

LET US SHOW YOU HOW EASILY YOU AND YOUR NEIGHBORS CAN HAVE A TELEPHONE SYSTEM OF YOUR OWN

YOU—you and your neighbors—would have a telephone system for your own community, if you only realized how easily you yourselves could construct it and get it going. If you knew, in detail, how you and the people around you could form, own and control a local, self-maintaining company, for your own use and convenience, you would have such a system. There would be a telephone system in your community to-day if you knew how easily you and your neighbors could build every foot of the line and install every instrument yourselves—and especially if you realized that you do not need very much capital to do it either. Now, there is no reason why you should not know all these facts; for we stand ready to give you, for the mere asking, every bit of this information, provided only that you are sufficiently interested in the subject to write and ask us for it.

We Send This Book **FREE** But Only On Request

HOW to Build Rural Telephone Lines," is an illustrated, cloth bound book of one hundred pages, full of a carefully indexed mass of information on rural telephones. This book tells everything; with it before you, you can organize your own company and construct your own line. It tells you absolutely everything you need to know, step by step, as you go along. There is no other book in existence that deals so thoroughly with every vital, essential fact. Remember, this book has cost a lot of money and careful study to prepare. We really ought to charge for it. However, we send it free on request—but ONLY on request. To get it you have to send us the coupon and thus signify that you are really interested. The book is too valuable to distribute haphazard.

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The Northern Electric and Manufacturing Company Limited

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Please send me FREE, one copy of your 100 page, bound and illustrated book on "How to Build Rural Telephone Lines." 236 500

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Montreal Toronto Winnipeg Regina Calgary Vancouver



The Northern Electric is the instrument on the wall of nine out of every ten telephone users in Canada.

We Will Explain All About Rural Company Organization

YOU do not need experience to organize a telephone company in your own community, when you have our book. It tells you exactly what you have to do and how to do it. All you need to do is to follow the instructions that the book gives and then get out and interest your neighbors. Whether you want to organize a mutual or a stock company, the book will tell you how.

You And Just Your Own Friends Can Build Every Foot Of Line

BUILDING your own line keeps down construction costs. With the help we give you, you do not need to employ expert linemen. The book explains the last word in line construction and contains, in this one chapter alone, thirty-seven diagrams and illustrations, showing how to make every kind of connection necessary, how to route the line, how to put the fittings on the poles, how to guy the poles, how to place the insulators and string the wires—in fact, how to handle every detail as well as an expert lineman can. On request, we will also tell you of your provincial regulations, what your government requires and what it will do to help you.

The Cost To Operate Your Own Line is Low

YOU can readily understand that when you and your friends have the entire management in your own hands, you can regulate the cost of running the line. In the book we explain just exactly what is necessary and you can take your pencil and figure out how little it will cost you to have a telephone on the wall in your own house.

Let Us Explain To You How To Interest Your Neighbors

THE first step in getting started, is to enthruse your neighbors and get them all in with you. When you have read "How to Build Rural Telephone Lines," you will have a mass of information at your finger ends that will enable you to place positive, definite facts before your friends, to enthruse them with the idea of a self-maintaining, community-owned system and to make everybody around you anxious to help. All it needs to get a telephone system started, is for some one progressive man to start the ball rolling. With the information that we will place at your command, you can get everything organized in short order.

There Will Be A Telephone System In Your Locality — Get Posted

SOONER or later someone is going to start a telephone system in your community, just as systems are being started every day in farming centres throughout the Dominion. When this subject comes up, you will want the full particulars before you. Now is the time for you to post yourself. The book tells you everything and, if you are interested, we will be glad to send it to you free. Do you care to sign the coupon and send it to us now?

THE **Northern Electric** AND MANUFACTURING CO. LIMITED

Manufacturer and supplier of all apparatus and equipment used in the construction, operation and maintenance of Telephone, Fire Alarm and Electric Railway Plants. Address our nearest house