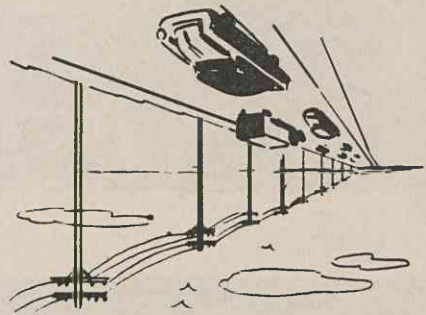


WONDERLAND OF VISION

BETTER VISION
BETTER VISION

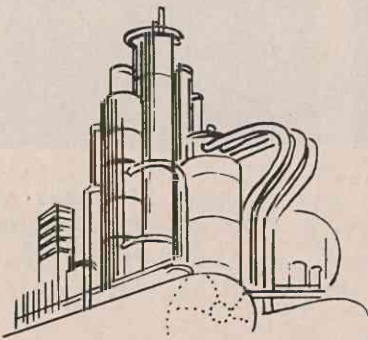
Tops of Words

An amazing amount of our seeing is just guessing, with the aid of memory. Blot out the lower half of a line of print and you can still read it pretty well because you are accustomed to identifying letters by their tops, where most of the characteristic markings are located. Cover the top half of the line, and you will have trouble in reading the bottoms of the letters.



Upside Down

It's just a little silly to say that seeing is believing, because we see everything upside down, but we don't believe it. Because of the optical structure of the eye, all images registered on the retina are bottom up and reversed right-for-left, as they are on the film of a camera. The brain, calling into play our common sense and experience, reversed the eye's verdict and tells us that things are top-side up.



Your Eye is a Chemical Factory

Taking some Vitamin A from the circulating blood stream, the eye manufactures it into "visual purple," or rhodopsin. This marvelous and mysterious substance is distributed among the rods, or specialized nerve-ends, of the retina, and enables us to see in darkness. If you are short of Vitamin A, and hence of visual purple, you are "night blind." Light bleaches out the visual purple, turns it yellow, and converts it back into Vitamin A. In the process, you lose the ability to see well in the dark. The reason you are blinded at night by an approaching headlight is, your visual purple has been destroyed. But the eye at once sets to work to manufacture a new supply.



Color to be Added

Every baby's eyes are as blue as the sky of a sunny summer day. Actually they only appear blue because the iris is colorless and transparent, and picks up blue tints by reflection. Later, the iris will take on its destined brown, blue, or hazel pigment.