equivalent of 100 lbs suction, and

you cause this to occur 60 times each

Did you ever stop to think how

is? Supposing for example that you

is costing too much money to oper-

ate and that you will generate the

power for it while she is ironing

next week. To turn out the amount

of energy used by that iron, you

would have to lift a hundred pound

weight, five feet off the floor, sixty

times a minute during the ironing

period. If you wish to generate the

energy used by a 100 watt lamp, you

would have to lift 25 lbs three feet

posing you put a man to work at his

a small electric generator At the

electricity is dangerous - very danger-

ous. When you fool with electricity,

you are fooling with death. The vol-

quite as easily as the higher voltages

which we are called upon to deal

the power before monkeying with

any electrical equipment in your

houses, most certainly if you are in

worth of electricity.

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a young wan's FANGY TURNS TO

LOVE in the SPRING

-But the Housewife's Fancy Turns to² HOUSECLEANING

HOUSECLEANING SEASON MEANS MANY DISCARDED BUT STILL USEFUL ARTICLES WILL BE RE-DISCOVERED, DUSTED OFF AND PACKED AWAY AGAIN.

THIS SPRING SEE IF YOU CAN'T TURN YOUR USEFUL BUT UNUSED ARTICLES INTO CASH. SOMEBODY MAY BE LOOK-ING FOR JUST THE THING YOU HAVE STORED AWAY.

TRY A---

Small Advt. In The Standard

(Continued from page one.) re mean pressure, exactly as you refer to 100lbs pressure in a water When we say 110 rolts, we mean electrical pressure. When we the amount of electricity flowing in a wire in exactly the same way that you refer to water flowing in a pipe The insulation on a wire is similar to the pipe in a water service. If leaks away to the ground, and similarly if the insulation becomes damthe ground. A stream of water at high pressure will knock you over. and we can assure you that electric ity at high pressure or voltage will certainly do the same. Suppose we look at the uses of

Electricity. Possibly the most common use is the electric light. Years ago, we had the carbon are light in to give a sputtering, inefficient light. This gave way to the carbon filament lamp in whic a thread of bamboo was carbonized and caused to glow in a partial vacuum. This was soon replaced by the Tungsten lamp in which a filament of Tungsten glowed in a partial vacuum. This was followed by the Nitrogen filled lamp which is our common lamp to-day. The sodium vapor lamps and the Neon lamps with their varied colors are becoming more popular every day. To show you how much the lamps have changed, I have here one of the old carbon lamps, a tungsten lamp, and the present day nitrogen filled lamp. Each of these lamps consumes the same amount of power at see the difference in the amount of

Now let us discuss Magnetism. If we place a coil of wire around some iron and pass a current of electricity through the coil, the iron will become an electro magnet. If we place a large number of turns of wire around the wire and pass a heavy current through it, we will get a very strong magnet. I have here a coil consisting of hundreds of turns of wire and in the centre there is a quantity of tage used in your house can be fatal iron. Watch what happens when I pass a current of electricity through This simple phenomena with. You should always shut off lies at the base of the large majority of our electric equipment. ciple of magnetism is behind all our motors, our electric bells, our transformers and so on. In the smelters, cast iron pigs are loaded and unloaded by electro magnets which will lift thousands of pounds of iron. The magnet is carried on the cable of a crane, which lowers the magnet to the pile of iron, the current is switched on and the magnet attracts large quantity of iron. The crane swings the load to the required position, and the current is shut off. allowing the iron to drop exactly as we have done with our small mag-

Another interesting electrical point is what is known as the Selenium cell. Selenium is a chemical which can be made to pass a small electric current when subjected to light. Watch this little meter which is designed to show the degree of light. Notice how the pointer reacts when subjected to light. This principal is behind a great many electrical devices to-day. For instance when you approach the doors of the Pennsylvania R.R. station in Philadelphia. they swing open as you reach them. You don't have to put down your club bags - the door opens for you. A selenium cell is focussed at a point where your body intercepts a beam An electrical indication re sults and a motor opens the doors for you. In the great Hudson tunnel in New York a broken down motor car would cause traffic to pile up behind in an endless stream that would be almost impossible to untangle. A selenium cell is focussed so that if a car stops within the tunnel, traffic lights are flashed at either end and all incoming traffic is stopped till the disabled car is moved. Certain traffic lights at the intersection of a busy street and a comparatively idle street are equipped with selenium cells. The traffic on the busy street has the right-ofway at all times till a car comes down the little used street. This can interrupts a beam of light, the selen um cell goes to work and flashes the red light on the busy street, allowing the other car to proceed Fleischman's Yeast is wrapped in tin foil entirely by machinery. A selen-ium cell is focussed on the conveyor belt in such a way that light is reflected from the tin-foil. If a piece of yeast has passed through without its tin-foil wrapping, the selenium cell notices it, opens a little gate in the conveyor and the unwrapped yeast drops off. In sorting rice, the selenium cell is used to remove any grains that still have their black covering left on. The selenium cell is also used for fire alarms, burglar alarms and for counting the number of cars, or persons that interrupt the

Now we come to what we call alternating current, which is the current commonly used throughout our homes, factories etc. If I pass this wire across this magnet, we will see that there is a current built up slow-7 to a maximum point, then drops off slowly and gradually builds up again in the opposite direction. This is alternating current, the voltage

eam of light in passing.

K. Gemmel Talks To Rotary starts at zero, builds up to a max. How Is Business With You?

imum plus value, returns to zero down to a maximum minus value and It is quite true that business does oach to zero in something like this not come as easily as it did in years form (Diagram of Sine Curve). This complete cycle, from zero to maxithey did, and when they do spend mum plus to zero to maximum minus they look for the full value for their ercle current means this occurs 50 dollar and are determined to make it times a second. 25 cycle current go as far as it will. How is business means it occurs 25 times a second. pretty much week in and week out In this territory we have 60 cycle with the same merchant. These days current. When in Toronto you will are past. People are shooping to-day likely notice that the lights seem to and looking for values, and as a re flicker a little. This is because the sult those businesses which progress 25 cycle current is slow enough for are those which are finding new aventhe eye to catch the change, but 60 ues to bring business to their stores cycle is too fast for the human eye. Do you realize that the live business We can explain alternating current man of to-day is required to put by the water pipe analogy. If you forth greater effort and to con have a pump connected to a water trate more than ever if he is to pipe and are able to start at no pressecure trade? sure, build up to say 100 lbs pressure In adversity many are pushed to

cause a suction till you have the viduals are getting out of the crowd such was a fact, judging from the traffic between Shelburne and Fleshand making progress. They are not temperature and the amount of snow then return to zero, you have an exwilling to stand idly and talk about we have at present. Three inches of had to take in their wings and push ample of alternating current. It bad business. They are carefully light snow fell Tuesday afternoon through. For several years we have analyzing the situation. They see and this morning the countryside is second, you have 60 cycle operation. every day the delivery trucks of de- a picture with snow and hoar frost of snow as at present is with us. partmental stores filled with parcels cheap any form of power - steam being delivered to citizens who were engines, gas engines, or electricity formerly their customers. must have money to buy, as these decide that your wife's electric iron firms demand cash. Is it therefore not time for local merchants to devise ways and means whereby they can win back this desirable business? Do you as merchants realize that on your shelves you have thousands of dollars worth of goods lying idle? Would it not be to your advantage to secure a little "hard cash" for these items, to stimulate your business by making your prices and displays so attractive that people will same cost and you can readily off the floor 60 times during every come in and buy? Business is what minute that lamp is burning. Sup- you make it. If you make up your mind to really work and put forth maximum ability for eight hours a your best efforts, business is bound to day, 50 weeks in the year turning increase.—Bowmanville Statesman

end of 30 years, he would have turn- have been killed in their cellar, o ed out about slightly less than \$12.50 in bath-tubs by defective electric equipment. Electric shocks cause a In closing may I point out that paralysis of the heart and lung muscles and is fatal unless Resuscitation can be commenced by trained person immediately. This is beyond the scope of this talk, but I hope to have an opportunity at a with you.

At Troy on Saturday last the Markdale Juveniles were defeated by the a damp location. Numerous people home team, the score being 6 - 4.

WRIGHT'S FINE FOODS

* * * STAR SPECIALS * * *

SHORTENING 101/2c lb.

Libby's Pork & Beans White Beans

Corn, Peas, Tomatoes

1 lb., 5 oz. tins . . 3 for 25c Clover Leaf Salmon 1 lb. tins .. 2 for 25c

THE WRIGHT PLACE TO SHOP

Spring was officially declared on hanging from the limbs of the trees allow it to drop to zero, and then the wall and strong, far-seeing indi- Tuesday, but one could not say that Week-end storms almost paralysed

not had anywhere near the amount

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Rough Crepe Remnants 2 yards each. Each remnant contains from 1/4 yard to

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Make Up Your Own Quilts

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Quilt Patches in each package, made up of Prints, Broad-cloths, Crepes, Silks, etc. Each pkg. contains about 1/2 lb. Special 12c pkg.

CLEARANCE OF ODD LINES IN

Table Oilcloths

Extra value here. Both 45 inch and 54 inch clearing at one price

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Food Specials

White Cooking Beans 5 lbs. for 19c Oatmeal, fine or coarse 5 lbs. for 19c Clover Honey 4-lb. pail 39c Clover Honey 8-lb. pail 75c

Canned Tomatoes, 21/2 size 8c a tin Canned Peas, No. 4 sieve 8c a tin Tomato Juice, fancy quality

Dalton's French Drip Coffee per 1b. 39c

F. T. Hill & Co., Ltd., Markdale