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# THE FARMER'S ADVOCATE

AND HOME MAGAZINE

PERSEVERE  
SUCCEED

\*AGRICULTURE, STOCK, DAIRY, POULTRY, HORTICULTURE, VETERINARY, HOME CIRCLE.\*

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## Essential In Peace Or In War

MODERN warfare is carried on like a gigantic business. It is highly systematized. And a very responsible part of that system is the field telephone.

The modern farm is carried on like a large business, too. Every year the work is becoming more highly systematized. And every season the telephone becomes more necessary.

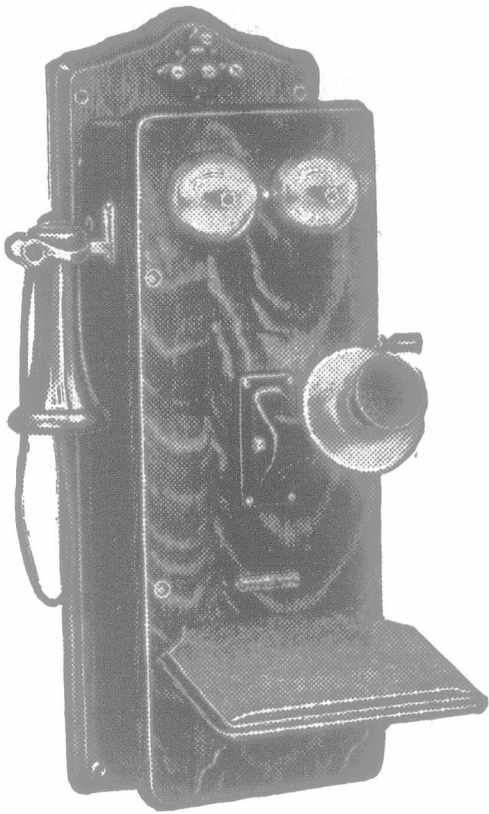
Independent Rural Telephone Systems report to us that the business handled over their lines since the war began has greatly increased. This is proof that farmers are finding the telephone of inestimable benefit in keeping them posted on the condition of the market.

The telephone is, indeed, of more value to the farmer now than ever before. With the market in an unsettled condition on account of the war, it is impossible to foretell what might happen to prices even a day in advance. Only farmers who are in direct touch with the market by telephone can hope to sell at the most favorable prices, or to buy feeds and such like at closest prices.

If you are living in a locality that hasn't telephone service, you are at a decided disadvantage, particularly during the continuation of the war. And, as it appears that the war will continue for at least many months, the disadvantage of your locality will

be of long duration, unless you get the residents together and form a municipal or local telephone system.

We can help you get started into the independent telephone business quickly. We will supply you with full information as regards petitions, by-laws, steps to take to incorporate, etc. We will furnish all the materials and equipment necessary for the most up-to-date telephone system. Our telephones, switchboards, telephone wire, and all kinds of telephone equipment are fully guaranteed. The purchaser is fully protected.



you to do so before risking the expenditure of a dollar for new equipment.

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Bulletins  
Are Free**

The No. 3 tells how to build telephone lines—shows the most modern and efficient method. The No. 4 describes our magneto telephones in detail. Send for them.

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