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# Merchandiser

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WE ACCEPT



Serving Northern Berks County  
Northern Reading Area &  
Southern Schuylkill County

## PUBLIC AUCTION

FURNITURE, COLLECTIBLES, TOOLS

Saturday, August 19, 2023 at 9 am

Auction: Held at the Kempton Fire Co., 2461 Rt. 143, Kempton, PA 19529.

Items: Oak bed, oak rocker, assort. chairs, cottage-style dresser, grained blanket chest, sm. rocking cradle, piano stool, school desk, cloth tree, assort. shelves, assort. stands, pigeon hole chest & other, wicker baby coach, quilts, tablecloths, doilies, linens, pillowcases, 1900s clothing, costume jewelry, pottery pcs., crocks, assort. bottles, adv. tins, postcards, old sleds, assort. holiday dec., hats, hat boxes, plus many other items.

Terms: Cash or PA check only. Auction Note: Watch for photos the week of the auction on [www.auctionzip.com](http://www.auctionzip.com).

Auct: DAVID P. LOEB, AU-002753-L Auction for: Lenhartsville, PA • 610756.4260 SARAH RITCHIE



COOPERTIRES

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<sup>1</sup>Existing student loans at other institutions that are refinanced or consolidated with an HRCU Student Choice loan, qualify to receive a \$250 deposit in their HRCU account during our Ahead of the Curve promotion. This promotion applies to Student Choice products funded on or after 7/15/23 and continues until the promotion ends. Eligibility limited to Student Choice loans refinanced from another institution with a minimum loan amount of \$5,000. Eligibility is also limited to applicants with a minimum 675 credit score. Not to be combined with any other promotion or discount. Qualifications are subject to change without notice.  
<sup>2</sup>APR = Annual Percentage Rate. Rates and terms are current as of 7/24/23 and are subject to change without notice. All loan requests subject to credit approval. See the Credit and Security Agreements available at HRCU.

<b>POTTSVILLE</b> 60 Westwood Rd. Pottsville, PA 17901	<b>ORWIGSBURG</b> 629 W. Market St. Orwigsburg, PA 17961	<b>PINE GROVE</b> 29 East Pottsville St. Pine Grove, PA 17963	<b>HOMETOWN</b> 32 Mahanoy Ave. Tamaqua, PA 18252	<b>570.622.3399</b> <a href="http://HDRIVER.ORG">HDRIVER.ORG</a>	Equal Opportunity LENDER NCUA
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# Play Our Monthly Search Game and WIN!

(minimum of a \$25.00 prize)



Look for the owl's eyes somewhere in the last issue of the month in the East Penn Valley or Northern Berks Merchandiser and win!

Once you have found the eyes, e-mail the page number, edition & advertiser's name on ad, along with your Name, Address and Phone Number to: [display@windsorpress.com](mailto:display@windsorpress.com). Please enter "EYES" in subject line of your e-mail.

Entries must be received by Friday at 10 AM the week of the issue.

Winner will be announced in the following week's Merchandisers.



## SHOP MOM-&-POP!

Support locally owned businesses.

**RECEIVE AN EMAIL TO VIEW OUR ISSUES EACH WEEK!!!**

Email Your Email Address To: [display@windsorpress.com](mailto:display@windsorpress.com) with your request!

YOU MAY ALSO CALL US TO PROVIDE YOUR EMAIL ADDRESS, BUT EMAILING IS BEST!



Shoemakersville Semi Detached 2 Story & Contents

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Wed Sept 13 5pm

412 Franklin St. Shoemakersville PA 19555

**LEH AUCTIONS**  
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Joel Heisey  
LONGENECKER  
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Kit., Spacious DR, 2 BRs, 1 BA, 3rd Flr. Bonus Rm., Basement, 1265 SF Living Area, Oil Hot Water Heat, Public Water/Sewer, Open & Spacious Rear Yard To Alley Allowing For Off-Street Parking. Hamburg Area Schls., Taxes: \$2533. Within Walking Distance To Perry Elem. Schl. **Note:** Ideal Investment Property! This Is A Solid Home In Need Of Some Updating But Comes Along w/Character Such As Wood Trim, Deep Window Sills & A Bump-Out. Conveniently Located On A Quiet Street. **For Showing:** Call Les 484.256.1323. **Terms:** 10% Down Day Of Sale, Bal. Within 45 Days. **Contents:** All Remaining Contents Of The Home To Be Sold As "1 Bid Buys All". **Items Inc.:** Furn., Victrola Record Player; Blanket Chest; Misc. H-Hold Goods; Misc. Tools. Buyer Has 2 Wks. To Remove Items. **Cash Or Check For Personal Prop.** [www.heiseyauctions.com](http://www.heiseyauctions.com).

**GARAGE/YARD SALES**

LENHARTSVILLE COMMUNITY YARD SALE: Saturday, August 26, 8:00 a.m. to 1:00 p.m. Borough of Lenhartsville, Berks County.

Saturday August 26<sup>th</sup> & Sunday August 27<sup>th</sup>, 9am-1pm. 3047 Friedensburg Road, Reading. Gun cabinet 2 pieces \$100 a piece or both for \$150, Guns, 12 ga. Dbl. Barrel Fox \$700, Remington 700 stainless and synthetic, 280 cal. 3-9 Ninon Scope \$1600, Walker, cane and handicap commode \$20 each, also some knives, also misc. odds and ends. 484-577-5485 ask for Steve.

**MISCELLANEOUS**

HAND MADE QUILT: Earthy /Camping themed with neutral colors. 168X78. Can see pics at 484-523-5514. Machine quilted for stability and lasting wear. \$300. Brand New, Just finished.

**SELF-STORAGE Secured, Indoor, size for every need. 24 hour access. Located off Rt. 61 behind Bell Trucking & Kuzan's Hardware. Call RUBRIGHT'S 610-562-3886**

DISH TV \$64.99 For 190 Channels + \$14.95 High Speed Internet. Free Installation, Smart HD DVR Included, Free Voice Remote. Some restrictions apply. Promo Expires 1/21/24. 1-866-590-5561 (\*233543).

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I hate it when my wife says "Are you listening to me?!" Such a random way to start a conversation.

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Open Mon.-Fri. 8:30-4:30; Sat. 8:30-2:00; Sun. Closed

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**CLOG-FREE GUTTERS OR YOUR MONEY BACK GUARANTEED!**

**15% OFF**  
YOUR ENTIRE LEAFFILTER PURCHASE\*  
Exclusive Offer - Redeem By Phone Today!

**ADDITIONALLY**

**10% OFF SENIOR & MILITARY DISCOUNTS**

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\*Offer valid at estimate only

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Promo Code: 285  
Mon-Thurs: 8am-11pm, Fri-Sat: 8am-5pm, Sun: 2pm-8pm EST

**MISCELLANEOUS**

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**MISCELLANEOUS**

We transform your kitchen in less time, with less stress, at an amazing value. Since 1979, Kitchen Magic, a family owned business offering cabinet refacing, new cabinetry, and luxury counter top throughout the Northeast. Call today for a free estimate 1-844-887-5145, PA017137. (\*234827).

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**READER'S Recipe**

**STEWED TOMATOES**

1 medium onion, peeled & sliced	1 Tbsp. canola oil
4 Tbsps. unsalted butter, divided	1/4 c. sugar
1 Tbsp. brown sugar	2 slices white bread
8 c. tomatoes, cut into chunks, canned whole tomatoes are fine, homemade canned tomatoes are great too	1 Tbsp. chopped fresh basil
	Kosher salt
	Freshly ground black pepper to taste

In a large saucepan, melt 2 Tbsps. butter over medium heat. Add the onions and brown sugar. Stir to combine. Reduce heat to low and cook onions until nicely browned - 15 to 20 minutes; stirring occasionally.

In another saucepan, melt the remaining 2 Tbsps. of butter and the canola oil. When the butter is foaming add tomatoes and bring to a boil. Reduce heat to a brisk simmer and cook for 45 minutes. Stir in the onions and white sugar and cook for 15 minutes longer. Add bread and cook until soft 3 to 5 minutes. Season to taste with salt and pepper, and stir in basil.

Send your recipes to: The Windsor Press, Inc.  
6 N. Third St., PO Box 465, Hamburg, PA 19526-0456  
Fax: 610.562.2770 or E-mail: [display@windsorpress.com](mailto:display@windsorpress.com)

\*The leading consumer reporting agency conducted a 16 month outdoor test of gutter guards in 2010 and recognized LeafFilter as the "#1 rated professionally installed gutter guard system in America." CSLB# 1035795 DOP# 10783658-5501 License# 7656 License# 50145 License# 41354 License# 99338 License# 128344 License# 218294 License# 603 233 977 License# 2102212986 License# 2106212946 License# 2705132153A License# LEAFNW822J2 License# WV056912 License# WC-29998-H17 Nassau HIC License# H01067000 Registration# 176447 Registration# HIC-0649905 Registration# C127229 Registration# C127230 Registration# 366920918 Registration# PC6475 Registration# IR731804 Registration# 13VH0955900 Registration# PA069383 Suffolk HIC License# 52229-H

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SIX NORTH THIRD STREET  
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We assume no financial responsibility for any typographical errors in any advertisement, but will reprint that portion of an ad in which an error occurs.

The closing time for both the Northern Berks Merchandiser and the East Penn Valley Merchandiser "classified advertisement" and the East Penn Valley "display advertisement" is Thursday at 4:00 p.m. of the week prior to publication; the Northern Berks display advertisement is Friday noon. Any deviation from this will be published in both papers.

**View The East Penn Valley & Northern Berks Merchandisers**

On Your...  
**COMPUTER  
TABLET  
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**ONLINE 24/7**

● Website Hits: 38,849+ / June 26 ● Visitors: 2418 / June 26 ● Visits: 3377 / June 26  
● Facebook: 818 Likes 912 Followers ● Constant Contact: 418 / June 26

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**PUBLIC AUCTION**

**VOL. 1-25 PASSING SCENE by GEORGE MEISER (Full Set), 5 GUNS, CROSSBOW, QUALITY BOOKS, 40+ SIGNATURE CARS-CYCLES-TRUCKS (New In Box), 2 STRAPS OF 36 & 30 OLD BRASS SLEIGH BELLS, CAMPBELL HAUSFIELD 5-1/2 HP 30 GAL. AIR COMPRESSOR, COLLECTIBLES & TOOLS**  
**Saturday, August 19, 2023 at 9:00 AM**

**Location:** Indoors at the Leesport Fire Co. Social Hall along Wall St. (just off Rt. 61 at Turkey Hill), Leesport, Berks Co., PA.

**Terms:** Cash or PA check; day of auction. See auctionzip.com for pictures and full ad.

**Auctioneer: KENNETH P. LEIBY** **Sale For:**  
**PA L#AU001541-L LOCAL SHOEMAKERSVILLE**  
**610.562.3929 RESIDENT**

**PUBLIC AUCTION**

**PORT CLINTON REAL ESTATE**

**36 GUN STACK ON ELITE GUN SAFE (Nice), STAIRWAY CHAIR-LIFT, APPLIANCES, LG. DOLL CAB. w/APPROX. 40 DOLLS, FURN., HOUSEHOLD GOODS & TOOLS**

**Tuesday, August 22, 2023 at 4:00 PM**

**Location:** 66 Penn St., Port Clinton, Schuylkill Co., PA. (Behind Port Clinton Hotel, just off Rt. 61).

**Terms On Real Estate:** 10% down; balance in 45 days.

**REAL ESTATE OFFERED AT 6:00 PM.**

**Terms:** Cash or PA check; day of auction. See auctionzip.com for pictures and full ad.

**Auctioneer: KENNETH P. LEIBY** **Sale For:**  
**PA L#AU001541-L RONALD & JANICE**  
**610.562.3929 DEPPEN**

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*AMF Real Estate Services*

**610-641-0444**

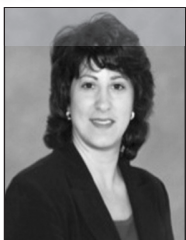
108 W. Franklin St., Topton, PA

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Alane Falcone, Realtor

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 General knowledge of computers a must.  
 Must have your own transportation.

**Email Resumé to**  
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**MOTORCYCLES/ATV'S**

For Sale: 2014 Cam-Am, Spyder. Excellent shape, 3 wheeler, white, garage kept, custom upgrades, 23,800 miles, asking \$14,500; 610-488-7557.

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Donate your car, truck, boat, RV and more to support our veterans! Schedule a FAST, FREE vehicle pickup and receive a top tax deduction! Call Veteran Car Donations at 1-877-327-0686 today!(\*236413).

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**MISCELLANEOUS**

My Obese Parrot died today. Sad News, but it's a huge weight off my shoulders.

**WANTED TO RENT/BUY**

**BUYING CLASSIC CARS** Trucks, SUV's. American and Foreign. Any condition. Buying entire car collections. Paying Ca\$h. Please Call 717-577-8206 Krmiller1965@yahoo. com (\*234828).

**CASH FOR YOUR CAR, Call 610-916-7000. Steve Moyer's Subaru.**

What did the Nose say to the Finger?  
 Stop Picking on me!!

**ATTENTION READERS**

Not Seeing The Advertisements, Sales or Specials From Your Favorite Businesses?  
**PLEASE LET THEM KNOW**  
 You Miss Seeing Them In The Online Merchandiser!

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**Current Hours & Contact Information:**

**Our East Penn Valley and Northern Berks Editions Are Online Weekly.**

**CURRENT OFFICE HOURS:**  
**Monday - Friday 10 a.m. to 4 p.m.**

<b>OFFICE &amp; CLASSIFIED DEPT.:</b> Call or Fax Monday through Friday or Email <a href="mailto:classifieds@windsorpress.com">classifieds@windsorpress.com</a>	<b>DISPLAY &amp; SALES:</b> Call our office Monday, Thursday, or Friday; or Email <a href="mailto:display@windsorpress.com">display@windsorpress.com</a> or Eric Francis 610.780.4285 <a href="mailto:eric@windsorpress.com">eric@windsorpress.com</a>
<b>PRINTING NEEDS:</b> Email <a href="mailto:ryan@windsorpress.com">ryan@windsorpress.com</a> or Call Monday, Tuesday, Thursday, Friday, Ext. 313	<b>COPY &amp; FAX SERVICES ALSO AVAILABLE</b>

6 N. Third St., PO Box 465, Hamburg, PA 19526-0465  
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**HIRING**

**Get The Word Out...**  
**LET THE MERCHANDISER WORK FOR YOU!**  
 To help you fill your open positions we are offering four special rates that include full color and will be in both East Penn Valley and Northern Berks online issues!

<b>YOUR CHOICE OF FOUR SIZES WITH SPECIAL PRICING:</b>	<b>1/8 Page: \$100</b>
	<b>1/4 Page: \$200</b>
	<b>1/2 Page: \$400</b>
	<b>Full Page: \$800</b>

Contact your sales representative or our Display Department and we will be happy to guide you in placing your advertisement.

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**DEAN R. ARNER, AUCTIONEER, LLC**  
**PUBLIC AUCTION!**  
 Saturday, August 19, 2023 at 9:00 A.M.  
 Location: 7865 Hawk View Rd., Germansville, PA 18053.  
 Large auction w/crocks, jugs, large German Hummels, antiques, primitives, glassware, musical instruments, furn., household goods & much, much more! Check full listing & photos at www.deanarnerauctions.com.  
**DEAN R. ARNER AUCTIONEER, LLC**  
 AY-002077L • Ph.: 570.386.3389

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**DEAN R. ARNER, AUCTIONEER, LLC**  
**PUBLIC AUCTION!**  
 Thursday, August 17, 2023 at 10:00 AM  
 Location: Andreas Station House, 42 Andreas Road, Andreas, PA 18211.  
 Street Rods, boat, motorcycle, Astro Van, International Harvester Cub Lo-Boy tractor, trailer, bear trap, animal mounts, jewelry, crocks, Coca-Cola items, miner's lamps, wooden adv. box, wooden buckets, gumball mach., tools, glassware and much, much more! Check full listing and photos at www.deanarnerauctions.com.  
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Grid for entering ad text, numbered 1 to 40.

STEP #4 CHOOSE A PUBLICATION

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# Back-to-School


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### How Often Do Kids Need Eye Exams

Many people expect their vision to fade as they grow older. Such expectations are not unfounded, as the National Eye Institute notes that certain vision changes, including diminished vision and difficulty distinguishing colors, are a normal part of aging. But even children can experience changing vision, which only highlights the importance of kids receiving routine eye exams. Eye examination frequency depends on the age of the child and the condition of his or her eyesight at the time of each exam. The American



Optometric Association has established these guidelines for pediatric eye examination frequency to help parents know when to get their youngsters' vision checked.

**BIRTH TO 2 YEARS**  
Children in this age group whose physicians have deemed them asymptomatic of potential eye conditions or at low risk of developing eye conditions should have their eyes examined sometime between six and 12 months of age. Kids who may be at risk should adhere to the same schedule, though the AOA notes that exams for at-risk children may need to be conducted more frequently, even in this age group, than kids who are symptom-free. Eye doctors will speak with parents and recommend an eye exam schedule based on their initial examination.

**3 THROUGH 5 YEARS**  
Children between the ages of three and five who are at low risk of developing eye conditions should have their eyes examined at least once between their third and fifth birthdays. The same goes for kids who are at risk, though doctors may recommend more frequent examinations for such youngsters.

**6 THROUGH 18 YEARS**  
Whether they are at risk of eye conditions or not, children between the ages of six and 18 should have their eyes examined before first grade and annually thereafter. Youngsters who are at risk may need more frequent examinations as they get older.

Eye examinations are an important component of child health-care. By adhering to AOA eye examination guidelines, parents can ensure any vision problems their children develop are quickly caught and can be treated before they adversely affect youngsters' lives.

### Music Education Boosts More Than Test Scores

School is much more than a place where students gather to learn. For children, school is their first opportunity for social development and introduction to people outside of their family unit. Lessons learned in school go beyond mathematics and language arts. Students learn to cultivate individual interests and find other people who share their interests. Music is one of the ways like-minded children come together.

When many people talk about the benefits of music education, they're quick to point out all of the quantitative and measurable results of that music education. For instance, numerous studies have shown the positive impact music programs can have on children in other areas of study. Dr. Laurel Trainor, a professor of psychology, neuroscience and behavior at McMaster University, has said that young children who take music lessons show different brain development and improved memory compared to children who do not

receive musical training. Stanford University researchers have found that musical training improves how the brain processes the spoken word, a finding that researchers say could lead to improving the reading ability of children who have dyslexia and other reading problems. Furthermore, in an analysis of data on more than 25,000 secondary school students, researchers at the United States Department of Education found that students who report consistent involvement in instrumental music during middle school and high school perform significantly better in mathematics by grade 12 than those who do not participate in music programs.

There are many reasons why music education can help to make a child a better student, but there also are other benefits that go beyond the classroom environment. Being involved in music also is a social endeavor, and music education can set the course for lifelong friends and help create social groups that

last through school and beyond. Music education breeds familiarity during a school career, when going from class to class or from school to school every year can be nerve-racking and unfamiliar. Walking inside of a band room, whether in elementary school or high school, can create a sense of belonging. It is also a place where students not involved in sports or other activities can gather.

Children who move a lot due to a parent's work may find that joining the marching band or participation in the choir is the one portion of school that is familiar no matter where they attend school. While neighborhoods may change and teachers differ from school to school, music can be a reliable constant.

While not every child will go on to be the next, great musical sensation, thanks to music education at school, he or she will have learned lessons in working as a team and other social benefits that will help in all areas of life.

### How To Buy School Clothes Without Busting Your Budget

Parents often note that kids seem to grow like weeds. Pants that once reached to the tops of a youngster's feet quickly become too short, while once-loose shirts may soon become too snug. Many parents find themselves regularly in children's clothing departments stocking up on the basics, which can put quite a dent in already stretched-thin budgets.

Although children's wardrobes are added to at various times of the year, the bulk of shopping occurs just before the school year begins. Though clothing can be expensive, families need not bust their budgets when shopping for kids' clothing. By shopping smart and concentrating on fashion staples, it's easier to stretch money further.

\* Spread out purchases. Shopping early allows parents to make the most of sales. Warm weather clothing generally goes on sale in July to make room for new fall lines. Considering the first few months of school still may be warm, short-sleeved shirts will still have utility and are generally less expensive than sweaters and sweatshirts. Staggering purchases also enables parents to develop a

clothing allowance each and every month instead of having one large bill at a certain point in the year. Parents can even add to their children's wardrobes during the holiday season, when clothes tend to get reduced again for holiday sales.

\* Don't discount hand-me-downs. It's trendy to recycle clothing and also to be environmentally conscious by putting items to good use again and again. Aside from you and your wallet, no one will know if your child is wearing a secondhand pair of pants or a brand new pair. Many school moms are anxious to swap clothing with others to lessen their own financial burdens with children's clothing. Start a clothing swap with a group of friends, and you may find you have more than you need in the way of clothes for the kids.

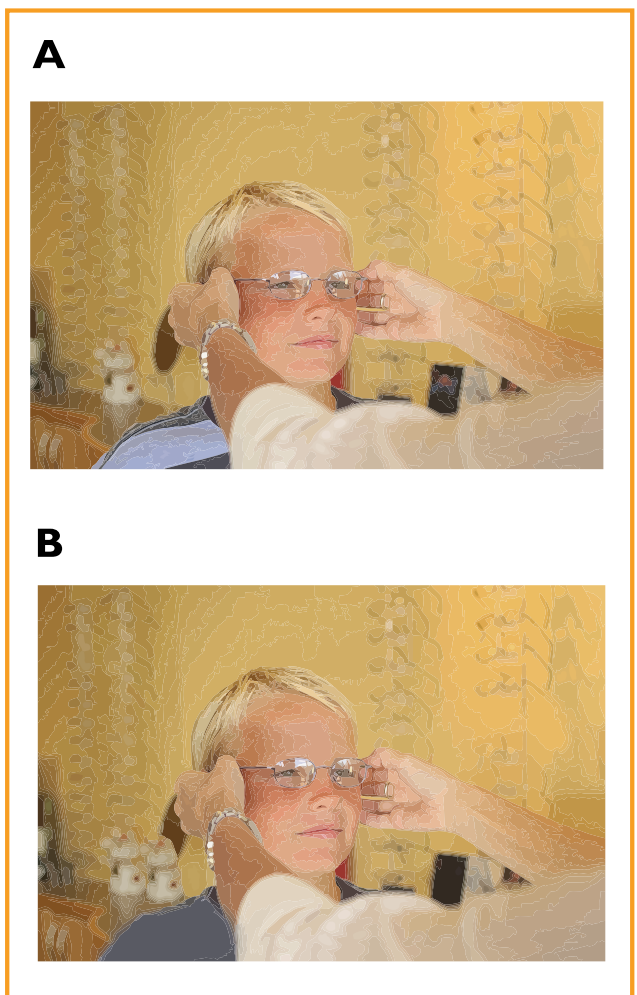
\* Take stock of what you already have. How many times have you run out to the grocery store for a missing ingredient only to find that very item buried at the back of the pantry? The same thing happens with kids' clothes. Before taking kids clothes shopping, take inventory of their closets. Have little

ones try on clothes to see which items still fit and which can be discarded or donated. Make a list of the items you need to cut down on impulse spending at the store.

\* Invest in the right high-quality pieces. Spending a fortune for a trendy pair of pants that may end up getting ruined on the playground is not the best way to shop for kids' clothing. However, investing in a quality pair of shoes that will last much of the year is a good investment. Know when to splurge and when it's okay to shop at the discount store.

\* Stock up on staples. A straight-leg cut of jeans, some solid colored polo shirts and an A-line dress or skirt are some classic foundation pieces for children's wardrobes. Such items tend to last longer than trendy items that may only last a few months before the next trend arrives.

\* Learn to layer. Layering items can make pieces look like new by putting them together in different combinations. Layering a summer T-shirt under a fall hoodie gets use out of two different seasons' worth of clothes. It also enables kids to be comfortable during unpredictable weather.



Answers: 1. Missing glasses on wall 2. Extra statue in background 3. Picture frame is empty 4. Boy's shirt is all one color





# Back-to-School

## Local Business Guide!

Ready or Not...  
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## Back To School



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### Manage Hectic School Mornings

If a typical school morning sees your family rushing around and out the door with nary a moment to spare, only to be left feeling like you ran a marathon by 9 am, a new approach to your routine might be necessary.

Mornings, especially in households in which parents who work outside of the home and have one or two kids requiring drop-off at their respective schools, can often be hectic. Starting off the morning feeling harried and stressed can carry over into the mood of the day, affecting productivity as a result.

According to Dr. David Anderson, PhD, senior director of the ADHD and Disruptive Behavior Disorders Center at the Child Mind Institute, busy mornings can be the most stressful moments of the day. Homework hour and getting prepared for bed are other typically stressful times of the day for families. If less stressful mornings are a goal for your family, try these strategies.

**START THE NIGHT BEFORE** - Doing as much preparatory work the evening before can make quite a difference in taming hectic mornings. Things that can be done in advance include checking and stocking backpacks, signing paperwork, making lunches, setting out clothing, showering, and having breakfast foods ready to go.

**ESTABLISH A 'LAUNCH PAD'** - Ann Dolin, a Virginia-based education specialist, suggests having a launch pad, or a place where all school-related items are prepped and stored. It can be a basket, box or another container big enough to contain school items. Children can drop and pick up the items as needed.

**MAKE THE ROUTINE THE BOSS** - Positive Parenting Solutions founder Amy McCreedy says families can implement a "when-then" routine that sets the tone for the morning. "When everyone is dressed, hair combed, breakfast eaten, and school supplies packed, then you can watch 10 minutes of an educational cartoon." This puts the routine in control rather than making the parents the bad guys.

**MAKE KIDS RESPONSIBLE!** - Too often parents add more stress to their plates by showing up at school with forgotten lunch boxes or band instruments. Instead, parents can stop rescuing their children and help train them to be more responsible, an essential trait.

**CHART WAKE-UP TIMES** - It may seem like micromanaging, but scheduling wake-up and bathroom times can help everyone know where they should be and when they should be there. It also helps avoid bottleneck situations in the bathroom or kitchen.

Keep morning madness to a minimum with some simple strategies.

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