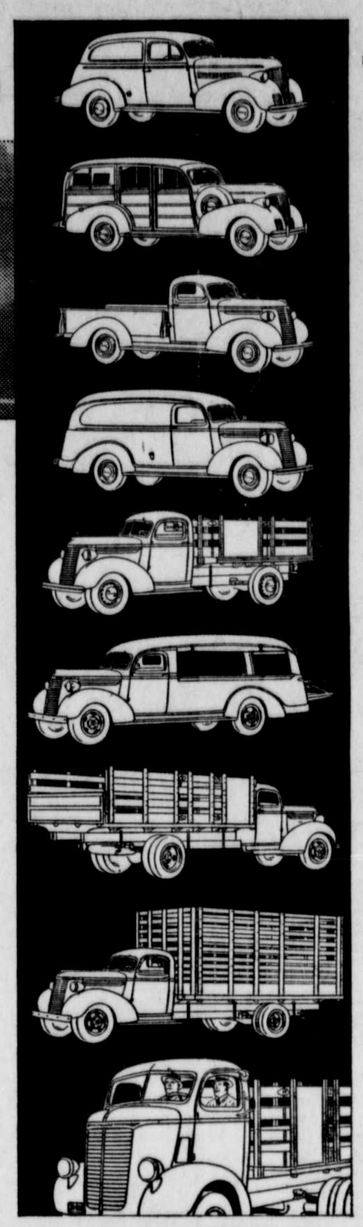
1939 CHEVROLET TRUCKS



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THE NATION'S LARGEST BUILDER OF TRUCKS

Brings You Higher Quality Trucks At Lower Prices

FAMOUS VALVE-IN-HEAD TRUCK ENGINE

•

POWERFUL HYDRAULIC TRUCK BRAKES

•

MASSIVE NEW SUPREM-LINE TRUCK STYLING . . . COUPE-TYPE CABS . . . VASTLY IMPROVED VISIBILITY

•

FULL-FLOATING REAR AXLE

Available on Heavy Duty models only.

- Chevrolet's unequaled truck volume naturally enables Chevrolet to give you unequaled truck value.
- Chevrolet trucks for 1939 are offered at the *lowest prices* ever quoted on trucks of such outstanding quality.
- Chevrolet's famous Valve-in-Head Truck Engine brings you an unmatched combination of power, reliability and economy.
- Chevrolet trucks are the *only* trucks in the entire low-price field with all the modern truck advantages listed here.

SEE YOUR LOCAL CHEVROLET DEALER

New Chevrolet-Built **CAB-OVER-ENGINE MODELS**

Offering amazing new triple savings... the threefold economies of extra big load space, new lower prices, and exceptionally low operating costs. See your nearest Chevrolet dealer today!

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A GENERAL MOTORS VALUE

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ALMANAC

"Plough deep and you will have plenty of corn."

JANUARY

1—Parcel post system established in the United States, 1913.

2—Georgia ratified the constitution of the United States, 1788.

3—"Life," the humor magazine, was first issued, 1883.

4—The first radio chain broadcast was made, 1923.

5—Capt. Dreyfus degraded and sent to Devil's Island, 1895.

6—George Washington and Martha Custis were married, 1759.

7—The English lost the city of Calais, 1558.

ALMANAC

"He who pitches too high won't get through his song."

JANUARY

8—Eli Whitney, inventor of the cotton gin, died, 1825

9—The first shot in the Civil War was fired, 1861.

10—The Treaty of Versailles became effective, 1920.

11—Amelia Earhart Putnam began her Pacific flight, 1935.

12—Jack London, famous author, born, 1876.

13—The New Plymouth colony was founded, 1629.

14—Disastrous earthquake visits Jamaica, 1907.

ODDITIES AT THE FAIR

NEW YORK—Here are a few of the strikingly unusual things visitors will find at the New York World's Fair 1939:

A parachute tower from which visitors may "bail out" at an elevation of 250 feet and be sure of a "happy landing."

Revolving "magic carpets" from which you may look down as from a height of two miles upon "The City of Tomorrow" inside the 200-foot Perisphere.

A "Tree of Life" carved from the trunk and branches of an elm planted in Connecticut in 1781 by Revolutionary War prisoners.

"Steve Brodie" jumping six times a day from a reproduction of the Brooklyn Bridge.

* * *

The most valuable wheat field for its size in the world in full growth.

Five million dollars worth of diamonds, rubies, emeralds and other gems in one glittering display.

The steel-walled bathysphere in which descent has been made miles down in the black depths of the ocean.

"Rocket gun" by which passengers will be shot to the moon, or Mars someday—perhaps.

The model of a human eye so large visitors may enter it and look out upon the Fair's busy scene just as if the eye were doing the looking.

* * *

Two hundred blooded cows being milked daily on a revolving platform.

An orange grove transplanted intact all the way from Florida.

Automobiles with living drivers in hair-raising collisions and flying somersaults.

The largest opal in the world.

An oil well in operation with real drillers in the "cast."

The largest model railroad ever constructed.

Puppets 14 feet tall dramatizing the contents of the familiar bathroom medicine cabinet.

Displays of rare orchids, renewed every three days by plants flown to the Fair from Venezuela.

The tremendous discharge of 10,000,000 volts of man-made lightning.

A Brazilian exhibit building erected on stilts.

A floor made of cotton.

* * *

Ricksha runners from South Africa six and a half feet tall and clad mostly in feathers, horns and beads.

A waterfall cascading from the high roof of a building.

Mural paintings that change their colors while you're looking at them.

Fireworks set to music in related patterns of color and light.

A city entirely populated by midgets.

An automobile speedway half a mile long on top of an exhibit building.

Mighty snowstorms sweeping down out of a clear Spring sky.

* * *

A building turned inside out with its roofbeams on the outside.

Moving chairs traveling around in a building so visitors won't have to walk.

A flight to Venus so real you'll swear you've been there and met the folks.

The tallest mural paintings in the world.

A model of New York City so large that the Empire State Building is reproduced 23 feet tall.

A sphere 200 feet in diameter seeming to revolve on jets of water, like the little silver ball in the shooting-gallery.

A fountain that sings.

Paintings that have to be destroyed every night and done all over again next morning.

A "Fountain of the Atom," with electrons and protons dancing around a pulsating shaft of light.

It is the man on the fence who feels the first political breeze.

A man's good judgment usually shows up the day after.

NATIONAL TRUCK WEEK

As the world's largest producer not only of passenger cars but of trucks, Chevrolet is taking the initiative this month in a move designed to focus interest of commercial vehicle users on their transportation needs. The program will take the form of a National Truck Week, Jan. 14 to Jan. 21, plans for which are being completed by W. E. Fish, commerical car and truck sales manager of Chevrolet.

The company's entire organization, wholessale and retail, will be enlisted in the campaign, Mr. Fish said. details of the operation were worked out in Detroit, Dec. 20, at a meeting of regional truck managers, representing the wholesale organization from coast to coast. These men carried back to the field the outline of the various promotional activities and material which will be distributed to all Chevrolet dealers and salesmen.

Thirty thousand special messages will go out to fleet users from coast to coast in advance of the event, inviting them to view the special truck displays which dealers are setting up in their dealerships in scores of cities across the country. In many instances, manufacturers of equipment are cooperating in the program, exhibiting specialized equipment like that which made Chevrolet's big space at the National Truck Show in New York on of the main interest centers in that exposition.

"The thought behind National Truck Week," said Mr. Fish, "is to lend further impetus to the movement, already under way, for a concerted business revival in 1939. At the very start of the year, when budgets are being worked out, we are calling truck users' attention to their transportation needs. We are going about it systematically to prove that in a great many instances operators will save money by judicious investment in better transportation units, new or used.

"During a period of depression, truck operators, like passenger car owners, naturally tended to neglect the matter of replacements. Trucks that would in normal times have given place to more efficient units were continued in service, frequently without adequate maintenance work. The result is a very extensive replacement market now exists at the very time when most indications point to a general business up-turn.

"National Truck Week is carefully-thought out effort to show truck owners what they stand to gain by modernizing their equipment in preparation for 1939. As might be expected, strong emphasis is being placed on the new units, both conventional and cab-over-engine, which the company presented at the Auto Shows. The latter line has 'caught on' especially well, dealers report. Buyers esem greatly impressed at the small additional cost of the extra load-space which Chevrolet's cab-over engine models provide, as well as by the lengths to which the engineers have gone in building safety, confort, and operation ease into these new units."

SECRETS OF THE JUNGLE

Brian O'Brien, renowned explorer, tells of weird mysteries, savage sorcery and terrifying tragedies in the wilds of Africa. Don't miss January 22nd issue of The American Weekly, the magazine distributed with the Baltimore Sunday American. On sale at all newstands.

CHRISTIAN SCIENCE SERVICES

"Life" will be the subject of the Lesson-Sermon in all churches of Christ, Scientist, on Sunday, January 15.

The Golden Text will be from Prov. 12:23: "In the way of righteousness is life, and in the pathway thereof there is no death."

Among the citations comprising the Lesson-Sermon will be the following from the Bible, Luke 23:13, 14: "And Pilate, when he had called together the chief priests and the rulers and the people, Said unto them, ye have brought this man unto me, as one that perverteth the people; and behold I, having examined him before you all, have found no fault in this man touching those things whereof ye accuse him."

The Lesson-Sermon also will include passages from the Christian Science textbook, "Science and Health with Key to the Scriptures," by Mary Baker Eddy, page 428, "Life is real, and death is the allusion. A demonstration of the facts of Soul in Jesus way resolves the dark visions of material sense into harmony and immirtality."

SCIENCE EXPLAINS LOVE AT FIRST SIGHT

Those who think that selecting a wife or a husband is their own idea will be surprised to know that it's really their ancestors looking through their eyes. Read this informative article in the January 22nd issue of The American Weekly, the magazine distributed with the Baltimore Sunday American. On sale at all newstands.

A baseball player seldom strains at a gnat but he frequently struggles with a fly.

The world is wide enough for all but it's not deep enough for some college graduates.

NEGRO HEALTH WEEK AWARDS

Dr. R. H. Riley, Director of the State Department of Health has notified that certificates of merit—all in class "A"—have been awarded to the State and Baltimore City Departments of Health, to the Negro Health Week Committee of Baltimore City, and to the Departments of Health of Caroline, Cecil, Montgomery, Prince George's, and Wicomico Counties, by the National Negro Health Week Committee of the U. S. Public Health Service, for activities in connection with this year's observance of Negro Health Week. The announcement was made by Dr. Roscoe Brown, Director of the Negro Health Week Movement.

Class "A" certificates were also awarded to the Health Club of St. James Home and School of Pocomoke City, Worcester County and the Community Center of White Plains, Charles County, and a Class "B" certificate was awarded to the Health Club of Wetipquin, Wicomic County. Fourteen schools in that county took part in the nation-wide health poster contest, and the public school at Salisbury, paired with a school in Winston-Salem North Carolina, for second honors in the contest.

This year's schedule included public meetings in churches, schools and community halls with all representative groups participating; child health conferences; the medical examination of school children; clinics for immunization against diphtheria, typhoid and smallpox; tuberculosis and venereal disease clinics; health education exercises and poster contests in the schools; community clean-up and sanitation campaigns. There were also cleaniness and neatness improvement contests in some of the rural schools including a county-wide one in Worcester County.

The health week observance was started nearly twenty-five years ago largely through the initiative and interest of Booker T. Washington. Since it became nation-wide in its scope it has been conducted under the auspices of the United States Health Service, with State and local departments of health, and lay organizations assisting.

Dr. Brown's report for the current year shows that over 3,600 communities, in 30 States, took part in the 1938 activities. Over 42,000 households throughout the country shared in the clean-up campaigns; over 95,000 places, in the insect and rat control projects; more than 9,000 in sanitation activities; and nearly 20,000 plant and flower projects were carried on. The educational exercises attended by over 1,250,000 persons, and many more were reached by the radio talks, of which 391 were given.

PUBLIC HOUSING PROJECTS

More than 20,000 low-income families who formerly dwelt in slum tenements and shacks today are residing in decent, safe and sanitary living quarters in public housing projects administered by the United States Housing Authority, according to a year-end recapitulation made public by Nathan Straus, USHA Administrator. In 1939 thousands more will migrate from the slums into decent low-rent homes.

At present, twelve large low-rent housing projects to provide about 9,000 new homes, are under construction contracts and during 1939, it is estimated that construction will be started on between 75,000 and 80,000 additional homes.

This building program will provide millions of man-hours of labor of a veritable army of workers and will provide new homes for thousands of underprivileged families whose average annual incomes will range from $1,000 down to $450 a year. Shelter rentals in the new projects will range from $8 per month for a dwelling unit in the South to $20 per month in the larger northern industrial cities.

Mr. Straus pointed to the increase in the number of local housing authorities during the year just closed as indicative of the enthusiasm with which the National slum-clearance and rehousing program is being received from coast to coast.

A year ago, there 46 local public housing agencies; to day there are 221. To date, 140 low-rent housing projects in 73 cities and two counties in 22 States, the District of Columbia and the Territory of Hawaii are under contract for USHA loans totaling $320,986,000. These loans represent 90 per cent of the cost of the projects. In addition, 123 communities have received earmarkings of $328,803,000, making a grand total of $649,789,000 so far committed by the USHA.

The demand of local housing authorities for USHA financial aid in clearing their slums and rehousing families of low income has been so great that all USHA loan funds have been committed and there is great unfilled demand for more funds and more projects.

To date, Administrator Straus has approved construction contracts totalling $28,964,621 for 12 projects inaugurated under the USHA program in eight cities to be built at a total development cost of $45,384,201.

Americanism: Requiring professional men to pass an examination before they can practice; hiring a man to manage public business because he cusses things we don't like.