

RED CROSS HIGHWAY POSTS AID INJURED

1,000 Function At Key Points To Give Emergency Care To Traffic Hurt

Highway first aid stations, set up by the Red Cross to give emergency care to victims of traffic accidents, are saving lives, according to James L. Fleser, vice chairman in charge of domestic operations.

More than 1,000 of our emergency posts are already operating in 47 states and thousands of others will soon be established at key points along America's highways," Mr. Fleser stated.

The Red Cross highway posts are concentrated at danger spots in rural areas where medical aid is not readily available. The importance of this coverage of the open road, the Red Cross holds, is given sharper emphasis by the fact that there has been a 150 per cent increase in rural traffic fatalities during the past twelve years.

The project was initiated last year on a national scale as a practical approach to the highway accident problem. The Red Cross felt that it could best apply its strength by succoring those who continue to be injured pending a reduction in the highway accident rate through legislation and safety education.

"Our program brings first aid skill to the scene of accident in an effort to reduce the number of persons killed and maimed in automobile mishaps," Mr. Fleser said. "Our highway first aiders are not medical men in any sense, but it is their job to turn the injured over to the medical profession in the best shape possible."

The Red Cross highway posts are established at gasoline service stations, tourist homes, rural police and fire departments. The personnel of the posts are trained by the Red Cross in first aid, standard first aid equipment is installed at each station, and identifying signs for the benefit of motorists are erected beside the highway at both approaches to the station.

The attendants of these roadside units who qualify as first aiders volunteer their services through the Red Cross and may under no circumstances accept pay for caring for the injured.

To complement the highway first aid stations, the Red Cross has announced formation of mobile units. Several thousand trucks which regularly ply the highway in the course of routine work will be equipped with first aid kits. Drivers and crews will take courses in both standard and advanced first aid, and each truck will be identified as a Red Cross mobile unit. More than a hundred trucks are already operating.

The highway police of eight states who have finished first aid training will join this army mobilized to cut accident fatalities and prevent complication of minor injuries through mishandling at the scene of accident," Mr. Fleser said.

"We receive reports from our first aid stations daily, telling of essential care given to traffic casualties on the spot and of lives actually saved."

This and many other Red Cross programs of equal value are supported by the people of America during the annual Roll Call for members. This year the Roll Call will be held from November 11 to 26.

The SNAPSHOT GUILD

PRINT "DODGING"



Pictures may be improved during enlarging by controlling tones with a "shadow brush."

WHEN an advanced amateur or professional photographer shows some of his beautiful salon pictures to a group of interested but uninitiated people, some of them are sure to ask questions such as these:

"How in the world do you get those lovely tones? How did you make this picture so dark in this part and light in that? How did you get the soft effect in this one? How did you get the light to shine so brightly on the principal object and scarcely at all on the rest of the picture? How do you make these objects in the shadowy parts dim yet visible; and objects in the light parts to stand out so distinctly? My camera won't take pictures like that."

And the cryptic answer is likely to be, "Neither will mine, exactly." "Then, how do you get all these different gradations in shadow tones? These pictures are like paintings. Do you touch up the negative with something?"

And the answer will be, "No, I do not touch up the negative; I dodge the print."

"Dodge the print? What do you mean—dodge?" Then comes an explanation of a method whereby a very ordinary picture, as recorded on the negative, may often be transformed into a work of art in the process of making an enlarged print of it. "Dodging," in the slang of photography, means interrupting some of the light passing through the negative to the sensitized paper during the printing of the picture. "Dodging"

may be done in contact printing, but more effectively in making enlargements. It is done by holding something opaque between the light source and the paper, such as a piece of cardboard, in such a way as to keep the light from striking a certain area for a certain portion of the time. Thus, that part which continues to receive the full light will print darker than the part from which the light is held back. In other words, the light is caused to "dodge" a certain area.

Virtually, the shadow from the cardboard in the hands of the photographer is used as a paint brush. It serves to light the dark parts. In another way, a print is "dodged" by using a piece of cardboard with a hole in it. The hole lets through a pencil of light, which is manipulated over the surface of the paper and serves to darken the light parts. The intelligent use of a "shadow brush" or "light brush" in this fashion requires a preliminary study of the negative or a contact print as it would ordinarily register in order to discover where "dodging" would improve the picture. Often it means a number of trials before the result is satisfactory.

Amateurs who do not enlarge their own negatives may suggest to their photo finisher how they think a print may be improved by "dodging," and ask him for a special job on it. Of course, the greater satisfaction comes from doing this work yourself. But that is the way many of the lovely effects we see in salon photographs are obtained.

JOHN VAN GUILDER.

Explains How To Give Turkeys A Good Start

One of the secrets of successful turkey-raising is getting the poults off to a good start.

"If you do this, you have won half the battle," said C. F. Parrish, extension poultry specialist at State College.

The first consideration, he said, is to put the breeding birds in good condition so they will produce hatching eggs of the best quality.

To hatch healthy, vigorous poults, the eggs must contain all the elements of food stuffs, except oxygen, that are necessary to nourish the embryo during the 28-day incubation period.

Therefore, Parrish pointed out, breeding birds should be fed a good, well balanced ration. A good commercial or home-mixed laying mash is recommended in the feed from January to June.

The mash feeding should start about a month before the turkeys begin laying and should continue as long as eggs are desired for hatching purposes.

The eggs should be gathered twice a day and if possible stored in a well ventilated place where the temperature remains between 50 and 60 degrees Fahrenheit. The eggs should be turned once a day, and should not be kept longer than 10 days or two weeks before being placed under a hen or in an incubator.

Turkey eggs may be incubated by either chicken or turkey hens or by

artificial means when the more modern incubator requirement is used, Parrish stated. When hens are used, they should be treated for lice. Two treatments at intervals of 7 to 10 days will usually eradicate lice completely, he added.



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Will Rogers' Humorous Story

By WILL ROGERS

MISS SPENDIT'S dad didn't like the looks of the guy that came to him to talk about marriage.



"You can't support her on your salary," says the dad. "Why, I make ten times that much, and I tell you I can hardly keep her bills paid up!"

"Well, say," says the young man, kinda hopefully, "I'll bet you and me together can manage it all right!"

(American News Features, Inc.)

An Open Letter to A Boor on Wheels



SOME day, my ill-mannered friend, you are going to go too far. Some day, when you swerve around a street corner, you are going to clip the buttons of the wrong pedestrian's vest, and he is going to catch up with you, haul you off your comfy upholstery and deal you the smacking-down you deserve. You're a veritable titan of self-assurance, aren't you, when you're behind an eight-cylinder engine? But how do you look on your feet? Are you the same dashing, imposing, self-assured personage for whom the rest of the world must make room? Would you dare shove another pedestrian aside; would you jostle a six-footer? You would not, for you're just a grubby little inferiority complex who's been subsidized by a shot of gasoline.

And what's the reason for this breakneck rush of yours, anyway? You're in an automobile. You'll arrive at your destination, 10, 15 or 20 times quicker than the pedestrian you're crowding back onto the curb. The best he can do is five or six miles an hour. You are going 25 or 30, perhaps 40 miles an hour. Is your business ten times more urgent than his? My, my, what an important fellow you are! What vast designs, what momentous projects must occupy your waking hours to justify such impudence.

The automobile, it seems, is the devil's gift in the Little East. Put him in control of a motor car and he's cock a' the snook. But if you suddenly yanked that ton of two wheels out from under him, you'd find him just a quantity with the mental range of a grammar

Treading on the Grass

Cost 30 Lashes in 1723

New York.—Before you swear at a judge for fining you \$1 for not obeying a "Keep off the grass" sign, consider the case of Hector, a mulatto, who trespassed in the year 1723.

According to a document recently unearthed by the research workers of the Historical Records survey, Hector was fined 30 lashes—to be absorbed in three different sections of the town, 10 at a standing.

Yankee Trading Not Dead
New Britain, Conn.—The Park department had two horses, but needed a truck. Through a bit of "Yankee trading" a swap was arranged with a resident and the department got its truck without paying anything to boot.

1939 World's Fair Has New Ideas About Amusement Features

NEW YORK, (Special).—"Only using will be believing," says President Grover Whelan of the New York World's Fair 1939 Corporation, as he tries to envision what the Fair is planning, more than two years in advance, in the way of facilities for recreation, entertainment and education.

Many men, women and child in the United States, he says, have an interest in the 1939 Fair and to some degree or other has a part in the building of that Fair. The corporation, therefore, will arrange all portions here not only in the general scheme of the Fair but in the way of the World's Fair, and in the way of the United States, and in the way of the United States, and in the way of the United States.

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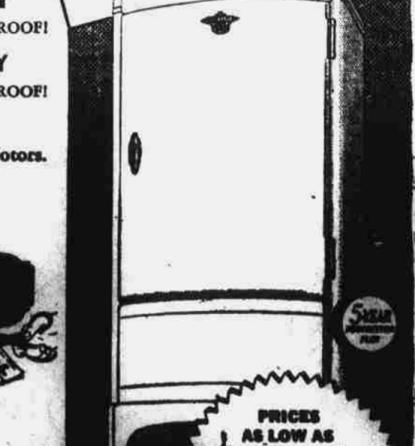
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