

Traffic in Chicago Loop District Among Heaviest in World

Judging by the graphic figures, announced by the Chicago Association of Commerce, there are few business districts in the world carrying as heavy a daily load as Chicago's Loop. Every twenty-four hours, into the seething caldron of the big inland city's trading zone are fed more than 10,000 street cars, 152,000 motor driven and horse drawn vehicles and

a floating population of more than 1,000,000 persons. To make the traffic situation just a trifle more acute, practically ninety per cent of this activity occurs between 7:30 a. m. and 6:00 p. m. daily.

The big business group also finds that in the quarter-mile area making up the "Loop," fifteen of the nineteen streets, running east and west and north and south, are used by street car lines, with switch tracks at most of the intersections.

The business activity of Chicago is also reflected, according to the

Association of Commerce, by the volume of its retail business. Daily, it is stated, the number of retail transactions in the city average more than a million, running all the way from purchasers of the proverbial package of pins to \$5,000 fur coats and \$20,000 limousines. Along the six blocks on State street that comprise Chicago's internationally known department store zone, the number of sales totals better than 250,000 every shopping day. In addition, there are scattered in other sections of the city forty-five so-called major shopping

districts and thirty-five of minor importance.

Tough on Husbands

If marriage is decreasing, look to our colleges as a cause. Here is a Penn State professor who says a husband of the future must be expert in care of children, plumbing, electrical wiring, general repair work and must be able "to sell to advantage old clothes and furniture." This seems to mean that only Edison's bright young man should marry.—Rochester Democrat and Chronicle.

Good Light is a benefit to children



Poor light, sure to cause eyestrain



One of the effects of good lighting

IT is not possible for people who have children to protect them from every kind of trouble; but there is one danger that can be prevented.

Children need good light for the protection of their eyes. Bad light causes eyestrain, the effects of which are often permanently harmful.

During the first seven or eight years a child's eyes are in a state of development. If they are overstrained during this period an impairment of vision is likely to result.

It is important to notice how children hold their books when they read. Bringing the print close to the eyes is a sign of poor light or faulty vision.

If you have children, are you giving them the advantage of the good light their immature eyes require?

This service is free to you

If you are using lamps that are not of correct wattage for securing the best lighting results, our home lighting specialists can give you directions for making such changes as may be desirable.

It will cost you nothing to have the benefit of this advice. Just phone us when a call will suit you, convenience.

BAD home lighting constitutes a constant distraction, an annoyance to the youngster, which not only militates against good brain work, and thereby serves as a contributing cause to poor scholarship and slow mental development, but also, I have no doubt, is the cause of a lamentable large percentage of the eyestrain found in children and adults today, with its attendant miseries of body and mind."

R. J. JONES, Superintendent of Schools, Cleveland

Good light costs little

Electric light costs you less today than ever before, and it is better.

As improved methods have been introduced, in the manufacture of lamps and the production of electricity, the benefits have been passed along to the public.

Good light is so inexpensive that you cannot afford to endanger your eyes and injure your health by getting along with fewer or smaller lamps than are required for adequate illumination.

Straining the eyes causes frowning, squinting, and nervousness. The woman who values her youthful appearance and her beauty cannot afford to ignore the importance of keeping her home properly lighted.

This advertisement is published in the interest of a more beneficial use of electricity, and to inform you how to obtain the best lighting service for the current consumed.

PUBLIC SERVICE COMPANY OF NORTHERN ILLINOIS

51 South St. Johns Avenue