

MINNESOTA RADIO TAPE FOR FEBRUARY 26, 1964

FOR BROADCAST WEEK OF MARCH 1, 1964

Ladies and gentlemen - - -

This is Senator Hubert Humphrey, reporting to you from my office on Capitol Hill in Washington . . .

Today I would like to say a word for "National Vision Week" which begins on Sunday, March 1. The week, through March 7, is a time for calling the attention of all citizens to the values of one of our most precious possessions, our eyes. It is more than that - it is a time in which to make us all aware of the need to protect our vision, and become aware, as many of us are not of how much our life and work is dependent upon it.

Some months ago the Minnesota Optometric^C~~is~~ Association and the American Optometric Association sought my help in focusing more attention on vision. I was pleased to introduce a resolution in the Senate to designate a "Save your Vision" week. President Johnson has signed a Proclamation making it an annual observance.

I know that there are more special weeks promoted than there are weeks in the year to accommodate them. But some do have an outstanding importance, and Save Your Vision week is one of those. And of course there is no one week in the year only in which this is important. It is important in every one of the 52. But as we are thankful at other times than Thanksgiving, and patriotic on other days than the 4th of July, so one time of special attention to our vision serves to remind us of what should be a constant attention.

Let me enumerate just a few of the reasons for attention:

The importance of vision to our economy, our nation, and to our daily lives is tremendous. We have built this country on our ability to mass produce and market goods and services. This ability must continue. Indeed it must expand. The need to see comfortably and efficiently, and accurately, is a fundamental part of the production line, the market place, and the home.

Most factory workers and people in offices, I am told, work at a visual distance of 15 inches. Poor vision, improper safety measures and poor lighting combine to endanger not only the eyesight but the lives of employees. They jeopardize the efficiency of industry. In fact, eye accidents occur at the rate of two per minute each working day in American industry. The estimated monetary loss each year to industry from accidents alone is \$20 million dollars. That does not begin to include the costs to individuals in medical costs, and in perhaps a permanent effect on income that sometimes results.

The tragedy of all this is that 98% of all eye injuries could be prevented with proper safety precautions, proper illumination, and with regular vision examinations for employees. All working places should have proper illumination. All jobs where any sparks or particles could fly, or other hazards occur to eyes, should provide the worker with proper safety equipment, and not let him work without it.

The problem of inadequate vision however, is not confined to industry. We worry about drop-outs in school for example. Research which has been shown to me reveals that millions of children repeat one or more year's work in school simply because they cannot keep visual pace with their classmates. Frustrations bred in such a situation often lead to drop-outs from school. Studies at the University of Chicago disclose that one out of two children who fail reading need vision care. There is a tragedy here that it would be so easy to do something about.

We are concerned too with traffic safety in our country. Yet tests have shown that one out of every six drivers today, is visually handicapped and does not know it. His automobile is a machine hurtling him, and possibly others, to injury and death because that driver cannot see danger in sufficient time to avert it.

Vision is important in hunting. We think of that a lot in my state of Minnesota, for hunting is one of our great sports. In Minnesota the Safety Commission studied 93 hunters involved in accidents. The Commission found 77% of these hunters had vision problems. And nearly everyone of them did not know it!

I believe that it is more than time for all Americans to recognize their individual responsibility to safeguard their vision. This proclamation of a "Save Your Vision" week is a vehicle upon which all professions and all people can unite and cooperate to impress upon America the importance of eye care and eye safety.

I was pleased to have a part in getting this proclamation. I urge that it be taken seriously.

Thank you.

American Optometric Association

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February 3, 1964

GARY NAT TV-RADIO
NICHOLS

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FEB 6 - 1964

PRESIDENT

W. JUDD CHAPMAN, O.D.

205 South Monroe Street, Tallahassee, Florida

March 1 - 7

Senator Hubert Humphrey
1311 Senate Office Building
Washington, D.C.

The American
Optometric Assn asked
for Sen to get

Dear Senator Humphrey:

The American Optometric Association would like to publicly acknowledge your efforts in securing the Presidential Proclamation of "Save Your Vision Week" through a television broadcast.

We seek your participation in a video tape presentation, which we would distribute to television stations throughout the country. Over 300 stations in the U.S. are now using a one-minute spot announcement of this event. More than 1,250 radio stations are giving similar coverage. We would use the audio portion of the video tape for additional distribution.

The broadcast would be taped in Washington, at a time which would be convenient to you. We might consider a release to newspapers at the same time, if you have no objection.

Enclosed is a draft of the proposed script. Please feel free to suggest changes. If you have any question, just contact Mr. David Sharman of our Washington office at ST. 3-4010.

Will you set a convenient date in early February for a broadcast? Our Washington office will telephone us the information as soon as we hear from your staff.

Cordially,

W. Judd Chapman
W. Judd Chapman, O.D.
President.

WJC:R.Meyer

AUDIO

INTRODUCTION: This is the office of Sen. Hubert Humphrey of Minnesota, who introduced a Senate resolution for an annual observance of "Save Your Vision Week in March. President Lyndon Johnson signed the Proclamation making it an annual observance. With the Senator are Dr. W. Judd Chapman of Tallahassee, Fla., president of the American Optometric Association, and

Dr. Chapman: Senator Humphrey, The American Optometric Association wishes to thank you for your efforts in achieving this annual observance.

Senator: It was a privilege, Dr. Chapman. The importance of vision to our economy, our nation and our daily life is tremendous. We've built this country on our ability to mass produce and market goods and services. This ability must continue. The need to see comfortably and efficiently, is a fundamental part of the production line. the market place and the home.

VIDEO

Overall view (Senator at desk, Dr. Chapman and companion seated)

CU: Chapman speaking

CU: Senator Humphrey

AUDIO

Most factory and office workers, I'm told, work at a visual distance of 15 inches. Poor vision, improper safety measures and poor lighting combine to endanger not only the eyesight and lives of employees, but to jeopardize the efficiency of industry. Eye accidents occur at the rate of two per minute each working day in American industry. Estimated monetary loss each year to industry from accidents alone is \$20 million.

The tragedy is that 98% of all eye injuries could be prevented with proper safety precautions, proper illumination and regular vision examinations for employees.

This problem of inadequate vision isn't confined to industry. We're worried about "drop-outs" in schools. Research shown to me reveals millions of children repeat one or more years' work simply because they cannot keep visual pace with their classmates. Studies by the University of Chicago disclose one out of two children who fail reading need vision care.

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tance of eye care and eye safety.

Dr. Chapman: Thank you, Senator. I am
sure that the professions will respond to
this challenge.

Dr. _____: Thank you, Senator.

VIDEO

Film clip of highway
traffic

Return to CU of Senator

Overall shot of office

Overall shot of Chapman
shaking Senator's hand



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