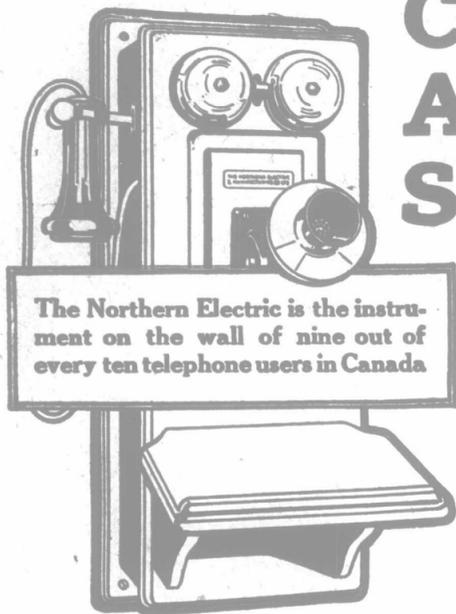


WE WANT TO TELL YOU HOW YOUR COMMUNITY CAN OPERATE A SUCCESSFUL TELEPHONE SYSTEM OF ITS OWN



The Northern Electric is the instrument on the wall of nine out of every ten telephone users in Canada

THE number of rural telephone lines started during the last year has been greater than ever before in the history of Canada. If, indeed, it has not been started already, your own community is bound to have a telephone system, sooner or later. You would have such a system at once, if you and your neighbors only realized how quickly, easily and inexpensively it could be put into operation. You, yourself, can start this system going right away; with the help we offer, you can interest your friends and neighbors and, among you, can organize your own

company, erect your own line, install your own instruments, and operate your own self-maintaining telephone system, just as successfully as the largest telephone exchange is operated in the largest city on the continent.

This Bound Volume of 100 Illustrated Pages is FREE

NEVER, since farmers first started installing their own telephone instruments, has there been produced so comprehensive a volume of instructions as our book "How to Build Rural Telephone Lines." This book, printed on good paper, illustrated with photographs and diagrams and bound in stiff, cloth covers, is an invaluable text-book on the subject of constructing telephone lines in the rural districts. Written in plain language by expert telephone engineers, it has been a very costly book to produce. It is really almost too valuable to give away free; we could not afford to distribute it haphazard. However, we have one copy for you.

BUT We Send It Only When You Ask For It

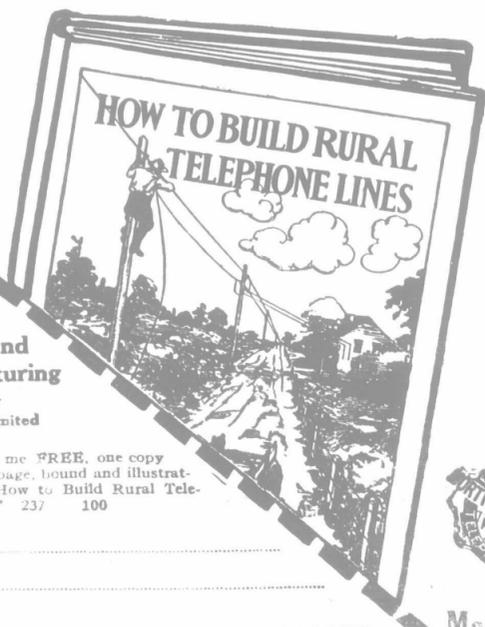
"How to Build Rural Telephone Lines" tells about what other rural telephone companies have done, about company organization, about constructing the line, about installing the instruments, about the materials required, about the instruments themselves, and also even gives the law in regard to wires crossing railways, etc. Chapter after chapter, it goes into each item in detail. Nowhere else are the facts so concisely set forth as they are in this book.

Send Us The Coupon Now

The Northern Electric and Manufacturing Company Limited

Gentlemen: Please send me FREE, one copy of your 100 page, bound and illustrated book on "How to Build Rural Telephone Lines." 237 100

Name.....
Post Office.....
Province.....



Montreal

You Can Organize Your Own Company

YOU don't need to know anything about company organization to start a company among your own friends and neighbors. Our book tells all about both mutual and stock companies and shows you, step by step, just exactly how to go about the matter. It shows you how the procedure differs in the various provinces, what the different governments demand of you and what they will do to help you.

You Can Build Every Foot of Your Own Line

NO expert lineman or superintendent of telephone construction is necessary to build the efficient line that you can put up yourself by merely following the detailed instructions given in this book. Any man who can read and who will follow directions with ordinary sense can build his own telephone line. With the instructions that you can give your neighbors after you have read this book, they can erect every pole, place every cross-arm, string every foot of wire and install every instrument. You can easily realize how this means economical construction.

We Will Guide You In Every Step of Organization and Construction

WE are the largest manufacturers of telephones in the Dominion of Canada. Nine out of every ten telephones in use in the country to-day

have been made in our plant. You can readily understand, therefore, that our experts are the master-minds of telephone construction in the Dominion. It's the knowledge of these men that we place at your disposal—it's their expert advice that will guide you in every step.

Let Us Show You How To Get The Movement Started

FARMERS throughout the country are just beginning to realize that they can have telephone connection as well as if they lived in the city. They are tremendously interested in the subject. Most of them have been reading it up in their farm papers. It is only necessary for some one man to come forward with definite knowledge on the subject and say: "Let's get started!" With the information that our book will give you, you can be the man in control of the situation in your community.

Now Is The Time For You To Act—Before Someone Else Does It

WRITE in to us and get this book at once. A self-maintaining telephone system will eventually be started in your community. If the moment is not ripe, the time is fast approaching when it will be, and you owe it to yourself to be informed on the subject. If you want the book send us the coupon.

THE Northern Electric AND MANUFACTURING CO. LIMITED

Manufacturer and supplier of all apparatus and equipment used in the construction, operation and maintenance of Telephone, Fire Alarm and Electric Railway Plants. Address our nearest house

237 Montreal Toronto Winnipeg Regina Calgary Vancouver