AT THE CAPITOL
THIS WEEK-END
MY DREA MIS YOU
with Jack Carson

THE SIMILKAMEEN STAR

L. & M. CASH STORE
The Friendly Store
See Our Ad
PHONE 137

Forty-Ninth Year; No. 30. PRINCETON, B.C., THURSDAY, 28th JULY, 1949. 5c per Copy; $2.00 per Year

☆ THIS COCKEYED WORLD ★

★ CONST. M'CULLOCH (reporting big business in the Kink's Hotel—11 guests and accommodation for eight) — I wonder what M'Gillicuddy would have to say?

And here is what M'G. would have to say—Move over, Bo!

★ ★ ★

★ A look down our lower streets eloquently supports our Mr. Murray's plea that, "We need the money." Our water works are very much in the hole.

★ ★ ★

★ We have some pertinent character evidence for the Commission concerning or Mrs. Amy Bush. Sshh! She wagers! How do we know? He(ck) she bet with me.

★ ★ ★

★ Jamie Fairley is waiting to go on his holidays—waiting for the summer excursion bas fares.

★ ★ ★

★ NOW our Mort has his own power line and water supply. It is also suspected he would like to have his own police force and motor vehicle department.

★ ★ ★

★ It will soon be time to put the clock back. What was the idea of taking it anyway?

★ ★ ★

★ THAT—on the cross bar — is not escaped from the circus, neither a pole sitter. It is just our Sammy sans shirt enjoying a coke in the hot weather upper altitude.

★ ★ ★

★ Squire Kozak (he is too professional to use the classified) wishes it to be known that he will take in trade for his jaolpy a Rolls Royce, must have two wheels. If the sucker is patriotic he might also throw in one used flag for the post office.

★ ★ ★

★ Herr Kozak also announces that you may pick up your mail on 29th February next between 2 and 3, but meanwhile it is no place to pick up your females.

★ ★ ★

★ ONE of our little helpers tells us our Mr. Murray is also district sergeant-major for U.S. Steel—or something like that. Everybody knows I am a mild mannered, even tempered man, but if this keeps up, I'm going to know which side I'm on. For two years I've been trying to buy a couple of nails.

★ ★ ★

★ A few months ago Charlie Thomas was beefing about water in his basement. It was pouring down the streets free gratis. Now he is fussing about paying too much. Gee whiz, some guys ain't never satisfied.

★ ★ ★

★ Mr. James Q. Metzler has undertaken to submit fotos to M'G before making appointments to our beloved teaching staff.

★ ★ ★

★ Impressario Sunny Jim Haley says man has two big troubles—cars that won't run and women that run too fast.

★ And POP says — but, heck, there's a limit, even in this rag.

★ ★ ★

★ This does not concern our "new" magistrate; but a word to the wise—In our (not me) wickeder days the ladies used to be had up periodically for taxation.

The magistrate—What is your name?

The lady — Aw, Percy, you know me!

Ouch! There go two more non-paying advertisers.

★ ★ ★

★ THE telephone at this time M'Gillicuddy finds quite interesting; it would also be quite lucrative were not M'G. too busy playing the fool to send out bills. But the operative moral is that you have to make your ads interesting to get a free plug out of M'G. Fie upon profits.

Being of a scientific turn of mind, and also addicted to "figures" — not to mention wrong numbers—he has always been interested in the pretty things that wear horns on their heads, and how they done it.

Being of well known patient disposition, he had fancied that when he put in a deadline call to Canadian Press, Susie hopped on her high horse and galloped over the Hope trail to make the connection. In fact we thought when the company announced its big improvement program it was reporting that Susie had bought a car. Of course Susie knows we are only kidding; so was the salesman who assured her dames can learn to drive.

The ad is interesting, but the approach is quaint: you know that guy Bill Smith — well, it ain't him sort of strategy. We vaguely remember hearing something like it in our resourcefully quoted Math II, and if Susie ever has too much trouble (as with guys like me) we'd be glad to tear out the pages on permutations. Just the same, before the Russians claim it, we don't think our friendly telephone Co. invented the theory. We suspect Poppa Dionne had much the same experience.

★ M'Gillicuddy's pal Ivanovich has his own theories on the real trouble with telephones. He was trying to get through an important business call just last night which as usual had something to do with poker. Lolling on the sofa with her jeans quaintly rolled up two turns and the monophone in close embrace, gushing by the hourful was dear daughter Divina Toomuchinkski. Mme. at last went to the bathroom he daringly prodded the recumbent godess. Sshh! She protested. Mary has some groovey new records and is playing them for me. Mary lives next door.

My to goodness, said Tovarish T. to Tovarish M'G., there should be some sort of gadget for this sort of thing. There is, said T. M'G. You have one on aach foot.

Tovarishes T. and M'G. are convinced that the real trouble is not too many new telephones but too many old women on both sexes and all ages.

GOOD MORNING! I'M JIMCROW

GOOD MORNING! This is JIM CROW. I just arrived this morning, and, being a "friendly type", I thought I'd better introduce myself. I don't particularly like my name—it savors of race prejudice, and I have enlisted in the crusade of the free press, and while I prefer to feel myself a volunteer rather than a conscript—and certainly not a serf—I am only too happy to be a servant. And of course I have to obey orders and "line up" beautifully wherever my new C. O. M'Gillicuddy directs me. So since I shall be juggled into saying all manner of things hereafter, I'd like to say a thing or two for myself first. I think I shall not bore you.

Though I have due humility, I come of proud tradition From the earliest times man has felt the urge to record his thoughts, his works -- the wedge-shaped cuneform of the stone age, the pictographs (rock paintings) of our own Similkameen Indians, still in evidence. The Egyptians wrought a tremendous, if bloodless—revolution with the invention of papyrus—reed paper. The unsoldierly Chinese had both paper and printing blocks carved from wood as early as they had gunpowder—which they did not use for war.

In the medieval "dark ages" knowledge became the monopoly of the church. Books were beautifully inscribed by hand by skilled illuminators. They were very beautiful, but very rare.

We think knowledge should be free and abundant, though beautiful too. We never forget that our craft is an art—the graphic art, and it vexes us, now that we are so relatively easily made, in this mechnical and commercial age, to be used with neither art nor soul.

WE SAY QUEER THINGS—

You see we are the grand army of a great revolution. It was like this. In 1453 the Byzantine Empire was ascendant. The Turks were rather barbarian blokes, yet—as things divinely will—their ravages were responsible for the greatest surge of knowledge and culture the world has known.

In that year the Turks sacked Constantinople. It had been the eastern capital of the great Roman Empire the head of the Eastern (orthodox) church. There was a big dispute about some silly little thing like whether St. Paul wore garters or let his socks hang loose, but they took those things very seriously, and the church split up—the garter faction in the east and the revolutionary new look crowd setting up a rival headquarters in Rome. They became politically powerful, secular rulers too, in the long dismal period of the Holy (?—the cynicism is mine) Roman Empire, when they hired out the political job of running the country to the fattest king.

But they were a pretty decadent lot and they left the uncommercial east pretty much to itself. And the old originals had all the culture the learning, the books: which is the point I have been leading up to.

ABOUT QUEER FOLK

Well, the Turks took the ancient city of culture. Scholars are really the greatest soldiers of all. They have no time for wanton destructive war. But they do fight—by struggling on, refusing to let truth and knowledge die; and as sure as it is kept alive, truth proves the greatest power in the end.

So the scholars fled, and took with them all their lore, and so scattered it where they found refuge. A great surge of learning swept the continent—hungry for Crusades; and this was no silly one. It is known as the Renaissance—new birth. From it came the discovery of America, for instance, and all the fruits of science we enjoy—tarnished albeit by unscholarly greed.

Now the old maker of books was truly a great artist, but necessarily a slow one. There was a great, unanswerable demand for books. The copyist and the illuminator were proud and exclusive in their ancient craft and skill. Urgency in human needs never lacks resource and very soon there were dark doings in the realm of books. We leave it to the duller servants of the urgent but artistic craft to dispute who was the first printer. Odds are that the idea — which had certainly existed for centuries—had been vaguely suspected all along, but had never been worked on simply because there was no demand. I think that is the sensible kind of history.

At any rate, terrible pirated things in black began to appear: the original black market, and utterly more shocking. It is probable that the first printing was from carved page plates. Then somebody hit upon the idea of carving single letters, which of course could be used over and over again in any desired combination. You will see that that properly fixed things. The inventor is usually held to be Johann Gutenberg and the first known sample of his work, produced in Maintz, is dated 1445.

BUT NOT DAMMED

Gutenberg, or anyone who may have been ahead of him, would certainly want obscurity rather than the fame we are anxious to bestow. In those days any guy who was bright enough to make the Tammany originals uncomfortable could simply be pronounced on the best authority a male witch, or whatever is the word (some of my pals know—we are in everything)—and Herr Gutenberg probably liked his stakes unburned.

There was a pious hue and cry, and this vulgar (vulgus — outside the orbit of Latin and the Holy Roman Empire) service of knowledge was at once pronounced the work of the devil, and anyone caught in it would be damned — the monopolistic prerogative of "true religion."

True religion—just truth—however, has a way of being bigger than its tyrants, and the new art was here to stay. Of course they continued to "scab" it, and that it how the little imp—a nigger boy picked up by Aldus Manutius in Venice because he was all he could get, and looked the part—picked up to roll the ink over the page—came to be known as the Printer's Devil; and so all the successors of his inky ilk.

The types were first carved in wood, later patterns (matrices) were conceived and types cast in metal. This again was a tremendous advance, and is still the basic principle of print.

THE BLACK ART

Early printing was obviously utterly individualistic. Printers cut their own types. They were assembled into the desired form (formes) and placed on the press That needed no invention. The wine press did very well and for centuries the principle persisted.

A cloth ball was rolled over an inked slab and then over the forme, a sheet of paper placed over it and—presto!

The early printers were necessarily anxious to conceal their art—or artifice, if you like. They tried to make their books look like the copyists. Though this had its obvious blemishes, it was too a very fine thing, for illuminating and copying hail become a truly splendid art, and printing is only a mechanical way of doing art. It is too bad it is so easily prostituted. My comrades and I feel bad about that. We always hope we will land with a craftsman. There are so many who just make profit out of the sacredness of print—servant of truth. You disgrace your greatest service when you have any truck with them.

We have to say many things. Sometimes we dance, sometimes we preach, sometimes we work for blacksmiths, sometimes for fine jewellers. Now you wouldn't think much of a smithy in a starched shirt, or a countess in dungarees, so we have many kinds of dress. We also have appearance—"faces", they call it. And character! Some of us are grave—some gay. They call each single type a 'character'—somewhat wrongly I think. We are better "sorts," and occasionally some careless fellow—no printer, whatever his pay check says — puts us "out of sorts." We feel—and look—dashed uncomfortable as you are sure to have remarked. The best craftsmen know how to use us to best effect.

Of course there are fashions too and type dress changes just as your dress does. But by and large there are basic distinctions

[Originally carved in wood; print photographed on zinc, reduced, and etched Matrix taken in paper mache here, shell-cast in metal and mounted on redwood.]

of design and legibility and beauty and these fall into six main groups. See for yourself—

OLDSTYLE

Caslon Roman, 18

cut by a famous Fifteenth Century English printer.

MODERN

CENTURY, 14

You will note sharpness, greater contrast, finer lines. This style developed in France in the 18th Century, by which time engraving processes had much improved

These are the two main groups of serviceable types, and though new faces are being designed almost daily, most fall into one or the other.

(My boss cuts one every time he shaves—rarely enough).

We really should have begun with TEXT

German, 24

for of course this was the script of the copyists, and the early printers naturally followed it, just as they used Latin the universal language of culture. Soon however, printing, like other arts, took on practical and national lines. This, however, is the fundamental Black Text. It was a French printer, Jensen, who dared to use the first—and more legible Roman—taken from the Trajan Column in Rome—

Jensen Oldstyle

Roman faces, of course are both Oldstyle and Modern. An ITALian have them a daring deviation—

Century Italic, 14

There are also many exciting and useful variations like expansion, condensation, shade and shadow, inline, outline, each, combined with other traits giving a delicacy of effect. You can make type

Run R-e-a-c-h

It is either Bold or Light—or in degrees—

Chelt. Light, 18

Chelt.BoldRomCond18

Chelt Exp 18

Goudy Inline

DeVinne Out

These variations—involving no change in basic design—apply to all sizes of all groups, though nobody dares to play tricks with the severe old original Gothic Black Text. A very important thing in a type letter is the end or SERIF. A major group is thus the serif-defying—

SANS-SERIF

COPPERPLATE 12

which is properly GROTESQUE, but which groteseque Americans shamefully call Gothic.

This really finishes the groups, though we must find a place for the script types:

CURSIVE

Plate 18

and the miscellany of

Ornamentals

I.O.O.F. **I.O.U.** W.O.W.!

Slippery Left Bank of Similkameen

To Ulysses X. M'Gillicuddy, Q.P., B.A.D

By services water Heating (getting us into hot water $2000.
By Services, Fireman M'G. .... 4 cents
3% Tax 6 7-8
This is my account.
I WILL O.U. —
(wager) ..... two bits
A. BUSH.

WITNESS BY THESE PRESENTS—CHAS. JANE HARMAN
Magistrate for and in Ye County (of) JALE.

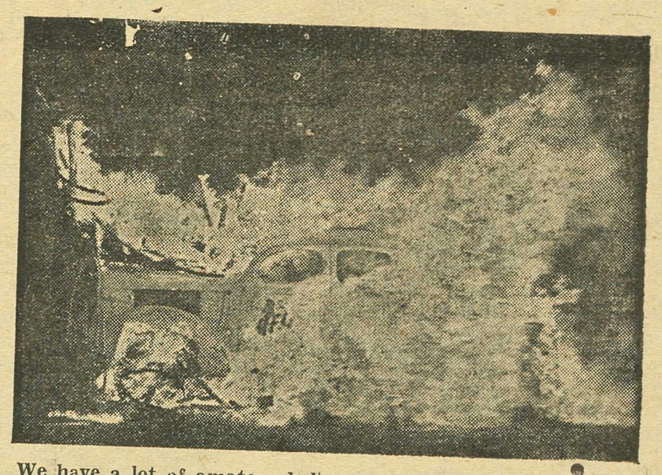
He Really Needed A Tank Truck

WHEN you have a load, take a truck; sounds o.k.—but.

This chap did—didn't get so far. But that's o.k. He'll probably get a trip to the Oakala resort but not by truck

Some folks take aspirin, some ketchup. He took a truck, appropriately a three-ton flat decker. Went to the seaside at the Tunnel to see the tide come in, up the hill. The cops arrived—always available when you don't want 'em. Nebuchednezzer played hide and seek. Neb lost. No runs, no hits, one error. Being held for the return of Magistrate Nicholls.

HELL *On Wheels*



We have a lot of amateur hell driving around here; now you're going to see the experts, who do it for a living, risking their own lives, not other people's; entertaining, not annoying.

Radio and movie-famed, Hollywood Hell Drivers perform at Princeton 13th August. Here you see one of their stunts—a bit of liquid, metallic hell which is going to happen to somebody who is not so good at it some day. Go ahead and try it—but not before you've seen the show; or (and) then maybe you won't.

We Still Have WATER ILLS

★ ★ ★

BOIL IT

During the hot weather danger season, all drinking water should be boiled at least ten minutes, advises Dr. Paul Phillips, Princeton M.H.O.

****

which I suppose includes me.

We types are of course only one of the materials of print. There are many other ingredients vital to the art and the sheer mathematics and mechanics—rules, borders, ornaments, spaces, locking devices, and anon.

Just consider how many letters—each a separate character — there are in a story like this. And how many kinds and sizes of type. They have to be assembled to-day almost quicker than you can write—for we come to you—with a great gift — very cheaply. A printshop is a marvellous organization of millions of things—and when it isn't—!

I was quickly settled in my new home and put to work. More will be joining me now that your printshop is getting streamlined again after being very much in the war.

I am happy and eager in congenial, progressive company, modernly alert, but faithful to our old sacred creed. I live in a neat flat drawer, with a compartment for every one of me. There are hundreds of such drawers, systematically arranged for location and convenience. My label says "JIM CROW 24"—That's me Come in and see me sometimes; I'm "aye ready."

THEY 'FORGOT' U

The compartments are arranged much like a typewriter keyboard, though my capitals run straight—or almost. That's history you can see. When Roman type was first made there were no J's or U's. That is, the Roman J was like the I, the U like the V. By the time these letters took separate form the printers knew the 'case' so well that it would have been like changing the calendar; so they were just tagged on at the end.

Printing makes an inked impression by bringing two surfaces together. Everything must be the same accurate height. In the old days when every man made his own type he could have his own standard. When primitive specialization—now at the n'th degree—began to creep in, this was very disturbing, for types from various founders had to be mixed, and a common standard of height evolved. It is 918 thousands of an inch, which I think odd and wasteful; It could just as easily be a half inch—or even a quarter, since only the surface prints. But that would make small type very tiny and though nowadays most type is set mechanically, it would be an expensive revolution to change the standard.

There was equal confusion in type sizes. A self sufficient printer could make type any size he pleased. If he wanted different types to line up, he had to have his own standard. Type of uneven height won't print — the Didot (French) system is still .922 and useless to us; but size variations were obviously not so prohibitive. Now the inch is altogether too big a measure for the printer. They had names for the various sizes, like pearl, agate and nonpariel. This for instance is Brevier, though nobody uses those names nowadays. But one founder's Brevier would not be the same size as another's, and there was no strict mathematical relationship between sizes.

A bull in a printshop would be pretty awful, but a cow kicking over a lantern brought order out of chaos. That was the great Chicago fire of 1871. One of the major type founders was burned out. It seized the chance to regularize its type sizes. It adopted a standard unit—the point, roughly—and regrettably only roughly—one seventy-second of an inch. Thus Nonpariel became six point, Brevier eight, and so on. This was a great convenience in calculating and spacing — a vital part of printing mechanics.

Type design is essentially an art, the mechanics of printing an exact science. There are now three types of printing—intaglio (raised above the plane); relief (below, by offset) and from the plane, by chemical processes as in photography, though different. Most printing is intaglio, though modern photography is making the plane process more practical and my impress on will find expression there—here; or am I getting excited?

Color printing requires several formes or plates, in register.

Photography also finds increasing use in intaglio printing. The image is simply photographed on metal and etched to make a printing plate. Plates can also be engraved or electrotyped or stereotyped. The two latter are duplicating processes—making copies from the original, at a big saving. Electrolysis builds up an image made in wax impression. But simple stereotyping was more revolutionary in effect. It simply uses a paper matrix, pressed over the forme. Then molten metal is poured over it.

The matrix (pattern) is the key to the speed and economy of modern printing, with possibilities in photography. Just as the matrix made single types

Page Two Please

The Song Is Ended But The Malady Lingers On.

OPPONENTS of rate increases are keeping up the pressure in the month's interval before the Water Commission's decision is handed down. Considerable new matter is being pressed. A chartered accountant has been at the company's books. One claim is a letter from the Commission stating the connection fee is $10—followed by a bill for $30. "We don't care whose mistake it is—the Commission said $10", is the attitude.

Indignation is heightened by a surge of digging just after the hearing—apparently in preparation for the loop mains which Mr. Murray testified could not be done this year. The general hope is that he quickly changed his mind, because all streets below Bridge Street are immobilized, with no notice, no signs.

Some streets on Allison Flats have been dug up and left that way for a year. Other local utilities are just about as careless.

Big Bill To Wed

Wedding bells will ring on Wednesday for Bill Macfie, former well known local boy, now of New Westminster. Lucky (?) girl is Millicent Iola Marie Irwin, 3177 Clinton St., Royal City. Scene of the massacre is Trinity Catheral, New Westminister.

JULY

SUN	MON	TUES	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 31	25	26	27	28	29	30

Costs and Rates In the 'Phone Business

It is a widely accepted principle in the telephone business that larger exchanges should have higher rates than smaller ones.

Unlike the pattern of most businesses, the unit cost of telephones tends to increase as more telephones are added to an exchange.

This is because of the inter-connection factor — facilities must be provided to enable each telephone to be connected with any other telephone. And the complexity of the inter-connection system multiplies as more telephones are added.

BRITISH COLUMBIA TELEPHONE CO.

Mr. and Mrs. Stan Wilson and family have returned from a holiday motor cruise. Mr. and Mrs. Russ Foster have taken on where they left off.

Everybody's chum Harry Allison, a pioneer native son, is a sick weekender at Shaughnessy, Harry will tell you he has got rid of one lung, but he still has plenty on his chest to make a grand go of it.

Jim Lewis had an official party into the Ashnola country recently. Great tourist future there, says Jim.

Mrs. Robt. Taylor and Nance have returned from a holiday at the Coast.

Mr. McRae has taken a position as operator with the C.P.R. Mac is a ski-ing enthusiast and soon smelt out Pop and Bertie.

Preserving Peaches

Please Order NOW!

Everything for your Preserving Needs.

CAMERON'S GROCERY

Phone 137—Bridge St. Princeton—We Deliver

FRANKLIN VACCINES & SUPPLIES

Wherever There's Livestock There's Need for FRANKLIN

What To Do About Hemorrhagic Septicemia

Vaccinate with Franklin Pasteurella Pseudodiphthericum Bacterin and get the double benefit of resistance against both Hemorrhagic Septicemia and the complicating infection that so frequently occurs, known as Pulmonary Edema.

Protein elements having no immunizing value have been removed, resulting in small bulk of high potency.

PRINCETON DRUG & BOOK STORE

Lets go the BEST WAY!

Fly CPA

in solid comfort . . .
in less time . . .
for less money.

from

PENTICTON

to VANCOUVER $18.50

to CASTLEGAR $12.55

to CALGARY $29.35

ALL FARES ONE WAY

For information and reservations consult your C.P. or Travel Agent

Canadian Pacific

AIRLINES

FOR a century—since Caulfield Anderson slashed the first trail through the canyons between the Fraser and the Similkameen country, the people of the Interior and the Coast have sought and worked for the Hope-Princeton Highway.

Now—on October 1st, 1945, tenders for its construction were opened in Victoria, where the Provincial Government is squarely on record with its pledged word to rush the re-surveyed road to earliest possible completion.

Four-fifths of the people of British Columbia will be served by and enjoy direct benefits from this great highway's construction.

The fruit growers of the Okanagan can ship their most perishable products with over-night connection to Coast markets.

It opens up a tourist paradise for development—a scenic area of already established game reserves—the glorious mountain playground of Manning Park—and brings more than a million dollars a month in mining and other payrolls to be spent in British Columbia instead of over the border—it brings the Coast and the Interior together to the advantage of both for the first time since British Columbia became a province. It will end isolation forever.

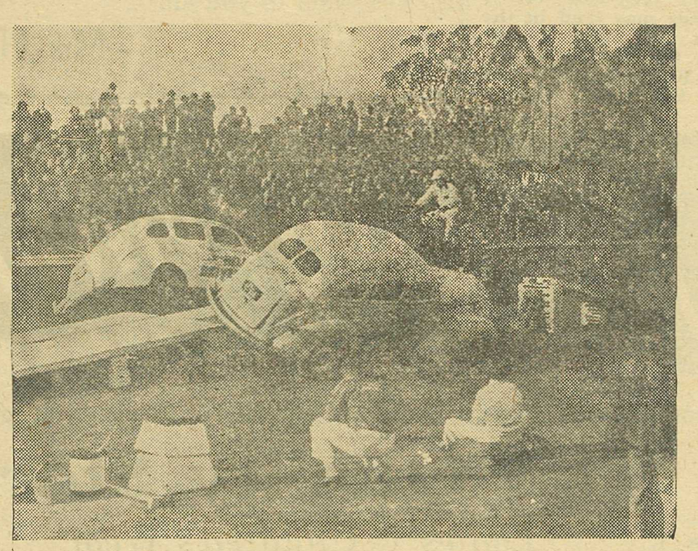
This message of interest to all residents of British Columbia is sent to you as a public service undertaking by

PRINCETON BREWING CO. LTD.

PRINCETON, BRITISH COLUMBIA

PB-29

THRILLS!!



★ DIRECT FROM HOLLYWOOD

SATAN'S

A PRIVILEGE— DON'T MISS IT!!

HELL DRIVERS THRILL SHOW

You've marvelled at them in the movies, you've thrilled to them in the magizines—and that's like canned music. — Satan slides through fifty feet of blazing gasoline — cars and bikes leap through flaming hoops — a car hurtles 25 feet into the air — cars cars leap and crash into others — clowns joke with death. But why try to tell? See for yourself and hold your breath at:

MEMORIAL PARK, PRINCETON
SATURDAY, 13th AUGUST -- 7 P.M.

★ SPONSORED BY PRINCETON ROATARY CLUB—Proceeds to Memorial Park

TOGETHER THEY BUILD

Working together, CREDIT UNIONS are building a better way of life. They are Democracy at work, proving the honesty and enterprise of man.

CREDIT UNIONS are controlled by the members who benefit from the many services which are offered.

CREDIT UNIONS encourage THRIFT, promote GOOD CITIZENSHIP ahd provide the essentials to a HIGHER STANDARD OF LIVING.

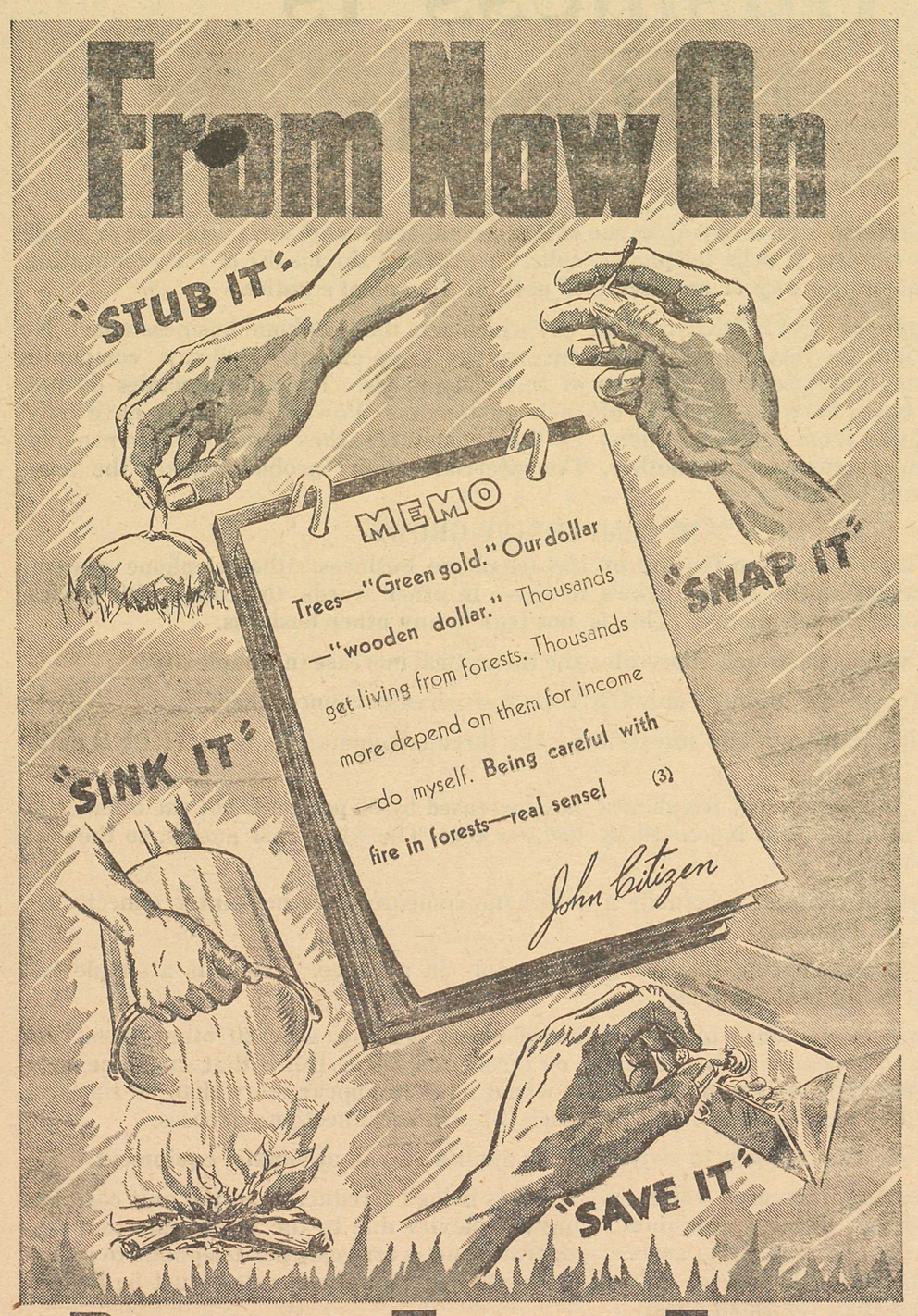
MEMBERSHIP is open to all peoples, with no barriers of race, color or creed.

JOIN a Credit Union or START a Credit Union in your community.

For further information contact Mr. T. A. Switzer, Inspector of Credit Unions, Court House, Vancouver, B.C., or the B.C. Credit Union League, 96 East Broadway, Vancouver, B.C.

GOVERNMENT OF THE
PROVINCE OF BRITISH COLUMBIA
ATTORNEY-GENERAL'S DEPARTMENT

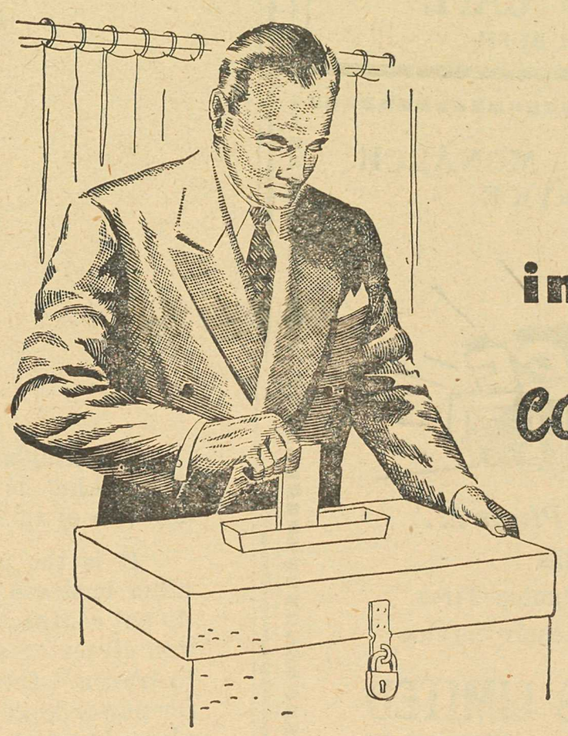
The Hon. Gordon S. Wismer, K.C.
Attorney-General.



Prevent Forest Fires

BRITISH COLUMBIA FOREST SERVICE
DEPARTMENT OF LANDS AND FORESTS

C. D. ORCHARD, Deputy Minister — HON. E. T. KENNEY, Minister



in strictest *confidence...*

THAT'S THE WAY you want your money matters handled. That's the way your bank handles them.

When you deposit money, cash a cheque, make a money transfer, arrange a loan, you want it done speedily, efficiently . . . and above all, confidentially.

It is only natural that your bank should work that way for you, for privacy is traditional in Canadian banking. In any case, the competition of other banks assures it.

Canada's ten chartered banks — competitive, efficient, private — provide for millions of customers a service unexcelled in the world.

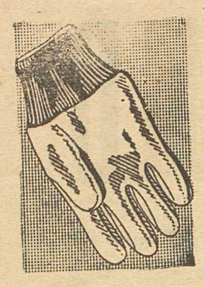
State monopoly of banks would wipe out competition and would open your bank account to the eye of the state official.

SPONSORED BY YOUR BANK

JUST ARRIVED —

Now - MENSWEAR

Workwear—tough stuff at gentle prices . . . examples:



WORK SHIRTS .. $2.89
WOOL SOX 75c
CANVAS GLOVES .. 45c
Work and Dress HANDKERCHIEFS
KIDDIES' ANKLE SOX
LADIES' NYLON HOSE, 51 Gauge, finest $1.89

Ladies' and Children's Wear

A fine variety of Smallwares, Novelties, Toys, etc

LOWER PRICES

We invite comparison with the mail order houses.]

SUZETTE'S VARIETY STORE

Vermllion Ave., Princeton

Travellers or Homesters

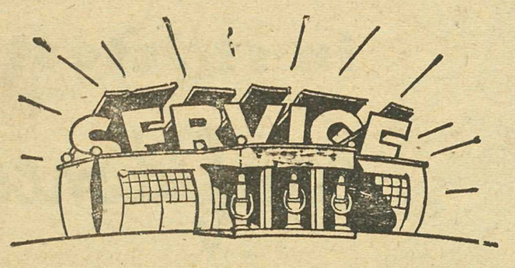
Princeton's Leading Eating Place *is the*

TRAVELLERS' CAFE

MR. & MRS. NICK BUSH

FORD MONARCH

— SALES and SERVICE



From Sales to Spark Plugs . . .

Imperial ★★★ Gas and Oils

Ford Batteries—Dunlop Tires

Complete Repair Service

BURR MOTORS LIMITED

PHONE 55 BRIDGE ST.

PAINT

SPECIAL!

For August

Glidden's Endurance House Paint

REGULAR $6.75

$6.00 per Gallon

PRINCE TON BUILDERS' SUPPLIES

From Rivets to Roofs

BRIDGE ST. PHONE 72K

E. Schmidt, Proprietor

VALUES

You Mustn't Miss!

SOMEBODY DOESN'T NEED IT —YOU DO. WHY PAY MORE?? CHECK THESE VALUES AT YOUR SECOND HAND STORE

Typewriter—Royal Silent Portable. Fine machine, in fine condition. Snap at $70.00

BICYCLE—Girls' Model. Standard make. A snap.

SPORTING RIFLE—a good buy now for next fall.

STOVES, WASHERS, BEDS, FURNITURE ETC.

TURN WHAT YOU CAN'T USE INTO WHAT YOU CAN—OR INTO CASH. WE BUY!!

HAMILTON'S Second Hand Store

BRIDGE ST., PRINCETON

★ CAPITOL THEATRE PRINCETON

MONDAY, TUESDAY— AUGUST 1-2; 7 and 9 p.m.
DAISY KENYON
Joan Crawford, Dana Andrews
CARTOON AND NEWS

WEDNESDAY-THURSDAY AUGUST 3-4; 7 and 9:10 p.m.
COMMAND DREAM
Clark Gable' Walter Pidgeon
CARTOON AND NEWS

FRIDAY-SATURDAY AUGUST 5-6; 7 and 9:05 p.m.
THREE GODFATHERS
John Wayne' Jane Darwell
CARTOON AND NEWS

MATINEE SATURDAY— 2 p.m.

Princeton Wins Baseball Flag

WITH N'shihara pitching them to a classic 5-4 thriller in the playoff final against Summerland here Sunday, Princeton A's now await the winner of the Kamloops-Revelstoke series for a chance at inter-divisional honors. If they keep this sort of thing up they may land in the world series.

Princeton B's lost to Hedley, who lost to Keremeos, who meet Oliver in a three-game final.

THANK YOU!

For pleasant relations and happy memories in many years of serving you, and every good wish to our enterprising successor—and to you all. . .

--Mrs. H. Siverson.

Announcement ★

We announce with pleasure in the anticipation of serving you again, purchase of

The Quality Store

Bridge St. *Ladies' & Children's Wear* Princeton

From our former business association here we are well—and we hope, favorably — known to most of you. Into our new business goes all our old energy and enterprise. We look forward to seeing all our old friends and to making many new. To clear the way for a smart new stock we start with

A CLEAN SWEEP SALE

FRIDAY & SATURDAY, MONDAY & TUESDAY

JULY 30 & 31—AUGUST 1 & 2 — MONEY NO OBJECT

Watch for our formal opening soon thereafter with finenew lines and service

—MRS. ETHEL DOERFLINGER.

The Telephone Business Is Different

The telephone business is different from most businesses. It does not sell telephones or goods of any kind. It sells service. It sells telephone calls. It provides the means of interconnecting any two of its customers by way of an electrical path at a moment's notice.

It is the principle of INTERCONNECTION which sets the telephone business apart. No other business provides the interconnection feature to the same extent. Railway companies do not contract to run trains between any two of their customers. Transit companies do not run street cars or buses between any two of their customers. Power companies have only to transmit their power from central stations TO their customers; they do not have to provide for power to go from one customer to another. The interconnection problem makes the telephone business difficult.

HOW THE COMPLEXITY GROWS

Because of the interconnection feature of the telephone business, the telephone system accelerates in complexity as the system grows in size. In other words, the complexity grows faster than the number of telephones. This is not true in any other business.

Here are some examples which illustrate the theoretical increase in complexity:

If we have two telephones, we need only ONE pair of wires to connect them.

If we add a third telephone and interconnect the three telephones, we need THREE pairs of wires.

In other words, the number of telephones has increased by 50 per cent. but the number of wires—the amount of plant—has increased by 200 per cent. The wires cost money, so the cost per telephone has gone up.

This is a theoretical example. Actually a telephone company does not interconnect customers in this way.

But the theory of accelerating complexity does apply in practice. Here is a simple example of the sort of thing that goes on:

If a telephone wire were added to a small switchboard serving, say, 20 other lines, the new line would have to appear in only one place on the switchboard. But if that same line were added to a switchboard that served 10,000 lines, it would have to appear more than 20 times in order that each of the many operators could reach it for interconnection purposes.

The same principle that applies to switchboards applies also to automatic equipment.

In many businesses, increased volume of business brings a reduction in the unit cost, but in the telephone business, owing to the increasing complexity due to the interconnection feature, this volume saving does not occur, and the general trend is for costs per telephone to go up as the system grows. This is one of the principal reasons why telephone rates must be higher for large communities than for small ones.

BRITISH COLUMBIA TELEPHONE COMPANY