

**Northern Electric Company LIMITED**  
 511 L.F.A. (Address nearest house)  
 Gentlemen:  
 Please send me your 93 page cloth bound  
**Free Book:**  
**How To Build Rural Telephone Lines**  
 Other progressive farmers in this vicinity are \_\_\_\_\_  
 Name \_\_\_\_\_  
 Address \_\_\_\_\_

**most important  
 thing in these  
 advertisements  
 this little coupon**

**12  
 Good Reasons  
 Why YOU Should  
 Have a Telephone**

1. The greatest single farm improvement known.
2. Increases profits—through daily touch with markets.
3. Saves loss—protects you against shrewd buyers, who take advantage of phoneless farmers.
4. Saves time—a dozen times a day.
5. Keeps the boys from getting "city-fever."
6. Protects family from tramps—a thug fears the phone worse than a gun.
7. Summons help in case of fire.
8. Relieves your wife's loneliness.
9. Puts you in direct touch with city.
10. Connects you with mill, store and implement dealer.
11. Marks you a "go-ahead" —not a "holdback."

Sign & mail the coupon **today**

**M**ONTH after month, for years past, this Company has preached the gospel of the Telephone. We have told again and again of its place on Canadian farms—how it makes money in crop marketing—saves lives in emergencies—increases comfort and sociability ALL the time.

¶ And, as a result, 125,000 of the most advanced and progressive agriculturists of the Dominion are to-day enjoying the profits and protection of the Telephone.

¶ Ask anyone of these substantial farmers what led him first to instal the telephone, and, 99 times out of a hundred, he will answer that our Free Book "How To Build Rural Telephone Lines" was the thing that convinced him he could no longer afford to neglect this greatest of all farm improvements.

¶ No one who has seen the development in business that follows the telephone—no one who has ever compared the isolation of the lonely farm to the sociability and security of one that has the telephone—can question for a moment the need and value of this "Shining little friend of humanity." But hundreds of farmers—you for instance—have neglected to sign the Northern Electric coupon and find out for themselves how little the Telephone costs, how easy it is to instal—how cheap it is to maintain.

¶ Why put it off for another day? Why not clip this comfortable man-sized coupon right now, sign it and mail to us. It isn't as though you were obligating yourself to anything definite. For this coupon is just a sign that you are willing to hear what we have to tell you. That seems a mighty little thing to do. If we told you we had a reaper that would do twice the work of any other at half the cost—or a plow that would cut your work in two—you'd surely want to know ALL about it. Yet, here is the telephone—the most remarkable time and money saver a farmer can own—well, surely you want to know just what it can mean to YOU, PERSONALLY—don't you?

¶ The coupon makes it easy and convenient to find out. Are you ready to lead the movement in your township for bigger profits—safer homes—greater comfort and modern, up-to-date telephone service?

¶ Get on the Line. ¶ Get your neighbor on the Line. ¶ Get a whole line of neighbors on the Line. ¶ Do it Now.

**Northern Electric Company LIMITED**

Montreal Halifax Toronto Winnipeg Regina  
 Calgary Edmonton Vancouver Victoria

Makers of the National Telephone

**The Emergencies of Farming Demand a Telephone**  
 "Do my boys ever get into trouble? Can't speak will save."  
 Northern Electric Company

**Telephone—and save yourself these useless drives—City homes have telephones—why hasn't yours?**  
 Northern Electric Company

**Every city boy has a telephone why hasn't yours?**  
 Northern Electric Company