



This Book is YOURS --- but we don't know where you are

JUST send us your name and the book will go to you **FREE** by the next mail. Let it tell you a story you ought to know---let it tell you all about farm telephones---about their efficiency, their simplicity, about their comparatively small cost, and last, but by no means least, about their convenience. Remember, all you have to do is to

Send Us Your Address

WHAT IS HOME WITHOUT A PHONE?

YET what use is a phone in a home if it is not absolutely satisfactory---what an aggravation it is!

We want you to know about our newly designed No. 1317 Type Telephone Set---to have you understand why it represents the achievement of telephone perfection---to tell you the story of \$10,000 spent on a single instrument to make it ideal before even one was placed on the market.

Every part of No. 1317 is as nearly perfect as it is possible for the most expert telephone engineers in America to make it.

The mouthpiece---the transmitter---is the standard, long-distance type; the ear-piece---the receiver---precludes entirely your hearing any local noises while you are listening on the wire; the generator is stronger than that of any other phone made---will easily ring more phones on a longer line than any phone on the market to-day; our new type 38 ringer is not only very sensitive and efficient but operates on from only one-third to one-fourth the current ordinarily required; our extra large brass gongs produce a volume of noise fully half as great again as gongs on other sets; the switch hook makes all contacts on the

best grade of platinum points.

Perhaps when you understand what all these points mean, their importance and significance, you will understand why No. 1317 would be worth half as much again as the low price we ask for it. Perhaps you will realize the difference between it and other makes.

But you'll get the whole story in detail in the book---better send for it now.

Watch for the other advertisements of this series. They'll have a story to tell you.

THE facts about the farm telephone are facts with which every farmer, isolated in the country, should be familiar.

And this book tells you these facts---tells you not only all about the instrument itself---the money it will cost, the dollars it will save, but tells you everything you want to know---need to know---owe it to yourself to know---about farm telephones.

Then, it goes further than that. It tells in plain, non-legal terms, how you may organize a rural telephone company right in your own community. It tells how simple the procedure is, how little---how very little---it costs to get started and how extremely insignificant is the cost of maintenance after once you do get going.

After you have read this book you will know exactly

what you would have to do if your community wanted to organize and operate a little telephone company of its own---the precise steps it would be necessary for you to take if you yourself wanted to promote such a company among your own friends and neighbors. You know now without our telling you how, if you were able, to approach your neighbors with every fact---every detail---at your finger ends, you would be able to command their attention, interest and support on such a proposition.

And it won't cost you one single cent to acquire the other information---we stand ready to give it to you for the asking.

Remember, too, the information we will give you is authentic. Back of the little book we will send you stands the reputation of the "Northern Electric"---the concern which has manufactured all but 9,000 of the 259,000 telephones which are in use in Canada to-day. The telephone service about which we want to talk to you embodies not one single detail that is not right up to the minute. The telephone service that we offer to the Canadian farmer is based on our newly designed No. 1317 Type Telephone Set---the most modern instrument on the market to-day for use on rural party lines. With it, you can talk and hear just as well as with the instruments used in the largest and best telephone exchanges in the world. We know---for we manufacture all types, from 10,000 line Central Energy Systems down to bridging party lines for rural use. Our experience must therefore be worth something to you.

This book is indeed well worth reading. Simply send us a post card and say you want our Bulletin No. 2, and you will get it by return mail. **WRITE FOR IT NOW**



THE NORTHERN ELECTRIC AND MANUFACTURING CO. LIMITED

203

Manufacturers and suppliers of all apparatus and equipment used in the construction, operation and maintenance of Telephone and Power Lines.

MONTREAL
C/o, Notre Dame and
VANCOUVER, 918, Pender