

# Regional Roundup

by Cleve Twitchell  
Mail Tribune Regional Editor

Merchants in small communities which are located within easy driving distance of larger communities seem to have a chronic complaint: the local folks go to the larger community to do their shopping instead of buying "at home."

This is a complaint frequently heard around such Rogue Valley communities as Ashland, Central Point and Gold Hill, where we've heard merchants moan, "We've got to do something to keep people from going to Medford to shop."

But it is by no means a circumstance found only in the Rogue Valley. When we lived down in a southern California community called Rosemead, located about 12 miles east of Los Angeles, we heard merchants there lamenting the fact that too many Rosemead residents were doing their shopping elsewhere instead of shopping at home. And from glancing at the letters to the editor column in the weekly Rosemead newspaper which we still get up here, we can see that the businessmen are still arguing about what ought to be done to change the situation.

### Some Make Surveys

Some small business communities take steps to get more local residents to shop at home. They conduct surveys of shopping habits and ask for criticism of their shopping facilities. The Ashland Chamber of Commerce recently discussed undertaking such a survey, in which every fifth Ashland family would be interviewed.

All these efforts, however, appear to be aimed at keeping the local residents home.

In contrast, there are a handful of suburban businessmen in this valley who take the attitude that it's just basic human nature to want to shop somewhere else and therefore why not use this basic urge to one's advantage instead of fighting it.

One such merchant is R. A. Herndobler of Herndobler's Furniture company in Ashland. He figured that if Ashland residents want to drive to Medford to shop, then there must be some Medford residents who would like to climb in their cars and go to Ashland to shop. And so lately he has been doing more than 50 per cent of his advertising outside of Ashland (seriously, this was not intended as a plug for the Mail Tribune display advertising department) and as a result, more than 50 per cent of his customers come from outside of Ashland.

### Draw Customers From All Round

Another firm which goes along with this thinking is Paulsen and Gates Thrift Market in Central Point. It draws customers from all over Jackson county.

Herndobler, who grew up in the furniture business in Portland, recalls that his father used to tell him not to worry about losing customers who preferred to buy their furniture in San Francisco instead of Portland. San Francisco people who could afford it would rather do their shopping in New York, he'd point out, and some New Yorkers would rather go to Paris to shop.

Merchandise seems to have more meaning for people when they have to travel some distance to get it, be it half way around the world or just the 12 miles between Medford and Ashland.

### Attention Garden Clubbers

Shirley Fischer reports from Williams that the Rhododendrons are especially beautiful this year in the Grayback area.

# Parade, Concert, Fireworks To Highlight Ashland Event

By FAITH McCULLOUGH  
Mail Tribune Correspondent

Ashland-All is in readiness for one of the biggest Fourth of July celebrations in Ashland's long history of festive holidays. The morning parade is scheduled to start at 10 o'clock from the staging area on Siskiyou blvd. and Triangle park, moving north along the boulevard to the Plaza and Lithia park.

Entries in many categories have been received from distant points as well as from local groups and individuals. Preceded by a color guard and the grand marshal, Whitland Locke, the parade will include four Army tanks and 15 trucks; floats, riders and horse-drawn vehicles; bands and drill teams; children's entries, and an ever-popular division, antique cars of the Old Timers Car club with Mr. and Mrs. Clarence Lane the honored guests.

### Floats To Be Displayed

Floats are to be on display after the parade on the city lot across from the park entrance and the antique cars will be parked on exhibition in the same area.

A fly-over of jets from Kingsley Field, Klamath Falls, is on the day's air

agenda and in another sky spectacular event two smoke jumpers are scheduled to furnish thrills for spectators. Verne Wardell of Sacramento, Calif., and Mort Gossett, member of the Medford Skydivers, will perform in free falls for which both have won awards.

In keeping with the day's theme, "Ring the Bells of Freedom," the city band will feature martial music at its concert in the Butler Memorial band shell immediately following the parade. Dr. E. C. McGill will serve as master of ceremonies, awarding the parade prizes during the intermission. A total of \$290 in cash prizes will be distributed to winners in various categories. Sweepstakes award is \$50, while first and second prizes carry \$20 and \$10 in addition to ribbons.

### ASHLAND CITY BAND

Butler Memorial Band Shell  
Lithia Park  
July 4, 1963. After the Parade  
Herbert Cecil, Conductor  
Star Spangled Banner  
The Liberty Bell ..... Sousa  
American Folk  
Rhapsody ..... Grundman  
When Johnny Comes  
Marching Home ..... Erickson  
Soliloquy for

Trumpet ..... Morrissey  
James Maffett, Soloist  
American Patrol ..... Meacham  
Highlights from  
"The Music Man" ..... Willson  
Thoughts of Love ..... Pryor  
Rasoul Maddox, Trom. Soloist  
Yankee Doodle Boy ..... Coban  
Joshua ..... Yoder  
Over There ..... Lake  
The Blue and  
the Gray ..... Grundman  
The Stars and  
Stripes Forever ..... Sousa

Booths for food and fun concessions have been erected in the park and there will be ample facilities for picnics along the stream and on the shady lawns. Barbecued chicken and beef dinners, homemade pies and cakes, refreshments of all kinds will be on sale. Amusements range from rides to a ducking board.

Highlight of the afternoon activities will be the Ashland Wranglers' horse show at their arena on Mistletoe road south of the city starting at 1 p.m. Three classes are open for competition: juniors, seniors and adults, with events in western pleasure, A.Q.H.A. reining pattern No. 1, and A.Q.H.A. western riding horse. In game events juniors will compete in keyhole, pole bending, figure eight and Texas barrel. Ribbons and trophies will be awarded but entries and release forms must be filed with the scorekeeper at the arena not later than 10 a.m. July 4.

### Admission Free

Admission to the Wranglers show is free for spectators but entrants will be required to pay a game and show events fee.

Emigrant lake will be the scene of boating, fishing and swimming all day climaxed at 8:30 p.m. when more than \$700 worth of fireworks will be set off by the Ashland Jaycees, sponsors of the evening events. Parking will be handled by members of the DeMolay and will be on the basis of voluntary contributions to offset the expense.

The Ashland Lions club has charge of the amusement and foods concession and the entire day's festivities have been planned by a civic committee headed by Clint Lorbier.

### Square Dancers Hold Jamboree

Applegate Valley - As a culmination of a series of spring square dance activities Upper Applegate Grange sponsored a week end square dance jamboree and barbecue recently.

Square dancing was held Saturday night with about 70 persons participating. Byron Dibble of Medford was caller. Many came from points outside the community, and a few enjoyed overnight camping. The jamboree marked the end of 12 weekly square dance lessons for which the class received "diplomas."

A public beef barbecue was held Sunday, and was attended by about 160 persons. Bill Dungan of Medford did the barbecuing with Bob Scott and Bud Bateman assisting. Instructions for preparing the pit were given by Gib Fleet, Copco barbecue expert.

Wednesday night square dance work shops continue to be held here by Byron Dibble with Mrs. Dibble instructing in round dances. The Grange expects to make the jamboree an annual event.

# Rock & Mineral Club To Exhibit at Fair

Yreka - Jim Jones, manager of the Siskiyou County fair, spoke before members of the Yreka Rock and Mineral club at a recent meeting in the Community Club room.

Mrs. Thomas George, president, presided at the meeting at which time further plans for the society's exhibit at this year's fair were discussed.

Jones announced that the same space was to be allotted to the rock clubs and gem and mineral society as in the past. He suggested that all clubs bring to his attention any suggestions for next year directly after the fair is over.

This would help by giving more time to work out plans for 1964.

There will be awards again this year, and Mrs. George also announced that specimens, slabs and jewelry will be on sale. Material not from Siskiyou county may be displayed along with the local display.

Tom Mencher reported that the rock saw in the club room would soon be ready for operation. Albert Parrott announced he had purchased and placed a motor for the saw.

A report was given by Rodney Gregg on a meeting he attended at McCloud. Members were preparing for the McCloud Fiesta, July 27-28 he said, and all Yreka club members were invited to display their lapidary work and collections for trophies and ribbon awards. The state Gem-boree will be in San Jose, July 12, 13, 14.

Refreshments were served and a social hour enjoyed at the close of the meeting.

### Hill School Art Works To Be Shown At Mark Antony

Hill - A blue ribbon exhibit of paintings by students at the Hill Elementary school will be on display in the Caesar room of the Mark Antony hotel in Ashland starting Friday. The exhibit will be up through July 20.

Hill students captured a number of honors in the Duns-muir Railroad Days show, with a total of 49 entries from the school in the show.

In the junior high division, Hill students Patricia Clemenza, Clara Williams and DeLores Luper were first, second and third.

In the intermediate and primary divisions, Margie Ann Hanson took a first, Douglas Staley a second and William Sprague a third.

The medium used was tempera water color.

Betty Walch of Hill won two firsts and a third on her oil painting.

### 84 Take Part In Vacation Bible School

Cave Junction - A total of 84 youngsters took part in the recent vacation Bible school at Cave Junction Community church.

The school was conducted under the direction of the Rev. Gene Denning. "The Story the Bible Tells" was the theme of the school program.

### Turre Concludes Career With Yreka Post Office

Yreka - Charles Turre and wife plan to travel in Europe now that he has ended his career with the United States Postal service.

Turre worked in all three post offices in Yreka. The first one was located on Broadway and Center where the Barklow Dress Shop is now located, the second on Lane and Broadway where Modern Floors is now located, and the new site on Broadway and South sts.

Turre worked 32 years with the Yreka Post Office and was assistant postmaster upon his retirement. He was acting postmaster during the illness of the late Don Spurlock for 19 months.

### Permits Available In Central Point

Central Point - Residents of Central Point who wish to do open burning during the fire season and need a fire permit on week ends when the city hall is closed, may obtain permits by calling chief of police, Ed Zander at 664-1201, city recorder, Freeman Mason at 664-2668, or assistant fire chief Don Milligan at 664-1756.

Permits are required from May 1 till September 1, according to city officials.

No permits are required when burning is done in an approved type of burner.

# Bus Service For Recreation Program Offered

Central Point-Unless more school district 6 children from areas outside the city of Central Point take advantage of the summer recreation program, jointly sponsored by the school district and the city of Central Point, the bus service may have to be discontinued, according to Marvin Hayes, summer recreation director.

There have been fewer than the 20 riders needed most days since the program started, June 24, he continued.

The bus schedule and route are as follows: the bus leaves Central Point at 7 a.m. travels to Sams Valley via Table Rock rd., from there to Gold Hill via Highway 234, from Hill via Highway 234 to Central Point on Old Stage rd. and Scenic ave. The same route is followed when the children are returned in the afternoon.

Hayes announced a fun day with relays and games, Friday, July 5 at 8 a.m. at the Crater football stadium.

Another activity will be a tennis clinic this week from 8 p.m. to 7 p.m.

### Plans For New Park Announced

Grants Pass - Plans for a new Josephine county park on the banks of the Rogue River near Grants Pass were announced here by the Board of County Commissioners.

The new park will be developed by the county on part of a 23-acre tract of land recently purchased by the state Game Commission on the north bank of the Rogue four miles east of Grants Pass below Savage Rapids dam.

The tract will provide access to the river at Pearce Rifle, long a favorite fishing spot for many anglers.

Present plans also call for a boat ramp to be constructed by the game commission. The entire tract will continue under ownership of the state Game Commission, with Josephine county developing and maintaining the portion to be used as a park.



SWIMMING HOLE—Mary Powell, 19, and Marilyn Green, 16, both of Rogue River, were snapped by a Mail Tribune photographer taking their ease on the rocky shore of Evans creek near where the new bridge was put in Thursday. This is a favorite community swimming hole. The school is up the bank and a short distance away.

# Regional News

### Work Day Set Sunday At Prospect Park

Prospect - A large-scale work day will be held at the Prospect public park Sunday in an effort to get the park ready for the Prospect Jamboree on Aug. 10.

Members of the Prospect Lions club urge all residents to turn out and help. There is work that children can do, they emphasized. A potluck lunch will be served.

### Picnic Planned at Traunesian Sanctuary

Sams Valley - A potluck picnic will be held at the Traunesian sanctuary tomorrow starting at noon. Hosts Mr. and Mrs. Dallas Purcell invite friends and anyone interested to attend.

The sanctuary is located north of Highway 234 and west of Meadows rd. A road leading to it takes off from Meadows rd. at its intersection with Beagle rd.

**SAMBO'S**

**OPEN 24 HRS.**

1025 So. Riverside



QUEEN AND COURT—Queen Lynne Milton left to right, are Margo Hatch, Kaye Land, Julie Ann Smith, Pat Pentecost, Dani Niquette, Judy Baker and Suzie Laubach, with her court of princesses. The princesses.

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JOHNSTON STORES	773-3619
LEONARD ELECTRIC CO.	773-4541
MODERN PLUMBING & SHEET METAL	773-5368
MONTGOMERY WARD & CO.	773-7301
PAULSEN & GATES THRIFT MARKET	664-1259
SEARS ROEBUCK & CO.	773-6661
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