

# FIRE!



## THAT'S WHEN THE TELEPHONE SAYS "HELP IS ON THE WAY"

Probably you've never had a fire. We hope you never will—but you can never tell. Remember, it takes little to start a fire and a lot to stop it. That's where the "safety first" policy applied to your farm will protect you—when the telephone says "Help is on the way."

The telephone has always proved a vital factor to the farmer, not only in case of fire, but in summoning quickly the help of the Doctor or the Vet, ordering parts from the implement dealer, supplies from the General Store, obtaining the market prices, paying social visits to friends, etc., because it kills distance and saves time.

The telephone reaches out to neighbours about you, to villages and cities in the far distance—it is always ready, day and night, to protect you and your family from isolation in such emergencies.

More than 150,000 Canadian Farmers have employed the help of the telephone on their farms—how about yours?

OUR FREE BOOK—"How the Telephone Helps the Farmer," will be gladly sent to you. Whether you intend installing a telephone or not, you will be interested in this remarkable booklet. It's FREE. Just write your name and address on the coupon and mail it TODAY.

*We supply everything a Telephone Company needs from the organization of a Company to the Complete Plant—inside apparatus and batteries as well as poles, crossarms, wire, and other line construction material and tools. Our business is the telephone business.*

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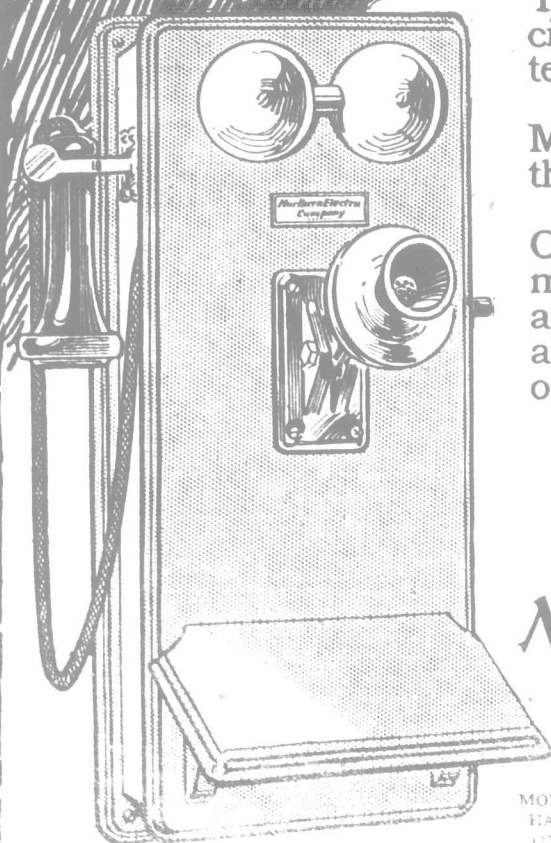
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