round-up to Excel Any Like Event Ever Staged

The greatest roundup ever staged is promised as the chief feature of the Ashland doings. The great western show will be staged daily in the afternoon at the roundup grounds just east of the city limits. jitneys will carry passengers to the grounds for 15 cents. The grounds are in easy walking distance for those who prefer.

The Ashland Rogue River Round-up, July 3, 4 and 5, this year, will present six world champion riders, bulldozgers and ropers—the greatest aggregation of world champion buckaroos ever gathered together at one roundup. Practically all of the Pendleton winners of last year are signed up to compete, and under the leadership of Del Blanchett sixty cowboys and cowgirls and a herd of sixty bucking horses and steers have already arrived at Ashland to uphold the fame of eastern Oregon. Klamath county and southeastern Oregon will send the pick of the range, southern Oregon will be represented by a score of riders, northern California will send its best, and for the first time at any Oregon roundup an aggregation of twenty-five riders, rop-

ers and bulldozgers from Texas, Arizona and southern California will compete. The worst buckers and the woolliest steers in the west are being gathered for the Ashland show and over two hundred head of horses, steers and bulls will be in the corrals when the roundup opens on July 3. One of the hotels of the city has been leased and will provide free board and lodging for the two hundred riders who will be there. The relay race, next to the bucking contest, promises to be the most exciting feature, with six teams, including Rube Fisher's Pendleton winners, Roy Anderson's string from Los Angeles, the Murphy string of southern Oregon race horses, Helms' fast team and two strings from Klamath county competing. Thirty-five hundred dollars in cash prizes and numerous other prizes have been hung up for open competition.

Lee Caldwell, Jackson Sundown, Fred and John Spain, George Weir, Dell Blanchett, Sid Seales, Katherine Wilkes, Ella Mayfield and Josephine Sherry are a few of the top-notchers who will participate. Competition between the various sections will lend a sensational interest.

Just a Few of The Hyiu Hehe Attractions

- ◆ Rogue River Roundup, staged at cost to exceed \$15,000 and best in the west. Two hundred head of stock and over one hundred participants. Keen competition between Pendleton, Rogue valley, Klamath county, northern California and southern California cowboy contingents.
- ◆ Continuous band concerts by several bands, including Portland Police Band; massed band concerts.
- ◆ Day and night fireworks, largest display in Oregon.
- ◆ Unfurling of largest flag in Oregon.
- ◆ Stupendous patriotic parade on Fourth miles in length.
- ◆ Baseball games between champion northern California and southern Oregon teams daily.
- ◆ Baby show.
- ◆ Sweet pea show.
- ◆ Dazzling electrical illuminations and thousands of flags. City one big blaze of red, white and blue.
- ◆ Dancing on three big floors.
- ◆ Lithia park with sixty acres of shade, four mineral waters and many attractions.
- ◆ Merry-go-rounds and scores of sideshows and minor features for the kiddies.
- ◆ Swimming at two big sulphur natatoriums.
- ◆ Boy Scout encampment and sports.
- ◆ Free-for-all sports.
- ◆ Auto camp accommodations for hundreds.
- ◆ Well organized accommodation and information bureau. Listing accommodations for fifty thousand.
- ◆ Confetti Battles.
- ◆ Chautauqua building band concerts in largest auditorium in state, newly completed.
- ◆ Hyiu Hehe (heap big good time) spirit rampant.

Something Doing Every Minute Of the Three "Big Time" Days

There will be something—and not just one something, but several somethings—doing every minute of the three big days and nights of the Hyiu Hehe. Hyiu Hehe is Chinook Indian jargon for "heap big good time" and the Hyiu Hehe spirit is to hold full sway over the city.

Attractions to please the children and the women as well as the men folks will be offered in profusion.

The program in full is being arranged today and with the time of every event will be published in the next issue of the Tidings.

No other community on the Pacific coast is attempting a celebration which can compete in point of size or completeness with the Ashland Hyiu Hehe, no other celebration has been so well organized, and with the wonderful record of last year's success behind this year's celebration and roundup the greatest crowd ever assembled outside of Portland and the largest crowd ever gathered in a city of Ashland's size on the coast is a sure thing.

The city is prepared to care for all, however. Auto camp accommodations for hundreds will be ready. A systematic canvass of the city has listed every available accommodation, and an accommodation and information bureau will be open night and day for the benefit of the visitors. Medford will be called upon to care for thousands who will enjoy the half hour going and coming over the paved Pacific Highway morning and evening.

Ashland "knows how" to make every stranger feel at home, and every Ashlander will make it his every-minute duty to make the stranger an everlasting friend of Ashland.

With its miles of drives, shady streets and, most of all, its sixty acres of shady park, hotels, natatoriums, etc., no city is better prepared to offer enjoyment to a visitor, and with the celebration features of this year, Ashland is offering an outing opportunity which few within traveling distance will be able to resist.

Two Special Trains Will Be Parked

A special train bearing the Portland Police Band and at least 150 prominent Portlanders will arrive the morning of July 3. All whistles in the city will blow and bells ring as a welcome when the train arrives. Citizens with autos are asked to meet the visitors and drive them in a parade over the park and drives. The Coos Bay special will arrive the morning of July 4 and the same program will be carried out for them. Both trains will arrive at the main line station but will be parked and furnish accommodations for the visitors on the uptown spur. Special trains will also run from the lower valley and northern California.

Dances, Sideshows, Swimming, Sports

Three dances, at an open air pavilion, the Bungalow and Natatorium, will be held afternoon and evening. A merry-go-round, Ferris wheel and scores of minor features will entertain the children (and old folks also). Swimming contests at Helman's baths and the Natatorium and swimming for all. Sports will be staged of all kinds—races, tennis tournament, etc.

Gigantic Parade On the Fourth

A gigantic patriotic parade on July 4, miles in length, with scores of patriotic organizations, five bands, scores of floats and hundreds of automobiles and special features, will surpass any parade ever seen in Oregon.

Boxing Tournament July Fourth and Fifth

A ten-round main event and two fast preliminaries will be offered at boxing tournaments to be held at the roundup grounds under the auspices of leading Los Angeles and San Francisco fight promoters on the mornings of July 4 and 5. Harry Lefkowitz of "The Referee," a leading coast sporting paper, arrived this morning and is making arrangements for the events. He has secured two pair of the fastest lightweights in the west for the two main events. On the 4th the principals will be Red Watson of Denver, conqueror of Bud Anderson, and Fighting Eddie Burns of Oakland. On the 5th the main event will be between Fighting Johnny McCarthy, who has just returned from the east, where he won twenty straight fights, and Frankie Jones, who has just won five straight in Portland. These events will be the greatest boxing matches on the coast this Fourth and will attract large numbers of fight fans from the coast cities.

Baby Show and Sweet Pea Show

A baby show will be held under the auspices of the Sunshine Society in the McCall building on the Plaza. A sweet pea show will be held under the direction of the Parent-Teacher associations.

Grounds Are Ready For the Big Doings

Seats to accommodate 15,000 will be ready for the big doings at the roundup grounds. The bleachers have been extended five-sixths of the way around the track and arena, and additions built to the grandstand, including boxes to seat 1,200. Two or three bands will furnish music during the roundup performance. Water has been piped to the grounds, nearly a mile of high wire fence built, four small corrals, a runway and three big corrals are ready for the stock. An immense tent barn houses the Pendleton stock. J. J. Murphy has had charge of the construction work at the grounds and surely has accomplished his work well.

Two Hundred Head of Stock

Over two hundred head of stock will be quartered at the roundup grounds. The Pendleton bunch brought 65 horses. The Spain Brothers' string of 25 outlaw buckers are here. Doc Helms brings 55 head of buckers, racing stock and steers. The California aggregation will bring 25 head. Klamath county will send probably 25 to 50 head. Outlaws and bad steers gathered up from around northern California and southern Oregon will total 50 more. The famous Dunn steer, which escaped last year, has been recaptured and will be a feature.

Every Detail For Comfort Complete

Auto camp ground to accommodate hundreds of cars, rest rooms for ladies and babies, the cool shade of Lithia park, mineral waters, comfort stations, accommodation bureau open in the city hall day and night—in fact, everything is being done to assure the visitors comfort. "Ask Me, I Live Here" badges will be furnished to a well-informed number of citizens who will act as traveling information bureaus.

Largest Flag to Be Unfurled

The largest flag in the state of Oregon will be unfurled from a cable 200 feet above the lower park on the morning of July 4 while massed bands play the "Star Spangled Banner" and the crowd sings. Many other patriotic features will be staged.

Speedy Teams in Baseball Games

The fastest baseball teams of northern California and southern Oregon will compete in daily baseball games at the high school ball park.

Prominent Stock Men to Be Judges

Three of the most prominent stockmen of the state, men of ability and character, are to judge the roundup events. They are: J. Frank Adams, Klamath county stockman; William H. Daughtrey of the Portland Union Stockyards, and Mike Hanley of this valley.

World Champion Rider Will Exhibit

Lee Caldwell, who won the world's championship in the New York bucking championship and who twice won the Pendleton championship, will be unable to compete owing to the fact that he is in the government service as captain of the cowboy cavalry which is being organized among the western riders. He will give daily exhibition rides on the worst buckers, however. Competing for prizes is forbidden to army men.

Fireworks Display Will Be Wonderful

An immense and spectacular display of night fireworks will be presented in Lithia park the nights of July 4 and 5 and day fireworks on July 4, following the flag unfurling. These displays will be the largest in Oregon.

Band to Open New Chautauqua

The finest and largest auditorium in the state outside of Portland will be opened the night of the 3rd with a concert by the Portland Band. The Chautauqua season opens July 11 and continues to the 21st, and many will remain for it. Camping privileges free.

Track Is Fastest In Entire West

The track at the roundup grounds has been rebuilt, is saucered at the corners, wide, and in fact the best quarter-mile track in the west. The race events will be among the most interesting events.

Three Ballyhoos Will Announce

Three ballyhoos, located on posts at each end and at the center of the arena and connected by telephone with the corrals and the timekeepers, will announce through megaphones each horse and rider as the events come up, and also the winners and time. This will assure the spectators of perfect service in this respect.

No Waits Between Roundup Numbers

There will be absolutely no waits between the numbers on the roundup program. Corrals and runways have been arranged to handle the buckers, racers and steers in a speedy manner and none of the waits which so often spoil the spectators' enjoyment at such events will occur.

Pendleton Bunch Arrived Today

The Pendleton "rarin' to go" bunch arrived this morning thirty strong, bringing the greatest aggregation of world-renowned performers ever brought together. The city is assuming roundup appearance and things will hum from now on. They are quartered at the Let 'Im Buck Hotel. They brought 65 head of horses, which have been taken to the grounds.

Lights, Colors and Flags in Profusion

Miles of electric streamers are already up and will illuminate the streets at night. Hundreds of flags of the allies and America will be hung above the streets and every business house and residence in the city will be decorated.

ASHLAND SUBSCRIBERS MORE THAN DOUBLE ALLOTMENT FOR RED CROSS

Ashland's Red Cross allotment which the city was expected to raise last week was \$5,000. Ashland raised \$10,400. No words praise or fireworks are necessary. The figures speak for themselves. Ashland placed herself at the top of the list of patriotic cities of southern Oregon. Portland's allotment and the state allotment were far exceeded as well.

Red Cross Aftermath.

The big week in Ashland was completed Saturday evening with a monster parade of automobiles that formed at the East Side school and made the run to Medford. No one seems to know just how many were in the parade, but it made a very fine showing. There were somewhere between 75 and 100 cars, and they averaged at least six to the car. Banners with proper devices and mottoes were displayed. Flags, bunting and flowers were in profusion. Horns and other devices waked the echoes of the still, beautiful evening, and Ashland fittingly celebrated the momentous occasion. It was a red letter week in the history of the Granite City. Ashland's allotment had been

placed at \$5,000 and her actual subscription was \$10,400. Ashland over-subscribed her Liberty bond allotment by more than \$11,000, so that it will be seen that patriotism abides here.

The organization for the canvass reflects great credit on the organization effected by the executive committee headed by Chairman Carter. All the teams of solicitors are entitled to great praise for the efficiency they exhibited. Special mention must be made of the efforts of the ladies, who were on the job early and late and all the time. The luncheons served in the beautiful banquet rooms of the Elks Temple each day at noon, to the workers, was a feature long to be remembered by the workers who enjoyed them. The first was given by the ladies of the Presbyterian church on Tuesday and brought forth deserved praise for its excellence. On Wednesday the noon hour was under the supervision of the ladies of the Christian church, headed by Mrs. Melinger, in a menu a la Mexican. This dinner raised Mexico in the estimation of the diners, if it truthfully ex-

hibited the skill of Mexico in the culinary art. On Thursday the ladies of the Catholic church came to the front with boiled beef and dumplings in a style that brought to mind our mothers' best efforts in the days of auld lang syne. This luncheon was directed by Mrs. Wolf of the Depot hotel. On Friday the lunch was spread by the ladies of the Congregational church. This was a fish dinner and aroused enthusiasm for its excellence. The ladies of the Methodist church occupied the front on Saturday with a chicken dinner with dumplings. If the Methodists live like that at all times, almost the writer is persuaded to be a Methodist. But taken as a whole, and if one intended to be guided by these luncheons in the selection of the church he preferred to join, I fear the result will be confusing—they are each par excellence in their character. If the Methodist ladies all know so well how to cook chicken as did those who prepared this Saturday lunch, we are not surprised that the Methodist ministers are intemperate in their preference to chicken. Yum, yum, yum!

It was good.

The ladies of the Baptist church decorated the banquet rooms and demonstrated their patriotism as well as artistic taste. Flags and flowers in profusion were woven to thrill all who were fortunate to feast in such environment. Miss Lillian Patterson must not be forgotten. With unbounded enthusiasm, taste, tact and talent she presided over each day's entertainment in such a manner as to win universal applause. The lady workers were all in their Red Cross uniforms and with dignity carried each day's effort to a successful and delightful conclusion.

Many windows in the business part of the city were decorated splendidly, but special mention can only be made of a few. The Rose Brothers windows and those of Alnutt & Pracht were decorated by the Honor Guard Girls and brought many an expression of surprise and delight. Vaupel's, McNair Brothers', Poley's and the East Side Pharmacy were very beautifully and tastefully decorated. In

(Continued on Page Eight.)

Two Bucking Bulls Never Yet Ridden

The roundup association has secured two ferocious bucking bulls which have defied all attempts of riders to stick on them, and these will be brought out daily and attempts to ride them made. Big cash prizes have been hung up for the successful rider, if any is found who can stick on them. One has been named "Hyiu Hehe" and will give a big time to the cowboy who straddles him.

Purchase Herd Of Wild Steers

The association has purchased a herd of wild and woolly Texas Longhorns which have been shipped from California and will provide the bulldozgers with real competition. Over fifty steers and bulls will be gathered in altogether from Oregon and California.

Phone job orders to the Tidings.