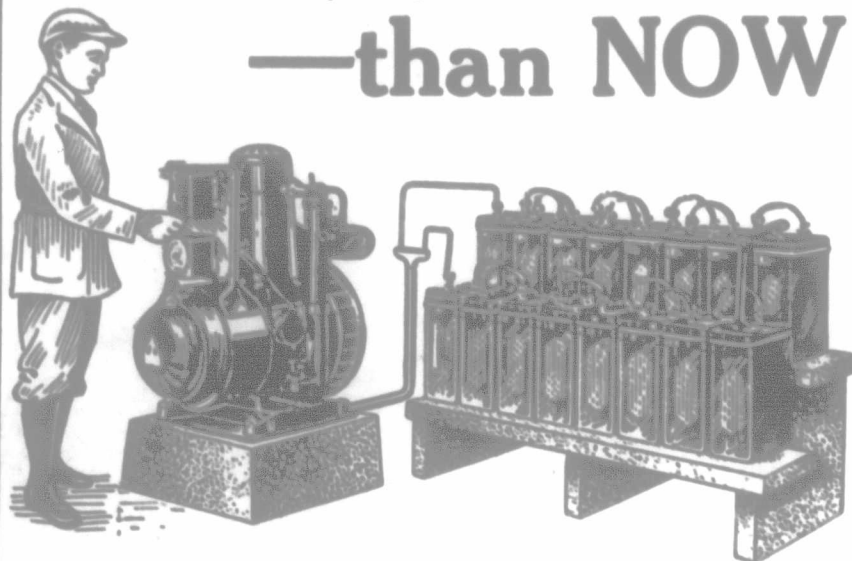


You Could Never Better Afford It—
You Could Never Less Afford to be Without It—
—than NOW



DELCO-LIGHT

Electricity Put Within the Reach of Every Farm Home

Wheat in 1914—90c bus.

Wheat in 1918—\$2.20 bus.

Delco-Light in 1914 would have cost 417 bushels.

Delco-Light in 1918 costs you only 246 bushels.

These figures show without shadow of doubt that NOW is the time for the farmer to improve his equipment, to make his farm more efficient, to make life more pleasant and happy. Never before would farm produce buy so much. Not for a number of years will machinery that you need right now cost so little as it does to-day.

Now when labor is scarce and every extra bushel of farm produce means big profit to you, get a Delco-Light plant. It will pay for itself over again in actual profits, besides giving you all the pleasure and health of electricity on the farm. Ask our nearest distributor to send you fully illustrated literature. It is free.

Economical

Delco-Light costs little to operate, and pays for itself in the time and labor it saves. It runs on coal oil (kerosene) and other upkeep costs are negligible.

Domestic Engineering Co.
Dayton, Ohio

Write Your Nearest Distributor

C. H. ROOKE, Ltd.
173 King St., East, Toronto

Delco-Light brings to the farm the final aim of years of work—electricity in an efficient, economical form. Because of its low-cost and money-saving it is within the reach of every progressive farmer. It puts the farm on an equal basis with the city. It gives you city efficiency right on your own farm. Every farm should have a Delco-Light plant.

Simple

One of the beauties of Delco-Light is its sturdy simplicity. So easy to operate—a child can do it. Needs very little attention or adjustment. Nothing to get out of order. Does not need a mechanic to look after it. Will last for years.

Efficient

Delco-Light gives you ample electricity for light and power. It does this cheaply. It saves work on the farm in a dozen directions. It does away with hand-work by operating light machinery. It does away with lanterns and lamps. It gives better light for evening work. It saves a lot of hand-cleaning around the house by running a vacuum cleaner and washing machine. It gives you running water.

Money-Saving

You will find a hundred ways in which Delco-Light will save you money. Save you time. Save your family and your hired man time. Keep the boy on the farm. Ask your insurance agent what saving electricity will give you in insurance rates. Delco-Light pays for itself.

Write To-day

Complete illustrated literature explains all about Delco-Light. Write for it to-day to the nearest distributor.



GIVE YOUR WIFE A SQUARE DEAL

DON'T force her to carry water for drinking, cooking, washing, scrubbing, etc., but save her time, her health and her strength by installing an Empire Water Supply System, which furnishes a constant supply of pure, fresh water—direct from the well, spring or cistern—to any point about the house—or barn.

Always ready for instant use any hour of the day or night. Never freezes. Easy to install. Costs but little. The

Empire WATER SUPPLY System

creates improve living conditions on the farm for every member of the family and helps you get and keep better farm help.

WRITE FOR OUR FREE BOOKLET

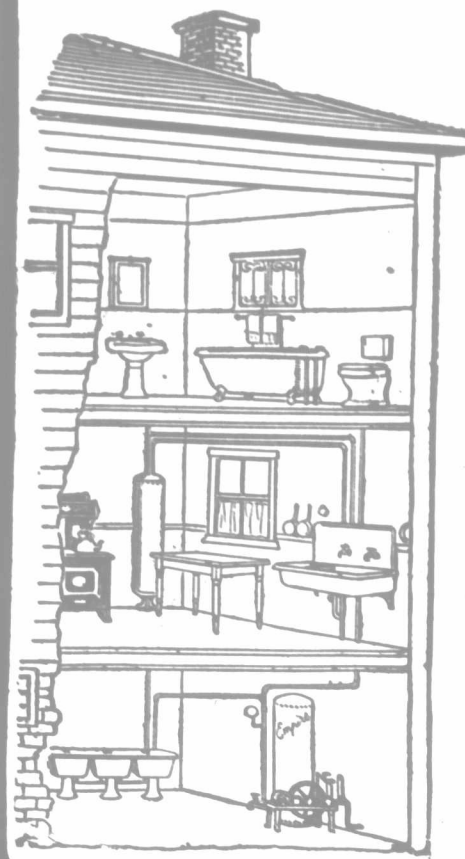
We want to tell you about the many advantages of the Empire System. Our Free Booklet gives descriptions and illustrations. We will also send you an Information Blank, which, when filled out, will enable us to send you full particulars and the cost of a system adapted to your particular needs.

Get posted—write us to-day.

THE EMPIRE MANUFACTURING CO., LIMITED

Head Office and Factory:
London, Ontario

Branch Office and Warehouse
119 Adelaide Street, West,
Toronto, Ontario



If Your Home or Barn Stood There

Nothing could save it. It would simply add one more to the thousands and thousands of buildings that are destroyed every year by Lightning. 1918 Lightning losses will be the greatest ever known, because of the increased value of the buildings, grain and live stock destroyed.

This country cannot afford to lose your grain and live stock this year. It is your duty to your country, as well as to your family and yourself, to see that every building on your farm is protected before Lightning strikes.

Shinn-Flat

Protects Property from Lightning

The Shinn-Flat Conductor is made of pure copper wires, woven in the form of flat ribbon-like cables, 1 inch in width. It is the most modern Lightning Rod ever devised.

Bonded to Protect

Every Shinn-Flat installation is covered by a Cash Bond that Lightning will not strike, paid for by us and issued direct to you by a large Bonding Company. The W. C. Shinn Mfg. Company is the only manufacturer of Lightning Conductors that ever backed up its goods and its work in this practical way.

Proper Installation Guaranteed

Any Lightning Conductor is dangerous unless properly installed. Shinn-Flat Conductors are installed by one of our representatives, who has been thoroughly instructed and whose work we are willing to bond. Shinn-Flat Conductors may be applied to any building at reasonable expense. Write for Book on Lightning Cause and Control, and full information.

W. C. SHINN MFG. CO., Windsor, Ontario

Remember—Lightning Can't Strike if SHINN Gets There First

