



*Northern Electric Company*

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(Address house nearest you)

Gentlemen: Please send me your 93-page, cloth bound Free Book, "How to Build Rural Telephone Lines."

.....(Name)

.....(Address)  
GGG 510

**"SIGNING  
this Coupon  
brought me  
more profits — more comfort"**

—James McKell, Riverfield, Que.

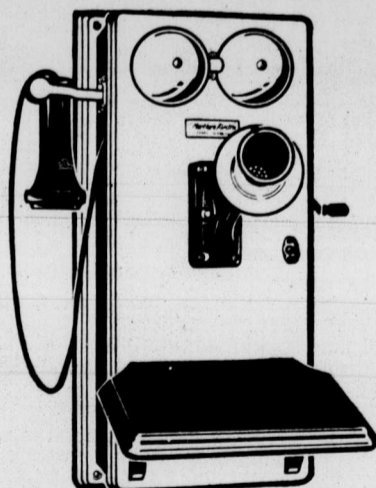
Over 125,000 farmers throughout Canada have found the telephone a real money-maker. In a dozen different ways it adds to the farmer's income and net profits. The telephone cuts out the costly delays in running a farm. Instead of sending a messenger, you send a telephone message, and get your answer back immediately. The telephone brings *business efficiency* to the farm.

Think of the comfort and satisfaction a telephone will mean to you and your family. City people with neighbors right next door find it indispensable. How much more so will it be to you—who live perhaps a mile from the nearest neighbor? The telephone cures the "city-fever" in your children and removes the deadening loneliness from your wife's long days.

**Join the Army  
of 125,000**

progressive Canadian farmers who have found the telephone "the biggest little thing on the farm." Our free book tells you how to organize your local company and build your lines. Write for it.

*Northern Electric Company*  
LIMITED



**Just One Leader—**

The hundreds of rural exchanges throughout Canada owe their existence to the *leadership* of usually just one man in the community who signed the coupon and got our free advice and help in organizing the local telephone company. Be that man in your community. Write our nearest office:

Hallifax	Winnipeg	Edmonton
Montreal	Regina	Vancouver
Toronto	Calgary	Victoria

**Why don't you sign it today?**