



# The Long Arm of the Telephone

reaches out for the man you want and gets him—no matter where he is. Gets him on a moment's notice. Gets your message to him and his answer back instantaneously.

Listen, man, don't deny yourself this "Shining little friend in time of need." Don't close your door a day longer to the freedom, the friendliness and fun it brings into your household.

Get "on the line" with the other progressive farmers who have helped their communities forge ahead, who have made their own farms more profitable as businesses, more attractive as homes. Nearly 130,000 of these up-to-date farmers gladly confirm everything we have ever said about the telephone.

Our free book "How to Build Rural Telephone Lines" is what you should have if there is no telephone system in your community. This book will make you the best informed man in your district on the subject of organizing and building Rural Telephone Systems.

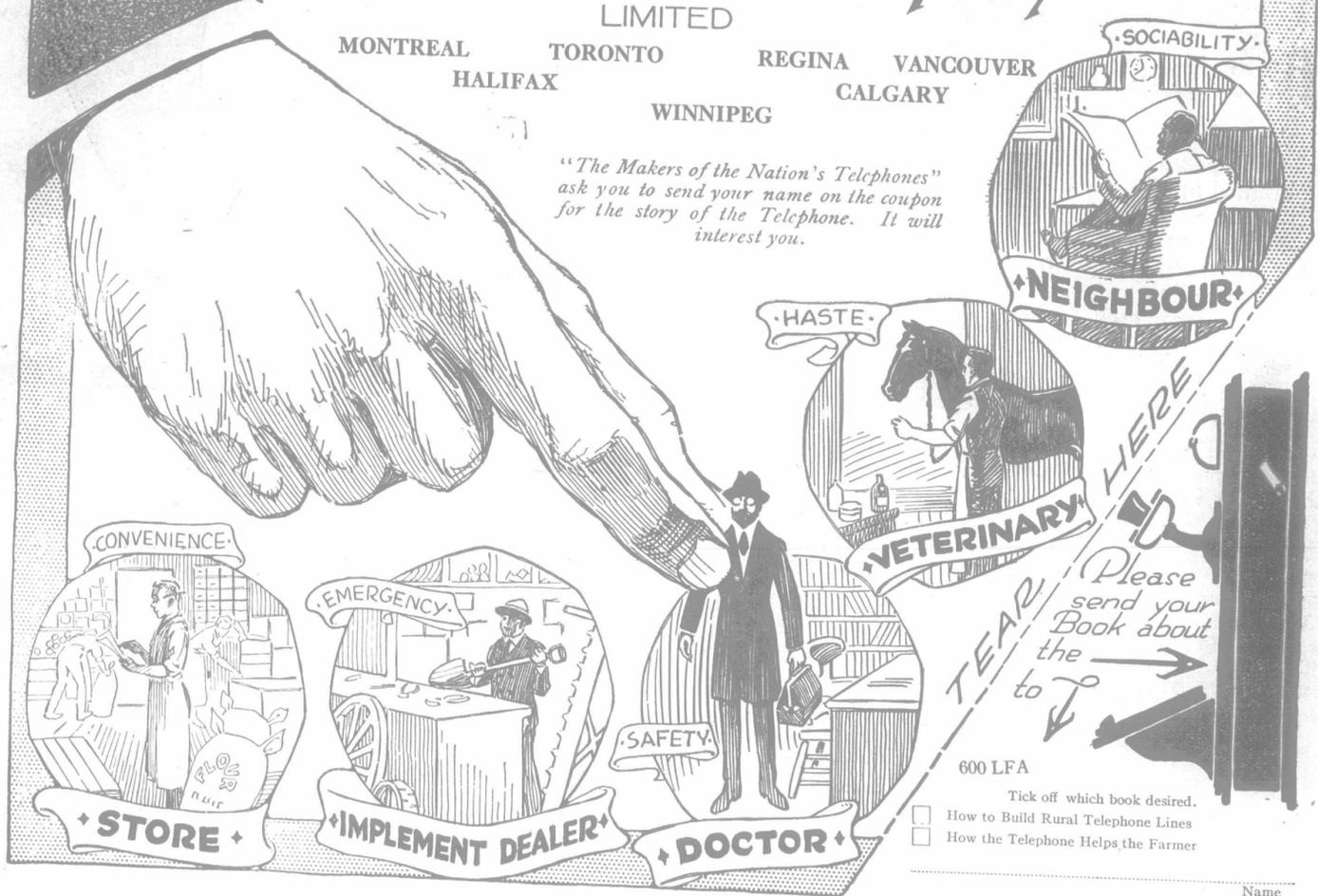
If you are a "phoneless farmer" in a district that already has a telephone system, the book that will most interest you is "How the Telephone Helps the Farmer." This book was written by farmers who now have telephones installed in their homes.

Just tick off on the coupon the book you want and mail it to us.

## Northern Electric Company LIMITED

MONTREAL    TORONTO    REGINA    VANCOUVER  
 HALIFAX        WINNIPEG    CALGARY

"The Makers of the Nation's Telephones" ask you to send your name on the coupon for the story of the Telephone. It will interest you.



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Tick off which book desired.

- How to Build Rural Telephone Lines
- How the Telephone Helps the Farmer

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