

It is much harder for the pump blood through the vessels, so it must work with greater force to the circulation. ... no elasticity in the vessels, moves more slowly than which may cause a clot to the artery which supplies the neck. The medical term for this is thrombosis. This cuts supply to the heart and causes some of the muscles.

The attack is ushered in by severe pain and prostration, which is followed by fever, weakness and lassitude. The doctor must be immediately summoned and the patient kept very still and quiet until his arrival. An experienced physician will have no difficulty in diagnosing the case, and will at once administer a hypodermic to relieve the pain. However, the patient must be made to realize that his life depends upon a prolonged rest and proper care, together with a suitable diet.

At first, he may suffer from nausea, which will probably soon pass, after which small amounts of liquids may be administered. From then on, very few, if any drugs are necessary. The doctor in attendance will be the judge of that. In all severe cases, the very complete rest, freedom from worry and the proper diet. For ten days or two weeks after the attack, he should be kept very strictly in bed, with a nurse to attend to all his wants. He should

not get up or down or even feed himself. If he improves during that time, he should continue to rest for six or eight weeks longer. And then he may be permitted to get up each day. At first, only a short while is allowed, but the time should gradually be increased from day to day. It is considered safe to return to work from two to twelve months. The physician always watches for heart failure, which he treats very promptly

with the proper drugs. Diet and rest, together with freedom from worry are the most important therapeutic measures in the restoration of the patient. People must slow down. The speed and high tension of modern life is taking its toll. Heart failure and coronary thrombosis are increasing at a rapid rate. If you want to spare your heart, you must strike a more even tempo and stop going at such a rapid rate. You'll live longer!

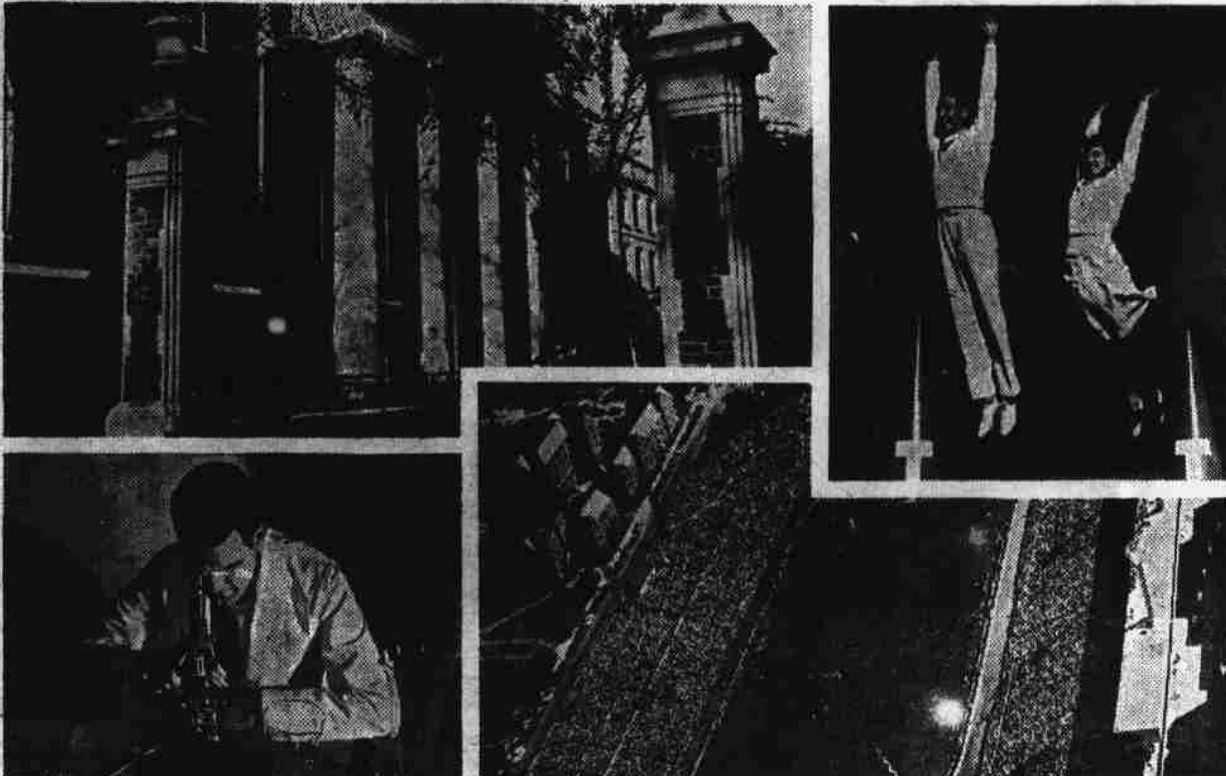
PRECIOUS BABY

Please, Mothers! Come only at time of appointment to assure baby careful attention and time for true life photos.

Peter Carlton
LICENSED PHOTOGRAPHER
Citizens Bank Building

COLONIAL STORES ANNOUNCES... \$30,000 CASH SCHOLARSHIP CONTEST—

OPEN ONE!
... which are Colonial Stores' everyone, re- tion.
... their children, or younger can use the rder their Colonial's d of course students can ts of col-
... as often as midnight, al Stores to take ad- ducational



PLUS \$10,000 IN ADDED PRIZES

Throughout the Southeast, the Colonial Stores' scholarship offer is being hailed the greatest educational opportunity ever presented in the South. Sixty scholarships, ranging from \$2,500 to \$250 will be distributed in Georgia*, Virginia, North and South Carolina. In addition, 30 sets of Encyclopedia Britannica and 210 Parker 51 Pen-and-Pencil Sets will go to residents of this area.

In announcing the scholarships, Scott W. Allen, president of Colonial Stores, said: "This section will prosper and succeed in direct proportion as its people increase their skills and knowledge through higher education. Our scholarship plan is designed to benefit the area in which Colonial Stores operate."

COLLEGE MEANS BETTER JOBS, BIGGER PAY

The life earnings of the average college graduate are three times those of the average grammar school graduate, almost double those of typical high school graduates. A recent survey revealed that most of the best paid jobs, those paying \$5,000 and up, are held by people with from one to four years of college education. It was pointed out, too, that the permanent, secure jobs, as well as the higher paid jobs, usually go to college educated persons. Facts like these serve to underline the opportunity offered in Colonial's Scholarship Contest. Here is a tremendous incentive for everybody to enter, to improve his own future or that of someone dear to him.

AWARDS FOR BEST LETTERS

Basis of awards will be a letter written on one of the two subjects:

- (1) "WHY A YOUNG MAN OR WOMAN SHOULD HAVE A COLLEGE EDUCATION," OR
- (2) "WHAT COLONIAL STORES CAN DO TO MAKE YOUR SHOPPING MORE ENJOYABLE."

There is no limit to the number of entries each person may submit. Each entry must be made on the official contest blank, obtainable FREE at any Colonial Store—no purchase required.

*Randolph, Barbour and Houston Counties in Alabama, and Leon County Florida included with Georgia.

UNIVERSITIES TO SELECT THE WINNERS

A well known college or university in each state has been appointed to judge the entries submitted in that state.

It was strongly emphasized that neither expert writing nor grammatical correctness will be required. The judges will search, rather, for letters that are concise, original and sincere.

Winners may select any college within the four-state area.

The contest opens February 23rd and closes on March 31, 1950. All entries must be postmarked on or before midnight, March 31, 1950.

Announcement of winners will be made in Colonial Stores newspaper advertisements and in all Colonial Stores on or about April 13, 1950, and the cash scholarships and other prizes awarded immediately thereafter.

South Carolina Alone!
With \$10,000, plus 10 Sets of Encyclopedia Pen-and-Pencil Sets will be awarded in alone. Identical sets of prizes will be Georgia*. Scholarship awards will be paid announcement of winners, April 13, 1950.

OF PRIZES

- 10 Cash Scholarship Award
- 10 Cash Scholarship Award
- 10 Cash Scholarship Award
- 10 Cash Scholarship Award
- 15 \$250 Scholarship Awards
- 10 Sets of Encyclopedia Britannica, \$280 value each
- 70 Parker 51 Pen-and-Pencil Sets, worth \$19.75 each

*Randolph, Barbour and Houston Counties in Alabama, and Leon County in Florida, Georgia.

\$10,000 in Added Prizes

210 Aero-Metric Parker 51 Pen and Pencil Sets! Pens have new Photo-Fill filler. Each in beautiful gift box.

30 Sets of Encyclopedia Britannica—24 volumes in red Britannica-notex bindings; each set in beautiful walnut bookcase. America's best known encyclopedia!

FRIDAY NIGHT SPECIAL BROADCAST
WPTF—Raleigh
6:15 to 6:45 P. M.



FOLLOW THESE EASY RULES

1. Get the official contest entry blank at any Colonial Store. Come often, enter often! It's free—you don't spend a cent! All entries must be made on this blank.
2. Write a letter on the entry blank, using either of these two subjects:
 - (1) WHY A YOUNG MAN OR WOMAN SHOULD HAVE A COLLEGE EDUCATION or
 - (2) WHAT COLONIAL STORES CAN DO TO MAKE YOUR SHOPPING MORE ENJOYABLE
3. Sign your name and address and mail it to the Scholarship Contest Editor, Colonial Stores, at the address shown on the contest blank. Send as many entries as you wish.
4. Decision of the judges will be final. In case of ties, duplicate prizes will be awarded. Only one award to any one person, and all entries become the property of Colonial Stores.
5. Entries will be judged on the basis of sincerity, originality and brevity.
6. All entries must be postmarked on or before midnight, March 31, 1950.
7. Contest open to all residents of Georgia, North Carolina, South Carolina, Virginia, the counties of Randolph, Barbour and Houston in Alabama and Leon County in Florida, excepting Colonial Stores employees, its advertising agency, and their families.
8. Winners will be announced in Colonial Stores' advertising news and in all Colonial Stores about April 13, 1950, and awards made immediately thereafter.



OFFICIAL ENTRY BLANKS FREE AT ALL COLONIAL STORES