

The Turner Tribune

SUBSCRIPTION \$1.25 PER YEAR

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MRS. CHAS. S. CLARK } Editors
and
CHAS. S. CLARK } Publishers

The Home Town Newspaper

The merchant's relations to his home town paper are supposed to be those of an advertiser. This is narrow vein. The home town paper is an institution. The merchant can no more escape its influence than anybody else in the community, whether he advertises in it or not.

Yet, as a consistent advertiser, his relations with the local newspaper becomes definitely constructive. He becomes a part of this institution without which no community can express itself. Whatever its merits or demerits the home town paper is an expression of the community. Literally, it is the "Voice of the People" in a sense that cannot hold true of any other medium.

This institution keeps friends in touch with friends. To the best of ability it answers Who, What, When, Where, How and Why? It brings the individual out of himself. It speaks the local language. It interprets community life. Week by week, or day by day, it tells the story of the town and county.

Most of us are so accustomed to the town paper that we take it as a matter of course. If we think anything about it at all, we think of its deficiencies. These are present largely because it is run by fallible human beings. The wonder about the town paper is that it contains so few mistakes, not so many.

To the merchant, especially, the home town paper is an opportunity. His business, too, is a local institution. Unless it finds some kind of expression in the home town paper, both the paper and the business have, to an important extent, failed to function. Each is affected somewhat by every successive failure in this respect.

It does not cost a great deal of money to advertise in the local paper. Most advertisers are over-judicious rather than extravagant. It is the continual message that counts most. Sporadic advertisements now and then are of doubtful value. Perhaps they are better than no advertising at all. Every advertisement placed by a business house should blend into every other advertisement it places. The merchant should think in terms of a campaign rather than in terms of the single insertion.

Vast progress has been made in advertising within recent years. Outstanding examples of it are to be found in the national field. Locally, however, advertising has much room for development. Aside from one or two of the big stores, the average merchant in the average small town gives too little study to the power of advertising.

But conditions are changing. More and more merchants are coming to realize that they are losing money and prestige when they are not to be found in the advertising columns of the home town paper. This is one of the healthiest signs in the field of merchandising. — East Side Journal, Kirkland, Wash.

Is there a lighter or summerweight type of hair short for the president—or does the adjournment of congress amount to the same thing?

Something else that does the nervous system no good is watching a 4-year-old maneuver a large piece of currant jelly onto a small segment of cracker.

A large percentage of household casualties, says an accident actuary, are caused by slipping in bath tubs. We don't know what can be done about this: You can't sprinkle ashes in bath tubs.

Spending The Income

On first reaction the announcement that the housewife spends 85 per cent of the income of the average American family makes the housewife appear a spendthrift. Figures do not lie, but they sometimes leave the wrong impression.

Eighty-five per cent of the family income may be spent by women, but not for women. The statement assumes that the average housewife pays from her 85 per cent all the bills of the home from rent to food and fuel, leaving 15 per cent to the husband for miscellaneous expenses and the operation of the family automobile.

The surprising thing in the situation is that the average home can be properly maintained on 85 per cent of the family income. The average income is not so munificent as to obviate good management and there are valid reasons to believe that many men would resign the job if given the entire income with which to operate the household.

Courts frequently hear improvident husbands explain that their wives spend every cent they get. Investigation usually reveals that the wife's allowance not only prevents and surplus, but makes a deficit pardonable.

Experience and necessity combine to produce good management. Poor management is as excusable in the bride as in the apprentice, and good management is as necessary on the part of the average matron as on the part of the trained business executive.

TELEPHONE 3441
Globe Body & Fender Works
Bill Durkee
Bear System of Wheel Alignment
Frame and Axle Straightening
444 Ferry St., Salem, Oregon

Real Estate For Sale

FOR SALE—8-room house; woodshed; well in shed; 1 lot plowed; located in Turner, Oregon.

FOR SALE—54 1/2 acres; 17 acres fruit; 2 1/2 miles north of Aumsville, Ore.; 15 acres pasture; running water 7-room house; barn for 10 head stock. Will also sell stock and machinery with place.

FOR SALE OR TRADE—56-acre ranch, 18 miles south of Salem, Marion county, Oregon; 6-rooms plastered house, with woodshed and store room adjoining; 14x24 shop and oil house; barn; 20 tons oat hay; two wells; chicken house and double garage; all buildings in good repair; 24 acres Italian prunes and about 24 acres tillable; 1 acre in bearing cherries and grapes; also 1 acre apples; 5 acres pasture; school bus passes place; one mile to Marion, nearest town; good graveled roads; nature of soil, black and rolling.

FOR SALE—1 acre of ground with 5-room house, fruit room, front and back porch, clothes closets, electricity, city water on premises, well water, double garage, barn room for six head stock, number chicken coops, shady grove, located right for chicken ranch, close to town.

FOR SALE—Residence and one block of ground, nicely located, 8 rooms, electric water system, electric lights, fenced, a good buy for anyone wanting a home. Can be purchased right.

FOR SALE—6-room house, with bath, store room, woodshed, barn, and two lots in Turner; all fenced. Cash or terms.

FOR SALE—Close to 70 acres, all under cultivation, all fenced, irrigation ditch runs through place, 1 well, five-room house, one of the best farms in this section of the valley; can be purchased right. For particulars about this place see Chas. S. Clark, at the Tribune office, Turner, Oregon.

CHAS. S. CLARK,
Real Estate Broker.
Tribune Office, Turner, Oregon.

COMING TO SALEM

Dr. Mellenthin
SPECIALIST

in Internal Medicine for the past eighteen years

DOES NOT OPERATE

Will Be at Marion Hotel
TUESDAY, APRIL 28

Office Hours: 10 A. M. to 4:00 P. M.

ONE DAY ONLY

No Charge for Consultation

Dr. Mellenthin is a regular graduate in medicine and surgery and is licensed by the state of Oregon. He does not operate for chronic appendicitis, gall stones, ulcers of stomach, tonsils or adenoids.

He has to his credit wonderful results in diseases of the stomach, liver, bowels, blood, skin, nerves, heart, kidney, bladder, bed wetting, catarrh, weak lungs, rheumatism, sciatica, leg ulcers and rectal ailments.

Remember above date, that consultation on this trip will be free and that his treatment is different.

* Married women must be accompanied by their husbands.

Address: 4221 West Third Street, Los Angeles, California.

TRAIN FARES CUT AGAIN



NEW LOW ONE-WAY AND ROUNDTRIPS TO SOUTHERN OREGON

Now you can save money on short trips—and now you can go as you please.

Our new low one-way tickets have a 10-day limit (10 days to get there). The roundtrips are good for 60 days. On sale EVERY DAY. Stopovers allowed within the limit.

At these new fares, we are sure you will appreciate more than ever the economy, comfort and swiftness of Southern Pacific travel.

SOME EXAMPLES:

Roseburg	One way	\$4.50
	Roundtrip	8.05
Grants Pass	One way	7.33
	Roundtrip	12.55
Medford	One way	8.29
	Roundtrip	14.50

Southern Pacific

H. S. BOND, Agent Turner
E. M. KEITH, Agent Aumsville

Hutcheon Paint Store
PAINTS, WALL PAPER

154 S. Commercial, Salem, Ore.

Buy Your Paint at a Paint Store

KRUSE & RYGH

Expert Watch and Jewelry Repairing

New Jewelry Made to Order

Prices Reasonable

484 Court St. Salem, Ore.

HAMMAN STAGE LINES

Leave Salem for Aumsville
6:30 A.M.
10:30 A.M.
4:45 P.M.

Leave Aumsville for Salem
8:10 A.M.
1:20 P.M.
5:10 P.M.

Leave Aumsville for Mill City
7:25 A.M.
5:25 P.M.

Leave Salem for Turner
10:30 A.M.
4:45 P.M.

Leave Turner for Salem
8:20 A.M.
1:30 P.M.
5:20 P.M.

Leave Turner for Mill City
5:15 P.M.

Jos. Hamman, Prop.

NEW LOCATION



MORRIS Optical Co's.
New Type Deeper Curved Lens
Best for Better Vision

444 State Street
SALEM, OREGON

AUMSVILLE STATE BANK

AUMSVILLE, OREGON

4%

Paid on Time Deposits

The Place for Home People to Bank



Will Fire Rob You Of Your Home?

Because you want your savings secure you put them in a sound bank. For the same reason your equity in your home and business should be protected against loss by fire.

Make your property safe by building, repairing or improving it with fire resistive materials; remove all rubbish, avoid careless habits—AND INSURE ADEQUATELY!

F. P. ROWLEY, Agent
General Insurance
Turner, Oregon.

Oregon Beauty Shop

428 Oregon Building
Telephone 296

PERMANENT WAVE	\$4.00
FINGER WAVE	.50
Shampoo and Finger Wave	1.00
Marcel	.75
Shampoo	.50
Eyebrow Arch	.35
Print	.50
Hot Oil Shampoo	.75
Long Hair Shampoo	.75
Henna Pack	1.00
Henna Rinse	.50
Manicure	.50
Water Wave	.50

Salem, Oregon



Dr. Scofield
X-RAY CHIROPRACTOR

Lady Attendant

First Nat'l Bank Bldg., Phone 2194
Salem, Oregon

HANDICAPS OF DISEASE

As you travel through life you will find many handicaps, but none compared to the handicaps of disease.

Have these eliminated by Chiropractic Adjustments given according to a Neurocalometer reading.

Remember the Neurocalometer locates nerve pressure. Chiropractic Adjustments remove nerve pressure. Neurocalometer readings by appointment only.

DR. O. L. SCOTT
256 N. High Street

Phone 87
SALEM OREGON

THROAT AND LUNG BALSAM
for the relief of
Coughs

COLDS
SPASMODIC
CROUP
WHOOPIING COUGH
HOARSENESS
BRONCHIAL COUGHS
Contains no Narcotic

Only at

Schaefer's
DRUG STORE

The Original Yellow Front and Candy Special Store of Salem
135 N. Commercial

PHONE 197
Penslar Agency