

PARADE OF POWER — APPLIANCES BRING BETTER ELECTRICAL LIVING TO NATION



**Reason tells you...
electricity is for you!**

- You know electricity is safe, clean, modern!**
- Safe . . .** What a marvellous feeling to know electricity is dependable, worry-free!
- Clean . . .** just see how bright your kitchen walls and curtains stay when you cook electrically . . . no blackened pots and pans, either!
- Modern . . .** electricity brings the modern convenience of automatic controls to lighten your work, brighten your day.
- Safe . . . clean . . . modern . . .** three little words become three big reasons why today, more than ever before, you get more out of life when you get the most out of electricity.

*Household Hints
by Anne Allan:*
Keep paper towels handy for wiping spills off a hot range. A cold wet cloth may start cracks in the porcelain.

live better... ELECTRICALLY
the safe, clean, modern way
NATIONAL ELECTRICAL WEEK—FEB. 8th - FEB. 14th

YOUR HYDRO ELECTRICITY DOES SO MUCH... COSTS SO LITTLE

Electric Range Performance Plus Skill Add Up to Delightful Meals

In the golden days of the Old Wild West, when men were men and cooks were cooks, the Indians could always tell a tenderfoot from a real woodsman by the size of his campfire.

From a distance of 10 or 15 miles, they could spot a tenderfoot by the gigantic flames licking up from the bonfire. A real hand at camp cookery would know better: his fire would be small and concentrated, barely visible, almost smokeless and with the heat coming from a few white hot coals instead of an inferno of flames.

If old Sitting Bull walked into a suburban kitchen today, he could still tell a tenderfoot housewife from a real cook by the size of her "indoor campfire." Top-notch cooking still comes from carefully controlled heat. The small area of concentrated heat that the experienced woodsman sought to obtain by carefully nursing a few white hot coals is available at the flick of a switch in a matter of seconds for today's housewife cooking over an electric range.

And just as the old time pioneer had to know the right wood and the proper wind direction in order to build his campfire, so the modern housewife can profit by a knowledge of the control switches and tim-



It's easy to brew coffee for a crowd with this new range, featuring automatic percolator coffeemaker sunk into range top. This innovation is one of many advantages of electrical kitchen appliances. Hotpoint range shown here also offers plug-in meat thermometer, automatic timer for both oven and broiler, and a special plug-in...

ing devices on her range.

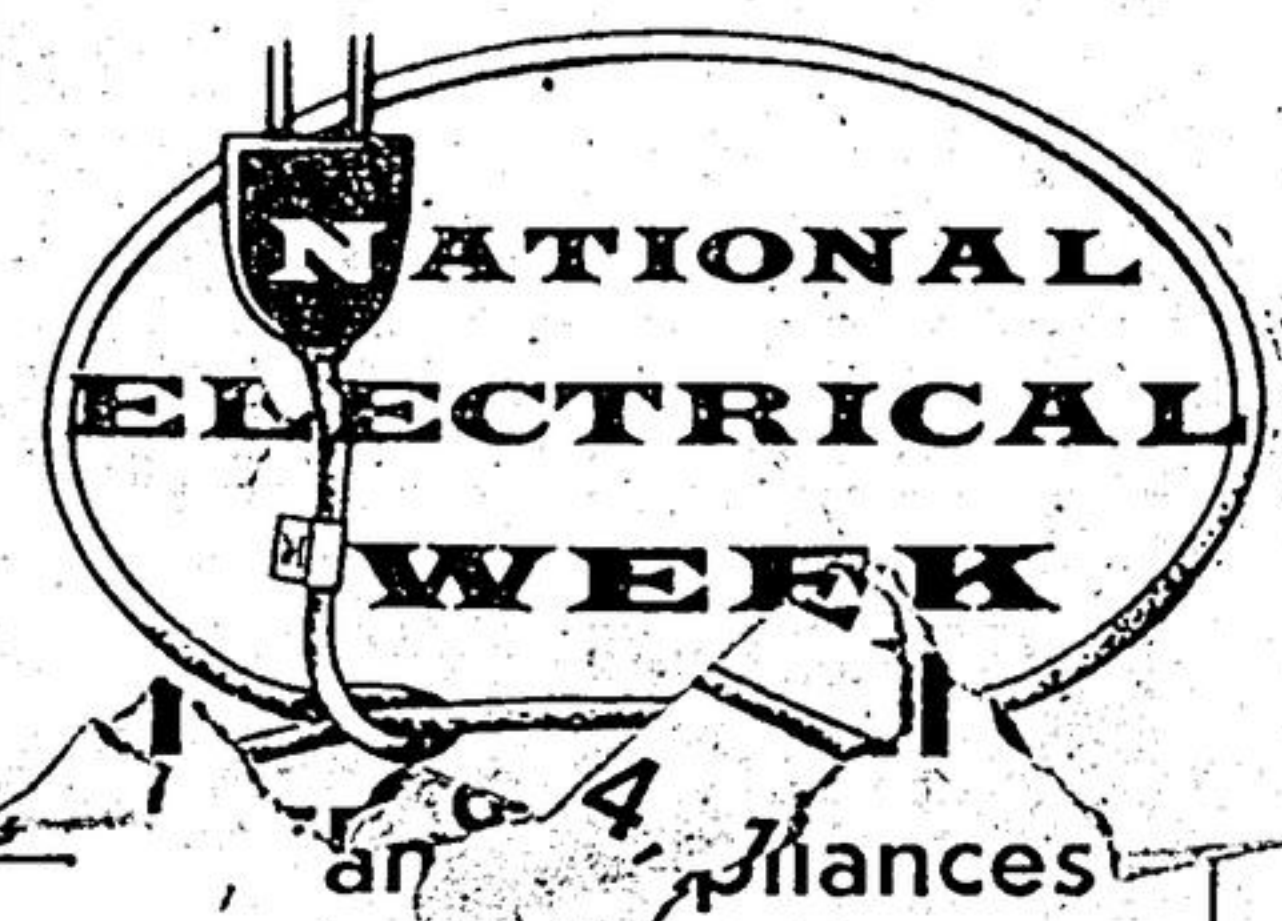
Thermostatic oven control, for instance, is more than a time and energy saver. Knowing how and when to use this wonderfully simple cooking tool can mean the difference between a genuine culinary creation and a pot luck batch of something. Nearly foolproof as today's electric ranges are, they perform best for the homemaker who knows and understands the various types of controls and uses them properly.

New cooks, especially, quickly and confidently can attempt complicated dishes that mother never would have dared on her old coal range, once they real-

ize the marvels that are at their fingertips.

Old cooks, too, can learn plenty of new wrinkles that science has introduced into the ancient art of cookery. So, for best results, get to know your range. All it takes is a few minutes with the manufacturer's instruction book and you'll be out of the tenderfoot class in no time.

Lighted Sign Points the Way— Make it easy for your friends to find your home by installing an illuminated address sign the Electric Service League advises. Another aid is a post lantern to light the way to your front door.



Last Fifty Years' Electrical Progress Outstrips The Previous Ten Centuries

A Roman housewife scrubbing her weekly wash along the banks of the Tiber in the year A.D. 1 could have dozed off into a super Rip Van Winkle snooze for a thousand years and found her work-day world little changed. Despite the passage of 10 momentous centuries, she would still have been scrubbing her wash by the riverbank without the benefit of sink, faucet or even clothespin in 1,000 A.D.

But consider the case of a 1907 housewife who dozed off in her gaslit kitchen and awoke only 50 years later. What a world of wonders would meet her eyes—a world sparkling with hundreds of magical appliances.

By 1957, glare-free fluorescent lights had banished the gloom of her old gas fixtures; a huge home freezer and revolving tray refrigerator had replaced the smelly ice box; electric ranges, wall ovens and a dozen different kinds of broilers, fryers and rotisseries had added new and simple refinements to the ancient art of cooking; automatic clothes washers, dryers and irons had taken much of the work out of the weekly washing chores.

In the dust and pollen-free air-conditioned living room, the children sprawled on a recently vacuumed rug watching television. Upstairs, Dad smoothly erased his beard with an electric razor; Sis mooned over the ravish sounds of Elvis on her phonograph; Junior turned in a night baseball game on his bedroom radio and Grandma

slept snug in her room under an electric blanket.

These are but a few of the changes that have taken place in the home in the 50-year history of electrical progress through appliances in this country and throughout much of the world. The changes occurred quickly and steadily but far from suddenly. Thanks to the dedicated efforts of thousands of pioneer inventors, merchants and manufacturers, the appliance industry has grown from a few hundred thousand dollar volume in 1907 to today's \$4 billion dollar industry.

Where did it start? First with the early light pioneers like Thomas Alva Edison and George Westinghouse, and then with countless lesser known inventors and dabblers and just plain dreamers who sought practical uses for electricity.

Edison made history when his first workable incandescent lamp glowed for 40 hours in 1879, but within three years Henry W. Seely had received a patent for his electric flatiron, although actual production was still some years away.

The great depression of the 30's sent the radio-appliance business into an almost immediate decline, but had the singular effect of lowering prices to a point where public demand was highly stimulated and a buying spree resulted when times improved toward the end of the decade. But manufacturers lost the strategic materials needed to satisfy their hungry markets when World War II began and converted their shops to turning out essential goods.

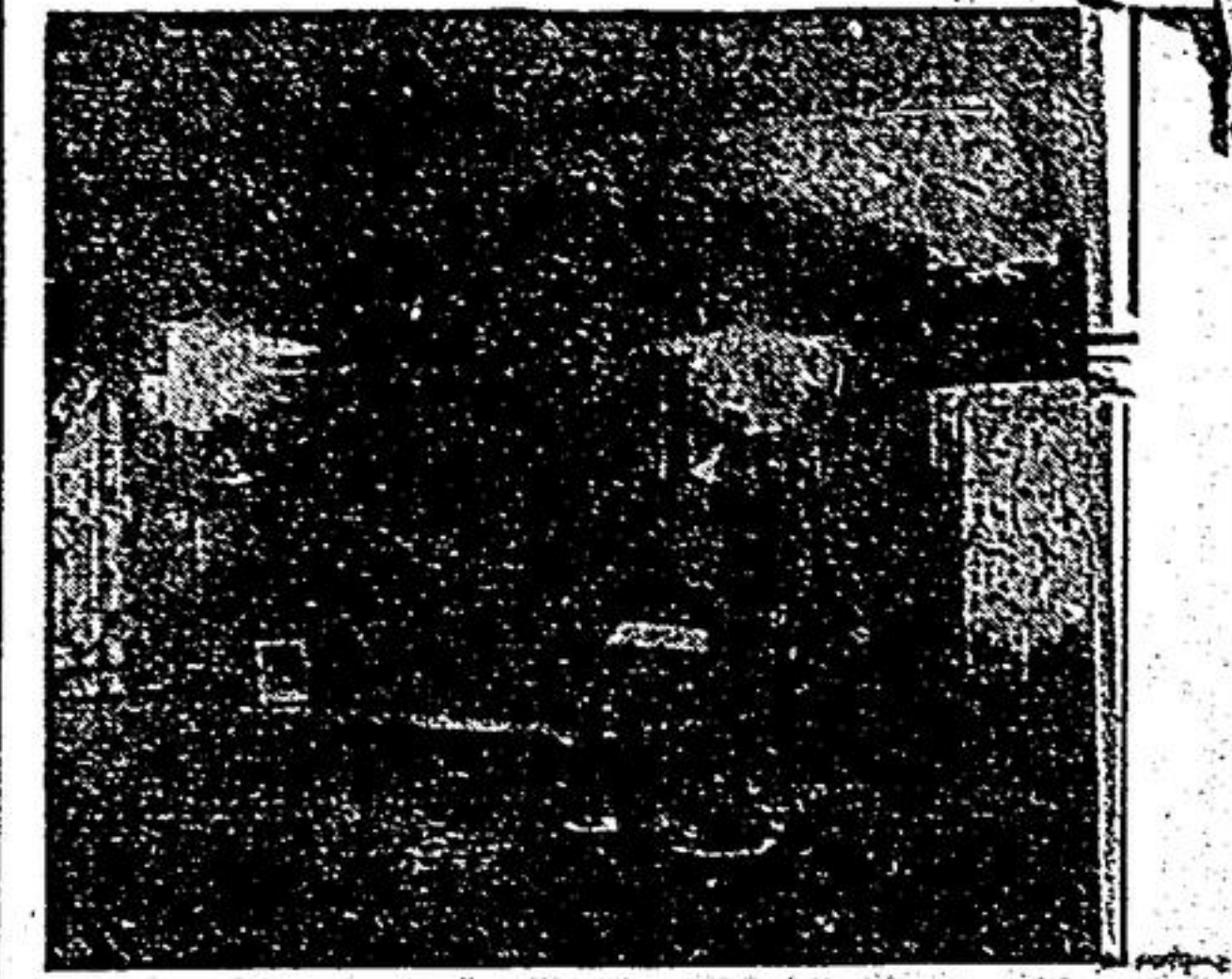
The war years, however, were marked by constant development and design of new and better household appliances. During this period such items as television, clothes dryers, waste disposal units, room air conditioners, freezers, dish washers and many other modern conveniences were developed.

From the end of World War II to the present day, the appliance, radio-TV industry, has turned out an endless array of products that would have amazed the 1907 Canadian housewife as much as her Roman counterpart in 1 A.D. From a single light bulb in a New Jersey lab-

oratory, it has grown to a multi-billion dollar industry, selling millions of appliances annually, outstripping the hopes and dreams of its most enthusiastic advocates.

And with new designs and inventions popping off the labor-

atory tables almost every day, the future burns bright for electricity in the home. So bright that the housewife of 1907 would never know her kites if she too slept for 50 years and awoke in 2007.



Choose Lighting Mood, Inspire Your Home's Decor

You have spent considerable time—and money—in making your home a pleasant and attractive place to live. Make the most of it with the kind of lighting that shows your color and furniture arrangements to the best advantage—and, of course, the kind of lighting that is good for your eyes.

A dramatic new concept of home lighting is called "Inspiration-Lighting." Simply stated, the theory says you should plan for: (1) general lighting, (2) local lighting, and (3) accent lighting. By switching individual fixtures on or off, you can thereby create the lighting mood you want.

When you plan your lighting, look for the new concepts and ideas available today. The trend this year is to cluster fixtures, available in luxurious brass, a

combination of rope and brass, opal glass, and an exciting cluster of three vinylite bubbles which create a Far East mood in decorating.

In addition, there is a wide variety of the popular reel-type pull-downs. You can find lighting fixtures to blend and complement any decorating period. The terminology used to describe many of the new lighting fixture designs is "Transitional" which means the fixtures will blend with decorating of any period or style.

One group, called "Cordette Casuals," includes fixtures for practically any lighting job. With this co-ordination of lighting fixtures, the home decorator will have no trouble in combining the various phases of a lighting plan to make a home more comfortable, convenient, and livable.

RED SEAL

The Basic Electrical Standard For Every Home—

The "Red Seal" Standard of Wiring Adequacy was established to meet the basic needs of the typical household. It means adequate service capacity, adequate circuits for present and future use; adequate outlets and switches. "Red Seal" means efficient and safe operation of the appliances you have today—and saves you the cost and bother of installing greater capacity within the next year or so, as your demands increase.

This basic standard has been approved by your utility and its allies in the Electric Service Leagues. "Red Seal" is a practical standard and is the very least you should insist on for modern electrical comfort and convenience. In most cases "Red Seal" standards include 16 or more circuits; probably 100-amp service capacity.

The "Red Seal" standard prevents wasted power; gives more appliance efficiency and safety; protects the resale value of your home. For complete information, contact an approved electrical contractor or your Electrical Service League.

"ELECTRICITY BUILDS JOBS"

Theme for '59

February 8th to 14th is National Electrical Week, marking the 112th anniversary of Thomas Edison's birth. Edison brought electricity out of the laboratory and into practical use for the benefit of all mankind. He worked untiringly to develop the first practical electric light bulb, and with it, the equipment needed to bring it into our homes. Edison founded an industry that has become one of the nation's largest and most vital—an industry that has put the magic of electricity to work in a thousand ways that contribute to the strength and prosperity of the nation. An industry that continues to play an increasing part in Canada's development—providing equipment for four-fifths of all work in manufacturing, for example. Yes, from forest and farm to end-products "electricity builds jobs."

So, during National Electrical Week this year, we salute the world's most versatile servant—electricity. Electricity keeps you warm in the winter, cool in the summer. It turns night into day at the flick of a switch. It brings you entertainment, cooks your food, does your washing and in so many ways makes your life easier and more enjoyable. Have you ever thought just how inexpensive all these electrical servants are? The average-size living room can be vacuumed for about half a cent. With the flick of a switch, electricity does a week's wash for the average family for less than a nickel.

National Electrical Week has been officially declared by many of our Premiers and Mayors—a salute to the 175,000 skilled Canadians of the electrical industry whose products and services are designed to serve the highly specialized needs of our growing nation.

Remove Fuse First— If you replace an old fixture with a new one, be sure you remove the circuit fuse first. The Electric Service League recommends a safeguard against electrical accidents.

CELEBRATE *****

NATIONAL ELECTRIC

BY INSTALLING A MODERN

Electric Water Heating

NO annual chimney major repairs as long as you select the right temperature for living bedrooms, living space, etc.

HY NCE

Ren Units

let those old, call

FOR AS LOW AS

15c a day

STOUFFVILLE

FREE

WRITE BOX 170 MARKHAM

By J. B. E.

LET ME SEE ONE IS A GOLD MINE NEW FLOORING TAG

CAN'T MAKE ME JEALOUS - REMEMBER, OUR HOME IS A MEDALLION TOO, BROODIE STYLE!

ONTARIO-HYDRO MARKHAM AREA OFFICE