

Save Your Vision--Slogan for Week, April 22-29

Eyes are Seven Centuries Behind Times Say Experts

In an effort to combat the increasing strain put upon eyes due to the speed of our modern existence "Save Your Vision Week" will be celebrated from April 22-29 throughout the country according to Dr. Leo M. Mayer, president of the American Optometric association which organization is sponsoring the week as an educational campaign.

Our eyes are seven centuries behind the time, Dr. Mayer declares, and due to many inventions and devices they are required to do about ten hours a day of close work.

Even a six year old child uses his eyes more than the learned philosophers of ancient days did during their entire life, explained the doctor. Since the structure of the eye is the same now as then it is easily understood why eye defects are on the increase.

"Eye-strain, one of the commonest defects and the one most often ignored, is chief among the things which the American Optometric association is making an effort to abolish," Dr. Mayer said. "It is the people who see well who suffer most from eye strain. With vision that seems perfect to them, both near and far, the eyes are seldom suspected as the cause of fatigue, headache or indigestion.

"Recent visual surveys of school children show that 60 per cent of those who suffer from defective vis-

ion came from homes which are poorly lighted. More than two million homes in the country still use primitive forms of lamps and even those where electricity is available very little attention is paid to proper illumination.

"Both illuminating engineers and optometric authorities are in general agreement that the color of lamp shades is an important factor in good vision. Colors that are as near to sunlight as possible cause the least strain on the eyes. Too much light is just as bad as too little for glare is a violent irritant to the sensitive nerves of the eye.

"All children between the ages of five and eight years should have visual examinations," urged Dr. Mayer. "If glasses are needed, they very often act as an aid during the period of strain brought on by the unaccustomed school work. If nature is assisted at such critical times the eyes are frequently restored to their normal functions when glasses may be dispensed with.

"An interesting development in optometric research is the treatment of crossed eyes which, if left alone, usually result in blindness of either eye. In addition to wearing glasses an instrument has been perfected which exercises the relaxed muscles so that the eyes straighten without the use of surgery."

ARTIFICIAL LIVES CALL FOR EYE AID

Eyes in the human head were made to see trees, clouds, mountains and fields.

Then someone invented printing, and books, and electric lights and movies.

And if someone else hadn't invented eyeglasses, and yet better eyeglasses, this world would be inhabited with half-blind people.

So goes the philosophy of Dr. Royal Gick, vice-president of the Oregon Association of Optometrists, whose business location is 878 Willamette street, an optometrist of many years of experience.

"Modern industrial conditions, long hours at close work, and under artificial lighting, impose a tremendous strain upon eyes that were made to see fields and clouds, mountains and trees," says Dr. Gick.

"It is our purpose and our duty and privilege, so far as possible, to provide artificial aid to assist the eyes in performing their work under the new order of things.

"Many people however, are unconscious or neglectful of serious eye defects in themselves and in their children, and it is the object of this movement, 'Save Your Eyes Week' throughout the United States, to make America eye 'conscious' and to face the facts of defective vision.

"Ninety per cent of the human knowledge and happiness comes to us through the eyes. Let us value them and safeguard them accordingly."

"The enrollment of our public schools and colleges totals 25 million students. Numerous authentic surveys establish the fact that more than 30 per cent of them are greatly in need of glasses. However, not over 10 per cent of them have ever had a thorough eye examination.

"Apparently, those attending the schools of Chicago undergo annual examination and I therefore quote from the Chicago Tribune of Jan. 23, 1928: 'Importance of treating defective vision in school children was stressed yesterday by Commissioner of Health, Dr. H. H. Kessel in his weekly health bulletin. Although 31,000 children in the schools had defective eyesight last year, only 15,000 have had the trouble properly attended to, the commissioner declared.'

14 Per Cent Of Children Neglect Eyes

Despite all precautions that city and school health authorities may take, there is a large percentage of defective eyes among school children that go uncorrected.

In the last year 2312 children of grade school age were examined in Eugene and of that number 322 had uncorrected vision.

These are actual statistics, taken from the report of Helen C. Welch, health supervisor of the Eugene public school system. That 322 pairs of uncorrected eyes means practically 14 per cent of the children have attending these schools.

Tests are made annually in all the schools by Mrs. Welch and Dr. S. M. Kerroun, city health officer. The Snellen system is used to determine the vision. This system is similar to that used for testing the eyes of recruits in the army, navy and marine corps during the war. It is a card with several rows of letters, most of which at a distance closely resemble each other. By reading these lines from left to right, first with one eye covered and then with the other, the vision is determined. Each line, down the page of the card, is smaller type, and the student is asked to read them, line by line, until he can read no longer make out the objects clearly.

NEGLECTED VISUAL DEFECTS RETAINED

Neglected visual defects of children are carried into the adult years—the children don't just "outgrow them" in the opinion of Dr. J. A. Hoffman, optician and jeweler of 780 Willamette street.

Corrected vision is the remedy, and no time should be wasted in getting that vision corrected. The habits formed in childhood are retained in later life, hence the "squinny" and the "saw" on the faces of persons whose dispositions belie the looks.

"Let us glance," states Dr. Hoffman, "at the findings of the committee of the Federated Engineering Society of America. This committee conducted an exhaustive survey into the causes of 'swast' in ten typical American industries. They found, for instance, that 20 per cent of the inspectors employed by a nationally-known rubber company was so faulty of vision as to make them incompetent as inspectors. A slightly larger percentage of massworkers employed in an equally well-known typewriter company revealed varying degrees of visual defects.

"In brief, slightly more than 40 per cent of the 10,000 employees in these factories and commercial houses were victims of eye-strain. Incidentally, Herbert Hoover was chairman of the committee that made the survey.

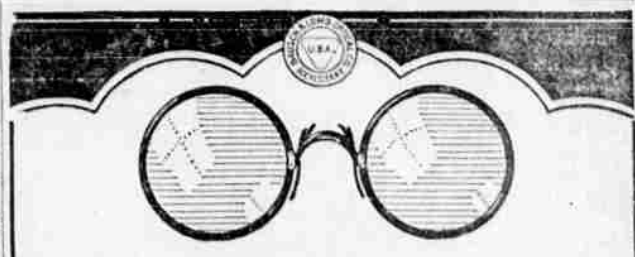
"The analogy between the figures developed in the school surveys and those prevailing in the industrial surveys is worthy of note. Their authenticity is further proved by the recording records of the late war, which shows a like percentage of rejections due to visual defects.

"Hence, it is plainly to be seen that the neglected visual defects of youth are carried (with all their penalties) into adult years. Yet thousands of parents are neglecting the eyes of their children.

"This apathy—or is it a lack of information—is the whereof of 'Save Your Vision Week.' It is an attempt to remove the handicap carried by more than 30 per cent of our school children."

You CAN WHIP OUR CREAM but you can't beat our milk. ECHO HOLLOW DAIRY—43-F-4.

INSURE WITH HENRY TROMP For Block Wood call 651.



More Precious Than Gold



EYES, God's greatest gift to man, daily bear a greater burden as a result of civilization's progress. Glaring lights, as well as improperly illuminated work rooms take their toll hour by hour. No physical defect contributes more directly to fatigue and inefficiency than eye strain.

The Value of Your Eyes--The Sense of Sight--Cannot Be Expressed in Any Terms

Regular, competent examination (and proper glasses where needed) are insurance your eyes will remain comfortable and keen. Once lost they can never be replaced.

SAVE YOUR VISION

Consult
Dr. Geo. H. Butterfield
Optometrist
827 Willamette Street

At The
Big Street Clock

GLASSES ON CREDIT

FISH RESPONSIBLE FOR EYE TROUBLE

Science, says Dr. George H. Butterfield, optometrist at the Bristol jewelry store, 827 Willamette street, has found that eye troubles come from ancestors of the human race, the fish.

And thereby is a long trail of evolution, believe it or not. When fish came amphibian, crawled up on the banks of the sea to feed, and flopped back again, there began a change in the eye that has taken probably billions of years to produce.

"The fish's eye was well adapted to short range vision in the water, being on the side of the head," said Dr. Butterfield in quoting an interview with Dr. Eugene S. Wiseman of Buffalo, New York. "Later when some of these pioneers evolved into reptiles, swift moving mammals and birds, the eye had to be improved for long range vision.

"They had to judge distance and they weren't allowed but one guess. They had to be able to leap from tree to tree and if they guessed wrong, they fell and broke their necks.

"Their eyes were undoubtedly good enough to see further than they could jump—most any eye could do that. But their eyes were placed in the fish position, on the sides of their heads. This meant that in order to look before they leaped, they had to turn the head sideways, as a rooster does when he looks at you. This was bad enough, but they could not possibly center both eyes on that branch that was so important to reach.

"This was so bad that it was almost fatal. Otherwise nature would not have wrenched both eyes around to the front of the head, as it has in man and apes, a piece of necessary cruelty from which we are still suffering, and the cause of our wearing eyeglasses.

"Our eyes have not quite reached the end of their journey," adds Dr.

Butterfield. "The eyesockets do not point straight ahead, but diverge slightly to each side. In sleep, intoxication (when we see double) and in death we are 'cock-eyed,' or as it really ought to be called, 'fish-eyed.'"

When awake and trying to see straight ahead which, if left alone, is corrected by ceaseless muscular effort which not only keeps us under constant eye strain, but nerve strain. It pulls the eyeball out of shape and makes us near-sighted, causes headaches, indigestion and all sorts of other troubles.

"Two second rate eyes placed in front of his head where he can't see them both on the same object, are worth more to a man in some ways than the pair of magnificent telescopes that the vulture has in the sides of his head. The vulture has developed stereoscopic vision which permits them to measure distance as the astronomer does, by triangulation, the base of the triangle being the distance between the two eyes. The brain, by the amount of effort it has to make the eye muscles turn the eyes in to look at the object, knows those two angles and thereby computes the distance."

Miss Snodgrass League President

SPRINGFIELD, April 21.—(Special)—Maxine Snodgrass was elected president of the Girls' League at Springfield high school this week. Other officers being chosen as follows:

Nadine McMurray, vice-president; Edna Lansbery, secretary-treasurer; Lena Prizell, social promoter; Ruth Bettis, reporter.

Deserves His Name
PARIS—The smallest man in the French army is Alexandre Lecourt, four feet high and weighing 70 pounds. Appropriately, his name Lecourt means "the short one."

Rose Cleaners
Suit, cleaned and pressed, \$1.25; press, 50c; dresses, wool, \$1.25; silk, \$1.50 up. Cash and carry prices. a23

PEOPLE URGED TO HAVE EYES TESTED

Arrange during the coming week to have your eyes tested, is the urge of Dr. E. C. Meade, the only woman optician in Eugene.

Dr. Meade, located at 14 Eighth street, is successor in that place to the Watts Optical company.

Belief in following the urge of a situation, this optometrist offers Eugene folks an opportunity to have their eyes tested while literally, "the iron is hot."

"It takes just something like this, the national 'Save Your Vision' week to make people realize that they should take care of long neglected deficiencies. That is why optometrists all over the United States have combined forces to call attention to the fact that our eyes need attention."

"We put off and put off those things which in the end are necessary. If you have headaches, if you have stomach trouble, if you don't feel well and don't know what the trouble is, it might all be traced right to your eyes. You may not realize it, but the eye is the root of as many troubles as the teeth are.

"Consequently, I would urge on all Eugene people to avail themselves of this opportunity and have their eyes tested by reliable optometrists.

"Of importance to all is the eyesight of children. As a rule children do not complain of defective vision as such. In fact, other signs exhibited by the school child, usually point to the real trouble. These signs are reddened and watery eyes and eye-itch, persistent headaches, getting tired easily, a strained posture, lagging behind in school work, vomiting at times, and excessive nervousness."

Shedd

SHEDD, April 21.—(Special)—Shedd high school defeated the Tanager high school baseball team here Friday 8 to 6 being the score.

Mrs. Alice Dunn of Peoria is visiting at the home of her daughter, Mrs. Mary Porter, of Shedd. Miss Kathleen McCarthy is also visiting at the W. D. Porter home. Miss McCarthy expects to leave soon for her home in Pullman, Washington.

Mrs. W. A. Porter returned from Sonoma, California, about a week ago.

The members of the Shedd high school announce a play to be presented at the W. O. W. hall at Shedd on Friday night of this week. "The Mystery of the Third Gable" is the title of the drama. The cast includes the entire senior class which will be aided by a few members of the junior class. The proceeds will be used for class expenses.

Mrs. Peté Troutman received word from Cactus, Arizona, that her son Leo Harris was not so well.

Harvey Davis of Portland is visiting his brother, W. B. Davis of Shedd.

Next Week

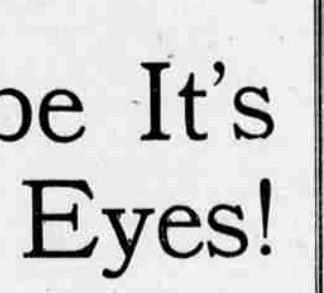
April 22 to 28

to be observed over the United States as

"Save Your Vision"

week. Arrange now to have us make an examination of your eyes during that week.

E. C. MEAD
Optometrist
Successor to Watts Optical Co.
West 8th Ave.



Maybe It's Your Eyes!

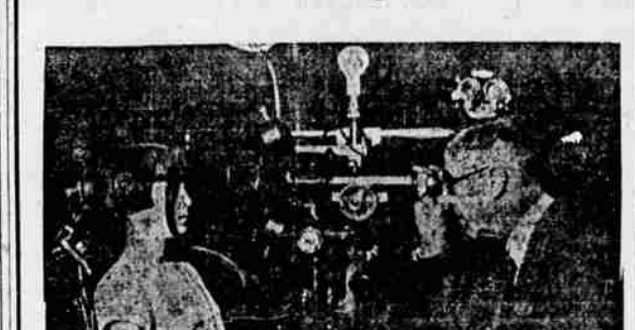
Often people are ailing and don't seem to be able to locate the seat of the trouble. They may be nervous—they may have headaches—they may feel mentally weary. It is not uncommon in such instances to find out that the eyes are the complainants.

Glasses are not always prescribed for a lifetime. Sometimes the need is only temporary. Remember that changes in the eye occur with advancing years. It is a wise thing for those who already have glasses to have their eyes tested every so often so that new lenses may be substituted if necessary.

New glasses will not be recommended unless they are necessary.

J. A. Hoffman
Optician
780 Willamette
Tel. 287

Offices—831 Miner Building, East Broadway



The first requisite of getting a good pair of glasses is a Correct Examination.

During

"Save Your Vision" Week April 22-28 inclusive you should have your eyes examined—And also should have your children's eyes examined — A correction now may save years of worry about your eyesight —some minor ailment may develop into a major one.

Dr. Sherman W. Moody
OPTOMETRIST & EYESIGHT SPECIALIST
Miner Building Eugene, Oregon

Your Eyes will Not Get Better Without Attention But They will Probably Get Worse

Neglect of your eyes will not cause your Eye Troubles to cease—in many cases delay leads to permanent and irreparable harm.

If your vision is not comfortable—if you experience any difficulty or strain—or if your eyes Have Not Been Recently Fitted,—by all means have them examined NOW.

No glasses will be prescribed by us unless our careful and thorough examination shows they are really necessary—but it is important for you to know the exact condition of your eyes.

Our office is completely equipped with the finest eye-testing instruments. Continual study keeps our system right up-to-date. The new school of optical science combined with mature judgment and experience.

A complete service—eyes examined, lenses ground, glasses fitted—all in one exclusively-optical establishment.

Dr. Royal Gick
OPTOMETRIST—EYESIGHT SPECIALIST
Next Door to First National Bank Eugene

Muscle Exercises Given
Cross Eyes Treated

Illustrations: SEASHORE, BICYCLER, RIDER, DECK LIGHT, SNOW, SKIERS, SCHOOL CHILD, ORATOR, MOVIES, WAITER, TENNIS, ARTIST, GOLF, HUNTER, MUSICIAN, PENCIL.