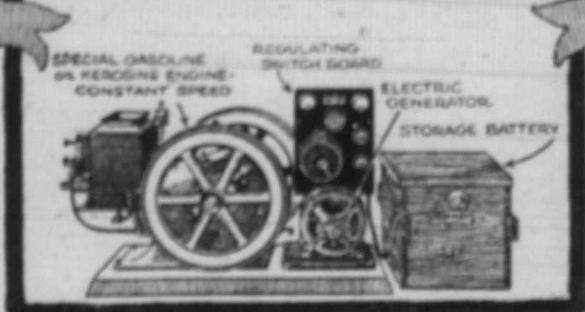




ECONOMY
 is one of the "built in" advantages that make this house-size Electric Lighting Plant supreme.
 "Permanency for continuous long service.
 "Current capacity for both light and power.
 "Efficient for general utility purposes.
 "Saves time and trouble.
 "Reduces fire hazards to a minimum.



SIMPLICITY
 was the keynote of the Northern Electric Engineers when designing it. The Engine, Generator, Switchboard and Storage Batteries are conveniently arranged into a compact single unit plant, eliminating all unnecessary frills and complication—a child can look after it.
 "A TURN-OF-A-SWITCH STARTS IT"

Northern Electric Farm Lighting Plant

WOULD you not like electricity in your home? Then why not stop right here to investigate the Northern Electric Farm Lighting Plant, that has taken the pick of skillful Engineers years to produce? It is constructed with the same care, the same exactness for permanence as are the great plants that supply electrical current to big cities. This is the kind of value we are offering—a strictly modern plant which carries a fair and square guarantee.

NOW, here are the Cheerful, Labor-Saving, Economical Features of Electricity:

CHEERFUL, because it is a happy light: good for the eyes, clean, safe, convenient and brilliant.

LABOR-SAVING, because you have no lamps to carry nor wicks to trim. It furnishes cheap electric power for a toaster, iron, washing-machine, warming pad, coffee percolator, vacuum sweeper, and in many other ways helps the women-folks in their work by supplying sufficient power to do light domestic chores. It enables you at the same time to utilize the power of your engine to pump water, saw wood, run separator, grinder, etc., etc.

ECONOMICAL, because it does all this at a small cost of but a few cents a day. It obviates the use of both matches and coal oil lamps, thus reducing the danger of fire to a minimum.

THE NORTHERN ELECTRIC FARM LIGHTING PLANT will provide electric light and power in ample capacity for

- THE FARM.
- COUNTRY HOME
- COUNTRY STORE
- COUNTRY CHURCH
- TOWN HALL
- TOWN GARAGE
- COUNTRY HOTEL
- TOWN LODGE-ROOM
- RAILROAD AND MINING CAMP
- RAILROAD STATION
- SUMMER CAMP

Suppose you make yourself, your wife, and your sons and daughters a present of this city COMFORT. It brings contentment to the young folks, and keeps them on the farm. Remember, you can make your home the most desirable of all farm homes at a comparatively small outlay.

The Northern Electric Farm Lighting Plant comprises the Generator, Switchboard and Storage Batteries, but if you prefer, we supply a convenient and compact single unit plant which includes a thoroughly reliable engine, burning either gasoline or kerosene.

Just write your name and address on the coupon provided and mail to our house nearest you for free descriptive literature.



CONVENIENCE AT MEALS. EASY IRONING. RUNNING WATER. RUNS VACUUM CLEANER. LIGHT IN GARAGE. MAKES CHORES EASY. RUNS SEPARATOR. LIGHTS BARN

103 GGG

To the Northern Electric Company LIMITED (Address enclosed)

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

NAME _____
 ADDRESS _____
 PROVINCE _____

Northern Electric Company LIMITED

MAKERS OF THE NATION'S TELEPHONES

- MONTREAL
- HALIFAX
- OTTAWA
- TORONTO
- LONDON
- WINNIPEG
- REGINA
- CALGARY
- VANCOUVER