



"Doc, my bay driver is sick.  
Come quickly, will you?"

## The Emergencies of Farming Demand a Telephone

You have to count the minutes against money when trouble visits the farm. You've got to move quickly or suffer loss if you can't. Farm conditions are not like those in the city—where the veterinary lives next door—and there's a fire station around the corner. You have to depend on yourself and the help of what neighbours you can summon quickly.

The Telephone makes you "next door neighbor" to the whole country and with it you can summon the veterinary or your family doctor—no matter where he may be on his rounds. Living without a telephone is like living across a bridgeless river—you are isolated.

Think of the long time-taking drives you have had to make for some machinery—part which broke in the middle of the threshing. Then think of the times you've had to plough through a howling blizzard to the Doctor's. Think of the times you've had to leave your wife and children alone in the night. Think, man, what a telephone would mean to you, to her—to your business and to the every day pleasure of living.

It is always worth the little it costs. Sometimes it is worth its weight in gold; at least a few times in every man's life its value is too great to be measured in money.

When death stalks near a loved one and a few minutes one way or the other means everything, wouldn't you give your right arm to have the help of the ever-ready, shining little friend of humanity—the telephone.

### Send <sup>FOR THIS</sup> Free Book

It tells the story of the telephone. It tells how this greatest of all modern inventions is helping farmers in business—their families in pleasure and education.

This 93 page cloth bound book tells how to organize your local telephone company and build the line. It tells what materials are needed and illustrates everything in pictures.

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