

Parents Alerted to New School Term

'Drive Carefully' is Warning Broadcast to Motorists

Must Undertake Great Share of Responsibility For Youths' Education

Preparing Children Now, for Return To Classes, First Important Step Toward Speeding Learning

WITH the opening of a new school term scheduled for just a few weeks hence, there is an exceptional burden of responsibility confronting parents of all of the children of all ages this year.

The situation derives from the complexity of life in this fast moving modern era with its unique tensions, its glowing opportunities, and also, its many distractions.

On the one hand, the demand from all areas of human activity for more and better educated youth, has mounted and will continue to mount during the coming years, to the point where those with the right kind of training are virtually assured of successful careers.

This is as true for today's beginners as it is for yesterday's college graduates, what with knowledge paying bigger dividends, even on television (witness the quiz programs) than does brawn, in any field.

On the other hand, existing facilities for furnishing education to the hordes of young who will be knocking at the doors of grade schools, high schools and colleges this fall, are severely strained because of shortages of both teachers and classrooms.

There is hardly a community in the land in which these problems will not be made more acute this fall by the greater number of children to be enrolled in schools.

Home Counts More

Until such time as educational facilities at all levels of learning catch up with the requirements of the growing number of school age children, parents will have to shoulder a greater share of the burden of preparing their children for the opportunities and needs that lie ahead.

The home itself becomes an important case in point. A Purdue University study, dealt with elsewhere in this section, reveals that teen age students complain their homes lack adequate provision for them to do their home work in peace and privacy.

Is the problem duplicated for youngsters going to school for the first time this fall? No one knows for certain, but here indeed is a problem for parents.

While school authorities are currently preparing to receive the greater number of children who will be clamoring for places in classrooms this fall, parents must turn their attention to getting the youngsters ready, mentally, physically and materially for the return to earning.

What They Need

In addition to making sure that essential study facilities are provided in the home, this requires concern for their health, their clothes, their school equipment.

Pre-school health examinations can thwart the onset of illnesses that would interfere with the continuity of their



IT'S IN THE BAG, this budding romance between these charming beginners, who display the latest fashions in essential carry-alls, with hers boasting an outside pocket for carrying snacks, and his sporting two-tone leather. Plenty of room in both for books, pencils, crayons and what have you.

schooling. Need for such simple standard items such as brief bags in which to carry books, pen and pencil sets, even perhaps a typewriter in the home, can be anticipated now.

Planning and selecting the child's back to school wardrobe — permitting even the youngest to participate in the selection — will work wonders toward sending them back to class with assurance, pride, and self confidence.

Good Grooming

And happily, the trend toward neatness in classroom attire gains momentum this year. This is a trend recognized by educators and parents alike as conducive to the kind of good behaviour which stimulates a better attitude toward learning.

Synchronize to School Time!



GIVING HIM AN UNDERSTANDING OF THE IMPORTANCE OF time is a part of his education today, which teacher managers with the help of a demonstration clock shown on the wall above. It's up to dad and mother to provide the wrist watch. Sturdy, waterproof models are available at low cost. This one by Westclox.

Better Safety Record is Aim For This Year

Signs will Remind All Motorists of Their Responsibility

Announcement of the opening date of the new school term is accompanied this year by a special warning to all drivers of motor vehicles that they must assume a major share of the responsibility for the safety of children in traffic.

They will be reminded of this frequently by signs, soon to appear in profusion — proclaiming that "School's Open — Drive Carefully."

The special warning is predicated on a recapitulation of progress toward assuring the youngsters' safety of life and limb as they go to and from school.

This progress has been substantial, to date. Over the years, death rate among school age children as the result of traffic accidents has been cut one half, in comparison with a doubling of the rate among other ages.

Cooperative Efforts Work

Cooperation between school authorities, police and such civic minded organizations as automobile clubs, in providing children with education in traffic safety, and in setting up precautions against the hazards of traffic, are credited with the gains, now jealously guarded.

School Safety Patrols, manned by white Sam Browne belted boys and girls; crossing guards enlisted from among the ranks of mothers, special police patrols, all have contributed to the safety record.

The one hazard against which no combination of officialdom can insure the youngsters — and this is especially true of those in the lower grades — is their own play exuberance which leads them to unpredictable accidents such as darting suddenly into the street after a loose ball, or occasionally trying to beat a car to a crossing out of sheer deviltry.

"Motorists must take into consideration these unpredictable actions of children at all times," says Harry I. Kirk, president of the American Automobile Association. "The boys and girls in the white Sam Browne belts are on duty to help keep you from accidentally striking a child. Give them all the cooperation you can."

Alertness Essential

Alertness on the part of the motorist is especially necessary in areas beyond the reach of School Patrols. Similarly, those who participate in car pools organized to take children to and from distant schools, are urged to use extra caution.

All motor vehicle drivers should make sure now, before school opens that their cars are in good mechanical condition so that they may cope with the need for quick and safe stops.

Car pool drivers have an added responsibility of so conducting themselves while driving the youngsters to school, as to set a good example to the younger generation.

IMPORTANCE OF READING

75 per cent of all study activities in elementary school and 80 to 90 per cent in high school require reading ability.

Critical Shortage of School Rooms, Nation's Big Problem

Parents Urged by Hecht to Work with PTA, Civic Groups to Expand Facilities

By GEORGE J. HECHT
Publisher, Parents' Magazine

Millions of American children are going to school only part-time because of the critical shortage of school buildings. This creates a tragic lost battalion badly needed in the remorseless brains race with the Soviet Union for scientists, engineers, technicians, and doctors.

To solve this problem maximum effort has to be made at local, state and national levels.

Education has traditionally been primarily a local responsibility. About ninety percent of the money needed to maintain schools must come from local sources. A majority of localities have wealth enough to build needed schools. But local apathy often stands in the way.

Action must be stimulated by the people who care the most. For procedure helps, apply to the National Citizens Council for Better Schools, 9 East 40th Street, New York 16, N. Y.

In nearly every state some local school districts do not have the taxable wealth from which to raise funds for schools they need. Others have the financial ability but are hampered legally by unrealistic legislation.

Some states still cling to

obsolete small school districts where schools are neither adequate in educational services nor efficient in fiscal management. Every state has some form of state aid, but often it is not sufficient or is not distributed to help localities most in need.

Better schools in your district may be possible only through better laws and increased educational appropriations in your state. Stimulate your PTA or civic group to work on this matter.

In spite of maximum efforts made by many localities, classroom needs seem to be too great for their combined financial resources. Poorer states have proportionately more children to educate. This creates need for Federal aid to help equalize educational facilities.

Interstate migration of people, in addition to considerations of national defense, makes education a national problem.

Just as Federal aid is given for the building of roads, hospitals, mental institutions and for some 35 other Federal programs, it is needed now as never before for schools.

Specially for Parents . . .

THIS Back to School Section is brought to you by this newspaper through the cooperation of Metro Associated Services, Inc. and Parents' Magazine, a nationally famous monthly which deals with the problems of rearing children from crib to college. On its Editorial Advisory Board are many of the country's leading authorities on child rearing, education, health, mental hygiene and parent education. The magazine is published by The Parents' Institute, Inc.

Thus the staff of Parents' Magazine which devotes its full time to writing for and counseling 1,700,000 American families every

month on raising children, makes its advice available to you in this section.

In addition this newspaper has enlisted the cooperation of local school, health, traffic safety and civic organizations in preparation of this special section, which is dedicated to the welfare of our school children.

The articles are supplemented by announcements from local business people outlining their own preparations and readiness to serve parents and children alike, as the new school term approaches.

All of the articles in this Section were specially written for it. These articles discuss the needs of school children, from beginners to college students. They deal with the mental as well as the physical aspects of getting the children ready for school.