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SEPTEMBER IS CHILD FOOT HEALTH MONTH... sponsored by the National Health Council. Pediatrists unanimously recommend bare footed for play and school wear, with leather soles that bend freely with the toes.

AAA 'Calls All Cars' To Be More Careful Than Ever!

Courtesy: American Automobile Association
"Attention all cars... The time is arriving for thousands of school children to be released from school. It is YOUR duty to see that they get across street safely. That is all."

With this announcement, the police department of a large Eastern city will soon resume its daily alert to traffic officers that "School's Out Carefully."

These preventive measures and others will continue this year. Around the schools, a half-million A.A.A. aided motorists would do well to heed such warnings.

In the eyes of traffic safety officials, three factors call for greater precaution these days, than ever before, toward protecting their lives of our school-age youngsters: the unprecedented number of children attending elementary school; increasing congested traffic conditions in many areas; and the growing proportion of worn, tired or preoccupied drivers in the modern era.

To combat the recent upward trend in child deaths, the American Automobile Association has issued many thousands of "School's Open" placards to be mounted in prominent spots along the streets during the early fall months; additional thousands of paper "bumper strips" have been issued to yours.

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DO IT LIKE THIS... Mrs. Eugenia Smith, instructor in costume design at El Camino College, demonstrates pattern making for apparel workers. Home-making classes are being offered in such courses as nutrition, home nursing, child development, clothing design and interior decoration.

Check Child's 'EYE-Q' before School Starts!

Courtesy: American Optometric Association

Jimmy was a precocious child. At the age of 3 he was copying the alphabet out of his mother's book as well as most first graders. When Jimmy reached the fifth grade he lost interest in school and no longer wanted to concentrate on his school tasks.

A wise teacher was not satisfied with the routine school vision test which showed that Jimmy had 20/20 vision.

She suggested to Jimmy's mother that a more thorough visual analysis might show why he was not achieving as he had been.

The visual examination revealed that Jimmy's eyes were fine, but that he was not using his vision properly, even if they are late start-ers.

In a few weeks, with proper visual care, Jimmy was performing in keeping with his superior I.Q. His trouble was not his eyes, but his eyesight. Jimmy is fairly typical of some 12 million American school children who are handicapped in school performance and personality development by visual problems.

Precocious children like Jimmy should not be encouraged to take on more and more on-point tasks before they enter school, according to Dr. Margaret Eberl, chairman of the Committee on Visual Problems of School Children of American Optometric Association, to draw their eyesight to a fine-pointed pencil and spend hours at it, he should be guided into other activities.

Unless a child can read and comprehend what he reads, he can make little progress. Retarded reading may be caused by inefficient vision.

The out of three first-grade children who fail to be promoted, one out of three has inefficient vision.

Present school vision tests are inadequate and misleading. The most common test is the Snellen letter chart read at a distance of 20 feet. This tells nothing about the child's ability to perform the tasks of school, such as copying, where most school tasks are performed.

Teachers today know when children are not performing up to capacity. They detect clues to inefficient vision when a child avoids reading subjects, in his choice of non-school activities, or even in the way he writes.

Parents too can learn to detect the clues to visual problems. When trouble is suspected they should see that the child gets professional attention immediately.

Vision is extremely important in almost every phase of life. It is in childhood that preservation of it should be the most important goal in the scientific knowledge.

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Check MEN'S WEAR

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don't neglect your child's EYESIGHT!



If you have any cause to question the condition of your child's eye sight, bring the youngsters in today for a check-up. Faulty vision may, too often, be the cause of poor marks. Don't let it happen to your child. Corrective measures taken today, may be the means of better vision—today and tomorrow! Bring your youngsters in, no appointment necessary!

CHECK YOUR EYES FOR BETTER SIGHT!
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