



Hello! Is the 4.30 train on time? Four hours late! What a convenience the Telephone is! My husband was getting ready to drive to the Station now—in all this snow—and he would have had to wait 4 hours.



"The 4.30 train is four hours late on account of the storm, Mam."

Can You Talk to the Town?

Think! If you could talk to the town—the stores, business houses and the people you deal with—without having to leave your farm—wouldn't you save a lot of money every year? Just stop and figure out what this means. You could get the market prices every day—and know when to sell your produce to get the most profit. And the weather reports and so protect your crops from damage. You could get the veterinary in a hurry when sickness threatened your live stock and order spare parts for broken farm machinery without having to drive miles and lose valuable time to do it. You



"I wish you didn't have to drive to the Station, John, in that awful storm. I hope it hasn't delayed the train."

could save money in a hundred other ways if you had a Telephone—which will only cost you about the Value of 20 Bushels of Wheat.

We Will Back You Up

The Northern Electric & Mfg. Co., Ltd.—the largest and oldest Telephone manufacturers in Canada—will guide you and advise you in every step of the work until success is assured. We have helped thousands of farmers to establish their own Telephone Systems and every one of these systems has proved successful,—self-maintaining. Our Free Book makes the construction work as easy as building a fence. It is a book you ought to have—being the most complete book of its kind ever published.

How to Get a Telephone

You and your neighbors can build, own and operate your own Rural Telephone System at a cost to each of about the value of 20 bushels of wheat. Our Free 100 Page Book shows you how—and you and your friends can form your own company, build every foot of the line and establish the system on a self-paying basis. Sooner or later every farmer will have a Telephone—why not get the movement started in your district now.

Northern Electric Telephones

are used by 95% of the telephone owners in Canada—they are the telephones you will want for YOUR system—because they are the best telephones that money can buy, and cost no more than many inferior makes. When you have studied over our Free Book, and you and your friends have decided to build a telephone system of your own, remember that the best equipment you can get bears the name Northern Electric—and that equipment will only cost each of you about the value of 20 bushels of wheat.

IT WOULD BE A GOOD IDEA TO WRITE NOW FOR OUR FREE BOOK.

The Northern Electric and Manufacturing Company Limited

287 L.P.A.

Gentlemen:

Please send me, FREE, on copy of your 100-page book and illustrated book on "How to Build Rural Telephone Lines."

Name
 Post Office
 Province

THE Northern Electric
 AND MANUFACTURING CO. LIMITED



Manufacturer of Telephone and Fire Alarm Apparatus and Distributor of Electrical Supplies for every possible need.

MONTREAL REGINA HALIFAX CALGARY TORONTO EDMONTON WINNIPEG VANCOUVER