You can't match

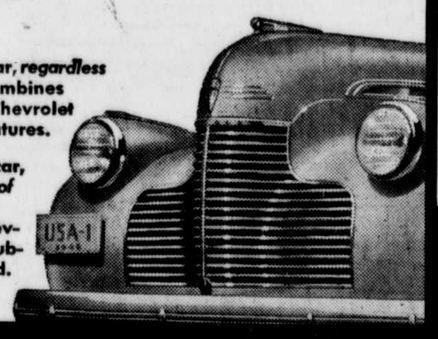
"THE LEADER'S LINE-UP"

of All-Star Features In Any Other Car Regardless of Price!

WHY PAY MORE? WHY ACCEPT LESS?

★ MODERN "ROYAL CLIPPER" STYLING — The Style Hit of the Year
★ LUXURIOUS FISHER BODY BEAUTY — Only on Chevrolet and on Higher-Priced Cars
★ DYNAMIC VALVE-IN-HEAD ENGINE — Supreme on Land, Sea and in the Air
★ LONGEST OF ALL LOWEST-PRICED CARS* — 181" from Front of Grille to Rear of Body
★ EXCLUSIVE VACUUM-POWER SHIFT* — 80% Automatic—Only 20% Driver Effort
★ GENUINE KNEE-ACTION RIDE* — Smoother, Steadier, Safer
★ PERFECTED HYDRAULIC BRAKES — The Last Word in Safety
★ TIPTOE-MATIC CLUTCH* — For Smoother, More Reliable Operation
★ LOWER GAS, OIL AND UPKEEP COST* — A Six Costs Less to Run than an Eight
★ LOWER DELIVERED PRICES—PLAINLY MARKED—GREATEST DOLLAR VALUE!

*On Special De Luxe and Master De Luxe Series.



No other car, regardless of price, combines all these Chevrolet quality features.

No other car, regardless of price, can match Chevrolet in public demand.

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MASTER 85 BUSINESS COUPE

Other models slightly higher

All models priced at Flint, Mich. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice.

Eye It.. Try It.. Buy It!

"CHEVROLET'S FIRST AGAIN!"

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

SERIES OF TELEPHONE CONFERENCE CALLS USED TO ANNOUNCE NEW GASOLINES

Division Heads Describe New Products To Dealers From Maine To Louisiana

The above scene, showing F. H. Skehan (center) Virginia division manager for the Standard Oil Co. of New Jersey with department heads, was re-enacted throughout the C. & P. territory and in many U. S. towns recently when the company announced by means of a series of "telephone conference calls," the release of two new gasolines.

The Standard Oil Company of New Jersey took advantage recently of telephone conference calls to announce to dealers, from Maine to Louisiana, that they were releasing two new gasolines.

In Maryland Esso dealers gathered at Baltimore's Belvedere Hotel to hear the voices of the division manager of the company and other staff members describe the new products.

In Virginia Esso dealers gathered at fourteen points—Norfolk, Petersburg, Richmond, Lynchburg, Pulaski, Bristol, Roanoke, Farmville, Fredericksburg, Staunton, Warrenton, Winchester, Charlottesville and Danville to listen to the telephone message from Richmond.

Charleston, Huntington, Wheeling, Clarksburg, Parkersburg, Beckley and Bluefield were linked in the West Virginia conference calls.

In Washington about one hundred dealers assembled in the Standard Oil Building on Constitution Avenue to hear the new products described.

The "conference service" message made it possible for the heads of the company's divisions to explain with speed and completeness every detail of the new motor fuel, and acquaint dealers with the technical sales and advertising methods.

REDUCED LONG DISTANCE RATES TO SAVE PUBLIC $5,300,000 ANNUALLY

Reduction Applies To Calls Over Distances Of More Than 420 Airline Miles

Recently announced long distance telephone rate reductions, which went into effect, May 1, 1940, will save telephone users an estimated $5,300,000 annually, according to the American Telephone and Telegraph Company.

The reduction will apply to calls covering distances of more than 420 airline miles and extend through the maximum mileage covered by the schedule, which is 3,000 miles. The proportionate reduction is increased with airline mileage so that the greatest reduction is at the maximum mileage represented approximately by the rates from New York to San Francisco. For example: The new schedules will reduce the station-to-station day rate between New York and San Francisco from $6.50 to $4.00.

East Waterloo . . . The East Waterloo, Iowa, independent school board recently approved plans for taking classroom recitations directly to crippled shut-in children by telephone. Equipment has been installed which will permit the shut-in child in the home to hear all of the classroom instruction and ask questions of the teacher. The state board of education provided the equipment.

A society bud hopes that she will never be a wayyflower.

Wore Prince Alberts

In the "nifty nineties," most United States senators wore Prince Alberts. The frock coat was a symbol of statesmanship and a beard was the mark of a man of maturity and substance.

Soon every people will be divided into two groups—those fit to survive and terrified weaklings who join tyrants to save their skins.

WORLD TELEPHONE NEWS EXCHANGES

Virginia Beach . . . Mrs. Edith Curles, telephone switchboard operator, Virginia Beach, Va., was responsible for the recent apprehension of a burglar. Seeing a light flash on her switchboard and noting that it came from a pay station in a closed summer hotel, she decided to investigate and in a few minutes the hotel was surrounded by police and the burglar caught. The quick-thinking of Mrs. Curles proves that the switchboard operator is more than a "hello girl."

* * *

Winnipeg . . . A telephone unit, manufactured in England, has been installed on an American-La France aerial ladder used by the fire department of Winnipeg, Canada. It is believed that this is the first unit so equipped on the North American continent. This equipment makes it possible for a man on top of a ladder to communicate what he sees of the progress of a fire to the ground crew. As the ladder is drawn up or lowered a drum automatically pays out or winds up the telephone cable. With the trend toward longer ladders, telephone communication has become more important.

* * *

Lincoln . . . Miss Myra Underhill, night operator at the York exchange of the Lincoln (Neb.) Telephone and Telegraph Company, sensed something was wrong recently at the home of Dr. C. N. Holmsted when the light on her switchboard kept flashing. Knowing the family was out of the city, she called police who found a brisk fire in progress. The fire had short circuited the telephone wiring which caused the signal on the switchboard.

* * *

Greenwich . . . Advice given over the telephone on how to apply a tourniquet saved the life of Irving Austin of Greenwich, Conn., after he had suffered a deep cut on one leg while operating a buzzsaw near his home. Alone when the accident happened, Austin dragged himself fifty yards to his home, where he telephoned police who told him to apply a tourniquet until the arrival of an ambulance.

Evidently it wasn't eternal vigilance that kept free people free all these years, but the fact that nobody tried to enslave them.

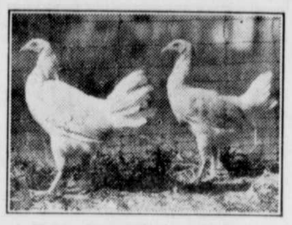
The British like drinking—and pay $50 every 60 seconds in taxes on wines.

NEGLECT OF PULLETS CHECKS GROWTH AND LOWERS EGG PROFITS

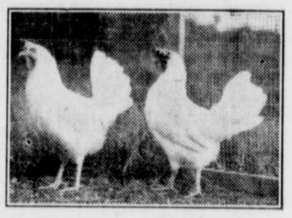
Growing Birds Should Have Good Care and Feed for Fast Development.

Human beings, aren't we all? A new baby is born to Mr and Mrs Jim Smith and it becomes front page news! Mr and Mrs Jim Smith receive the congratulations of the whole community They are the mother and dad of a new piece of humanity! After a while, teen age comes for that new arrival and he is promptly forgotten. He is only another boy among hundreds of other boys and girls—isn't that also the way with the chicken business?

A baby chick fluffy little thing and so pretty, is the subject of almost adoration The best starting



These two pullets are from a pen of birds that laid only $6.50 worth of eggs during October, November and December when egg prices are usually at their best.



These two pullets are from another group of birds of the same hatch and out of the same flock as those in the top pen. They were started at the same time and on the same chick starting feed. But they produced $74.75 worth of eggs during October, November and December. What made the difference. See accompanying facts.

feed is none too good! Then come days more important . . . growing days . . . the 'teen age of the chick. We forget. So human are we! Those days when we should be giving our growing pullets the most attention, we too often forget.

Fast Growth Necessary

It takes feed . . . sensible feeding . . . to hit that early fall egg market. "Hit and miss" methods won't do the job. Pullets must be "grown" during those weeks after they have passed the baby chick stage. Many have been the experiments at the Purina Experimental Farm at Gray Summit, Missouri, proving this one point so well. Reciting those facts again and again would only be trite! But we will state one experiment.

Two pens of chicks were set aside for experiment at the Purina Farm. Both pens were out of the same flock and the same hatch. Both were given the same starting mash . . . Purina Startena, for six weeks. Six weeks passed and there appeared no material difference between the two pens. Beginning the seventh week . . . that often critical week, like the seventh inning in baseball . . one of the pens was given a balanced growing mash . . . Purina Growena. The other pen of chicks was given the finest quality grains, along with good alfalfa range. Too, they got bugs and grasshoppers, all they could pick up.

Five months went by. What a change! The pen fed on the balanced growing mash contained big, well-developed pullets that appeared ready for heavy production. The birds in the other pen were 1¼ pounds lighter, not ready for laying. Then starting the fifth month, both pens were given Purina Layena.

Difference of $68.25

Came October, November and December. The pen of well-developed pullets laid 2,990 eggs, worth $74.75 at 30c per dozen. The other pen of birds produced 260 eggs worth $6.50. What a difference . . . $68.25 in favor of the well-developed pen.

That's the story of good feed during the growing period. The 'teen age, so to speak, when we are so apt to be neglectful—but vastly the most important period for money making in the chicken business!

Standardized Partitions

If you are planning a house interior remodeling it is well to remember that you can buy standardized wood partitions in all popular woods and finishes. Such partitions frequently come in two heights—7 feet 4 inches and 8 feet 6 inches. Each is made up of three units with the space between the top of the third unit and the ceiling filled with a soundproof transom. All units are 36 inches wide. Individual panels are 2⅞ inches thick, built on frames with two ½-inch layers of acoustical material on the inner side, and are embraced with two three-ply layers of plywood. Doors are soundproof with the base panel water and mop-proof. Partitions of this type are easily assembled and made rigid with screws and full-length posts of special construction. Wiring goes through the end posts at either the upper cornices or the base.

A restaurant patron says that you will not be well fed unless the waiter is well fed.

Measuring Light's Speed Is Basic Scientific Study

Next to the final week of your vacation the fastest moving thing in the known universe is light, which has a velocity in round numbers of 186,000 miles a second.

Scientists measured the speed of light about 250 years ago, but they keep on measuring it even today because improvements in technique keep on making it possible to do a more exacting job of measuring. Science has good reasons for wanting to know the speed of light within the precision of a gnat's eyebrow. It is the very cornerstone of no end of basic, practical researches in other branches of science.

The more precisely the scientists refine their experimental determinations of the velocity of light the more trouble they get themselves into. For it begins to appear that possibly light itself has no fixed velocity.

The whole perplexing question has been reviewed in Scientific American by Douglas W. F. Mayer, a physicist. Twelve years ago a London scientist named Gheury de Bray assembled all the results of all the determinations of light's velocity previously made, and pointed out that these indicated that every year light seemed to move about three miles a second slower. When dealing with such small amounts as only three miles in 186,000 it is extremely difficult to make sure that the changes noted were not due merely to imperceptible variations in the method of measurement. Therefore, the question hangs fire today—with the feeling among scientists that if future tests substantiate the suspicion that the speed of light, long supposed to be the most fixed thing in the whole universe, is not absolutely fixed, they will once more have to start all over again and revise a large part of science.

Slums of Smaller Cities Face 'Clean-Up' Program

Awakening of smaller communities to realization that slums exist in their midst as well as in the larger cities is evidenced by their increasing participation in the USHA low-rent housing program, according to Nathan Straus, administrator of the United States Housing authority.

Twenty-eight cities and towns with populations of approximately 10,000 or less already have organized local housing authorities for co-operation with the USHA, Straus has announced. Seven of these communities have obtained commitments for USHA loans to finance 10 proposed projects. Two, including one with less than 2,500 population, have started construction of their projects, while three others have had USHA loan contracts approved by President Roosevelt.

"When the United States housing act was before congress two years ago," said Straus, "it was generally believed that the large cities would be the principal beneficiaries. Few small cities and towns had begun seriously to look into their housing problem.

"Today the picture is quite different. A large and growing number of smaller cities and even towns and villages and strictly rural communities have organized active housing authorities. In most cases, also, these local authorities have the ardent support of their local governments and of local business, trades, civic and social groups—from bankers and other business men to labor unions and welfare workers."

Unusual Vase Collection

Miss Katharyn Hawley, librarian of Franklinville, N. Y., has an unusual hobby. She collects vases. But they must be small—the largest in her collection is only three inches tall. Miss Hawley started collecting vases a year and a half ago and in that time she has acquired 104 of them. They range from the "giant" of the collection from Paris, France, bearing the picture of the famous Notre Dame cathedral to the smallest—one quarter of an inch tall—of Mexican pottery. The collection contains many of odd shapes and designs, among them a wheelbarrow, a sprinkling can, a miniature loving cup turned from a piece of maple with an inlay of darker wood. There are two Toby jugs in the collection and four Wedgewood type vases.

Locating Cause of Puncture

Here is a quick and safe method of locating a tack, nail or piece of glass that has caused a flat tire. After the tube has been removed from the tire, take a rag and run it around the inside of the tire. No matter how slightly the tack point protrudes, it will catch on the threads of the cloth. Closer examination of the spot will remove the object, he says. This method will prevent cut hands, the result of trying to locate the tack with the fingers. It also saves time spent in searching the tire by the slow process of spreading and examining each section.

The more worthless a man is the more interesting he seems to be to some women.

What's the use? To afford pleasures, you must be successful; being successful keeps you so busy you have no time for pleasure.

THE "HEALTH BUS" TAKES TO THE ROADS AGAIN

The "Health Bus", as the Health Trailer of the Bureau of Child Hygiene of the State Department of Health is popularly called, started on its tour for the current season, May 6. It will remain in the field until shortly after the schools open in September.

The provisional itinerary of the Trailer, as announced by Dr. H. Riley, Director of the State Department of Health, calls for visit to eleven and possibly more counties. The "Bus" will be used for informal conferences with mothers about the health needs of their children and for the examination of babies and young children not uder medical supervision.

The tour started in Saint Mary's County where the "Bus" remained until the middle of the month. The provisional schedule for the rest of the season follows: Charles County, May 16-24; Prince George's, May 27-31; Calvert, June 3-14; Cecil, June 17-26; Kent, June 9; Queen Anne's July 10-17; Talbot, July 18-26; Caroline, July 29-August 7; Worchester, August 8-16; Somerset, August, 19-29. There will be no conferences on Saturdays or Sundays.

The "Health Bus" is fitted up with all the equipment usually found in a children's clinic. It is divided into two compartments; one for physical examinations; the other for dental examinations and treatments. There is also a movie outfit making it possible for movies to be shown in the evenings. The examinations are usually made in the car, but as the trailer is generally parked near some neighborhood center—a church building or community hall—the conferences can be held indoors if the weather is unfavorable.

The arrangements in each county are under the direction of the County Health Officer. The staff includes a physician with special experience in the care of babies and young children, a dentist and a public health nurse.

Eleven counties were visited, stops were made at 188 places, and over 7,000 miles were travelled in connection with the tour of the Trailer during the summer of 1939. Over 3,200 children were examined, and their mothers advised as to conditions in need of care or correction.

PICTORIAL PREVIEW OF MARYLAND

A forty-four page pictorial preview of Maryland, "America in Miniature", has just been completed by the Maryland Publicity Commission. The publication of this booklet, which contains a foreword of welcome by Governor Herbert R. O'Conor, is the first step in a campaign to publicize the Free State throughout the nation.

Advertisements already appearing in two national magazines are creating a demand for the booklet and they are being mailed by the Commission to all parts of the nation. The first printing order, the Commission said, was for twenty thousand copies of the booklet.

With reading matter kept to a minimum, Maryland, "America in Miniature", is replete with fine photographs depicting the attractions of every region in the state. Later, a map, dividing the state into five one-day tours, will be issued. to accompany the booklet; thereby providing the visiting motorists with evry conceivable aid to make a journey through Maryland easy and pleasant.

Nation-wide interest in Maryland will be greatly increased this summer with the release, in July, of Twentieth Century Fox's movie, "Maryland". Anticipating a growing travel trend to the state, the Maryland Publicity Commission has rushed completion of this booklet in order that greater persuasion can be brought upon prospective visitors.

CHRISTIAN SCIENCE SERVICES

"Soul and Body" will be the subject of the Lesson-Sermon in all Churches of Christ, Scientist, on Sunday, May 26.

The Golden Text will be from Psalms 84:2, "My soul longeth, yea, even fainteth for the courts of the Lord; my heart and my flesh crieth out for the living God."

Among the citations comprising the Lesson-Sermon will be the following from the Bible, I Thess. 5:18: "Rejoice evermore."

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 306, "Life demonstrates life. The immortality of Soul makes man immortal.

It's always the man who dosen't want credit who can get it for the asking.

PLIGHT OF ROYAL WAR BABIES

Europe's most noted exile, cousin of the czar, tells in her own words why there is only woe ahead for tiny heirs to the throne of countries broken by invading armies. Read this timely article in the May 26th issue of

The American Weekly

the big magazine distributed with the

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