

Here are a few

Troubles

The Farm

Telephone Rids You Of—

EVER drive away into town to find out if something had come that you were expecting by freight or express?—something you needed badly. And, when you got there, it hadn't arrived—but you had wasted half a day's time and some horseflesh.



YOU could have found out all about it in a minute if you had a telephone.

EVER break some vital part of the reaper just at the busiest time? And have to spend four hours going to town for the repair part and coming back?



A telephone message to the dealer would have saved you two hours of that time. Two hours mean money at harvest time.

EVER go out to the barn of a morning and find a valuable animal moaning with a sickness you couldn't deal with?



YOU could have had the "vet" there in half the time if you had a telephone.

EVER have a fire start that threatened to destroy your house and barns if you didn't get help quick—quick—quick?



THE telephone would have summoned your neighbors or the town fire department in two minutes' time. That might mean all the difference to you between big loss and trifling loss.

The telephone is far, far more necessary to the farmer than it is to the business man in the cities—and the latter simply could not transact business today without it.

But many farmers imagine the organization of a rural telephone service is a complex, costly undertaking, involving large capital and implying much

subsequent expense for service. That idea is absolutely incorrect.

A rural telephone service can be easily established in any farming community not too thinly settled. It can be installed at a very, very small cost. It can supply a most efficient, complete and satisfactory service for a remarkably low price—if the instruments, equipment

and methods adopted are those of the "Northern Electric"—the concern which manufactures practically all the telephone apparatus used in Canada.

If you say so, we will be glad to send you (free of any cost or obligation to you) our book on "Rural Telephone Equipment," which tells you all about organ-

izing, with your neighbors, a telephone service of the most modern and economical kind.

To get this book, simply tell us (on a postcard if you like) to mail you Bulletin 1216 and it will come to you at once. Get the book and read it at least—post yourself on the value and economy of a farm telephone. Just address nearest office of:

THE NORTHERN ELECTRIC AND MANUFACTURING CO. LIMITED

MONTREAL
Cor. Notre Dame and Guy Sts.

TORONTO
60 Front St. W.

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

VANCOUVER
599 Henry Ave.

WINNIPEG
424 Seymour St.