



Northern Electric Farm Lighting Plant



**Better, Brighter, Safer
Lighting for the Rural
Home**



We have given the farmer of Canada the telephone. We have now the Northern Electric Lighting System which is destined to be the greatest medium for making the farm cheerful, comfortable and home like.

The Northern Electric Lighting System will, we believe, be as much of a blessing to the farm as the telephone has been; it will furnish Better, Brighter and Safer Lighting, for the Rural Home; IT WILL MAKE IT A HOME.

The Northern Electric Lighting System is THE PLANT of Farm Lighting efficiency and is the result of years of painstaking study and experiments. The equipment comprises the generator, switchboard and storage battery complete. You use your own engine, if you have one; if not, we will supply a plant with either a gasolene or kerosene-burning engine.

Think what a benefit this equipment will be to you and your family. Think of the odorless, fireless, dirtless and safe method of lighting your house, your barn, and your other buildings. Think of those long, comfortable winter evenings. Think of every comfort and cheerfulness of the city brought to your own country home. The Telephone, the Electric Light, the Electric Toaster, the Electric Iron, etc., etc.

We urge those who believe that there is a need for a safer and better way of lighting the house and barn than with the dangerous coal oil lamp and lantern to investigate the Northern Electric Lighting System.

Write our house nearest you for full descriptive literature free. If you do not intend purchasing just now you will surely be interested in the possibilities of electricity on the farm. **WRITE TODAY.**

Now is the time to plan for better and more economical lighting.



To the
Northern Electric Company
(Address nearest house)

Please send me full particulars and illustrated literature of the Northern Electric Farm Lighting System. **FREE.**

NAME _____
ADDRESS _____
PROVINCE _____

FILL IN THIS COUPON AND RETURN

G. G. G. 101

Northern Electric Company LIMITED

MAKERS OF THE NATION'S TELEPHONES

MONTREAL
HALIFAX
OTTAWA

TORONTO
LONDON
WINNIPEG

REGINA
CALGARY
VANCOUVER