

## BERRY GROWERS PACKING CO. REPRESENTS A BIG INDUSTRY

By D. E. TOWLE.

At your request we submit the following as a seasonal partial report of the doings of the local Berry Growers Cooperative association for the first eight months of our association year, which ends March 31, 1925, for the Christmas number of the Outlook:

It is a matter of common knowledge that this association was organized in February, 1919, and was run for the years 1919 and 1920 by the board annually asking for bids on the estimated tonnage and acreage of the members and assigning the crops of the different members to the successful bidders. This plan was very simple and satisfactory to all concerned and we hoped to follow the same plan in 1921 but owing to financial reverses the canners with whom we had been dealing were not in the market so the situation seemed hopeless but by superhuman efforts the association acquired the local cannery and arranged the financing of canning and barreling the cane berry crop. This move on the part of the growers in the writer's opinion, stands out as the best piece of work the members have done. It required team work and quick stepping to save the crop and would not have been possible if the members had lacked courage and faith in themselves and their co-workers. The turn-over of that year amounted to \$112,162.46. The turn-over of the 1922 crop was \$206,727.85. In 1923 the amount was \$269,270.06 which was a fair showing for a damaged crop owing to the three days of rain in July. This year, 1924, under date of December 1st, shows a turn-over of \$343,602.25 and when the returns are all in will run well over the \$400,000.00 mark and will be the biggest and best year for the association. The total tonnage of fruit handled is 2,002 tons as follows: strawberries 140 tons, raspberries 1,062 tons, loganberries 320 tons, blackcaps 12 tons, blackberries 95 tons, cherries 159 tons, pears 210 tons, red currants 1 ton, gooseberries 3 tons. This is an increase of nearly 50 per cent in tonnage over 1923 and together with our merchandising profits will make a very gratifying showing of small expense in proportion to the volume of business handled for the year.

It has filtered through from the National Agricultural Department that we have the record among cooperative associations for volume of business handled at the lowest per cent of

cost and the lowest capital investment. Our paid-in capital is only \$10,675 on which we pay an annual dividend of 8 per cent, supplemented by \$3,200 of 7 per cent money and \$20,000 of short time money for the purchase of sugar, cans, and labor payroll on which we paid 8 per cent for 52 days or \$280.

Surely this showing is sufficiently economical to satisfy the most parsimonious New Englander including Cool Calvin. Sometimes we are afraid our rigid economy will become a habit with us and we will become miserly and New Englandish, and with this in mind I suggested to Mr. Fisher recently that probably we (like Jerry on the Job) should strike Mr. Frisby for a raise all around, but he, Fisher, countered by saying the folks we worked for had a hard time to make ends meet so the matter was dropped temporarily at least, and the management, including the office force, will

have to skimp along just because your man Fisher is so sympathetic and tender hearted, and I trust you will bear this in mind, and if he should pass on (which we trust he will not for many years) that you folks that he fights for will furnish an abundance of seasonal flowers, not expensive ones, but in keeping with his economic theories.

As a last word I wish to express to you, members of our association my appreciation of the ability and efficiency of your cannery force in their respective lines: Mr. J. J. Fisher, assistant manager and cannery superintendent; Miss Cora B. Green, cashier and supervisor of accounts; Miss Ruth Schedeen, who handles the growers ledger; Miss May Nelson, who works on the general ledger; Mrs. Frank Gibbs, who superintends the sorting force during the canning season; Mrs. S. D. Harding, who handles the fresh fruit shipments; and Roy Burton who has learned to supervise the canning end successfully which is in itself a position of much responsibility.

A Want Ad in the Outlook will help you sell your auto.

### WINNERS IN THE "DO YOUR CHRISTMAS SHOPPING IN GRESHAM" CONTEST

Fine Sentiments Expressed by Pupils of Grade and High Schools

#### High School Winners.

First prize, Edith Lionberger, sophomore.  
Second prize, Gertrude Sharkey, senior.  
Third prize, James McAllister, sophomore.

#### Grade School Winners.

First prize, \$1, Harold Johnson.  
Second prize, 75c, Alice Shelley.  
Third prize, 50c, Elizabeth Thornton.  
Fourth prize, 25c, Kermit Johnson.  
Honorable mention, Marjie Shaw.

The prizes to the high school pupils are donated in merchandise by L. A. Wack & Co., Hepp's Racket store and Aylsworth & Martin. Although the offer was open to Corbett and Sandy high schools, no answers were received from pupils of those schools. The prizes to the grade school pupils are donated by the Gresham Outlook and the winners may receive the same by calling for them. Several excellent essays were ruled out because of being considerably over the limit of 100 words. Following are the answers:

#### By EDITH LIONBERGER.

As residents of Gresham it is your duty to do your Christmas shopping here. Everyone likes to live in up-to-date prosperous towns and nothing helps a town's prosperity more than its people's loyalty, and loyalty means patronizing your own merchants and keeping your money in Gresham.

Money is spent freely at Christmas time and if it is spent outside of Gresham it cannot help the town.

If you shop in Gresham you will show your spirit of loyalty and will help build up future business for your children should they become future business men and women in Gresham.

You will save time, money and trouble and also avoid the dangers of holiday traffic, and be able to make exchanges if necessary very easily by patronizing your home merchants.

Your merchants work for you and you could not get along without them, neither can they do business without you, so help them to give you more efficient service in the future by shopping at their stores.

Nearly all Gresham stores have a complete stock of Christmas goods in their line and they are no higher than



## Gifts From the Christmas Store

Our cases are now filled with exclusive new jewelry for Christmas giving. Why not take advantage of the opportunity for leisurely selection?

We have just the ring, bar pin, bracelet, wrist watch, or pendant, that will please HER most. Every article is reasonable in price, and exactly at the same figure you would pay, even on Christmas eve, with stocks depleted.

COME IN THIS WEEK FOR A SHOWING

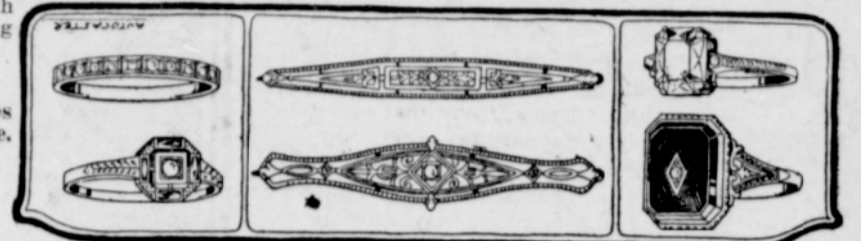
No charge for engraving on Christmas Jewelry.

### A Gift of Jewelry is the Remembered Gift

An Elgin or Waltham Watch will please the man or young man. Let us help you select.

Our display of Wrist Watches are complete and up-to-date. All the best movements \$13.50 to \$100.

Our display of bar pins will surprise you. 50c to \$1.00



In rings you will find a stock par excellence. Gents' and ladies' rings, of all kinds and rings of the leading fraternal orders.



The earrings come in many varieties. Nearly all of them are designed with pendant effects. Some of them are made of Sterling Silver with platinum finish. Some are priced as low as \$3.00 a pair.

Be it sparkling jewel or the dull antique of a little vanity case—it carries that personal message which is understood by all—it breathes the spirit of love and the freedom of expression far above its materialistic value or usefulness. We advise an early selection.



## GUY D. JONES JEWELER

Store open Evenings until Christmas

A Small Deposit will hold any article until Christmas

#### Fine Sentiments on Trading at Home.

"Stand by Gresham and help her grow by trading at home."

"We'll make in inspiring resolution: We'll stand together for a bigger and better Gresham."

"Let us cooperate, then everybody will prosper and our city will prosper."

"Any place that is food enough to earn money in is good enough to spend it in."

"Practice economy by trading at home."

"Trading at home helps the merchants, your neighbors and yourself."

"Trading at home helps build up your town and make it more prosperous."

the same articles would be in Portland.

Stand by Gresham and help her grow by shopping at home.

#### By GERTRUDE SHARKEY.

"Peace on earth, good will to men" falls on the world at Yuletide. Then all cares and quarrels are forgotten and forgiven while struggling humanity deserts its selfish motives for the happiness of others.

Do the inhabitants of this hustling little metropolis-to-be realize the dormant qualities therein and that the power of arousing these lies in the hands of the business men of our city? They hold the key to the continuance and prosperity of the Gateway City.

Who is the man who takes your produce, advances you credit, and tries to give you a square deal? Your Gresham merchants.

Who is the person who grows a little about prices, disposes of his goods at local markets and spends his money elsewhere? You.

Gresham business men are modern, practical, carry a complete line of superior merchandise, are easily reached, and are the very embodiment of courtesy and kindness. Contrary to the general belief, Gresham merchants do not charge exorbitant prices. In competition with several stores of national repute, a Gresham business house won an order for superior quality and lower price. This shows an endeavor to serve and please before profit which is characteristic of all the local firms.

Why not give your long-suffering merchants a Merry Christmas by letting them know you appreciate their work? And together make an inspiring new year's resolution. "We'll stand together for a bigger and better Gresham!"

#### By JAMES McALLISTER.

Why should we do our Christmas shopping in Gresham? Isn't it our city? Who made this city? Who supports this city? We do! So let us do it one hundred per cent instead of running to Portland and patronizing some Jew. These Jews won't in turn come out and support the needs of Gresham. They don't pay taxes to support our city.

The stores of Gresham can sell articles cheaper than those large stores in Portland. The overhead of one of our stores is two-thirds that of a big city store.

The only trouble with our merchants is that when they buy a supply of articles they cannot tell whether they will sell it or not. Everybody goes to Portland, so the merchant sells about half his supply.

How can a store like this prosper? If everybody would have bought in Gresham the merchant would have sold all his supply and continue to do so. Then the merchant would prosper. With the difference in overhead his prices would soon be lowered. But when half his supply is left he must charge on the other half to help pay for all.

If any citizen would be asked concerning this question he would say, "Yes, yes, it is a wonderful thing. We all should do this." Perhaps this man was a hardware merchant, a mechanic, a druggist or a butcher. But when he buys his clothing or articles different from his own articles he runs to Portland.

Let us all cooperate. Let the hardware merchant, the druggist, and everybody buy in Gresham. If they haven't got it let them get it. Then everybody will prosper and our city will prosper.

#### By HAROLD JOHNSON.

We should do our Christmas shopping in Gresham because it helps our town become larger and more prosperous. Our merchants are able to give us better goods for less money because their rent and clerk's wages are lower than that of the city merchants.

Most of us make our living in some

way in Gresham and any place that is good enough in which to earn money certainly ought to be good enough in which to spend it.

The buying public and the merchants of Gresham should bear in mind the Golden Rule, "Do ye unto others as you would that they should do unto you."

#### By ALICE SHELLY.

In trading in your home town one keeps money at home, so helping the merchants, your friends and neighbors, and of course yourself, for the better their trade is the better values they can give. They have lower overhead expense and so can sell cheaper than city merchants. Then if you go to the city to trade you spend more for your carfare there and back and your lunch. Then you also spend for treats in town, which you would not at home for it seems so much a holiday.

#### By ELIZABETH THORNTON.

You should do your Christmas shopping in Gresham because it will save your time and money, and because it helps your home town.

It saves your time because there is no long tiresome trip to the city and no annoying search for parking room. Gresham stores have plenty of clerks who give you prompt service.

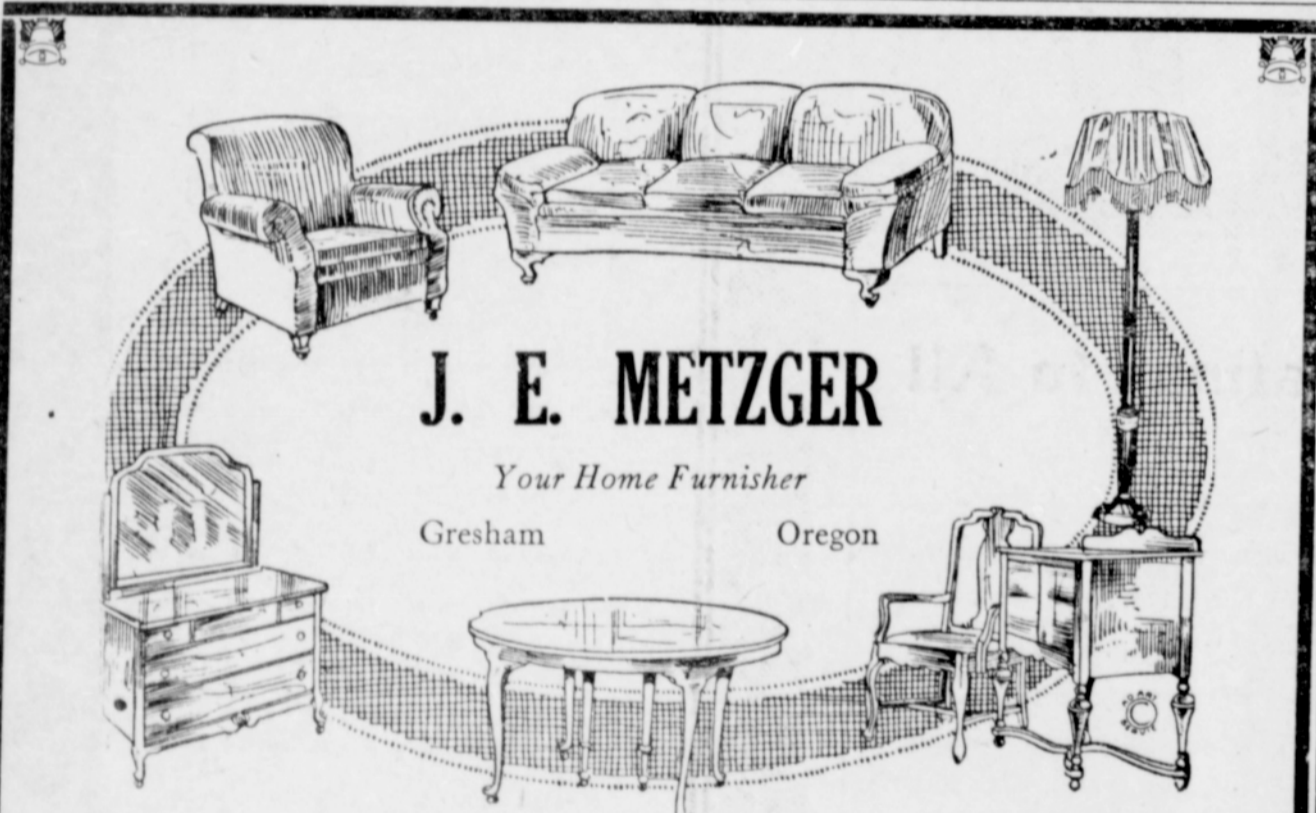
You save money because Gresham stores have merchandise that is the equal of that found elsewhere, and is sold to you at a lower price.

But principally you should shop in Gresham because that will help to build up your home town and make it more prosperous.

#### By KERMIT JOHNSON.

My reason for doing my Christmas buying in Gresham is: That it builds up a keener interest in your home town. Another is that if you buy in Portland they reap the benefit, while if you buy in Gresham your money stays there, another reason is that when a person buys in Portland it looks as though he were more interested in that place than here. President Coolidge advocates "Economy."

Continued on page 3



## J. E. METZGER

Your Home Furnisher

Gresham Oregon

### Gifts for the Kiddies



Real Wicker Furniture, just like the grown-ups use, in complete sets of Chairs, Tables and Settees.



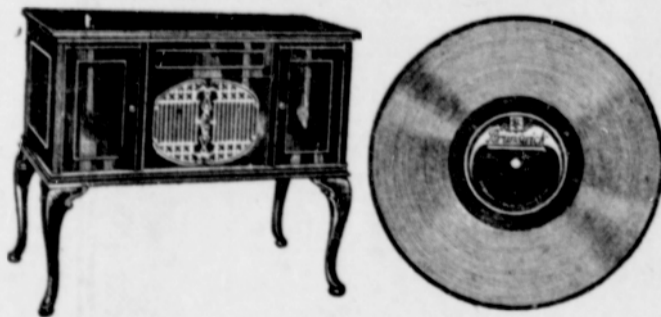
Our large line of Kiddie Cars, Scooters, Toddlers, Toy Autos, Wagons, Etc., at prices that will appeal.



Let us help you solve the gift problem. A piece of furniture is always an acceptable gift.

### The Gift That Will Gladden Every Day for Years

## Brunswick Phonographs and Records



Our record stock is constantly growing, selections by the most renowned musicians are being added and we are confident that you will find just what you want in records here. Brunswick, of course, the best record for any phonograph.

Exclusive Brunswick artists are Theo. Karl, Richard Bonelli, Marie Tiffany, Max Rosen, Fredric Fradkin, Leopold Godowsky, Josef Hofmann and others.

Ask us about the

### Brunswick Radiola

Can be had in a variety of styles and at prices within the range of all.



### The Gresham Hat Shop

EXTENDS

Greetings of the Season

to it's friends and patrons