Cooperative Marketing Aims To Push Sales

Chief Feature Of Five-Year Farm Program For Maryland

Cooperative marketing is the chief feature of an all-inclusive plan designed to step up the sale of farm products in the five-year period covered by the tentative agricultural and rural home program for Maryland.

"The farms of the State place upon the markets each year raw products to the value of approximately $95,000,000, which in their manufactured form represent a value of several times that amount," the introduction to the marketing program states.

"Upon the efficiency with which this vast volume of produce is merchandized and marketed depends in large measure the net profit of the farming industry.

"Sales by Maryland cooperative associations amount annualy to about $19,000,000, and supplies purchased through these associations total $2,500,000 annually.

"Tobacco and milk producers have effective organization and account for a large share of the cooperative sales. Further organization and development of cooperatives affords a great opportunity to lower costs of marketing.

"Development of this phase of the farming industry, in coordination with regional and national cooperative organizations, affords one of the greatest opportunities for constructive work in behalf of Maryland agriculture."

The tentative agricultural and rural home program was worked out by farm leaders called together by Dr. T. B. Symons, director of the University of Maryland Extension Service. It covers the period 1936-1941.

In listing the objectives for farm products, the marketing program suggests the sales through existing cooperative associations be increased and that associations be formed to sell some products not now marketed cooperatively.

This was one of the two recommendations laid down for wheat. It was suggested that local units be organized "for sale for twenty-five per cent. more of the wheat each year cooperatively through Maryland Agricultural Corporation and other cooperatives."

Another general recommendation was that there be an extension of the inspection, certification and standardization of certain products. Milk, poultry and eggs, tobacco, fruits and vegetables were included in this class. Better grading and packing also was recommended.

The final points of the ten-point general program suggested:

"Develop in Baltimore and Washington markets improved grades and standards of perishable products, thereby increasing demand by consumers for Maryland products.

"Promote, after careful investigation, commodity cooperatives for such products as can feasibly and practicably be marketed in that way.

"Promote cooperative sale of farm products and purchase of farm supplies on a regional basis."

THE SPOTLIGHT

Auto exports opened '37 by soaring to new high . . . bill to outlaw car radios in Idaho tumbles—whew! . . . fourth annual truck show gets November date at Newark . . . Studebaker truck shipments reached alltime peak in March . . . take it easy in Louisiana where drivers' licenses have coupons which are detached on each traffic violation conviction . . . hard on highway safety is New Jersey's latest diversion of nearly eight million from state highway funds . . . auto financing continues to top '36 figures by big margin . . . Michigan legislature pondering bill to make sit-downs a felony . . . while Washington is reported jittery over present labor puzzle . . . state of Washington has passed 1.5 per cent excise tax on value of motor vehicles to replace personal property tax . . . there's no tax yet on sit-downers . . . nor under them . . .

Bran Brown Bread

1½ cups sifted flour
3 teaspoons baking powder
½ cup sugar
½ teaspoon salt
½ cup raisins
1 cup milk
3 tablespoons molasses
1½ cups whole bran
1 egg, well beaten
4 tablespoons melted butter or other shortening

Sift flour once, measure, add baking powder, sugar and salt and sift again. Add raisins. Pour milk and molasses over bran; add the egg and shortening. Add to flour mixture and blend. Bake in greased loaf pan, 8x4x3, in a moderate oven 350 F. 1 hour, or until done.

If the housewife isn't inclined to bread making though, fine brown bread can be purchased in cans, which like the beans, need only be heated.

Chocolate Fudge Cake

1-4 cup butter
2 cups sugar
2 eggs
2 cups flour
3 teaspoons baking powder
1-2 teaspoon salt
4 squares chocolate
1 teaspoon vanilla
1 1-2 cups milk
1 cup nut meats, if desired.

Cream shortening, add 1 1-2 cups sugar gradually, then egg yolks, beaten. Add melted chocolate. Sift flour, baking powder and salt and stir into mixture alternately with milk. Add vanilla and nuts. Beat egg whites and remaining sugar and add to mixture. Bake in a moderate oven 350 F. for 40 to 45 minutes.

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RECORD-OBSERVER SNAPSHOTS

JACK BENNY and MARY LIVINGSTONE celebrate their tenth wedding anniversary in January. The young lady riding piggy-back is Joan Naomi Benny. One of these days the youngster is going to make her debut on her mother and dad's Sunday evening comedy program over the NBC-Red network.

And here is the little bear sampling his porridge. Cute, isn't he?

PROGRAM BUILDER: This is Evelyn Macdonnald, the 16-year-old high school girl who, as a member of the Listeners' Committee, helps select the persons who tell their unusual stories on the "We, The People" program, heard each Sunday afternoon at 5:00 o'clock, New York time, over the NBC-Blue network.

A group of modern mermaids—Are they waiting for any wayfarers?

SHOEBILL, a rare and valuable specimen in a London zoo, getting his throat syringed to safeguard him against colds. And you think you have troubles!

Written Exclusively For The Record-Observer By Sam Hemming

ENGLISH IVY

Frequently I am asked what can be planted in that shady position formed by a large tree growing near the house. The answer really should be especially if the tree is a Norway Maple, nothing but we do like to have some sort of growth to soften the bare ugly spot. Rather than forcing the existence of shrubbery or evergreen planting in such a location try a ground cover of English Ivy. It is slow to establish itself but eventually will make a fine green ground cover and will climb up the foundation of the house enough to form a nice trim.

While on the subject of English Ivy let me recommend that you do not tie it up the wall or chimney on which you are trying to make it grow. Let it form a good strong plant at the base of the wall and it will soon climb of its own accord. Tying long runners against the bricks cannot be done so that they will not wriggle in the wind. The motion prevents the little adventitious roots from taking hold.

The perfect landscape picture is rarely seen but there are a number of spots on the Eastern Shore that I do like to admire. One of my favorites is the little Church at Wye Mills. The Ivy covered little brick building is set in a grove of magnificent Oaks, one of which is almost as handsome as the Wye Oak. The simple building neatly kept, softened by the Ivy and framed by a giant Oak compose this picture. I hope those that guide its destiny will keep it this way. No magnificent Cathedral could have a more beautiful setting.

In and around Wye Mills there are a number of large White Oaks. It is a pity that more of these are not being planted. A beautiful permanent hardwood tree without peer, much maligned as a slow growing tree, it should predominate on our lawns. In a growth that will astonish you as it did me, when I found them out.

There are many annuals that distinguish themselves by a long blooming season, easy culture, and showy appearance. They may be depended upon to give color to the garden display, forming the blackbone of almost any planting scheme. One would naturally assume that all which belong to this group are extremely popular, yet that is not true. While the majority enjoy a widespread popularity, there are a few whose true value is not altogether appreciated. An annual flower garden without zinnias, scabiosas, marigolds, nasturtiums and petunias would lack five of our most showy late summer and fall flowering annuals.

Not so many years ago only the giant-flowered varieties of zinnias could be found in most gardens. However, the gardeners of today have come to realize the beauty of those with blooms that are tiny in comparison with the Giant Mammoth, Giant Dahlia-flowered and Giant California types. What the small-flowered ones lack in size they make up in profusion of blooms. The chrysanthemum and scabiosa-flowered zinnias have widened the range of flower forms.

Marigolds right now rank supreme. Once looked upon as old-fashioned, they now occupy the center of the stage with new varieties that have a grace of form and richness of color which bring joy into the garden. It all began with the lovely Guinea Gold. This year there are no less than four new varieties which are likely to be found in many a garden during the coming season. Gigantic Sunset Shades, also called Sunset Giants, base their appeal upon the remarkable size of the flower. Blooms measuring up to seven and a half inches across are to be had where growing conditons are favorable. Tom Thumb Golden Crown is a counterpiece to Guinea Gold but grows only about fifteen inches high. Crown of Gold, the first marigold with odorless foliage, has had wide publicity. In the chrysanthemum-flowered hybrids are to be found great variety in forms and colors. The lovely French Marigold Harmony also should be in every garden.

Nasturtiums have gone double since the introduction of the lovely Golden Gleam, which today is considered the best double by many gardeners. Its rich golden color and pleasing fragrance are two features that have popularized it. As nasturtiums are hardy annuals seed may be sown any time during early spring.

Loss Comes Not From The Fire Itself, But From The Lack Of Insurance

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Try New Recipe For Meat Loaf

Leftovers With Bacon Make Tasty Dish

There are very few homes that do not have left overs from at least one or two meals a day. Now, there often isn't enough left over from one meal to combine into some tasty dish, but this, combined with other left overs or fresh ingredients will often times go into the making of a dish far more delicious than the original dish.

There is really very little excuse for left overs being wasted. Not even bones and fat. The bones can be used in the making of delicious soups and the fats can be rendered mixed with bacon drippings for a really delicious shortening for making waffles, etc.

In this recipe, we are again returning to our old friend the meat loaf who has been taking a rest but far from forgotten. This, however, is a different meat loaf, in that in calls for left over meat:

BACON MEAT LOAF

3 cups minced cooked meat
1 small onion
3 sprigs parsley
2 eggs
¼ teaspoon pepper
½ cup sifted prepared mustard
1 cup milk

Put meat, onion and parsley through a food chopper. Add beaten eggs and other ingredients. Mix well and put into a baking pan lined with strips of bacon. Press mixture down firmly. Bake in a moderate oven, 350 F. for 45 minutes. Serve.

Mustard and baking powder settle in the can and should be stirred gently before measuring.

Left over soft boiled eggs, can be reboiled until hard and used as a garnish for salads.

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Yours very truly,
ALICE M. PLUGGE.

HOLLYWOOD STAR-LITES

By Chuck Cochard

The genesis, life and death of the average Hollywood romance was charted yesterday from 100 such affairs of the heart recorded by the press during the last three years. Data obtained has been averaged.

Length of life: Four months, 15 days. Typical case, Lew Ayres and Mary Carlisle.

Profession of parties: 72 of them were confined to players. Typical cases, Herbert Marshall and Gloria Swanson, both professionals; Claudete Colbert and Dr. Joel Pressman, one of them a non-professional.

Starting place: 76 of the romances started in studios; 46 when both parties were cast in the same picture. Typical case, Eleanor Whitney and Johnny Downs, who appeard in five pictures in a row.

Marriage score: Only 12 out of the possible 100 resulted in marriage. Typical cases, Gary Cooper and Sandra Shaw who married; and Carole Lombard and Robert Riskin, who didn't.

Reason for breaking off: 84 of them gave way to new romances. Typical case, Clark Gable and Carole Lombard. It brought Lombard's romance with Riskin to an end.

Post mortem on romance: In 92 cases the parties remained good friends. Typical case, Barbara Reed and Noah Beery, Jr.

—o—

You Ask 'Em, We Answer 'Em:

If you have any questions about Hollywood and the stars living there, write your Hollywood Correspondent, Box 551, Hollywood.

R. Ryan, Willimantic, Conn.—George Raft has been rumored many times as contemplating a divorce from his wife in order to marry Virginia Pine. To date, nothing has happened. On his last trip to New York, was hinted that his purpose of the journey was to obtain the separation, but nothing happened. You never can tell, though!

—o—

Thru A Keyhole:

For those persons who wrote your correspondent, the name of the lovely blonde John Barrymore has been taking around in this city is Sally Allen . . . Weddings bells are about to ring for Coleen Moore and Homer Hargrave, Chicago broker—and incidentally she is defintely through with a screen career . . . Cary Grant and Ginger Rogers at the Tropics . . . They say it isn't romance, but Wesley Ruggles' constant companion these days is Toby Wing.

—o—

Hollywood Stylescope By Hazel May:

"The stars of the cinema will not appear at the resorts and beaches this year in 'slack' or brief bathing apparel," this is the opinion of Wynne Gibosn, currently appearing with George Bancroft and Evelyn Veriable in "Racketeers In Exile."

There has been a definite turn in Hollywood against sport fashions that are not feminine and alluring. The stars particularly oppose lounging by the water in scant suits, and have wholeheartedly accepted the smart beach robes that so becomingly cover swim suits. Many stars in Hollywood prefer the new little dressmaker swim suits that appear on the tennis court or at a badminton game with equal chic.

Very short casual frocks and culottes will replace slacks for general sportswear. The new little tennis frock with skirt just above the knee has been approved and generally accepted in Hollywood. It is so much more feminine than halters tucked into brief shorts.

—o—

Preview Peek:

"Wake Up and Live", with Jack Haley, Ben Bernie, and Walter Winchell is one of the top musical comedy pictures to ever be turned out in months . It isn't like any other musical. Jack Haley steals the picture and word comes from Darryl Zanuck that he is having a story prepared for Haley to star. It'll probably be "Dance, Fool, Dance." Leah Ray, who does very good with her small bit in the show, will get the featured role opposite Haley. Despite the fact that Winchell doesn't give the appearance of a star through his gossip column he certainly surprises everyone here.

—o—

Notes on the Cuff:

Nancy Carroll is planning to change her personality on the screen and stage a real comeback . . . Your old friend Conrad Nagel, who has been very succesful as a radio M. C., has started directing pictures . . . Harry Carey is taking his spring vacation by going out with a horse on a "mud-show" tour, to be cheered in Winston-Salem and points South . . . Betty Wyman, the Walter Wanger actress in "Vogues of 1938", was a model once, and still holds the world's record of having modeled 15,000 dresses in one year . . . that's over a million dollars' worth of try-outs.

—o—

Inside Gossip:

Earl Carroll, the famed Broadway producer of girl shows, who is at present supervising musical pictures at 20th Century-Fox studios, has been taking out June Lang, actress.

What famed orchestra leader and movie actor who is engaged to a famous movie star (who is at present traveling) has been taking out a lovely movie actress.

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Peanut Butter Brownies

2 tablespoons shortening
½ cup peanut butter
1 cup sugar
1 cup sugar
1 egg
2 squares melted chocolate
1 cup flour
2 teaspoonsbaking powder
½ cup chopped peanuts
¼ teaspoon salt
½ cup chopped peanuts
¼ cup milk

Cream shortening and peanut butter thoroughly then blend in the sugar. Add well beaten egg and melted chocolate. Mix and sift the dry ingredints, add peanuts and combine with creamed mixture alternately with milk. Pour into a greased 8 inch shallow pan. Bake in a moderate oven 350 F. for 25 minutes. Cut into squares or oblongs while still warm. Makes 2 dozen brownies.

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GET UP NIGHTS DUE TO BLADDER IRRITATION?

It's not normal. It's nature's "Danger Signal". Make this 25c test. Use buchu leaves, juniper oil, and 6 other drugs, made into little green tablets called Bukets. Flush out excess acids and impurities. Excess acids can cause irritation resulting in getting up nights, scanty flow, frequent desire, burning, backache, and leg pains. Just say Bukets to your druggist. In four days if not pleased your 25c will be refunded.
SUNSET PHARMACY

Spring Menus Are In Season

Crabmeat Salad Good For Light Luncheon

Isn't it grand to be able to plan those nice, simple light luncheons for a group of friends again. Spring just calls for those things and groups are beginning to make plans for little informal "get togethers" either on the terrace or in the house, depending, of course on just how warm that particular spring day is! Here is one combination that will be just the thing to "spring" on a group of friends and one they will not easily forget:

STUFFED EGG WITH CRABMEAT SALAD

6 hard boiled eggs
1 teaspoon dry mustard
1 cup flaked crabmeat
1 cup finely chopped celery
2 tablespoons chopped green peppers
¾ cup mayonnaise
Tomato and parsley

Shell eggs and cut in halves lengthwise. Remove yolks and press through a ricer or sieves; then mix well with the mustard. Flake crabmeat add celery, pepper, egg yolk; mix with mayonnaise and stuff eggs. Garnish with tomatoes and parsley. Serve three halves to each person, and with this serve these perfectly delicious,

ROQUEFORT CRUMPETS

1 package cream cheese (3 oz.)
1½ teaspoon Worcestshire sauce cream
1 loaf bread

Thoroughly blend the cream cheese and the Rouquefort with Worcestershire sauce; add cream to make a spreading consistency. Cut very thin slices lengthwise from the bottom of the loaf of bread, trim crusts and cut each slice in half, making it four or five inches long. Spread with the cheese mixture, roll up like jelly roll and fasten with toothpicks. Just before serving toast under the broiler turning often so that all sides are slightly browned. Serve very hot. This makes twelve to thirty rolls.

BAKED HAM

1 boiled ham
1 small cup brown sugar
2 tablespoons cloves
- tablepsoon allspice, crushed
½ cup Madeira wine

Take boiled ham hot, skin it, and trim it. Place in a shallow pan, mix together brown sugar, crushed allspice and cloves very fine. Spread over ham. Add wine and bake ½ hour, basting frequently.

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