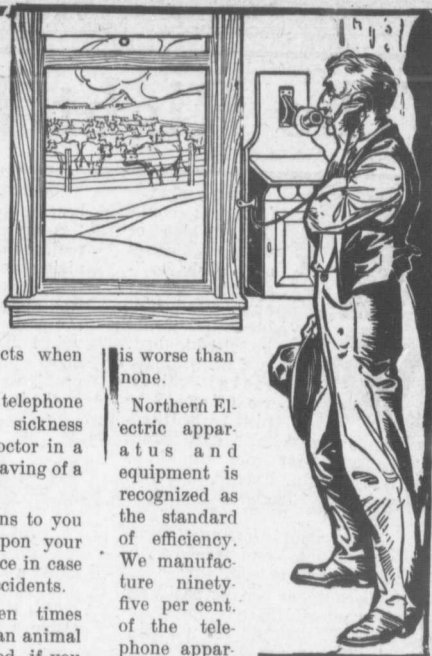


**Do you realize exactly what a telephone means to you, and at what little cost you can have an efficient service—**



**H**AVE you ever gone carelessly into the advantages of having a telephone on your farm?

Have you ever considered what help it would be to you? What money and worry it would save you?

Let us just see what it does mean to you.

When you want something from town—a new part for your reaper, a particular kind of wire fencing, or any of the many things that you may want from time to time which requires a special explanation—under ordinary circumstances you have to go into town yourself and lose a half-day that could be profitably spent on your farm.

Over the telephone you can explain exactly what you want, make sure your dealer has it and then send a boy for it.

When you are ready to sell your cattle, grain, hay, etc., you stand to lose considerable money unless you know what the current prices are before you ship your produce into town. With a telephone it takes you but a moment to find out how the market stands and you

can sell your products when prices are highest.

Just think what a telephone means to you when sickness comes—getting the doctor in a hurry may mean the saving of a priceless life.

Think what it means to you to be able to call upon your neighbors for assistance in case of fire, violence or accidents.

Haven't there been times when you could save an animal that could be ill spared, if you could get a veterinarian in time?

Besides this, think what it means to your women folk—social chats that brighten the day, arranging of visits, getting up parties—the telephone puts you in close, intimate touch with your neighbors in spite of the distance that separates your homes.

You can have this valuable service at very little cost.

But the only way to get the right service is to get the right telephone. You must have one that you can depend upon day in and day out—one that will always give you perfect service. A reliable telephone is of inestimable value—a poor telephone

is worse than none.

Northern Electric apparatus and equipment is recognized as the standard of efficiency. We manufacture ninety-five per cent. of the telephone apparatus used in Canada—the kind that is in use from Halifax to Vancouver. So, if you want accurate, dependable service, buy and use only Northern Electric apparatus and equipment.

The first step towards getting such a service is to write for our book "Rural Telephone Equipment" and talk it over with your neighbors.

Write us and say you are interested getting the right telephone service in your community and we will send you full particulars. Ask for Bulletin No. 1516 and we will send you detailed particulars.

Write to-day.

## **THE NORTHERN ELECTRIC AND MANUFACTURING CO. LIMITED**

**MONTREAL  
TORONTO**

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

**WINNIPEG  
VANCOUVER**