



Doreen Murray of Canadian National Telegraphs displays a drawing transmitted over Canada's first public facsimile service. Known as Wirefax, the service has been opened initially between Toronto and Montreal and provides instant transmission of drawings, letters, sketches and documents. Wirefax is operated by Canadian National-Canadian Pacific Telecommunications, who expect to extend it to other centres as demand for the service increases.

The Greeks Had a Word for it!

Until the long-awaited Canadian dictionary is published, Ontario residents will continue to confound acquaintances outside the province when talking about electricity.

Odds are in a conversation that a resident of the Grand Old Province will use the word "hydro" when he means electricity. In fact, National Electrical Week could probably be called National Hydro Week in Ontario without raising a single eyebrow.

Greek for Water

To most Canadians outside Ontario — and English and American dictionaries support them — "hydro" is a Greek word meaning "having to do with water." But their Ontario cousins aren't speaking Greek when they refer to "turning on the hydro" — they mean electricity.

The story of how a purely regional colloquialism such as "hydro" has survived in an age of the mass media is linked closely to an institution also peculiar to the province — The Hydro. Electric Power Commission of Ontario. For Ontario Hydro, as it is popularly known, has been in the vanguard of Ontario's economic progress during the past half century. So much so, that part of its name long ago passed into common use as a synonym for electricity.

Drop The Word

How firmly the word is entrenched in the vocabulary of Ontario is illustrated by an editorial which appeared in a Toronto newspaper in reply to a suggestion that "hydro" be dropped from the name of the provincial Power Commission: "Ontario without Hydro? It would be like Romeo without Juliet . . . the Leafs without Mahovich — unthinkable."

Who Cares

"Who cares if visitors can't figure out what the word 'hydro' means? If they want

to enjoy Ontario they'll just have to learn the language. Hydro is . . . an important reason for the province's progress and well-being of the people."

The editorial writer's comments are a reflection of the vital role Ontario Hydro and the associated municipal electrical systems play in the life of the province.

Never Stop

Together they supply 1,880,000 customers. Sounds of construction never stop on Hydro's province-wide systems as a continual program of expansion is necessary to supply the constantly increasing electrical needs of the homes, farms, industries, and commercial enterprises of the province.

Where do the billions of kilowatt-hours produced by Hydro each year go? Industry, of course, consumes the largest part.

Equalled By Few

But the residential customers in Ontario use electricity at a rate equalled by few other places in the world. They have increased their consumption by almost 60 per cent in a single decade. Striking as this increase is, it has been surpassed by Ontario farmers who have doubled their average consumption in the same period and now use more electric energy than their urban neighbors.

What part has "hydro" played in Ontario's growth?

James S. Duncan, Ontario Hydro Chairman, summed it up recently:

"That the massive generation of low-cost hydraulic power in this province has contributed to a major degree to the remarkable developments which have taken place in Ontario goes without saying.

"It is not by accident that the standard of living of our people has gone up by 60 per cent during the last two decades; that per capita income is higher than the national average; that 99 per cent of our homes are electrified; and that over 50 per cent of Canada's industrial output is produced here."

Make Electricity Work for You

In the Home, on the Job, in the community

More than an educational slogan, "Live Better Electrically" is indeed the Twentieth Century way of life. At the touch of a finger, electricity speeds the work of millions and enables everyone to enjoy the highest standards of living in history. The nation is more productive, healthier, happier, wealthier and more secure, thanks to the multiple tasks electricity performs. In science and medicine, electricity has also enabled man to explore areas that were formerly inaccessible; today's children can look forward to a lifetime in which electricity will make even greater contributions to their way of life. Electricity stands ready to create more jobs, even whole new industries; looking forward, the abilities of electricity seem boundless.

Lowest Power Cost in the World!

Canadian homes use more electricity for less money than any other people in the world. And, on a per-capita basis, Canadians use more electricity for all purposes than almost every other nation, too! The actual cost of lighting a home can be almost negligible; today's automatic "laundress" does a thorough job on the family washing and works with a will for some three hours for less than five cents.

Electricity, Today's "Domestic Servants"

With the progress of electrical power in industry and its sequel of better-paid, shorter-hour jobs, the supply of domestic servants all but vanished from this part of the globe. Yet

thanks to that same development of electricity, Canadian housewives have more (and better) domestic servants than ever. "Cook," "Laundress," "Upstairs maid," "Downstairs maid," — the average Canadian family now has electrical equipment equivalent in human help to a permanent staff of at least nine and as many as thirty servants.

New Hired Man on the Farm

The real work-horse on the farm today is electricity. In an ever-increasing degree, it contributes more than any other factor to reducing farm hours and making farm work easier, faster and more profitable. Modern homes can now be as modern and efficient as their city counterparts. Electric power provides water pressure, banishes the dimness and danger of oil lamps, and ends the

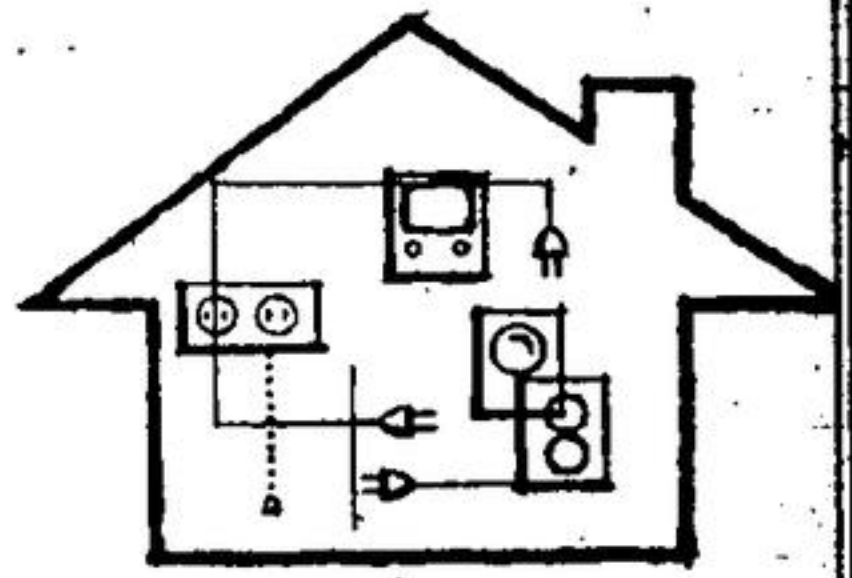
dullness of isolation through the media of radio and television. Electricity milks the cows, grinds feed, waters the stock, and does dozens of other daily chores. The "hired hand" is a "wired hand" now; tireless, versatile, year-round; the lowest paid, hardest working help that ever contributed to farm prosperity.

Electric Heating For Homes

Not long ago, J. W. Kerr, President of the Canadian Electrical Manufacturers' Association predicted that in ten years a full third of housing starts in Canada may incorporate electric heating. From the standpoint of initial installation and year round operation electric heating is already feasible in all except the coldest provinces, and at a total cost competitive with systems fired by flame. Think of it! No furnace or chimney, no flame, fumes or ash; a cleaner, more convenient and yet more effective supply of comfortable warmth, thermostatically controlled in each room. Ideal for everyone — and a godsend for those with respiratory conditions.

And Look What's Coming!

The Canadian people will be offered an ever-increasing number of new electrical appliances and equipment in the future. So many, indeed, that space permits scant mention here of but a few. Home improvements will include lighting panels, mural television, electrostatic dusting wands, ultra-modern systems of heating and cooling . . . Soon, electricity will melt the snow on curbs and highways just as it does on driveways; wash the dishes through sound wave action, irradiate foods and pulverize garbage to powder. Home precipitators will rid us of all domestic dust and dirt and electric toilet systems eventually eliminate the need for sewage disposal plants.



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ELECTRICITY SPARKS THE 60's

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NATIONAL ELECTRICAL WEEK — FEB. 5 - FEB. 11

Build Dam at Orangeville As Flood Control Project

This year marks the beginning of an overall flood control plan, said A. M. Greenaway, chairman of the Credit Valley Conservation Authority at the Jan. 27 ward four ratepayers meeting in Meadowdale.

The plan was sparked by Hurricane Hazel and involves the building of a dam now under construction at Orangeville. With the help of the federal government's winter works program the marsh is being cleaned out and some logging done to prepare for the flooding when the dam is ready.

Mr. Greenaway said the authority started as pioneers in the valley with no money and no experience — only a lot of people who were willing to pitch in and help. He elaborated on the hopes and plans of the authority for the future. Slides were shown to illustrate the prevention of erosion and flooding during spring break-up. The slides also show

ed aspects of the work being done to make everyone conservation conscious in the future. Luther Emmerson of Meadowdale introduced the speakers and told of the work to prevent pollution in streams and lakes. The conservation authority now owns about 330 square miles of the valley and plans to expand as time passes. A dam at Georgetown is a proposed part of the project.

FARM NEWS

Forage Production is Theme of Crop Group

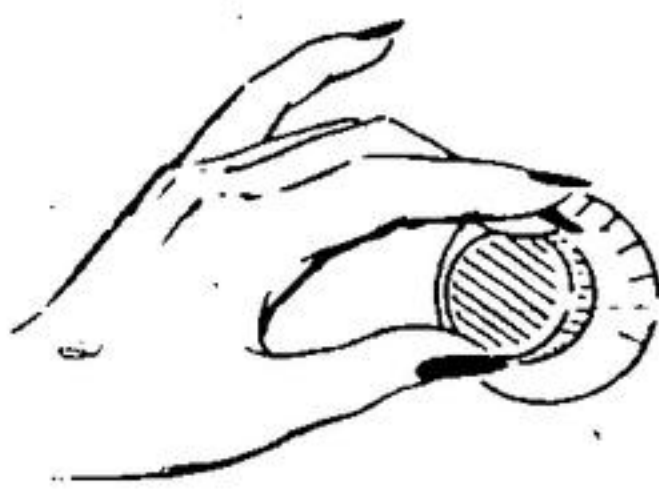
By J. A. F.

Halt's 1961 program for the county Soil & Crop Improvement Association will centre around forage production. President Sam Finnie has announced the date for the annual Hay Show and Seed Display

Day as Thursday, March 16th. This event will include classes for quality hay, seed for sale, and a speaker on modern methods of handling forage.

This year the Halton Pasture Management Competition will be expanded. New features have been added to the program, including a changed prize list. The Managed Pasture competition, is designed to point up management practices on each farm, but will allow for more efficient use of forage crops. The secretary of the Halton Crop Improvement Association, J.A. Francis, outlined a series of projects to be carried out in co-operation with the crop improvement associations in Peel, Halton, Wentworth, and Lincoln counties.

The planning meeting was held on Wednesday, February 1st, at the Ontario Department of Agriculture, Milton.



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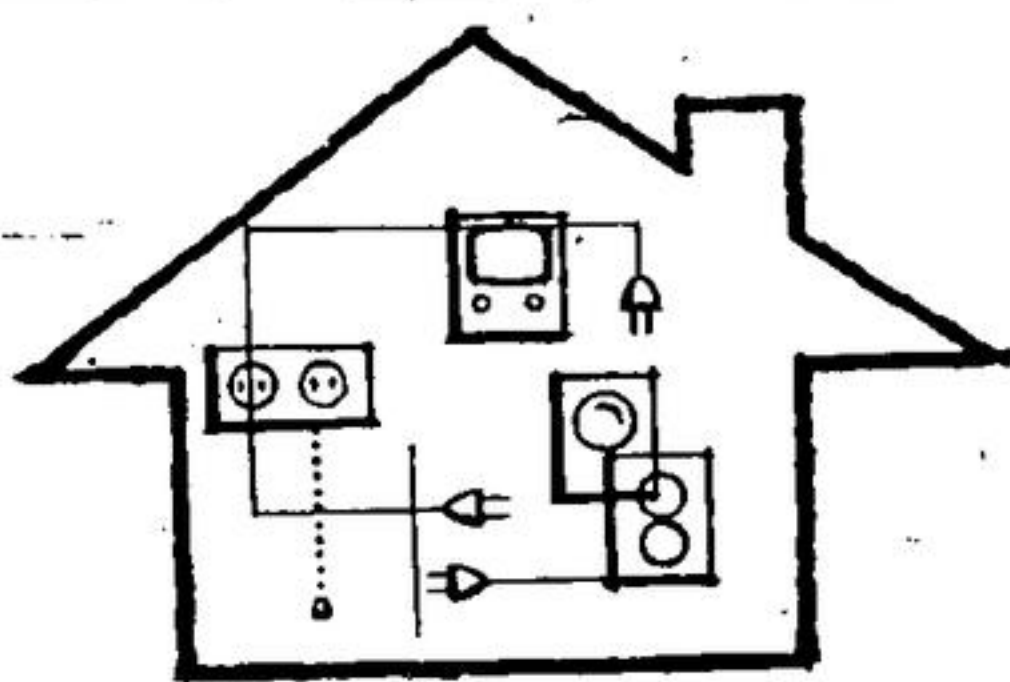
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National Electrical Week

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