

World's Busiest Street?



JUST LOOK at that traffic roaring by! Yes, sir, that's New York's famous Fifth Avenue, looking toward 42nd Street. And the lady in the stylish white shirtwaist and the snappy little straw skimmer had better be careful when she gets to the corner because you know how those horseless carriage drivers swing around the turns. With the national automobile show approaching, Consumers Information dug out this picture, taken in 1907, to show what a difference 30 years can make. The picture below shows Fifth Avenue as it is today. Advertising which created the demand, and research which perfected the product,

are credited with changing the picture from that of a "back street" when only a few sand cars were on the country's roads, to that of today, with a most 30,000,000. The few small manufacturers of 30 years ago advertised to sell their primitive car which cost around \$2,000 for a "medium-priced" model. They created a bigger demand than they could fill, and so big factories, increased employment, and constantly better automobiles resulted. And today we can buy an infinitely superior car for about one-fifth of the price while half a million more are directly employed in the industry, compared to a few thousand at the time this picture was taken.



C. R. Davants Visited Several Countries In Europe on Their Tour

The C. R. Davants of Smyrna returned several days ago from an extensive vacation in several countries of Europe. They sailed from New York in September aboard the Queen Mary and five days later landed at Southampton, from which place they went to London to see the sights. From London they went to Amsterdam in Holland, one of the most beautiful countries they visited during their holiday.

From Amsterdam their itinerary took them to Brussels, Belgium and then to Paris, where they were honored guests along with other American Legionnaires and their wives of the French government. Several days were spent in the French capital before they shoved off again, this time it was up the Rhine to Coblenz, Germany and then Heidelberg, the home of the famous Heidelberg University. From Heidelberg they went to Lucerne, Switzerland and thence across the Swiss-Italian border to Milan, in the north central part of that country.

Venice, Florence and Rome were other Italian cities visited before they went to Naples to board the Italian liner Saturnia, from which place they sailed on October 28 for New York. On the voyage from Naples, the Saturnia touched the island of Sicily, and then across the Mediterranean to Algiers in northern Africa. After a short stop at Gibraltar, gateway to the Mediterranean, they sailed to Lisbon, in Portugal and from there to Ponte del Garda, in the Azores. Going across the weather was very favorable and the trip was made in comfort. On the return voyage of 12 days much rough weather was encountered.

Mr. Davant is of the opinion that many of the European countries about which much propaganda is frequently written, are in a much better state of affairs than the newspapers picture things—or maybe the Europeans were only acting that way because of the fact that American Legionnaires were passing their way.

Red Cross Drive Another Success

The annual Red Cross Roll Call insofar as the Beaufort Chapter is concerned is another success, judging from information released today by Mrs. M. E. Bloodgood, membership chairman. All communities included in the Beaufort Chapter have shown an excellent response, it was stated. To date 207 new members had been added to the Chapter's roll and the drive is still going on. Officially the annual drive ended on Thanksgiving Day, but in many communities throughout the United States, including Beaufort, no set date is fixed for ending the membership drive. Persons who have planned to join the 1938 roll, but failed to, may do so now, it was stated.

Brown Tells Friend About 1938 Program

RALEIGH, Dec. 8.—Bill Smith, a farmer who has been raising hard luck, visits his neighbor, John Brown. They take a walk over the farmstead.

Smith: "John, you've had pretty good luck this year. Seems like all your crops were better'n mine . . . and I worked just as hard as you did."

Brown: "Well, I reckon I have been lucky. But maybe it ain't all luck. You see, I've been rotating soil-building crops with my cash crops. That makes the soil richer, you know."

Smith: "I reckon it does. You didn't need to make any better crops than I did. How did you get started on these soil-building crops, anyway?"

Brown: "I'd been thinking about starting a good crop rotation, but somehow I just didn't get around to it. Then the government came along with this agricultural conservation program—"

Smith: "What'd that have to do with it?"

Brown: "Under the program, they offered me payments for not planting too much land to cash crops and for growing soil-building crops and for doing other things to help the land."

Smith: "Oh, you mean those payments helped you do what you had wanted to do, but couldn't. Can I get that program too?"

Brown: "Sure. It's for all farmers. You just go to the county agent and tell him you want to sign up for 1938. He'll give you some papers to fill out."

"Then some members of the county committee will come to see you, and help you work out a farming program like you need. They'll tell you how much you can earn by doing what they recommend."

Smith: "I think I'll look into it. It sounds pretty good."

Marmalade Is Good At Christmas Time

RALEIGH, Dec. 8.—"Marmalade is good for breakfast, and it has its place in the school lunch. But have you ever thought of it as a dessert?" asks Cornell C. Morris, State College extension economist in food conservation.

"Spread marmalade on hot, buttered toast, add a little sugar and dust with powdered sugar. Your family will like this dessert and call for it again."

"Marmalade will help stretch the Christmas dollar. Small jars of marmalade, attractively wrapped, make good Christmas presents; they help out in planning Christmas menus."

Marmalade is easy to make, Mrs. Morris stated. The best fruits to use are oranges, grapefruits, and lemons. Select fruits on which the skin is clear and free from blemishes.

(One orange, one lemon, and one grapefruit will make enough marmalade to fill six 10-ounce jars.)

Cut fruit into very thin slices with a sharp knife. Resharpen knife frequently while slicing the fruit. Measure the sliced fruit, then add three times as much water.

(One orange, one lemon, and one grapefruit will make about a quart of fruit. So add three quarts of water.)

Boil fruit and water for 30 minutes, or until fruit is tender. Let it stand over night, then boil again for 20 minutes. Measure the mixture and add an equal amount of sugar. Then cook rapidly until the syrup begins to jelly when poured from the side of a spoon.

Let the finished marmalade cool for a minute or two, then pour it into the jars. (If poured in immediately, the fruit will rise to the top.)

After an experienced "pin hooker" told him that he often made as high as 16 cents a pound buying tobacco and regrading it, Max Higgins of Yancey County decided to do some grading himself.

Says Dairy Cow Must Have Plenty Of Feed

RALEIGH, Dec. 8.—With a capacity of 40 to 60 gallons in her four stomachs, the dairy cow is an nibbler, said John A. Arty, extension dairy specialist at State College.

Her digestive organs function best when well filled with good feed, he continued, and that is the reason why roughage is such an important item in her diet.

Good roughage not only provides nutrients in itself, but it also makes possible a more complete digestion of the grain in a cow's ration.

Arty pointed out that a pound of nutrients can be produced more cheaply in roughage than in grain. Therefore, it is considered a good feeding policy to give a cow all the roughage she will eat.

Legume hay such as alfalfa, soybeans, lespedeza, cowpeas, or clover is unquestionably the best hay for dairy cows, Arty stated. Mixed hays such as legume and a grass, or legume with oats and barley are also good.

Besides hay, cows need succulent feed. Silage is recommended for winter feeding; it is nutritious and has a laxative effect that helps keep the digestive tract in good condition.

Where winter cover crops are available, they too make a good succulent feed.

Arty said a common rule is to feed three pounds of silage per day for each 100 pounds the cow weighs.

Silage in the ration increases a cow's capacity for digesting feed, and the more feed she can digest and convert into milk, the more profit the dairyman can make.

CARD OF THANKS

We want to express to the many friends our deepest appreciation for the many kindnesses and acts of sympathy shown us at the passing of our loved one. May God's blessing abide with you.

Mrs. H. W. Noe,
Mr. and Mrs. E. P. Simmons.

CIVIL SERVICE EXAMINATION ANNOUNCED

The United States Civil Service Commission has announced an open competitive examination for the positions of assistant fisheries statistical and marketing agent, \$1,890 a year, and junior fisheries statistical and marketing agent, \$1,620 a year, in the Bureau of Fisheries, Department of Commerce. Certain education, and experience in fishery work are required.

Full information may be obtained from Howard C. Jones, Secretary of the U. S. Civil Service Board of Examiners, at the post office or customs house in this city.

F. L. Webster of Forsyth County has planted 3,000 black locust seedlings on a steep hillside to protect it from erosion while producing posts needed for use on his farm.

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No Trace Found of Morehead City Man Missing One Week

No trace of John Durham, 65-year old WPA worker who disappeared at Morehead City on November 27 has been found and the missing man is the object of a widespread search in the vicinity by members of the community, augmented by the U. S. Coast Guard.

Foul play is suspected for reason that Durham had just had a WPA check cashed and was known to have spent only a small portion of it. A blood-stained cap believed to belong to him was found in the yard of Al George Willis where he was last reported seen.

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Milk Production
The average cow in America produces 4000 pounds of milk per year.

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