

**ASHLAND CLIMATE**  
Without the use of medicine cures nine cases out of ten of asthma. This is a proven fact.

# ASHLAND DAILY TIDINGS

The Tidings Has Been Ashland's Leading Newspaper For Nearly Fifty Years  
(United Press Wire Service)

**MALARIA GERMS**  
Cannot survive three months in the rich ozone at Ashland. Purified domestic water helps.

VOL. XLIX Successor to the Semi-Weekly Tidings, Volume 43 ASHLAND, OREGON, THURSDAY, NOV. 12, 1925 SECTION THREE NO. 62

## Fruit Industry is Basis for Ashland Prosperity

### NEW VINING THEATRE FINEST SMALL SHOW HOUSE IN ALL STATE

"Theatre Beautiful" Title Long Held by Local Show-house Made Doubly Deserved by Entirely New Decorations Throughout. Owner Expresses Confidence in Future of Ashland.

The most beautiful small theatre building in the state, and one of the best managed show houses on the Pacific Coast, is the name the Vining Theatre has come to possess. In fact, so closely has the name Vining Theatre been associated with beauty, that it has earned the name, "the theatre beautiful."

Desirous of making the theatre even more deserving of its name, H. B. Hurst, owner of the theatre building, and manager of the show house, recently completed redecorating and remodeling work, costing in the neighborhood of \$12,000. He has raised the theatre from its already high position among the show houses of the state, and placed it above any theatre of its size in the state for beauty.

B. F. Scherer, famous theatre decorator, had charge of the entire work on the Vining. Scherer is known up and down the Pacific Coast as the most successful theatre decorator in the business in the West, and his services are much in demand. Soon after he purchased the theatre building several months ago, Mr. Hurst contemplated redecorating the structure, but he was unable at that time to obtain the services of Mr. Scherer. However, the latter was able to start the work on the Vining early in October, and without closing the theatre, with the exception of the afternoon performances, was able to complete the work in less than a month. The theatre was closed for three days for the finishing touches, opening on October 28, completely redecorated. "The Iron Horse," picturization of Zane Grey's novel, "The U. P. Trail," was the first feature picture shown in the newly decorated theatre.

"I have decorated many small theatres up and down the coast since I have been in business, but never have I decorated a theatre which gave the results the Vining did. We had plenty of opportunity to display our skill, and Mr. Hurst, wishing to give Ashland the best, was not sparing in the money he spent on the theatre," declared Mr. Scherer, when the theatre was finished.

The Vining had been in operation for eleven years when Mr. Hurst purchased it. The Vining brothers erected the showhouse, and on the opening night, in 1914, showed the opera "Faust." The theatre had been in several different hands, with the Vining retaining control of the building, until it was purchased by Mr. Hurst.

Charles Weissenborn, interior decorator, was in charge of the decorating work when the Vining was first decorated in 1914, and he returned to redecorate the structure this year. Mr. Weissenborn is known as the most competent interior decorator on the coast working on theatres, and he was given full sway when he worked on the Vining.

Boxes on either side of the theatre gave it a narrowed appearance just in front of the stage. Two boxes, one upper and one lower box, were removed from each side of the theatre, and now the interior has a widened appearance, giving a much more pleasing impression than before.

The entire interior was worked over, and all decorations removed before the work was started by Mr. Weissenborn and his assistants. A plastic texture material was used on the ceilings and upper walls, and this material was given a beautiful finish. The lower walls were given treatment giving them the appearance of Egyptian stone, and the entire interior gives the effect of Egyptian architectural skill.

Under the balcony, the lighting fixtures are of burnt orange silk. The lights are arranged in three colors, red, white and blue,

### Ashland Has Attractions as a Home City. Many Drawn to This City by Ideal Location for Residence Here

City Compared to Beautiful New England Cities, With Wonderful Homes Dotting Hillside on Either Side. Many so Impressed With Beauties of City They Return to Make Homes Here.

Ashland's location in the Siskiyou mountain's, makes it an ideal spot for a home. In fact, it has been described by many authorities as the most beautifully located city on the Pacific Coast.

Nestling in the upper end of the Rogue River Valley but a few miles distant from the summit of the Siskiyou mountains, and surrounded on all sides by rolling hills and rugged mountains, the city's scenic location is ideal.

Much of Ashland's residence section is located upon hillsides. Here, from their homes, the residents of the city may view miles of open country, in the fall looking out over waving fields of grain, orchards laden heavy with fruit. In the spring they may view the fields verdant and green in nature's dress, the trees in full bloom, and in winter, upon the valley, covered with a light blanket of snow, every tree, every brush mantled in the purest white.

Ashland folk have not been long in taking advantage of the wonderfully scenic attractions of homes located upon the hillsides. There, the most beautiful homes have risen, and there are many Ashland people planning to build their future residences.

Even in Ashland's youth, in

the pioneers days, "There high above the streets did the founders of the city build their homes, in many of these homes are still occupied by their builders, now enfeebled with the years, but still enthralled with the beauty of the city."

Rolling hills, dotted with beautiful homes forms the first view of the city obtained by the traveler coming from the south. Entering the city on California Boulevard, with one of Ashland's beautiful hillsides sloping upward to the left, the traveler is impressed by the beautiful locations for homes.

The beautiful homes in Ashland are many. Many more are planned and construction work has been started on several.

A building company, several months ago started a campaign of home building instituted primarily to furnish small but beautiful homes to persons of limited means.

One of the most beautiful sights encountered on a trip through Oregon is a view of the city at night from the summit of the Siskiyou. With the lights of the city, spread out over the narrow end of the Valley, twinkling in the darkness, Ashland appears

a fairy city.

One tourist, an Easterner, viewing Ashland for the first time, said, "this city brings to mind the beautiful cities of New England. With the beautiful homes dotting the hillsides, the visitor gets the impression of peace, of friendliness such as I have never encountered before in the West."

Truly a home city, Ashland seems destined to become even more so in the future. Visitors who have mingled with the Ashland people, impressed with the beauty of the city, are coming back, intent on making their homes here.

And with every visitor who comes to the city, even though he does not remain here, Ashland obtains another booster for her beauty and her attractions as a home city.

Lacomb—Several hundred acres being planted in strawberries, 1926 fruit being contracted at 8 cents a pound.

LaGrande—Now Mt. Emily sawmill will be ready to start sawing in November.

Tumalo—hatchery distributed 3,000,000 rainbow trout to streams and lakes Bend.

### WORLD'S BEST FRUIT PRODUCED IN THIS SECTION OF VALLEY

Located in Rogue River Valley, Greatest Fruit Producing Section in the world, Ashland's Fruit is the Best Fruit Obtainable. City Depends Upon Prosperity of Fruit Growers for Prosperity of Ashland.

Located in the Siskiyou mountains, at the upper end of the Rogue River Valley, famed world wide for the quality of its products, Ashland and the Ashland vicinity are noted for the wonderful quality of fruits produced.

Pears, apples, peaches, berries, watermelons, cherries, all are grown in the Ashland district in quantities, maybe not as large as in other districts of the country, for the Ashland district is small, but in quality the fruits produced here compare favorably with any fruit produced anywhere.

Of water, there is an abundance. The Talent Irrigation District, one of the few irrigation districts in the state in which the farmers are receiving benefits above the costs of the water, supplies an adequate amount of water to irrigate every acre in the Ashland district.

Before the coming of the water to the land, the fruit farms gave up a yield which was as large, if not larger than the average acreage in other sections of the country. However when the water was made available for the fruit grower, his yield increased enormously, in some cases as much as three fold, and, almost without exception, the ranchers declare that now, having used the water for three years, they would not be without it.

But it was not always so. In the past, and it is not very far in the past, the Valley View and the Bellview districts, two of Ashland's great fruit producing sections were not the blooming valleys of beauty they are now. The few farmers located there were struggling along, making a pittance for their efforts, but ever keeping in view the magnificent future which they knew was in store for them.

Some did not have the perseverance to stay with the land, and moved on to other locations, seeing ever ahead of them something better. Others, with the faith that has ever characterized the pioneer, remained on their land, and their labors bore fruit, until now, acre after acre of wonderful productive land lies before them, their own. Where once were but the barren acres, waiting for the touch of man's magic, there now blooms the peach, the pear and the apple tree. Upon these three, Ashland depends largely for her greatness.

However, the cherry and the berry are in their natural habitat growing in the upper end of the Rogue River Valley, the most productive valley in the world. These fruits are harvested by the hundreds of tons, packed in canneries in the Rogue River Valley and have obtained for Ashland and the Rogue River Valley a world wide reputation for fine fruits.

Wherever the pear and the apple are eaten, and where are they not eaten? the Rogue River Valley and Ashland are known. For the products of the Ashland district, the commission men, the handlers of fine fruits are always in the markets, for they are always answering the call of those who desire the best. And in furnishing Ashland fruits, they know they are furnishing their trade the best obtainable.

The canning plant of the Bagley Canning company, successors to the old Ashland Preserving company, handles much of the fruit grown in the Ashland district. Pears from the big portion of the pack of the cannery. However, berries, cherries, apples and the numerous vegetables which are grown in abundance in this section are also packed and find a ready market.

The prosperity of Ashland is based largely upon fruit. Of

course, this city is also, because of its location on the Pacific Highway, at the entrance to the state from the south, a tourist city. But basically, located in the midst of a wonderful fruit producing center, it is fruit which forms the background for Ashland's prosperity.

In fact, within the city limits are located some of the finest fruit farms in the Valley. Water for the irrigation of these farms is furnished by the city in water obtained from the Talent Irrigation district.

In addition to the large amount of fruit packed and shipped from Ashland by the cannery, a large amount of fruit is shipped fresh, to the market of the Pacific Coast. The Ashland Fruit and Produce association handles a great deal of this fresh fruit, shipping it to San Francisco, Portland, Seattle, and the other centers of the coast.

One apple grower alone, D. H. Jackson, whose magnificent orchard is situated but two miles south of the city, will ship 5,000 boxes of apples through the association this year.

Pears, cherries, berries, vegetables and other products of the soil of the Ashland district are handled by the association.

Of Ashland fruit, there is an abundance, and it is upon the growers of this fruit that the merchants of this city depend for their year around business. Although, it has been claimed that Ashland, without her tourist trade would have nothing, it is known that with fruit growers and farmers of this district supporting Ashland, this city is bound to prosper.

Ashland merchants realize this fact, and are convinced to give to the farmer their best co-operation. These merchants realize that a city can prosper no more than the country surrounding it prospers. The merchants are

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## VINING

THE THEATER BEAUTIFUL

### Friday and Saturday

# HOUSE PETERS

Adapted from the play "Titans," by Charles Guernon



Brilliantly supported by Ruth Clifford, Nina Romano, Lionel Belmore and Ray Hallor.

A story of men who go down to the sea in ships, and of the women they leave behind them — of robust adventure and lusty romance. It is a story for all red-blooded lovers of the sea, that has in it the tang of salt air, that captures the glamour of the boundless waves and the lure of thrilling drama.

## The STORM BREAKER

COMING:- "The Pony Express"

Regular Admission

MATINEES ..... 25c

EVENINGS ..... 35c

Children — 10c — Anytime

MUSIC BY

GEO. D. CONVERSE

MATINEE ..... 1.30

EVENING

FIRST SHOW ..... 7:15

SECOND SHOW ..... 9:00

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