LEADERSHIP IN VALUE BRINGS LEADERSHIP IN SALES

EXCLUSIVE VACUUM GEARSHIFT
Vacuum Booster Supplies 80% of the Shifting Effort

NEW AERO-STREAM STYLING
New Bodies by Fisher

CHEVROLET'S FAMOUS VALVE-IN-HEAD SIX

PERFECTED HYDRAULIC BRAKES

PERFECTED KNEE-ACTION RIDING SYSTEM
On Master De Luxe models only

NEW "OBSERVATION CAR" VISIBILITY

TIPTOE-MATIC CLUTCH

ALL CHEVROLET PRICES ARE MUCH LOWER!

Chevrolet is first in sales because it's first in styling—first in acceleration—first in hill-climbing—and first in value in its price range!

Again the people of the nation are awarding Chevrolet first place in motor car sales!

And the reason they are buying *more Chevrolets* than any other make of car is that this new Chevrolet *gives them more* of all the things they want in a motor car, at lower cost.

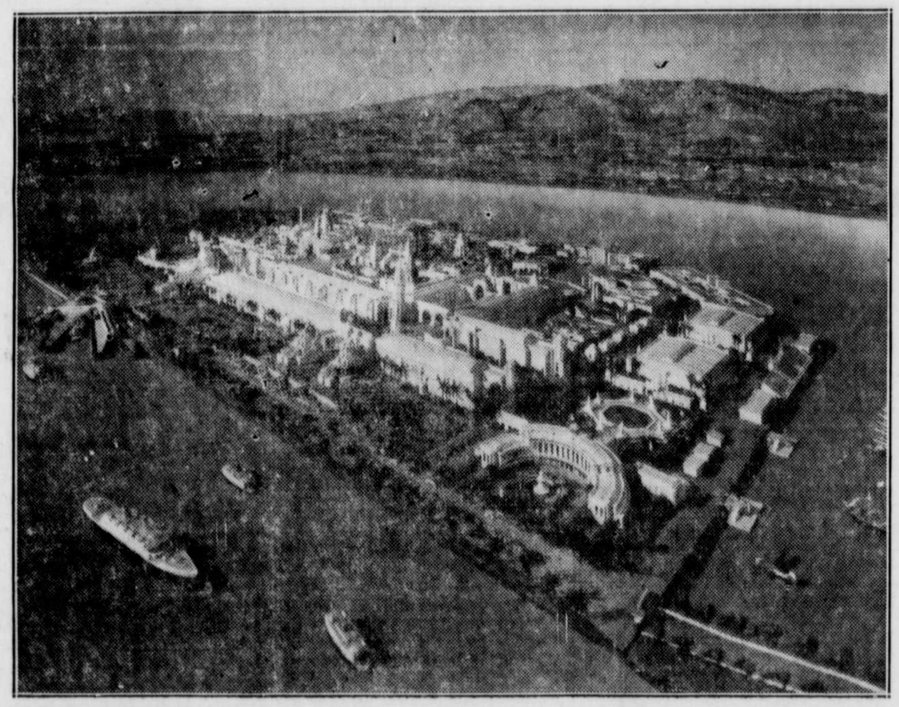
Visit your nearest Chevrolet dealer today! See, drive and buy the nation's fastest selling motor car and the nation's biggest dollar-value!

CHEVROLET A GENERAL MOTORS VALUE

The Only Low-Priced Car Combining "ALL THAT'S BEST AT LOWEST COST!"

A. J. Dinsmore & Bro. Phone 108 Rising Sun, Md.

TELEPHONE EXHIBIT IS FEATURE OF 'FRISCO FAIR



Architect's model of Treasure Island in San Francisco Bay, site of the 1939 Golden Gate International Exposition. Visitors to this World's Fair will have an opportunity to see the Bell System exhibit in the Palace of Electricity and Communications. Here may be seen photographic murals dramatizing the day-to-day operations in furnishing telephone service and a long distance demonstration map where many hundred electric lights trace the routes of actual calls. Here may also be seen and heard "Pedro, the Voder," the first machine in the world to create speech, and the voice mirror, which repeats to the listener the identical tones of his voice.

ALMANAC

"Kind words and few are a woman's ornament."

APRIL

16—The Confederates call for 2,000 volunteers, 1861.

17—Mohawk and Hudson Railroad was chartered, 1826.

18—San Francisco Fire breaks out, 1906.

19—Famous "Scrap of Paper" London Treaty signed, 1839.

20—Bacon incited rebellion against the English crown, 1676.

21—Trial by jury was established in Canada, 1785.

22—The first white woman arrived in Oregon, 1814.

The tongue of a woman is her sword—and she never allows it to rust.

It is easier for a young man to fool his own mother than it is for him to fool any other woman.

GAIN OF 44,000 TELEPHONES IN C. AND P. AREA REPORTED IN 1938

$19,000,000 Expenditure for Construction Last Year Brings Total Plant Value to $168,800,000

A gain of 43,996 telephones during 1938 brought the total in service in Washington, Maryland, Virginia and West Virginia, territory operated by The Chesapeake and Potomac Telephone Companies to 828,765, according to the annual reports of the directors submitted by Lloyd B. Wilson, president. The number of Bell telephones in service at the end of 1938 in Washington was 239,668, Maryland 262,450, Virginia 195,952 and West Virginia 130,695.

The expenditure of more than $19,393,000 for construction in these states and the District of Columbia during the year brought the total cost of telephone plant to $168,832,715.

The reports disclosed that there were 11,858 employees on the payrolls of the companies in Washington, Maryland, Virginia and West Virginia, of which 6,675 had ten or more years of service, 1,973 had twenty years or more and 467 thirty or more years of service.

Commenting on employees' length of service, Mr. Wilson stated: "The fact that so many of our employees are evidently making the telephone business a life work reflects the efforts on the part of the company to provide steady employment, good working conditions, and every opportunity for merited advancement." The plan for employee pensions, disability and death benefits completed its twenty-sixth year of operation and total benefits paid to employees during the year amounted to $535,030.

The next Land Grant College Radio hour will be broadcast from the campus of the University of Nebraska on April 19. The subject of the broadcast will be "What Land-Grant Colleges are Doing to Conserve and Utilize Properly the Resources of the State for the Welfare of the People."

Normally only about 5 percent of the apple blossoms that open set fruit, according to A. F. Vierheller, specialist in Horticulture for the University of Maryland Extension Service. A tree that matures 2,000 fruits will likely produce 40,000 blossoms, or more.

A close student of human nature never lends money to his friends.

Petroleum Industry Has Variety of Expressions

The petroleum industry has created a highly picturesque language of its own. Many of its terms and expressions are understandable only to those within the industry. Here is a short glossary, given by a writer in the Chicago Tribune, of some of the more common terms:

Location—Where a stake is driven marking a spot where a well is to be driven.

Gusher—An oil or gas well which blows oil or gas into the air.

Wild cat—A location, drilling operation or well which is producing, located outside a well defined producing area.

Wild well—A gusher out of control.

Rotary—(a) General term for rotary tools and equipment.—(b) type of drilling tool which bores into the earth in a manner similar to the way in which an auger bores into wood.

Pits and cellar—Excavation pits are used to hold water and drilling fluid; the cellar is the walled up space under the derrick where rotary connections are installed.

Tool pusher—One having charge of the contractor's field work.

Tour (pronounced tower) — The working period for oil field employees. Field men say "going on tour" for starting to work and "going off tour" for quitting.

Roughneck—A man who works on the derrick floor of a rotary rig; usually there are four of them, known as the firemen or potmen, derrickmen and two "floormen."

Roustabout—A lease worker or outside man on a rotary crew. The term is used loosely to mean a general handy man.

Cable tools (also called standard tools) — Drilling equipment which makes a hole by pounding in the same way that a hole is made when a stake is driven into the ground.

Reindeer Is Held Unique Among the Deer Family

The reindeer is unique among deer in that the female, like the male, carries antlers, although they are smaller. It also differs from most deer in having young without spots, writes Ernst Schwarz in Nature magazine. The reindeer is the only deer that has become attached to man and has been domesticated.

The range of the reindeer (the name being here used in its broadest sense) includes the Arctic portions of both the Old and the New Worlds. In America it is called the caribou. It is found in Scandinavia, Spitzbergen, northern Russia, Siberia, as well as in Alaska, most of Canada, Greenland and other Arctic islands. During the great Ice age reindeer were forced much farther south. In France and Germany their meat provided a staple food for paleolithic man, and their antlers and bones the material for his tools and weapons. Some of the rock engravings left in the caves of western Europe by prehistoric man include beautiful representations of this animal.

Bird Sense

Many sportsmen and naturalists credit birds with reasoning power . . . because they learn from experience . . . they point out that an experienced pheasant, for instance, is very difficult to flush . . . the bird learns that any noise coming toward him may be a signal of danger . . . and instead of flushing, he will creep along the ground, or run . . . refusing, until forced, to rise into the air where he might become a target for a sportsman's gun . . . or a bird of prey . . . for this reason, spaniels are the best dogs for hunting pheasants . . . they will crowd the bird until it flushes . . . instead of pointing him.

Why Prefer Particular Colors

Each of us has a preference for some particular color, but not all of us know why. A slight knowledge of the meaning of color will help us analyze our likes and dislikes. It is wise to consider the characteristic properties of individual colors before we proceed to change the color combinations in our homes. Red, for instance, symbolizes vitality, energy, power. It is highly stimulating. Blue signifies tranquility. Psychologically, its influence is quieting. Yellow symbolizes light, cheerfulness. Green soothes, yet exhilarates.

The Different Blood Types

There are four main blood groups. In classifying the types of blood two test serums are used. If the blood does not clot with either serum the blood is type I; if it clots with both it is type IV; if it clots with one but not with the other it is type II or type III, depending on which one is present when the clotting takes place. The various types of blood do not indicate anything about health. All are normal.

Odd Accident to Liner

An inexplicable accident occurred to the liner Principessa Jolanda as it was being launched near Spezia in the Gulf of Genoa, Italy, on September 11, 1907. This great ship, designed to carry 1,450 passengers and a crew of 240, and with a launching value of more than $1,000,000, went down the slipway, turned over and sank. All that was salvaged, says Collier's Weekly, were some of the boilers.

"I saw it in the **NEWS ANALYSIS"**

is a common expression among those who keep well informed on current events. They know that in the "Weekly News Analysis," which appears regularly in this paper, they obtain a comprehensive interpretation of timely events, ably prepared by Joseph W. LaBine, student of world affairs and one of the nation's most widely-known news analysts.

WEEKLY NEWS ANALYSIS

pictures history in the making. It interprets the significance of national and world developments and is invaluable to the person who wants to know the trend of the times.

● Read it thoroughly each week. In condensed form you will find it both interesting and helpful in discussing world events with your friends and business associates.

CHEVROLET SERVICE PROGRAM

More than 75 per cent. of Chevrolet dealers are now cooperating actively in the program established by the factory to back up with expert service every Chevrolet car and truck sold. The announcement was made by Ed Hedner, national service and mechanical manager.

Chevrolet, Hedner said, has developed a continuous year-round activity designed to keep service managers and their mechanics up to the minute on all phases of their work. The basis of the system is the Service Managers' Clubs, of which there are 235 in the United States. These meet monthly, drawing their attendance from the dealership in their respective areas. The material studied at the Service Managers' Club meetings is furnished by the Service and Mechanical Department in Detroit, one division of which devotes full time to supervision of this work. Motion pictures, slide films, engineering and servicing data, covering both equipment and method, make up the study course, which is supplemented by informal discussion of the way in which individual managers have dealt with specific service problems.

Returning home, the service managers hold similar meetings in their own dealership every two weeks, using the material shown at the managers meeting, plus conducting a 15 minutes' oral examination, covering the same ground. One or more specific service problems are discussed at each of these meetings, in light of the latest information on the subject. Reports of all these meetings are filed in the Central Office, an arrangement which makes it possible for the Service and Mechanical Department to distribute any specially useful items contained in such reports quickly throughout the entire field, through the channels provided by the countrywide training set-up.

CHRISTIAN SCIENCE SERVICES

"Doctrine of Atonement" will be the subject of the lesson-Sermon in all Churches of Christ, Scientist, on Sunday, April 16.

The Golden Text will be from Rom. 5:11, "We also joy in God through our Lord Jesus Christ, by whom we have now received the Atonement."

Among the citations comprising the Lesson-Sermon will be the fol- from the Bible, John 10:27: "My sheep hear my voice, and I know and they follow me."

The Lesson-Sermon also will include passages from the Christian Science textbook, "Science and Health with Key to the Scriptures," by Mary Baker Eddy, among which is the following, page 361, "As a drop of water is one with the ocean, a ray of light one with the sun, even so God and man, Father and Son, are one in being."

Luxembourg has an army of only 250 men.

Bees, like honey, can be bought by the pound.

Perfect ivory is obtained from the teeth of tiger sharks.

The brine in the Dead Sea yields valuable chemicals...Four pounds of borax are extracted from it every minute!

Wise is the baggage smasher who wears a chest protector.

THE SOCIAL SECURITY ACT

Q. Business concerns are required to make a quarterly report to the Collector of internal Revenue, showing the name, account number, and wages paid, for each employee. Suppose an employee has quit or was dismissed before he secured an account number. What is the employer to do when he starts to fill out a report which requires the employee's account number?

A. If the employee can be located and it is found that he still has no number, the employer advises him to get one. In case the employer is unable to find the former employ or to induce him to secure an account number, the employer is required to file an application for the employee—based on information and belief.

Q. Does the United State Government keep account of the wages paid to every worker in this country?

A. No. The United State Government only keeps account of wages paid to workers who participate in the old-age insurance system. About 43 million industrial and commercial workers now have social security accounts. More than 35 million of those accounts have already had wage earnings posted to their credit. Old-age insurance benefits will be paid by the Federal Government to each insured worker after he reaches age 65, and the benefits will be based on the worker's own wage earnings. That is why it is necessary for the Social Security Board to keep a record of each insured worker's wage.

Q. How do I go about getting unemployment compensation benefits when I am out of work?

A. As soon as you are laid off or lose your job, go to the nearest State employment office. You must register for work at this office and also make out a claim for your benefits. The employment office will try to find another job for you.

Q. I was employed as saleswoman in a store for four years. All during 1937 and 1938 I paid the wage tax required under the Social Security Act and the man who owned the store paid the same amount of tax on my wages that I paid. The business was sold two months ago, and I was left without a job. Someone told me that I should get unemployment compensation, but when I went to the employment office to apply for benefits I was told that I was not entitled to unemployment compensation because my employer had only two employees and therefore was not covered by the unemployment compensation law in this State. Is that the truth?

A. Yes. In accordance with the unemployment compensation law in this State, employers who have less than four employees are not required to pay contributions under that law. The tax required under the Social Security Act which you and your employer paid had nothing whatever to do with unemployment insurance. The same law that provides old-age insurance protection for commercial and industrial workers also provides for a tax on employees and on employers. You have been accumulating old-age insurance credits which will some day come back to you in the form of old-age insurance benefits. However your employment did not entitle you to unemployment compensation because you were working for an employer who had less than four employees.

106 BILLION POUNDS MILK USED EACH YEAR

More than 100 billion pounds of milk are produced and consumed in the United States each year. Production on farms in the United States in recent years has averaged about 103 billion pounds, according to the Bureau of Agricultural Economics. In addition to this "farm" produced milk, about 3 billion pounds are produced in areas not classified as "farms" near cities and villages.

Of this 106-billion-pounds total, more than 30 billion pounds are consumed in cities and villages as fluid milk and cream. This "city" consumption of milk and of cream, in terms of its milk equivalent, represents nearly a third of the total production each year.

More than half of the total production each year goes into manufactured dairy products, such as butter, cheese, evaporated milk, condensed milk, ice cream, malted milk, and so forth. Butter is the most important manufactured product. Creamery butter production alone takes more than 30 billion pounds of milk each year, or approximately a third of the total annual milk output. Another 10 pecent is used for producing butter on the farm. Cheese accounts for nearly 6 percent of all milk produced each year, and ice cream for from 3 to 4 percent.

Farm folks consume an additional 12 or 13 billion pounds of milk annually.

The Bureau reports that in 1936—the latest year for which figures are complete—production of milk in the United States was approximately 825 pounds per person.

A man who neglects his own business can't be trusted to look after other people's affairs.

A passenger locomotive traveling a mile a minute uses up 120 gallons of water—in one minute.