



## Peaches and Prosperity



ORCHARD SCENE NEAR ASHLAND



UNDEVELOPED PEACH LAND IN ROGUE RIVER VALLEY



VIEW OF ASHLAND CREEK

### Substantial Progress Made by Ashland and All Sections of Valley During Past Year

(F. D. Wagner.)  
In reviewing his city's record of progress and improvement for 1913 and comparing it with the record of other cities and towns up and down the state and coast, and even further from home, the loyal Ashlander soon much to be proud of in his own community and vicinity in the way of actual accomplishment, and he sees a dominant civic spirit here which is actively and enthusiastically working for greater progress and improvement for the year to come.

Ashland boasts that it has never really "boomed," but has just grown up more or less steadily, little by little, and year by year, into a beautiful city of 6,000 contented people, who love their homes, their parks, their schools, their churches and their unrivaled natural environment, and have sought to make them as pleasing and attractive for themselves and for others as they could afford. They have built home-like homes and splendid public buildings

and miles of the finest paved streets. They have acquired lands for public parks to the extent of perhaps a hundred acres all told, scattered here and there throughout the city and up and down the water course which serves the municipal corporation in twain, and these acres they are gradually turning into beauty spots a little more every year as the purse of the public park board will permit, until in a very few years Ashland will be noted, if she is not already so, among the small cities of the Pacific coast for her beautiful and widespread public parks.

Among the notable public building improvements of the year 1913 the most important perhaps is the new armory at the corner of Oak and B streets. For this improvement the state appropriated \$15,000, the county \$7,500 and the city of Ash-

land \$7,500, and the result is a magnificent structure which would be a credit in point of architecture as well as utility to any city on the Pacific coast. It is, of course, primarily for the use of Ashland's arm of the state military service, but is also calculated to be available for all public gatherings and uses for which it is suited, having one of the largest auditoriums in southern Oregon. The new public library, facing the junction of the Boulevard and East Main street, was presented fully completed and opened to the public, and is another one of the public institutions of which the loyal Ashlander is proud. Mr. Carnegie gave \$15,000 toward the building fund, while the city has added to and provided permanent maintenance.

The Ashland city hall at the plaza has just been entirely remodeled and

built over into a handsome business block. A stranger might easily mistake it for the home of a leading modern banking institution, with its counting rooms on the first floor for the city water and light departments. Ample rooms are provided for the city council, for the mayor, and for the various city officials, as well as quarters for the city's up-to-date fire fighting equipment, city jail, etc. The municipality expended during the year nearly \$8,000 in a lump sum for its modern auto fire truck.

The Masonic fraternity has trimmed up the exterior of its spacious temple with a modern front, involving considerable expense, and the Elks also made substantial improvements in finishing uncompleted portions of their splendid home on East Main street.

No street paving work has been done in Ashland during 1913, but there has been a creditable amount of street improvement done, largely in the matter of the extension of concrete sidewalks and curbing in various sections of the city.

Extension and improvement on a considerable scale of the city water system are planned for the near future to meet the growing requirements of the community. The question of adding to the municipal electric lighting plant is also one which is being much discussed and is likely to culminate in a direct issue during the coming year.

As in many other towns, the activity in private building has not been as great in Ashland during 1913 as in some previous years, but there has been a respectable amount of it in the way of new residences, remodeling and minor improvements.

Commercially Ashland has had the same experience as her neighbors far and wide during 1913. It has been a "quiet" year in business everywhere, according to all reports. But Ashland has maintained a name for solid and substantial business firms and the record of failures for the year is infinitesimal. The banks all show a healthy condition of affairs and the mercantile community is pre-

pared for bigger and better things another year.

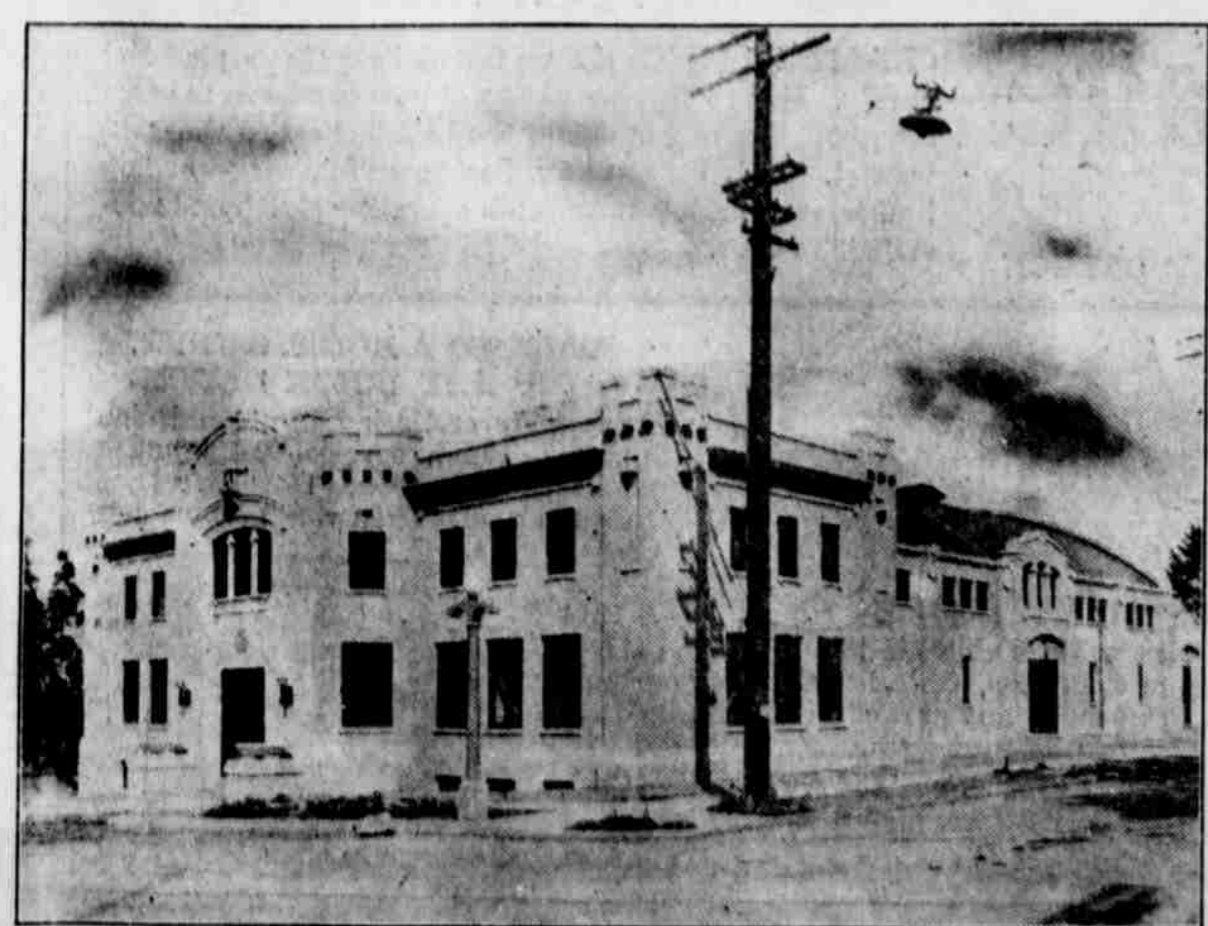
The Ashland Commercial club has been carrying on its good work quietly but persistently the past year. It has done much in supplying the constant demand from a distance for literature about Ashland and the Rogue River valley; it has maintained creditable exhibits at the local and state fairs and has sent a special exhibit "personally conducted," to the recent Chicago land show. It has done also a big service in bringing the citizens together to work for the common good and inspiring them with the possibilities which the early building of the Pacific highway, the development of the mineral springs resources tributary to Ashland, and so forth, spell for the growth of the city.

Ashland is just now picturing herself in the near future as a widely famous resort city, at the gateway into Oregon, on the great Pacific highway, with countless mineral and curative waters available for the free use of the gathering thousands amid her bowers of natural scenic beauty in the favored climate of the rich and fruitful Rogue River valley, with commodious modern hotels and everything that goes to make up a popular health resort city. Why not? So mote it be.

### Ashland's New City Hall



### \$40,000 Armory Built at Ashland in 1913



### Ashland High School, One of the Most Modern and Best Equipped in Oregon

