FARM MACHINERY DEALER ANALYZE SOURCE OF PROFIT

Farm earnings have never before depended so much on lower production costs as they do today, according to H. D. Orem, local dealer for the J. I. Case Company, in a recent talk to the editor of this paper. It is his firm belief that farmers can do more towards securing a satisfactory profit by using efficient machine methods to reduce the cost of their corps than by any other method.

"Everyone knows that price alone does not determine profits," says Mr. Orem. "It is the difference between the market price and what it costs to produce a crop that counts. For instance, it costs some farmer 60 cents a bushel to produce wheat. Others grow it for 40 cents or even less. There is no question as to which farmer makes a profit even when the price is low.

"No less an authority than the United States Department of Agriculture tells us that on the average, 60 cents of the cost of producing a crop consists of power and labor. Fortunately these items are largely under the control of the individual former, while the other 40 per cent. cannot be changed very much, if any. And the secret of reducing power and labor costs, lies largely in efficient use of present day farm machinery."

Mr. Orem pointed out that a farmer can cover more acres per day with one of the new Case tractors because of their fast speeds and ease of handling. He can get into the fields earlier, due to the unusually light weight of these machines. He can get every job done on time with the best results. Greater capacity for work and low upkeep are the things that turn the trick for him.

Throughout the Case Full Line, from walking plows to combines, origional improvements have been made and many new machines brought out after prolonged development. Case has also built tandem hitches for pulling harrows behind plows and drills behind to properly apply power and increase working capacity per man.

Many local farmers are taking advantage of the new features of Case machines which make possible faster and better work with less labor costs. Real progress is being made by some farmers in this locality toward assuring a profit in 1931. Mr. Orem would be glad to explain the cost reducing methods that have been effective by these men. In an advertisement found elsewhere in this issue he is extending a most cordial invitation to visit his store before completing plans for 1931. Mr. Orem is running a series of very good and interesting advertisements in this paper which will pay every farmer to read.

We hope it isn't true that a word once spoken never is lost. It would be dreadful to come suddenly face to face with the recent campaign oratory, some day.

What ails the young German republic is what ails flaming youth everywhere—too many parties.

Always interesting is the jargon of the different professions: We hear the driver of an eight-room moving van speak of it the other week as his "rig."

One of the "intelligence tests" columnists asks, What is a "what not?" It is what you would not think it would be if you didn't know what it was.

Perhaps the motor magnate's son who has gone into publishing will get out a nonborrowable book. Our trouble heretofore has been the quick pickup.

"It must be awful to be a debt collector. You must be unwelcome wherever you go."

"On the contrary, practically everybody asks me to call again."

Master of House — Er — Martha, your mistress and I have been discussing matters and, to put it plainly, we suspect you of eavesdropping. However, to save further trouble we—

Martha—Yes, sir, I heard you and I've already got my suitcase packed.

Xmas Fund Still Aids Emergency

The funds raised for the Christmas cheer baskets were used very judiciously by the Kent County Chamber of Commerce so that there was a surplus which could be used as the need arose.

Since January a number of cases have been turned over to the Chamber for aid and food baskets have been sent immediately.

This month two very acute cases were brought to the attention of the Kent County Public Health Association through social service workers in Baltimore to whom the needs had been reported. The local nurse investigated and found the reports had not been exagerated and applied at once to the Chamber for food. Since the fund kept on hand by the Kent County organization is totally free of red tape the need was met immediately and two families who had been on starving rations for a week were given instant relief. It is this type of case where countians are down for the first time in their lives that is particularly difficult to reach as pride keeps them from applying locally for relief.

While the Chamber is only able to touch the surface and give aid until some permanent solution is found for each case, those who contributed to the fund and the two college organizations who staged a concert to raise money for that purpose can feel amply repaid by the knowledge that their generosity has been a tremenduos help.

If Cal really made good time why doesn't he be a sport and show Herb which button to push?

Mud on the face, says prominent movie actress, is all right when placed there for beauty purposes, but not when it is slung—in court.

Gunnery Officer (examining gun crew)—What would you do if the gun captain's head were blown off

Member of Crew—Nothing, sir.

Gunnery Officer — What? And please state your reason!

Member of Crew — I'm the gun captain. —Pathfinder.

WINTER'S GROUND

Stop traveller, you're on Winter's ground,,
Where classic snow is thickly laid,
Reflect I beg with thought profound.
How such a coasting white doth aid
The health and sympathy of power
That doth adorn the summer's hour,
For it is truly so, there lies
A friendship's token here to prize,
Possessive of the great frame
The bloom of summertime doth claim.
For every true gift has its strength
Its after-thought of love's own length.
And winter's ground in truth invites
A vision of fair conquest heights
That gallant movers sense as peerless.
As over winter's ground all fearless
They go with heart-felt solace long
Toward that when strengthens sprightly song.

ALICE MATTHEWS.
414 So. 41st St., Philadelphia, Pa.

KC BAKING POWDER

SAME PRICE for over 40 years

It's double acting

25 OUNCES FOR 25¢

MILLIONS OF POUNDS USED BY OUR GOVERNMENT

FRESH STRAWBERRY ICE CREAM

At GILL BROS.

CHESTERTOWN, MARYLAND

Here it is!

The Tractor you've always wanted

HERE, in the new Model "CC" Case, is a tractor that successfully combines a plowing and a cultivating tractor in one machine. It is the first tractor to offer a variable wheel spacing feature by which the rear wheels can be easily moved in or out, from standard 48-inch tread for plowing to various treads, up to 84 inches, for row crop planting and cultivating.

This is the tractor you've always wanted. It fits *all* your work . . . handles easily between the rows . . . swings around quickly . . . loses no time in turning . . . works rapidly because of three fast speeds and enables you to accomplish a lot of work in a day.

The Model "CC" is designed to work with two and four row planters and cultivators and is adapted to various equipment for every soil and for every row crop—flat, ridge and furrow.

Those who have seen this new tractor are loud in their praise of its many unusual features which, it is easy to see, will cut the cost of every farm operation. Come and let's see what *you* think.

H. D. OREM & SON

Phone 217 Chestertown, Md.

ATTENTION!

SOMETHING NEW

3 FREE Prizes Absolutely GIVEN AWAY 3

NAMELY:

1st Prize, $200.00; 2nd Prize, $100.00
Third Prize, $50.00

OPEN TO ALL OUR RETAIL CUSTOMERS

Tickets will be given away during the year 1931, beginning Feb. 1st with all cash purchases amounting to $2.50 or more, one ticket for every $2.50 worth, two tickets for every $5.00 worth and so on, PROVIDED all OLD accounts due to date of purchase are PAID in FULL by the 15th of each month. For every OLD account paid you will receive the full number of tickets for this account. All accounts not paid by the 15th of each month, on tickets will be given with cash purchases until these are paid.

SAVE ALL TICKETS.

Retain every ticket you receive. It is fallacy to throw even one away, since that one ticket may be the one of the THREE "lucky" ones. Everybody has an even "break" to win one of these THREE FREE PRIZES.

IMPORTANT NOTICE.

An individual cannot win more than one prize. Should he or she by chance hold more than one of the lucky tickets, only the first one drawn will be recognized by the committee. This is only fair to all.

THIS IS SOMETHING NEW.

Never before have we offered such valuable cash prizes. In addition to these we will continue to guarantee our FEEDS to maintain their high quality and low prices we have heretofore enjoyed giving you.

DRAWING FOR PRIZES.

The drawing for these FREE PRIZES will be held in Chestertown on Santa Claus day in December of 1931, time and place to be announced later. This drawing will be in charge of eight of our customers, two selected from each of our four places of business, namely, Chestertown, Kennedyville, Worton and Still Pond.

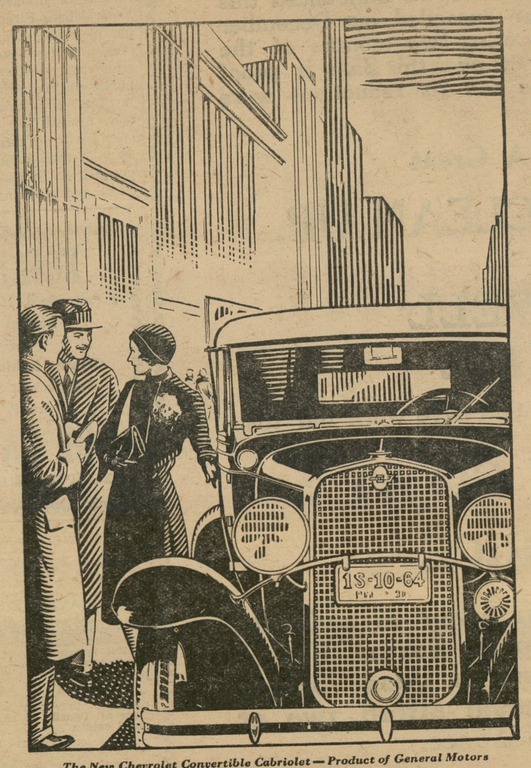
BE SURE AND ASK FOR YOUR TICKETS.

METCALFE BROS.

Chestertown, Kennedyville, Worton, Still Pond

CHEVROLET

Chevrolet has set a new standard of value



The New Chevrolet Convertible Cabriolet — Product of General Motors

With quality that begins in the selection of raw materials and extends to the smallest detail of finish, the new Chevrolet Six has set a new standard for the low-price field. This is not only a new standard of *quality*, but one of *value* as well—for this attractive, capable new Six is offered at even lower prices!

Consider Chevrolet's many advantages when you buy a low-priced automobile. They mean that the Chevrolet dealer is offering you *more motor car quality per dollar* in the finest automobile Chevrolet has ever built, at the lowest prices in 20 years of manufacturing!

» New low prices «

Roadster, $475; Sport Roadster with rumble seat, $495; Coach or Standard Five-Window Coupe, $545; Phaeton, $510; Standard Coupe, $535; Sport Coupe (rumble seat), $575; Convertible Cabriolet, $615; Standard Sedan, $635; Special Sedan, $650. Prices f. o. b. Flint, Mich. Special equipment extra.

NEW CHEVROLET SIX

The Great American Value

See your dealer below

RUSSELL MOTORS CORP.
Chestertown, Md.

MATTHEWS MOTOR CO.
Sudlersville, Md.

FRANCIS MOTOR CO.
Rock Hall, Md.

NEWSOME'S GARAGE
Betterton, Md.

J. B. ANDERSON
Millington, Md.

ALSO DEALERS IN CHEVROLET SIX-CYLINDER TRUCKS, $355 TO $695, f. o. b. Flint, Michigan

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