



**As Sure as the Sun Sets in the West  
so Sure will you Need Electricity on the Farm**

**A**PART from altering international boundary lines, the war has shown farmers how to concentrate; how to devote their time and energy to big and important things. But what about the little jobs? Somebody has to do them; to turn the cream separator, churn, grindstone, grain grinder, saw wood, pump water, etc. These are the chores that the

**Northern Electric  
POWER and LIGHT**

will do for you. Jobs that take muscle and time from the big end of farm work. Then, too, there is the domestic side of farming. Electricity in the home means wholesome freedom from many daily drudgeries. It will run the washing machine, iron, vacuum cleaner, sewing machine, operate the toaster and many other electric household utensils. It will flood your house and outbuildings with a safe, bright, clean and economical light. No oil lamps or lanterns to bother with.

Think what a help and convenience Electric Power and Light will be to you on the farm if you make it the Northern Electric way.

The system is entirely automatic; not even a button to press. No complicated parts or unnecessary frills to get out of order. Built for real hard work and long service with economy of upkeep. As simple and easy to look after as the Northern Electric Telephone you know so well.

NORTHERN ELECTRIC POWER and LIGHT is guaranteed absolutely reliable. Plenty of power; plenty of light. Progressive farmers all over Canada are buying the Northern Electric system because of its honest dollar-for-dollar value.

There is a Northern Electric system for every requirement. All types, all sizes, either direct connected or belt driven, operating from 15 to 1000 lights or their equivalent in power for farm work.

May we send you some interesting illustrated leaflets? You are not obligated in any way. Fill in and return coupon today.

**Northern Electric Company  
LIMITED**

MONTREAL HALIFAX OTTAWA TORONTO LONDON WINNIPEG  
REGINA CALGARY VANCOUVER

L.F.A.  
111  
**Coupon**

Northern Electric Company  
LIMITED  
(address nearest house)

Dear Sirs,  
I want to know more about Northern Electric Power and Light. Please send me further particulars and literature, on the understanding that I in no way obligate myself to purchase.

NAME \_\_\_\_\_  
P.O. ADDRESS \_\_\_\_\_  
COUNTY \_\_\_\_\_ PROV \_\_\_\_\_