

## Better Light-Better Sight Campaign Gets Under Way Here

### Movement to Improve Conditions Given Impetus in Southern Pines

Carolina Power & Light Co. and Others in Effort to Improve Lighting Facilities

Thousands of times every day people all over the world say "let's see." These two words have taken on a new significance with the launching of a nationwide campaign to arouse more interest in the care and protection of eyes.

Every one wants to see clearly and well. Yet few people actually conserve and safeguard their eyesight. Not only do we use our eyes continuously; we actually abuse them. This condition has existed for many years and as a result, young people as well as older ones suffer from eye and nerve strain.

The Better Light-Better Sight campaign has been inaugurated to make the American people eye-conscious. It embraces the welfare of the entire family and has the cooperation of more than 18 industrial, trade and professional groups. The coordination of these groups has brought together distinguished group of scientists, eyesight specialists, illuminating engineers, and other professional and business men. The groups participating in the national promotion of this campaign include Better Vision Institute; National Paint, Varnish, and Lacquer Association; National Clean-Up, Paint-Up Campaign Bureau, Artistic Lighting Equipment Association; National Bureau of Casualty and Surety Underwriters; Edison Electric Institute; National Retail Dry Goods Association; National Retail Hardware Association; National Retail Furniture Association; National Electrician Wholesalers Association; Illuminating Engineering Society; National Elec-

#### Lighting Specialist



HOWARD NORMAN

Howard Norman and M. S. Robertson have been sent to Southern Pines by the Carolina Power & Light Company to conduct free home lighting demonstrations. A Sight Meter, the instrument that tells the exact amount of light produced by daylight and artificial illumination, will be used in these demonstrations. These instruments are fitted with a Photronic Cell which accurately measures light and at the same time indicates the required amount needed for any visual task. This service is being given as a part of the Better Light-Better Sight activity in Southern Pines.

trical Manufacturers Association; Westinghouse Lamp Company; and

the General Electric Company. The campaign platform as outlined by this group is "Our eyes, plus correction where needed, plus adequate light, properly shaded and directed, plus proper reflecting surfaces on walls and ceilings, equal better sight."

It is obvious from this platform that the correction of inadequate lighting facilities in the home, store, or factory may possibly be made simply and inexpensively. First, of course, is the examination by an optometrist to ascertain whether or not eye strain is in evidence; then the assurance that the proper bulbs are in use in lamps that are used for reading, sewing or other close visual tasks; all lamps should have shades, light in color and large enough to conceal the bulb, reflecting surfaces should also be in light colors so as to provide the right reflection of light rather than the ab-

sorption, as is the case where dark surfaces are used.

Much interest in this campaign has been in evidence here and a number of prominent firms are cooperating.

#### DO YOU KNOW—

That one-fourth of our young people suffer from defective vision. That if a child has to hold the book he is reading closer than 14 inches, the chances are that his eyes are being strained. The remedy is a visit to the eye specialist and better light.

That eyes are slow to complain of their need for help. They are unknowingly abused because they put up with poor seeing conditions for a long time before showing the effect.

That human beings are human seeing machines whose efficiency, welfare, behavior and happiness depend upon vision and light.

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Southern Pines

# Open Your Door to This Young Man!

HE HAS nothing to sell . . . but he does have a most interesting story to tell and, with your permission, an amazing demonstration to make. He has the full authorization of this company to present a brand new free service to you.

These representatives of ours are Lighting Specialists . . . trained in our own school and qualified to tell and demonstrate the story of Better Light for Better Sight.

Give your family's eyes the benefit of this free service — there are absolutely no obligations.



This is the Sight Meter, the clever little instrument that measures light, and tells you how much you need for any visual task. Each lighting specialist is equipped with this instrument and will use it to check your lights.



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