

SEE IT
OCT. 14
AT YOUR LOCAL CHEVROLET DEALERS

New 1940 CHEVROLET

Eye it
Your own eyes will tell you it's longer, larger, more luxurious . . . a much bigger car overall!

Try it
Your own tests will tell you it's the most thrilling performer in the entire low-price field!

Buy it
Your own pocketbook will tell you it gives more value for every dollar of its remarkably low price!

"Chevrolet's FIRST Again!"

Arkansas Pioneers Used Cabin Door for Sundial

Antique clocks are rarely included in the furnishings owned by old residents in the northern Arkansas hills. The pioneers could waste no covered wagon space on things not absolutely essential for hewing down timber, constructing cabins and tilling the land. Homemade devices for telling time have given rise to a picturesque phraseology. The true mountaineer tells time by the sun. Some of them are accurate to the minute.

A hillman will refer to time as "an hour before sun-up," an hour before sun-down, "straight-up by the sun," "moon-rise time," "an hour by th' sun." In some of the old-time cabins there were "sun-marks" on the floor. When the house was built a mark would be placed where the sun shone through the open door at noon. The housewives timed their cooking by the lengthening streak of sunshine. There was a sort of primitive satisfaction in living and working by the sun. Many men who now possess watches prefer to tell time by the sun.

Other old hill people used the puncheon boards—logs split in two and the flat side used as the floor—to tell time. In one section of Arkansas the phrase "puncheon time" still is used. Most of the puncheons were approximately the same width, and the lengthening of sunshine or shadow on them was counted by puncheons, which usually approximated one hour. Thus "a puncheon until noon" would be 11 o'clock, and "a puncheon after noon, straight up and down," would be one o'clock.

It is said that when the first sawmill was erected at Fayetteville, Ark., the customers demanded that the "timber floorin'" they purchased be the exact width of the old-time puncheons, so that they could still live by "puncheon time."

Value of Wheat Revealed In Early Biblical Times

Wheat has been the most important cereal in international commerce since Biblical times, says the National Geographic society.

"Wheat's supremacy has endured throughout history," the society reported, "since Biblical days when Hiram, king of Tyre, sent timber of cedar and fir for King Solomon's temple at Jerusalem in barter for 20,000 measures of wheat."

"Stock tickers on modern exchanges record the same transaction for which Jacob's 10 sons journeyed from Israel's famine to Egypt's ever-normal granary established by their brother, Prime Minister Joseph."

"Wheat, called King of Cereals, is simply grass gone handsomely to seed. Each flower packs all available earth's foods and sun's energy into its fruitage of golden nuggets. The ripe grains are in fact seeds, cunningly stored with food for the coming winter."

The society, in the first of a series of reports on "Commodities: Common and Uncommon," said development of American wheat resources—and the machinery to harvest vast tracts—gave the world its first inexpensive wheat. Before American mass production dropped the price of wheat, only the rich could afford wheat bread. The masses ate black bread of barley or rye.

"As American inventiveness gave large-scale planting a sudden impetus," the report said, "the winning of the western plains gave it a place. Minnesota earned the official nickname of the Wheat state."

Norway Used Dragons

China is not the only country in which dragons are used as a decorative motif. The old "stavkirker" or wooden churches, built centuries ago when Christianity was young, are forming one of few links between modern Norway and the Viking past, still show dragon heads on gable ends. For centuries the dragon was one of the favorite emblems of pagan Norway, especially as a figurehead for the prows of her Viking ships. The men who built the ships and decorated them with dragon heads also built the nation's first churches. The church structure allowing them more exercise of imagination, Viking carpenters not only put dragons on the gables but also carved those emblems into the columns, the capitals and even the door frames of the buildings.

Washington's Home

George Washington wrote of Mount Vernon: "No estate in the United States is more pleasantly situated than this. It lies in a high, dry and healthy country, 300 miles by water from the sea, and on one of the finest rivers in the world."

I can truly say that I had rather be at Mount Vernon with a friend or two about me than to be attended at the seat of government by the officers of state and the representatives of every power in Europe."

Harnessing the Sun

More than 12,000 residents of Miami, Fla., are harnessing sunlight to get hot water. So powerful is Miami's sun that a glass tank containing coils of copper tubing on the roof of a house will heat water to 205 degrees, and in six hours enough hot water can be run off into a thermos-like reservoir to last the average family three days. The complete equipment sells for about \$175.

Brain Found to Control Three Phases of Energy

The all embracing law of energy is that it runs in cycles, declares Joseph Jastrow in his article, "The Story of Human Energies" appearing in a recent issue of Hygeia.

Life is a series of rhythms. The energy cycle presents the three phases of energizing, fatigue, and rest. In the core of the brain is a mechanism that sets your program from the cradle to the grave. Day in and day out, with allowance for emergencies and holidays, that portion of the brain has served you as a monitor of the energy cycle.

Conditioning the energy cycle is a chemical traffic system called metabolism. The feelings of energy and fatigue set up the go, caution and stop signs. The body needs more than rest to keep it going; it also needs food. Stoking goes on to supply nourishment; food is metabolized into energy.

It is true that muscles tire and that nerve fibers do not, any more than do the wires of an electric circuit over which the current runs. But it is still truer that the entire neuromuscular set-up is the focus of fatigue; the nerve battery runs down.

Sound of Voice

The sound of the human voice is as dependent for its pleasant qualities upon the air as it is upon the organs which produce the sound. Experiments were made by Dr. Ernst Barany, of the University of Upsala, Sweden, in which the air with which the lungs are normally filled was replaced by hydrogen. The subject under experiment exhaled air and breathed in hydrogen from a rubber bag. Using the hydrogen as a medium for carrying the sound waves he spoke many test syllables which were studied in many ways and compared with the sounds produced when air was breathed. The lighter gas in the body cavities caused some of the sound frequencies in the voice to be raised one to two octaves. Test listeners were able to understand only about two-thirds of the syllables spoken.

Spiritual values make civilization; it wasn't built by leaders who cried: "Follow me and I will get you something."

Every minute of every hour France ships out a ton and a half of ordinary wood.

William Tyndale Is Called Father of English Bible

William Tyndale has been called "The Father of the English Bible." It was he who first printed parts of the Bible in English and sent them broadcast through the land. There was a law forbidding anyone to translate the Scriptures into English without authority, and when Tyndale applied to the bishop of London for permission he was refused. To him the translator made his famous declaration: "If God spare my life, I will cause a boy that driveth a plow to know more of the Scripture than thou dost."

While at Cambridge, Tyndale had been under the influence of Erasmus, the greatest Greek scholar of his day, and it was there that he made himself familiar with the Greek testament. He was determined that the people of England should have the advantage of reading for themselves the Word of God through the new invention of printing, and when he found that this could not be accomplished at home, he left for the continent. That was in 1524. In Hamburg he worked in much the same way as Jerome had done nearly a century before and a year after he was at Cologne with the sheets of his quarto New Testament ready for the printer.

One day a message came that he was being watched, so with his precious sheets he escaped to Worms. It was there that he succeeded in publishing the first edition of the New Testament in English. The volumes were taken secretly into his own country hidden in cases, in barrels, in bales of cloth, and wherever they could be stowed away and before long they were in many homes throughout the land. To make the shipping of them easier Tyndale also printed an edition in a smaller size.

Thousands of copies were seized and burnt, but when the translator heard of this his comment was: "In burning the book they did none other than I looked for; no more shall they do if they burn me also, if it be God's will that it should be done." Tyndale also translated parts of the Old Testament, but for his efforts he was thrown into prison. His last prayer was—"Lord, open the king of England's eyes." He was eventually strangled and his body burnt at the stake. All this was done in the name of religion.

Life's journey is so tiresome that a man is out of breath when he reaches the end of it.

ALMANAC

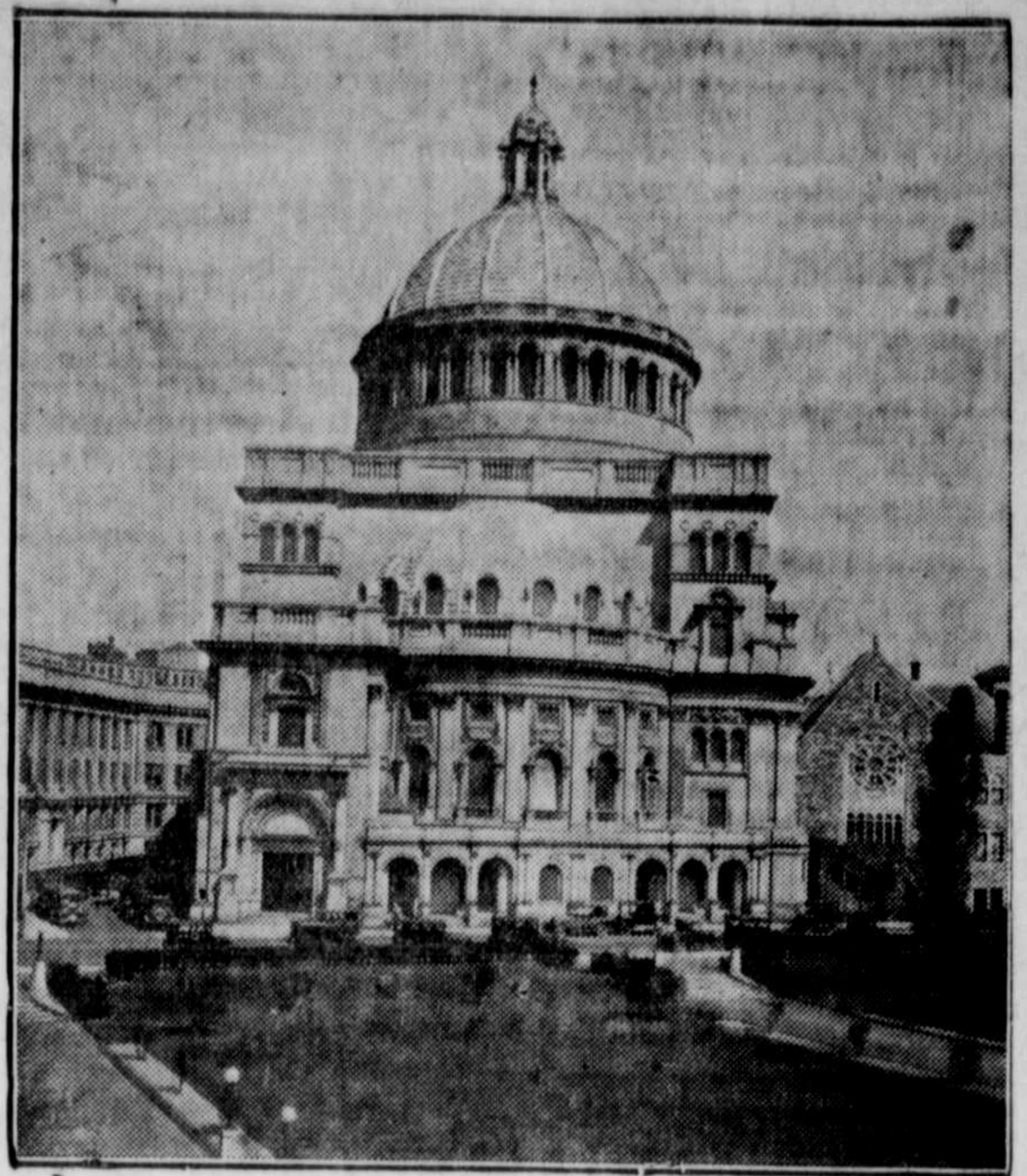
OCTOBER
"Little wit in the head makes much work for the feet."

- 8—Alaska was formally transferred to the United States, 1867.
- 9—The Germans captured Belgrade, Serbia, 1915.
- 10—The United States Naval Academy opened, 1845.
- 11—The first Edison invention was patented, 1868.
- 12—The Graf Zeppelin departed for the United States, 1928.
- 13—The corner stone of the White House was laid, 1792.
- 14—Russia and Japan signed a peace treaty, 1905.

Chinese-Japanese Arts Have Same Backgrounds

Most of what has been said of Japanese art applies also to Chinese art. There is greater use of stone in architecture and sculpture. There is more that is grotesque and less that is decorative in Chinese art. But in their idealism, symbolism, indifference to the human figure, and preference for objects taken from nature, the two national systems of art are much alike. The conventionality of Chinese art is perhaps even more pronounced. The high place given to calligraphy as an art is an excellent illustration. In both China and Japan often specimens of fine writing hung upon the walls of rooms for purposes of decoration. In fact, in the six arts recognized by the Chinese—namely, ceremonial music, archery, chariotriding, writing and mathematics—painting and sculpture are included under writing. This is reminiscent of the fact that the written characters still used were derived more or less directly from pictographs.

In the time you're spending reading this 35 tons of valuable chemicals are being removed from America's farms by erosion.



Exterior View of The Mother Church

Christian Science Churches In Baltimore

- FIRST CHURCH OF CHRIST, SCIENTIST, University Parkway, west of Canterbury Road
- SECOND CHURCH OF CHRIST, SCIENTIST, Liberty Heights Ave., and Dennyln Road
- THIRD CHURCH OF CHRIST, SCIENTIST, 702 Cathedral Street

These churches are branches of The Mother Church, The First Church of Christ, Scientist in Boston, Massachusetts.

Sunday services in all these churches 11 a. m., and 8 p. m., Wednesday evening meetings, which include testimonials of Christian Science healing, at 8 o'clock

Christian Science Reading Rooms In Baltimore

- First Church, 308 N. Charles St., (street floor) hours 9 a. m. to 9:30 p. m. except Sunday and Wednesday. Wednesday 9 a. m. to 7 p. m. Sunday 2:30 to 5:30 p. m.
- Second Church, 1319 Mercantile Trust Building, Baltimore and Calvert Sts., open daily except Sunday 9 a. m. to 5 p. m.
- Third Church, 702 Cathedral St., open daily except Sunday and Wednesday 9 a. m. to 5 p. m., Wednesday till 7:45 p. m.

At these Reading Rooms the Bible, "Science and Health with Key to the Scriptures," and other writings by Mary Baker Eddy, and all authorized and approved Christian Science literature may be read, borrowed or purchased.

The public is cordially invited to attend the church services and to visit the Reading Rooms.

NEW CHEVROLET MODELS

Chevrolet's new 1940 models will make their public bow on Oct. 14, W. E. Holler, general sales manager, announced at Detroit today. The cars, he said will be shown simultaneously at the National Automobile Show in Grand Central Palace—where, as volume leader in the industry, Chevrolet again had first choice of space—at the General Motors special showing in the Waldorf-Astoria, at several important local auto shows, and in dealers' salesrooms throughout the country.

In line with the company's experience in recent years, Mr. Holler said, an important part of Chevrolet's announcement advertising has been scheduled in newspapers. Some 6,800 daily and weekly papers from coast to coast are on the schedule, other media being used to supplement and round out this effort. Pre-Announced advertising

has already begun to appear, and space will be increased as the new car introduction date approaches. Formal presentation of the new product, and the selling program for 1940, was made to Chevrolet's wholesale field organization and the Central Office sales department staff at the annual national sales convention scheduled to open September 23.

SHOCKS THAT CURE WHEN DOCTOR CAN'T

A remarkable story disclosing the aftermaths of lucky and sometimes tragic jolts that mysteriously restore to health victims of many ailments after medicine and surgery have failed. Don't miss this feature in the October 15th issue of The American Weekly, distributed with the Baltimore Sunday American. On sale at all newsstands.