



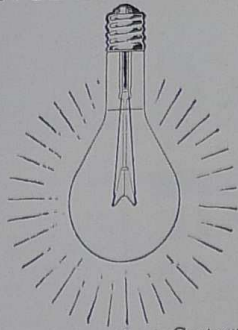
ILLUMINATION

MELLOW candle light . . . so kind to beauty, so unkind to the eyes! Yet candles were long considered to be the *ultimate* in illumination. The past century, however, brought us kerosene and the modern oil lamp, then illumination by gas. Surely these would remain supreme!

But this swift age of science finally harnessed electricity, and with an endless supply of power flowing continu-

ously in her rivers, Canada can become the best lighted country in the world.

The Northern Electric organization contributes to the better lighting of the Dominion by manufacturing in its plants many of the miles of wire and cable used to convey the current from power plant to electric bulb; and by distributing through its branches, a large quantity of electric lamps and fixtures of reputable make.



The Northern Electric Company manufactures the telephone and its accessories, wires and cables for the transmission of power, fire alarm systems, public address systems, talking motion picture equipment, and also distributes well-known brands of electrical household appliances of all kinds.

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