This is the GREATEST TRUCK YEAR IN ALL CHEVROLET HISTORY

Truck buyers prefer Chevrolets because they're outstanding in PULLING POWER, OPERATING ECONOMY, LOW PRICE

CHEVROLET FOR ECONOMICAL TRANSPORTATION

Thoughtful buyers of trucks and commercial cars are displaying overwhelming preference for Chevrolets. . . . They are giving Chevrolet *the greatest truck year in all Chevrolet history;* and they are recommending Chevrolets to all their friends. . . . Because they know that Chevrolet trucks have the *greatest pulling power* in the entire low-price range . . . because they know that Chevrolet trucks are the *most economical* for all-round duty . . . and because they know that these big, powerful Chevrolets sell in the *lowest price range.* . . . Visit your nearest Chevrolet dealer today . . . ask for a thorough demonstration . . . and then choose Chevrolets—*the world's thriftiest high-powered trucks!*

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

NEW PERFECTED HYDRAULIC BRAKES • NEW FULL-TRIMMED DE LUXE CAB • NEW HIGH-COMPRESSION VALVE-IN-HEAD ENGINE • FULL-FLOATING REAR AXLE ON 1½-TON MODELS

$360 AND UP. *List price of the half-ton chassis at Flint, Michigan. Special equipment extra. Prices quoted in this advertisement are list at Flint, Michigan, and subject to change without notice.*

GENERAL MOTORS INSTALLMENT PLAN—MONTHLY PAYMENTS TO SUIT YOUR PURSE

CHEVROLET TRUCKS

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

Whatever Else You Read... Don't Miss

ARTHUR BRISBANE

Keep abreast of world affairs with this most famous of newspaper editors. In his column, THIS WEEK, Brisbane interprets the heart of the world's news, and in words plain and powerful, illuminates with strong light the complex forces and activities of modern society. His short, crisp sentences are packed with the meaning that has made his writing justly famous and has gained him the title of "the highest paid editor in the world." No wonder 25,000,000 Americans turn to Brisbane to sift the news of the greatly expanded world and interpret for them the outstanding events of our swiftly moving times. Whatever else your reading includes—don't miss his informative column.

No man in the history of newspapers has ever gained such a loyal following—no other has ever approached the influence of his column

THIS WEEK

READ THIS FEATURE REGULARLY IN THIS NEWSPAPER

Printing Brings Clients

Not every business has a show window. If you want to win more clients, use more printing and use the kind of printing that faithfully represents your business policy. You save money and make money for your patrons. Do the same for yourself by using an economical grade paper — Hammermill Bond — and good printing, both of which we can give you. If you want printing service and economy — give us a trial.

Letterheads Envelopes Bill Heads

Give Us Your Orders for Printing

BLONDES VS. BRUNETTES

An interesting illustrated story revealing science's discovery that the two types are unlike in many ways. One of many interesting stories in July 19 issue of the American Weekly, he big magazine which comes with the BALTIMORE AMERICAN.

Don't think that the woman who poses as a man hater can't be induced to change her name.

DEALERS CREDITED WITH RECORD-BREAKING SALES

In a statement analyzing Chevrolet's success during the first six months of 1936, which saw new records established for four different months, and for the second quarter and the first half of the year, William E. Holler, vice president and general sales manager of the Chevrolet Motor Company yesterday gave credit to the company's nationwide organization of 10,000 dealers.

"The dealers share with the product itself and the manufacturing organization that has had to reach new production peaks to supply the demand, in the credit for breaking records that have stood ever since 1928 and 1929, the boom years of the industry," said Mr. Holler. "The end of the first half of the year finds Chevrolet dealers in a position to carry on profitably during the second half of the year. They are in a particularly favorable position with regard to used car stocks which they have reduced by 44,500 units during the last four months, in spite of the great number of cars taken in trade during these peak sales months.

"Until this year, the best first six months' period of any year in the history of Chevrolet company was that of 1928, with a total of 582,964 new car sales. This year, to the end of June, total new car sales were 664,794, a gain of 81,830 over the old record.

"Four times during the first half of the current year monthly sales totals surpassed the highest record for any one month in previous years. The last four months, beginning with March now stand as the four greatest sales months of all time. March sales were 126,059, April 133,681, May 129,814, and June 129,146. The last three months thus gave us a total of 392,641 for the second quarter of the year, averaging more than 130,000 units per month.

"The dealers' performance in selling new cars was paralleled by their achievement in used car merchandising. They set a new record in June by selling 237,940 used cars, bringing the total for the first six months to 1,146,450. Thus in six months the dealers have delivered a grand total of 1,811,244 new and used cars and trucks."

CHRISTIAN SCIENCE SERVICES

"Life" will be the subject of the Lesson-Sermon in all Churches of Christ, Scientist, on Sunday, July 19.

The Golden Text will be from John 17:3—"This is life eternal, that they might know thee, the only true God, and Jesus Christ, whom thou hast sent."

Among the citations comprising the Lesson-Sermon will be the following from the Bible—Psa. 66: 8 and 9—"O bless our God, ye people, and make the voice of His praise to be heard; which holdest our soul in life, and suffereth not to our feet to be moved."

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 Pref. VII, 17-20—"Ignorance of God is no longer the stepping stone to faith. The only guarantee of obedience is a right apprehension of Him whom to know aright is life eternal."

WAITING, ONLY WAITING

Evangelist John Moses Baker
Baltimore, Maryland

The hush and the quiet of waiting;
Trusting God, who takes care of His own.
Sweet peace passing all understanding;
Always knowing as we are known.

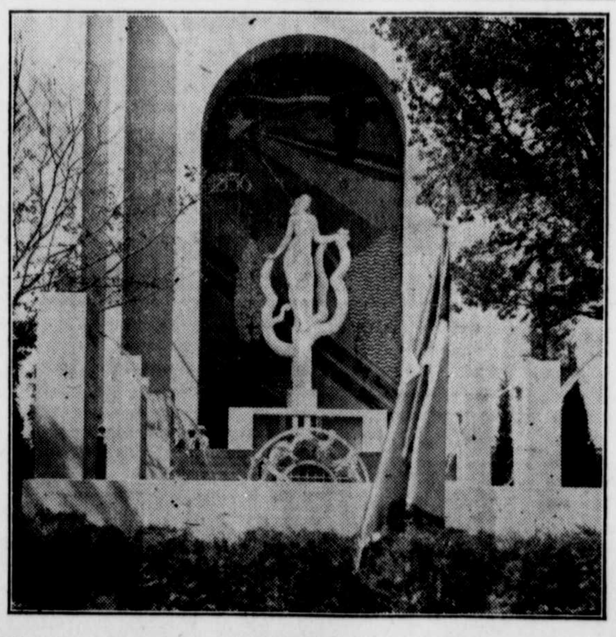
The waiting that knows of God's presence;
That He lives and reigns on high;
And all things are working together for good,
With never a murmur or sigh.

The service of waiting, waiting;
With never a doubt or a fear.
No harm can ever befall us;
Our Beloved Master so near.

Waiting, faith scatters the darkness.
Knowledge of things divine;
The pathway grows brighter and brighter,
Knowing that Jesus is mine.

Waiting with undimmed vision,
A rainbow around the throne.
The angels strike their harps of gold,
In Heaven our Home Sweet Home.

Fountain Beautifies Exposition



WORLD'S FAIR OFFICE FRONT.—One of the picture spots of the $25,000,000 Texas Centennial Exposition which opened in Dallas June 6, is the changing-color fountain and pool before the Administration Building, which reflects the beautiful mural over the lobby door.

READING

As an avocation reading is comparatively new. It is purely an escape hobby with an educational slant. And reading is new because printing is new. Until rather recently, people spent most of their sparetime in exercising activities, especially the throwing and hitting games.

Of the two hundred or more Indian tribes in the United States only three have written languages and of the three only that of the Cherokees is easy reading. Sequoya, a hunter injured, turned craftsman, saw the need for a better understanding among his people and about 1820 invented a new language—the only new language on the American continent—using eighty-four characters or letters. Within four months the three thousand Indians living on the Reservation in Western North Carolina learned the language and were reading the Cherokee Phoenix newspaper and a little later the Bible. The pages of history do not reveal any other reading accomplishment approaching the magnitude of Sequoya's undertaking. The giant redwoods of California stand as a memeorial to his ingenuity, patience and persistence.

Thirty-two newspapers and several trade journals are published on the Eastern Shore of Maryland. There is one for your business or hobby. Do you read it? Are you keeping up? Write for the name of the magazine devoted to your field.

If your interest lies in books, several good libraries are available. The Talbot County Library at Easton is partially supported by the County Commissioners and is rendering a fine service. Every County should have such a library. Such special books as you might need can probably be borrowed from the Maryland Public Library Advisory Commission in Baltimore and there are travelling libraries but none on the Eastern Shore.

Reading as well as types of reading run in cycles. The field of literature is so broad that one may choose any type of reading. A few years ago three hundred pages was a long book of fiction but now it's "slow going" if its under six hundred pages and the latest are hitting a thousand pages. And then the certain situations and locations are more conducive to peaceful reading than others. Few places offer more appeal than the quiet of the mountains. As I write this (at Mountain Lake Park, Maryland—July 4) I feel the urge to lift the cover and get at the life of Thomas Jefferson lying on the ground here beside me. Probably the best place for retentious reading is in bed after one o'clock.

A lot of things enter into reading; lighting, glare, glasses and shades for the eyes, heat and comfort are vital factors. Sometimes there is more meat between the lines than in the lines.

One of the most interesting adventures in reading on the Eastern Shore is the Book Club developed by Mrs. H. B. Scarborough at Berlin. It might interest you—each of the 30 members purchased one book, any book, and at the end of each week, each member passed her book to the next name on the list. For the price of one book, which completes the cycle and returns to the owner, the member has thirty new books to read.

Reading is one of the hobbies of Dr. Gilbert W. Mead of Chestertown; Alice McKenzie of Chestertown; Harrison Morgan of Crisfield; Mildred Seward, Stevensville; Hilda Lee Casper, Cambridge, ride the reading hobby.

Books: Green—Reading for Fun; Becker—Books as Windows; Bennett—What Books Can Do For You; Hunt—What Shall We Read To The Children; Becker—Adventures in Reading; Mahony—Realms of Gold.

Nert Week: Photography.

AMERICAN BEAUTIES

Glorious beauty of America's women is revealed in a series of pictures IN COLOR in the American Weekly, beginning July 19. The American Weekly comes every Sunday with the BALTIMORE AMERICAN. Your newsdealer has your copy.

Culture doesn't always make a gentleman. Some very large beets are cultivated.

Poor men should be polished, for they receive many hard rubs.