

Scenic Wonderland
of America



ASHLAND AMERICAN

On Pacific Highway & S.P. Railroad

LUMBERING-FRUIT-DAIRYING-MINING-FARMING-STOCK RAISING-FISHING-HUNTING

(SUCCESSOR TO THE CENTRAL POINT AMERICAN)

Home Owned Newspaper
100 Per Cent For Ashland



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ACTIVITIES OF TOWN ASSURED

A GOOD PLACE TO LIVE, AND
THERE IS ROOM FOR MORE

Territory Here Large

Time Is Now Ripe to Enter Campaign
of Selling Ashland to Ashland
Residents.

It is a good time for all business men and all interested in the growth and progress of Ashland, to talk things over. It is high time for a little displayed energy and some well placed publicity; it is time for an awakening of all home people to the real conditions and the real promises in store for our city if the rap of opportunity is to be answered.

Ashland is far from being dead. Ashland has been administered a mild dose of soothing, sleeping powder in the form of a long winter, a slow down of railroad trade, and a lack of properly influencing home trade to stay at home. It is time to enter a campaign of selling Ashland to Ashland people. The spring is here, the hot days near, sunshine welcomes and urges us all to renewed activities. The home weekly paper has no desire to attempt to dictate to the able business interests of our fair city, nor do we have any ambitions to be a Moses in leading any people out of a wilderness of blues, a lack of interest or sleep of contentment. Our interest in the city lay in the fact that we know it is here. We believe in Ashland and Jackson county. We believe in pep, push and progress and know that there is room for the working of all at this pre-Easter season, right here in our home city.

The American has been published in its present location for two months without a bit of support from its business men, department stores, grocery stores or furniture stores, hotels, offices or factories. But gentle readers, (3000 readers all over the county) we want you all to realize that Ashland has all these establishments and they can supply you as well as can the like stores of any other city in the state. The American has been of good, it has continually boosted Ashland and the county to readers in practically every state in the union. Some have greatly encouraged us in telling us that the efforts were appreciated. We have heard on hundreds of occasions that the paper was needed, was wanted and that it would surely prosper in Ashland where the need really existed. We know that Ashland, a city of six thousand people is not crowded as some towns are with news papers. Let us be honest with out city and ourselves and acknowledge that Ashland with only one small daily, surely needs a good weekly paper and two papers in a city of 6000 is surely very modest indeed as compared to any other city this size in the entire United States.

How is our reputation away from home as a business town. If it is good, let us all strive to keep it good and improve upon it. EVERY PLACE OF BUSINESS IN ASHLAND SHOULD CARRY EACH WEEK, AN AD IN THE ASHLAND AMERICAN, WHETHER IN PAGE OR A TWO INCH AD—IT SHOULD BE THERE EACH ISSUE.

Every Thursday night the American is mailed and for Saturday and Monday buyers, it is the BEST ad-

PLAY BALL IN CORVALLIS

Chester Woods of Ashland Turns Out for Varsity Baseball

Oregon Agricultural College, Corvallis, March 22—Chester Woods of Ashland, special in engineering, has turned out for varsity baseball. Practice is getting a late start because of rainy weather. The pitchers are working out daily in the gymnasium to get in condition before the early season games.

Many of last year's men have turned out, indicating the possibility of a good team. The infield is filled with experienced players and two regular outfielders have returned. The pitching staff has greatly improved, believes Ralph O. Coleman, coach.

The first practice game is scheduled for April 1 after which the team will make a barnstorming trip to southern Oregon. The conference schedule is opened by a game with the University of Oregon, April 22.

Some Egg.

Elbert G. Davis from the Green Springs road called Monday. He told us the mountain roads were getting better, spring had arrived and talked about his 170 White Leghorn pullets and showed us an egg that one of these pullets had laid. The egg, in question, measures exactly eight inches around the long ways and 6½ inches around the short center. —A very good egg for a White Leghorn and naturally the question comes up, "Can you beat it?"

Ashland for Spring

With the arrival of nice spring days the business section and residence district of Ashland are coming out in spring style. Ashland has many pretty stores and the window decorations are always appropriate to the season's offerings. The homes are also showing the Easter spirit and flowers, gardens and lawns are being gone over and trimmed to a condition of excellence. A "clean-up" day every day is the order and the city beautiful idea is prevalent.

Advertising medium in Ashland. We have never played the rush act on any store in soliciting advertising, we have endeavored to trust the firms own ability in knowing when the time for spring advertising had arrived. We know we have made many reader friends. We like to boost in a conservative way when there is so much to boost, but no one institution can do all the boosting alone and unaided.

The arrival of the hot days tend to inject more power and energy. Let us all work harder for our city. Really we would like the business men of Ashland to make suggestions to call at the American office once, at least, and above all, we solicit an advertisement from every firm in the city. If a good mailing list of this end of the county is appreciated, we believe we have it. As to the quality of the paper, we refer that to the readers. We are always asking for suggestions or for any services the paper might add that will be appreciative by the reading public. Ashland does not have the Ashland trade from Ashland trade territory that it should have. Is it gaining or losing ground? The remedy is very simple and we can, by work and co-operation and advertising, properly make substantial gains to the business activities of Ashland. There is a work for each of us to do, for Ashland is the fairest and prettiest city on the long paved Pacific highway. The American, in behalf of all our business men, invites the trade of all this trade territory—southern Jackson county.

ASHLAND WOMAN INVENTS SIGNAL

COLOR BLIND GIVEN AID BY LOCAL WOMAN INVENTOR

Has Different Idea

Mrs. Carter's Model Will Be Tried Out in Portland Shortly, Officials Announce.

Portland, in a short time will see a new traffic signal, a signal invented by an Oregon woman and one that will be built in Oregon.

Entirely different from any of the signals yet presented to the consideration of the Portland officials and public is the traffic control device by Mrs. Vetabelle Phillips-Carter, born in Ashland, of pioneer stock.

Mrs. Carter's signal will be installed on some downtown street corner so the public may get an idea of how it works before the city council opens bids on May 2 for the signals for most of the busy intersections of the city. It is entirely a light signal, but it also uses symbols. Mrs. Carter pointed out that 5 per cent of the men and 1 per cent of the women are color blind.

Color Blind Provided For.

In addition to the red light warning traffic to stop, the signal lens is enclosed in a triangle, which would carry the same warning to the color blind as the light does to others. There are also flashing lights which affect the indirect vision and call attention to the red warning signal. This is a development of the war, and came from investigation covered by the government in connection with submarine operations.

The flashing lights run out from the center above the red signal in the same manner that a policeman uses his arms when signaling stop. In the center is the amber light encased in a square, representing the street intersection.

Smaller Lights Used.

At the bottom is the green "Go" light, but around that light there is a circle of small flashing lights to catch again the vision from the corner of the eye. Mrs. Carter explained that these flashes run around the "Go" sign as one passes around an intersection and are moving because traffic moves on that signal. Most of the accidents of the day happen in the late afternoon, she said, being due to fatigue of the eye, while the signal, she said, gives the same directions as others but without the eye strain required of others. The four elements of the signal are used at every change of the light, the shape of the signal, the color and the words. A bell indicates a traffic change. The signal will operate with any signal control and can be used as a center suspended, four-corner post or bracket signal.

Mrs. Carter worked out the signal in the home of her mother, Mrs. L. A. Phillips, at Ashland where she has her work shop. She has combined many of the accepted features of government and railroad signals. She came from a family of pioneers, her grandfather, "Uncle Joe" Anderson, crossing the plains to Oregon in 1852. Her mother was a native daughter of the state, and so was Mrs. Carter. She became interested in traffic signals when she became an automobile driver and she started to study such signals. She read everything she could find on the subject and finally worked

ELKS HAVE BIG BANQUET HERE

Notes and Final Obligations of Building Are Burned.

The annual banquet staged Wednesday night, March 17, by the Elks lodge was a great success. According to Secretary Thornton, over \$500 was taken in from the banquet alone. Approximately 700 Elks attended this affair. Entertainment during the dinner hour consisted of vocal selections by the Ashland quartette: Loveland, Yoe, Hansen and Miller; the Ashland high school trio, Young, Galey and Aikens, played Irving E. Vining was the principal speaker and concluded his talk by burning notes and final obligations of the lodge. Loveland's orchestra played during the dinner hour. The banquet was over by 9 and was followed by an old time dance in the club rooms with music by Jordan's old-time orchestra. The main event of the evening was the dance in the ballroom with music by Pederson's orchestra from Yreka. Both dances continued until 2 A. M. The affair was the largest event in the history of the lodge since the dedication of the building in 1910. There will be another one next year. —News.

EX-BARBER PLEAD NOT GUILTY

\$50,000 Suit Against Ashland Police Chief Is Postponed.

Arraigned Monday in Medford on a statutory charge, Jesse S. Tomlinson, formerly an Ashland barber, pleaded not guilty and was ordered held for trial.

As a result, a civil suit in which Tomlinson is suing George McNabb, Ashland police chief for \$50,000, was postponed.

Trial on the criminal charge against Tomlinson is tentatively set for Wednesday. He is held on \$1,000 bond pending trial.

Tomlinson brought suit against McNabb for \$50,000, alleging that the Ashland chief forced him to leave Ashland without cause. When he returned to Jackson county to appear as plaintiff in the suit Tomlinson was arrested on a statutory charge involving a minor girl.

Former Teachers Wins Paintings.

Miss Belle Cady White, formerly director of the School of Art at Ashland, Oregon, was one of the exhibitors in the recent show of the National Association of Women Painters and Sculptors in New York city, and at present has an exhibit of flower paintings at the Holt gallery there. Miss White is an instructor in water colors at Pratt Institute.

Knights Attend Meeting.

A delegation from Ashland lodge No. 117 attended the meeting Monday night of Talisman lodge No. 31, Knights of Pythias. Knight Pittenger of Ashland stated that the Ashland Pythian Sisters are preparing a splendid chicken dinner for the convention to be held there April First. The Ashland delegation injected a lot of pep into the meeting. —News.

Park to Get Gain.

Beautiful Lithia park is getting more beautiful every day now as the summer months approach. Tourist visitors to the park also show heavy gains the past few days. This will be a banner year and the travel will undoubtedly show a record for the number of visiting cars. Each visiting car is an indirect advertisement for southern Oregon.

out street signs and traffic controls. Her plans, she said, call for the manufacture of the signal in Oregon. F. M. Carter, her husband, is a civil engineer and contractor and has assisted her in her work. —Oregonian.

TWO CONCERTS THIS WEEK-END

WILLAMETTE GLEE CLUB AND
UNIVERSITY OF OREGON

Crowds Are Expected

Oregon at Vining Tonight and Willamette Glee Club at M. E. Church Saturday Night.

The Willamette University Glee club will appear in Ashland on Saturday evening, March 26. The concert will be given at the M. E. church, and will begin promptly at 8 o'clock. The Willamette University Glee club is one of the oldest musical organizations of the Pacific Northwest, and is now in its twenty-third concert season. During these years the club has been building a reputation for high quality of programs and for fineness of voices in Oregon, Washington, Idaho, California, and British Columbia.

This year's club is composed of nineteen young men selected and trained by Prof. E. W. Hobson, dean of the school of music. Prof. Hobson is one of the finest directors in the Northwest, and is a dean Willamette is proud to retain.

The three soloists who appear on the program are each well-trained vocalists, and the Varsity Quartette and the duets also add largely to the enjoyment of the evening. The quartette sings "Oh Miss Hanna" and "De Massa of de Sheepfol." The ensemble numbers include such compositions as "Dinah," "At Dawning" and "Just a Cottage Small." The program is further supplemented by readings, negro spiritual duets and college songs and stunts.

The program promises an evening of well balanced entertainment and will appeal to everyone. Such an attraction deserves the whole hearted support of the community.

ORCHESTRA OF FIFTY TONIGHT

The University of Oregon Symphony orchestra, composed of fifty members, under the direction of Rex Underwood will appear at the Vining theatre in Ashland this afternoon and evening (Friday) March 25, in the course of a concert tour of the three southern Oregon towns of Grants Pass, Medford and Ashland. The concert in Ashland will be given in conjunction with the regular moving picture feature of the Vining.

The instrumentation of the orchestra is made up as follows: violins, 19; viola, 4; trumpets, 3; clarinet, 3; cello, 33; trombone, 2; horns, 2; basson, 1; drums, 1; bass, 1; flute, 1; harp, 1; tympani, 1 and piano 1.

That Mr. Underwood, the director, is a remarkable musician was demonstrated to music lovers of this section recently on the occasion of the appearance of the U. of O. string quartette at the southern Oregon normal school under his leadership. He is in possession of the Fontainebleau Virtuoso certificate secured in 1924 for artistry in music in France's most exclusive school in music.

Will Eat and Dance.

The Southern Oregon Mutual Rabbit Breeders association are giving a supper dance this Friday night, March 25 at the Talent city hall. All are invited to come and have a good time. Seventy-five cents per couple, extra lady, twenty-five cents.

Getting Ready for Easter

The various churches of Ashland county are making extensive preparations for special Easter programs, and the southern part of Jackson Easter is late this year, coming on April 17.