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Charles Barnette Wolf on Benefits From Springs Development

The Bond Election.
Tuesday of next week the citizens of Ashland will vote on the issue of auxiliary water bonds in the sum of \$175,000 as per the election call published elsewhere in this paper. The election call states plainly the object for which the bonds are designed to raise money—also the places of voting and the judges of election etc. In these matters it is only necessary to read the call to become advised on the subject.

Elsewhere in this issue of the Ashland Record will also be found the call for another election at which it is designed to amend the charter of the city of Ashland, provide for the handling of the money by a special commission, elect commissioners, define their duties and prerogatives etc.

If it be argued that these matters have been "hurried" it should be borne in mind that haste is necessary—not only because Ashland must be on the map as a full-fledged mineral springs resort before Panama-Mineral Exposition traffic begins next year, but because her aims and intentions along that line must be decided at once if the city is to avail itself of the splendid offer made by the Southern Pacific Railroad Company to exploit Ashland in all its vast and far-reaching literature—on which the presses must start early in July of this year.

As the citizen of Ashland enters the voting booth next Tuesday this paper feels that he stands at a forking of the road in the history of Ashland progress. It will be his to choose, on that day, whether Ashland shall follow the fork that leads to fame and prosperity or the fork that leads to obscurity and bare existence. The hours between nine o'clock in the morning and six in the evening on Tuesday, June ninth, 1914, will therefore be a crucial period for Ashland. The Record believes the carrying of the bond issue means the dawn of a new epoch from which will date many good things.

Our Greatest Asset.
Wherein lies Ashland's greatest hope of future growth and future prosperity? What is Ashland's greatest asset? On what can she realize the quickest? Wherein is she least in competition with the rest of the world? What has she tried in the past and what has been the outcome? What has she let lie idle that other cities have made fortunes from? These are questions that the public-spirited citizen should ponder well. Sixty-odd years ago the pioneer thought that gold mining was destined to solve the problems of Southern Oregon. A few years later other pioneers believed the licking of the Indians and the development of ranches and farms was the one thing to be desired. Then came the era of railroads and mills and the citizens of that day thought the problems of Ashland were solved for all time to come.

After that there was a long lapse in which the chief hope of the city for a future was apparently the Normal School. Then came the era of fruit raising and close on its heels the era of good roads and pavements etc. All these things combined made of Ashland a city of 6000 in sixty years. The growth has been at an average rate of 100 per year. Men have come and gone—battling for their ideas of what was best. None of the things for which they fought have proven the panacea for the ills of the community.

If you had started out a few months ago to ask the citizens of Ashland on what thing Ashland should base her hope of future growth and prosperity you would have found citizens who still clung to every hope of the past with the possible exception of the licking of the Indians. Nearly everybody now admits that licking Indians is an industry which has few possibilities at the present time. You would have found, however, that some still clung to mining and others to ranching and others to railroad activity and manufacturing as their hope for the future of this region.

Going farther you would have had others telling you the salvation of the Ashland district is dry farming or irrigation or dairying or pottery making or quarrying. Some would have said schools and others churches and some deluded mortals would even have told you saloons. You could even find people to tell you it is a daily paper. You would have found a large number clinging to the theory that fruit-growing is—regardless of limited area and hopeless marketing facilities. Today the large majority have come to see Ashland's real destiny—the thing for which she is best fitted—development as a resort city.

Why has every mortal who has set foot in this country—from the pioneer down to the newest "tenderfoot"—tried to solve the problem of living here? Why haven't the innumerable host passed on to other fields? Because this is the finest place on earth to live. Its climate is right. Its altitude is right. Its scenery is right. Its water is right. That is why everyone who comes wants to stay.

These are the things which really impelled the pioneer to stay and endure the hardships and fight the battles of the earlier day. These are the things that have kept later comers here in spite of hope long deferred. These are the things that are keeping people here now when more dollars await their talents and efforts elsewhere. These constitute the asset which has made Ashland what she is today and which should be exploited and shared with the others—to their salvation and our own prosperity.

The Tidings is on sale at Poley's drug store, 17 East Main street.

What Assurance Have We?
What assurance have we as citizens and taxpayers that the Mineral Springs Project will be a success? When it comes to real assurance we haven't any. We are not even assured that Ashland will not be swallowed up in an earthquake day after tomorrow. It is a good gamble, however, that it won't be—and it is an excellent bet from a gambler's standpoint that the Mineral Springs Project will be a success.

The race-track gambler bets on a horse because of what it has done on other tracks. He has no assurance that it will duplicate the performance on this particular track. He feels reasonably safe, however, if conditions are more favorable for success than on other tracks where the horse has won out. In other words, the Mineral Springs Project has won out elsewhere under conditions far less favorable than those surrounding it at Ashland.

To recite in detail the history and success of Mineral Springs exploitation at Hot Springs Arkansas, Colorado Springs and Manitou in Colorado, White Rock Springs at Waukesha Wisconsin, French Lick and West Baden Springs in Indiana, Excelsior Springs in Missouri or Colfax Springs in Iowa—or any other of the innumerable mineral spring resorts of the country—would be to impute to our readers an ignorance of geography and history and current literature. The writer is familiar with the last two of these and knows that they draw patronage from all through the middle west to an extent that would, if repeated in Ashland's case, bring hundreds of thousands of dollars into the city annually. And be it borne in mind that these springs have nowhere near the variety in quality nor the climatic and scenic setting that Ashland's springs are blessed with.

Consider Hot Springs South Dakota with her five months' season and inadequate railroad facilities, chucked away in a narrow canyon with no surroundings and with but two paltry springs. Special trains run every summer, through the town in Iowa where the writer lived, carrying people to this resort. It has one of the finest hotels in the middle west and is the site of one of our National Soldiers' Homes—a magnificent establishment—and its streets are thronged daily during the brief season that living there is possible.

What the Mineral Springs Project will do for Ashland is not merely a matter of individual opinion. The Southern Pacific Railroad Company here for years had on file reports stating that the greatest outlook for Southern Oregon development was the mineral springs at Ashland and it stands ready today to back the project with advertising and the services of its experts. Why? The Southern Pacific is not a chaser after rainbows. It is not visionary. It doesn't back things that it is not satisfied are worth backing. It agrees to spend thousands of dollars advertising our project. Why? Because it expects to get the money back hauling tourists into Ashland.

We have the springs. We have the endorsement of the Southern Pacific. We have the record of other towns to go by. What further assurance can you ask logically? Do you doubt the possibility of piping the waters to the park unchanged in quality? The Smith-Emery Company guarantee to do that or forfeit a bond. They will tell you about it at the big mass meeting next Saturday night. Can you expect greater assurance?

Effect on Industry.
If you are in doubt as to what is Ashland's mission in the world we would ask if it should not be to develop that in which she is least in competition with the rest of the world—her climate and scenery and waters. In these no city in the world can successfully compete with her. They require no shipping facilities, as do cattle or farm products or fruits. They do not "peter" out like a mine—they are inexhaustible—you market them year after year and still have them. They are far more tangible than the evanescent hope of a railroad boom.

Hopes of mining, fruit raising, agriculture, manufacturing, railroad business—in fact every prospective industry—will reach fruition much quicker if Ashland is made a resort city than they ever will if she does nothing to make herself a city. The people who come for health and find it will develop our gold mines, our quarries, our pottery, clay deposits, our coal mines, our timber resources. Their sons will do it if they do not.

Agriculture will flourish on our idle acres if you build a city for the consumption of the products of the soil. Every fruit orchard in the Ashland district will pay out when we provide it with a market for its crop and get people here who will put up the canneries and driers and preserveries and pickling works that they need to work up their culls, and the irrigation systems that are needed on the hills. The small rancher will find stock and poultry raising profitable when he has a local market for his dairy products and his butcher stuff.

In that day too you will have all the factories that the city and community are capable of sustaining and these will help to give you the payroll you so much desire. And in that day—when Ashland is twice or thrice or ten times her present size—even the railroad may succumb and we will have railroad shops and street railways and activity along automobile lines that we can never hope for if we continue trying to build a city along lines that have been followed for the past sixty years. In that day your sons can find employment at home instead of going out into the world or becoming loafers.

Do you say this should be a city

of homes and schools and churches? Then let's make it one. At present we have homes handicapped for existence. We have public schools like any other city of the size—perhaps a trifle better. We have churches—sixteen or so of them—struggling for existence with poor congregations and poor buildings. Give them double the population and you double their income and their opportunity for doing good. Make Ashland a city of homes and schools and churches in reality as well as in name, and you can demand and get higher institutions of learning to locate in your city.

Individual Cost.
In considering the proposed Mineral Springs bond issue the annual cost to the individual taxpayer is a matter of much interest and one which is greatly magnified in the minds of many people who have not stopped to figure the matter out. The fact of the matter is that the bond issue even under present conditions would be no overwhelming burden and under the better conditions which are sure to follow, it will not be felt by the individual.

The bonds draw five per cent interest. This means that \$8750 interest will be to pay every year. The taxable valuation of Ashland is a trifle over \$3,000,000. A three-mill levy on this would raise \$9000—a trifle more than enough to pay the interest. In other words, if your property is assessed at \$1000 you will pay three dollars per year toward the interest on these bonds.

Nothing is to be paid on the principal for ten years—which will certainly give ample time for the project to bring in extra dollars and extra citizens to help meet the indebtedness. The payment of the bonds is strung out over a period of forty-five years. The first year's interest is to be set aside out of the bond issue—this giving time for the project to begin bringing in results before the taxpayer is called upon even for interest. Setting the first year's interest aside is made possible by the fact that several generous gifts have already been promised the project whereby money is saved on the estimated cost.

The fact that big taxpayers like the Southern Pacific Company are not only willing to pay their share of the taxes but to donate thousands of dollars' worth of advertising, should induce the small taxpayer to believe that the project is not only a feasible one but also one that does not mean

excessive burden in the way of taxes. The California-Oregon Power Company is another great corporation that looks carefully into bonding propositions and schemes that increase taxes. It not only endorses this project but agrees to donate a tract of land to the city park system and also free electric current to operate the pumping plant. Both of these corporations probably see visions of increased population and business to justify their generosity. They aren't "pipe dreamers."

G. S. Butler and D. Peruzzi are both shrewd and successful business men—yet they donate a tract of land worth several thousand dollars to the project. Are they carried away by a mirage that will increase their taxes and yield no returns? Why is nearly every big taxpayer in the city in favor of the bonds—whereas most of them have fought bonds in the past? Is it not because they believe it means something more to them than increased taxes.

The individual has every reason to believe that the increase of taxes will be nothing to him as compared to the advantages that the Ashland Mineral Springs Project will bring to him.

A. F. Hunt of Portland—well-known cattleman and former resident of Ashland—was in the city last week and was very emphatic in his approval of Ashland Mineral Springs Project—declaring that if Ashland boosters had any doubt of its success they should canvass the town from house to house and educate the people on it. He says he has heard commendation on the project from Seattle to the Mexican border and that in his opinion it is one of the greatest things that has been started on the coast. He declares he will come to Ashland to live if the project succeeds as he believes it will. Mr. Hunt passed through the city for the north Monday evening of this week with nine cars of fine beef cattle which he bought at Willows California and unloaded here for rest and feed.

One of the oddest suggestions we have heard in regard to the mineral springs project was made by a taxpayer the other day. He wanted to know why we couldn't "pipe in one spring and try it out." On the same basis Ringling's circus ought to stop out in the country and bring the kangaroo in and if it drew a crowd go back after the elephant.

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100 Sheets, 16 or 32 ounces	\$1.35
250 Sheets, 16 or 32 ounces	\$1.85
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