



## Adding Power to the Farm

Your *power* to make money by getting as *much* profit from your farm as you *should* get—depends upon how much you *know*. The owner of a Telephone knows—when the other fellow has to *guess* and probably guess wrong. That's why a Northern Electric Telephone will add power to your farm—power to make more money.

### Facts That Speak For Themselves

Supposing you had produce to sell—butter, eggs, poultry, fruit or livestock—and you could *know* when to sell so as to get the *highest* prices, that would be a good power to have—wouldn't it? And supposing you could know in advance whether there was going to be frost—or rain—or snow—in time to save your crops, that would also be a great power, wouldn't it? Then supposing that you had the power to talk to the town—right from your own home—the doctor, the veterinary, the mill, the farm machinery factory, the forge, or that son or daughter in the city,—at any time you wanted to, that would be great—wouldn't it?

A Northern Electric Telephone Will Give You This Power

### You And Your Friends

Can build, own and operate your own Rural Telephone System at a cost to each of about the value of 20 bushels of wheat.

### Our Free Book

Tells you how to form a company among your neighbors and how to build the system from start to finish by your own labor.

### It Explains Everything

In simple, straightforward language that even a child could understand. It makes the work of construction as easy as building a fence.

### We Will Help You

The Northern Electric & Mfg. Co., Limited—the oldest and largest Telephone manufacturers in Canada—will back you up and guide you and advise you in every step of the work until success is assured.

### When You Are Ready

To purchase the equipment write to our nearest house and our experts will place their knowledge at your disposal. And remember that Northern Electric equipment costs no more than many inferior makes, and is the best Telephone equipment money can buy.

MORE THAN 95 PER CENT. OF THE  
TELEPHONES IN CANADA ARE :  
NORTHERN ELECTRIC TELEPHONES

BETTER MAIL COUPON TO-DAY



**THE Northern Electric**  
AND MANUFACTURING CO. LIMITED



Manufacturer of Telephone and Fire Alarm Apparatus and Distributor of Electrical Supplies for every possible need.

MONTREAL HALIFAX TORONTO  
WINNIPEG REGINA CALGARY  
EDMONTON VANCOUVER

Yes, Mr. Brown, we sold that carload of cheese and butter alright. Glad we were able to Telephone you about that rise in prices. Good-bye.



Yes, dad, I'll be up home on Saturday. Send a rig to the station. The train gets in at 1 o'clock. Good-bye.



**THE NORTHERN ELECTRIC AND MANUFACTURING COMPANY, LTD.**

Gentlemen :

Please send me FREE, one copy of your 100-page bound and illustrated book, on "How to Build Rural Telephone Lines."

NAME.....  
ADDRESS.....  
CITY.....