

"At your service Sir—Anywhere"

YOU must
analyze

the parts of
our No. 1317
Telephone Set to
fully appreciate
its superiority. For
example, a farm
'phone demands an
extra loud gong—you're
liable to be quite a piece
away when it rings and
it's of little use unless you
always hear it. The gong we
use is made of brass—a big one
—and produces fully 50% more
noise than any other gong for farm
use. The gong posts are mounted
directly on the ringer frame so that
even the warping of the instrument
cannot change the adjustment.

THAT'S what a telephone says to every man on whose wall it hangs. It's a
good servant—is a telephone—a mighty good servant and always ready
and waiting for you the moment you want it. And not only is it there
for business, but it stands for pleasure as well. Think what a con-
venience,—what a deal of comfort,—it would be for you in the long,
lonesome winter evenings, when the snow is piled mountain-high
in every path and road. Or suppose you needed a doctor
on one of those evenings—just suppose. Well, if you
have a telephone—but you know the story. There's
only one way for a story like that to end if your
telephone's a good instrument—if it doesn't get
out of order—if it doesn't fail you at the
critical moment—in short, if it's a
"Northern Electric." You save a trip
to town—a long wait—a never-
ending journey back—and—
perhaps—a life. Who knows!

NO. 1317 is

equipped
with our new
No. 48-A gener-
ator—a generator
whose efficiency is
greater, and which
will ring a greater
number of telephones on
a longer line than any
generator on the market.
Thousands of these gener-
ators are operating on lines
more than 30 miles long with as
many as 40 telephones on the same
line. Indeed, in one case, on a line
approximately 75 miles long, there are
75 sets. While this is, of course, really
too great a load, it is of interest as indi-
cating the wonderful strength of this
generator. Consider this

Our Newly Designed No. 1317 Type Telephone Set

is also equipped with our new type No.
38 ringer, a very sensitive and efficient
ringer operating with only one-third to
one-fourth the current required for other
ringers in use on farm 'phones. The cabi-
net, or wooden part of this telephone is
the very finest quality and finish of
quarter-sawed oak—in point of
mere appearance this instru-
ment is an ornament to any
wall. Of course, this means
nothing, unless the service
it gives is of the very
best; but, consistent
with satisfactory
service, good appear-
ance is always
desirable.



And Some Of Its Principal Exclusive Features

such as the fact that the armature is
normally short circuited so as to give
it complete protection against damage
by lightning. The act of turning the crank,
automatically connects the generator to
the line—and this circuit is again
broken as soon as the crank is
released. All magnets are made
of a special steel so as to insure
their retaining their strength
indefinitely. Remember this
is a five bar generator and
fully fifteen per cent. more
efficient than any other
generator on the
market—specially
adapted for use on
long, heavily
loaded rural
lines.

Write for our Free Book

THE whole story of rural telephones is yours
for the asking. Simply tell us that you want it.

Ask us to send you Bulletin
No. 2716, and let it tell you not
only all about our telephones
for farm use, but also of the steps
it is necessary to take in the forma-
tion of a rural 'phone company.
This book tells how simple it
is—how very little money is re-
quired and places you in a po-
sition where you can go right ahead
yourself in your own community

and organize among your own
neighbors. After you get the
book, if there is other informa-
tion you want, all you have to do
is to ask for it—tell us what you
want, and we will supply you with
every detail. Why should you
not be the man to promote a tele-
phone company in your own neigh-
borhood? Write us to-day—remember,
the story is yours for the asking.



THE NORTHERN ELECTRIC AND MANUFACTURING CO. LIMITED

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

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WINNIPEG
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