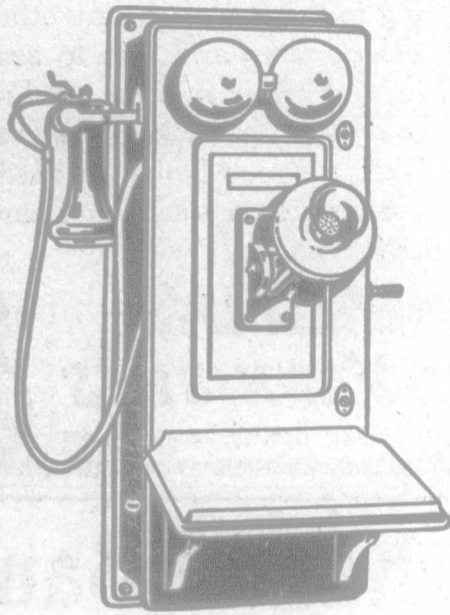


"OUR FRIEND ON THE WALL"



THAT'S how the farmer's whole family soon gets to regard the rural telephone

UNTIL you have actually learned from our Bulletin 1416 just what use the farm telephone really would be to you, you probably will keep on thinking that a telephone is a luxury not for the farmer.



Perhaps you partly realise the value of a telephone but imagine it takes a lot of capital and organization and outlay to instal a 'phone in a rural community.



Send for Bulletin 1416 ("Rural Telephone Equipment") and you will learn that both ideas are wrong,—'way, 'way wrong. The Bulletin is free, but it is instructive. It tells—



—how to interest your neighbors, every one of them, in farm telephone service;—



—how to get up a company, with very little ready money, to equip yourselves with the same good telephone service they have in the great cities;—



—and it also shows you where, how, and why the installation of such a service on your farm will actually *save* money instead of *costing* money.

"Our Friend on the Wall"

For one thing, the telephone will surely help you to get better prices for what you sell, and help you to sell it to the best advantage every time. A couple of minutes talk over the 'phone will post you as to how the market is *that day*. Even a daily newspaper could only tell you how the market was *the day before*.

"Our Friend on the Wall"

If sudden sickness comes, with the horses far off in the fields at work, or the menfolks away, or nobody able to drive in for the doctor,—there's the 'friend on the wall' instantly ready to summon help. And help may mean life as against death. Because some illnesses develop to a hopeless degree in the extra time it would take to go and get the doctor.

"Our Friend on the Wall"

Suppose you think of cutting your hay to-day because the weather looks like holding fair. The telephone would ascertain for you just what the weather man says the weather will be to-morrow. That might make the difference for you between profit and a big loss.

"Our Friend on the Wall"

When the womenfolk are lonesome and want a chat with their neighbors—when you want help in case of fire—when the young folks want to get a jolly little party together quickly for a little fun—when you want to know the outcome of some important event—in a hundred ways, every day of the farmer's year, winter, summer, spring or fall, the rural telephone saves, helps, economises time, spares trouble—and earns its cost so often over and over that you will know in a week after it's in that it *makes* money for you *instead* of costing money.

Please send for Bulletin 1416 Do that to-day—it costs nothing to read it, and it will tell you a great deal you want to know.

For Bulletin 1416
Address

**The
Northern
Electric and
Manufacturing
Company
Limited**

Manufacturers and suppliers of
all apparatus and equipment used
in the construction, operation and
maintenance of Telephone and
Power Plants. Address Office
nearest you. :: ::

MONTREAL Cor. Notre Dame
and Guy Streets.
TORONTO 60 Front Street W.
REGINA
WINNIPEG 595 Henry Avenue
VANCOUVER 424 Seymour
Street.