Discover how LITTLE it costs to Heat Water *Electrically*

TRIAL-PURCHASE PLAN! Briefly, our Trial-Purchase Plan permits trying a new Electric Water Heater in your home. You pay a small deposit of $5; 75c per month for six months; and if you decide to keep it, you have 36 months to complete payments. Ask us for full details of this plan!

Of course you would like a constant supply of clean, hot water! "But," you probably ask, "isn't it awfully expensive?" Our answer is—No! You pay only 1¼c per kilowatt-hour to heat water electrically on our low off-peak rate. (Minimum monthly bill $1.)

CONOWINGO POWER COMPANY

Electricity—Cheaper in Quantity

"THE LANDSCAPE MURDER"

Another thrilling detective story by a world-famous sleuth, formerly a member of the French Secret Police. Don't miss this feature in the Oct. 23rd issue of The American Weekly, the magazine distributed with the Baltimore Sunday American. On sale at all newstands.

Fidelity is seven-tenths of business success.—Partor.

Effective Printing

means good type, good presses, good workmen and good paper. We have the equipment and the workmen for you, and use Hammermill grades of bond, safety and cover papers. Let us show you.

Silence is better. It merely indicates that you may be dumb, while speech removes all doubt.

SHOULD CHILDREN HAVE THEIR OWN WAY?

Read what a scientific investigation in child psychology revealed One of many features in the Oct. 23 issue of The American Weekly, the magazine distributed with the Baltimore American. On sale at all newsstands.

To be proud of learning is the greatest ignorance.—Jeremy Taylor.

Chihuahua May Be White, Black, Tan, Other Colors

No one knows the exact origin of the Chihuahua, a graceful, swift-moving little dog that may weigh from one to six pounds. It is quite possible that the early inhabitants of Mexico crossed their native dog known as the techichi (which was indigenous to Central America) with a small smooth-haired breed brought from Asia. No one, however, knows for sure about this cross breeding. But this much is certain, according to Bob Becker in the Chicago Tribune, students of dog history are not in doubt about the native dog known to the old inhabitants of Mexico. They have a pretty good idea what it looked like.

Archeology tells us about the techichi. Carved stones showing pictures of the breed, the ancestral stock from which the Chihuahua has come, are found. The carvings show a dog that closely approximates the Chihuahua.

There are a long-haired and a short-coated or "smooth" variety of Chihuahua. It is very likely the short-coated dog is the original true Chihuahua. The breed has an excellent disposition, is intelligent and alert and comes in many colors. In fact, Chihuahuas may be snow white, coal black, black with tan or other mixed colors. It's rather interesting, as far as the history of the breed is concerned, that hundreds of years ago the early inhabitants of Mexico liked dogs that had a definite bluish color. These were held sacred.

Largest Orthodox Monastery

In Lake Ladoga, at the Russian-Finnish frontier, is a quiet, lonely island called Valamo—God's isle. It is high, steep and covered with trees. On this island is located the largest orthodox monastery of modern times. It is a huge building which has been greatly enlarged because of the thousands of pilgrims and tourists which visit it every summer. The monastery was founded in 992 by a monk named Segej, who went to Valamo from Russia. The monastery was destroyed several times in wars between Russia and Sweden, but was always restored and its work continued. After the Russian revolution many monks fled to the peace and quiet of Valamo. They and their fellow-monks work hard.

The only correct actions are those which require no explanation and no apology.—Auerbach.

DEALER PRE-VIEW CONVENTIONS

A program of 42 meetings to be attended by 80,000 members of the company's retail organization from coast to coast, has been arranged by Chevrolet for the period between Oct. 6 and Oct. 14, W. E. Holler, general sales manager, announced today.

The purpose of the meetings, designed as Dealer Pre-View Conventions, is to present all models of the 1939 Chevrolet line to the dealer organization, and acquaint its members with sales and advertising plans for the coming year.

De-centralization of the sessions at which the new product is presented to dealers and salesmen is expected to accomplish in a few days what would require weeks if the retail forces were brought to Detroit, as they were in 1933. In that year, 12,000 men brought in by Chevrolet, and three solid weeks were required to complete the program. Now that the number of men attending has been increased to include dealers' salesmanagers and salemen, bookkeepers and mechanics bringing attendance up to 80,000, the present plan is the only one that would finish the job on time, for Chevrolet plans to announce its new product October 22.

Task is expedited, however, at the cost of elaborate arrangements, whereby Central Office executives and wholesale field personnel will go into the territory, arrange for the largest meeting-place available in each of the 42 convention cities, install scenery, backdrops, and other properties, and supervise the meetings themselves.

Each of the meetings will be attended by all the dealers and dealer employes of the zone in which it is held, and in the case of two meetings—those at Boston and New York—retail personnel from adjacent zones will be included. This means that nearly 80,000 men will require transportation to the meeting points in their various zones. They will travel by railway, air plane, bus and automobile.

SENTENCED FOR AGGRAVATED ASSAULT

Kermit Madron, aged 19, of Rising Sun, pleaded guilty to a charge of aggravated assault and battery in Chester County Court, at West Chester, Pa., on Tuesday, and was sentenced to two months in the county prison, and fined $50.

Madron admitted cutting Thomas Wilson, of Oxford, Pa., with a knife during a street fight, Wilson was seriously injured, but recovered. The cutting affair occurred on August 26th, and Madron was committed to jail on August 28th.

Diet of African Natives

It is said that the men of the Masai tribe in Africa, with a diet including milk and meat—rich in protein, fat and calcium—average about 5 inches taller and 23 pounds heavier than the Kikuyu tribe, who are vegetarians and live mostly on cereals, roots and legumes. The muscular strength of the Masai is said to be some 50 per cent greater than that of the Kiyuku, while Masai women average 3 inches more in height and 27 pounds more in weight than the Kikuyu women. But children show the most striking contrast. Three-fourths of the Masai tribe were "good and very good" in physical development, while in the Kikuyu group less than one-third received a similar rating. Dental defects were found in 40 per cent of the Kikuyu boys and 28.8 per cent of the girls, but in only 8.3 per cent of the Masai boys and 7.3 per cent of the Masai girls.

Pacers and Trotters

The name "pacer" is applied to a class of horses that are characterized by the ability to pace. They do not constitute a separate and distinct breed, but the American Standardbred trotting horse breed is the most potent source of pacers. According to the "Cyclopedia of American Agriculture," by Bailey, there was an opinion some years ago that a special type was evolving among pacers, because many old time pacers were steep in the hindquarters, had crooked hocks and pitched forward. However, time has demonstrated with the pacer as well as the trotter, that symmetry and graceful lines and style in action or repose are not opposed to speed. To be registered as a Standardbred pacer, a horse must meet certain standards, set by the American Trotting Register association.

The Origin of Coffee

In the Fourteenth century, an Arab noticed that his goats became frisky after browsing among certain shrubs. He curiously chewed berries from the shrubs and found them refreshing. Soon thereafter the beverage brewed from freshly roasted coffee beans was enjoyed throughout Arabia. The drinking of as many as 30 cups of coffee a day is a custom not uncommon in Arabia.

THE OYSTER—THE TRUE SYMBOL OF GOOD EATING

Who Ate The First Oyster

Dr. Lewis Radcliffe, Director
The Oyster Institute of N. America,
Washington, D. C.

PART II

Who Ate The First Oyster?

In Colchester, England, where for generations the oyster season is opened each September with great ceremony and feasting, the following explanation is offered:

One thousand years ago tonight
In old Colchester town,
The bravest man who ever lived
Achieved his great renown.

A Norman Knight—to fear unknown
Fished an oyster from the Colne;
And with utter disregard of Fate
That night the first shelled bivalve ate.

And steadily since that feat so bold
The Oyster's fame each year increased;
They eat him hot—they eat him cold
And he's always present at the Feast!

And so tonight we celebrate
With song and dance and flow of reason
And formally inaugurate
The Festive Oyster Eating Season!

Perhaps the original oyster eater had been observing the practice of gulls, of flying aloft with an oyster and then letting it fall onto a rock, breaking the shell, thus enabling these birds to gain access to the juicy morsel inside. Dr. Herbert F. Prytherch, Director of the U. S. Fisheries Biological Laboratory at Beaufort, North Carolina, who has delved deeply into the private life of the oyster, tells me that cement roads extending down to the seashore have proved to be a boon to these waterbirds. No longer does the bird have to hunt for a convenient rock and accurately drop his oyster so as to score a hit. Nowdays he simply poises over one of these cement ribbons of manmade cement and lets the luckless oyster fall thereon.

Without attempting to decide the question as to who ate the first oyster or how he succeeded in prying apart the two calcareous shells in order to gain access to the delicate flesh inside, we may state with confidence that no nation has been blessed with such an abundance of oysters as occur along the coasts of the United States. In fact oysters are our most widely distributed seafood, occuring in bays, coves, estuaries, and mouths of rivers from Cape Cod to Texas., and the coastal waters of the three Pacific States. Furthermore, recent legislation has been enacted to foster the growing of oysters in the waters of Alaska.

But some of my readers, living far from the seashore, may ask, why should I be interested in oysters. Undoubtedly you know, if you have not actually suffered from, deficiency diseases such as anemia, goiter, pellagara, etc. Oysters belong to the class of protective foods which are rich in minerals and vitamins, a subject to be discusses latter on in this series.

NUMBER OF TELEPHONE CALLS REACHED NEW RECORD IN 1937

Overseas and Ship-to-Shore Service Extended; New Transcontinental Line Completed

Long distance telephone calls in the United States during 1937 reached a new peak with a total of about 55,030,000 calls. This was about 4,500,000 more than in any previous year, and 7,450,000 more than in 1936.

Teletypewriter service also continued to show steady improvement. There were about 3,550,000 teletypewriter messages in 1937, which was an increase of 638,000 over 1936.

A new record was also established for overseas radio-telephone service, when about 59,000 messages were transmitted, exceeding by 19,000 the number sent in 1936, which was the previous high year. During the year service was extended to Damascus, Syria; Bagdad, Iraq; Sofia, Bulgaria; Port au Prince, Haiti; Juneau, Alaska, and to two additional ocean liners.

Bell System telephones may now be connected with about 36,000,000 of the world's 39,000,000 telephones, and communication is possible with 72 different countries and localities.

Another important achievement of the Long Lines Department of The American Telephone and Telegraph Company in 1937 was the completion of the fourth transcontinental telephone line, which provides additional telephone facilities over a new route to the Pacific coast. This project involved a big engineering construction job between Amarillo, Tex., and Kingman, Ariz., and added one more route for the constantly increasing telephone traffic between the east and west coasts.

The thing overlooked by cranks is that capital is canned labor. Jones has $1,00 to invest because he earned and didn't spend it.