

A TOWN IS ONLY AS GREAT AS ITS

POWER

Neither town or Company can go back
without hurting the other.

Neither town or Company can go ahead
without prospering the other.

HAPPINESS

can not be gained by "Knocking" so **BOOST**

MONEY

does not grow, it has to be made by the

POWER

that is in you first and last,

We now own a **Direct line to Cedars** in addition to our own
power at **St. Andrews** and are prepared to quote anywhere in
the vicinity on from 1 to 5000 horse power

finally

SAVE

do you know that
the shrinkage on an 8 lb. Roast of beef is over 3 lbs. when
cooked by coal or wood, only 1 lb. when cooked by Electricity,
a saving of 80c or about eight times the cost of the

POWER

The North River Electric Company Limited

Montreal Office :—711 Drummond Building.