

LAUNCH SAFETY DRIVE

Cook County Citizens Child Safety Campaign Begins With Distribution of Books for School Pupils

COMMANDMENT NO. 1

Don't play on the street! Stay on the sidewalk or in your yard. The street is for autos. Autos are increasing. Streets are not. Therefore, the street is dangerous at all times and you must remember to "Always Be Careful."

Six hundred thousand handsome visual education books in four colors will carry the message of self-preservation to Cook county and Chicago children this month, the Citizens Child Safety Campaign committee announced this week. Arrangements for issuing the books have been completed.

The books are the first of nearly 12,000,000 which will be issued in the next 12 months. The succeeding issues will go out at the rate of 1,000,000 a month. School children and their parents will find them at 1,000 zone depots consisting of stores and offices in the vicinity of every school.

Plan Perpetual Campaign

The campaign is unique in its method and in the fact that it is expected to be perpetual and self-supporting. It is the first wide-spread application of visual education ever attempted and if successful in reducing the child death rate in 1916, will become standard for most of the big cities of the country, the chairman, Oliver G. Temme, announced.

Accompanying the visual education books will be:

Motion pictures run through courtesy of neighborhood and chain picture theater operators showing an enactment of the month's visual education

lesson, which will be that of a child injured while playing on the street. The films were given to the committee by the Rothaker Film Manufacturing company.

Radio singing by well known radio entertainers directed by Miss Vivian McCarthy, radio prima donna and chairman of the campaign radio committee. The entertainers have for several weeks been singing the campaign song, "The Meaning of Your A-B-C."

Holiday Dance to Aid Clinic at Hull House

Christmas holidays are going to start off with a real party Monday evening, December 21. All north boys and girls who are away at school, as well as those who are at home, can plan a lovely time on that night, for a benefit dance is being arranged in their honor. The large ballroom at the Orrington hotel, in Evanston, has been engaged for that occasion. Better yet, the committee has been able to secure the Barbary Coast orchestra. These boys come from Dartmouth college, and have a large following. Another attraction will be an exhibition of the Charleston and the tango. There will be a Charleston contest, prizes to be given to the most expert dancers.

The proceeds will go to the support of a nutrition clinic for the benefit of those poorly nourished children at the Mary Crane Infant Welfare station, which is located at Hull House, Chicago.

Mr. and Mrs. E. Hubert Allen are now occupying their home at 1405 Edgewood lane, Hubbard Woods. Their son, Waldo M. Allen, who has been at the Onwentsia club during the summer, is with them.

On Saturday, November 21, Indian Hill club is giving a dinner-dance. The club dining room is open through the month of November for a la carte service, and table d'hote dinners are served Thursday and Sunday nights.

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