

**Give Your Wife and Children the Same Comforts as Their City Friends**

**T**HOUSANDS of growing children throughout the rural sections are to-day enjoying better health. Hundreds of housewives are living a life free from hard work. Many a father is keeping his son on the farm and many a family is living a more happy and contented life because of the installation of a

**Northern Electric  
POWER and LIGHT PLANT**

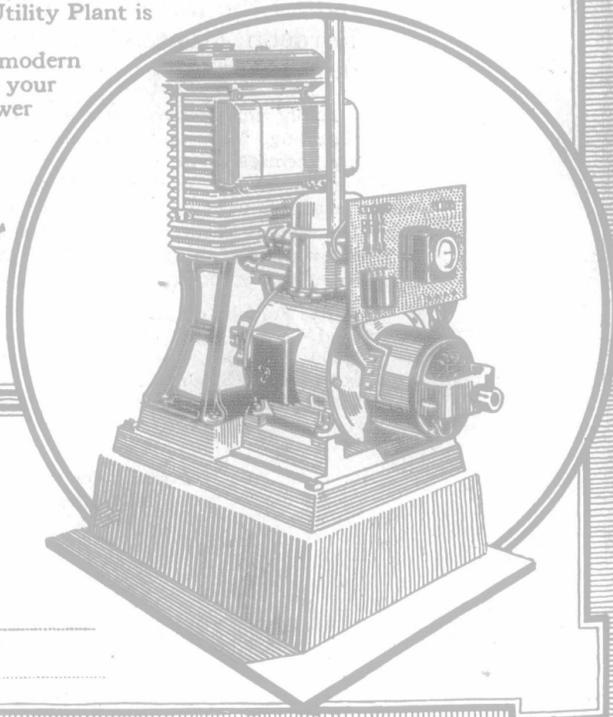
The Northern Electric Utility Plant not only benefits your household — it assures greater farm production. With electric light in your barns your livestock is better and more easily attended to. In their cleaner, brighter surroundings they are contented and thrive as never before. There is not a farmer or a farmer's family with a Northern Electric Power and Light Plant but who wonder how they formerly got along without it. The cost of a completely installed Northern Electric Utility Plant is trifling compared to what it gives and saves you. Let your wife and daughters enjoy all the labor saving of modern electrical devices. Protect your family's eyesight — give your household and the farm running water — equip a power dairy — do all this and more by electrifying your farm.

*Learn how economically you can operate a Utility Plant. Get interesting facts from our nearest house*

**Northern Electric Company  
LIMITED**

*"Makers of the Nation's Telephones"*

MONTREAL    TORONTO    WINNIPEG    CALGARY  
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L.F.A. 124    **Northern Electric Company**  
LIMITED  
(Address Nearest House)

Please send me free and without any obligation, copy of booklet entitled "Farmer's Power and Light Handbook."

Name.....  
Address.....

Mail  
the  
Coupon