

Merchants Would Support Festival

Merchants of Ashland are more than willing to take a hand in the promotion of the Oregon Shakespearean Festival, it was brought out at a regular meeting of Chamber of Commerce members last Tuesday noon.

The statement was made by numerous business men following a discussion of a recent news story by Harold Hunt in the Oregon Journal in which he stated: "... it seems pathetic that more Oregonians and tourists are not more aware of the colorful spectacle presented every evening except Sunday until Aug. 24.

"Perhaps this is due in part to an over-emphasis on the part of the directors into the realms of research and acting. Too little attention, possibly, has been paid to on-the-scene ballyhoo.

"While in Ashland last week to review several of the plays, this lack of local merchandising was all too apparent. True, posters graced shop windows and small yellow cards mentioned something about a Shakespearean Festival—

"But there was nothing of sufficient interest to cause the average tourist gliding through the town on Highway 99 to ease his foot off the accelerator to investigate.

"A good promotion man could show Ashland merchants how to capitalize on the now traditional event, despite its cultural tone."

Bob Edwards, publicity manager of the Festival association, said that he believed Ashland merchants had not been given ample opportunity to publicize the show due to the rapid growth of the Festival. Edwards said that the Festival this year has grown almost beyond the abilities of the board of directors.

Edwards said that although travel figures show an increase of 12 per cent this year, Festival attendance has jumped 17 per cent above that of last year. Registration books at the gate show that people from 31 states have already attended the plays this year.

Harry Skerry, a member of the board of directors and secretary of the association, said that the board is striving to keep pace with the rapid growth of the Festival.

Bill McGee, secretary-manager of the Chamber, said that he has received many long-distance calls from people who have requested his office to make reservations for them at the show.

It was also pointed out that more people have stayed over to witness additional plays this year than in the past. Many have reported the Festival to be the most finished product, both in acting and costuming, they have ever seen.

Tankers Will Represent Ashland in Softball

The Oak St. Tankers won the city softball championship Monday as they handed the Ashland Merchants an 11-1 defeat. With the city title goes the right to compete in district playoffs for the state tourney.

Ashland's entry will draw a bye the first night, with Andy's Jewelers of Medford playing the Grants Pass champion at Grants Pass on Aug. 23. Ashland will meet the winner of that game at their opponent's field the following evening.

Police, Alcohol Lead To Fines

Police this week handled three cases involving use of demon alcohol.

The city judge fined Willard Edward Lee \$27.50, including costs, and gave him a 20-day suspended jail sentence for being drunk and disorderly and fighting on a public street.

Harley F. Byrd was fined \$12.50, including costs, and given a 10-day suspended jail sentence for being drunk on a public street.

Charles W. Chamberlain forfeited \$10 bail assigned him for being drunk and disorderly.

Other police action this week included the arrest of three juveniles, ages 15, 15 and 12 for theft of 12 boxes of shotgun shells from a private garage on North Main St. two weeks ago. The case was referred to the county juvenile authorities.

Another outbreak of worthless checks was reported by Chief Vern Smith. He said that they had been passed evidently by itinerant fruit workers.

WEITZEL'S ESCAPE INJURY

Jake Weitzel and family escaped injury when their car rolled over near The Dalles Tuesday, according to a member of the staff at Weitzel's Dept. Store.

Details of the accident were not available but the automobile was reported destroyed. The Weitzels are continuing their trip to Canada.

NEWS REVIEW

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ASHLAND, JACKSON COUNTY, OREGON, THURSDAY AUGUST 18, 1949

Price Five Cents

Chamber Of Commerce Busy, Sets Enviably Activity Record

Over 3600 inquiries for information and literature about Ashland have been received and answered by the Chamber of Commerce since Jan. 1, according to an announcement released this week by Secy. Bill McGee.

These inquiries, coming from nearly every state, the provinces of Canada, and Puerto Rico, have resulted in a number of new families becoming residents of Ashland, the chamber official claimed.

He said that more than 12,500 of the new publicity brochures which were promoted by the chamber have been distributed and are producing results already. Many visitors from other states have requested additional folders to send to friends at home.

McGee pointed out that the Chamber is continuing its efforts to secure new industry for Ashland and reminded that insufficient funds for the promotion of this area has been the cause of achieving only limited results in this field.

The Chamber also protects Ashland businessmen and residents from fly-by-night sales people who are often petty racketeers, he said.

During the past 12 months, McGee declared, the new office staff has reorganized procedures and routine and installed a comprehensive accounting system so that financial statements may be quickly made. Indebtedness of the Chamber has been substantially reduced during the year, he added.

Pointing out that results are not always realized at once, McGee said that most of the Chamber's activities are long-range efforts, but he named the leasing of the golf course, and the cooperation extended the Shakespearean Festival, Community Chest, and other civic matters as evidence that the organization is providing a year-round service to Ashland people.

The secretary for the Chamber of Commerce summed up his report with the reminder that "as the city grows by Chamber effort, everyone benefits either directly or indirectly."

Festival Will End Finest Season This Week

The final week of the ninth annual Oregon Shakespearean Festival will begin Friday, following tonight's presentation of the "Taming of the Shrew."

Festival directors and drama critics have proclaimed this year's event as the most successful, both from a financial standpoint and in the quality of the productions, since the annual series was begun in 1935.

Audiences have gained each week over the previous week as people tell their friends of the excellent performances. Nearly three-quarters of the 48 states have been represented in the guest book, as well as visitors from Hawaii and Canada.

"Romeo and Juliet" will end its stand tomorrow night, with advance reservations indicating the play will continue to be the most popular.

Saturday night's presentation of "Richard II" will be the last production of this tragedy-history. Shakespearean authorities say that some of the most beautiful passages ever written by the renowned playwright are in "Richard II."

On Monday, the Festival players will offer the final showing of "Midsummer Night's Dream," the fantasy which features many Rogue valley children in roles as fairies and stars producing direct- and founder of the Festival Angus Bowmer, in the lovable portrayal of "Bottom, the weaver."

Tuesday night will ring the curtain down on "Othello," the story of a proud soldier whose doubts about the fidelity of his beautiful wife finally drive him to violence and tragedy. "Othello" is rated as one of the top Shakespearean tragedies.

"Taming of the Shrew" will close the 1949 season on Wednesday.

Mayor Will Be Guest At Oregon State Fair

Mayor Tom Williams of Ashland will be one of the honored guests at the Oregon State Fair in Salem on Thursday, Sept. 8. The day has been set aside by the fair management in honor of Oregon's municipal executives.

Mayor Tom Williams will join approximately 150 other mayors from all sections of the state who will attend the horse races in the afternoon and the outdoor stage show during the evening. The mayors will also meet Governor Douglas McKay during the day.

Council Discusses Sawdust, Noise, Buildings

In their Tuesday night meeting, members of the Ashland city council and the audience exchanged views, complaints, suggestions, requests, denials and explanations on a variety of subjects.

Mayor Williams introduced C. E. Hope, a Los Angeles engineer who explained briefly his method of solving the soaring sawdust problem by use of cyclonic draft action inside burners. As a result, a nine-man party of the mill operators, councilmen, the utilities superintendent, the engineer and an "impartial observer" were to have left this morning for an inspection of similar installations at Castella, Calif., and possibly Redding.

Miss Cora Mason, public librarian, submitted her report and read a letter from the library board requesting the council to appoint a committee and otherwise begin action leading to an election on a bond issue for a proposed \$31,000 annex to the library.

The council heard further complaints about the noise at the Skateway by the proprietor of the Columbia hotel and the city attorney said he will make further efforts to settle the case out of court.

A new street near the mausoleum was, on motion of Councilman Phil Standbury, named in honor of Fred Homes, presently a member of the council and a long-time civic supporter.

Utilities Supt. Elmer Biegel reported that paint has arrived for the filtration plant and received permission to grant the painting contract to R. E. Jett, who submitted low bid of \$350. Biegel told Mayor Williams that the plant should be in operation by Sept. 1.

Bids on the construction of the new fire hall on Third street were ordered called for. All bids will be submitted to the council at its next meeting Sept. 6.

City Attorney Harry Skerry reported he would tell Henry Gerdes that proper sanitary conditions must begin at the Gerdes property immediately. Several complaints regarding the sewage disposal at Gerdes' home have been made to the council.

After a discussion on who should, or who could, pay for special patrolmen to handle traffic at the band concerts, John von Kuhlmann and C. A. Irwin volunteered their services for the two remaining concerts.

BELLEVIEW FEED STORE GETS FACE LIFTING

The building occupied by the Belleview Feed Store and operated by H. L. Ricks and E. H. Miller, has recently been treated to a new coat of red and white paint.

Lady Democrats Set September Meeting

The next meeting of the Ashland Women's Democratic club will be held sometime in September, probably at the Civic club house, according to Mrs. Wendell Lawrence, newly elected president of the group.

Other new officers who were chosen in a meeting last week are Mrs. Carl Baker, vice-president, and Mrs. John Doyle, secretary-treasurer.



BEVERLY FAITH KRUEGER Eighteen-year-old girl from The Dalles who won the title of "Miss Oregon" at the third annual Miss Oregon Pageant at Seaside July 22, 23, and 24. She will represent the state of Oregon at the Miss American Pageant at Atlantic City in September.

"Miss Oregon" Preparing For Atlantic City

SEASIDE.—Final preparations for her trip to Atlantic City, where she will represent the State as "Miss Oregon" in the famous "Miss America Pageant", are being made by Beverly Faith Krueger, The Dalles, chosen "Miss Oregon" at Seaside July 22, 23 and 24.

Miss Krueger won the coveted title in a contest in which 15 girls from 15 Oregon communities were entered in the third Miss Oregon Pageant at Seaside, Oregon's popular beach resort. She was entered in the Seaside event as "Miss The Dalles."

Miss Krueger is the third "Miss Oregon" to be sent to Atlantic City from the Seaside event. Each of the two previous representatives were finalists and won scholarships worth \$1,000 at Atlantic City. JoAnn Amorde was seventh at Atlantic City in 1947 and Joyce Davis sixth in 1948.

Plans for the 1950 Miss Oregon Pageant are already underway at Seaside.

Bowlers Will Meet Monday Night to Talk League Play

A special meeting of Ashland bowlers has been called for Monday night, Aug. 22, at 8 o'clock at the Ashland bowling alleys, it was announced today by Jack Eaton, manager of the alleys here.

The meeting has been called to discuss league play and arrange a schedule for the coming season which will start shortly after Sept. 1.

Eaton said that plans are under way to hold league games on Monday, Tuesday and Thursday nights this year and that the change in schedule will be discussed.

Work of refinishing the alleys has been completed and they are reported to be in excellent condition.

All Ashland bowlers have been urged to attend the meeting.

Council Passes Punchboard Tax, Awaits Mayor Williams' Action

Lake County Picnic Planned For Sunday

All former Lake county residents now living in this area have been invited to the fourth annual Lake County Picnic to be held at noon in Lithia Park, Sunday, August 21.

Mrs. Ella H. Leonard, chairman of the picnic committee, asked that those coming to the picnic be prepared to tell the story of their "most dramatic, unusual or exciting experience".

Though coffee and ice cream will be furnished by the committee, Mrs. Leonard said, each family group is to bring its own basket lunch and silver service.

Harold Baker and Frank Payne have been appointed to the food committee, and Mrs. E. G. Everett and Mrs. Harold Baker are on the program board.

New Elementary School Divisions Named By Linn

Superintendent of Schools Leland P. Linn has announced that boundary lines for the four elementary schools in Ashland district No. 5 have been established.

Bus students, including those of Siskiyou, Soda Springs, and temporarily, from Valley View, will be accommodated at the new Walker school. A covered loading dock has been built at the school to protect students from inclement weather while waiting to board the bus.

The balance in enrollment among the four schools will be maintained by shifting the bus students, rather than making it necessary for those on foot to walk unreasonable distances.

Since some of the classrooms at George A. Briscoe school will not be finished until late this year, plans are being considered for handling those sections until the new school is completed.

Here is a run-down of the new boundary schedule:

Belleview-Walker — Same as previously; Down Park St. to the highway and along the City boundary to the overpass on Highway 66, then down E. Clay St. to E. Main St.

Walker-Lincoln — Down Indiana St. to the highway and down to Avery St., then down Avery, California and Fordyce Sts.

Lincoln-Briscoe — Same as previously; Down Gresham St., across Main St. and down Third St.

Josephine Fair Will Feature Pageant

The Pageant Committee of the Josephine County Fair Board has completed the pre-production plans for what promises to be the most ambitious show undertaken in Southwest Oregon. The pageant, a mammoth spectacle, will be presented on a huge stage to be constructed at the Josephine County Fairgrounds in Grants Pass. It will consist of 16 episodes depicting the history of Southern Oregon and will be presented the evenings of Wednesday and Thursday, Friday, and Sunday, September 14, 15, 16 and 18. The cast will consist of over 500 local participants under professional direction. Costumes and scenery will be supplied by Geller Productions of Hollywood.

Over 32 service and fraternal organizations attended a meeting in the high school library of Grants Pass last night to pledge their participation in the giant spectacle.

Tomorrow night, the initial meeting of the Popularity Contest contestants for the title of Queen Of The Fair will be held at the Chamber of Commerce in Grants Pass at 8 p. m. Girls between the ages of 16 and 26, married or single, who wish to compete for this honor should attend this meeting. The queen and the six runners-up who will form her court of honor will receive valuable merchandise prizes. All participants will be eligible for cash bonuses.

The Cal Aggies are next on the Red Raider list, with a game at Davis, Calif. set for Oct. 15, with a non-conference tilt slated with Oregon Tech at Klamath Falls on Oct. 22.

Chico State's Wildcats, who shared the title with the Red Raiders last season, will be guests at a little get-together to be staged here Oct. 29.

Al Simpson's SOC outfit then takes on Oregon College of Education in a game here on November 5, winding up the regular season with a Nov. 12 encounter with Pacific Lutheran.

The Ashland city council unanimously approved an ordinance Tuesday which would tax all legal wholesalers and operators of punchboards being used within the city.

Mayor Williams has until midnight, Sunday, Aug. 21, to affix his approval or allow the bill to be vetoed. If allowed to die, the bill may become law if the council members over-ride the veto by a 2/3 vote.

The mayor said that he "would have to sleep on the problem for a few nights" before deciding his course of action. He warned councilmen again that the punchboard tax is "political dynamite."

Council approval of the proposed ordinance came quickly after its introduction by City Attorney Harry Skerry. For several weeks, the council has been faced with a problem of securing finances direly needed to operate the city.

Councilman Harold Merrill moved that the ordinance be passed and given second reading by title only. It was seconded by Councilman Fred Homes and approved unanimously. After the second reading, Homes moved for formal adoption of the ordinance and Emil Kroeger seconded the motion, whereupon the council members unanimously vote "yes."

It was pointed out by Skerry that the ordinance does not "legalize" any type of board, but merely levies a tax on the wholesalers and operators of boards already considered legal.

Wholesalers selling merchandise boards will be taxed \$75, and cash boards, \$250 annually.

Each wholesaler, will in addition to the above, be taxed for each board. Merchandise boards will be taxed \$2.50 each, cash boards where price per punch does not exceed 10 cents, \$3.50 each, and above the 10 cent limit, \$5.00 each.

Individual operators will be taxed \$10.00 annually.

The action of the city council results from a request that boards be taxed by Gene Sikes and Audrey Miles at the Aug. 3 meeting.

At the same time, the city of Portland is in the midst of a punchboard purge after Mayor Dorothy McCullough Lee lost 15c on a board that she saw in a drug store.

SOC Announces Grid Schedule, 4 Home Tilts

The Southern Oregon college football squad will travel to Portland for the opening game of the 1949 schedule, Al Simpson, coach of the Red Raiders, announced today. Lewis and Clark will provide the opposition in that initial tilt, Sept. 24.

In the first of four games to be played at Ashland, the Humboldt Lumberjacks will come here Oct. 2 to begin Far Western conference play for the co-champion Red Raider eleven. The Lumberjacks, with the aid of a murky fog and muddy field, stopped Simpson's footballers last year, so the first home game promises to be a vengeful one.

The following Friday, Oct. 7, will find the Oregonians in San Francisco with another conference game on tap with Frisco State's Golden 'Gators. Two years ago, Southern Oregon caused a mild uprising in the bay area when, before a host of Ashland delegates and the San Francisco fans, the Raiders came back from a seven-point deficit to score twice with a brilliant 90-yard dash by Chuck DeAutremont and with the much disputed "sleeper play," Snuffy Smith getting the pass on the sidelines and going over the goal stripe to give the Raiders a 13-7 victory.

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