

DEATH FROM DROWNING AVERTED BY PRONE PRESSURE RESUSCITATION

Many lives lost by drowning during the swimming season could be saved if some one present at the time of the tragedy had a knowledge of the prone pressure method of artificial respiration, or resuscitation.

This method of life saving is effective in cases of asphyxiation and electric shock, as well as drowning.

It is approved by the American Red Cross, American Gas Association, American Telephone and Telegraph Company, Bethlehem Steel Corporation, National Electric Light Association, National Safety Council, United States Army, United States Bureau of Mines, United States Bureau of Standard, United States Navy, United States Public Health Service, and by practically all public utility companies, which insist that their employees be familiar with this simple and effective method of saving lives.—Supplied by Illinois Committee on Public Utility Information.

- Follow These Instructions Even If the Patient Appears Dead
- As soon as possible feel with your fingers in the patient's mouth and throat and remove any foreign body (tobacco, false teeth, etc.). If the mouth is tight shut, pay no more attention to it until later. Do not stop to loosen the patient's clothing, but immediately begin actual resuscitation. Every moment of delay is serious. Proceed as follows:
- (1) Lay the patient on his belly, one arm extended directly overhead, the other arm bent at elbow and with the face turned outward and resting on hand or forearm, so that the nose and mouth are free for breathing. (See Figure 1.)
 - (2) Kneel, straddling the patient's thighs, with your knees placed at such a distance from the hip bones as will allow you to assume the position shown in Figure 1.
 - (3) Place the palms of the hands on the small of the back with fingers resting on the ribs, the little finger just touching the lowest rib, with the thumb and fingers in a natural position, and the tips of the fingers just out of sight. (See Figure 1.)
 - (4) With arms held straight, swing forward slowly so that the weight of your body is gradually brought to bear upon the patient. The shoulder should be directly over the heel of the hand at the end of the forward swing. (See Figure 2.) Do not bend your elbows. This operation should take about two seconds.
 - (5) Now immediately swing backward so as to completely remove the pressure. (See Figure 3.)
 - (6) After two seconds, swing forward again. Thus repeat deliberately twelve to fifteen times a minute the double movement of compression and release, a complete respiration in four

it may be necessary to change the operator. This change must be made without losing the rhythm of respiration. By this procedure no confusion results at the time of change of operator and a regular rhythm is kept up.

Learn every word of the foregoing, and learn it now! Don't wait for an accident. It is too late then.

BYRD URGES HONOR FOR MEN BACK OF FLIGHTS

Says Those Who Make Such Exploits Possible Should Receive Praise

While cheering thousands stand ready on Lower Broadway and Fifth avenue to greet each new visitor in a Trans-Atlantic flight the real men behind some of the pioneer triumphs of ocean flying remain obscure figures, unrecognized by the great mass of the American people, Commander Richard E. Byrd, commander of the America in its trip to France, declares in The American Magazine for June.

To R. Harold Kinkade, affectionately known by some of the most prominent airmen in the United States as "Doc" Byrd gives greatest credit as the mechanical genius behind the flights of "The Spirit of St. Louis," the "Columbia," the "Miss America" and "The America."

"If one of Doc's engines is wrong," says Byrd, "he shuts his teeth tightly and grows through his nose. If they are in shape to run sweetly hour after hour through fog and gale and blizzard, sleet and heat and darkness, he just says 'they'll do.'"

"When Doc Kinkade says this you go right out without another thought and bet your life he's right. Lindbergh did last summer. Chamberlin did. Ruth Elder did. I did."

"How preposterous it is that this man, who has been one of those large-spread and improvement of flying machines all over the civilized world is one of the obscure figures in aviation."

Byrd recounts the mechanical achievements of Kinkade from the time he took a watch apart as a boy and made it tick again until the last time he was called upon to tune a flying ship for a Trans-Atlantic cruise.

Different Requirements

"How about your campaign fund?" "Times have changed," answered Senator Sorghum. "I was once afraid it would be too small. Now I am afraid it will appear too large."—Washington Star.

Nothing looks quite so pathetic around a national convention as a doorkeeper without a door.

BUTTER AND EGG MAN USES PARCELS POST

One of Them Cleared \$40,000 in Year, According to Magazine

The butter and egg man has gone into business with the United States Parcels Post department, and at least in one case has made \$40,000 in a year by the partnership.

A. Miller, of Van Buren county, Michigan, writing in the Farm and Fireside Magazine for June, tells his pioneer dream that the parcel post service could be made to benefit both the individual producer and the consumer, and shows how that dream was made into successful business. Last year his \$40,000 worth of butter, eggs, fruits and fruit juices were sold to about 700 families, stores and clubs in Chicago, 115 miles away from his home. Advertising is credited by this butter and egg mail man with having contributed much to his success.

"Last year," he says, "I used the advertisement 'It's cider time in Michigan,' and an unusual number of orders came in. The customer got a picture of Michigan's famous fruit belt and the rich, golden cider that we make."

Miller now is dealing direct with the consumer for 15 years. Quality and freshness of his products are stressed in his advertising.

Campaigns without big contributions will come in about the same time as omelets without eggs.—Boston Herald.

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