



The Heart of the Community

OUT OF 259,000 PHONES IN USE IN CANADA, 250,000 ARE MADE BY US

DON'T you think that fact almost speaks for itself? There hardly seems to be much left to say. No better evidence could be demanded—or given—of the absolute perfection of every instrument turned out by us. For a long time past we have had our best engineers at work on the problem of designing a more powerful Farmers' Line Telephone. And now we have it. The work was completed months ago, although it is only now that we are offering it to you. The interval has been devoted to "trying out" these new sets under the most exacting conditions it would be necessary to meet anytime—anywhere.



SEND FOR OUR FREE BOOK

ALL you have to do is to ask for Bulletin No. 2716 and we will mail you **FREE**, at once, the full story of farm telephones. Asking for the book places you under no obligation—don't hesitate to tell us you want it. We are anxious that you should be posted on the value and economy of farm telephones. A post card will bring it.

Watch for the other advertisements of this series. They have a story to tell you.

OUR NEWLY DESIGNED NO. 1317 TYPE TELEPHONE SET

represents the attainment of perfection in telephone construction. Go over it point by point—prove it for yourself by comparison with any other instrument you like.

Take the transmitter—into which you talk—you will find it the standard long-distance type.

Then there is the receiver—the earpiece: it is simply perfect—never will you be bothered by local noises to spoil transmission. The result of long and careful study, it is the best possible construction and combination for the purpose.

The generator has also been well worked out—so well, in fact, that this generator is stronger than any other telephone generator on the market. Observe how easily it turns. It will ring more telephones on a longer line than any other 5-bar generator made today. Thousands of these generators are now operating on lines more than 30-miles long with as many as 40 telephones on the same line.

The ringers and gongs are unusually efficient. Our new type 38 ringer is not only very sensitive, but very strong and operates on from only one-third to one-fourth the current ordinarily required. The extra large brass gongs produce a volume of noise fully half as great again as gongs on other sets. You'll never fail to hear this telephone when it rings. The switch hook makes all contacts on the best grade of platinum points—that makes for efficiency.

Taken as a whole Set No. 1317 is an extremely handsome instrument. The woodwork is of quarter-sawed oak of finest quality and handsome finish. And in point of service this telephone is unsurpassed—more than \$10,000 was put into it in engineering expense alone before the first instrument was made. Would you like to know more about it? The space here won't permit us to tell you, but if you will write, we'll gladly give you any information you may desire.

THE NORTHERN ELECTRIC AND MANUFACTURING CO. LIMITED

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

MONTREAL
Cor. Notre Dame and Guy Sts.

TORONTO
60 Front St. W.

REGINA

VANCOUVER
918 Pender St. W.

WINNIPEG
599 Henry Ave.