



THE CAMPUS FAVORITE, the all-white buck saddle oxford for girls is shown by Paul Bruce, manager of Reeves Shoes to George Wright, salesman.

Small Children Should Be Given Pre-School Checkup

The first day of school is a milestone for the small school child, whether he's beginning or returning to resume his education. Prepare for these school days with a head-to-toe checkup.

Basic is the complete physical examination, which includes eyes, ears, nose and throat. How good the whole family feels when the doctor says, "Just fine! Haven't seen a healthier child!" Should he find anything that needs correcting, be glad you can correct the defect early.

If regular check-ups are not already a part of your family routine, now is an excellent time to start this important kind of health insurance and continue it all through the school years.

Your family doctor is the person best qualified to give these check-ups because he knows your youngster well. He can compare the child's progress with his own previous records, not with statistics on other children's progress; thus he gets a very complete picture of your child's health.

The doctor probably won't find anything wrong when he looks over your child, but if he does, catching the trouble early and correcting it right away may save much trouble.

Parents see their children so much that they may not notice the gradual development of a defect or recognize the signs of possible trouble which the doctor is quick to spot and treat.

For example, temporary deafness

from a low-grade ear infection can be cleared up with antibiotics. But if this condition is allowed to continue, it can cause the child trouble in school and may lead to permanent deafness.

Many schools now give regular tests for hearing and vision so that a child with a handicap will be referred to his doctor, but parents cannot depend on these school check-ups alone.

School health reports are intended only as a guidance for parents. They are no substitute for regular visits to the family doctor.

The dental checkup is equally important. Are the second teeth coming through straight and even? Is correction needed here? Any fillings? Should any teeth come out?

If you've had difficulty getting your child to clean his teeth night and morning perhaps your dentist will help with a word of advice. He can also show him the best way to use his toothbrush and dental floss.

Your child's doctor and dentist can be his real friends; make him feel that this is so, then he can actually look forward to the periodic visits.

Keep It Sweet
Clean out the school lunch box with a sponge or cloth dipped in a solution of three tablespoons of soda and a quart of water, to keep it sweet and odorless. Rinse and dry in the sun.

Drivers Urged To Be Alert When Driving Near Schools

New high marks in both school enrollments and motor vehicle registrations, prompt police and educational authorities, to redouble their efforts aimed at assuring the children protection from the hazards of traffic.

The problem is further complicated in many areas and age groups by a shortage of classroom facilities, which means that some children will be going to and from school in shifts.

And this in turn is going to require prolonged alertness on the part of motor vehicle drivers because more youngsters will be encountered along the streets and highways of the community for a greater number of hours during the day.

While constant attention to safeguarding the children from traffic hazards has paid off handsomely in the past, this is no time to let down say the authorities.

Young Lack Experience
Unrelenting emphasis on the need for their protection has brought a reduction of 35 percent in fatal accidents during a period when enrollments nearly doubled and car registrations nearly quadrupled.

Yet, despite all the training the children are receiving in their homes and their schools, and the effective work of the school traffic safety patrols, it must be remembered that the nature of the very young child does not change.

His youthful exuberance and his lack of experience, place the ultimate responsibility for his safety in the hands of the man or the woman behind the wheel.

The responsibility of the driver is

obvious where beginners are concerned. It is almost equally obvious in relation to all children in the early grades. It takes years to properly indoctrinate them. They have a tendency to forget over vacations.

Soon posters will appear all over the city reminding motor vehicle drivers that "School's Open!" Alertness however is not enough. Authorities urge car owners to make sure now that their brakes and tires are in good condition and that their motors are functioning for perfect control.

Advice to Parents
Parents, on the other hand, are urged to do their share in preparing the children for the school season traffic hazards. The American Automobile Association suggests they make sure their children are instructed to:

1) Cross streets only at corners; 2) Look both ways before crossing; 3) Play a way from traffic; 4) Watch for turning cars; 5) Walk on the left facing traffic when there are no sidewalks; 6) Keep away from between parked cars; 7) Be extra alert on rainy days.

Parents also will do well to urge their children to cooperate with their school safety patrols. Auto drivers who love children will do so without urging.

As a final caution to motor vehicle drivers, authorities point out that areas most dangerous to children are usually beyond the immediate vicinity of the schools where the patrols operate.

That's why they ask drivers to be especially careful in all residential areas during the school season.

Attractive Learning Aids Important in Child's Life

Tools of learning for the school child—the pen and pencil sets, the crayons, the note books and rulers, and even the bag in which he carries them with his books—play an important part in shaping the child's attitude toward his work.

Carefully chosen to stimulate a craftsman-like pride in the things with which he works, they can be the perfect introduction to orderly habits and they also can help make school tasks a pleasure.

Educators recognize this principle and urge parents to heed it especially at the beginning of the new school term, in order to give the child a fresh and inspiring start.

Basic to the school child's tool kit is the school bag which has come a long way from the old fashioned straps and drawstrings. Now Junior may have one similar to

dad's own brief bag and in equally attractive and sturdy leather. Sister may prefer one of fabric to match her favorite plaid.

There is a wide variety of practical bags to allow children a chance to exercise choice while parents give their attention to durable quality.

Choosing pen and pencil sets, notebooks, etc., offers similar opportunity for the child to participate in the selection. Obviously the youngster will work most happily and therefore best, with the thing he likes.

Basic tools used by school children, especially in the home, can be amplified with benefit to learning. A good dictionary is a must in every house where there is a school child.

A globe and an atlas, or both, also are mighty useful tools especially in this modern age. They are comparatively inexpensive and will serve for years.

Be on Alert.
Authorities Urge Driver Posters Will Remind All That New School Term Is Starting



ALL FIXED UP FOR A WINTER DAY, Joan Estes, senior at Klamath Union High School, models a full-length Oxford-gray fleece coat with full-flared, gored back for Sears. Cuffs and small roll collar are lighter gray. With it she wears a tricky little red knit stocking cap with fur trim. Her bow-trimmed red kid pumps match her small envelope purse.

School time is check-up time for car, and for drivers too.

School time is car check-up time for the conscientious motorists, for cautious as he may be about driving, unless his car responds perfectly to his touch, there's always the danger of serious injury to some youngster.

Brakes require inspection to make sure they will hold firmly. Tires need checking to make sure trends are not so worn that skids will be inevitable on quick application of brakes.

Windshield wipers must function perfectly to assure drivers positive vision in wet weather. Horns that don't sound clear warnings lead to trouble.

Steering mechanisms with too much play in them, or not enough, can sometimes spell disaster.

A special fall check-up, necessary anyway after a summer of hard driving, is advised to put the motor car in safe driving condition for the time when carefree children will be going back to school.

But the checkup itself is not enough. The attitude of the car driver is equally important.

On this point especially, says the AAA, all police and safety authorities are in complete agreement.

Youngsters, and especially the younger ones, who cannot be expected to account for their own actions in traffic, would have a much better chance, says the AAA, if every driver were willing to accept his responsibility and pledge himself in advance of school openings to be extra careful in residential and school areas.

Mothers, Sons Find Zest In Shopping for Clothes

For many years, shopping for school clothes for the boys in the family furnished little excitement for mothers. It was standard procedure to replace worn out slacks and outgrown shirts with more of the same.

Now, however, Junior has come into his own, style-wise and is enjoying the full attention of designers, manufacturers and retailers alike. Fashion has entered the boy's world and promises to stay! Junior, himself, is very much "in the know" on matters of clothing and has some pretty specific ideas on what to look for in correct garb for his back-to-school trek.

Taking a cue from his seniors, he'll be favoring black and white for school in everything from print corduroy bomber jackets to tailored nubby tweed topcoats and striped silk and wool sport jackets. The latter will boast licker pockets and British buck vents.

His array of shirts will feature many pastel cotton flannels to team with khaki colored Army slacks; collared cotton knit shirts with heather touches to top gray flannels; and finally the button-down and rounded collar shirts with harmonizing jewelry to dress-up his best sport coat and suits.

For the outdoors, Junior will wear one of the new jackets that come, all in one or two below the hips, has tabs at the collar, sleeves with leather buttons and side slashes. The lining may be in a deep gold or russet quilted rayon satin.

Hats have become style news, too. Instead of the usual helmet, Junior's hat will be a stitched pork pie or tiny brim felt with a soft crown.

On the practical side, Mother will note that a boy needs enough underwear, shirts and socks for ten changes. This will allow a week's wear and enough changes to cover the period when clothes are being washed.

Good Breakfast Needed to Start School Day Right

Breakfast time is no time to preach nutrition. It's the time to practice it. At 7:00 or 8:00 in the morning children are more interested in gathering school books and discussing the coming events of the day than in whether or not food is good for them.

But they need a good breakfast just the same in order to carry them happily through the morning.

Scientific studies of the eating habits of children and adults prove, without a doubt, that a good breakfast is essential for buoyant health and well being. It breaks a fast of from twelve to sixteen hours and provides fuel for the body to use at school, work and play. It is absolutely necessary for a properly balanced diet for nutrients missed at breakfast are seldom made up at other meals. This is particularly true for children because they haven't the food capacity of adults.

It has been proven time and again that a skipped or skimpy breakfast is the reason for a child's listlessness and irritability during the late morning hours and sometimes for his low grades at school. In one test case, children considered dull became average pupils when given an adequate breakfast over a period of days.

What is a good breakfast? It's one that provides from 1/4 to 1/3 of an individual's daily food requirements. It combines appetite and eye appeal with top nutritive value.

To make it easy for homemakers to plan breakfasts that are nutritionally sound yet easily adapted to family preferences, nutritionists have devised a basic menu pattern.

This pattern may be varied all the way from light to hearty, depending on individual needs which are governed by size, sex and activity.

Here is the 4-point basic pattern:

1. Fruit or a fruit juice.
2. Hot or ready-to-eat cereal with a generous serving of milk.
3. Whole grain or enriched bread, with butter or margarine.
4. Beverage—milk or a milk-rich cocoa or cereal drink for children; milk, coffee or tea for adults.

To this basic breakfast may be added additional protein in the form of eggs, a breakfast meat, such as bacon or sausage, fish or cheese.

The rewards of eating a good breakfast are a feeling of well being, faster reactions, less muscle fatigue and improved ability to concentrate.

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