



# Does the magic wire run to your place?



**A**RE you connected with the markets—with your friends—with the outside world—by telephone? Or is there no telephone system in your community? There has been a marvellous growth of the telephone in the rural districts of Canada **during the past two years.** The telephone problem may be of interest to the city man, but it is of even more interest to the man who lives in the comparative isolation of the rural districts. We believe the only reason why **you** have not a community-owned system in your own locality is on account of your not being in a position to secure sufficient data on the subject of organization and construction.

## FARMERS!

**T**HERE is no further need of your not knowing how to proceed with the organization and construction of a rural telephone system of your own, because if you will simply write for our Bulletin, the whole story is there, a plain and simple story of how to start a community-owned telephone system going and how to keep it going. Hundreds of such companies are now doing business throughout the Dominion, and it is only a question of your having the essential facts down in detail to enable you to secure the interest and support of your neighbors and to organize a company of your own.

## THE FARMER'S PHONE

The No. 1317 type telephone set, specially adapted for Rural Telephone work, is of the very latest design and is the most powerful and efficient set on the market to-day. It is the very acme of telephone construction. Because we make the best telephone specially adapted to rural use, over 90%

of the rural telephones used in Canada to-day come from our factory. The president of the largest telephone company in the world could not have a more perfect instrument for his own private use. The details of this set are clearly set forth in the Bulletin mentioned above.



**This Book Is FREE For The Asking.**

All you have to do is to ask for Bulletin No. 240 and we will mail you **free** the whole story of how to organize and construct Rural Telephone lines. Do not hesitate to ask if you want the book—a postal card will bring it.



## 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

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