

# Columbia Fruit and Produce clears its shelves

By EDWARD STRATTON  
The Daily Astorian

After 67 years of providing fresh fruits and vegetables to wholesale customers and 53 years of running a market, Columbia Fruit and Produce closed its doors this week.

The announcement was made April 22 on the store's Facebook page and through an ad in The Daily Astorian. The company, owned by Bruce and Cece Johnson, has been telling customers since March.

"Nobody wants to do it, and it's time for my husband to cut back and think about retiring," Cece said.

She said Columbia Produce started the merger process Wednesday with Portland-based United Salad Co./Duck Delivery Produce Inc. The last day of the market was scheduled for today, with produce marked down to 67 cents a pound to honor the company's history.

The Johnsons will be working with their former customers as employees of Duck Delivery, handling wholesale orders in the Astoria area. Cece said the market was about 1 percent of business for Columbia Produce, which mainly supplied between 100 and 200 restaurants, schools, care facilities, stores and other commercial customers.

Cece said they had tried to work with others to take over the business, but nothing ever worked out, and

## TIMELINE

**1948:** Wholesale division begins

Opens first retail market located on Port of Astoria's central waterfront

**1962:** Opens current market, located on 598 Bond St., Astoria

**April 2015:** Closes after 67 years in business

they had no family to take over the business. She described the store, which took cash and checks and allowed customers to get their produce on a tab, as operating in the 19th century.

"We don't have another generation that wants to take it over," she said. "We just felt this was best for the majority of our customers and us."

Cece said Arnold Johnson Sr. started Columbia Produce — the wholesale division, not the market — out of a semi truck in 1948, making trips to Portland to pick up produce for commercial customers in Astoria. His son, Arnold Johnson Jr., ran the business before Bruce and Cece Johnson.

"That got to be pretty popular," Cece said of the original operation, adding that Arnold Johnson Sr. later established Columbia Produce's first location on the central waterfront



EDWARD STRATTON — The Daily Astorian

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of the Port of Astoria. In 1962, she added, Columbia Produce bought its current location, a former Blitz-Weinhard Brewing Co. distributor.

"Please continue to support your small locally owned businesses," Columbia Produce's Facebook post about the closure read, listing sever-

al other locally owned grocery stores as alternatives. "Without your support they won't be there for you in the future."

## Maritime Museum store wins national award



Submitted photo

The Columbia River Maritime Museum, which recently won the Museum Store Association's Visual Merchandising award, submitted its special exhibits conceived for "Envisioning the World: The First Printed Maps, 1472-1700."

The Columbia River Maritime Museum has been awarded the 2015 Museum Store Association Visual Merchandising award, which recognizes excellence in visual merchandising by a museum institution.

Nominations were evaluated based on creative use of resources, collaboration and how well the display extends the museum experience. The Columbia River Maritime Museum submitted its special exhibits store that was conceived for the exhibit "Envisioning the World: The First Printed Maps, 1472-1700."

Finalists for the award were the DeYoung Fine Arts

Museum of San Francisco, The Wadsworth Atheneum of Hartford Conn., Virginia Museum of Fine Art and Eastern National.

The award was accepted by Blue Anderson April 19 in Hartford, Conn., on the final day of the association's national conference.

The Museum Store Association is a nonprofit, international association dedicated to advancing the success of nonprofit retail professionals in extending the brand and contributing to the bottom lines of their institutions. It serves more than 1,500 members in the U.S., Canada, Mexico, Asia and Europe.



AP Photo/Gene Puskar, File

Aluminum bottles of Bud Light beer are on display at Alcoa headquarters in Pittsburgh. Anheuser-Busch apologized Tuesday, for a slogan that appeared on bottles saying Bud Light removes the word 'no' from drinkers' vocabulary.

## Bud Light: Sorry for the 'no'

NEW YORK (AP) — Bud Light should have kept the word "No" handy in this case.

Anheuser-Busch is apologizing for ad copy that appeared on bottles saying Bud Light removes the word 'no' from drinkers' vocabulary.

Photos of the bottles went viral on social media Tuesday with widespread complaints about the slogan, particularly at a time of national debate about college rape.

"The perfect beer for removing 'no' from your vocabulary for the night," the copy read in full.

The response on social media ranged from crude jokes to criticism that the slogan is part of a culture that tacitly condones sexual assault.

The slogan is part of the brewer's two-year-old "Up for Whatever" campaign that includes a wide array of marketing, such as a Super Bowl commercial that showed a Bud Light drinker going through a live-action Pac Man game.

The company says there are waves of the bottle-message campaign included more than 140 different messages — with new ones out every few months

— intended to "encourage brand engagement." They said this particular one missed the mark, and the company regrets it.

"We would never condone disrespectful or irresponsible behavior," Alexander Lambrecht, vice president, Bud Light said in a statement. "As a result, we have immediately ceased production of this message on all bottles."

Marketers can sometimes lose perspective when they walk the line between being edgy to get attention and being offensive, said marketing expert Allen Adamson, managing director of branding firm Landor Associates.

"All marketers want to get people's attention, not alienate them," Adamson said. "The challenge is to understand who you're talking to, but not lose sight of the bigger picture and be potentially polarizing and offensive."

Some other messages on bottles include: "The perfect beer for dropping everything and going to Paris, even if it's the one in Texas;" and "The perfect beer for being that guy people know when they say they 'know a guy.'"

## More job vacancies, higher wages in Oregon

Oregon businesses reported 39,400 vacancies in winter 2015, an increase of 6,600 vacancies from the prior year, according to the quarterly Job Vacancy Report released Tuesday by the Oregon Employment Department. That included 3,577 job vacancies in northwest Oregon.

The growing number of vacancies reflects the strengthening labor market across Oregon in the past year.

The average hourly wage offered for job vacancies in winter 2015 was the highest in the two-year history of the quarterly Oregon Job Vacancy Survey. The overall average wage was \$17.53, up about \$1.50 from the average of \$16.05 in winter 2014.

Employers report fewer low-wage job vacancies and more high-wage vacancies. This combination is raising the average offered wage.

A year ago, 61 percent of the job vacancies offered a

starting wage below \$15 per hour. That share is now down to just 34 percent. A year ago, 4,200 job vacancies offered at least \$25 per hour. Now, more than 5,000 job vacancies offer at least \$25 per hour.

Health care and social assistance had the largest number of job vacancies by far, reporting almost one-quarter of the total openings. Occupations in demand included personal care aides, social and human service assistants and registered nurses. Leisure and hospitality employers also reported many job vacancies, with recruitment for maids and housekeepers; waiters and waitresses; and cooks.

The Oregon Job Vacancy Survey has improved geographic detail, as of this quarter. From this point forward, it will be publishing vacancy data for nine areas around the state, aligning with Oregon's redesigned Workforce Innovation and

Opportunity Act local areas. This is the first quarter it's gathered data for these new substate geographies.

In winter 2015, the number of vacancies in each of the nine geographic areas was roughly consistent with the spread of overall employment across the state. The biggest differences were in northwest Oregon, which had 9 percent of the vacancies, compared with 5 percent of the state's employment, and in the mid-Willamette Valley, which had 7 percent of the vacancies, compared with 13 percent of the overall employment in Oregon.

### About the Survey

The Oregon Employment Department's Job Vacancy Survey started in May 2008 and became quarterly in 2013. This survey serves as a current indicator of hiring demand and focuses specifically on characteristics of

## CMH Medical Group adds caregivers

WARRENTON — Columbia Memorial Hospital Medical Group recently doubled its primary care services with the addition of Dr. Kevin Baxter and Family Nurse Practitioner Janice Monroe.

Baxter and Monroe joined the CMH Primary Care Clinic in Warrenton April 20 and continue to see Baxter Family Medicine patients in their new location.

"I am very excited to be merging my practice with the CMH Primary Care Clinic," Baxter

said. "My philosophy of patient-centered care matches that of the Planetree philosophy that CMH has embraced."

Baxter and Monroe will collaborate with CMH Primary Care Clinic's other providers, Dr. Brian Cox and Nurse Practitioner Mary Rizzo.

CMH Primary Care Clinic is located in Warrenton at 1639 S.E. Ensign Lane, Suite B103. For more information or to schedule an appointment, call 503-338-4500.

## Clatsop County Property Transactions

**Seller:** John Francis Davis  
**Buyer:** Susan Lee Gustavson  
**Address:** 247 E. Dawes Ave., Cannon Beach  
**Price:** \$385,000

**Price:** \$337,000  
**Seller:** Shawn Michael Teevin  
**Buyer:** Gary W. Hart  
**Address:** 2835 Mill Pond Lane, Astoria  
**Price:** \$325,000

**Sellers:** Lee Ray Townsley and Barbara L. Townsley  
**Buyers:** Steven E. Craft and Vicci L. Craft  
**Address:** 1940 S. Downing St., Seaside

**Seller:** Janice Gloria Robertson  
**Buyers:** John C. Bredeson and Novella L. Bredeson

**Address:** 439 McClure Ave., Astoria  
**Price:** \$285,000

**Seller:** A&G Builders, LLC  
**Buyer:** Mays Land & Livestock, Inc.  
**Address:** 151 S.W. Kalmia Ave., Warrenton  
**Price:** \$264,000

**Seller:** Rebecca Lynn Dean  
**Buyers:** Ashton Lee Jenks and Alison LaRee Jenks  
**Address:** 1856 Pine Ridge Road, Gearhart  
**Price:** \$255,000

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Copies of Property Lines "At Home" edition are inserted into The Daily Astorian and are available at locations throughout Clatsop County.

For more information or to reserve your space, contact your advertising consultant:  
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