Buy Sensible Gifts This Christmas--Make Them Electrical

Battery Service

When your car is laid up for the winter your battery not being in actual use requires more attention than when it is performing its functions on the car as a battery standing idle is constantly discharging itself. In order to prevent freezing a storage battery should be kept in a fully charged condition. We have special facilities for caring for your battery during the winter.

When your car is laid up for the winter have us call for your battery and insure yourself against disappointment next spring.

Repairs and Recharging

No matter what make of battery you use we extend a cordial invitation to have it inspected regularly by men who know. No charge for this service. We carry a complete stock of new batteries and battery parts for all makes of cars. If your battery needs repairing or recharging, we offer expert and honest advice. No guesswork or experimenting. We know our business and give personal attention. We are now in larger premises and better abl to give prompt and efficient service. A service battery for you while yours is being repaired or recharged.

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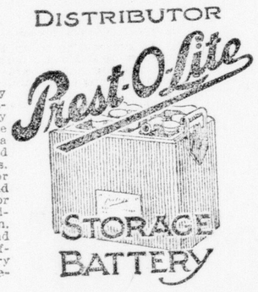

London Battery Repair Co.

Exchange Station for Prest-O-Lite Gas Tanks

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339 TALBOT STREET. PHONE 6151.

ELECTRIC FAN HAS GREAT MANY USES

Few Years Ago Was To Be Found in Use in Offices Only.

Has anybody thought of giving an electric fan for a Christmas gift? When it was mentioned the other day the head of a family laughed. "It is so unseasonable" is what he said. His idea of a fan was something to use to reduce the temperature and make life liveable in dog days. He hadn't taken into account the value of an electric fan in aiding ventilation in the wintertime when the real problem of ventilation presents itself. A few days ago in a butcher shop in the city, a novel use was witnessed for an electric fan. While it was impossible to have the shop heated in the usual acceptance of the term on account of the meat, to make it a place possible to live in on the winter day, it was necessary at least to have the chill edge taken off the air.

This was accomplished by means of a small gas plate with perhaps a dozen jets of flame and an electric fan set buzzing behind it in order to literally blow out the warmed air through the shop. And the result was unbelievably successful.

A few years ago the electric fan was only to be found in public buildings, in the office, the store, the restaurant. Now its value in the way of securing hot weather comfort is fully recognized by householders. Last summer with the first real hot days, there was a regular run on small electric fans in the city.

The stock was soon exhausted, and the people who didn't get them early were obliged regretfully to go without. It was too late in the season to get more, and there were many who vowed that never again would they procrastinate, especially where there was sickness in the house.

A gift of an electric fan will not only have value for ventilating rooms in the cold weather, but will also be a measure of preparedness for next summer, which will come before anybody realizes how the days are flying away.

TRAINING SOLDIERS IN ELECTRICAL WORK IS LEADING WORK IN ENGLISH HOSPITAL

Returned Heroes, Some Legless and Some Armless, Being Trained While Waiting for Artificial Limbs.

[By Douglas C. McMurtrie, president of the Federation of Associations for Cripples, editor of the American Journal of Care of Cripples, and acting-director of the Red Cross Institute for Crippled Soldiers and Sailors.]

Electrical work in its various branches is proving a popular way in which to train soldiers crippled in the present war. It is one of the leading subjects of instruction at Queen Mary's Hospital, Roehampton, England, where there are at any one time hundreds of men with amputated limbs awaiting the fitting of artificial arms and legs, and being meanwhile prepared for return to civil life, independent and self-supporting.

At the Pavilion Military Hospital, Brighton, there are likewise electrical classes operated in conjunction with this centre for the care of limbless soldiers.

There is provided instruction preparatory to various openings which call for knowledge of electrical machines lighting, telephones and bell systems. The men are trained as electrical assistants and for attendants in private houses, theatres, hotels, business houses, workshops, mills, coal mines, and so forth. There is also a special course to enable men to qualify as switchboard attendants at electrical power stations.

The institution of Electrical Engineers, in co-operation with the London public educational authorities, has organized classes for training disabled soldiers and sailors as electrical substation attendants. The instruction is given at the Northampton Polytechnic Institute. Up to the present time 150 men have completed the course. The instruction comprises workshop practice in wiring and the use of simple tools, electrical and physical laboratory work, class demonstrations in the elements of electrical engineering and of simple engineering physics, the writing of reports on demonstrations and laboratory work, and, in conclusion, an oral examination.

At the Regent Street Polytechnic in London, there are courses of a similar nature. Here are received for more advanced training men who have done preliminary work in the hospital at Roehampton.

The men are first instructed in general electrical work, and then passed on to the London United Tramways for experience in generating plant and substation practice. This course takes from two to three months.

At the Battersea Polytechnic in London the principal says that the second most popular course offered to crippled soldiers is that in electrical testing or switchboard. We have trained successfully men suffering from shell shock and nervous trouble, together with other types of disablement. A fair education is required for this work, together with ability to do simple calculations.

"For this work we do not mind taking men who have only partial use of an arm or hand, as it often happens the fuller use of the arm is simply a matter of time. We do not, however, care to take those who have actually lost an arm, and we would rather not have them if they have lost a leg, although the latter is not so important as the former. We have been able to place all the men who have been through this work, and the firms are willing to take other men when they have become ready for work. We think this work offers reasonable wages and conditions."

The Fife Mining School, Cowdenbeath, England, conducts a course for electric motor and switchboard operatives. Some of the men are preparing to be underground motor attendants in the mines; in these cases their electrical training is supplemented by preparation for a mine fireman's certificate.

A communication from the director of the school gives the following syllabus of the course:

What happens when an electric current passes in a conductor? Heating, glowing and fusing of a wire carrying a current. Use of fuses. Tests with fuse wire. Replacement of fuses. Resistances and their use in controlling currents. Measurement of electrical currents and pressures. Elementary notions of the construction of ammemeters and voltmeters. Ranges of the instruments. Precautions to be observed in their use. Conductors and insulators. Insulated conductors of various types. Arrangement of conductors in series and parallel circuits. Uses of porcelain, paper, slate, marble, etc., as insulators. Jointing: construction and use of blow lamp and soldering iron. Making of married and T-joints on conductors. Sweating of joints, thimbles and connectors. Switches of various types and their use in the control of electricity.

Motor starters and their care and proper usage.

Trip devices. General arrangement of a switchboard.

Testing. Use of test lamp and detector for sorting and circuits.

Pole finding.

Electric bells and indicators.

General idea of a direct current indicator.

General idea of direct current motors.

General idea of the construction and use of a battery of accumulators, and how it should be cared for.

Practical exercises in operating the direct current generators and motors in charging a battery. Some simple notions of alternating current generators and motors, and on the synchronizing of two alternating current generators.

The conception of national responsibility to the disabled soldier, not only to pay him a pension, but to educate him in some trade which he can follow in spite of his handicap, was recognized for the first time early in the European war. It is now realized that the cripple, while perhaps unable to take up his former trade, is not debarred from all occupation. The effort is always to select some trade related to the former occupation of the disabled man; in this way his former experience is not lost. A competent journeyman bricklayer who has lost an arm may be prepared by a suitable course in architectural drafting and the interpretation of plans to take a position as construction foreman of a bricklaying gang. But a train hand who has been familiar all his life with railway work may most wisely be trained as a telegraphic operator, with a little commercial instruction on the side.

Instruction is of little value if it is not thorough. Nothing could be more unfortunate either for the individual soldier or for the cause of the crippled men in general than to turn out into any trade classes of half-trained men. When preparation is defective it makes for bitter discouragement on the part of the workman and distrust of the training system on the part of the employers. Men disabled in the national service deserve the very best provision which the country can organize for them.

The authorities responsible for the reeducation of disabled soldiers must depend very largely for advice and assistance upon representatives of both workers and employers in any line in which instruction is given. Those in the electrical trades in this country may expect to be called upon for cooperation when there are organized in the United States training schools for the crippled men along the right lines. To give the crippled soldier the best of medical care, a good artificial limb, a first-rate training to fit him for a remunerative trade, and a chance of employment a little better than the average—these constitute the real public duty. A coddling attitude should be frowned upon as actually unpatriotic, the other promoted and encouraged.

The first country to make adequate provision for the trade training of cripples was France, where a school was started at Lyons a few months after the opening of hostilities. Now there are hundreds of instruction centres in the various belligerent countries. Even Belgium has several schools to meet the needs of her disabled soldiers. In Canada the work is national, being carried on by the Federal Government, which has established throughout the Dominion schools for war cripples.

American interest in the subject is growing daily. In New York there has been established the Red Cross Institute for crippled soldiers and sailors, made possible by a gift of more than $50,000 from Jeremiah Milbank. Committees have been formed and plans for reconstruction centres are under way in Chicago, Boston and other cities. The surgeon-general's office of the war department has announced its intention to establish training centres in connection with the great base hospitals.

But it is the enthusiastic support and assistance of thousands of individuals, expert in various lines, that must rest the ultimate success of reconstructing crippled men of the national army.—From Electrical World, November 17.

FLASHLIGHT IS SURE TO PLEASE A MAN

Can Be Used for Many Purposes and Is Always Handy.

What will the man who travels and is away from home a good deal like in the way of an electrical gift for Christmas? If he isn't the fortunate possessor already, he will be delighted to receive a flashlight. Every automobile and motorcycle owner wants a flashlight for peering into hidden parts of machinery. On the market for the Christmas trade this year is a new kind of flashlight, that isn't really a flashlight at all, but a steady burning lantern on the pattern of the old-fashioned "dark lantern." This is something that would prove exceedingly useful to the farmer who must carry a lantern when he goes to the barn, the driving shed or the garage. It will brightly illuminate a large circle, and there is absolutely no danger of fire as in the case of candles or coal oil. A charged battery costs only 60 cents, and one man who does a great deal of motoring states that one battery has lasted him almost a whole year.

WARMING PAD IS A USEFUL GIFT

Much Better Than Hot Water Bottle and Costs Little to Operate.

For a simple case of cold feet, or for the most serious ailment that requires a hot application, the electric warming pad is the ideal device. What will you give grandmother or grandfather for Christmas? If anyone should not be overlooked it is the old people who won't know many more Christmas seasons. This is just as important as making the day happy for the children. Grandma's blood doesn't circulate as quickly as it used to do, and because she sits still a good part of the time her feet have a way of getting cold. Sometimes it is in the night-time when she wouldn't for the world disturb anyone to get hot water or heat an iron. The water will get cold in the hot water bottle and sometimes, greatest tragedy of all, the best of hot water bottles will spring a leak. That is where the electric warming pad has the advantage over all other warming devices. There's nothing to leak, spill, gurgle or get cold and clammy. When grandma finds she is too chilly to fall asleep she can attach the pad to the lamp socket and remain in comfort under the covers while it is getting heated to the desired temperature.

She would take infinite comfort out of one of these light, eiderdown-covered electric warming pads. So would the fresh-air fiend, who insists on using the sleeping porch, even in zero weather; the near fresh-air fiend, who can't breathe at night unless the windows are open to the limit. And in the sick-room the electric warming pad is invaluable. The electric warming pad, covered with gay cretonne, is the very thing to tuck in with the baby when the mite is put to sleep on the veranda on a milder day, or take a for the daily airing, whatever the weather. The young mother will appreciate it, and the baby will enjoy its comfort. The electric warming pad is one of the first things to put on the list of practical Christmas gifts for either the old, the young, the invalids, the fresh-air fiends.

AN INDIRECT LIGHTING SYSTEM FOR THE HOME

A Gift That Will Be Much Appreciated by Every Member of the Family.

PROTECTS THE EYES

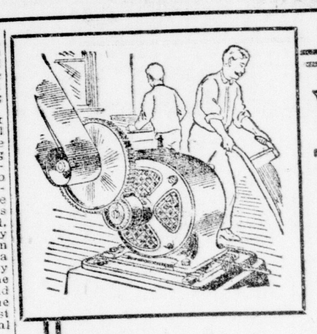
Makes the House a Brighter, Cheerier, More Attractive Place.

Gifts to the house for the benefit of the whole family will probably enjoy a greater vogue this Christmas than ever before, notwithstanding the hoary-headed jokes about new furniture mother wanted for herself and presented to father. This will be the direct result of all the education of the past year along the lines of thrift, of which an important part is obtaining the best returns for the money expended.

Since this is the electrical age, attention will naturally turn to the gifts which will best serve the home. What will the whole family enjoy and what, more than anything else, in the electrical line will make the home brighter and more attractive? A proper system of lighting. There are enough dark shadows over the world in these days of wartime, hence the greater need for banishing them as far as possible from the home. Ever notice how the bogies disappear for the older people, as well as the little people, or seem less grim when the light is turned on in a dark room?

Probably no greater revolution has been wrought in the past few years through the use of electricity than by the new semi-indirect method of lighting homes. Through a handsome glass bowl the light is diffused, displacing gloom away from the corners of the rooms, filling the place with an agreeable, restful daylight radiance. Installing the semi-indirect system of lighting, many people believe that their sole reason for doing so is because of the beautiful effects obtainable. Possibly it is at the time, but they will soon rejoice in another—the reduction of eye-strain for the whole family. Many school children, it is stated, are wearing glasses today simply because of injury to their eyes through faulty artificial lighting in their homes. The eyes of the children have been strained by study at night in too bright a glare of light, or in the shadows of the room.

If semi-indirect electric lighting will make home a brighter, cheerier and more attractive place, prevent eye-strain, and consequent nerve-strain, and save expenses with eye specialists, installation of this method would surely be a good investment for the head of the household and a much appreciated Christmas gift for the family.



Your Motor Troubles! Let Us Solve Them

NO MATTER HOW LARGE
NO MATTER HOW SMALL
YOUR MOTOR TROUBLES
ARE NO TROUBLE TO US

Our business is to overcome motor troubles. Phone us when anything goes wrong with your electric motor.

Our Specialty

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

OUR MOTTO: Prompt, Attentive, Quick Service.

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Rear of London Grand Opera House. Phone 3165

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WHAT ONE CUSTOMER SAYS
"ADVERTISING—I think is merely a series of mental impressions, and I know of nothing more startling and impressive than a carefully designed, illuminated sign."

A few of our attractive Christmas Show Cards will put pep into your trims.

YOUR SIGNS ARE THE MOUTHPIECE OF YOUR BUSINESS. ARE THEY 100% EFFICIENT?

If not, consult us. We can make them so.

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340 Richmond Street, London. Phone 1845

The Better Class Outdoor Advertising Signs

Shop Early Shop Here

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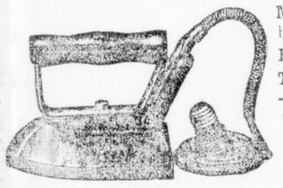

MECCANO MOTORS for the boy .....$3.00 and $4.00
BATTERIES .....40c each
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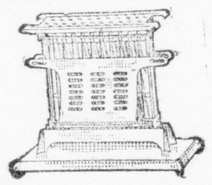
UNIVERSAL ELECTRIC IRONS make ironing day brighter $4.50

Wash day holds no terrors for a "Thor" Electric Washer
Complete with wringer, etc. $125.00



UNIVERSAL ELECTRIC PERCOLATORS ...$8 to $15

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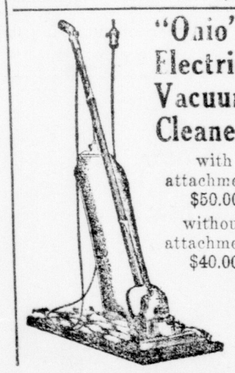
"Ohio" Electric Vacuum Cleaners with attachments $50.00 without attachments $40.00



Every Electrical Appliance We Sell Is Fully Guaranteed

A SMALL DEPOSIT HOLDS ANY ARTICLE UNTIL CHRISTMAS.

Cowan's Colossal Hardware

The Store With a Stock,
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Useful Economical
Christmas Gift Adjuncts—

C-H Seventy Fifty SWITCH

—Can be installed on the cord of any electric appliance just at the location desired—no reaching, no walking, to turn current on or off—no wasted current—because The "Seventy Fifty" is so handy it's never forgotten or neglected. Your dealer can attach it in a few minutes. See that it goes with any Electric Appliance you give. If your Electrical or Hardware Dealer hasn't the "Seventy Fifty" Switch, send us 65 cts. and we will mail you a sample direct.

Benjamin "92" Two-Way Plug

The easiest, quickest and best way to obtain an extra outlet for household electrical appliances from *one* socket. No wiring; all you do is screw it into the socket, and you have *two* outlets for current instead of one. An ideal gift to accompany any electrical appliance. Get one from your nearest dealer—but be sure it's a *Benjamin*—imitations are like "gift horses; too cheap to be good. If you can't get what you ask for, send us $1.00, and we will mail it direct, post paid.

DIM-A-LITE
Enables You to Turn Electric Light Up and Down Like Gas

—full-on, half-on, dim, down to merely a "speck" (for all night use) or entirely out. Made in three forms—an attachment socket for lamps already installed; as a permanent fixture; as a portable with cord and plug. A great convenience and current-saver. Write for our new pamphlet telling "How to make Electricity a Better Servant."

The Benjamin Electric Mfg. Co. of Canada, Limited
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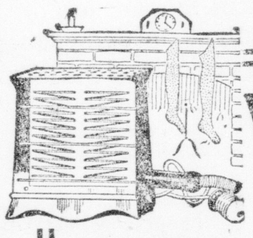

WHAT'LL I GIVE?

What Am I Going To Get?

Will it be the same old answer this year? Are you going to give what you don't want to get—the same old hackneyed gifts that "everybody gives and gets?"

Gifts this year MUST be practical. They must echo the greater efficiency of our nation—of the home. What's the sense of conserving food and then undoing your good work by giving useless or unappropriate presents. This year's token must be given for utility.

Electrical gifts are most practical. They gain 100 cents' worth of appreciation for every dollar. They save time, trouble and labor. They ornament any home. And surely such gifts convey the true Christmas spirit. Your ELECTRICAL gift will still be appreciated and the giver gratefully remembered for many a Christmas to come. Be practical—give something ELECTRICAL this Christmas.

Let Us Make a Suggestion From Our Excellent Stock

- A Beautiful Semi-Indirect Fixture for the home.
- An Artistic Den Lamp for the table.
- A Handsome Boudoir Lamp for milady.
- An Electric Comb and Hair Drier.
- A "Dim-a-Lite" for the bedroom, can be suspended from back of bed or wherever desired.
- An Electric Toaster.
- An Electric Iron.
- An Electrical Medical Battery.
- A "Day-Lo" Electric Lantern for any purpose; burns continuously for one cent an hour.
- A Flashlight for brother or son in France or in training in Canada.
- An Egg Boiler.
- An Electric Percolator.
- An Electric Immersion Heater.
- An Electric Warming Pad, much better than a water bottle.
- A Sewing Machine Motor.

This Christmas has been designated all over the country as "ELECTRICAL CHRISTMAS." We have anticipated this by providing the most complete line possible. Prices range either way as far as you want (or ought) to go.

AUTOMOBILE SUPPLIES, LET US FILL YOUR WANTS.

All kinds of electrical auto supplies. You will find what you want here.

SHOP HERE FOR SATISFACTION.

Willard Storage Battery Service Station

Give your battery the care it needs, whether you run your car or store it. Batteries properly charged and cared for by us will not freeze. In storing batteries we are employing the most modern methods, very different to the old-time way of keeping the battery charged while not in use. Come in and let us explain the matter to you.

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