THE ACE PERFORMER of the low-price field!

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

NEW AERO-STREAM STYLING
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PERFECTED HYDRAULIC BRAKES

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(On Master De Luxe models only)

NEW "OBSERVATION CAR" VISIBILITY

It leads in acceleration . . it leads in hill-climbing . . and it also leads in sales!

In more ways than one, this fleet, handsome Chevrolet, the ace performer of the low-price field, is *the first car of the land!*

It's first in *sales*, of course, for the *eighth* time in the last nine years, topping all other cars in public demand!

It's first in all the many things which spell *value*, which means high quality in every single part that goes into the car, and low cost to you for all the fun you get out of it!

It's first in *acceleration*—first in *hill-climbing*—first in *all-round performance with economy!*

Get the most for your money—buy a new Chevrolet!

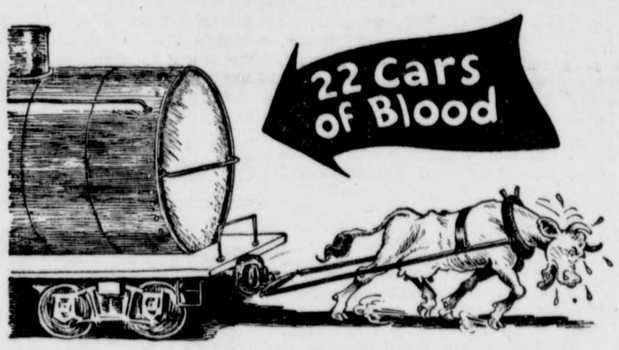
CHEVROLET

Every 40 seconds of every day, somebody buys a new CHEVROLET!

CHEVROLET A GENERAL MOTORS VALUE

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

SPECIAL CARE AND FEEDING HELPS PREPARE THE DRY COW FOR HEAVY MILK PRODUCTION



That 10 months' milking period is a long hard pull for every cow.

St. Louis, Mo.—It is incredible to imagine a cow pulling a train of 22 loaded tank cars. Yet that is no bigger job than she actually is called on to do each year, according to Meade Summers, manager of the Dairy Department of Purina Mills.

"Through a cow's udder passes 175,000 gallons of blood in a 10-month milking period," says Summers. "That's enough to fill 22 tank cars. From this tremendous stream of blood, the udder—one of the hardest worked manufacturing plants in the world—must take the many different things that make milk and other dairy products.

"Far from being a rest period simply because the udder is 'shut down,' the two months when the cow is dry are really the most critical and hardest working period in the animals life. That's when she needs special care and feeding. During the dry period most of the blood that has been passing through the udder is diverted to the job of carrying nutrients to the unborn calf, of which two-thirds has to be developed in the last two months before calving.

Body Reserve Low

"Besides building most of the calf during the two months dry period, the cow must also rebuild her body for another long milking period. High producing cows at peak milk production drain from their bodies more of certain minerals and nutrients than they get from their feed, even though that feed be a carefully balanced milking ration. Most of these minerals and nutrients have to be replaced during the two months dry period, if they are to be replaced at all.

"Attention to the ration given a section of our own herd at the Purina Experimental Farm during the two months dry period, made possible an average increase of 2,972 pounds of milk per cow, over a ten months lactation period. Before these cows were started on this experiment they averaged 10,107 pounds of milk per cow, conceded by most as being a pretty good average. Following the development of our dry cow feeding program these cows averaged 13,079 pounds. There were twenty-one cows in the experiment ranging in age from four to seven years.

"The special dry cow ration developed at the Purina Experimental Farm as a part of this dry cow feeding program is called Dry and Freshening Cow Chow. It is a body-building, laxative, cooling feed that helps cows to prepare their bodies for calving and the lactation period after calving.

How Cows Are Dried Off at Purina Experimental Farm

"At the Experimental Farm, we dry off our cows two months before they are due to freshen, regardless of how they are milking. This can be done in one week's time with any cow milking up to 35 pounds a day. If she is to be dried off on the following day, we milk her out thoroughly at the night milking and change her feed abruptly to Purina Dry and Freshening Cow Chow. Then we don't milk her again for a week. Of course her udder fills up, but this is only nature's way of stopping the action of the milk glands. We feed 6 pounds of Dry and Freshening Cow Chow to light breeds and 9 pounds to heavy breeds. On the seventh day, we milk her out clean and massage the udder to make sure no old milk remains. Then we seal up the teats with collodian to keep out infection, and continue feeding Dry and Freshening Cow Chow until she freshens.

How Purina Experimental Farm Cows Are Handled After Freshening

"The day our cows freshen we give them plenty of water at body temperature. The day after freshening we feed 5 pounds of Dry and Freshening Cow Chow and gradually work this amount up to 10 or 12 pounds. At the end of the third week we start changing them back to Purina Milking Cow Chow, and by the end of the fourth week we have them entirely on this milking ration."

What would it avail a woman to have troubles if she couldn't tell them?

These times beat prohibition in one way. You can be a guest without helping the host do his duty by filling yourself with vile liquor.

It is the experience of railroad conductors that some queer things come to pass.

Being a parent cost less in the old days. Kids were wild, but you didn't have to send a wrecker to get old Dobbin out of a ditch.

ALMANAC

"Courage should have eyes as well as arms."

MAY

28—Champlain, founder of Canada, left Quebec, 1609.

29—Patrick Henry, American orator and statesman, born, 1736.

30—Joan of Arc was burned at the stake, 1431.

31—2,000 lives lost in the Johnstown, Pa., flood, 1889.

JUNE

1—Tennessee became a state, 1796.

2—The state of Maine adopted prohibition, 1857.

3—Robt. E. Lee placed in command of the Confederate forces, 1862.

SHORT AND SNAPPY

The kaleidoscope is frequently used by designers.

Calendar reform has been advocated for nearly 100 years.

A European vulture has been in the Bronx (N. Y.) zoo 35 years.

The Nazi swastika was an Indian sun worship symbol 4,500 years ago.

Most of the hats known as "Panamas" are produced not in Panama but in Ecuador.

Cost of firing the 2,100-pound projectile of 16-inch United States coast defense guns is about $2,000.

Figures based on the latest available census show that the United States and Argentina lead in aliens.

The last great wave of immigration to the United States, 1880 to 1914, brought some 22,000,000 to our shores.

The tractive power of the average steam locomotive on American railways is 48,367 pounds.

Drivers of all public vehicles and motor trucks in France must submit to a physical examination.

Thirty miles an hour is the speed limit of one in every four of the 178,000 miles of road in Britain.

Wild Boar Fierce Animal

The wild boar is a fierce animal for its size. Utterly fearless, when angered it will charge anything. As they usually roam in packs like wolves, woe to the sportsman who misses the charging leader and has no stout tree handy up which he can shin in somewhat of a hurry. Those curved tusks would rip him to ribbons very quickly. And, too, the wild boar can carry quite a load of lead without its stopping his charge.

The gardener's occupation is certainly a seedy one.

Normal Human Brain Has Covering of Nerve Cells

The normal human brain has a six-layered covering of nerve cells. This is the cerebral cortex, the organ of voluntary movement, thinking and conscious life, relates an authority in the Washington Star.

At first there is only a single layer, the so-called ventricular apendyma. This partly lines the inner surface of a hollow ball. Rather late in the course of embryonic life the cells of this layer, impelled by some impulse which remains obscure, begin to multiply and migrate upward through the wall of this hollow ball. With all the precision of soldiers on parade they form themselves into the different layers, one after another.

The nerve cell migration is far from complete when a child is born. The bottom three strata are nearly complete, but the upper three can barely be discerned. The same condition is found in the mature brains of such mammals as the cat and the dog. Quite rapidly after birth, however, the full human brain rapidly takes shape. When the upward migrating cells reach the place where they are to stay they send out white nerve fibers which extend downward to make connections with lower brain and spinal cord centers.

Among the last brain cells to start their migration are the Betz cells, the largest in the brain, which ordinarily are found chiefly in the area just in front of the center of the cerebral cortex. It is in this area that all voluntary movements are initiated. The Betz cells presumably are the organs of all movements which are not automatic reflexes.

Stuck-in-the-mud brain cells, unable to make the grade on the uphill road of evolution, constitute an important factor in hereditary feeble-mindedness.

Grinding, Mixing Colors Described by Old Writer

The English Journal of Decorative Art some time ago printed amusing excerpts from a book—title unknown—owned by one E. Stockmane in 1782. The book dealt in the main with painting, both pictorial and structural. The grinding and mixing of colors were described and sundial decoration given especial attention. Paints for sundial figures were mixed for permanence with a "Fat oyle" for which the following instructions were given:

"Take Linseed Oyl what you please, put to it a sufficient quantity of Red-Lead (the more, the better) so as it hinders not the boyling. This Red-Lead adds a drying quality to the Oyl: let them boyl gently over a charcole fire without flame, till it is boyled enough, which you may know by taking a little of it out and cooling of it; if it roaps like thin Treacle, or a Syrup, it is enough: then with a lighted paper set it on fire that it may take away much of its greasiness, let it burn a minute or two, more or less as your Oyl is in quantity: then extinguish it, by covering it close over with a cloth, and letting it cool and settle, decant the clear Oyl, and keep it in a bladder for use."

How Word 'News' Originated

Popular etymology derives "news" from the initial letters of the names of the four cardinal points of the compass—north, east, west and south. It is said that before the time of newspapers it was customary to post events of general interest in public places under four columns headed "N. E. W. S.," the happenings from the north being recorded under N, those from the east under E, those from the west under W and those from the south under S. Hence the word "news." The theory is, however, without foundation. "News" is merely the plural of the word "new," and originally meant new things. In the Fourteenth and Fifteenth centuries the word was variously written "newes," "newis," and "newys."

Early Inventors 'Outsiders'

The first effect of the patent laws was to give such heroes as Oliver Evans, McCormick, Morse, Bell, Westinghouse and Edison their chance. Most of these were "outsiders" in the sense that they were not identified with any industry. Thus Howe and Singer were not tailors when they invented their repective sewing machines; Whitney was a young teacher who thought of going into law when he invented the cotton gin; Fulton and Morse were artists; McCormick was a farmer, but his great rival, Hussey, was a sailor; Gatling, Maxim, nearly all the inventors of instruments for dealing death on a wholesale scale, were gentle civilians who had never smelled gunpowder.

The Earliest Sales Tax

A form of sales tax was levied by the federal government as early as 1794. In that year, at the instance of Alexander Hamilton, a tax was placed on property sold at auction. A similar tax had been imposed by Lord North in England to help meet the expenses of carrying on the war against the American colonies. In this country the levy produced little revenue and was repealed in 1800. It was revived for several years as an emergency measure during the War of 1812, but collections depended entirely on the conscience of the auctioneers and evasions were notorious.

THE INTERESTING STORY OF MILK

Leaders in the milk industry told the story of milk to the Temporary National Economic Committee in Washington a few days ago. It began with the days when milk was delivered in unsanitary containers. In recent years new and extensive laboratories have taken the product in hand, and scientific methods have given pure dairy products to the public.

Milk is and always has been, one of the essential and nutritious of foods. The idea that the great dairy companies have an organized trust was dissolved in the testimony of Thos. H. McInnerney before a Congressional Committee as he explained that the National Dairy Products Corporation, of which he is president, buys less than 5 per cent of the nation's milk supply direct from farmers; and that in a period of 5 years the number of its competitors in the fluid milk business increased about two thousand, an increase of 100 per cent. Under such conditions, he illustrated to Senator O'Mahoney's Committee, there would be an impossibility of a milk monopoly gaining control of production, farm prices, or retail prices.

The average person in our country buys 152 quarts of milk and cream, 17 pounds of butter, 17 cans of evaporated milk, 5 3-4 pounds of cheese and 65 servings of ice cream. That let the statesmen on Capitol Hill see how their own eating habits compared with their average constituent's.

The combined sales listed in the foregoing yielded the National Dairy Products Corporation less than 75 cents profit for a customer in a whole year, or expressing the corporation's profit from the farmer's angle, less than 1 1-5 cents on the milk the average cow produces in any one day.

In recent years artificially high farm prices for milk produced for sale to consumers in bottles have had a natural tendency to boost retail prices and retard consumption, and at the same time stimulate farm production. It is owing to this condition that larger portions of the farm production. are being used for manufactured dairy products for which farmers receive lower prices. thereby lowering the farmer's average or blended price.

It is during recent times that the great dairy companies have been able to develop master-salesmen, and that has been largely due to the rapid rise in human efficiency in America. Wages are high and employment steady and the standards of living above average among the workers of the dairy industry. Public confidence in the purity of milk, developed through continuous laboratory research, has increased consumption and expanded the dairy industry.

The importance of the dairy industry of farmers must have impressed the Government Committee, many of whom may have learned for the first time that milk is the largest single source of farm income; that milk's better than average performance as a reliable producer of farm income has put $1,800,000,000 additional in dairy farmer's pockets since 1930.

INTERESTING INFORMATION CONCERNING THE AUTOMOBILE

"Uncle Sam," says the Keystone Automobile Club, "has just come forward with some information of interest and value to motorists. A nation-wide investigation conducted by the United United States Bureau of Public Roads discloses that only 4.32 per cent of the country's 25,300,000 passenger vehicles are owned by families with an income exceeding $5000 annually. With that fact established, the second disclosure assumes unusual importance. It is: The slower a car is operated, the more economical the operation. Aside from the admitted hazard, high speed is costly in gasoline consumption.

"Composite figures obtained by Federal government by averaging the tests on several makes of passenger cars show that with steady driving on concrete pavements at a speed of 40 miles per hour, gasoline consumption is 0.0575 gallon per mile. At 60 miles per hour, it is 0.082 gallon per mile. With gasoline at 18 cents per gallon, the cost per mile would increase from 1.03 to 1.47 cents per mile, representing a cost for the higher speed of over 0.4 cents per mile for gasoline alone.

"With respect to car owenership, it would be well for legislators to make careful study of this government report. At one time the motor car was the sign of affluence. Now it is an economic necessity. Its ownership is centered in low income groups; with more than half of all family cars owened by families with annual income of $1500 or less. The temptation to add to motorists' tax burdens should be thwarted by the knowledge that motor car owners just can't stand any more taxes."

They are nicely matched if women wonder how she got such a fine man and men wonder how he got such a fine woman.

American motorists spend $350 each minute of day and night, touring Canada.

SOCIAL SECURITY ACT

Q. I saw in the paper not long ago that the average old-age insurance payment is now about $70. I am 69 years old and my wife is 68. We get a little old-age assistance money every month; but both of our checks added together is much less than $70. We would like to know why we get less than "the average payment" and if there is anything that we can do about it?

A. You evidently received the wrong idea in reading the article in the paper about old-age insurance payments.

Old-Age Insurance is one thing and Old-Age Assistance is something else. Old-Age Insurance is a sort of financial protection for wage earners. Old-Age Assistance is a form of relief, for aged persons who cannot earn their own living. Both types of payment are made to persons over 65; but old-age assistance goes to the needy aged, only; while old-age insurance is paid to anyone who is entitled to the benefits, regardless of need. The old-age insurance benefits that are payable, now, are for insured workers who reach the age of 65, or to the relatives of insured workers, who die before receiving benefits to which they are entitled. The old-age insurance benefit now being paid, is paid in a lump sum, with one check. When regular monthly payments of old-age insurance begin, workers who are entitled to old-age insurance will receive a check every month, the amount of the payment depending upon the amount of wages the worker was paid during the time that he worked in jobs that are covered by old-age insurance provisions.

Q. I worked in a canning plant, after school closed last summer, and I expect to work in another canning factory this summer, when the peach season opens. Last year my boss took fifteen cents out of my wages every week; but I did not know then why he deducted that sum from my pay. A few days ago somebody explained to me that it was one percent of my wages which the boss took out for my old-age insurance and that he sent the money to the Government, along with his own one percent tax on my wages. I was told that I should get a social security account number and then ask the Government to give me credit for the wages I earned last summer when I did not have a social security account number. Please tell me where to go and what to do in order to get this business straightened out.

A. Go to the field office of the Social Security Board and tell the manager, or one of his assistants, that you want a social security account number. The Baltimore office is located at 100 Hopkins Place. Tell the manager the name and address of your former employer, and tell him the amount of the wages you received during the time you worked in the plant. The manager will give you a social security account number. Then an account will be set up for you by the Social Security Board, where your name, account number, and wages will be properly recorded. The law requires that your employer or your employers report to the Government, every three months, the wages paid you during the quarter. Year after year, as long as you work in a job that is covered by the Social Security Act, your wages will be credited on your own social security wage record. In that way, the Government will know how much your old-age insurance payments will be, when your benefits become payable.

LOOK FOR OPERATING PERMIT

If you are looking for a place for a picnic, with safe drinking water, or for a quick lunch, hot dogs and other refreshments, or, for an overnight stay, don't stop until you see the placard bearing the seal of the State of Maryland, showing that the place has been duly inspected and meets the necessary sanitary requirements of the State Department of Health, is the advice of Dr. R. H. Riley, Director of the Department, to prospective motorists, cyclists and picnickers.

Dr. Riley explained that no camp or picnic ground in Maryland that is used for six days or longer and that accommodates ten or more persons may be operated without a permit from the State Department of Health. Applications are usually made in the early spring so that the required inspections may be made and any needed improvements may be gotten under way before the season opens.

To be duly certified, each camp must comply with the regulations prescribed by the State Board of Health with regard to the water supply, toilet facilities, disposal of sewage, garbage and other waste; protection of foods sold on the premises from pollution and from flies; sources of supply and methods of handling milk, cream and ice cream; and, the general cleanliness of buildings and grounds.

More people now believe in early marriage. When the neighbor's daughter marries, it will stop that eternal honking in front of her house.

Another 700 pounds of wheat are being produced in the Dominion of Canada, this minute.