



The Biggest thing on the farm

Think, man, what you miss when your farm lacks the telephone!

You miss up-to-the-minute market reports that your competitors in the next township get every day. That costs you money—real money time and again, when shrewd men who **know** the market take advantage of your isolation.

You miss the **economy** of being able to telephone for supplies. Instead you must take a horse and man from work to go on errands. Think how often that has cost you half a day for man and beast. The telephone would save you that loss.

You miss the **safety** of being able to telephone for help in case of fire—for the doctor in case of illness. Somewhere every day the telephone saves property and life—farmers who have it call the telephone "the shining little friend of humanity."

You miss the sociability that only the telephone can bring into a community—the sociability that keeps your wife from heart-breaking loneliness and your children from the "city-fever."

You miss all this, that nearly 125,000 families on farms in Canada have found they cannot do without.

CAN YOU AFFORD TO BE WITHOUT THE TELEPHONE?

Not when you consider that you can make it earn its low annual cost nearly every month in money saved and satisfaction gained—not when you realize the pleasure and convenience it will bring you—the anxiety and loneliness it will remove from your wife.

Why, listen friend, folks who have the telephone say

"IT'S THE BIGGEST LITTLE THING ON THE FARM"

If you want to see your community forge ahead and your own farm make more money, just start the movement for telephones right now. It only needs a little leadership to make the whole community realize the value of the telephone. We'll send you a book that will make you an authority on the subject. We'll send it free, and asking for it won't obligate you in any way. So write today.

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