

Today marks the opening in New York of the Sight-Saving Conference of the National Society for the Prevention of Blindness and the Pan-American Association of Ophthalmology. The conference focuses attention on the stake each of us has in preventing blindness.

At 14, BOBBY Potter had success written all over his freckled face. He was an honor student, president of his high-school class, led the debating team, was active in several sports, and had lots of friends.



Eye defects may result in confusing similar letters.

Then something happened, something so strange not even his parents could understand it.

For no apparent reason, Bobby grew irritable, short-tempered, and sullen. His grades began to slip, and when he failed English, his favorite subject, his parents knew something had to be done.

They decided to start with a thorough physical examination. That examination revealed the source of all the trouble—the boy was hyperopic, or farsighted.

Seeing near objects had become difficult for him. Fearful that having to wear glasses would put an end to his athletics and other interests, Bobby had borne his secret—and his frequent headaches—alone.

Fortunately, this story ends happily, with the prescription of corrective glasses with shatterproof plastic lenses. Bobby's books are clear again, and his baseball is as much fun as ever.

But unfortunately, this case is not typical. The National Society for the Prevention of Blindness estimates that at least one in four of America's school children—over eight million—need eye care! Unlike Bobby, many will not receive this care in time. A few will become blind; others will go through life with psychological, educational, and social handicaps which could have been avoided.

If your child is not behaving normally, he may be having trouble with his vision. These are some warning signals:

The youngster suffers headache, nervousness or irritability; his eyes look red, swollen, or watery; he tries to "brush away" blurs, rubs his eyes, blinks, or squints; he stumbles over small objects, seems abnormally sensitive to light, or holds his book too close or too far away.

During early childhood, as the young body grows and changes, the child's eyes also are growing and changing. Because of these changes, a single eye examination is not likely to be enough. Your child may have normal vision this year and need glasses next year.

Like Bobby Potter, the child whose report card shows reading deficiencies may be going through a period in which he confuses similarly shaped letters—for instance, o for a, e for c, and n for m.

Knowing the symptoms of eye trouble is valuable, but even these don't always provide a clear indication of oncoming disease. That's why a professional eye examination is recommended—once before the child starts to school and once each year after that.

It's the parents' job to see that their children have a clear and healthy outlook on the wonderful world around us!



AFTER 12 YEARS' MEDICAL RESEARCH—A WAY TO

Correct constipation without laxatives!

Regutol works on an entirely new non-laxative principle—not irritating, not habit-forming. By softening dry, hard waste in the colon, Regutol corrects a major cause of constipation and establishes regularity... more surely and safely than any laxative can!

If you take a laxative very often—magnesia, oil, salt or bulk—knowing about new REGUTOL may change your whole life.

Here's why: In most people with bowel irregularity, waste in the colon dries out and hardens. And the drier the waste, the more difficult elimination becomes!

In REGUTOL, medical science provides a way to correct such constipation—without laxatives. REGUTOL's ingredient, dioctyl sodium sulfosuccinate, is *not* a laxative... *not* irritating... *can't* cause "laxative habit".

Tiny, golden REGUTOL tablets simply act to *moisten* and *soften* dry, hard colonic waste. Then your own peristalsis (muscular contraction of the intestine) brings normal

elimination without unnatural urgency.

Because REGUTOL is not a laxative, it's not intended for immediate or overnight constipation relief. But take it as directed... and REGUTOL will prove to you in 2 to 7 days' time that it both relieves and prevents constipation—and establishes *continued* bowel regularity—as no laxative can!

Get REGUTOL at your drug store. Two sizes—Regular, 30 tablets, \$1.00; Economy, 100 tablets, \$2.75.



Advantages of Regutol over laxatives:

- Regutol promotes normal, regular elimination... without unnatural urgency.
- It does not irritate the intestine or add bulk.
- It does not upset the stomach.
- It contains no laxative drug... is not habit-forming.
- It establishes *continued* regularity... more surely and safely than any laxative can!

Another fine product of Pharmaco, Inc., Kentilworth, N. J.

Regutol

NON-LAXATIVE RELIEF FOR CONSTIPATION

GIANT WALL-SIZE UNITED STATES MAP



IN FULL COLOR

\$2.00 retail value. Big, beautiful, clear! 50 x 33 inches, printed on heavy map paper in eight (8) gorgeous colors! Exquisite detail helps you put your finger on unfamiliar, hard-to-locate places in the news. Valuable for schools and colleges—in business offices and broadcasting stations—as a decoration for home office or rumpus room.

\$1

And a Complete Map Library

- International World Map
- Superior Map of Europe
- Superior Map of Asia
- Superior Map of Canada
- Superior Map of Africa
- Superior Map of South America
- Superior Map of North America
- Superior Map of Australia & New Zealand

These big Hammond Standard Maps are each almost 12 square feet, expensively printed in full color, and very specially priced, \$2.00 value, only \$1.00 each. 3 maps for \$2.75... six (6) for \$5.00... all nine, a complete map series for only \$7.50... postage prepaid.

No C.O.D. Please enclose payment with your name and address. Satisfaction guaranteed.

BASIC BOOKS, INC.
151 No. Michigan Ave., Chicago 1, Ill.

There's a gigantic project under way that will affect all of us.

Read

THE OCEAN COMES TO MID-AMERICA

Next week in Family Weekly

IMPORTED MINIATURES



Clever-Charming! Each set has tiny saucer (3 1/2 in. dia.) and dainty matching cup (1 1/2 in. high) with permanently "planted" multicolor fabric flowers. Both posy-painted, glazed china pieces fit securely on wood display stand. Two complete sets plus delicate Spring flower boutonniere, \$2.00 value, only \$1.00 postpaid. Order #48 Walter Field Co. Dept 226 Chicago 6 Ill.

NEW!

8-DAY HOME TREATMENT FOR PAINFUL, INFLAMED

HEMORRHOIDS

See what wonderful relief Unguentine Suppositories can bring when you follow the easy home treatment for just 8 days. If you can remember ever having bought any other hemorrhoid remedy anywhere, at any price, that brought you:

1. Faster pain relief
2. Quicker reduction of swelling
3. More soothing coating of your entire irritated area

return empty boxes to your druggist and every last penny will be refunded.

A Norwich Product

Today ask for SPECIAL 8-DAY PLAN PACK!

Unguentine SUPPOSITORIES for Hemorrhoids

Photo Credits:

Page 4: Dave Lutes; Monsanto Chemical Co.

Pages 8, 9: Socony Mobil Oil Co.

How To Hold FALSE TEETH More Firmly in Place

Do your false teeth annoy and embarrass by slipping, dropping or wobbling when you eat, laugh or talk? Just sprinkle a little FASTEETH on your plates. This alkaline (non-acid) powder holds false teeth more firmly and more comfortably. No gummy, gooey, pasty taste or feeling. Does not sour. Checks "plate odor" (denture breath). Get FASTEETH today at any drug counter.