



**NEW PERFECTED HYDRAULIC BRAKES . . .
VALVE-IN-HEAD ENGINE . . . FULL-FLOATING REAR AXLE**
make Chevrolet the world's greatest truck value



NEW PERFECTED HYDRAULIC BRAKES
always equalized for quick, unswerving, "straight line" stops



NEW FULL-TRIMMED DE LUXE CABS
with clear-visibility instrument panel for safe control

CHEVROLET The truck with the greatest pulling-power in the entire low-price range . . . the safest truck that money can buy . . . and the most economical truck for all-round duty—that's the new 1936 Chevrolet! See these new Chevrolet trucks—subject them to any and every competitive test—and you will know that they're the world's **thriftiest high-powered trucks** and therefore the world's greatest values!

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

6% G. M. A. C. TIME PAYMENT PLAN
Compare Chevrolet's low delivered prices and low monthly payments.

A GENERAL MOTORS VALUE



NEW HIGH-COMPRESSION VALVE-IN-HEAD ENGINE
with increased horsepower, increased torque, greater economy in gas and oil



FULL-FLOATING REAR AXLE
with barrel type wheel bearings on 1 1/2-ton models

NEW 1936 CHEVROLET TRUCKS

A. J. Dinsmore & Bro. Phone 108 Rising Sun, Md.

AUTOMOBILE BUYING AND NEWSPAPER ADVERTISING

That the automobile buying habits of a nation can be changed, and that the liberal and aggressive use of newspaper advertising is one effective way of changing them, is evident from the experience of the Chevrolet Motor Company, according to W. E. Holler, its vice president and general sales manager, who cited an array of sales records dating back to the new car announcement Nov. 2, 1935, by way of proving his point.

Although Mr. Holler's comment was occasioned by the recent used car selling achievements of Chevrolet dealers, it applies with equal force, he said, to their new car activities. The early announcement of new models, coupled with wide use of advertising pointing to the advantages of early purchase, resulted in the case of Chevrolet in a complete upset of the old order—a complete reversal of the industry's experience in the past, when November and December were two of the quietest months of the entire year.

"The Chevrolet Motor Company," said Mr. Holler, "had every reason to believe that, economic conditions being favorable, the public stands as ready to buy in the fall as it does in the spring."

"In preparing for its early announcement, Chevrolet banked on its ability, by means of advertising and showings, to convince the buying public of the benefits it would derive by buying new cars in November and December. As we pointed out, the early buyer insures against cold-weather driving troubles, by obtaining a mechanical unit that is new throughout. Further, such an investment is sound from the economic standpoint, for the car bought in the winter remains a current model longer than the car purchased in the spring."

"That these considerations, and availability of new models for Christmas gifts, appealed strongly to the public is plain from the sales figures. November's retail sales of new units were 91,595, and December's were 80,327. These combined with a high October figure to produce a fourth-quarter total of 207,140 units—the greatest in the history of Chevrolet."

"However, the sharp gains in new car and truck sales are only a part of the story. The public's altered buying habits are also apparent in the used car end of the business, where a large part of Chevrolet's ad-

vertising expenditure has been focused in the past three months.

"This advertising was designed to impress the potential buyer with the fact that he could benefit himself by buying a used car immediately, from his Chevrolet dealer. The statement was true. The countrywide response to the new Chevrolet was bringing into dealers' used car stocks a great many fine late models, and all it required to change the buyer's habits was the realization that his own best interests would be served by earlier purchasing."

"Vigorous advertising was brought to bear upon the situation. One series of large advertisements was prepared in such a way that the Chevrolet dealers in the city where it ran could insert news of individual cars in their used car stocks. Strong emphasis was laid on the Guaranteed OK Tag plan which enables the purchaser to buy with confidence from his Chevrolet dealer. The result of all this concentration on earlier buying was a record that has rarely been equaled, regardless of the season."

Further unusual measures, adopted Jan. 1, will unquestionably assure new sales records this month and next, Mr. Holler said. They include the creation of a million-dollar fund, to be used in retiring from the highways used cars which are unsafe, and in providing extra compensation for salesmen who do an outstanding used car selling job. The Chevrolet Motor Company is paying the dealer for every unworthy old car taken in trade and junked, and is also cooperating with dealers in providing cash incentives for salesmen.

"Thousands of cars whose further operation would constitute a hazard to their owners and the public have been scrapped by Chevrolet dealers. Besides having a wholesome effect on the automotive merchandising situation, the plan is tying in with present-day safety efforts. For while it is generally recognized that the driver, and not the car, is the largest single factor in traffic safety, the vehicle is also a factor, and any program which retires ancient cars from use can not fail to help the situation."

Perhaps parents should pretend to somewhat object to daughter's young man. It adds excitement to the courtship.

It is such hard work to get a million dollars, that when a man once has it, he will not fool it away.

FATHER'S DAY

Evangelist John Moses Baker
Baltimore, Maryland

Father's Day, pleasant memories come back again;
The home of our childhood and you;
Your kindness and love we can never forget,
A father so faithful and true.

Father's Day and the singing old Gospel songs,
About Jesus, His power to save
And to keep all His children from danger and harm;
The sweet, happy peace that God gave.

Father's Day and the joy of your living,
Sunshine along all your way;
With you and dear mother so happy,
December's as pleasant as May.

Father's Day with dear mother in Heaven;
The last battle fought and won;
And the words from the blessed Faithful servants, well done.

Father's Day and the meeting up yonder,
With mother and dear old dad;
In the home of the many mansions,
No more sorrow, none will ever be sad.

A MILLIONAIRE

Evangelist John Moses Baker
Baltimore, Maryland

A gentleman passing through the town,
One warm bright summer day.
Saw a little lad, clothes tattered and torn,
And a look that was far away.

Standing in front of a window,
Where good ice cream was sold,
And a sign that attracted attention:
"Pineapple ice cream for young and old."

"Do you like pineapple ice cream?"
The lad heard some one say.
Turning around, saw the gentleman,
"Yes, indeed I do, but I have no nickel to pay."

"Perhaps I can find a nickel;
Let me see, why this is a dime.
This will buy you two ice cream cones
And won't that be just fine."

Two of them, two ice cream cones.
His eyes they seem to stare.
"Mister, oh Mister, Mister,
You must be a millionaire."

LIKE CURES LIKE

By Una C. Rands

A young mother, busy at work one day,
Came on her children as busy at play.
She paused in dismay at what met her sight—
A little chap, shaving, might well give her fright.

"That's all right," soothed the elder,
"do not be afraid,
For Buddy just has an invisible blade."
"At's right," grinned the shaver, "that blade ought to do
For my whiskers, you know, are invisible too!"

Most people's periods of swelled head are brief. Something happens,

JOHN RANDS

Teacher, Lecturer, Counsellor
Astrological
COLORA • MARYLAND

The Astrologer Forecasts
FOR YOU

If you were born between Feb. 20-29, of any year, your year ahead is one during which you will be called on to shoulder unusually heavy burdens and assume added responsibilities. Avoid undertaking more than you can manage. Guard the health. The last week of June, 1936, favors you. A burden may be lifted from your shoulders. Between Sept. 20 and Oct. 15, 1936, be unusually careful in your public dealings with others.

FOR EVERYBODY

The period Feb. 20-29, 1936, accents matters connected with prisons and prisons, all places of confinement and the inmates thereof. Around the 23rd crimes against women and the young may occur. Also disruption and estrangement in political circles.

Feb. 20: Upsets and disruptions threatened. Be circumspect.

Feb. 21: Contact elders; deal with old matters.

Feb. 22: New ideas gain ground, but danger lurks in emotional uncontrol and undue optimism.

Feb. 23: Avoid excess of feeling; force no issues; guard the person and reputation. The young should not go unprotected today. An unfavorable day.

Feb. 24: Artistic and social matters favored. Travel. Make changes.

Feb. 25: Seek to improve finances; through associates.

Feb. 26: Unfavorable generally. Control emotion; avoid risks.

Feb. 27: Contact elders. A good day to forward old matters.

Feb. 28: Travel. Make changes. Commercial and business matters favored.

Feb. 29: Avoid elders; postpone decisions on old matters. Exercise caution. Control emotion.

February 23rd threatens disruptions and possible violence to women and the young born about Jan. 22nd and or April 21st, of any year.

Forecasts based on the New Moon of Feb. 22, 1936.

The United States

Legal matters, judicial decisions, matters of law, shipping, trade, and interests abroad will be active and prominent in the public press during the last week of February and first three weeks of March, 1936. Stormy weather will continue, with grave danger of floods and disasters at sea. March 1-9 is a very unfavorable period. Look for bad news from all over the world. The President may make some startling political announcement about March 8th. This may result in some popular approval. Between March 15-25 business should gain and there may be speculative fever. Some person born about December 16 will gain recognition and power.

World Events

European affairs becoming very critical. Commerce and trade straining foreign relations—feeling becoming bitter. England much disturbed. March 17-18, dangerous. Many important events will occur between Feb. 22 and March 21st, 1936, and a military leader will gain renown. Naval matters prominent. Germany, Italy and Austria are centers of planetary accentuation during this period so we may expect important developments as affecting the government and peoples of these countries. Also the Far East.

Labor troubles central about March 21st. Matters that have hung fire may now reach a crisis. Bitterness, coldness, indifference on the one hand and intense emotional stress on the other hand may bring about serious disturbances. The critical days this period are: Feb. 23, March 3, 6, 14, 17, 19 and 21. March 21st being the most critical.

The critical birthdays: Jan. 22, March 6, March 14, April 22, April 25, Sept. 9, and Dec. 7, of any year.

JOHN RANDS,
Astrologer.

CHRISTIAN SCIENCE SERVICES

"Mind" will be the subject of the Lesson Sermon in all Churches of Christ, Scientist, on Sunday, Feb. 23. The Golden Text will be from Prov. 9:10—"The fear of the Lord is the beginning of wisdom; and the knowledge of the holy is understanding."

Among the citations comprising the Lesson-Sermon will be the following from the Bible—Phil. 2:5—"Let this mind be in you, which was also in Christ Jesus."

The Lesson-Sermon also will include the following passage from the Christian Science textbook, "Science and Health with Key to the Scriptures," by Mary Baker Eddy, page 476—"The children of God have but one Mind."

Rising Sun High School News

THE JOURNALISM CLUB

Editor-in-Chief.....Dorothy Hindman
Managing Editor.....Hope Reynolds
News Editor.....Alice Carr
Sports Editor.....Paul Graybeal
Activities Editor.....Hazel Hall
Campus Editor.....Ida Tome

Attendance

Any pupil who wishes to do good work should attend school regularly. In spite of the bad weather which existed in January, 53 pupils managed to have a perfect attendance record. The Seniors with perfect attendance were: Vera Devine, Neva Grason, Dot Hindman, Lorraine Johnson, Jean Poist, Hope Reynolds, Clifton Brown, Paul Graybeal, Alford Gyles, Emil Lieske, Ernest Simmers and Quentin Turman. Juniors: Gertrude Atkinson, Alice Carr, Helen Gifford, Catherine Keilholtz, Lila Todd, William Baugher, Robert Fulton, Kirk Gifford, Gerald Pierce, Harvey Townsend, James Wiggins and James Pofford. Sophomore Y: Gertrude Buck, Mildred Riley, Peggy Tyson, Eleanor Reynolds, Sophie Pierce and Walter McCummings. Sophomore X: Jean Cullen, Charlotte Ewing, Doris McVey, Dorothy Rands, Ann Roberson, Miriam Williams, Fred Graybeal, Wiley Graybeal, Lincoln Haines, John Hindman, Leslie Reynolds and Clyde Simmers. Freshman Y: Mary Ruth Chapman, Hazel Finnefrock, Josephine Ragan, Jlene Rhoads, Mary Ryan, Heien Smith, Thelma Stuart, Ralph Gifford, Billy Keilholtz, Paul Rawlings and Walter Schneemeyer. Freshman X: Ruth Baugher, Julia Carr, Mary Jather, Anna Dinsmore, Hazel Ewing, Mildred Garvin, Dorothy Graybeal, Helen Logan, Marguerite Morrison, Elizabeth McCardell, Mildred Reynolds, Ruth Richie, Norma Sprout, John Boyd, Leonard Conrad, Branson Frye, James Rakes and Lawrence Wiggins.

The Dramatic Club

Well, folks, at last, by snooping around we have the final outcome of the two plays to be presented by the Dramatic Club.

"The Pampered Darling"—Connie, Virginia Drennen; Janet, Jean Cullen; Mrs. Perkins, Catherine Keilholtz; Victor, Abner Todd; Dudley, Loren Frye; Jessica, Gertrude Buck; Joy, Josephine Ragan; Annabelle, Ruth Biles; Norman, John Williams; Floyd, Branson Frye; Dr. Rudolph, Harvey Townsend.

"A Little Fowl Play"—Sybil, Adeleen Wilson; Mary, Ann Roberson; Gilbert, Lincoln Haines; Talbooth, Russell Johnson.

Stage Manager, John Keppel; publicity, Ida Tome, Lila Todd, Alice Carr.

—Ida Tome.

Student Council

The Student Council had its weekly meeting on Monday, February 3. The first work done was that of appointing new monitors. The monitors were as follows:

Hall, at noon—Genevieve Cecil, Genevieve Foster, Clifton Brown and Alfred Drew.

Locker Room, at noon—Lily Todd, Pauline Long, Robert Benjamin and Jarold Way.

Upper Hall, at noon—Charlotte Ewing and Alice Carr.

Hall, between classes—Catherine Etter and Margaret Tyson.

Steps, at noon and evening dismissal—Josephine Ragan, Ernest Simmers.

Locker rooms, during activity period—Mary Davis and Bruce Graybeal.

After the monitors were appointed the Council began work on a project suggested by the principal. The project was the making of a list of rules for entering students. It was thought that this would be very helpful to students just entering school.

—Paul Graybeal.

Science Program

On Wednesday afternoon, Feb. 5, at ten minutes of three, the pupils and teachers assembled in the school auditorium where a science program, under the direction of Mr. Hovermill, was presented. It has been the custom for the past few years for Mr. Hovermill's science classes to give a program in assembly. These programs are based upon different units of study in the class room which have been very interesting.

Genevieve Foster, one of the Junior chemistry class pupils, announced the program. The first number on the program was singing by the school, "Love's Old Sweet Song." Paul Graybeal, a member of the Senior physics class, gave a talk on "The Recent Accomplishments of Science."

The Sophomore X Biology class gave a conference on pets during the winter time. This conference pointed out the values of pets. It also gave ideas as to the proper food and care for pets. The scene was a class room. Adeleen Wilson was the chairman of the conference. Dorothy Rands gave a very interesting talk on "Queer Pets." In this talk she spoke of some of the outstanding incidents in their lives. Catherine Etter told the life story of a pony called "Molly." Loren Frye spoke on "Hardy Pets;" Annabelle Ayers spoke on "Delicate Pets;" Ann Roberson spoke on "Birds;" Ruth Biles spoke on "Fish," and Jean Cullen spoke on "Lizards and Salamanders." Lincoln Haines, Wiley Graybeal and Clyde Vandye made up the rest of the classmates in this dramatization.

The next thing on the program was singing "Good-Bye, My Lover, Good-Bye," by the entire school.

The Junior Chemistry class next presented an amusing sketch entitled "Chemistry Saves The Day." The characters were as follows: Ida Tome as the mother, and Boyd; Ann Boyd as Lou; Dorothy Ellville as Mary; Hubert Webb as John; John Williams as Harry, and Harvey Townsend as a country doctor. Elizabeth White, who was stationed behind the curtain, imitated a baby crying. This little sketch was enjoyed by all.

Another short sketch entitled "Outside of Class Hours," was given by three chemistry students: Lorraine Johnson, Kirk Gifford, and Herbert Dinsmore. The scene was a high school laboratory with the teacher absent from the room. These three students performed some experiments which were startling to those pupils not acquainted with the study of chemistry.

—Alice Carr.

Personal Chatter

A teacher was trying to explain to her Geography class just what an island was. She filled a basin with water and put a pile of dirt in the middle, thus showing that an island is a piece of land surrounded by water.

"Now, Tommy," she said, "what is an island?"

"An island is a hunk of dirt in a wash basin," answered Tommy.

Proud Father: "Of course my son has studied a foreign language. Say 'hello' to the man in algebra, John."

—Ida Tome.

The volley ball games at noon in the auditorium are proving a great success. There is a schedule of games posted on the bulletin board every Monday including both boys' and girls' team. Everyone seems to take an interest in the games, either playing or cheering.

—Mary Margaret Stevens.

RAT-SNAP

KILLS RATS

Also mice, roaches and beetles. One package proves this. RAT-SNAP comes in cakes. They eat it without any bait. Doesn't matter how much other kinds of food is around. Apply it 1st, 4th and 7th day and eat each cake in 80 pieces, place it where the vermin is seen to run.

25c size—1 cake—enough for Pantry, Kitchen or Cellar.

35c size—2 cakes—for Chicken House, coops, or small buildings.

75c size—5 cakes—enough for all farm and out-buildings, storage buildings, or factory buildings.

Papka & Zuelke, Campbell, Minn., say they "tried a 5-cake package and did wonders. Will most certainly make short work of them after Rat-Snap gets on the ground."

Sold by Ashby's Drug Store
Jos. S. Fogue, Sons & Co.
Rising Sun, Md.

NO MORE RATS

mice, roaches or beetles after you use RAT-SNAP. It's a rodent killer. They eat it without any bait. Doesn't matter how much other kinds of food is around. Apply it 1st, 4th and 7th day and eat each cake in 80 pieces, place it where the vermin is seen to run.

25c size—1 cake—enough for Pantry, Kitchen or Cellar.

35c size—2 cakes—for Chicken House, coops, or small buildings.

75c size—5 cakes—enough for all farm and out-buildings, storage buildings, or factory buildings.

The Wetzel Seed Co., Inc., Harrisburg, Va., say "Out of the neighborhood of 700 to 1,000 customers we have only had four dissatisfied ones so far, which we consider a very fine record."

Sold by Jos. S. Fogue, Sons & Co.
Ashby's Drug Store
Rising Sun, Md.