

**DO YOU KNOW...**

Chicago—Five thousand Americans won reprieves from death last year. These lucky Americans would have died violently, along with 90,000 of their fellow citizens, if accidental deaths had not dropped 5 per cent from the year before.

The death rate in 1954 was 55.8 per 100,000 persons—a 9 per cent decrease from the 1953 rate and the lowest rate on record.

This decrease in accidental deaths occurred despite an increase in population, high employment and booming motor vehicle travel, according to the 1955 edition of "Accident Facts," the National Safety Council's statistical yearbook, just off the press.

The greatest reductions were in industry, which achieved a 7 per cent reduction in fatal accidents, and in motor vehicle deaths, which dropped 6 per cent. Home deaths were down 5 per cent and public (non-motor vehicle) deaths showed a 3 per cent reduction.

**Post Office Vehicles Join In Emphasizing Slow Down And Live**

operated by postal personnel in 3,000 of the nation's larger cities are displaying "Slow Down and Live" posters until August 31. Postmaster General Arthur E. Summerfield has announced.

The posters were furnished by the National Conference of State Safety Coordinators which is sponsoring 101 days of intensified enforcement and publicity on the "Slow Down and Live" campaign from Memorial Day through Labor Day.

Mr. Summerfield added that the Department will continue to lend its support to local, state and national programs, such as the "Slow Down and Live" program aimed at traffic safety.

**MILK PRODUCTION UP**

Estimated milk production of farms in North Carolina for July totaled 159 million pounds, according to information released by the North Carolina Crop Reporting Service. Production during the month compares with a flow of 152 million pounds during June—this output represents about a normal seasonal increase. Production during July was exceeded by only the heavy July, 1953, and 1954 productions for the month.

**WOMEN AND WHEELS**

**Fashion Field Has Much In Common With Industry**

By Mary Lou Chapman

Viola Shefer is a blue-eyed, silver-coiffured lady who has been a leading consultant in the fashion field for fifteen years. We compared notes recently on fashions and automobiles, and found the two have a lot in common.



Miss Chapman in the clothing field. Even the interior fabrics take their cue from fashion, both in color and texture.

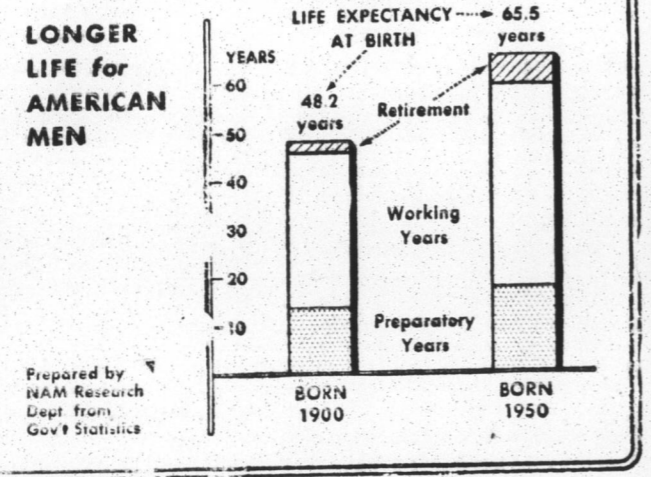
Latest news from the world of fashion is that textured surfaces will continue to be popular. Contrasting trims will come in with greater strength in sweaters and dresses. (And, we wonder in cars? How about a narrow band of embroidered rosebuds around your car seat?) Strong for basic accessory colors next fall are the wine colors. Burgundy is an example. Very dark browns such as cordovan will be featured, says Miss Shefer.

Another news nugget we gleaned from Miss Shefer is that the French are going into mass production of dresses, as they never have until now. Heretofore, stress has been upon the "Haute Couture" in Paris—the handmade, one-of-a-kind originals. Editors of French fashion magazines are currently in the U. S. to study American mass production methods. Again, fashion and industry are merging.

**COLOR IS IMPORTANT**

Miss Shefer notes that color plays an important role in all of industry and adds that even stoves, refrigerators and TV sets have gained a new light-heartedness with soft pastel hues. Now you can have a kitchen done entirely in pink, pale green or soft blue.

(Fashion writer, artist, and TV personality, Miss Chapman is a native of Detroit and has spent the last several years working with automobile stylists, designers and engineers at Chrysler Corporation.)



Although the average American gets his first job at a later age than formerly, and although he typically has more years in retirement, he also spends many more years on the job. The lengthening of life which has occurred during the present century permits individuals to spend more years in every phase of their life history.

The average boy baby born in 1900 could expect to spend 17.7 years in the preparatory period before entering the labor force. This

is four years longer than his counterpart born in 1900.

At the other end of the age scale the average American can now anticipate about 5.9 years in retirement, as compared with only 2.4 years in 1900. These figures include

both the conventional retirement at age 65 to which we are now accustomed, and involuntary retirements due to disability, which can occur at any age. In 1900 conventional retirement was almost unknown. The averages include

individuals who die before they retire and hence have zero years of retirement.

The most striking change during the half-century under review has been the increase in the working life of the individual. The average male in 1950 could expect to spend almost 10 years more on the job than the average male in 1900. The increase in the length of working life has been from 32.1 years in 1900 to 41.9 in 1950. These averages include individuals who die

during their working years and hence never reach retirement.

So spake the Friend, and with necessity, The tyrant's plea, excused devilish deeds. —Milton.



U. S. COMMERCIAL CHUCK **Beef Roast** **29<sup>c</sup>** LB.

FRESH SHOULDER **PORK ROAST** **33<sup>c</sup>** lb

FRESH LEAN **Ground BEEF** **29<sup>c</sup>** LB.

FOR VITAMINS PROTEINS-MINERALS **EAT MORE MEATS** Harrell's Nansemond **SLICED BACON** **37<sup>c</sup>** lb. **FRESH BEEF LIVER** **23<sup>c</sup>** LB.

LAST CHANCE! — LIMIT 12 **NO. 303 RED GLO** **Tomatoes** **10<sup>c</sup>** can

**RECIPE OF THE WEEK** By Mary Lee Taylor **Meat Balls With Mushroom Gravy**

QUART BLEACH **WASHO** **2 for 25<sup>c</sup>** BOTTLE

NO. 303 LIBBY'S **SLICED OR HALVES Peaches** **19<sup>c</sup>** —CAN—

EXTRA FANCY — MOUNTAIN GREEN **Cabbage** **4 lbs 15<sup>c</sup>**

NEW PUERTO RICAN **Sweet Potatoes** **45<sup>c</sup>** 5 LBS.

4 PAC DELSEY COLORED **Toilet Tissue** **35<sup>c</sup>** 4 rolls

NO. 303 WHITE HOUSE **Apple Sauce** **25<sup>c</sup>** 2 cans

NEW PINK (5c Off) **Dreft** **25<sup>c</sup>** LGE. PKG.

CAMPBELL'S **CHICKEN SOUP** **15<sup>c</sup>** WITH RICE CAN

**PET MILK** **55<sup>c</sup>** 4 cans

7 OZ. GOLD MEDAL **CHERRIOS** **29<sup>c</sup>** 2 pks

5 OZ. BANQUET **BONED Chicken** **29<sup>c</sup>** CAN

14 OZ. RITTER **TOMATO CATSUP** **15<sup>c</sup>** bot

**FROZEN SPECIALS** 4 OZ. RICH'S **CHOCOLATE ECLAIRS** **25<sup>c</sup>** PKG. 6 OZ. SUNSHINE STATE **ORANGE JUICE** **27<sup>c</sup>** 2 CANS 10½ EMPRESS **LOBSTER TAILS** **75<sup>c</sup>** PKG.

**EDENTON P & Q SUPER MARKET**