

Newberg Graphic

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THE BERRY INDUSTRY

After reading our last issue, some of our readers may get the opinion that we are letting the Berrian idea run away with us, and so we would like to explain our reason for laying so much stress on this, which to some may seem a more trivial matter than it is in our minds. Every newspaper must in the very nature of things adopt some real progressive policy, and the success or failure of that newspaper will depend to a large degree upon the kind of a policy which it adopts.

When we first returned to Newberg, we commenced to study conditions here, both in Newberg and its surrounding territory and we were impressed with the idea that this was to be in the future a berry raising section. We are ideally located for this, both as regards marketing and growing of the berries. We are close to Portland on a paved highway and as years succeed each other we predict that rising land values and higher taxes will almost force the people of this community to turn to some more highly remunerative class of farming such as berry and fruit raising. Of course there will never be a time when other things will not be grown hereabouts, but we believe it safe to predict that more and more will berry growing be adopted by the farmers. Certainly might this well be true and we can conceive that with the community centralizing its efforts on berries our section may become widely known as a berry growing section of the state. We have heard it said, that some of the farmers cannot see where The Berrians are going to help them. We believe that The Berrians will help them greatly, and in the long run far more than they will help the people of Newberg. Just as southern California has through their wonderful example of cooperation become known throughout the entire world for their citrus products and as Hood River has become famous for their apples, so this community may establish its reputation as a berry center. And the effects of enjoying such a reputation are a wonderful stimulus to the marketing of the berries.

The Berrians are in their infancy. Their policies are purely in the embryo state. They must first perfect their organization and make themselves known. In the carrying out of these things, there are many initial steps which must be taken and which in themselves have no direct bearing upon the future work of the organization. But they are absolutely essential to the future work of the organization and the undertakings. Community cooperation is the primal requisite of ultimate success in this venture and in order to arouse the communities to the point where it will be possible to get cooperation, these first things must be accomplished first.

On behalf of the Berrians, we bespeak the aid and cooperation of the farmers as well as the people of Newberg, and we wish to assure them that The Berrians are planning for the good of the farmers and that their ultimate object is the establishment of the berry industry in the community. Does this program meet with your approval? We ask you not to make too hasty a judgment on the matter, but give it favorable consideration and do not let any personal prejudices prevent your helping in this big task. We believe that this organization offers the people of this community the opportunity of a lifetime to get together in a way which will count tremendously for our own common good. Let's join. Let's boost. And above all, let's forget any petty personal grievances and push ahead to make the world know that this community is alive to its wonderful advantages and possibilities.

DO YOU DO IT?

We wish that we could drive home to every person in this community the fact that when he buys anything not of home manufacture, which is manufactured here, he is working against his own best interests. If we could all realize our own interdependence, we would be in a much better position to understand the harm which we are doing ourselves in buying goods made elsewhere. We can never hope to build up a community here which will be worthy of the name of a progressive community until we have first come to the realization of the fact that we must patronize our home industries and give them our utmost encouragement.

Newberg manufactures butter, and we have heard it said by persons living in Portland that they prefer the Newberg butter to any other, yet there are Newberg people who insist

on buying Portland butter and there are merchants who do not sell the Newberg butter at all. Newberg manufactures bread, cakes, pies, etc., and we can truthfully say that we have never eaten better pies than those bought from the local bakery. Yet we have often found it hard to get the Newberg bread at the stores, and the Portland bakeries are sending in huge vans of their product every day. At the same time we are told by the local baker that if the local people would give him their support he could install a bakery here the equal of any in Portland. What is true of these two industries is also true of other Newberg industries.

It is the duty of every citizen of Newberg to back to his utmost the various business institutions of our city and help them become what they cannot become without our support. It is also the duty of every business house in Newberg to keep pace with their trade and make whatever needed improvements will help to build up their trade and the community in which they do business.

Portland business institutions will never help to pay the taxes upon the public improvements in Newberg. They will never aid in promoting the welfare of our community. Let us give our support to those who are constantly doing for us. It is only fair that we should. We have no fight to wage with Portland. She is Oregon's big city and as such she is our big city, but we believe that it is a shortsighted policy which permits anyone to give business which should rightfully be given to their home town, to Portland. A dollar spent at home rolls around the home community and often finds its way back to the spender again but the dollar spent in Portland is not in all probability going to get back to you again.

Buy Newberg bread; buy Newberg butter; patronize your home laundry, your home plumber, carpenter, or home anything that you can. Keep your dollars at home and thus build up your home community.

TRY THIS OVER ON YOUR AUTO

Being in the advertising business, we are great believers in the efficacy of advertising. We have seen demonstration after demonstration which supported our faith in advertising. Of course we admit that there is a great variety in this as well as in other lines, some more effective than others. There is also fake advertising which does more harm than good. But anything which tends to bring out the real merit of an article or which simply calls the attention to an article of merit is good advertising. We make this introduction as a preface to a little thing which has recently attracted our attention as being a very good plan for advertising Newberg and one which is at the same time inexpensive. We have often noticed in autoing about over the country, cars with penants and streamers bearing the name of the home town and it has always made us feel a little more acquainted with that town and as though it was a live place. You have doubtless had the same feeling. The other day we saw an artistic streamer on a car with the word Newberg on it, and we could not help but feel that the man who was carrying that streamer on his car was doing some good advertising for Newberg. We later learned that the car belonged to our townsman, Oliver Evans. Mr. Evans doubtless makes occasional trips to Portland and other towns, and wherever he goes he is helping to advertise Newberg. It is a good thing and we hope that every citizen of Newberg, who has an auto will follow his example.

At a recent meeting of The Berrians, a speaker voiced what we believe to be the sentiment of everyone, when he said that we live in the best valley in the best state in the best country in the world. And yet there are those whose talk would lead one to believe otherwise. We do not know of any spot on earth that would suit us as well for a place to call our home. We cannot conceive of more beautiful scenery than that supplied by the majestic hills surrounding us here or by the beautiful windings of the Willamette river. We do not know where we could find a more salubrious climate or one better to our individual liking. We have yet to learn of a place where fruit and flowers grow or where the products of mother nature mature to better advantage than they do here in our own Chehalis valley. Watered by the rains of heaven; matured by the suns of summer and harvested and marketed under the most favorable of conditions we can expect just what we get, a perfect product. California may boast of her fruits, but to us the Oregon fruits are far more luscious. The long dry season which Californians have to endure is not broken by the occasional rains and cool cloudy days which are so great an aid in bringing our fruit to a large juicy fruition unknown to many

of the California fruits. This is the garden spot of the world, and we believe it will become noted as such.

Speakers at the Oregon State Bankers convention at Seaside gave out the information that while conditions over the country were generally improving that they were still far from normal and that it would take quite a number of years to bring back the normal conditions of the pre-war period. The bankrupt condition of so many European countries was given as a reason for this and it was stated that America must come to the financial aid of these bankrupt nations. This is being done through the organization of a financing corporation whose aim is to enable American manufacturers to sell their goods to the European countries on long time credits. But the main point developed by various speakers was that the reconstruction period must in the very nature of things be extended over a long period of years. War taxes cannot be removed immediately neither can good times return spontaneously. The great war debts must be paid and normal conditions can only be arrived at after a period of years.

Because pedestrians as a class do not read the motor vehicle laws of the state and are therefore not aware of the law covering their use of the public highways, outside of the limits of incorporated cities and towns, we publish the following clause pertaining to them from the Oregon Motor Vehicle Laws: "Pedestrians, when using any highway outside of incorporated cities or towns, shall use the left-hand side of such highway, so as to leave the right-hand side of the highway free for vehicles passing in the same direction and for safety in meeting vehicles proceeding in the opposite direction."

We have heard of two gentlemen of colored hue who made a bet as to which one could think of the most delicious dish to eat. We venture that if they were living in this part of Oregon at the present time they would both have given the honors to good old strawberry shortcake.

With cloudbursts and floods on every hand throughout the country, Newberg can feel secure and go on her way without fear of any local catastrophe.

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(also called
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Rainier
National Park,
Washington

Gorgeous Mt. Rainier

Mount Rainier is 14,408 feet above the sea-level—the second highest mountain peak in the United States. It is the center of Rainier National Park, Washington—and is situated about seventy-five miles by road east of Tacoma.

This remarkable mountain is of volcanic origin and is now crowned with snow and ice, having the most extensive glaciers to be found in the United States.

The National Parks Highway leads directly from Tacoma to Rainier National Park, and at Longmire Springs—within the Park boundaries—is a Standard Oil service station ready to serve motorists with Red Crown Gasoline.

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