

The SAT. OCT. 23 *Date of the Year!*


See the **NEW 1938 CHEVROLET**

Bigger-looking—Richer-looking—Smarter-looking—and in all ways the smartest low-priced car to buy

"You'll be AHEAD with a CHEVROLET!" FOR 27 YEARS

CHEVROLET *THE CAR THAT IS COMPLETE*

THE SYMBOL OF SAVINGS

GILBERT PATTEN

The original Burt L. Standish, creator of Frank and Dick Merriwell, now writes "Frank Merriwell at Fardale" for the youth of all ages, a thrilling, pulse-pounding story about fiction's greatest hero, brought to you serially in this paper. Here's something new . . . an unusual story every reader will enjoy. Don't miss it!

"FRANK MERRIWELL AT FARDALE"

FALL WILMINGTON DAY

Wednesday, October 20, Date Selected by Mercantile Section of The Wilmington Chamber of Commerce

Under the auspices of the Mercantile Section of the Wilmington Chamber of Commerce, the official Fall "Wilmington Day" will be held in that city on Wednesday, October 20, in which all Wilmington stores will cooperate for the benefit of their customers from all parts of the Peninsula and adjacent counties of adjoining states. The sponsors are arranging for the widest and most "shopper-profitable" observance of this semi-annual event since their initiation several years ago.

Every possible step has been taken by Wilmington merchants to insure the most attractive and economical purchasing event which has been offered housewives of the Peninsula for many years. The Cooperative Sales Committee, headed by Edward A. Munch as chairman, stresses two facts namely, that stores handling every type of merchandise will participate, where needed supplies for wear, adornment, household necessity, and for every other purposes may be found, and secondly that it will be very much to the advantage of shoppers to do some of their Christmas shopping on this day.

In every line of retail merchandise, including staple articles for home use, clothing and miscellaneous articles required by every member of a family, through the whole generality of merchandise needed for any and every purpose, the Wilmington merchants have made the most thorough efforts to provide their stores with goods of all descriptions which their long years experience tell them will furnish economically any requirements of the throng of visiting shoppers which past records show will take advantage of this unusual opportunity for conservative shopping and material savings.

Wilmington merchants stress the fact that this is not an occasion when special merchandise will be displayed for a special event, but the same merchandise of the highest grade which is regularly offered will be there at real, worth-while bargain prices which will obtain for that day only.

The Bureau of Police has authorized the use of the usual Police Courtesy Card on automobiles of visitors for that day, which will permit shoppers to shop without worry about over-parking.

Special Parking Arrangements Provided For Visiting "Wilmington Day" Shoppers

As it is expected that there will be a great influx of automobiles bringing shoppers from out-of-town into Wilmington to participate in the official Fall "Wilmington Day," Wednesday, October 20th, the Mercantile Section of the Wilmington Chamber of Commerce has arranged special parking privileges for the city's visitors. The coupon printed below has been sanctioned by the Bureau of Police of the City of Wilmington, and is provided exclusively for the use of visiting "Wilmington Day" patrons.

Clip This Coupon and paste It On Your Windshield

NOTICE

Department of Public Safety

The owner of this car is an out-of-town visitor and guest of the Wilmington Chamber of Commerce on the occasion of the official Fall "Wilmington Day." Please extend every courtesy and assistance.

(Signed) Frank Mahoney,

Chief of Police,
Wilmington, Delaware.

October 20, 1937.

Will more territory satisfy Germany, Italy and Japan? Well, did Capone voluntarily quit when he got rich?

Brass ornaments will remain bright longer if, after polishing, they are given a thin coat of white shellac.

One good excuse is better than a thousand poor ones.

Being busy is often synonymous with being happy.

A FRIENDLY HAND

Evangelist John Moses Baker
Baltimore, Maryland

Only the touch of a friendly hand,
And a voice that is true and kind,
But it lives forever and evermore;
In the life and heart and mind.

Only the touch of a friendly hand;
A smile like the sunshine bright,
Lighten the load on life's weary road,
In the darkness of the night.

Only the touch of a friendly hand;
Gentleness, kindness, love,
Brightening the way like a heavenly ray,
Coming down from our Father above.

Only the touch of a friendly hand;
On life's storm tossed, troubled sea,
Remember the words of our Master:
Ye have done it unto me.

Some day when the warfare is over,
In the beautiful home of the soul;
To be with our Lord forever,
Where the surges will never more roll.

TIRE BLOWOUTS

Here's how to avoid serious consequences from tire blow-outs, according to a safety bulletin issued by the Keystone Club of Maryland. Don't slam on the brakes. Don't release the clutch. "The natural tendency of the driver when a blow-out occurs is to press hard on the brakes," said Garrison P. Knox, Manager of the Club. "Driving experts agree this is the wrong thing to do. Instead, the driver should concentrate his attention on keeping the car on the road and allowing the decelerated motor to act as a brake in slowing down the vehicle."

"Quick application of the brakes may result in the car overturning. Releasing the clutch may throw the car into a skid. The big job of the driver when a blow-out occurs is to steer. If he can keep the car on the road and prevent skidding he will avoid the horrors which often are the accompaniment to blow-out accidents."

It is further stated, for the benefit of drivers who never had experience with blow-outs, that a car always swerves in the direction of the blow-out; that is if a left tire is affected, the swerve will be to the left and vice versa. Another thing for drivers to remember is to steer in direction of the skid; that is, if the skid is to the left, steer that way. The car cannot be brought out of a skid by turning in the opposite direction.

CODDLING CRIMINALS

Prof. Donald A. Laird, eminent psychologist, explains how pampering law breakers is having the opposite effect intended by soft-hearted wardens. One of many illustrated features in the October 17th issue of the American Weekly, the big magazine distributed regularly with the Baltimore Sunday American. On sale at all newsstands.

CHRISTIAN SCIENCE SERVICES

"Doctrine of Atonement" will be the subject of the Lesson-Sermon in all Churches of Christ, Scientist, on Sunday, October 17.

The Golden Text will be from I Cor. 1:9—"God is faithful, by whom ye were called into the fellowship of his Son Jesus Christ our Lord."

Among the citations comprising the Lesson Sermon will be the following from the Bible—Matt. 18:2, 3—"And Jesus called a little child unto him, and set him in the midst of them, and said, Verily I say unto you, Except ye be converted and become as little children, ye shall not enter into the kingdom of heaven." The Lesson-Sermon also includes passages from the Christian Science textbook, "Science and Health with Key to the Scriptures," by Mary Baker Eddy, among which is the following, page 242—"Through repentance, spiritual baptism and regeneration, mortals put off their material beliefs and false individuality."

A man is sincere or he isn't. If he argues dishonestly for one side, you could hire him to argue for the other.

A civilized land is one that kills a million men in frenzied hate but won't kill one to put him out of his agony.

Education: Experience teaches us fear and we call it knowledge; blisters teach us cynicism and we call it wisdom.

Soaking a broom in boiling salt water every two weeks will help preserve it.

We aren't smarter at 60 than at 16. Our judgments are better only because we have accumulated more material to make them with.

STATE ELIMINATION TO PICK ENTRY FOR NATIONAL FARM BUREAU EVENT

Maryland's entry in the national farm women's speaking contest will be chosen at the State elimination contest which will be held in Baltimore on November 2. This announcement has been made by Mrs. R. C. F. Weagly of Washington county, Home and Community Chairman of the Maryland Farm Bureau, sponsor of the contest in this State.

Maryland is a part of the South-eastern district of the American Farm Bureau Federation which is sponsoring the national contest. The winner chosen for this state on Nov. 2, will meet other state winners of its district in Chicago on December 11, just previous to the national contest which is held in connection with the annual meeting of the American Farm Bureau Federation. The subject of this year's contest is "Health for Rural America".

FEDERATION OF WOMEN'S CLUBS

The campaign of Mrs. John L. Whitehurst, Baltimore club leader, who is a candidate for the office of first vice-president of the General Federation of Women's Clubs, has been inaugurated. The election will take place next May in Kansas City, Missouri. Several hundred members of the Maryland Federation will attend the meeting to work in Mrs. Whitehurst's behalf.

Mrs. Whitehurst is chairman of Education of the General Federation and a past State Federation president and is the first and only woman member of the Board of Regents of the University of Maryland. She is also secretary of the National Board on Rural Education, secretary of the Maryland State Board of Agriculture, a member of the Advisory Board of the Maryland Home Economics Association and the Baltimore Unemployment Stabilization Committee.

HEN OF THE YEAR

Plans for the second annual selection of the Hen of the year have been announced by the Third Poultry Industries Exposition. The Exposition, which is sponsored by the Northeastern Poultry Council, will be held as usual in the Port Authority Building, at Fifteenth Street and Eighth Avenue, from November 2 to 6 inclusive.

Concurrently at the Exposition, the Northeastern Poultry Producers Council will conduct a Baby Chick Show, a Turkey Show and The Egg Show of the Northeast, and a Standard Bird Exhibit. There will also be a Dressed Poultry Exhibit, sponsored by the Market men's Association of the Port of New York, George N. Savage, chairman.

To be eligible to complete each bird must have produced 300 or more points. The point score must equal or exceed the number of eggs. Copy of the Official Test record must be submitted with the entry.

Applications may be obtained from the Poultry Industries Exposition, 232 Madison Avenue, New York, N. Y. Entries must be in the hands of Robert C. Ogle, chairman of the Breeder Exhibits Committee, at Ithaca, N. Y., not later than midnight, October 29.

VACANCIES IN THE U. S. MARINE CORPS

The Officer in Charge, United States Marine Corps Recruiting District of Baltimore, Baltimore, Maryland. Announces that a limited number of vacancies now exist in the Marine Corps for young men between the ages of 18 and 25 years who have had some high school training, preference will be given high school graduates. The minimum requirement at the present time is 64 inches. Weight proportionate to height.

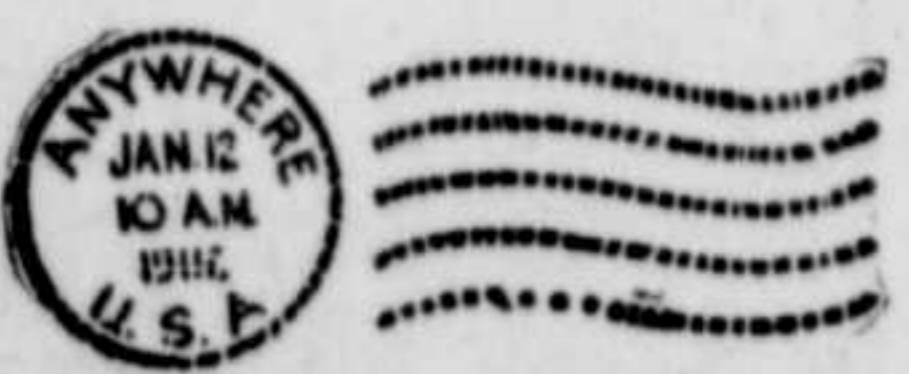
For further information, consult your local Postmaster, write or apply at the U. S. Marine Corps Recruiting Station, Room 325, Post Office Building, Calvert and Fayette Streets, Baltimore, Maryland.

STRANGE DISCOVERIES ABOUT SLEEPING SICKNESS

An unusual story of doctors reporting on recent tests with the wicked germ that leaves some victims sleeping for years and turns others into mental wrecks. One of the many features in the October 17th issue of the American Weekly, the big magazine distributed every Sunday with the Baltimore American. On sale at all newsstands.

Still, if all men glanced away like gentlemen when an ankle got exposed, what would be the good of exposing it?

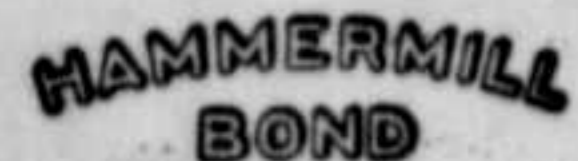
All Traveling Expenses



Printing is a Salesman Who Travels Cheaply

Traveling expenses 1 cent!

Good printing on



costs you little and does much for you.

Use more printed salesmanship. Ask us.



Farming Is a Business

And like every business, it requires forms, records and blanks that give you the facts about your farm, just as a business man has them about his business.

We print forms and letterheads (every business farmer should have his own letterhead) on Hammermill Bond, the Utility Business Paper.

Let Us Show You What We Can Do for You

Dyspepsia is the parent of many disagreeable qualities.