## Big Drive Program and Organization Announced

Plan of Campaign and Personnel of Those Participating in This Great Work in Klamath Ccunty is Outlined in Complete Form By the Chairman
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It is only a ahort time ago that the farmer and the man living away from population conters had to to do eyed withing by hamp and lantern. Hie had to do everything by hand, including the operation of his creams separator, his churn, his feed mircere and cuttere and all such equipment. He hed to put up with thees officiency short-cominge: trie power.
But Lalloy Light has come to the rescue.
Tochy, the farmer, the mountain recort keeper, the rural marchant, the country home owner, refariloes of whore he io, can have his own Lalley Afthing and Powor Plent, which will provide all the dectric light ho noeds for his home and his
outbuildings, and it will supply power to do many of the things he has in the peat done by hand. The initial investment required to install a Lalloy Lighting and Power Plant is comparatively amal and the plant will produce light and power at leen than city prices.
It is neither pride nor prosperity that should in fluence the farmer to install Lalloy Light, but rather ambition, sound business ressoning. Lalley Light will, from the very day of its installotion, pay dividends in improved living conditions: in safety from fires; in insurance reduction; is economic lighting; in labor saving. It will help more attractive to them.

It will solve the problem of securing desirable labor and holding it.
If you are interested in knowing more about Lallay Light write us for full particulirs.

## Dealer Opportunity

There is an exceptional opportunity in this community for some aggresatve automobile dealer, hardware dealer, imploment dealef, electrical or other dealer to handle the agency for Lallay Light. Write us fully stating your qualifications and the territory you can intensively cover.

## Weinstock-Nichols Co.

538 Golden Gate Ave. 1211 S. Olive St. SAN FRANCISCO LOS ANGELES
Lalley Light Distributors for California and Arizona

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