Wilmington's Home Newspaper

In every city there is one newspaper that is peculiarly, either by tradition or by its special "make-up" the HOME newspaper It is invariably the newspaper with a reputation for dependability, which has held the confidence of the people over a long period of years.

In Wilmington that newspaper is EVERY EVENING. For Sixty Years EVERY EVENING has occupied first place in the homes of the city. It has kept pace with the growth of this prosperous community, remarkable as it has been, and today covers the really worth-while homes of the city and rura communities as thoroughly as it did years and years ago.

EVERY EVENING has always been a clean newspaper, suitable for every member of the family. It has long been sponsor for those elements which contribute to civic happiness and to good government in city and state. It has always pioneered in those movements which have proved of real value to the future of Wilmington and the territory it serves.

Every Evening

prints the news of the city, state and nation every afternoon and carries it into the homes before the evening meal is served. It has the exclusive service of the Associated Press in the evening field. It has its own correspondents throughout the Del-Mar-Va Peninsula. It has more worthwhile special features, comics, &c., than any other local news paper.

As an advertising medium Every Evening is not approached by any other Delaware medium, for the very good reason that it

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2 cents a copy, 12 cents a week, $6.00 a year, to any address, by mail, by carrier. Sold on every news stand and delivered in every town in Delaware and nearby Maryland.

KENT COUNTY FARM BUREAU

Address of Mr. E. Thomas Massey, president of the Kent County Farm Bureau before the annual meeting of that body on Tuesday evening of this week.

"This is the fourth annual meeting of The Kent County Farm Bureau, and we should, like any good busines concern, take stock, as it were. While we have accomplished some things worth while, like all human organizations we have made some mistakes. I think most of our sins are the sins of ommission the case of which seems to be the difficulty of arousing our farmers to the necessity of attending meetings. Organizations of any kind cannot accomplish much unless the members understand the object for which they organize, and this cannot be with out well attended local meetings.

"Farmers will say they are not getting a fair deal and yet they are not making an effort in an organized way to get a fair deal. They buy supplies on a protected market and sell their products on a world's market. We know that everything a farmer has to buy is cost plus profit while what he sells has the price put on by some one else regardless of profits. We have been opposed in this County by the County papers and the business man and I do not understand their Psychology; they ask plus profit for everything they sell the farmer and they want to deny him the same privilege, for if the farmer could get a profit for his products it would be more profitable and pleasant to do business with him. It may be the business men are as ignorant as some of our farmers of the principles and objects of the Farm Bureau, for I am sure if they understood they would not oppose us but join in our efforts to right things that are wrong for the following reasons:

"1. Farm ownership is decreasing.

"2. Rural buying power is diminishing.

"3. Intelligent are driven from the farm.

Ownership Farming Decreasing

"The U. S. Census records reveal that the landless tenant farmer is increasing. In 1880 it was 26%, in 1900 35%, in 1920 38 per cent.; seven states have almost reached the 50 per cent. mark, hence landlessness constantly increases, and increases by the mortgage route. In 1890, 28 per cent. of the farmers were encumbered by mortgage and in 1920 40 per cent were encumbered—now the mortgage is more than seven billion dollars.

"The farmers equity in these mortgaged farms is estimated to be in the neighborhood of 60 per cent, with the average interest rate of 6 per cent and the average income on the farm land at about 3 per cent.; there seems little hope of paying off the seven billion dollars mortgage. The ownership of this mortgaged farm land is passing out of the hands of those who toil upon the land and into the hands of persons who live largely in towns and cities. Truly, the fruits of the farm are eaten by strangers.

Rural Buying Power Diminishing

"What about the buying power of the farm? The farmer sells his commodity at the other man's price and buys his necessities at the other man's price. The exchange is one-sided, Organized labor, organized capital, and organized professions are on the long end of trade. The farmer, marketing individually, is on the short end. His bargaining power does not match theirs; his dollar shrinks ½ measured in terms of the price actually received by farmers when comodities leave their hands, the farm dollar has probably shrunk to 80 cents a 20 per cent. loss in the buying power of the farm.

Intelligent Are Driven From The Farm

"American farms were originally settled by a very competent class of people. These gave a most excellent account of themselves. Recent investigations show that 80 per cent. and 95 per cent. of the young people from the farm homes who have intelligence and enterprise quit farming because they can find better opportunities in other lines. With such contrasts in homes and in schools, with increasing landlessness among farmers, with the declining buying power of the farm, how long will the most competent people born on the farm remain there? This question is now being answered by millions of brightest and best young people of the farming communities of America by deserting the farms and going to the more highly organized life of the towns and cities, where larger opportunitfes await them.

"These causes may be remedied by:

"1. Restoring opportunity to the farmer.

"2. Group marketing

"3. Enlightenment in cooperative agriculture

"4. Educating the Farmer.

Opportunity Must Be Restored

"Those of us who are concerned (and every one in this County should be concerned,) it makes no difference whether he is a farmer or not) with the building of a strong rural life, know that some means must be found to hold a fair share of the most competent young people on the farm. We know that they will not stay there unless the opportunity offered is at least equal to the opportunity offered elsewhere. If a fair share of the most competent young people are to remain on the farm, opportunity must be returned to the land. This is at the bottom an economic question.

Group Marketing

"How can we remove the hookworm which causes the depreciated buying power of the farm? Obviously by building up a home price which other great industries have built up for their products. The other great industries have built up their home price level by group marketing, operating behind a tariff wall, with intelligent control of surplus. Farmers must do exactly the same thing build up its home price level by group marketing, operating behind an equally high tariff wall (so long as others have tariff protection) with an equally effective control of surplus. Then the price in the home market will again be in a balance between agriculture on one hand and organized industry on the other, and the standard of living can be kept in balance between urban and rural communities.

"The problems off of Cooperative marketing are too big and too difficult to be solved by an individual farmer. Intelligent, enlightened cooperation by the membership is absolutely necessary to success of Cooperative Margeting. Lack of intelligent cooperation on the part of the membersnip, unwillingness to follow leadership of the manager, disloyalty to the group, lack of ability to stick, lack of faith, lack of vision, are all spawn of that arch enemy of the cooperatives Ignorance. There is but one weapon against Ignorance and that is Education.

Enlightenment In Cooperative Agriculture

"Let us bear in mind that the cooperative is called upon to do a very difficult thing under difficult conditions. To add to the difficulty, the cooperative is called upon to make a success with a form of business organization which is much more dependent on the intelligence and loyalty of its membership than is the case with the form of business organization of its great rival in bargaining power, the corporation. To illustrate the greater need for intelligent, enlightened membership in the cooperative than is required in the membership under the corporate form, let us take the matter of handling surplus. The United States Steel Corporation, controlled as it is from the top down, can quickly put into effect measures which check production at home and thus remove the causes of the surplus. Then such surplus as has arisen can be dumped abroad by the management without destroying the price maintained at home. With Farm Cooperative the process is much more difficult. The individual producers must first, of their own initiative and because of their own intelligent comprehension of the whole problem, act willingly to check over production on their own farms before the surplus can be dumped abroad with good effect.

Educating The Farmer

"The cooperatives, the General Farm Organizations, the Agricultural Press, the Agricultural Colleges and the United States Department of Agriculture are all hard at work attempting to educate farmers in these matters. They all understand that these problems are too difficult to be solved by ignorance that the very nature of the cooperative demands the enlightenment to a high degree of individual farmers who compose it that this is the task of education. But these educational efforts are all being made with adults. Many of these adults have worked and thought and lived for years as individualists. It is hard for them to change their mode of business life; many of them will never be able to do it.

"Our High Schools in rural communities and market towns offer the most effective place to begin educating American farmers for cooperative marketing; we must convince our School Authorities of this fact.

"In Denmark the schools prepare the farmers for more successful cooperation. More successful cooperation in turn brings better profits. Better profits enable the farmer to give better support to his school. Better support to the school enables it to make a larger contribution to the improvement of rural life. Today the Danish Farmers are the best educated group of farmers in the world; they are the most prosperous; with the highest percentage of land ownership, with the best improved farm homes; and with the largest influence in the affairs of the State. Efficient education for success in business is the secret of their rise to prosperity and power.

"In America we have paid much attention to the schools, in the boys' and girls' clubs, and in agricultural colleges, to educating for better production on the farm. This has been effective. American farmers are today the greatest producers, man for man, of any farmers in the world. But we have stressed production. We have paid little attention to educating for efficient marketing. It may be well questioned at present if increased production without improved marketing does not do the farmer more harm than good. We have evidence that in the present state of farm marketing, a large crop brings the farmer less than a small one. Many farmers are now grasping the fact that it is the marketing end of the problem that needs the greatest attention at present. Why not ask our schools to prepare the rising generation to meet this vital need. A Committee of the National Education Association, headed by Gov. Lowden, is now busily preparing a text book on Cooperative Marketing in such simple form that it can be used in public schools. This book should be carefully studied by our educators in view of putting it in our school course. Can the schools aid in rendering such effective assistance that the rising generation of farmers will be able to bring their bargaining power back to par, regain the ownership of the land, and maintain a standard of living equal to that in urban communities? Can the schools aid in preparing the farm people to do these things, so well, that a fair share of the most capable young people born on the farm will choose to stay there?

THE SOUL OF BUSINESS

It is a common practice to accuse industries of destorying the beauties of nature. In some nstances the charge is justified. But on the other hand, many great corporations beautify property and wasteland.

As an illustration, take our great hydroelectric plants. The dams and buildings which they construct are works of art, and as substantial in their character as the canyons and river banks which surround them. If they were in some foreign country and a few hundred years old, they would be advertised as attractions for tourists on a par with castles which now draw travelers from all parts of the world to see them. The same policy of beautifying their properites applies to our railroads—their right of ways, their bridges and their stations. Generally speaking, their holdings, in conjunction with public utilities and modern large industries, represent the best kept premises in cities and towns or in the waste places over the country.

Many persons will dump rubbish and tin cans on their neighbor's lot and think it good riddance. The average large industry with progressive management, disposes of its trash, beautifies property whereever possible, and commemorates unusual or historic points in a suitable manner.

We have a recent illustration in Philadelphia where the United Gas Improvement Company in adding to its office, found that it had to tear a house in which was written that famous hymn, "He Leadeth Me." Most individuals would have torn down the house, used if for kindling and thought no more about it. But the officers of this great "soulless corporation," recognizing that the birthplace of a hymn which has been translated into all languages, should not be forgotten, set a bronze tablet in the wall of their new building where the old house stood. This will forever record the history of this hymn.

Big business with progressive management recognizes and accepts the responsibility for perpetuating many of the finer characteristics of life which its critics often overlook.

KENNEDYVILLE

Mr. and Mrs. Robert Young attended the fifteen wedding anniversary of Mr. Youngs brother and wife, Mr. and Mrs. Reese Young at Betterton on Tuesday evening.

Mrs. Emma Shafer, Mr. James Van Dyke, Mr. Pote and Mr. John Rollison are on the sick list.

The P. T. A. will meet in the school building next Wednesday afternoon Feburary 2 at 3.30.

The Embroidery Club met at the home of Mrs. Walter Hill Thursday afternoon.

Mr. and Mrs. George Young, of Baltimore, visited his father, Mr. Robert Young on Tuesday.

Mrs. Bedwell is spending some time with her daughter, Mrs. James Nickerson.

Mr. and Mrs. Harry Rasin spent the week end with Mr. and Mrs. George Rasin.

Quite a number from here attended the Farm Bureau banquet on Tuesday evening among those were: Mr. and Mrs. Robert Hill, Mr. and Mrs. Edgar Pennington, Mr. Bramble, Mr. and Mrs. Wm. Anthony and Mr. and Mrs. William Crow.

Mr. Edgar Pennington spent a few days in Harrisburg last week.

Mrs. James Archibald is spending some time with her daughter, Mrs. Mary Green near Church Hill

Mrs. Green has been sick.

Little Miss Peggy Van Dyke spent a part of last week with her grandparents, Mr. and Mrs. Thomas Van Dyke.

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Puretest Aspirin Tablets

relieve pain, colds, headaches and neuralgia pains promptly.

They are made from TRUE Aspirin, disintegrate quickly and, therefore, give almost immediate benefit.

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Baltimore Woman Saved From Years of Suffering

Threatened With Complete Loss of Health Due to Chronic Nervousness, Biliousness and Stomach Trouble, Mrs. Martin Recovers Strength. Tanlac Did More in 2 Weeks Than Other Treatments Did in 2 Years



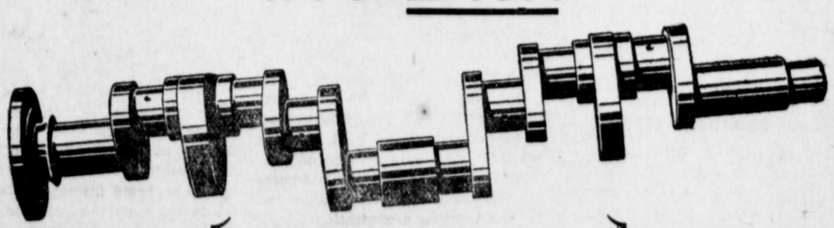
If you are nearing the tragic moment when good health will slip from you; if indigestion, nervousness, kidney disorders and ailments caused by run-down condition torture you, benefit from the experience of Mrs. Fanny C. Martin, 1907 Frederick Avenue, Baltimore, who says: "Without exaggeration Tanlac did more good for me in 2 weeks than all the other treatments that I tried did in 2 years.

"Chronic nervousness and stomach disorders caused me to suffer terribly for a long time. I was a nervous wreck. At night I would lie in bed and cry and worry about my troubles, both real and imaginary. My kidneys were in bad shape. And biliousness bothered me a great deal, wearing down my strength, making me feel sluggish. My condition gradually became worse. I was face to face with the grim truth ... My health was slipping beyond my reach. And I almost gave up hope of ever again feeling well.

"Then Tanlac saved me from long years of suffering. I feel stronger, look better and younger than ever. I don't know that I have any nerves. I can eat everything without suffering. I am enjoying life more than I have in years. If any one doubts the true merits of Tanlac, I am the living answer to their question."

Good health, vital strength, freedom from pain and suffering are the gifts of Tanlac, made from roots, barks and herbs according to the famous Tanlac formula. The first bottle of Tanlac shows amazing results. Ask your druggist for Tanlac—today. More than 40 million bottles sold.

Why Studebaker Crankshafts *are Best!*



120 *blows per second*
7,200 *blows per minute*
432,000 *blows per hour*
4,000 *pounds force in every blow*

THESE figures indicate the force of the explosions which the crankshaft of a Big Six motor must convert into an even flow of useful power.

No other car in its price field uses such an expensive crankshaft as Studebaker.

Each one is forged from a single block of steel in Studebaker's own shops.

Each one is fully machined and dynamically balanced. Balance is so perfect that if suspended with a fan at one end a slight breeze will cause the one hundred pound mass of steel to revolve smoothly.

How to Judge a Crankshaft

Some engineers favor light crankshafts with many bearings. Studebaker uses a heavy shaft with four bearings, but those four have greater bearing surface than the seven bearings of many other cars.

Some seek to attain with bolted-on counterweights the inherent balance which Studebaker builds into its shaft.

What Lincoln Said

"How long should a man's legs be?" "Long enough to reach the ground," replied Lincoln.

Similarly what counts in a crankshaft is the smooth, vibrationless flow of power which it yields—its ruggedness, its freedom from trouble. These may be attained in various ways. The layman's opinion on technical matters of design is worth little.

How the Layman Can Judge

But any layman can judge as to the *performance* of various types of crankshafts. *You* know as well as any expert whether the engine is running smoothly at all speeds.

Test a Studebaker against any other make of car—six or eight cylinder—with a heavy crankshaft or a light one—with many bearings or few—with or without bolted-on counterweights. Ride in any car at any price and you will find that there is no sweeter running engine than the Studebaker.

We would not have records of so many Studebakers driven 100,000 to 500,000 miles each if Studebaker crankshafts were not superlatively efficient.

Drive a Studebaker and let performance prove to you that the crankshaft has bearings and everything else perfectly proportioned to the job to be done.

CHURCH HILL MOTOR CO.,

CHURCH HILL, MD

STUDEBAKER

Seventy-Five Years Young

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