CHEVROLET
OWNER LOYALTY

EXPRESSED BY THIS BUYER OF 21 CHEVROLETS

(Here is Mr. Dunn's own story of his experience with Chevrolet motor cars)

B. F. DUNN, TEXAS RANCHER, AND HIS 21st CHEVROLET —ALL BOUGHT FROM THE SAME CHEVROLET DEALER

"Buying another Chevrolet has become an unbreakable habit with my family and me—so much so, that we are now driving our twenty-first consecutive car of that make. Another part of the 'habit' is that we always buy from Joe Mills, owner of the Mills Chevrolet Company, our Chevrolet dealer in Colorado, Texas. As the big spaces of Texas test both cars and friendships, I think our long-time loyalty says much for the dependability of both the Chevrolet car and our local Chevrolet dealer. While we can get values like these, nothing but Chevrolet will satisfy us."

THE ONLY COMPLETE CAR— PRICED SO LOW

CHEVROLET MOTOR DIVISION
General Motors Sales Corporation
DETROIT, MICHIGAN

FOR ECONOMICAL CHEVROLET TRANSPORTATION

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

A BRILLIANT NEW SERIAL *IN THIS PAPER*

Read the opening chapters of this great Serial in this issue of The Midland Journal.

Perhaps some people ask you foolish questions because they think that they are the only kind you can answer.

Lots of men would never think of trespassing if they diln't see a notice: Keep Out.

Civilization: Wasting natural resources that can never be replaced so a few people can waste money showing off.

A dollar saved by a miser means a dollar squandered by his heirs later on.

HOGS DO BETTER WHEN KEPT CLEAN

Greater Growth, Fewer Losses, and Bigger Profits Result.

With humans, cleanliness is next to godliness. With hogs, cleanliness is the backbone of profits. Big dividends in the form of healthier hogs, fewer losses, greater growth, and minimum disease and infection are the results of keeping hogs clean.

That the hog is naturally a dirty animal is disputed by most hog raisers and swine specialists. The old expression "dirty as a pig," they say, should be blamed on hog raisers rather than on the animals themselves. Hogs, without the help of their owners, are unable to clean up their surroundings, and consequently are forced to accept filthy environment.

Clean Hogs Pay Profit

The responsibility of keeping hog quarters clean rests on hog raisers. Like all other animals hogs do better in clean surroundings. A few simple rules of sanitation and cleanliness go a long way in producing money-making hogs.

"Sanitary precautions should be taken before pigs are farrowed," says Ellis Hamel, swine specialist with Purina Mills. A few days before farrowing time the farrowing pen should be thoroughly cleaned. All loose dirt and dust from the ceiling and walls should be brushed down, and all old litter and manure scraped off the floor. The entire farrowing house should be thoroughly disinfected with a solution of one half pint of cre-so-fec in about ten quarts of water. Watering and feeding equipment should be scrubbed in the same solution several times a year, but should be particularly well cleaned before pigs arrive.

Straw Makes Good Bedding

"The best bedding is made from clean, dry straw covering the floor of the farrowing pen. If the straw is finely chopped and scattered as a thin carpet on the floor, little pigs will not get tangled up in it.

"But cleaning just the pen is only half the story in successful hog sanitation," Hamel points out. "The sow herself must be cleaned for the occasion. Several days in advance of farrowing time, the sow should be brought into the farrowing pen and thoroughly washed with soap and water. Disease germs and worm eggs may escape soap and water," Hamel says, "so to play doubly safe, the entire body should be disinfected by a thorough scrubbing with a third of a pint of cre-so-fec in ten quarts of water.

"These precautions insure young pigs a clean start in life and eliminate a great deal of the danger of infection. The possibility of pigs getting worm eggs from the sow is also prevented.

Move Pigs to Pasture

On a warm sunshiny day about two weeks after farrowing, the sow and pigs should be moved to a pasture that has not been recently used for hogs. If it is necessary to use the same field year after year, the ground should be plowed in the fall and planted to a good pasture crop," the Purina swine specialist advises.

"The sow and pigs should be kept on clean pasture for at least the first four months, and for the entire feeding period if possible.

"At five to six weeks, pigs should be vaccinated for hog cholera. An ounce of precaution is worth more than a pound of cure in this instance, since cholera when it strikes in the hog lot, takes both pounds and profits.

"Pigs bothered by lice should be confined in a small pen and sprinkled with a solution of one pint of cre-so-fec, 3 pints of kerosene and 4 pints of crank-case oil in 4 gallons of water Lice don't stand a chance against this mixture," Hamel says.

Pigsules Destroy Worms

"Worms, arch enemies of the hog pen, should be fought with pigsules containing oil of chenopodium, tetra chlorethylene, and a vegetable purgative. Pigsules containing these recommended drugs may be had from the local merchant handling Purina feeds

"Pigs should be wormed when they are about 10 weeks old. A patented water gun and jaw spreader for administering the pigsules are kept by the local Purina feed merchant. Worming costs less than one pound of pork per pig when done in this way," Hamel points out, "and makes a whale of a difference in the way pigs grow. Worms rob hogs of feed and poison their systems, thereby cutting down gains, and in some cases causing death. Feeding hogs is a profitable business. Feeding worms isn't.

Big pullets are the money-makers of the flock. They lay more eggs and bigger eggs, and they have a stamina that carries them through without breakdown. Knotty little pullets "go to pieces" because they lack the strength and weight to keep up production. From the time chicks are taken off starting feed until they are ready to go into the laying house is the "development" period that determines what kind of layers they will be. It requires a balanced growing feed like Purina Growena to build profitable pullets in those fourteen weeks.

WHAT WILL IT MATTER

Evangelist John Moses Baker
Baltimore, Maryland

What will it matter if we have been true,
To the tasks the Master gave us to do,
Sunshine and then some rain;
What will it matter when with Him we reign.

What will it matter, the paths that were steep;
The heartaches that sometimes made us weep.
What will it matter when the battle is o'er,
And we are all safe on that beautiful shore.

What will it matter, when the victory is won,
And the words of the Master to you, well done.
What will it matter, no more sorrow or care,
In that land of glory, wonderous fair.

What will it matter, home at last;
All the storms of life forever past.
The angels strike their harps of gold,
In that land where none of us ever grow old.

What will it matter, life's day is done;
The battle fought and the victory won;
And we are safe on that other shore,
To be with our Lord and loved ones for ever more.

Some people's minds resemble storehouses and others are more like junk shops.

WOMEN OF MARYLAND FARMS TO COMPETE IN SPEAKING CONTEST

State Farm Bureau to Sponsor Section of National Competition on Rural Health

Maryland farm women will again have the opportunity of competing with farm women of other sections of the United States in a national farm women's speaking contest, Mrs. R. C. F. Weagly of Washington county has just announced. Mrs. Weagly is home and community chairman of the Maryland farm Bureau. No contest was held in this state last year, according to Mrs. Weagly but the organization in this state will sponsor competition among farm bureau women of Maryland in 1937.

The winner of the Maryland contest will compete with winners of other states in the Southeastern district, one of four regions in which the county is divided for purposes of the contest, according to Mrs. Weagly's announcement. Regional winners will compete at the time of the annual sessions of the Associated Women of the American Farm Bureau Federation who will meet in Chicago next December.

"In line with the interests of farm women the subject to be treated in this year's contest is 'Health for Rural America'," Mrs. Weagly has announced. "The subject this year, as has been true in past contests, deals with a question of prime interest to women of the nation. We are expecting a good entry list from among the farm bureau women of the state and an interesting program in the state contest the date and place of which will be announced soon."

The national farm women's speaking contest was originated by the American Farm Bureau Federation and for the past three years has been conducted by the Associated Women of the organization. Mrs. Randall G. Spoerlein of Carroll county, winner of the Maryland contest in 1935, was second prize winner in the national contest that year.

ASSISTANCE FOR OLD AGE BENEFIT CLAIMANTS

Under the simple procedure laid down by the Social Security Board, persons seeking payment of claims of $100 or less under the old-age benefits provisions of the Social Security Act are not required to have their claims notarized, Luther Becker, Field Representative in charge of the Board office at 300 Court Square Building, in Baltimore, announced.

Neither will it be necessary for a claimant to employ attorneys or claims agents to assist them in filing claims, because every assistance will be given claimants by the Baltimore office of the Social Security Boord.

Persons who desire to file claims for lump-sum payments under the law should come in person, write or telephone to the Baltimore office which is maintained to give service to those having problems or questions about the law.

"Persons should not confuse the old-age benefits provisions of the Social Security Act with State old-age 'pensions' or other laws. The old-age benefits part of the Act provides for two things: first, life-time monthly benefits to those who qualify for them, and, second, lump-sum payments to those who have engaged in work not specifically exempted under the Act but who do not qualify for monthly benefits.

"To qualify for monthly old-age benefits a person must have worked, after December 31, 1936, in employment not specifically excepted by the law, for at least one day in each of five separate calendar years, and have received a total of at least $2,000 in wages, prior to reaching 65 years of age. To receive monthly payments an eligible person must retire from regular employment.

"Lump-sum payments amount to three and a half per cent of the total wages earned in covered employment after December 31, 1936, and prior to age sixty-five. They are paid to workers who become sixty-five but who do not qualify for monthly benefits.

"If a wage earner dies before reaching 65 or before he, or she, has filed a claim for a lump-sum payment, his or her estate will receive the payment due.

Moral indignation is a fine thing if it isn't mixed up with resentment because you can't play that way any more.

The countryman may learn city ways, but you can always tell him by his homesick look when he smells lilacs.

Possibly Solomon's wisdom was acquired by association with his numerous mothers-in-law.

MORE COMMON SENSE DRIVING NEEDED

Country-wide increases in highway accidents are causing great concern to all agencies dealing with this problem, according to the Keystone Automobile Club of Maryland, which in a statement declares that "more common sense driving" is a vital need of the times.

"All that has been said and all that can be said about safe driving won't make a dent in the accident total unless motorists individually accept their responsibilities and drive in accordance with common-sense dictates," said Robert E. Gambrill, Regional Supervisor of the Club.

"Impulsive, irrational and irresonsible acts of motorists are reflected in the increasing toll of highway crashes," he continued. "Drunken driving is on the increase. To many motorists are taking chances on the highways after drinking 'a few beers' or other intoxicants. They must learn, even if it requires wholesale revocations of licenses to drive home the lesson, that the mixture of gasoline and alcohol is not going to be tolerated by the American public."

Motorists are not alone in responsibility for accidents, the Club official declared, citing a study made by the Club in Pennsylvania which showed that more drunken pedestrians than drunken motorists are killed on the highways of that State. In a seven year period ending in 1936, 555 drunken pedestrians were killed, compared to 308 drunken motorists.

"There has been a constant increase," he continued, "in both drunken pedestrian and drunken motorist cases since 1930. While similar data is not available in Maryland, it is altogether probable that the trend follows the same lines."

CHEVROLET NEW CAR CONDITIONING

A recent automotive development with a tremendous influence on the satisfaction which owners derive from their automobiles is the new car conditioning plant which Chevrolet originated three years ago, and which now is an integral part of the manufacturing procedure at all 10 of the company's final assembly plants.

"Conditioning" is the word that best describes the last operations through which every Chevrolet car and truck must go before it is ready for delivery. It consists primarily of inspection and adjustment. The conditioning plant makes sure that the car is serviced with water, oil and grease, that the latter are of the type suited to the season and the locality where the car will be driven, and that the carburetor is adjusted and the engine tuned for maximum efficiency in that locality.

"Never Forget A Customer"—the central thought in Chevrolet's slogan —sums up the company policies on which the conditioning system is based. The distinction between conditioning and the processes which have preceded it should be clear at the outset. In the manufacturing plants, the workmen and inspectors are concerned with building the product to the specifications laid down on the designers' boards. It is their responsibility to see that every part is in its proper place and of specified quality.

The duty of the highly-trained conditioning plant personnel is to see that the car is actually ready to operate and is adjusted in every detail for the owner to step in and drive away. The men. in the conditioning plant, preparing hundreds of cars every day for delivery, naturally become thorough and expert.

More than sixty distinct inspection points, divided into many classifications, are checked on ever year.

CHRISTIAN SCIENCE SERVICES

"Ancient and Modern Necromancy, Alias Mesmerism and Hypnotism, Denounced," will be the subject of the Lesson-Sermon in all Churches of Christ, Scientist, on Sunday, May 30.

The Golden Text will be from Jer. 15:20, 21—"I am with thee to save thee and to deliver thee, saith the Lord. And I will deliver thee out of the hand of the wicked, and I will redeem thee out of the hand of the terrible."

Among the citations comprising the Leson-Sermon will be the following from the Bible—Rev. 19:1—"And after these things I heard a great voice of much people in heaven saying, Allehuia: Salvation and glory, and honour, and power, unto the Lord our God."

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 564—"The Revelator speaks of Jesus as the Lamb of God and of the dragon as warring against innocence."

It is far better to be homesick than it is to be sick of home.