

TRADE NOTES.

E. Leonard & Sons, of London, Ont., have supplied a new boiler for the pumping station at Fredericton, N. B.

The large elevator of the J. C. King Company, of Port Arthur, Ont., is being lighted throughout by electricity, the entire plant being furnished by the Royal Electric Company, of Montreal.

The Royal Electric Company are furnishing an electric light plant for the C. P. Railway elevator at St. John, N.B., and for this purpose have ordered one of the Dake patent engines from the Jenckes Machine Company, Sherbrooke, Que.

The plant for the town of Norwood, Ont., recently installed by the W. A. Johnson Electric Company, is said to be giving much satisfaction. The machine is one of their single phase inductor alternators, which are claimed to be practically indestructible, and have the advantage of a very low speed.

Mr. E. A. Walberg, of Montreal, has secured the contract for heating the Canada Atlantic shops at Ottawa, Ont., by the Buffalo Forge Company's system of fans. Kingsley Water tube boilers will be employed. It is said that the Canada Atlantic Railway Co. have under consideration a proposal to operate their shops by electricity.

The Packard Electric Co., of St. Catharines, Ont., have sent to their friends a daily note book for the month of January, on the front page of which is extended New Year greetings. Accompanying this booklet is an attractive circular making the important announcement that the Packard Company have arranged with the makers of the "Diamond c.p." supplies to handle these goods exclusively in the future.

In connection with the consolidation of the Westinghouse Manufacturing Company, of Pittsburgh, and the Walker Company, of

Cleveland, we are advised that the Canadian representatives of the latter company, the W. A. Johnson Electric Company, of Toronto, will continue to represent the combined interests of the aforesaid companies in Western Canada. The advantage of this arrangement is evident, as the Westinghouse Company manufacture a most complete line of apparatus for long distance power transmission, including the A.C.D.C. generators, rotary transformers, induction and revolving field generators, etc.

WHAT AN ADVERTISEMENT SHOULD BE.

Mr. Frank A. Munsey, in an address before the Sphinx Club of New York on "Advertising in Some of its Phases," says: There are just two things to be kept in mind in the preparation of an advertisement—first, something to fix the reader's attention upon your particular advertisement, and second, the talk to the reader. What you say, your argument, your talk to the reader, should be attractively set, plain, neat, simple, short sentences and short paragraphs, and large clear type, well leaded. Cramped space does not give scope for well-set advertisements containing any considerable argument. Fine type closely packed together is unattractive, forbidding, and suggestive of hard work. The reader does not want hard work; he wants good easy reading—reading so easy, so attractive, so alluring, that he slides down a page without having intended to read it at all; but once having read it, it matters not what his intention was, the advertiser has got in his deadly work. He has begun to make himself known to that particular reader, has laid the foundation for future intercourse.

Mr. G. Whitaker, of Toronto, has been appointed assistant superintendent of the street railway at London, Ont.

Mr. Chas. E. Schooley has been appointed agent at St. Thomas, Ont., for the London Electrical Construction Company.

The Greenwood Water Power Company, of Greenwood, B.C., has been sustained in its right to the power at Boundary. The Greenwood Company had already expended about \$4,000 in constructing a large dam above the falls, when the Cascade Water and Light Company asked for permission to use the power. The commissioner refused to grant the request.

Mr. I. H. Breck, electrician, of Kingston, Ont., has been exhibiting in a store window a small motor and dynamo, with complete electrical attachments. The dynamo is of his own make and contains four feeds, with 16,000 feet of wire in each, and 720 feet of wire in the armature. It will supply four standard lamps or their equivalent, and provides an alternating or direct current. The motor is of two horse power.

WANTED

Second-Hand Constant Current, Shunt-Wound Dynamo, to give about 1000 amperes at 30 volts. State maker's name, lowest price, condition, etc. Address, THE LAKE SUPERIOR POWER CO., Sault Ste. Marie, Ont.

WANTED

Two Dynamo Tenders experienced in handling Alternating Machinery driven by water power; also two Assistant Dynamo Tenders. Good wages and steady employment to the right men. THE CATARACT POWER COMPANY, of Hamilton, Limited.

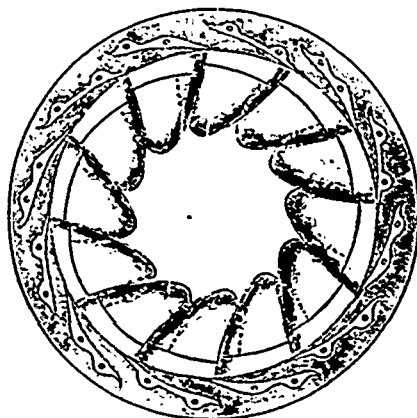
FOR SALE

Electric Plant and Business in live western town—a splendid chance for any one to get a good paying business. Satisfactory reasons for selling. For further particulars apply to Box 100, ELECTRICAL NEWS office.

Manufacturers will find it to their advantage to use the columns of the ELECTRICAL NEWS in making announcements.

BARBER'S CANADIAN TURBINE

As an ELECTRICAL DRIVER is giving the Very Best Satisfaction.



We are now driving Meaford, Thornbury, Markdale, Durham, Parry Sound (repeated order), Hanover (repeated order), Caledonia, Preston and Blair. Governs Perfectly. Absolute Guarantee. Lowest Prices. C. BARBER - Meaford, Ont.

TENDERS WANTED

A Weekly Journal of advance information and public works.

The recognized medium for advertisements for "Tenders."

CANADIAN CONTRACT RECORD
TORONTO

DO YOU KNOW

that the STORAGE BATTERY saves you 16 per cent. of cost of operating an Electric Light Plant ?

The Croftan Storage Battery Company

can supply you with Batteries of any desired capacity. Their STORAGE BATTERIES are Light, Efficient and Cheap.

Office and Works :
22 Sheppard Street, - TORONTO, ONT.

SUTTON'S BOILER COMPOUND

PREVENTS

Boiler Explosions, Loss of Life and Property.

EVERY BOILER SHOULD BE KEPT FREE FROM SCALE AND CORROSION

SAVES FUEL, TIME AND REPAIRS

The Wm. Sutton Compound Co.

of Toronto, Limited, Consulting Engineers,

206 Queen Street East, TORONTO, CANADA

