

Newberg Graphic

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OUR NATAL DAY

A little over three hundred years ago the Pilgrim fathers first landed at Plymouth in their effort to establish themselves where they could worship God according to the dictates of their own conscience. Religious freedom was the thing they sought and no thought was given to government apart from the mother country, and her sovereignty and dominion over the colonies established was readily recognized. Through the following century events occurred which gradually awakened the thought of these sturdy pioneer people to a sense of oppression, but even then little consideration was given to rebellion or self-government. However, the seeds of discontent were being sown and in the following half century they ripened into action and the cry for political freedom was also raised on every hand, culminating in the Declaration of Independence and the Revolutionary War, which threw off the shackles of English dominance and made the United States a nation.

Those early days of the first century and a half saw little change when compared with the remarkable changes which have occurred in the last century or even the last half century. The foundations were being laid and this is always a more difficult and less speedy period. The superstructure of national life which has been erected upon this foundation could never have attained its present imposing dimensions had not the foundation been laid with care.

This week, we as a nation, celebrated the natal day. Probably the great majority of the people have come to look upon the Fourth of July as a mere holiday opportunity to get away from the regular toll of life and

go out on a picnic or attend some festive celebration where the crack of the little boys' firecrackers and pistols mingle with the cries of hawkers and the surge of large numbers of people all bent upon amusement. It is really too bad that we have accepted thus lightly so important an occasion, for it might offer an excellent opportunity for the upbuilding of a deeper national spirit and a better appreciation of the advantages and ideals of our country. But the present age seems to crave entertainment above everything else and the Fourth of July has come to be a day of pleasure. There are probably few of us who know anything much about the Declaration of Independence, other than that it was the document which declared that we would no longer be subjects of King George. Likewise is it probable that few of us could tell much about the constitution which was later adopted to govern the political life of our people. The form of our government was entirely a matter of experiment at the time of its foundation and there were many who said that upon such a government the nation could not exist.

There were times during the succeeding years when great doubt was entertained as to the possibility of maintaining the nation and a civil war was necessary to demonstrate that our government was supreme in the land. The government of the United States, as laid down by our forefathers in the constitution and as outlined in the bill of rights contained in the Declaration of Independence, triumphed and today other nations are rapidly turning to this more democratic form of rule and we find republics scattered all over the earth.

It is a thing of which Americans may well be proud that we were the leaders in the movement for political freedom and that our nation has set the pace and is still leading the world in many reforms. The lofty principles of the Pilgrim fathers have had an inspiring effect upon the nation throughout the years of its existence and the religious inspiration and guidance given to our affairs are responsible for our achievements. There is no other nation which can match our great humanitarian movements or our far-reaching missionary activities. There is no other nation so well fitted to be the big brother to those in need, and Americans may well be proud of

our accomplishments along these lines. Ours is probably the richest nation in the world today. We may go on and maintain our place at the head of nations. It is our heritage to do so.

But we know by the history of other great nations which have assumed places of leadership in the affairs of the world that there is a great possibility of ultimate failure and it behooves us to see that the superstructure which we are building today upon the foundations of the past century are well planned and so built as to withstand the rigors of time and the merciless attacks of enemies both without and within. The example of our forefathers is a good one to follow. They held close to the divine guidance and to cardinal principles of righteousness. Gross carnality can accomplish but one thing, the ultimate downfall of the nation which pursues it. Rome, Greece, Spain, and many, many others point the way to failure in this direction. The early history of our own country points the road to success if followed continuously. Shall America endure the centuries to come or will she go down as have these other one-time world leaders? The answer rests with those who will celebrate our natal day throughout the years to come.

THE BERRY FESTIVAL

On Saturday of this week will occur Newberg's second annual berry festival. Last year this little city made an enviable reputation over the state for the entertainment which was given the visiting public who came to our first festival. The plans for this year's program offer something even better. It remains only for the public in general to give their hearty support to the movement again this year to insure its final and complete success. We feel sure that the people of Newberg and of the various communities which surround this city will all join in endeavoring to outdo their former hospitality.

Distinguished guests will be present from all over the state. They will come, some of them at least, out of curiosity. It will be our portion to see that they leave with the best of feelings towards this section of Yamhill county. There is a growing fraternal spirit among the various communities of the state which is probably attributable in

large degree to the friendly relations established by the various booster organizations of the state. Next Saturday the Berrians will be hosts to the Prunarians, the Rosarians, the Cherrians, the Hubbarians and we don't know how many others. They will doubtless return to their homes with a better feeling towards Newberg than they ever held before. But it is not alone these organizations who will be present, for many representatives of other cities which do not have any such booster clubs will be here. McMinnville is making a concerted effort to get up a crowd from there to attend our festival this year. Hillsboro people were over this week inviting the Berrians to the Fourth of July celebration and promised to come to our festival in return. And so it goes. These things are building up a splendid spirit which can do much to elevate our entire state and put Oregon where she belongs among the states of the union.

There is no question but that quarreling and strife among communities only tends to retard proper growth and in inverse ratio common boosting and mutual helpfulness will tend to increase growth. We have nothing to lose and everything to gain by being friendly and showing ourselves genial hosts during our Berry Festival.

The Berrians is an organization of less than two years' life. In that short period marvelous results have been attained. We do not need to recount them, for they are fresh in the minds of all. Moreover the public have shown their appreciation in a very substantial way at various times. Already thousands of persons who had never heard of Newberg before are beginning to learn about us and are forming favorable impressions about this city and this berry country. It is not so long ago that a man living in Portland was heard to say in response to the query, "Where is Newberg?" "Oh, that's a little place of about three or four hundred people just a few miles out of Portland." We who live here and know the facts would consider that man very ignorant and yet there are hundreds of people living in Portland whose idea of this city was just as vague as that a short time ago.

And what is true of Portland is even more so true of other sections of the state. There are many people right here in Oregon, who if

asked regarding Newberg, Newport or Roseburg would find it difficult to distinguish between them. We cannot advertise our city and our section of the country too widely. The floats which have been entered in the Rose Festival, the booklets which have been put out by the Commercial club, the Berry Festival which we are holding here are all doing their part in this good work. And because the Berry Festival is the next community undertaking, we bespeak the united cooperation of every person living in this trade community.

THOSE LABELS

Last week the Graphic touched upon the subject of labeling berry crates with a uniform label which would identify the product with this section, in an editorial on the berry industry and the Berrian movement. Several have commented upon this label feature favorably and since writing the former editorial the writer's attention was called to a specific case. A local grower was shipping out a lug of cherries to a Montana point. Through a crack in the box could be seen some of the finest large black cherries grown anywhere. Cherries that would make your mouth water. Cherries that to the palate of a Montana man must seem especially fine. But we had to hunt carefully over the lug to find anything to identify those cherries with Newberg, and then only found a faint rubber stamp mark in a rather inconspicuous place. What a fine opportunity was lost for advertising our fruit section by not having a nice lithographed label on the end of the lug where no one could miss it.

This appeal is not made in an attempt to work up a line of business for ourselves, for we believe that the growers should have a type of label which we could not print—a lithographed label in colors. These labels could be made so that the different kinds of fruit could be shipped under them and could be printed with the names of the various fruits by simply changing the one word. We know of no better thing than the famous view of the mountainside near Springbrook for the main or background of the label and then with perhaps a showing of different fruits in clusters and the expression "Grown near Newberg, Oregon, the Home of the Berrians," with the kind of fruit contained and

perhaps a line "Grown by" with a blank for writing or stamping in could be purchased in large quantities and retailed to the various growers so that they would not need to be very expensive, and yet they would build up a reputation for this country all over the United States which would ultimately help the growers immensely in selling their fruit and enlarging the market areas.

The Graphic offers these suggestions in the hope that some organization may see the value of it and put it up to the growers. There should be some organization or central board for handling such a proposition so that it would be strictly cooperative and avoid any necessity of paying anyone a profit on the handling of them. In this way the grower would get his labels at a low price and the community would get some splendid advertising which would be a help to the grower.

A short ad in the Graphic will bring what you want.

Ease Your Eating Problem

BY BUYING YOUR

Groceries

where you get

QUALITY SELECTION and RIGHT PRICES

A. M. Kendrick

Corner First and Meridian

Phone Black 14

5½% Interest

On Federal Farm Loans

Interest Reduced

June 1

Discuss It With

Your Banker

McMinnville National Farm

Loan Association

McMinnville, Oregon

U. S. Bank Building

BIG FORD AND FORDSON DEMONSTRATION

Under Auspices of the Berrians and Newberg Motor Co.

RADIO CONCERTS AND MOTION PICTURES EVERYTHING FREE

Concerts and Pictures at corner of First and Edwards Streets, commencing at 8 P. M., both Friday and Saturday nights.

Watch for the Ford Caravan in the Berry Festival Parade

Other Special Ford Features by special arrangements with the

NEWBERG MOTOR CO.

Authorized Ford and Fordson Sales and Service Dealers