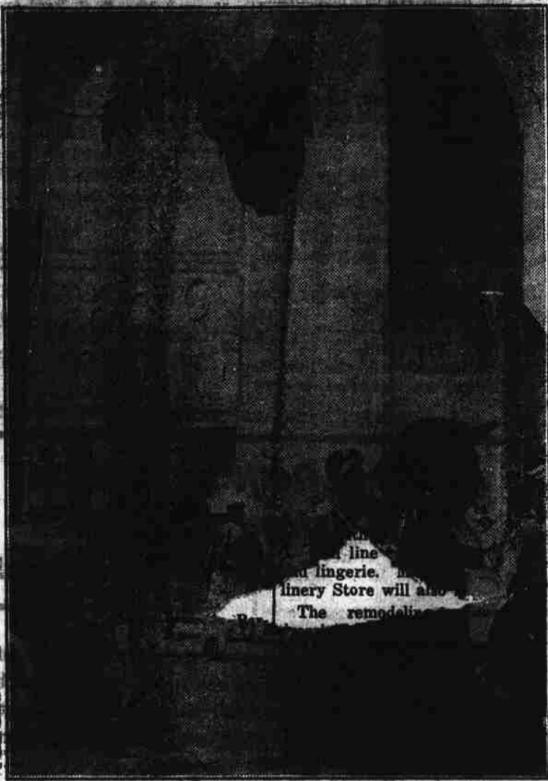


Dallas Streets of Paris Thronged



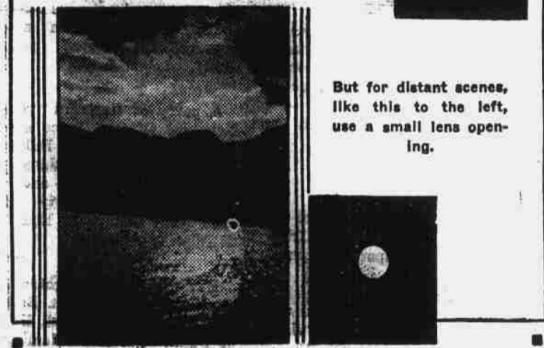
BOAT CENTER OF FAIR FUN SPOT—An exact reproduction of the outline of the liner Normandie forms the front center of "The Streets of Paris," a key spot of the \$25,000,000 Texas Centennial Exposition which will run in Dallas until November 22. Flanking the ship is a French Village forming an open-air court of commerce.

THE SNAPSHOT GUILD

IT'S ALL A MATTER OF HOW MUCH LIGHT



For nearby subjects when the light is not very bright as in the picture above, use a wide lens opening.



But for distant scenes, like this to the left, use a small lens opening.

BECAUSE modern cameras and modern film make it possible for us to achieve happy results with very little knowledge of how our cameras function, many of us do not bother to find out, but we will more often get better pictures if we know enough about our cameras to understand what they're up to.

Any camera is simply a light-tight box or chamber, with a film at one end and a bit of optical glass, called a lens, at the other. Add to that a contrivance for admitting light under control into the box, through the lens to the film, and you have the essentials of a camera.

The size of the lens and the extent to which it is opened are important. When the lens opening is large, a lot of light is let into the camera to record the picture on the film. That's all very well, but lenses do not do their best "wide open" in giving sharp images of all objects both near and far. When you want sharp, clean-cut detail from foreground to distance, as in a good landscape picture, you have to use a small lens opening; when you are interested only in picturing an individual or a compact group, as in the dog picture above, you can safely use a relatively larger opening if you focus carefully. Indistinct detail beyond doesn't matter so much, in fact often helps to accentuate the principal subject.

In virtually all cameras there is some means of changing the size of the lens opening. In most box cameras you pull out a little slide at the top of the camera. In most folding cameras there is another type of adjustment called a diaphragm, with which a greater variety of openings can be obtained.

In most diaphragm types, the major settings are shown by numerals

which have a meaning in terms of the ratio between the diameter of the lens opening and the distance from the lens to the film. In designating these settings, the letter f. is used. When you see that a picture was made with the lens at f.11, it means that the opening of the lens was 1/11th of the lens-to-film distance. It happens that f.11 is a good, average opening, neither too large nor too small. In fact some inexpensive cameras have a fixed opening, or aperture, of about that ratio. Smaller openings, f.16 or f.22, for example, cut down the amount of light entering the lens. Consequently, given the same light conditions, longer exposures are required.

That brings us to another gadget which, in terms of time, also controls the amount of light that enters the lens—the shutter. For most ordinary snapshots, a shutter that opens and closes in about 1/25th second is entirely adequate. In fact, this shutter speed, coupled with an opening of f.11, is so nearly right for average outdoor conditions that it is a kind of magic formula. Shutter speeds faster than 1/50th second are seldom needed except for pictures of rapidly moving objects, and then with a larger lens opening; otherwise, not enough light would be admitted.

Lenses, by the way, are rated according to the largest opening at which they work. You hear camera fans talking about f.6.3 lenses, f.4.5 lenses, and even f.2.0 lenses. These "fast" lenses are wonderful things; they'll get pictures under the poorest kind of light and they do have that extra speed when you need it. But even so, they all work better if the subject has adequate light with the resulting opportunity to stop down (use a smaller opening) for the sake of sharper detail.

JOHN VAN GILDER.

He Was Too "Small Town" For Her



Janet Gaynor tells James Stewart she is searching for wider horizons than those offered her as a grocery store clerk in this scene from "Small Town Girl," filmization of the Ben Ames Williams novel, showing at the Taylor Theatre, Edenton, Monday and Tuesday.

Sunday with Mr. and Mrs. Percy Chappell. Mr. and Mrs. M. J. Reed and their family, and E. T. Chappell spent Sunday with Mr. and Mrs. Caleb Raper. McCoy Phthisic spent Sunday as the guest of Thomas Chappell. Mrs. E. N. Chappell and her son, Thomas; Miss Margaret Raper, Miss Minnie Reed and Miss Marie Raper spent Tuesday afternoon in Hertford.

"I APPRECIATE GOOD DIGESTION!"



BOWLING CHAMP. Johnny Murphy (above) says: "For Digestion's Sake—Smoke Camels' works out swell in my case."

SAYS Mlle. LUCY GILLETTE Daring Circus Aerialist "Camels stimulate my digestion," she says. Camels help the flow of digestive fluids—increase alkalinity. They set you right!



CAMELS COSTLIER TOBACCOS



TO ASSURE YEARS OF PERFECT RELAXATION

Scientifically constructed to support every body movement—to rest every tired nerve.

» » INVESTIGATE » » "HIDDEN VALUES"

BENEATH the covering of every mattress is the answer to every question regarding quality, comfort and long life. In this luxurious mattress—beneath thick layers of specially processed cotton felt—are hundreds of resilient coils made of genuine Premier Spring Wire. This inner-construction cannot tip, sag, snarl or lose its shape or buoyancy. Beautifully covered, of course, and offering many other exceptional value features. By all means—visit our store today.

Dr. Ezeru Stoums

MATTRESS only \$39.50



Making an important "Hidden Value" visible—appearing on the spring featured above—this Premier Ball-Bead of quality is your assurance of finest spring wire manufacture.

We will have an experienced man from the factory at our store Thursday morning and all day Friday, July 30 and 31 to explain how these fine mattresses are made and show all of the latest patterns.

We will give an allowance of \$10 for any old mattress on a trade-in.

Remember: Store closed Thursday afternoon but open as usual all day Friday.

W. M. Morgan

"The Furniture Man" HERFORD, N. C.

Traveling Around America



Photo Grace Line

BANTAM-WEIGHT LOGS

THIS native girl carries a tree-sized log as easily as if it were a baseball bat. It's not because the native is a local amazon, but rather that the tree is the bantam-weight of the forest!

It is balsa wood from Ecuador—one of the lightest woods yet discovered—about half as heavy as cork. Its extreme lightness is due to the fact that it has unusually large cells filled with air. It is exported in large quantities and the casual manner in which the loading crew toss the huge logs around is a performance which greatly mystifies travellers visiting the country.

on the weekly cruises from New York and California to South America's west coast.

The uses for this amazing wood are almost limitless. It is used in the manufacture of just about everything from airplanes and props for vaudeville strong men, to sound proof walls, lining for electric refrigerators, and artificial arms and legs and hands—to say nothing of such beach gadgets as surf boards, catamarans, and aquaplanes! To such diversified products into the manufacture of which this unique wood has been introduced, many new ones are continually being added.

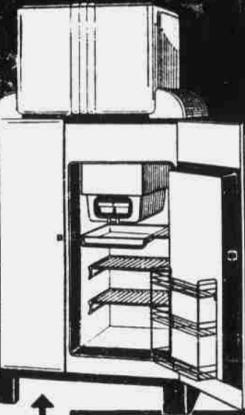
PINEY WOODS

Miss Minnie Reed is spending the week with Miss Marie Raper. Mr. and Mrs. N. W. Chappell spent Monday afternoon with Mr.

and Mrs. E. N. Chappell. Mr. and Mrs. G. W. Chappell and family, Mr. and Mrs. J. T. Chappell and family, Mr. and Mrs. Walter Winslow, Henry Copeland, Tommy Byrum and Gilliam Twine spent

YES, YOU CAN NOW HAVE MODERN REFRIGERATION

This exclusive Super Condenser Top means efficient and economical operation



No electricity, no running water, no moving parts. Operates on kerosene.

HERE is Superfex, the Oil Burning Refrigerator—designed especially to bring the most modern form of refrigeration to rural homes. It works anywhere because it requires no outside connections of any kind—makes cold by burning kerosene. Superfex is the most economical form of refrigeration you could have, for many reasons, one of which is that the burners operate only about two hours to make refrigeration for twenty-four hours or more.

Thousands in Use Superfex is made by a company that has served rural homes for more than forty years—the makers of famous Perfection Stoves and Ranges. Superfex is made to do the things that a refrigerator must do out in the country, to make cold—plenty of cold—day after day and year after year.

Fresh Food and Ice Always Handy With Superfex in your kitchen, you don't have to run out to the well or down cellar every time you prepare a meal. Everything you need can be kept right within reach in Superfex. You can keep fresh meats for days at a time. You can have ice cubes for drinking water and iced beverages. You can make delicious chilled salads and frozen desserts.

New, Improved Models easy terms This year's models surpass all that have been made. They are more efficient—more beautiful. Their new design and cream-white porcelain finish make them "at home" in any kitchen. The adjustable shelves can be arranged to meet the needs of each day's storage. Superfex can be bought on easy terms—plenty of time in which to pay if you wish. Telephone or write for a free demonstration in your own home.

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