Friday, February 1, 1935.

Better Light-Better Sight Campaign Gets Under Way Here

Movement to Improve Conditions Given Impetus in Southern Pines group is "Our eyes, plus correction Much interest in this campaign has

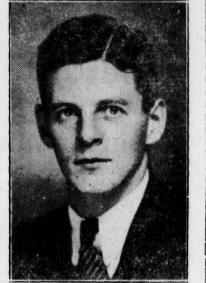
Carolina Power & Light Co. and Others in Effort to Improve **Lighting Facilities**

Thousands of times every day people all over the world say "let's see." These two words have taken on a new significance with the launching of a nationwide campingn to arouse more interest in the care and protection of eyes.

Every one wants to see clearly and well. Yet few people actually conserve and safeguard their eyesight. Not only do we use our eyes continuously; we actually abuse them. This condition has existed for many years and as a result, young people as well as older ones suffer from eye and nerve strain.

The Better Light-Better Sight campaign has been inaugurated to make the American people eye-conscious. It embraces the welfare of the entire family and has the cooperation of more than 18 industrial, trade and professional groups. The coordination of these groups has

sociation; National Retail Furniture ern Pines. Association; National Electrican



Lighting Specialist

HOWARD NORMAN

Howard Norman and M. S. Robbrought together distinguished group ertson have been sent to Southern of scientists, eyesight specialists, il- Pines by the Carolina Power & Light luminating engineers, and other pro- Company to conduct free home lightfessional and business men. The ing demonstrations. A Sight Meter, groups participating in the national the instrument that tells the exact promotion of this campaign include amount of light produced by daylight Better Vision Institute; National and artificial illumination, will be Paint, Varnish, and Lacquer Associa- used in these demonstrations. These tion; National Clean-Up, Paint-Up instruments are fitted with a Pho-Campaign Bureau, Artistic Lighting tronic Cell which accurately meas-Equipment Association; National Bu- ures light and at the same time inreau of Casualty and Surety Under- dicates the required amount needed writers; Edison Electric Institute; for any visual task. This service is National Retail Dry Goods Associa- being given as a part of the Better tion; National Retail Hardware As- Light-Better Sight activity in South-

Wholesalers Association; Illuminating trical Manufacturers Association; Engineering Society; National Elec- Westinghouse Lamp Company; and

H. H. H. H. H. H. We Carry A Full Line of **GENERAL ELECTRIC LAMPS Everything in Hardware HIGHLAND HARDWARE CO.** West Broad Street Southern Pines H. H. H. H. H. H.

BRIGHTER COLORS Save the Eyes!



We are showing the latest designs in Wall Papers, and will be glad to estimate on one room or entire house for either papering or painting.

the General Electric Company. The sorption, as is the case where dark campaign platform as outlined by this surfaces are used.

properly shaded and directed, plus of prominent firms are cooperating. proper reflecting surfaces on walls and ceilings, equal better sight."

It is obvious from this platform that the correction of inadequate ple suffer from defective vision, lighting facilities in the home, store, That if a child has to hold the book shades, light in color and large fect.

where needed, plus adequate light, been in evidence here and a number

DO YOU KNOW-That one-fourth of our young peo-

or factory may possibly be made sim- he is reading closer than 14 inches, ply and inexpensively. First, of the chances are that his eyes are pecourse, is the examination by an op- ing strained. The remedy is a visit tometrist to ascertain whether or to the eye specialist and better light. not eye strain is in evidence; then That eyes are slow to complain of the assurance that the proper bulbs their need for help. They are unare in use in lamps that are used for knowingly abused because they put reading, sewing or other close vis- up with poor seeing conditions for a ual tasks; all lamps should have long time before showing the ef-

enough to conceal the bulb, reflect- That human beings are human seeing surfaces should also be in light ing machines whose efficiency, welcolors so as to provide the right re- fare, behavior and happiness depend flection of light rather than the ab- upon vision and light.

Electric Contractor

EXPERT WORKMANSHIP GENERAL ELECTRIC WIRING SYSTEM.

NOW IS THE TIME FOR EXTRA **BASE PLUGS or NEW WIRING.**

C. J. SIMONS

THE REPORT OF A LONG A CONTRACT OF A DESCRIPTION OF A DESCRIPA DESCRIPTIONO OF A DESCRIPTIONO OF A DESCRIPA

Telephone 7151

Southern Pines

Page Seven

Open Your Door to This Young Man!

HE HAS nothing to sell ... but he does have a most interesting does have a most interesting story to tell and, with your permission, an amazing demonstration to make. He has the full authorization of this company to present a brand new free service to you.

These representatives of ours are Lighting Specialists . . . trained in our own school and qualified to tell and demonstrate the story of Better Light for Better Sight.

Give your family's eves the benefit of this free service - there are absolutely no obligations.

PRICES MODERATE

PAINT and WALLPAPER

Come in and see the new wall paper patterns-you will be pleased at the inexpensive prices.



SHAW PAINT & WALL PAPER CO.

Telephone 7601

West Broad Street

Southern Pines



CAROLINA POWER & LIGHT COMPANY

BETTER LIGHT-BETTER SIGHT

Brighter Walls Brighter Light Brighter Sight

ENAMELS for PORCH and KITCHEN FURNITURE FLAT WALL PAINT **BATH ROOM ENAMELS INTERIOR FINISH IN ATTRACTIVE TINTS**

BRIGHTER WALLS WILL MAKE BRIGHTER LIVING

SUPPORT THE CAROLINA POWER & LIGHT COMPANY'S CAMPAIGN FOR BRIGHTER ROOMS WITH A NEW COAT OF PAINT

Southern Pines Warehouses, Inc.

EVERYTHING FOR THE BUILDER

TELEPHONE 7131

SOUTHERN PINES