

# CANADIAN GENERAL ELECTRIC CO.

(LIMITED)

## Incandescent .. Lamps ..

THE earning power of an incandescent plant hinges upon one vital point: the comparative efficiency of the lamp in use. Different lamps on the market show efficiencies varying from 10 to 30 per cent. lower than ours. This means where such lamps are used from 10 to 30 per cent. less return from each pound of coal and from each kilowatt in plant capacity. Our lamps excel in the other important feature of long life with maintenance of candle-power. Central station managers have learned to appreciate this, and as a result our lamp sales have more than doubled during the last twelve months.

## Carbons

WE have recently taken over the premises and plant of the Peterborough Carbon and Porcelain Co., Ltd. It is our intention in continuing the operation of this factory as a department of our Peterborough works, to make such changes in methods and equipment as may be necessary to render our carbon output equal in all respects to the best imported grades.