11 13, 1910

Quality. you'll coming

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CANADA'S AGRICULTURAL WEEKLY

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Vol. XLVI

WINNIPEG, CANADA, APRIL 20, 1910

No. 917



VOU must

analyze the

parts of our No. 1317 Tele-

phone Set to fully

appreciate its

superiority. For ex-

ample, a farm 'phone

Our Newly

Designed

No. 1317

Telephone

or wooden part of this

Type

Set

demands an extra loud

gong—you're liable to

other gong for farm use. The gong

posts are mounted directly on the ringer

frame so that even the warping of the in-

strument cannot change the ad-

with only one-third to one-fourth the

current required for other ringers in use on farm phones. The cabinet

the very finest quality and

finish of quartered-sawed oak -

in point of mere appearance this

instrument is an orna-ment to any wall. Of course.

this means nothing, unless the service it gives is of

the very best; but

good appearance is

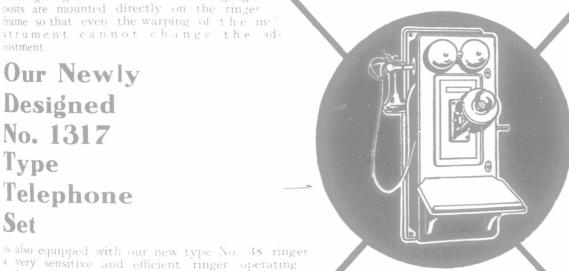
always desirable.

## At your service Sir - Amountoro."

HAT'S what a telephone says to every may on whose wall it hangs. It's a good servant—is a telephone — a mighty good servant and always ready and waiting for you the moment you want it. And not only is it there for business, but it stands for pleasure as well. Think what a convenience, -what a deal of comfort - it would be for you in the long, lonesome winter evenings, when the snow is piled mountain-high in every path and road. Or suppose you needed a doctor on one of those evenings—just suppose. Well, if you have a telephone—but you know the story. There's only one way for a story like that to end if your telephone's a good instrument—if it does not get out of order-if it doesn't fail you at the critical be quite a piece away when it rings and it's moment-in short, if it's a "Northern Electric. of little use unless you always You save a trip to town-a long wait-a neverending journey back-and-perhaps-a life. hear it. The gong we use is made of brass - a big one - and pro-Who knows duces fully 50% more noise than any



No. 1317 is equipped with our new No. 48-A generator a generator whose efficiency is greater and which ring a greater number of telephones on a longer line than any generator on the market. Thousands of these generators are operating on lines more than 30 miles long with as many as 40 telephones on the same line. Indeed, in in one case, on a line approximately 75 miles long, there are 75 sets While this is, of course, really too great a load it is of interest as indicating the wonderful strength of this generator. Consider this



## Write for Our Free Book

The whole story of rural telephones is yours for the asking. Simply tell us that you want it

Ask us to send you ulletin No. 1416, Bulletin No. 1416, and let it tell you not only all about our tele-phones for farm use, but also of the steps it is necessary to take in the formation of a rural 'phone company This book tells how simple

and organize among your own neighbors After you get the book, if there is other information you want, all you have to do is to ask for it - tell us what

you want, and we will supply you with every detail. Why should you not be the man to promote a And Some Of Its Principal **Exclusive Features** 

such as the fact that the armature is normally short circuited so as to give it complete protection against damage by lightning. The act of turning the crank, automatically connects the generator to the lineand this circuit is again broken as soon as the crank is released. All magnets are made of a special steel so as to insure their retaining their strength indefinitely Remember this is a five bar generator and fully fifteen per cent. more efficient than any other generator on the market— specially adapted for use on long heavily loaded rural lines.





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