

Newberg Graphic

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Editor and Publisher

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A FEW WORDS TO OUR SUBSCRIBERS

Both the Dallas papers, the Observer and the Itemizer, have raised their respective subscription prices to \$2.00 a year, which is in line with what a large number of papers are doing all over the country. Similar re-adjustments are being made in all lines of business in order to pay operating expenses, and with the hope that at least a small margin of profit may be shown at the end of each month.

As to the matter of the price to be charged for the Graphic in the future, this will be decided later, but there is one change the Graphic is going to make which our subscribers will please take note of. In the past credit has been extended to some who have said they wanted the paper but were short of funds at the time. As conditions now are there is little profit on the subscriptions at \$1.50 a year. In fact the publishers of the Dallas papers have figured it out that it costs \$1.50 a year to produce a local paper, and consequently no publisher can afford to lose a single subscription. Every newspaper publisher who has been in the business any length of time has learned that there are those in every community, who, while they want to read the local paper are perfectly willing to beat the publisher out of the subscription price if they can. Others are neglectful and when a statement of their account is sent them they fail to pay it promptly.

All this and many other trying experiences show up in the business which tends to make the newspaper man prematurely gray. Our "dead beat" list is small at the present time but there are a few names that are going to be given the ax at once, while some others will be placed on the "waiting list" for a short time in order to give them a chance to redeem themselves. It is not our desire to force the Graphic on anyone. In fact, if any of our subscribers feel that we are not giving them the worth of their money we will take no offense if they drop us a note or come in and say so, and ask that their names be taken from our list, but we do insist that they first pay what they are owing if they are in arrears.

Possibly some may not know it, but really it costs money to buy white paper, and again, the post-office authorities insist that postage on newspapers must be paid, and at an increased rate since the first of July.

All this may not be interesting to our readers—at least some of them—but if the Graphic continues to do business some reforms must be worked out in order to be able to meet conditions as they exist at this time, hence this heart to heart talk with subscribers.

If our subscription list must be cut down in order to avoid loss, the knife is going to be applied where it will do the most good. We don't want to lose any subscribers, but from the way some have been treating notices sent them it appears that a loss of their names will be a real gain in the saving of good white paper. Of course this will not faze some fellows but it will enable us to locate them and thus make it easier in using the ax.

In the terms the doctors would put it, we think the News-Reporter is hardly "ethical." For instance, it clips news matter from the other papers of the county without giving due credit. Last week an item that first appeared in the Graphic was published by the Sheridan Sun and credited to the News-Reporter, it having been taken from the Graphic by the latter paper the week previous and consequently was getting a little bit stale.

It will be thirty-nine years the last of next month since the writer first crossed San Francisco Bay on the big Southern Pacific ferryboat. We have made the trip a number of times since and have always been awed and impressed with the big body of water and with the coming and going of the people between Oakland and Berkeley and San Francisco, as well as with the great shipping interests that one gets an idea of in crossing over. Our readers who have been about the bay have no doubt been similarly impressed, and,

with the writer, will be interested and somewhat amazed at the statement that what is to be the longest bridge in the world is to be built across the bay between San Francisco and Oakland. It will be five and one-half miles in length and the cost is put down at \$22,000,000. "What hath God wrought" were the words sent over Morse's first telegraph line. When this great bridge shall have been completed, naturally the world will say, "what hath man wrought."

The public in general, and especially those who aspire to be poets, are hereby notified that the Graphic has an oversupply of jingle about the Kaiser and we sincerely hope that none others will lay awake at nights endeavoring to do the old degenerate to a turn by grinding out this sort of stuff for the Graphic. What the Graphic wants is the news, for this is what our readers want, and anything that will assist us in telling the happenings of the community from week to week we will be grateful for, and let us trust to the boys on the other side to take care of the Kaiser.

The request which practically amounts to a demand is sent out from Washington that newspapers cut out their free exchanges in order to save paper, and at the same time the various departments of the government are flooding the newspaper offices with circular letters, a large portion of which are requests for free publicity. Few of these are opened for they are so numerous that there is little time for it. Here is a waste of paper which amounts to many tons a day and seemingly nobody about the National Capital has any concern about it. Back there they are long on precept but exceedingly short on example.

Tradition has it that the town of Kurna on the Tigris in Mesopotamia is located on the site of the Garden of Eden. After the British chased the Turks out of that country the Tommies renamed the streets of that town and put up neat signboards on the corners with such designations as these: Eve's Walk, Serpent Crescent, Apple Alley, Adam's Lane, Fatal Bite Avenue. The small plaza in the center of the town which is blank, bare and unsightly, they christened "Temptation Square." The native Arabs have taken up these names and are delighted to have the historic importance of the town brought out in so unique a way.—Coquille Sentinel.

Last week when the writer was soliciting for the sale of Chautauque tickets he was turned down by one man who asserted with force that the Chautauque was nothing but cheap vaudeville. No argument was used to dissuade him from his fixed opinion for we realized that better progress could be made in seeking those of unprejudiced minds, but really we think it too bad that this man, whom we know enjoys good music and wholesome entertainment has absented himself from the Chautauque tent during the week for we feel that had he been in attendance he would have entered into the spirit of the occasion, laid aside his prejudices and joined in the hand clapping. In fact, it is a safe guess that he had heard some grouchy make the assertion and repeated it without giving it serious consideration. Nothing of the cheap vaudeville type of entertainment has been staged in the various programs given during the week, and so far as we have heard there has not been any criticism of this nature offered by those who have attended. Newberg and the surrounding community is to be congratulated in having this opportunity to attend a week of clean entertainment at a nominal cost.

PRESS COMMENT

The Newberg Graphic has absorbed the Newberg Enterprise and hereafter Editor Woodward will be in control of the publishing business in that town. This consolidation is a wise move on the part of both parties. While Newberg is a live and progressive town two good papers cannot exist during these strenuous times of advancing prices and increase in the postage rate. Curtailment of expenses is everywhere necessary and not the least of the places is the newspaper offices. Editor Dow started out well, too well to maintain the pace, and he gave his readers a good paper, but with the change both the readers and Mr. Woodward will be the gainer, the former because they will have a better service and the latter because he will be able to do better work without a corresponding loss.—Sheridan Sun.

The publisher of the Newberg Enterprise, discovering that Newberg

was not a "two-newspaper" town, has sold his subscription list to the Newberg Graphic. The publisher of the Graphic, Mr. Woodward, always did issue an excellent paper, and the merchants have learned that one newspaper covering the field is far better for them and money saved.—Woodburn Independent.

For fifteen years or more Newberg has had two good weekly newspapers. Their columns contained all that was "fit to print," and editorially they held to good means; but the little city is one-paper size. Mr. Woodward has bought the Enterprise and the Graphic, first in the field in 1888, will be the sole newspaper unless "some fellow from Kansas," where they have notions, crowds in. Other places in Oregon might follow the Newberg plan.—Oregonian.

Another newspaper change is the consolidation of the Graphic and Enterprise at Newberg. The latter plant was damaged by fire last week and this probably figured in the decision to discontinue. The Graphic is among the leaders of Oregon country newspapers, and is amply able to fill the Newberg field.—Hillsboro Independent.

After a place in the sun for 15 years, the Newberg Enterprise has been sold to the Newberg Graphic, and the papers will be merged. All over the country the smaller papers are quitting and others are consolidating—forced to these ends by war conditions. The result will be fewer and better newspapers. Fewer newspapers, better newspapers and at advance prices will be the outcome of war conditions. There is no other outcome. No industry has been hit harder than the printing business.—Benton Co. Courier.

MCCOY BROS. URGE CARE. TIRES WILL LAST LONGER

"Don't drive in car tracks!"
"Don't let your tires scrape the curb!"
"Don't drive over wet stones!"
"Don't drive on under-inflated tires!"
"Don't neglect small cuts or bruises!"
"Don't drive with wheels out of alignment!"

Here are six vital "don'ts" issued to automobile owners of this locality by McCoy Bros., the widely known dealers in this locality for Racine Country Road and Multi-Mile Cord tires.

"If automobile users will observe these don'ts," the dealer asserts, "tire mileage will be greatly increased. The carelessness of tire users is appalling. Often an automobile owner shortens the life of his tires by 50 per cent merely by carelessness."

"In these days of top prices, tire 'don'ts' should be carefully heeded. Racine Country Road and Racine Multi-Mile Cord tires are carefully built and extra tested at Racine Rubber Company factories to yield maximum wear under all conditions. Maximum wear, however, is merely a comparative phrase and the total mileage depends largely upon the care which the user exercises."

By observing the six "don'ts" listed above, the car owners of this locality will find that they obtain a fuller measure of service and a greater degree of satisfaction than heretofore.

HOUSEHOLD HINTS

If your dresser drawers creak, rub the edges with soap.

Old newspapers may be used to pad the ironing board in place of a blanket.

Pure block sugar or maple sugar is a more wholesome form of sweets than candy.

When baking apples, fill the cavities with sugar and a little grated lemon rind.

When your down coverlets become hard, hang them in the sun for a few hours.

A little sugar added to the corn meal when mixing it for hot cakes is a desirable addition.

If the stem end of a head of lettuce is brown it is generally beginning to spoil at the heart.

Keep a small dish of charcoal in the refrigerator. It will keep the contents sweet and wholesome.

Suet can be kept for weeks if you add plenty of flour while chopping it and cover the top with flour before setting it away.

It is better not to have very much water in the pot when you are cooking spinach, as much of the flavor is poured off with the water.

Greasy water should never be put into the kitchen sink, but if it is, the grease that collects on the surface of the sink can be wiped off with paper.

For bleaching the white pieces on wash day, try a tablespoon of borax to each gallon of rinsing water and hang the wash where the sun will



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Miller Mercantile Co.

strike it.
If you find the furniture polish empty on cleaning day, mix a little vinegar and olive oil and apply it sparingly with a flannel cloth, then polish furniture with a clean cloth.

GLOBE WHIRLS.

When a farmer is talky he talks a lot.

Does your roof leak when there is a rain? That's shiftlessness.

That taxes will increase every year seems to be as certain as death. Look at ten women these days, and the way seven of them wear their hair will make you laugh.

A man cannot convince you that he is cultured the first time he meets you, but many of them attempt it.

The empty back seat of a big automobile is one of the things that add to the discontent of the man on foot.

There is something about a girl who has a "steady" that you do not notice about a girl who has never had one.

The man equipped to plow gardens is as popular these days as a politician with money, and a good deal more independent.

If you want to be of assistance to a friend in trouble, do not say, "I'm sorry." That will not help him any, but it may bore him.

When an engaged girl gets mad at her intended, she begins to fidget with her engagement ring, as if she were going to take it off, and trample it under foot.

No woman's neck and bust were ever pretty enough to be displayed in public. If fat they look greasy, and, if thin, the play of ribs and chords and muscles, when she moves and talks, is a terrible sight.

At its next meeting the Lancaster Literary society will take this for its subject of debate: Which is the greater loss of time, trying to get some one over a telephone, or saying goodbye to a caller?

It is better to pity others than yourself. Self pity makes for weakness and narrowness, but there is strength in encouraging the strength you may need for helping others. And an occasional glimpse of the trouble of others is apt to show that yours do not amount to much, after all.

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of great soul power.

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when it comes to your spiritual self.

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G. A. Pollard, leader.

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