



**ALWAYS
READY FOR AN
EMERGENCY**

"Is that you, Bob? Well I'm phoning from Bill Parker's place. I got as far as Clover Hill when I developed engine trouble. She doesn't spark properly. I wish you would go to that big box in the far corner of the Garage, pick out a couple of those Plugs marked "Jumbo Molite" and fetch them to me on your Bike. You'll have to hustle because I've only half an hour to get this Milk on the 5.15 train."

¶ That's the way it goes. Just little time saving incidents like this in the every day life of the 130,000 progressive Canadian Farmers who have Telephones, is what is helping to keep the Business of Agriculture at the top of the Nation's Industries.

¶ To the woman on the Farm, the Telephone has proved the greatest boon. It keeps her in touch with her neighbors and the various social activities of her community. It banishes loneliness and creates contentment.

¶ But its greatest value comes in a case of emergency—when time is the greatest factor and the doctor or vet is wanted. The Telephone will reach them quicker than any other known method and it only takes one such incident to make it pay for itself several times over.

¶ "How the Telephone Helps the Farmer" is a Book you should read if you have no Telephone. A Copy will gladly be mailed you without cost or obligation. Clip the Coupon and mail to-day.

WE SUPPLY everything a Telephone Company needs from the organization of a Company to the complete plant—inside apparatus and batteries as well as line construction material and tools. Our business is the telephone business.

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your Free Book on
"How the Telephone
Helps the Farmer"

Name.....

Address.....

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