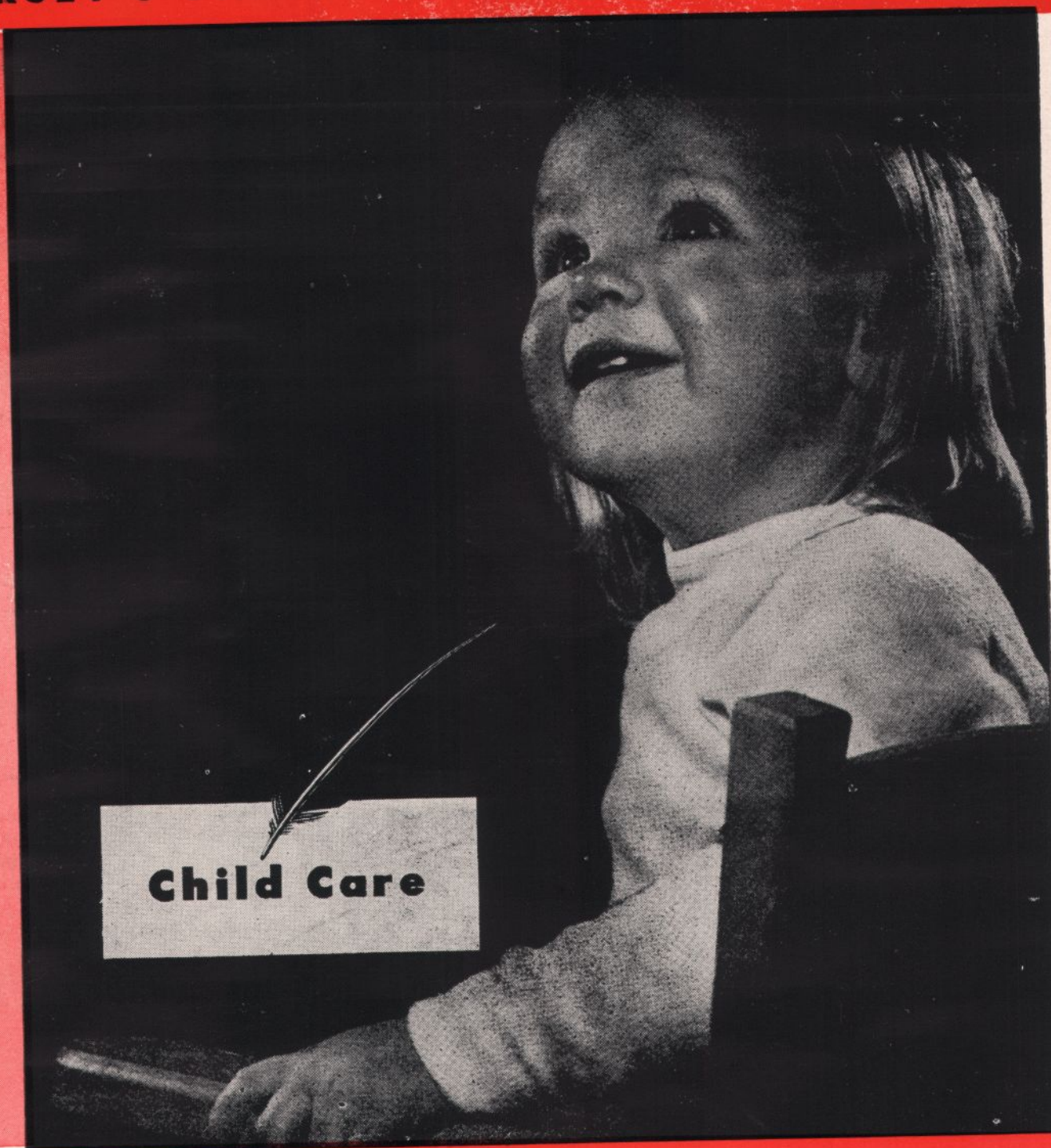


THE
SUNDAY

Chronicle

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NORTH JERSEY'S ONLY WEEKLY PICTORIAL MAGAZINE



Child Care

JULY 8, 1962

VOL. XXXIV, No. 28

What Tomb Is It?

This is famed Grant's Tomb, one of the historic landmarks of upper New York City. But while most New Yorkers do know who is buried in Grant's Tomb, there are many who don't know what it is, where in New York it is located, or that it's located in New York at all!

New Yorkers, in fact, know less about their city than do



many visitors from Pocatello and Phoenix.

Few New Yorkers, for instance, have been to the top of the Empire State Building or the Statue of Liberty.

The Gray Line Sightseeing Company of New York, which recently conducted a survey of New Yorkers, found that few of them have ever taken a tour of the United Nations, which is considered another "must" by out-of-town visitors.

Out-of-towners who take Gray Line's lecture bus tours of Manhattan leave the city knowing more about New York than most New Yorkers, the survey revealed. They learn that New York has a fort at each end, for instance — Fort Tryon on the north, Fort Clinton on the south, —and they learn about the bloody Fong Wars fought at the turn of the century in now-quiet Chinatown.

Anna Held Vs. Modern Woman

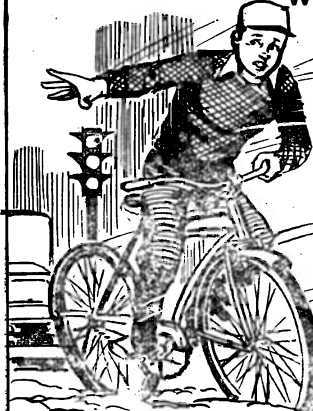


THE GREAT ZIEGFELD was responsible for bringing many changes to the American show business scene. He established a standard of lavish production which is envied even today. Another trend-setting contribution he made was the publicity stunt used in establishing a young hopeful as a fascinating personality whose antics the public would follow with interest.

One of the best known and most effective of these stunts were the famous milk baths of Anna Held. The merits of these baths in maintaining the attractiveness of the surface of her skin are open to question. What is not open to question, as every enlightened modern young woman knows, is that although surface conditioning is fine, it may not be enough. Complete personal daintiness is achieved by cleansing and deodorizing within as well, making regular use of a mild effective douche solution such as Lysette, scientifically designed to give pristine freshness.

Eye-Openers

WINTER SPORTS



Winter cycling presents a hazard similar to winter driving, when pavements are slick with sleet or packed snow. Slow down before rounding a curve... take hills with brake cutting speed... if tires are worn smooth, better stay off bike till skid conditions melt. Youngsters breaking in a new sled should avoid streets used by motor vehicles... never hitch on the back of a car or truck.

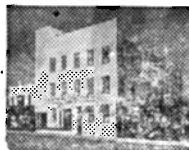
Skaters and skiers often protect their eyes against the glare of sunlight on ice or snow by wearing dark glasses. From the American Optometric Association comes the reminder that — if you value eye health — cheap colored glass isn't the answer. Treat your eyes to properly ground sunglasses. If you normally wear corrective eyeglasses, lenses in your dark glasses should be around to prescription.



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FEATURES

A Complete Short Story -----

COVER STORY

CHILD CARE — Throughout the nation, in every town and city, appeals are being made through the press, radio and television for your support toward Child Care. If you haven't as yet made a contribution why not make one today. Do it according to your means. It will be greatly appreciated by the agency.

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CARING FOR YOUR FAMILY

All conscientious parents seem to go through a period of doubt with a new baby. Are they spoiling the little one? Theories come at them from all directions! One grandparent believes in letting a child cry. Another advises plenty of cuddling. A neighbor suggests setting up a strict schedule, while an aunt thinks baby does best on his own schedule. And so it goes, until the confused parents have the feeling that they are at the mercy of a tiny tyrant.

As a general rule, an infant whose needs are satisfied is happy, undemanding and independent. A baby whose needs aren't met becomes fussy, fretful and clinging. No child is born spoiled, of course. Yet even the slightest child is born with his own temperament which reacts to your treatment of him. As a parent, your job is to teach him to trust you and to want to please you. This process is a gradual one — increasing as the child matures in understanding. Of course, parents often find that methods that work well with one child aren't effective at all with a second child. Each must be approached as a distinct personality.

Keep in mind that the best kind of discipline is a *reasonable* indulgence of baby's needs. Since an infant can only express his wants with his lungs, you must learn to interpret his cries much as you'd learn a new language! Is he wet? Is he frightened? Is he hungry? Does he hurt? Each of these problems can be dealt with.

If he's wet, his diaper gets changed and his skin patted smooth with petroleum jelly. Rub the petroleum jelly into the diaper area, making sure you reach



skin crevices and creases that are especially prone to irritation and diaper rash. A product like Vaseline Petroleum Jelly aids the skin in healing itself, protects the skin from the burning effects of diaper ammonia.

If he's frightened, he receives some loving reassurance until calm. If he's hungry (and hunger pains are very real for an infant), he should be fed. If he's hurt, you find the source of the discomfort and treat it.

Attending to the important needs of a child with firmness, efficiency and affection is not "spoiling". Rather, you are establishing the love and trust that form the basis of effective discipline and respect.

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THE DRIVER'S SEAT



Drivers who expect highways to be kept in the best possible shape sometimes seem to be doing their best to kill off the workmen whose job is to keep roads in repair.

The situation has grown so serious that many states are taking unusual precautions to protect highway workers from careless drivers.

In Pennsylvania, where as many as six highway workers have been killed in a month, the Turnpike Commission ordered red vests to be worn by workers to enable motorists to see them better. In addition, the state has ordered 2,400 large red warning flags and more than 12,000 smaller warning flags.

Signs play a major role in the campaign by the commission to protect its highway maintenance crews. It has ordered warning signs extended a full mile on each side of sites where men are working.

The warning signs will be larger, so that motorists can't miss seeing them. The largest will measure six by four feet.

For added visibility during hours, warning signs will have reflective faces which glow brightly in headlight beams and can be seen thousands of feet away. The state has also ordered additional yellow plastic cones to divert traffic from lanes on which work is being done.

Finally, the state has instituted a program of stiff punishments for motorists who disregard the new warning devices and kill or injure highway workers. In a recent four-week period, a half-dozen manslaughter charges were filed against drivers who had killed maintenance workers.

You should start long journeys well rested and stop frequently to stretch, never driving when sleepy. The monotony of some modern unmarked highways tends to lull some drivers into semi-consciousness — so keep alert. It is also advisable not to overeat before a long drive.

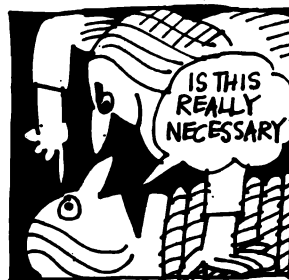
"What time do you get up in the summer?"

"As soon as the first ray of the sun comes in my window."

"Isn't that rather early?"

"No. My room faces west."

SCIENCE FACT AND FABLE



IN THE PAST, PEOPLE RELIED ON SOME STRANGE REMEDIES TO CURE EYE AILMENTS. FARMERS IN DONEGAL, IRELAND BELIEVED THAT A STYE COULD BE CURED BY POINTING AT IT NINE TIMES WITH A GOOSEBERRY THORN WHICH HAD BEEN PASSED THROUGH A WEDDING RING.

AND IN SOUTH HAMPSHIRE, ENGLAND, VILLAGERS TREATED SORE EYES BY MAKING A CONCOCTION OF SNAILS AND BREAD CRUSTS AND PLACING THE MIXTURE ON THE EYES.



TODAY, THANKS TO MODERN DRUGS, TREATMENT FOR SORE EYES DOESN'T HAVE TO DEPEND ON MAGIC RITUALS. BEST ADVICE: SEE YOUR EYE DOCTOR REGULARLY. DRUGS, SUCH AS VASINE, HELP RELIEVE THE SYMPTOMS OF EYE IRRITATIONS CAUSED BY SMOKE, DUST, FUMES AND PLANT ALLERGIES.

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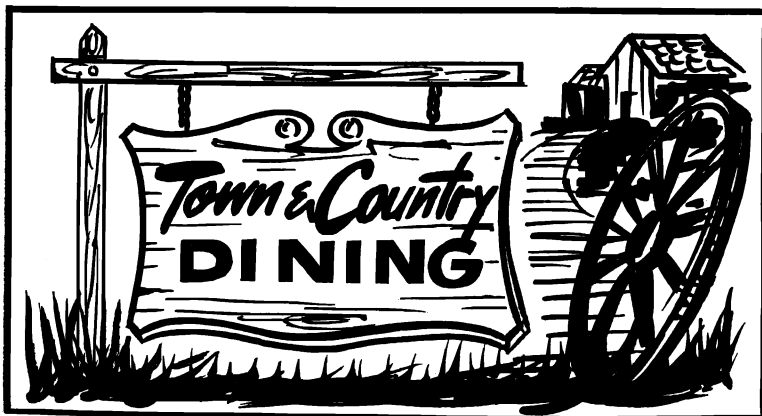
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Practice Makes Perfect

The average American reads only as fast as an eighth grader; that is, less than 200 words per minute. A few people may be able to get by at this low rate, but for anyone who depends upon reading to any extent—students, businessmen, professional people, those interested in civic affairs, book lovers, or even the average citizen who wants only to keep abreast with the world about him — this rate is hopelessly inadequate.

For example, it would take the average unskilled reader eight hundred hours (over twenty full work weeks!) to read thoroughly any sizeable Sunday paper, which may easily run to four hundred pages and a million words of text. It is perfectly true that no one wants to read every word of the Sunday paper, or every best seller, or every memorandum or form letter that crosses the desk or comes through the mail — but the sheer bulk of such material is indicative of the “reading problem” of our time. Unless you know how to tackle it you are at a serious disadvantage. You find yourself so overwhelmed by the flood or routine and largely unimportant material, you neglect what you really want to read, or really should read, simply because you never have the time.

Do you know how fast you now read? You can find out very easily.

Write down the exact time in minutes and seconds.

When you finish reading this article, note the time elapsed. You will have read a total of 600 words. Divide the number of minutes by 600 to find your exact reading rate in words per minute.

No matter what your present reading speed may be, research has proved that you can train yourself to at least double that rate in a very short time. Colleges, universities, and large business corporations all sponsor courses for exactly this purpose. They are aware that one of the greatest handicaps their students or employees face is an adequate reading rate. Now the Columbia University Study Program in Rapid Reading with Improved Retention offers a do-it-yourself course that can be taken at home during your leisure time. The Columbia Program is a division of, and is being distributed by, the Book-of-the-Month Club.

For years it was assumed that the slow reader was the sure reader, that rapid readers were careless or superficial—or both. Actually, studies have proved the opposite. The mind of the rapid reader is far more alert and eager than that of the slow reader. The fast reader tends to think as fast as he reads.

On the other hand it has been found that the slow reader is inclined to labor over each word, mumble them audibly or si-

lently to himself. Often he finds it necessary to look back every line or so to make sure he understands what he has read. His mental energy is absorbed wrestling with words rather than with the thought they are intended to convey.

Of course, rapid reading is no end in itself. Why read at all unless you remember what you have read? But the ability to read quickly and with complete comprehension has very little relation to one's intellectual capacity. It is an acquired facility much like driving a car or learning to speak French. Slow hesitant reading is simply the result of poor training. Statistics show that many children read faster and better than their parents. And though some eminent professors are rapid readers, some equally eminent cannot read as fast as their freshmen students.

groups rather than one word at a time, and to anticipate what's to come in the next word grouping — the next sentence, even the next paragraph. But as the Columbia University Program points out no one should try to read everything

The secret of rapid reading is learning to read word at the same rate of speed. Flexibility is important. For instance no matter what your average word-per-minute reading speed might be anyone tackling Einstein's Theory of Relativity — or for that matter instructions governing your Federal Income Tax Returns — would be well advised to read with slow and exacting care. On the other hand, many ordinary form letters, memorandums, or articles of transient interest may be rapidly skimmed. Coverage of the morning paper by the properly trained reader can easily be whittled down to 20 minutes a day.

It all depends upon training — acquiring the specific techniques called for by the demands of various reading material. These techniques are easily mastered; they involve practice in retention, practice in increasing your eye-span — literally training your eyes to “see wider” — and vocabulary drill.

Many rapid reading clinics, including the Columbia Program, utilize a special device which features a pacing bar. By adjusting the speed at which the bar descends the printed page you are forced to read at an ever increasing speed.

Now to discover your present reading speed. When you finish reading this sentence you will have read 600 words. Check your time. Divide this into 600 to get your word per minute rate.

If your word per minute rate for an article similar to this is less than 500 words per minute, you owe it to yourself to investigate a rapid reading course today!



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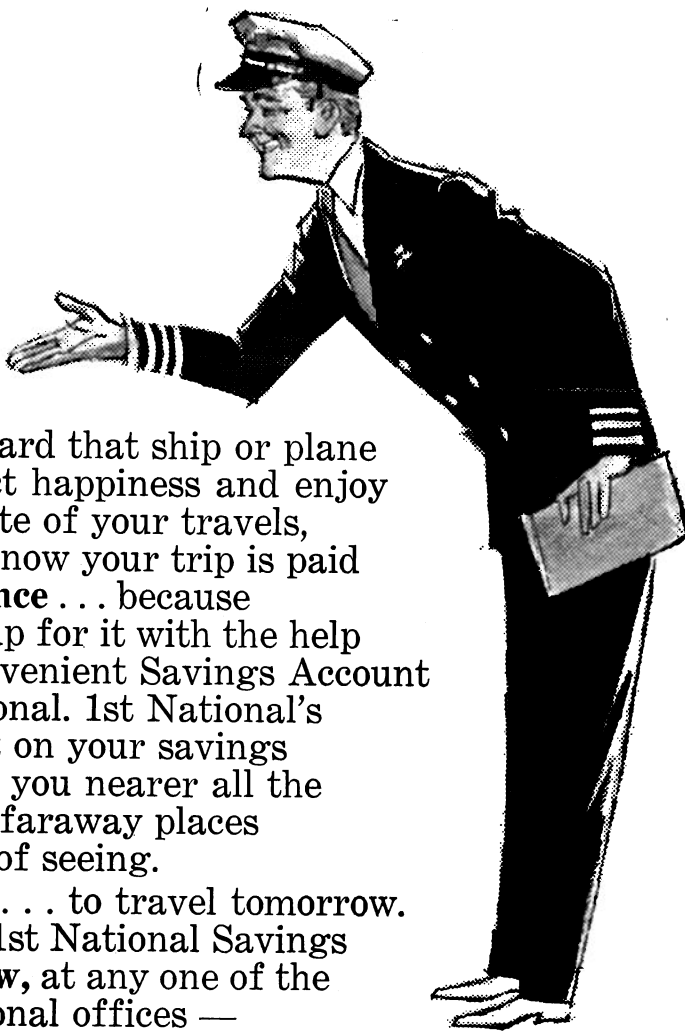
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