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OCT. 14
AT YOUR LOCAL CHEVROLET DEALERS

New 1940 CHEVROLET
A GENERAL MOTORS VALUE

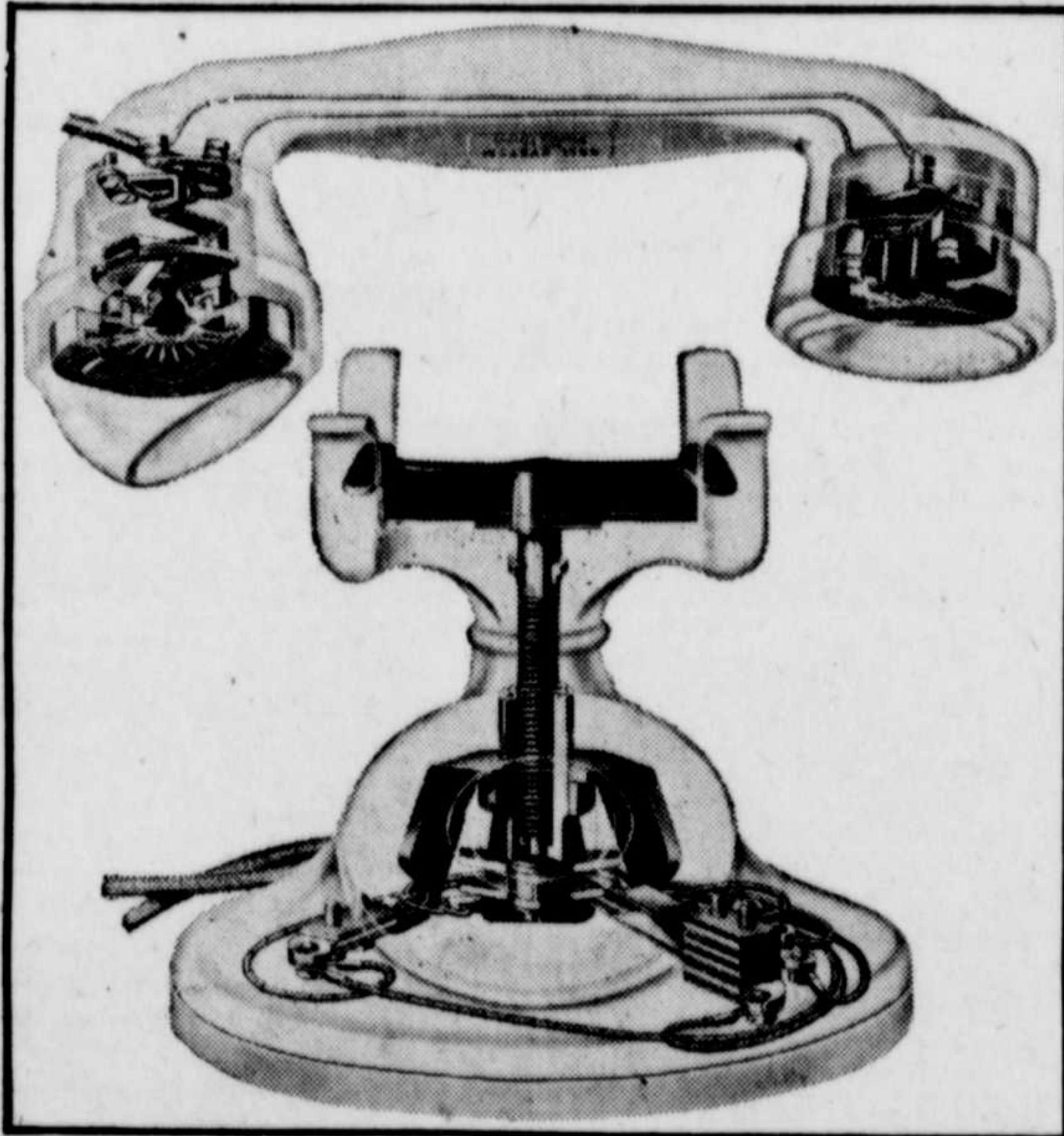
Eye it
You'll know it's **FIRST** in beauty the moment you see its refreshing new "Royal Clipper" styling!

Try it
You'll know it's **FIRST** in all-round performance with economy the moment you drive it!

Buy it
You'll know it's **FIRST** in dollar value—the economy leader—the biggest buy in the lowest price range!

"Chevrolet's FIRST Again!"

IF TELEPHONES WERE MADE OF GLASS



The complexity and magnitude of telephone apparatus is a difficult thing for subscribers to understand. To provide telephone service, the Western Electric Company with its accumulated skill of nearly 70 years produces 155,000 separate piece parts which, variously combined, enter into 43,000 different designs of finished apparatus. If your telephone were made of glass, you could see the 248 pieces that go to make it up, representing 1,500 manufacturing operations. To produce this instrument the Western Electric Company draws upon 34 different raw materials gathered from the corners of the earth. Among them

are the rare and precious metals, gold, silver, cobalt, tungsten and palladium. The magnet is of alloy steel, the base plate of steel, the wires of copper, the brackets and screws of brass and steel, the soldered connections of tin and lead, and other parts of aluminum, silicon and nickel alloys. The cradle and base of the telephone are of zinc or aluminum alloy and the black handset case of phenol plastic. Other raw materials that find their way into the telephone are silk, cotton, rubber, asphalt, shellac, Kauri gum, Carnauba wax, paper, carbon, talc, clay, coal and cowhide.

HAMMERMILL BOND
We use it when PRINTING GOOD JOBS Give Us Yours

Red Coral Always Prized
It is red coral that is and always has been prized, not solely for jewelry and buttons, but as a charm to bring safety, health and secrets not revealed to the ordinary person. As ancient Gauls rushed headlong into battle, they trusted their safety to their swords, strength and the "magic" coral imbedded in their shields or helmets. Many Italians and Indians regard coral as protection against the "evil eye." The world's red coral comes from the reefs off the Mediterranean coast of Africa, says the Washington Post, and is obtained chiefly by Italians.

Diamond-Backed Turtle Saved by U. S. Fisheries

Diamond-backed terrapins, headed for total extinction a few years ago, apparently have been saved as a species through the efforts of the U. S. bureau of fisheries, according to the Washington Evening Star.

In the gay nineties this reptile was a symbol of sinfully extravagant living. Such high prices were paid that all the sounds, estuaries and swamps along the south Atlantic coast were scoured for the creatures. By the turn of the century they were fabulously scarce.

The demand dropped off with prohibition. This probably saved the terrapin, since it gave a breathing spell and an opportunity for the government biologists to get the race on a secure footing again. Up to date more than 125,000 young have been shipped from the bureau of fisheries station at Beaufort, S. C., for restocking the salt marshes of the southern states. The brood stock of the station, most of which was born in captivity during the past 15 years, consists of 570 males and more than 2,000 females.

New methods of incubation devised by Dr. H. F. Prytherch promise a considerably larger production in the future.

All-American Roofing
The asphalt shingle is the only all-American roofing material. It is not only used on three out of every five houses, but it is the only popular type roofing to be originated and developed in this country. The first mineral surfaced asphalt shingle was made by H. M. Reynolds, of Grand Rapids, Mich., in 1902. The shingle was an immediate success, but it was not until the war that it received its first great acceptance. Since that time its use has increased steadily, spurred by an increasing demand for a fire-resistant roofing, and by a growing popular preference for more colorful roofs.

Tar Heels Proud of Tarnish
North Carolinians are proud of the green-tarnished dome of the state capital in Raleigh. Built 100 years ago, the capital was given a bright copper-coated dome; time and weather has turned the copper to a bright blue-green. When a bill came up before the legislature, a few years ago, to re-copper the dome, or at least shine it, the motion was shelved as lobbyists claimed that it would take away much of the atmosphere and antiquity of the building.

MARYLAND FARMERS PLANTING FALL WHEAT

The number of acres of wheat that will be planted in Maryland within the next few days will be governed by the action of a war-driven market. Henry Wallace, Secretary of Agriculture, points out that the Government quotas should be adhered to because the abundant surpluses do not justify a great permanent rise in price. He warns against expansion of acreages beyond world needs that can only result in still greater surpluses and still lower prices.

Whether they abide by the quota or not, wheat growers are on a sharp look-out for the best means of getting the largest yields for the lowest cost on every acre planted. A survey released by the National Fertilizer Association indicates that fertilizer will play an important role in next year's yields. A poll of 32,000 farmers throughout 35 states shows that last year more fertilizer was used on wheat than when prices were double what they are now, and that for each ton of fertilizer used Maryland farmers produced 73 extra bushels of wheat.

The average application of fertilizer on the wheat crop in the State was 304 pounds per acre. Maryland farmers reported an average gain of 12 bushels per acre on fertilized wheat over unfertilized wheat.

CHEVROLET SERVICE

DETROIT, Sept. 15—Chevrolet's service and mechanical department this week set in motion machinery which will furnish more than 27,000 Chevrolet service mechanics, all over the United States, with complete knowledge of the company's new 1940 product before the latter's introduction to the public next month.

The program, believed to be unique in several respects, opens with the schooling of nine product representatives by the service department personnel and the Chevrolet engineering staff. This initial phase of the operation is now in progress, and will last eight days. It takes place here and in Flint, and covers not only every detail of the new models' design, but the whole field of servicing and adjustment, with emphasis on special equipment available for proper servicing of the cars.

The second phase of the program opens with these men's return to their respective territories, where each will hold a two-day training session for the zone service personnel. The latter will then conduct meetings with a still larger total attendance, covering, among them, the entire field of dealer service managers. Finally, the service managers will return to their dealerships and school their respective service shop personnel.

Training of the countrywide service organization through a series of progressive steps, each class of "graduates" dispersing to train a much larger group in the field, will enable Chevrolet to accomplish in much larger group in the field, will open scope, Ed Hedner, national service and mechanical manager, pointed out. Every dealer's service mechanics will be familiar with the car from bumper to bumper before a single unit reaches the public's hands.

CHRISTIAN SCIENCE SERVICES

"Reality" will be the subject of the Lesson-Sermon in all Churches of Christ, Scientist, on Sunday, September 24.

The Golden Text will be from Isa. 64:4, "Since the beginning of the world men have not heard, nor perceived by the ear, neither hath the eyes seen, O God, beside thee what he hath prepared for him that waiteth for him."

Among the citations comprising the Lesson-Sermon will be the following from the Bible, Romans 1:20: "For the invisible things of him from the creation of the world are clearly seen being understood by the things that are made, even his eternal power and Godhead, so that they are without excuse."

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 298, "Life, Truth and Love are the realities of divine Science. They dawn in faith and glow full-orbed in spiritual understanding."

The United States Biological Survey has been counting its wild animals, and the inventories show nearly 6 million big-game animals in our country. The officials say this is an increase of one million animals since 1937.

There are more than 5 million deer in the United States, scattered all the way from "deer" old Pennsylvania to "deer" old California. Wyoming has 91,000 elk, 7,400 moose, and 4,500 buffaloes. Big black and grisly bears thrive in Tennessee, California, New Hampshire, North Carolina, Mississippi, Washington and Wyoming. Delaware is the only State in which no big-game animals are found.

Every man who courts married women is a selfish tight-wad. He likes women, but wants somebody else to pay their bills.

Early French Colonists Cut Crops to Peg Prices

NEW YORK.—Tobacco plants were pulled up in 1639 by order of the governor-general of the French colony Saint Christopher in the Leeward islands to prevent a disastrous fall in prices, research by Dr. Charles Woolsey Cole, George D. Olds, professor of economics in Amherst college, discloses.

Parallels between the New Deal and Seventeenth century economic nationalism are cited by Professor Cole in a 1,090-page study of "Colbert and a Century of French Mercantilism" issued by the Columbia University Press.

"Production of tobacco increased so rapidly in the French settlements that it was continually threatening to outrun the demand," Professor Cole says. "First the company of Saint Christopher tried to limit the production to 900 pounds per planter, and to prevent planting every other year. Then the governor-general in 1638 sought to control the output."

"In 1639 he made an agreement with the governor of the English settlement on Saint Christopher that no tobacco should be planted for 18 months. He issued an order on May 28, 1639, forbidding the planting of tobacco for the period agreed on and insisting that all tobacco already planted should be pulled up. To prevent the settlements from becoming one-crop colonies, the company sought to introduce the growing of cotton, sugar and indigo.

"When, in 1671, there seemed danger of an oversupply of sugar in the French West Indies, Colbert, chief minister of Louis XIV, urged the increased production of indigo, cotton, ginger, and pepper, that the prosperity of the islands might rest on a more diversified base. In 1673 he again urged the diversification of crops and suggested that silk culture might profitably be introduced into the islands.

Searchers May Clear Mystery of the Griffon

The question of Robert Cavalier de la Salle's famous ship, the Griffon, which mysteriously disappeared somewhere in the vicinity of the Straits of Mackinac in Ontario during September, 1679, may be cleared soon.

Roy F. Fleming, Ottawa historian and authority on LaSalle's explorations, has asked the Dominion government to raise the wreck, which lies half-submerged at Mississagi straits in Lake Huron, at the western end of Manitoulin island. The wreck has been examined by numerous historical groups and the identity of the ship has been under dispute. Samples of the oaken timbers have been sent to the anthropology department of the University of Chicago, in an endeavor to determine if possible whether the timbers might have come from the Niagara peninsula where the Griffon was built in 1678. A bolt and nut from the sunken vessel were sent to the national laboratories of the department of arts and trades in Paris, and the French authorities reported that they were made in France prior to the Eighteenth century.

Sieur de La Salle—his name would be "Hall" in English—was the first French explorer to penetrate to the Mississippi river. He loaded the Griffon with furs on the shore of Green Bay, and despatched the vessel and crew to Niagara, but did not accompany it himself. The Griffon was lost with all hands, and the story goes that she sank in a gale which prevailed over the Straits of Mackinac region about that time. There are other stories that the crew mutinied and attempted to beach the vessel at some point east of the Straits.

Italian Milk Production

Italy's production increase from 10 to 15 tons of artificial wool a day from cow's milk has brought about paradoxical changes in her dairy life. The great Snia-Viscoca works, Italy's largest textile group, reports that 500,000 quarts of milk are used daily for the artificial production of wool. This gradual consumption has increased the number of cows in Italy tremendously. The production of butter has jumped up while the butter import has dropped off 80 per cent, the meat supply from cows has increased 46 per cent and the supply of whey, food for pigs, a by-product in the production of casein for artificial wool is now sufficient for virtually all of Italy's "piggy" demand. Indeed, India's "sacred cow" is about to have a runner-up in world fame from Italy's dairy heroines.

U. S. Sentry on Caribbean

Guantanamo, Cuba, constitutes one link in the steel chain which Uncle Sam uses for defense of the Panama canal. Located on the south shore at the eastern end of Cuba, the Guantanamo naval base came into being early in the Twentieth century, when land there was leased by the United States from the Cuban government. Today, the station costs a comparatively small rental fee, and provides an important sentry at a Caribbean crossroads. Under the jurisdiction of the United States navy department, the Guantanamo base affords in addition one of the best harbors in the West Indies, wide enough and deep enough to give shelter to the whole American fleet, yet protected by a narrow entrance from hurricanes and sea attack.

Hippocampus Is Queer Personality of the Seas

Perhaps in no other animal have been packed so many anomalies as in Hippocampus, popularly known as the seahorse, a systematic study of which recently has been completed by the United States bureau of fisheries. This queer personality has the head of a Lilliputian horse, a prehensile tail, plate-like scales like those of the sturgeon and a pouch like the kangaroo's. The creature also reverses the ordinary way of nature in that "child bearing" is exclusively a function of the male, says Nature Magazine.

The seahorse is almost world-wide in its distribution in warm ocean waters where there are growths of sea vegetation. Although they have provided the models for some of the nightmare monsters of the human imagination, they are small, feeble and almost defenseless. The head is unquestionably similar to that of a miniature horse in general outline. The neck, however, is no neck at all. What looks like a neck is the forward part of its body. Its shell-like covering left early naturalists in doubt as to whether it was not some monstrous sort of a water bug, but it is a true fish. Its weight and its single fin leave it an inefficient swimmer, and it is able to swim at all only because of a large air bladder so delicately adjusted to its specific gravity that if a bubble the size of a pinhead is let out by a puncture the seahorse sinks to the bottom. There it moves clumsily about until the wound has healed.

The greatest anomaly of the species is its way of reproducing. The male actually "gives birth" to the living young. Unfertilized eggs are laid by the female, who places them a few at a time into a pouch-like organ on the under side of the male's body. In some manner unknown to biologists they are fertilized in the transfer. The eggs are incubated in this pouch and remain for some days after they are hatched. Then the living young, fully equipped to take care of themselves, are expelled.

New 'Back Drop' Aids in Television Transmitting

A black "back drop" for the screens of television transmitting tubes results in more sharply focused and detailed television image according to a patent (No. 2,156,391) issued to Willard Hickok of Bloomfield, N. J.

The "back drop" is a film of graphite at the back of the transparent mica support on which are mounted the photo-electric elements that convert the scene being televised into an electric image which is broadcast through the ether.

It is explained that when the scene is focused on the ordinary photo-electric screen of the "telescope" tube, light from the image is reflected, bounces off the walls of the tube back on to the screen so that a double image may be formed. At the same time the photo-electric elements scatter the light. All this, it is indicated, blurs and makes hazy the image to be broadcast.

The black "back drop," which is the subject of the patent, on the other hand, absorbs the light which would thus ordinarily be reflected. The result is a sharper, more detailed image.

Temple Receives Statue

A sandstone temple statue of Merenptah, king of Egypt, represented as Osiris, god of the dead, and dating from about 1220 B. C., has recently been presented to the Boston Museum of Art by the Sir Robert Mond expedition of the Egypt Exploration Society of Great Britain. It was given in recognition of the museum's contribution to the expedition from the Harriet Otis Craft fund. The museum possesses little temple sculpture despite its great collections of Egyptian art. The figure was excavated by the Mond expedition at Armanet and is one of several life-size Osiris figures in limestone and sandstone found at the same site.

Yosemite Wilderness

The two great roadless tracts of Yosemite national park, combined, comprise an area of approximately half a million acres. Here, as in other wilderness national park areas, conditions are truly primitive. That is, all original plant and animal life is given full protection by primitive means. Unlike other mountain areas outside the national park system, no hunting or other disturbance of wildlife is permitted and all forms are free to carry on their original natural existence. Forest and other plant life is fully protected. Grazing of sheep, cattle or other domestic stock is prohibited.

Shower Bath Useful

Addition of a shower to a bathroom increases its usefulness and can be achieved now in both the leg type and the built-in type of tub. There is a variety of equipment on the market, and the home owner may select one of the new types of showerheads said to effect a water savings of 25 to 50 per cent over the old style. Showers can be installed in any built-in bathtub with an experienced plumber in short order. Such showers involve no changing of pipes; they are permanent, fully automatic with a minimum number of moving parts, and low in cost and economical in the use of water.