

AMERICA'S ELECTRICAL WEEK

December 2nd. to 9th. 1916.

THIS IS AMERICA'S ELECTRICAL WEEK—a celebration of the electrical industries set aside to awaken America to the comfort and economy that electricity provides. Electricity is the power that has turned the wheels of progress. It has made day of night. Electricity is a synonym of better living, efficiency and convenience. It has performed miracles—feats that were thought impossible. Everyone should learn to "Do it Electrically." In celebration of America's Electrical Week the advertisers on this page are naming special prices on electrical goods. Now is the time to start to "Do it Electrically."

The Newest Arrival in the Electric Family Circle!

We are introducing to the public the "Trojan," an Electric Washing Machine of established utility and high efficiency.

The Trojan is fully guaranteed, and can be connected to any ordinary electric light socket. It has ten exclusive features, and so simple in construction that a child can operate it.

Exclusive Electric Fixtures and Portable Lamps

We have arranged with the manufacturers for the exclusive sale of their goods in London.

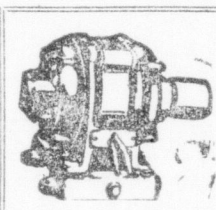
J. H. POLLOCK

Electric Fixtures and Supplies.
397 Clarence St., City Gas Co. Block.
Phone 5762.

ELECTRICAL TOYS

THE WONDERFUL DISPLAY OF ELECTRICAL TOYS HOLDS THE INTEREST OF YOUNG AND OLD ALIKE.

The most complete and extraordinary exhibit of Mechanical and Electrical Toys ever carried by any one store in London. The whirl of Electric Trains, the buzz of the Dynamos, the crash of the Pile Drivers, the perfect-running Ferris Wheels, will not only hold the interest of the little chaps, but will please the grown-up. Sure, we're all just boys at Christmas.



Motors, all iron, adjustable pinions 98c
Ferris Wheels, 6 cars, extra well made \$2.50
Pile Drivers \$2.50
Elevators \$2.50
Boat Swings \$2.50

MECCANO SETS, FROM 70c up
These Toys run by Hydro or Dry Cells.

Keene's Cut-Rate Toyland

KING STREET, OPPOSITE MARKET.

Western Ontario's Leading Showroom

AND
: Service Station :

Beemer & Co. offer the motoring public the best service procurable. Expert workmen, who thoroughly understand each part of an automobile, are employed in every department. The Electrical Department is one of the best equipped in Ontario.

Chalmers, Cadillac and Gray-Dort Motors

THE SUPREME MOTOR VALUE AT THEIR RESPECTIVE PRICES.
CHALMERS—Buy it for quality, performance, style — 5-Passenger, \$1,475; 7-Passenger, \$1,800.
CADILLAC—"Does more of the things which a motorist wants his car to do." Let us prove it. Any open model \$2,975
GRAY-DORT—Light in weight, great in power and flexibility. Its lines will please \$385

BEEMER & CO., Limited

131-133 QUEEN'S AVENUE. PHONES 5670 AND 5671.

STEWART & MORKIN

Electric Power
: Contractors :

Our Specialty

ALL CLASSES OF ELECTRIC POWER, REPAIRS, INSTALLATIONS, WINDINGS, Etc.

Our Mo'to—"Prompt Attention, Quick Service"

WHEN YOU HAVE TROUBLE WITH YOUR MOTOR, PHONE US.

Telephone 3165; 152 Fullarton Street, Rear of Grand Opera House, London, Ont.

ELECTRICAL SUPPLIES

We have a great display of Toys, Electrical Supplies for the Home and Mechanical Toys of all kinds.

Bring the kiddies in sometime and watch their tin faces light up with joy and interest. Come early before they are all picked over.

Woods' Fair

763-765 Dundas St. East. Phone 113

YOU KNOW

How Much She Would
Appreciate a Pretty
Library or Table
Lamp!

Give her one she will be proud of. We have a large assortment of attractively designed Table Lamps, with Shades, to harmonize with your room.
Exclusive designs in Portable Lamps and Electric Domes. We also carry a complete line of Electric Toasters, Electric Irons and Electric Heaters. Our electric fixtures are the newest in design.

Now is the time to fix up the home for the Christmas home-coming. Come in before you decide upon any Fixtures or Appliances, then you won't be sorry.

The Rogers Electric

Electric Wiring and Fixture Contractors. General Electric Supplies.
179½ DUNDAS STREET. PHONE 577.

I AM THE GUIDE OF HUMANITY, the director of thousands, the instructor of myriads. At night my influence is even mightier than the day—for the night has a thousand eyes—the day but one. If you realize my mighty influence, you would never be without me. I am not expensive, but I am a tireless worker, I never rest. I am the sign of progress. I am the **ELECTRIC SIGN**. If you want me, you can get me at **THE SIGNRY, Limited**.

Specialists in Electrical
Advertising

DE LUXE ADVERTISING SIGNS TO RENT.
SHOW CARD EXPERTS.

The SIGNRY Limited

340 RICHMOND STREET,

LONDON

CALL US UP. PHONE 1845.

For Wife or Mother

A GIFT SHE'LL APPRECIATE WEEK AFTER WEEK THE WHOLE YEAR ROUND AND FOR MANY YEARS TO COME.

As the tendency today is gifts of practical permanent worth, nothing would be more acceptable or more appreciated by Wife or Mother than a

HYDRO ELECTRIC WASHER

It's a gift that becomes a permanent utility in the home through constant, unvarying service.

To it can be intrusted the dainty garments and fine linens that require real care in laundering.

It does away with the old-style tub and wash board and effects a tremendous saving where the weekly wash is sent out. Only costs a quarter of a cent an hour to use.

THE HYDRO SHOP

As Christmas is only a little ways off you'd better come in today and see our different styles. All prices from \$60.00 up.

PHONE 3180.

