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BEGINNING A NEW VOLUME

This issue of THE MIDLAND JOURNAL is No. 1 of a new volume. Established in October of 1878, by Wm. H. Pennington as "The Home Journal" the name was changed some time later to "The Rising Sun Journal."

In May of 1885 the paper was purchased from Mr. Pennington by the late E. E. Ewing, father of the present publishers. The name was again changed, shortly after Mr. Ewing assumed ownership, to "The Midland Journal."

In all these years of existence of this publication there have been but the two names at the editorial masthead—that of the founder, Pennington, 1878 to 1885; since then the Ewing name.

There is no single motive power can exert an influence in a community equal to a live, wideawake newspaper. But every citizen should take an interest in it, give it support and encourage its growth and usefulness. Let us have this encouragement and support from you.

THE MAGIC WORD

What is the magic word that lies in the word "gold"? The sound of it seems to temporarily paralyze thought centers and certainly its mere name time and again defeated William Jennings Bryan with his 16-to-1 silver insistence.

A stable, sound currency is essential to world trade and essential to our own welfare. Since President Roosevelt took the United States off the gold standard, our currency has been stable and sound. The American dollar may be a "boloney dollar" to Al (Take-A-Walk) Smith, but it is still the most precious piece of currency in the world.

Strangely enough, the Republicans, when in convention assembled, did not intimate that our currency was unsound, or that our present dollar was unstable. But their candidate, Gov. Alf Landon, came out and said, in his telegram to the convention, "I consider a sound dollar a gold dollar." A sound currency to the Republican Hope means a gold standard currency. This is Old Guard stuff, conservative, Hooverish.

We were on the gold standard at the time our foreign trade slumped six and a half million dollars and three million people lost jobs. We were on the gold standard, with every dollar worth one hundred cents, when farmers found they couldn't sell their crops at any price. We were on the gold standard when bank doors were closing, never to reopen, and factories were shutting down in appalling numbers. Mr. Hoover, instead of following Great Britain's lead, kept us on the gold standard when the currency throughout the rest of the world was being stabilized in terms other than gold.

—Index, Dover, Del.

The farmers who band together into cooperative selling groups never get through learning. Continuous education in questions relating to farming is one of the most important activities of the cooperative movement.

Central organization for the dissemination of information and opinion is the American Institute of Cooperation, which meets each year and is attended by several thousand representatives of the 2,500,000 farmers now enrolled in co-ops.

More than 4,000 carloads of surplus apples were sold to the Federal Government for relief distribution under the surplus removal program of the AAA. Approximately 2,000 carloads of these apples were bought in nine apple-growing States of the East, in which Maryland apples were included.

For the third consecutive year the crime of arson has decreased in the United States, reports the National Board of Fire Underwriters. And, the reports add, "Not only has the number of incendiary fires decreased, but there has been a marked lessening of such fires resulting from organized or professional criminals."

FEDERAL AID FOR DROUGHT STRICKEN AREA

Federal relief agencies cut all red tape to rush succor to drought-burned farms in nine north central and southern states on which approximately 3,000,000 persons live.

Expansion of the emergency program for giving financial aid to the distressed farmers and conserving food supplies for man and beast, followed the addition of 171 new counties to the Department of Agriculture's drought list, bringing the total to 268.

This list, compiled for purposes of administering relief programs, now takes in the whole of North Dakota and sections of Montana, Wyoming, South Dakota, Tennessee, Oklahoma, Missouri, Virginia and South Carolina.

Other counties will be added to the list after further reports are studied, the department's special drought committee, predicted, estimating that the number of persons in these affected areas would run up to 5,000,000.

At the height of the 1934 drought, more than 1300 counties were on the emergency list, with a population of approximately 13,000,000 persons.

President Roosevelt has estimated that 204,000 farm families, or about 1,000,000 people, are in acute distress at the present time.

The resettlement administration dug down into its funds to allot \$393,000 to six states for use of farmers who did not have enough cash to subsist. Some of the money will be used to ship livestock to better feeding areas. Grants will be made at an average rate of \$20 a month for each family.

The bureau of entomology and plant quarantine announced that supplies of poison bait had been distributed to states to fight the grasshopper hordes that are laying waste crops in the plains area. All funds available for this purpose have been exhausted.

According to the bureau, grasshoppers, so far, have been most destructive in Oklahoma, where they have wiped out about 50,000 acres of cotton and 50,000 acres of corn. The pests will move further north in the next two weeks unless they can be killed Dr. Annand warns.

HITCH-HIKER—HIGHWAY PEST

Again the hitch-hiker is abroad in the land, inviting himself to a ride at the expense of the country's heaviest taxpayers. So many complaints have reached the Keystone Automobile Club of Maryland lately about this highway pest that the Club feels it necessary to repeat its warning against acceding to the importunities of the thumb-jerkers.

"So long as some motorists give hitch-hikers a lift, so long will this form of parasite continue to thrive," said Garrison P. Knox, Manager of the Club. "Motorists have it well within their own power to squelch the pest. Unanimous refusal of drivers to pick up the ride moochers would soon put an end to the practice."

"There is no reason why a man who buys an automobile and pays a heavy tax to operate it should feel under any obligation to give transportation to any Tom, Dick or Harry who makes the request with a jerk of the thumb. The hitch-hiker who confidently waggles his thumb at a motorist wouldn't think of getting a ride on a street car or train by the same means, because he knows it wouldn't work."

"For their kindness, motorists frequently have been repaid with a clout on the back of the head and robbed of car or money. Others have found themselves defendants in damage suits because of injury to the self-invited guests. Aside from these serious considerations, motorists are jeopardized by the appearance of the hikers on the highways. Cars often are forced to swerve sharply to avoid them, and crashes with approaching vehicles sometimes result."

The farm population of the United States as of January 1, 1935, was 31,800,907, the largest ever recorded.

JEST A-WHITTILIN' AN' A-THINKIN'
 By PETE GETTYS

A State Farmer Section Feature

Away back yonder when they had to set your leg or cut your tonsils out, or anything the doctors had to do for you—they'd take a wooden mallet an' bust you on the head with it so you'd be unconscious and wouldn't know if it was hurtin' while they was doin' the cutting—but they've got all kinds of anaesthetics now—gas when they pull your teeth—ether, chloroform, everything—even brands of corn licker that makes it easy for thugs to lift your pocketbook.

But here's what started all this talk: They've gone to puttin' fruits and vegetables under the influence of a anaesthetic. That oughta be news. Carbon dioxide, so they say, "anaesthetizes" fruits an' vegetables in storage, and keeps 'em fresh by retardin' their breathin' an' other things about livin'.

U. S. D. A. specialists found this out in studyin' the possible uses of solid carbon dioxide in shippin' fruits and vegetables. Their tests shows this treatment may be right well used in preservin' the quality of newly harvested stuff durin' the day or two required to cool 'em in refrigerator cars by ordinary refrigeration, an' at cannin' factories that ain't got ice boxes.

Strange how you see mules an' horses aridin' along in a truck seems like they're really enjoyin' it too—and here's somethin' about loadin' 'em for the ride that maybe you never thought of, and the Dept. of Agriculture gives the advice.

When horses are loaded crosswise into an open truck they're safer if their heads are toward the outside of the road. You read in the papers of horses seriously hurt by passin' traffic—often another truck—when they're loaded with heads toward the center of the road. It's more dangerous at night.

Generally when haulin' horses in open trucks you load 'em half 'an' half; that is, crosswise with every other head toward the center of the road. The length of the average horse from tail to breast is about the same as the width of the average livestock truck. Although horses load conveniently an' compactly in this fashion, with the head and neck extended over the side of the truck, it's safer to load 'em so all face the outside of the road.

Seems funny seem' mules an' horses speedin' down the road in a truck—used to herd 'em and drive the cattle to town too—an' about the queeres ridin' thing you see is taking a whole train across a river on a ferry.

JOHN RANDS

Teacher Lecturer Counselor Astrological

THE ASTROLOGER FORECASTS

For You

If you were born between July 17-23, of any year, your year ahead accents distant interests, travel, relations with in-laws, and matters pertaining to religion, philosophy, higher education and study. These matters can be made of lasting benefit to you, especially during the first three months of 1937. Domestic tension and possible loss in estate matters threatens between December 1-Jan. 5; a turbulent emotional or intensely romantic period about March 5, 1937, and again, later, during July, 1937.

For Everybody

The period July 17-23, 1937, will bring strong declarations by contending groups, political and economic. A crime wave, gangs and gangsters arouse public indignation. Force, and threats of force, will be employed by groups and organizations to obtain their ends. Upsets with partners and in occupation threaten till July 25th. The young should be careful and discreet in all that pertains to the new or sudden.

July 17—Guard social and financial position. The evening hours favor movement and effort.

July 18—Complete old matters and tie up loose ends. Contact elders and superiors. The evening hours favor business expansion.

July 19—A spiritual and rejuvenating force leads to inspired utterances and transforming power. The evening can be made constructive.

July 20—Financial plans favored. Travel. Correspond. Make business and occupational decisions.

July 21—Start new ventures. Till 5.30 P. M. good for creative effort. Consolidate plans and purposes. The evening hours social and pleasant.

July 22—Guard finances, credit and position today. Relax during the evening hours.

July 23—Routine till mid-afternoon. Careful all the way. The evening hours favorable—push your affairs. Plan ahead.

MILK PRODUCERS POINT TO NEED FOR HIGHER PRICES FOR THEIR PRODUCT

It has been 34 months since most farmers in the Philadelphia milk shed have an increase in the price of Class 1 milk—the milk that is used in fluid consumption. A large number have been forced to take a slight decrease during that time. In the meantime, almost every item of cost of milk production has increased sharply. The situation is serious, and is presented in a feature article in the July issue of the Interstate Milk Producers' Review, from which the following extracts are made:

Certain developments have occurred during June which directly affect the matter of increasing prices to producers on Class 1 milk. Outstanding is the hearing held by the New Jersey milk control board on June 18 at which the need for such an increase as soon as the summer slump occurs was proved beyond a doubt.

The situation early in June was critical with pastures drying up. It was evident that unless rains came soon an acute slump in production would occur which might cause a shortage even before July 16, the date for which the increase was asked. Adequate rains over most parts of the milk shed have given new life to pastures, thus delaying the summer slump somewhat. However, parts of the milk shed report that pastures are practically gone and production is dropping sharply.

The June issue of the Review carried facts and figures showing the need for higher Class 1 prices. These were, briefly, (1) a 58 per cent increase in cow prices since November, 1934, (2) it now takes more milk to pay for a cow than any time since 1900, (3) immense cash outlays have been required of producers in order to comply with frequently raised sanitary standards, and (4) the farm price index has increased by 20 per cent while the Class 1 milk price has remained constant.

Since that time we have obtained figures which show that farm labor costs are rising. No figures on our milk shed states are available, but the Bureau of Agricultural Economics reports on June 22 for the country as a whole that farm wage rates have jumped 39 per cent—from \$15.00 a month to \$20.89 with board. They are substantially higher in this area. The Ohio Experiment Station reports that the index (buying power) of farm wages in that state has risen from 74 in 1933 with no report for 1936. This is a 20 per cent jump in buying power, requiring an even greater increase in actual dollar wages to overcome higher price levels.

The feed situation is unfavorable for next fall and winter. Rains came too late to help the local hay crop and hay is short. Second and third cuttings can not make up for it even if rains do help.

Drought in the central plains has sent grain prices up. Unless this situation is relieved (complete grain crop recovery, except possibly corn, is now impossible) we are going to be faced with drastically increased feed prices next winter.

Should this develop—and we do not see how it can be fully avoided—it will mean that every major item of expense in milk production will be drastically increased over the level of costs which prevailed when the last increase in Class 1 milk price occurred in August, 1933.

There is no alternative except for our control agencies to call hearings, obtain the facts and draw up new orders to be made effective as soon as production starts to enter the summer slump.

No hearing has been called as yet by the Pennsylvania milk control board to obtain further facts relative to the need for an increase in the price of Class 1 milk. It is felt that, in the face of the facts, such a hearing must be called soon so the order may be drawn up and made effective as soon as a shortage is imminent.

Obviously the AAA is not in position to take a stand on a marketing order on interstate milk until the control boards in this shed work out a uniform price schedule and buying plan. This policy has been followed in other areas and has proved effective.

If you want a thing done well don't do it yourself unless you know how.

A wise old lawyer says that a cross-examination should be a good-natured one.

In Europe—Sudden death, by violence, of an important public personage.

All mature persons born July 18-19, have a month of highly important administrative work ahead—till Aug. 17th guard position and credit.



MAKING IT EASIER FOR YOU . . .

IN ANY company, serving the public, one of the most vexing problems is to develop an efficient method for handling customers' inquiries. Without system, it would be impossible for even the most simple inquiries to be attended to promptly and satisfactorily.

We have in operation, for the customers' convenience, a system equipped to handle all incoming inquiries, whether by mail, telephone, or personal visit. If required information is not immediately available, this system is equipped to get it for the customer.

Simply communicate with our office at Elkton for prompt, efficient and courteous service.

CONOWINGO POWER COMPANY

Telephone Directories Named "America's Calling Lists"



Modern maidens show the old and new in telephone directories. Margaret E. Bowling (left) holds the first telephone directory of New York City, published in 1878. Numbers were not listed. (Right) Alice E. Elliott with an armful of the several directories making up greater New York City with its 1,505,000 telephones of the present.

Telephone directories listing cities, towns and communities throughout the country have been aptly named "America's calling lists." Annually more than 25,000,000 copies of telephone directories are printed and distributed to Bell Telephone System subscribers. If all of the 2,000 separate issues of telephone directories compiled by the associated Bell System companies were bound into a single volume, it would make a book more than 25 feet thick.

Telephone directories originally contained lists of names only. The New York City telephone directory of 1878 contained 271 listings with no numbers indicated. New York today is served by more than 1,505,000 telephones. Calls in the early days were made by names, which the operators had to memorize. As the service increased, names were supplemented by numbers and users were requested to call by number. Directories today, in addition to telephone numbers, contain names, addresses, and in many cases the occupations of subscribers.

Telephone directories are essential to the nation-wide service that intimately touches innumerable times daily, the lives of hundreds of millions of people. Few books more truly reflect the romance of a nation's life. Certainly, no book is more vitally important to the citizens of the country than the telephone book.

A.T.&T. Stock Widely Owned Vice President Page Affirms

Arthur W. Page, vice-president of the American Telephone and Telegraph Co., vigorously affirms the company's contention that its stock is owned by many persons, none of whom has control.



ARTHUR W. PAGE

"The American Telephone and Telegraph Company has stated many times," Mr. Page said, "that it is a publicly owned company in that its stock is widely distributed and that no one owner owns as much as one per cent of its stock. The testimony of the Federal Communications Commission's investigator, June 10, that five per cent of the stockholders own 50 per cent of the stock, has apparently been interpreted as questioning the truth of the company's statement."

"The fact is that the five per cent represents 32,500 stockholders holding on the average about 280 shares each. The balance of the stock is owned by some 617,500 people. The fundamental fact remains that the company is a publicly owned institution, that its stock is widely distributed through 650,000 holders, and that it is not controlled by any small group of people."

Even the people who are addicted to the habit of butting in don't always relish being the goat.

One of the second set of seven deadly sins is to withhold praise from a man when he deserves it.

JULES VERNE'S STORY
 "The Boy Castaways," hitherto unpublished story of high adventure, by Jules Verne, master writer of adventure stories, starts July 26 in the pre-date issue of the BALTIMORE SUNDAY AMERICAN. Don't miss this great story.