

GARDEN CLUB MEETS —
The Azalea Garden Club met last Thursday in the V.F.W. Hall with 32 members and 12 guests present. The meeting was conducted by Mrs. M. Fallert, the president. A talk on the control of insect pests, by Mrs. Ruth Bathiany, was very interesting, especially to the newer residents. Plans were discussed about the annual flower show, to be held in conjunction with the Azalea Festival and the committee announced that the theme this year would be "Arts and Flowers." Mrs. Lillian Weideman was named general chairman and the date set for June 10th and 11th.

After the business meeting, Mrs. Ruby Harvey conducted a corsage making class and all those interested were asked to make corsages and wear them. Daffodils, carnations, primroses and heather were utilized.

St. Patrick's Day was the motif used for the table decorations and the dessert luncheon. Hostesses were Mrs. C. L. Fallert,

"TURNOVER"
"Turnover" is a word. It is also a gauge. Every merchant has his eye on his "turnover."
Here is how it works. This month the merchant may buy something for \$1.00 and sell it for \$1.01—a profit of only one cent. He puts that penny in the sock and spends the dollar for another item which he likewise disposes of for \$1.01 and he again shoves his penny profit in the poke. Doing this twelve times a year at the end of the year your merchant has his original buck plus twelve cents or 12 percent profit, which in these days, is not to be sneezed at, year in and year out, if you have a bucket full of bucks.

Maybe this little skinny story of merchandizing may hatch some ideas about sales, inventory reducing — and business failure, too.

To the merchant "turnover" is a highly important word.

Mrs. Florence Davis and Mrs. Cleo Craig.

MEDICAL COURSE OK'D
The Medical Technology course at OTI has been approved for the next year, according to a report from this college, located near Klamath Falls. The approval by the American Medical Technologists Association qualifies OTI graduates to take the examination whereby they may be approved for work in any part of the country.

Of the around 100 graduates of the OTI course, since 1948, 95 have passed this examination, according to authorities.

JIM MAKING REP. —
Jim Vincent is making quite a name for himself in the news photography field. He is working for the JOURNAL and his snaps are drawing national attention. Takes after his papa, Ralph, and demonstrating the climatic influence on the family who lived here for a spell.

DEBT WARNINGS —
Since 1945 the average take-home pay in this country has increased about 80 percent, and at the same time, unpaid obligations have increased five-fold, warns M. D. Thomas, OSC agricultural economist, who goes on to state that debts for automobiles have jumped from 6 billion dollars in 1950, to 14 billion by the end of 1955 and in the same five years mortgage debts on houses has climbed from 45 billion dollars to 89 billion.

"If we can do some paying and catching up without seriously reducing production of new goods, we may skim along alright," Thomas says. But he warns that "the longer we go without a setback, the more confident we become and the greater chances we seem likely to take on our ability to pay debts."

FARM TREES —
The market for surplus trees on farm holds goods, bringing a good price for these scattered butts and poles, and yielding their owners several dollars which they could not get if the trees are allowed to pass maturity.

PATRONIZE
PILOT
ADVERTISERS

WHO WILL PAY?
The American Automobile Association advocates a rate differential in providing funds for highway expansion. It states that the differential is justified because of the difference in highway wear caused by passenger cars and light trucks as against that of heavier vehicles. It cites tests conducted by the state of New Jersey which showed a 27 to 56 percent increase in maintenance costs on a truck highway as against another purely light car section.

SPRING IS HERE AGAIN!

You can't fool Nature always. Out in front of the Catholic Church, on the Oak Street hill, there used to be a dandy live spring of water gurgling all year 'round. Despite the dumping of countless loads of fill and putting various drainage devices it persists, making a perennial "Thank You Ma'am," for going and coming folks. That crick alongside Murray Palmer's emporium has been fluid for a long time, too. Angling therein will be permitted when the zone's season opens.

Figure jugglers convince us that the average business letter costs the man who is footing the bills around \$1.80 per copy. Adding up all the components—and they are many—they are more than probably right so, when you next get a hunk of business correspondence you may well look upon it as another reason for the high cost of living.

TAXES —
Looking backward, in 1929 the tax on a \$2,000 income was \$2.00 for a married person with two children and a \$10,000 income it was \$40. What will it be

MORE MONEY —
According to estimates in the National Treasury Department, this year they will take in more 25 years from now?

cash than they are going to spend. There will be plenty of contention in Washington as to what will be done if this does happen.

PAUL RONNIGER
and the
WOODLAND PARK CLINIC
Announce
The Association of
DAVID R. BROWN, M. D.
Physician and Surgeon

In Gratitude

To my friends and customers, I wish to express a sincere "Thank You" for your wonderful patronage, which helped me successfully establish a Jewelry Business in Brookings; The trust and confidence you have shown, shall always be remembered.

I have recently sold my business to Mr. S. L. Willoughby, who has had even more years of experience in the Jewelry business.

Upon Mr. Willoughby's request, I shall continue, for some time, to be associated with the store, and it is my sincere hope that you will give him the same opportunity to serve you that you have always given me.

I can truthfully say that you will find Mr. Willoughby a real asset to the City of Brookings.

— VIRGINIA MINCER

HEY..
IT MUST BE
SPRING!



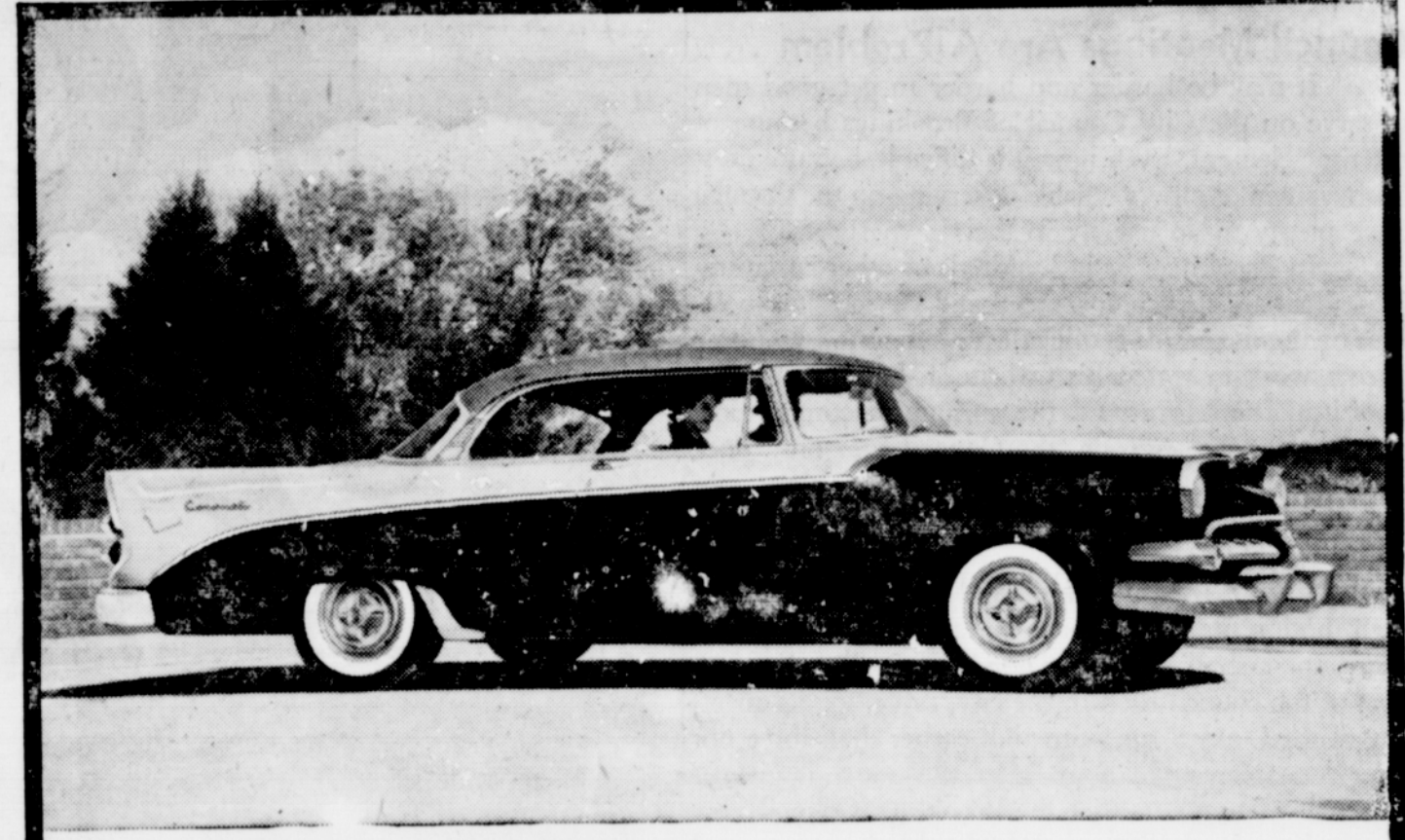
SURE
IT IS
SPRING...

AND IT IS TIME FOR THE
STYLE SHOW

SILVER SYMPHONY

NEW HIGH SCHOOL GYM — 8:00 p.m.

SATURDAY, MARCH 17
Sponsored by the Satellite Social Club



'56 DODGE Coronet
it's your King Size Buy!

Luxurious new '56 DODGE CORONET is bigger by far than other medium-priced cars! Bigger in size, comfort, performance, style! Yet it is priced right down with the lowest-priced cars. A big Dodge Coronet V-8 Lancer hardtop costs only 95 cents a week more than "hardtops" in the small-car field!

Size it up with others in the medium price field

| | |
|---------|----------------------------|
| Car "B" | Dodge is 6.9 inches longer |
| Car "M" | Dodge is 5.6 inches longer |
| Car "O" | Dodge is 7.7 inches longer |
| Car "P" | Dodge is 6.4 inches longer |

Price it against small cars in the "low price field"

| | |
|---------|-----------------------------|
| Car "C" | Dodge is 14.5 inches longer |
| Car "F" | Dodge is 13.5 inches longer |

Yet Dodge costs only \$4.11 a month more (less than 95 cents a week!)*

More legroom front and rear! More legroom front and rear! Wider doors! Greater steering wheel clearance! More rear deck space! New '56 Dodge is bigger inside and out! Looks bigger! Rides bigger! Is bigger!

Why settle for a small car, when a new '56 Dodge Coronet brings you so much more for so little more! Here's big-car ride and roominess, big-car luxury and looks in a full line of King Size Coronets, priced right down with the small cars!

Push-button driving and record-breaking performance!

At a touch of your finger, you command the greatest performing car on the road today—bar none! The new '56 Dodge shattered every record in the book—including world records held by expensive foreign models—in its sensational 14-day official run on the Bonneville Salt Flats. The '56 Dodge V-8 holds more performance records than all other American cars combined.

*Comparing price of Dodge Coronet V-8 Lancer against average price of same body style of the "low price 3." Price difference based on 24-month financing after 1/3 down payment.

Value Leader of the Forward Look

Dodge Dealers present: Danny Thomas in "Make Room for Daddy," Bert Parks in "Break the Bank," The Lawrence Welk Show—all on ABC-TV

C. "ED" DEMPSEY
"Your Dodge - Plymouth Dealer"
BROOKINGS, OREGON