If you want the best used cars at the lowest prices, go to your Chevrolet dealer!

1933 CHEVROLET, MASTER COACH
1934 CHEVROLET MASTER COACH
1937 CHEVROLET MASTER DELUXE TOWN SEDAN
1931 FORD FOURDOR SEDAN
1934 CHEVROLET MASTER COUPE
1936 CHEVROLET MASTER TOWN SEDAN
1932 FORD TUDOR SEDAN
1934 FORD DELUXE COUPE
1934 FORD TUDOR SEDAN
1930 WHIPPET—PICKUP TRUCK

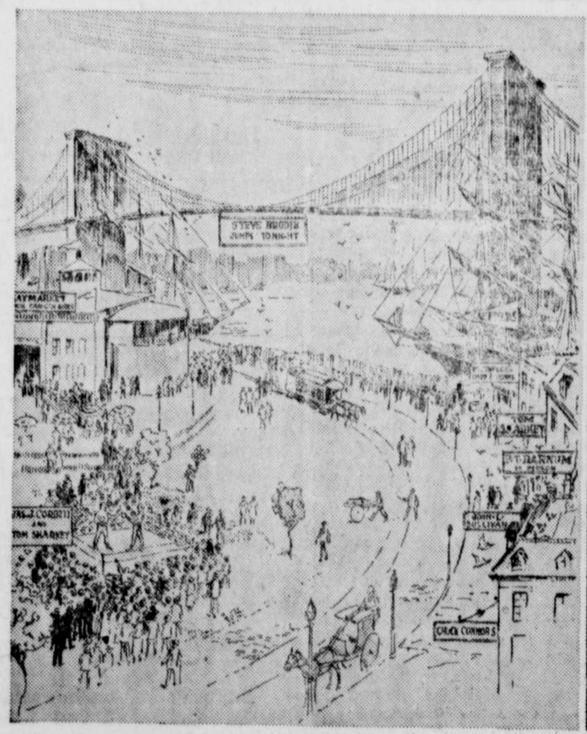
Buy used cars from your CHEVROLET DEALER NOW! for these reasons:
1 He has taken in trade a fine assortment of late model used cars at the right prices.
2 He is a reliable merchant.
3 He maintains the highest standards of reconditioning.
4 He gives you bigger value and lower prices.

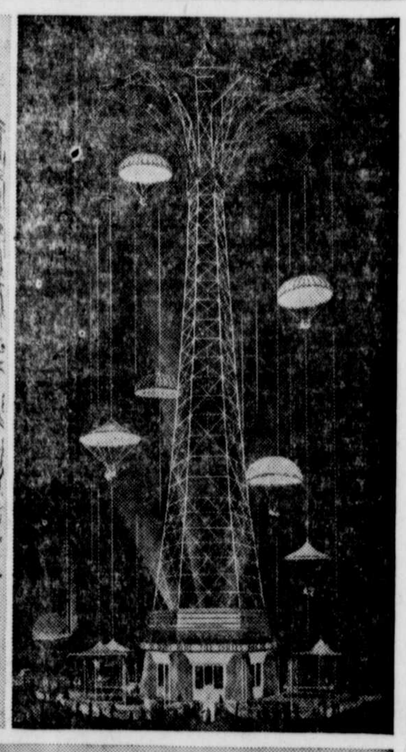
A. J. Dinsmore & Bro.
Phone 108
Rising Sun - Maryland

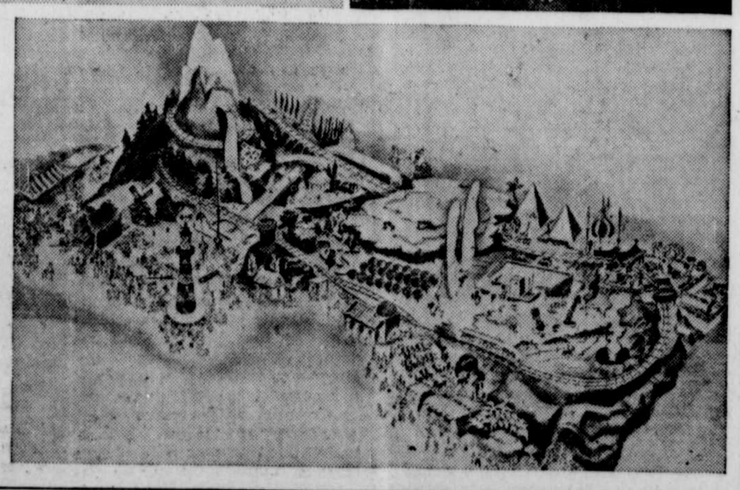
MANY MAKES • MANY MODELS
LOWEST PRICES

BUY WHERE MILLIONS ARE BUYING
OVER 5,000,000 PEOPLE BOUGHT USED CARS FROM CHEVROLET DEALERS IN 1936, 1937 and 1938

FUN AT THE FAIR







NEW YORK—Three of the hundreds of amusements that will furnish enjoyment and thrills at New York World's Fair 1939. Above is a sketch of George Jessel's "Old New York," which will feature "Steve Brodie" jumping from the Brooklyn Bridge (6 times daily!). At the right, top, is the 250-foot parachute jump which will bail-out passengers and bring "happy landings." At the right is one feature of the Children's World—"A Trip Around the World."

These investment scandals teach us that big and famous men can be trusted until the temptation becomes as big as they are.

First tramp—"What would you do if you won a pile of money?"

Second tramp—"I'd have the p rk seats upholstered!"

Nothing ever pleases a woman more than to have a man present her with a pair of slippers three sizes too small.

RETAIL CAMPAIGNS HELP MOVE "SURPLUS" FOODS

National selling campaigns conducted by organized groups of chain and independent food retailers are a recent and generally successful innovation in food marketing, reports the Bureau of Agricultural Economics.

About 25 such campaigns have been carried on during the past 3 years—to push sales of beef, lamb, grapefruit, eggs, apples, oranges, and other farm products during periods of temporary surpluses.

In a study of several of these campaigns, the ureau found that sales of food products can be sharply stepped up by special merchandising efforts in the retail store. One of the important elements in the success of such campaigns in moving food products into consumption has been the narrowing of marketing spreads which has accompanied them. Proper timing of the campaigns and effective merchandising methods in the retail store also were cited as important factors.

In the early months of 1937, chain and independent food retailers joined in organized promotion of grapefruit sales to assist producers dispose of a record crop. Sales of several retail groups which featured grapefruit at this time more than doubled the volume reported for the same period a year earlier—a much greater increase than was expected from the general supply situation.

A similar campaign to step up beef sales in the summer of 1936 brought "productive results." A drive to promote egg sales in the fall of 1937 was relatively less productive, however, inasmuch as it was conducted during a period when eggs were seasonally high in price, and "the low-price appeal made to consumers in the beef and grapefruit campaigns was lacking."

Most of the grocery chains and many independent grocers and wholesalers have taken part in the more important drives.

The Bureau pointed out that "the gains to be made for agriculture as a whole merely by diverting consumer purchases from one food product to another are questionable. But there can be little doubt of the value of any program which helps to relieve groups of producers who are in especially unfavorable circumstance, especially if the program results in a narrowing of marketing spreads."

Too-frequent repetition of producer-consumer campaigns were advised against, because of the possibility of losing noveling and appeal to consumers.

Soaps Made From Tallow

Laundry soaps are made from tallow, with resin added to give the yellow color. The fatty material is melted and lye is added. Then saturated salt solution is added. The soap floats to the surface. Transparent soaps contain alcohol and glycerin. Floating soaps are usually a mixture of tallow and coconut oil, potash and soda. It is air in the soap that makes it float. Castile soap is made from olive oil and soda or mixed potash. Shaving soap is prepared chiefly from coconut and palm kernel oils, which impart its lathering qualities. Small amounts of gum or other substances are often added to shaving creams to make the lather dry more slowly. The most important of the animal oils used in making soap are tallow and grease; of the vegetable oils, cottonseed, coconut, palm, castor, olive, linseed and soy bean.

'Raining Cats and Dogs'

According to "Everyday Sayings," in northern mythology the cat is supposed to have great influence on the weather, and English sailors still say "the cat has a gale of wind in her sail" when the animal is unusually frisky. Witches that rode upon the storms were said to assume the form of cats. The dog is the symbol of wind, like the wolf. Both of these animals were attendants of Odin, the storm god. In old pictures, the wind was figured as the head of a dog or wolf, from which came the blasts. The cat may therefore be taken as the symbol of the downpouring rain, and the dog as the symbol of the strong gusts of wind accompanying a rainstorm.

Sloth Lives Upside Down

The sloth lives upside down. Hook-like claws on his feet keep him suspended in a tree, where he eats leaves and fruit. Often he never gets out of the tree on which he is born. If something forces him to quit his home, he merely slides to the end of a limb, stretches out a foot, and waits for the wind to blow him near enough another tree to hook onto it, observes a writer in the Washington Post. Sloths are the despair of those who try to domesticate them. One owner, tired of his almost motionless pet, held it under a tree to liberate it. It was more than an hour before the creature shifted its feet enough to grip the limb they leaned against.

GLAMOROUS HOLLYWOOD

Learn all about the great stars of movieland, see their latest photographs. Enjoy this fascinating feature in The Green Spotlight section every Sunday in the Baltimore American. On sale by all progressive newsdealers in your territory.

OLD AGE INSURANCE

Q. I run a small dry goods and notion shop in which I employ four people, and I have just received a wage and tax return to fill out for the last three months. One of my salesgirls was married during the Christmas holidays. Should I record her married name on the wage report or her maiden name as I did on the last report

A. The answer to your question depends whether or not the girl you mention wants to be called by her married name when she is in your store. Some women like to keep their maiden name in connection with their work. You should not record her married name on the wage report unless she notifies the Social Security Board of the change in name. To do this, she should write the nearest field office of the Board telling them she wishes to change her name on the Board's records. The field office will send her a form to fill out and mail to the Board. Unless the Board knows that your employee's name is changed, it will not be able to credit her account with her recent wages, because her account was set up originally in her maiden name. Even though her name is changed, her account number remains the same. This account number must be recorded on the wage report opposite the same name, in which her account was originally set up, unless the Board knows that the name has been changed.

Q. As the proprietor of a hardware store, I received some time ago an inquiry from the Social Security Board regarding the name of one of my employees which I listed on the wage report I sent in last August. This inquiry refers to the addition of "Junior" to the name. This employee's father died last July and he has not been using the "Junior" since then. So I thought I was correct in leaving off the "Junior" in the last report.

Can you tell me if I am not right about this, especially as I have just received a new report to fill in for the quarter ending December 31.

A. If you answered the inquiry of the Social Security Board and explained that the "Junior" on the name of your employee has been dropped, you should record the name **without the "Junior"** on the new report. If, However, you have not yet answered the inquiry, you should **notify the Board immediately.** Your employee, himself, should notify the Board of the change in name, so that it can correct its records accordingly. The reason the Board must be notified is because this employee's account as originally set up, was under the name he used before he dropped the "Junior", and unless the Board knows of the change in the name, it has no way of knowing that the wages you reported should be credited to his account. If your employee will call or write the nearest field office of the Board, he will be informed how to proceed to have his name officially changed on the Board's records.

Q. I operate a small saw mill and among my employees is a man who works for a couple of hours a day sweeping out the sawdust from the mill. Should I list this man's wages on my wage report? Does not work of this kind come under the head of "casual labor" which is excluded from coverage by the Social Security Act?

A. Sweeping sawdust from your mill does not come under the head of "casual labor" as defined by the Social Security Act because it is work done as part of your regular trade or business. The wages of your employee who does this work must be included when you compute your tax due the Federal Government. You must record this man's wages with his name and social security number on your wage and tax report. He does not work as many hours as other employees who operate machinery or do the hauling, but removing sawdust is, on the other hand, a necessary part of the general work which must be done in your mill, in order to carry on your business.

LESSONS OF THE STORM

"Lessons of the Storm," is the heading on a bulletin addressed to motorists by the Keystone Club, pointing to the avoidable inconvenience, delay and suffering experienced by motorists, caught unawares by the snow and accompanying low temperatures during and following the recent snow storm.

"Unpreparedness was the cause of widespread discomfort and actual suffering," said George E. Keneipp, Manager of the Club, who emphasized that in approximately 90 per cent of the cases of car failure weak batteries, heavy oil or lack of chains were the causes of the trouble.

"Balmy days are responsible for a sense of security that is rudely shattered by a sudden drop in the temperature. It is then that troubles of the motorist multiply. Our advice to our members and motoring public in general is to make sure that batteries are fully charged, that the proper grade of winter oil is used, and that the ignition system is functioning properly. Very little trouble will be experienced if these essentials are attended to."

Wise is the individual who prepares for the future by studying **both the past and present.**

MODERN MERCHANDISING SCHOOL

Detroit, Jan 20.—Thirty youths from all sections of the United States arrived here this week to enroll in the Post-Graduate School of Modern Merchandising and Management for Dealers' Sons, a "college" unique in modern industry.

An expanded teaching personnel and greatly broadened cirriculum are outlined for the new school, the fourth of its kind to be held. Training of the dealers' sons for participation in their fathers' automobile dealerships, or in organizations of their own, is afforded the young men, selected on a merit system after nomination by executives in the Chevrolet field organization.

Lecture courses, conducted by leaders in the automotive industry, will be supplemented with "laboratory" work, according to T. O. McLaughlin, director and chief instructor. Prominent industrial figures who will address the group include A. P. Sloan, Jr., chairman of the board of General Motors, William S. Knudsen, president of General Motors, M. E. Coyle, general manager of Chevrolet, C. F. Kettering and R. H. Grant, vice presidents of General Motors, and William E. Holler, general sales manager of Chevrolet.

The youths will be graduated after eight weeks of intensive training, investigating all departments pertaining to the conduct of a retail business. In addition, they are "factory-trained" to the extent that classes are held right in plants and engineering laboratories, where the student learns designing, servicing, re-conditioning of used cars and other phases of the business.

More than 100 men already have been graduated from the school, which was founded by Mr. Holler, and was in the course of preparation for five years prior to its opening in the spring of 1938.

SNOW STILL A PROBLEM ON NATION'S HIGHWAYS

Snow each winter creates many traffic problems on the Nation's highways. Improved highway construction will eliminate some. Snow removal, ice treatments, drift prevention, and State highway patrols minimize others. But the Bureau of Roads points out that with all these improvements and precautions, there still is the need for careful driving when highways are icy.

Data compiled from reports by 36 States show expenditure of $17,099,626 to free 217,243 miles of main highways from ice and snow during the wnter of 1936-37. The States employed more than 17,000 trucks and tractors, with attachable plows, and 41 power shovels, The expenditure was made largely to open roads promptly and to enable traffic to move over them with some degree of safety at all times, the Bureau points out.

Prompt removal of snow, in addition to making the roads passable, helps preserve the road surface and shoulders. Failure to remove the snow before thawing often results in weakened pavements and costly repairs.

Many highways in northern and western States are now located and designed to minimize the snow removal problem. For such designing the prevailing wind is taken into consideration and roadbeds are raised above adjacent ground to make for wind-swept surface. Ditches are widened to afford better drainage and greater snow-storage. Snow fences are put up and evergreen trees and hedges planted along the road to prevent snow drifting.

IF IT'S OUT IT'S RED

"If it's out it's red," the Keystone Automobile Club advises motorists asking the proper driving procedure at intersections where signal light bulbs are burned out or inoperative due to wiring or other failure.

"In such circumstances," said George E. Keneipp, Manager of the Club, "we strongly advise motorists to consider the dark signal as a red light, come to a full stop and make sure it is safe to proceed before crossing the intersection."

The Club statement followed numerous inquiries from perplexed motorists who felt that some general understanding should be reached by drivers confronted by unusual conditions caused by signal light failure.

Concurring in this opinion, Mr. Curran pointed out that traffic lights at intersections are life-savers to the careful driver, but that they become a definite hazard when bulbs burn out, unless drivers follow the safe rule to regard the unlighted signal as a red light.

WIN WEEKLY CASH PRIZES

Are you alert? You can win one of the 100 cash prizes awarded each week in a series of easy, fascinating contests. Look for this profitable feature in the Comic Weekly section of the Baltimore Sunday American. All progressive newsdealers sell the Baltimore American.

People usually judge fairly. On off days, when nobody seems to like you, you don't like yourself much, either.

Yes, preparing for war may lead to war. But if there are crimes in spite of police, there would be more **without them.**