

Canadian winters bring about growth in electrical heating

The struggle of man against the elements is brought into sharp focus during the Canadian winter. The low temperatures compel us to provide more heat in our homes, factories and places of business, than in more temperate areas, just to enable us to perform the daily tasks of living and working in the winter months.

Over the years, the methods employed in what is now called space heating have progressed, although not as quickly as might have been expected, from the mere burning of fuel in open hearths or closed stoves. We

now employ scientifically designed and engineered heating systems. All, of course, involve the use of energy in some form, either by burning wood, coal, oil or gas, or by converting electric energy into heat, which is the rapidly growing modern method.

At the same time, the principle of insulation, preventing the loss or gain of heat, has been recognized and highly developed. Insulation is not a new science. Eskimos and many primitive peoples, and modern man as well, have employed the principle for centuries preventing the loss of heat in their bodies

with fur clothing. And indeed the animals which provide the furs have albeit unwittingly—used it for even longer: birds too, whose feathers and down are highly efficient insulators. But man's development and utilization in modern buildings and equipment is comparatively recent.

MOST VERSATILE
Improved technology and know-how regarding heating systems, and concurrent advances in the science of electricity—its generation, distribution and uses, have inevitably led to the use of this most versatile and adaptable form of energy for space heating.

Its advantages are innumerable and its disadvantages almost negligible. Unlike any other fuel, it is flameless. It can be easily transported and applied to the exact point where heat is required. But it cannot be transported like other sources of energy by conventional methods. It has to have its own transportation system-wiring.

On the other hand, its use requires no special building, no chimney, no plumbing and no equipment other than the necessary wiring in a building, and of course the actual heating unit and its control.

The units are available in a variety of types and sizes. They include convention units for baseboard installation; radiant cables and panels for installation in ceilings and walls; combination radiant and convection units; fan-operated warm air circulation and many others.

They can be located exactly where they will give the best results.

GREATER CONTROL
Electric heat can be more precisely controlled and within narrower tolerances than any other type. It will provide the necessary amount of heat for any type and size of building or room, from a church or sports arena to a small attic bedroom.

Everywhere in the world, it is essential to provide shelter from wind and rain for living quarters heating and sleeping. In colder climates, these quarters must be provided with heat as well. And as life and living quarters became more complicated, heating systems have also become correspondingly complex.

In many new homes, some areas such as attics, basements, sun-rooms, and so on, either for reasons of economy or because they are not needed immediately, are left unheated, and a furnace or other heating system is installed with only sufficient capacity to heat the areas which will be used immediately. And in older homes, many of the rooms, particularly bedrooms, were not adequately heated to satisfy today's living habits.

While the minimum capacity heating plant may have been adequate initially, families inevitably grow up, or perhaps increase in numbers, and in growing up, their living habits change and the need for more living space becomes urgent.

The answer may seem to be a larger house, but this may not be economically within reach, or it may not be considered desirable, due to the probable disruption in the children's schooling. Moving to a new and unknown neighborhood is always somewhat of a risk.

EASY ANSWER
Another and easier answer is to convert the unheated areas to comfortable added living quarters. But how?

First of course is the actual construction. This presents no difficulty. Any building contractor or a competent carpenter can do the work. In fact, many such projects have been done by the house owner himself. The only real problem is the heating.

Almost invariably, the existing heating system is inadequate to handle the extra load. And even if it is adequate, there is a large investment to make in new duct work or additional plumbing. But modern methods provide a simple solution—electric heat.

There is an electric heating element suitable for every such need, whether a basement, an attic, an outside room or any part of a house which is not warm enough for comfort in winter. Giving the heating system a helping hand with some electric heat is a sound, efficient and in-

expensive way to add living space, and living comfort. But here a word of caution is in order. Electric heating is a highly specialized trade and in no circumstances should its installation be done by amateur or do-it-yourself enthusiasts.

EXPERIENCE EEEDED
The knowledge and experience of a qualified electric heating contractor should always be used. Results will invariably be better and the wiring will be adequate to supply the load and the house holder will have confidence that the whole installation has been made in compliance with local codes and regulations.

For convenience, comfort, efficiency and satisfaction, no method of adding heating capacity to any installation can compare in initial cost and operating expense with the most modern method of all—electricity.

Full detailed information can be obtained from every electric utility in the country. Many have highly trained specialists in electric heating. Some have special information centres for the guidance of the public. It's worthwhile consulting them for solution of any heating problem.

Electricity solves heating problems

Electric heating was once a novelty and an innovation in living. Now it is a proven, dependable and much desired source for heating.

Today electricity is the best answer to our future heating problems as well as the most modern solution to our present ones. Modern electric heating equipment on the market at the present time is the result of constant improvements that now make for greater efficiency, more modern designs and greater adaptability to any type of building or modernizing requirements.

There are seven types of electric heating equipment the consumer can choose from: base-

board units, ceiling cable, wall units, radiant panels, drop-in heaters, heat pumps and hydronic and warm air electric furnaces.

The type of equipment chosen depends upon either the type of service required or the type of installation desired. In some cases a combination of types of equipment has been used in a single house to answer its particular needs.

Proper insulation of ceiling floor and walls is a must to get the full benefit of electric house heating. In addition to reducing heat loss during winter months the home owner gets many plus advantages from insulation, including greater comfort in summer.

One of the marked advantages of electric heating is the extreme versatility of the heat-

ing arrangement. With most systems room temperatures are individually controlled, permitting the living and dining rooms to be at one temperature, the den another, and the nursery or children's room warmer still.

Since there are no moving parts in many of these electric heating devices, there is nothing to wear out, and annual maintenance costs are practically eliminated.

There are four reasons: (1) People generally are looking for more comfort and convenience in their homes; therefore... (2) Most people instinctively appreciate electric heating and other all electric features; moreover... (3) The electrical industry has pulled together far more effectively than any other group to promote their product. Most important of all... (4) The price of electricity is now truly competitive.

Acceptance runs high

Public acceptance for electric heating is running high, and with it has come a new upsurge of interest in Medallion homes.

Electric heating is catching on fast. And once a family earns a good power rate for electric heating, it makes sense for them to use electricity lavishly for all kinds of other things. So the "all-electric living" concept is gaining more popularity with the buying public, too.

Proper insulation ensures low cost

The homeowner who puts full insulation to work for him in his electrically heated home will enjoy added comfort and economy the year 'round.

He will discover new freedom from chilling winter drafts, fewer colds and evenly distributed warmth from walls—ceiling to floor. By insulation standards, he saves money not only on day-to-day operating costs, but on the cost of original equipment as well.

116 HOMES TESTED
In the actual operation of 116

Optometrists Seek Inclusion In Medicare

OTTAWA (CP) — The Canadian Association of Optometrists is urging the federal government not to pursue its plan to exclude eye refractions as insured services under the medical-care legislation now being considered by Parliament.

In a wire to Health Minister MacEachen, Prime Minister Pearson and other Commons members, E. N. Rea of Vancouver, president said:

"Exclusion of eye examinations from Bill C-227 would not be in public interest and Canadian Association of Optometrists reiterates its position and urges government to amend the bill to include optometric services which are similar to those performed by ophthalmologists."

SOME TESTS COVERED
The bill now includes as an insurable service eye refractions—tests to determine abnormal vision—when they are performed by ophthalmologists, who are medical doctors, but not when they are done by optometrists.

Mr. MacEachen announced in the Commons Wednesday night that he plans to propose dropping eye refractions from the bill so that optometrists and medical doctors doing these tests will be placed on an equal footing.

"We certainly do not support his announced intention of removing eye examinations from the bill," James E. Gilmore of Ottawa, executive director of the national optometrists association said today.

Photographer Says Threat Made On Life

MIAMI, Fla. (AP)—Life magazine photographer Lynwood (Lynn) Pelham said here his life was threatened last Sunday by Representative Adam Clayton Powell (Dem. N.Y.) at the congressman's Bahamian retreat.

A Miami news story said Pelham, of Miami, was attempting to photograph Powell on the tiny island of Bimini when the incident occurred. Life confirmed the episode in New York. Pelham was quoted as saying he was sent to Bimini by Life with instructions to stay close to Powell, under conviction and sentence in New York for criminal contempt. He was accompanied on the assignment by Miguel Acocosa, a Life correspondent.

Powell often vacations on Bimini, 30 miles off the Florida coast. Pelham said Powell would have nothing to do with him. He said he discovered last Sunday that Powell had gone fishing on his 31-foot boat, Adam's Fancy. He said he chartered a craft and that Powell's boat twice attempted to ram the chartered boat before pulling away.

Later he said he went back to the island and rented a bicycle which he rode to Powell's house.

SAW GUN
"I was standing out on the road... after about 20 minutes an old car with a Washington, D.C., taxi sign planted on it came roaring by... a gun barrel was sticking out of the window at me as it roared past."

Pelham said the car swerved, barely missing him.

"Powell got out of the car carrying a shotgun. He stood in front of his house and pointed the shotgun right at me and said:

"This is private property. If you set one foot on my property, I'll kill you."

"I put my hands over my head," Pelham said. "I was afraid he would shoot and I tried to talk to him."

test homes of ever type in every section of the country. It was found that houses properly designed with full insulation could be heated at costs 20 to 50 per cent less than those of comparable houses insulated only to minimum FHA requirements.

Another major benefit to the homeowner using full insulation is the reduced cost of electric heat equipment since the added insulation permits a smaller unit to work more efficiently and effectively.

COOLS IN SUMMER
Full insulation acts as a shield only a wintertime asset, but summer as well. During hot summer days, insulation means a cooler, more comfortable home.

Full insulation, however, is not against the hot sun, allows a home to retain cool air from the evening.

And when a home is insulated to full electric heat specifications, the homeowner can expect indoor temperatures 3 to 15 degrees less in summer than those in homes with only minimum insulation.

INSULATION ABSORBS NOISE
In addition to the dollar and cents savings, full insulation offers other major benefits to the homeowner. For example, a fully insulated home is a quieter home, since insulation serves to absorb noise normally transmitted into the home from outdoors.

LOW COST COMFORT
Another obvious benefit from full insulation is that air conditioning can be installed quite inexpensively, and at the same time, cost far less to operate. This is possible because through full insulation, smaller units are capable of cooling a far larger area, and thus use less power. Comfort is superior, costs very low.

Electric heating progress

"We need no magic to sell electric heating. It is a reality. It is here.

Regardless of one's view point it is difficult to deny the advance that electricity has made, and is making in the field of environmental control.

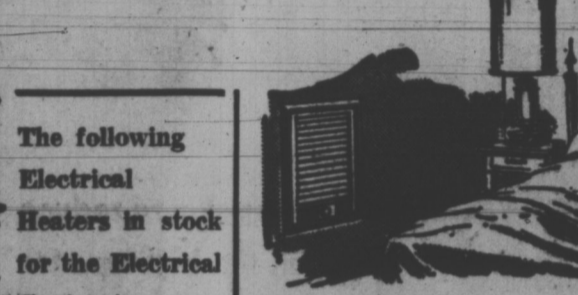
Those that wish to stand still and cling to the past will experience many invaders and will fight a retreating battle. Those that think clearly and embrace that which is going on around them will function virtually unchallenged and find interesting, challenging and lucrative future.

In the final analysis, electric heating will go to him who extends himself to learn the unfamiliar side of his new business."

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Home Heating

HEAT
Electrically



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- It's Flameless
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NO OTHER SYSTEM CAN COMPARE WITH ELECTRIC HEATING FOR CONVENIENCE, SAFETY AND TROUBLE-FREE OPERATION



Domestic All-Electric RATE Now Available

For new construction and existing homes or apartments which have been insulated to the required standards where electricity is the only source of energy used for SPACE HEATING, LIGHTING AND THE OPERATION OF ALL HOUSEHOLD APPLIANCES.

TO QUALIFY for this new DOMESTIC ALL-ELECTRIC RATE, the owner must submit an application accompanied by a set of plans and specifications of the building for approval by the Utility.

The plans and specifications must show that the construction will be in accordance with the DOMESTIC ALL-ELECTRIC HEATING STANDARDS as approved by the Public Utilities Commission. Copies of these Standards will be available from any office of the Utility on request.

ENERGY CHARGE: \$2.70 per month including the first 20 Kilowatt Hours.
2.7 cents per KWH for the next 150 KWH per month.
1.35 cents per KWH for all consumption over 200 KWH per month.

MINIMUM CHARGE: \$4.00 per month.



MARITIME ELECTRIC Company Limited

Prince Edward Island Division