

## IN HOT WATER

THERE'S news in them thar advertising colyums. We cull it from an article on British advertising by Charles W. Stokes in *Marketing*:

"Lux is now running a pleasing campaign, 'Lux now lathers at once—even in cold water.' Typical copy: 'But the water's nearly cold, Betty—you can't wash your undies tonight.' To which Betty, appropriately minus undies, replies, yes, she can.

"This leads a cynical journalist to wonder whether the Association of Gas companies, which, advertising co-operatively, stresses the easiness with which water can be heated, will respond with 'You can keep your old Lux—we've always got hot water now.'"

And, may we add, you can get a gas or an electric automatic water heater for \$1.80 or \$2.45 a month.

## BUS INFORMATION

Complete information regarding Pacific Stages may be obtained by phoning the bus terminal, Seymour 7131.

## B. C. ELECTRIC SYMPHONY HOUR

As all radio stations in Canada were shut down last Monday owing to the death of His Majesty King George, the B. C. Electric Symphony hour programme arranged for that evening will be presented next Monday evening instead.

The guest artist will be Miss Selma Reyes, a violinist of international reputation, who has recently come to live in Vancouver. Miss Reyes has played on radio programmes from Hollywood and over the B.B.C. system, as well as on concert platforms in England and on the Continent. The complete programme by the B. C. Electric Symphony orchestra, under the direction of Allard de Ridder, and announced by Emerton Court, follows:

Overture—"Mignon"	Thomas
Concerto violin and orchestra	Dvorak
(Soloist, Miss SELMA REYES)	
Symphony in C Minor	Haydn
Suite—"Sigurd Jorsalfar"	Grieg

Radio Stations CRCV and CJOR at 8.30 p.m.

## INFORMATION BUREAU

For information about street car routes, times and other B. C. Electric services, phone the Information Bureau, Seymour 5151. The bureau is open daily, except Sunday, from 8.30 a.m. to 8 p.m.

## FOR A WALK

Take a No. 10 street car to the park entrance or a No. 2 or 5 to English Bay, and then enjoy a brisk walk through the famous Stanley Park.

## BY MOTOR COACH

All points in the Fraser Valley and on the lower mainland are served by a network of passenger routes, over which operate the Pacific Stage Lines' fast, commodious motor coaches. For information on any of their trips, call Seymour 7131.

"I sent my little boy for two pounds of plums and you only sent a pound and a half."

"My scales are all right, madam. Have you weighed your little boy?"—*Fort William Times-Journal*.



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## In Memoriam

George

The Fifth

1910 - 1936

A simple man, a fine  
gentleman and a  
great king



## KNOCKING WOOD

**Just because we have two new sweepers,  
it won't snow**

**I**F it snows before this appears, we take this all back. We're spoofing, y'understand. But if the weather remains on its good behavior, we want credit for it.

It happened this way. You may remember a certain visitation on January 20 last year when the street cars and incidentally everything else were *non compos mentis*. Our six snow sweepers should have been fitted with periscopes to navigate through the slush.

The weather was a bit unusual, even Eastern people would admit, but since then we decided to add two more snow sweepers and another flanger to the navy, which causes us to predict that there won't be any snow this year. You know how it never rains when you carry an umbrella.

Right now there are some men in the car barns who are like small boys with their first gum boots—hoping it will snow several feet so that they can try out the new sweepers. They are in the minority, however.

It does seem a shame that there should be eight sweepers and a lot more equipment standing in the barns month after month unused, but that merely shows how essential street car service is. Business is paralyzed when mass transportation stops. People live in one place and work in another. In that way they select the best places to live, and



businesses and factories select the best places for their particular purposes.

This ideal situation, however, requires a twice daily movement of thousands of persons, and it is further complicated by the custom which has grown up of all businesses and factories starting at approximately the same time and ceasing at a similar time.

In spite of all that, the street railway, most economical of all mass transportation agencies, carries on.

A crowd of the elite were dining in a smart restaurant when a customer entered, sat down, coughed loudly, and tied his napkin around his neck. In great embarrassment, the manager called a waiter to him and whispered, "Try to make him understand as tactfully as possible that that's not being done."

The waiter approached the offending diner, leaned suavely over his shoulder and said, "Shave or haircut, sir?"

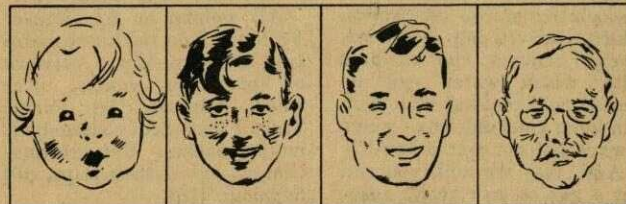
## THE SCIENCE OF SEEING

*This is the third of a series of talks on eyesight conservation, in which are given some startling figures on the percentage of defective vision.*

**I**N previous talks we showed how man's eyesight was fashioned for outdoors—distance seeing, high intensity light, sunrise to sunset; today we use our eyes for close vision, low intensities, at all hours of the day and night. We also showed that light varies from 10,000 foot-candles in the bright sunlight, 1,000 under a tree to as low as three

curricula of schools, yet compared to eyesight, of what value are teeth? It is possible to obtain substitutes for natural teeth, but nothing can be done to repair lost vision. It is gone forever, beyond hope of recovery.

If we were to translate eye defects, for example, into leg defects, what a piteous sight our streets would be! Every



**AT BIRTH**  
Perfect Vision

**SCHOOL**  
20% Defective Vision

**COLLEGE**  
40% Defective Vision

**60 YEARS**  
95% Defective Vision

foot-candles under a 40-watt lamp.

The eye is a wonderful instrument. For all its mis-treatment, it is slow in complaining. Yet, statistics show us that among school children, 20 per cent have defective vision, notwithstanding the fact that nearly all of these school children are born with perfect eyesight.

Most of us are born with perfect eyes, just as perfect as our lungs, heart or limbs. Yet, as children leave college, 40 per cent have defective vision. By the time they reach 60 years of age, over 95 per cent of all eyes have defective vision.

Dental hygiene has been accepted as standard in the

other person would either be on crutches, using a cane, being wheeled in a chair, or clattering along on a wooden leg.

Safeguard your eyesight, it is your most precious possession.

### PLANNING A TRIP

If you are planning a trip of any duration, get in touch with the Travel Bureau, Seymour and Dunsmuir streets, and all details will be worked out for you. No matter how you wish to travel, by bus, airplane or steamship, to any part of the world, call the Travel Bureau for information, Seymour 7181.

A good habit—buy a Weekly Pass.