

April 27, 1910

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Farmer's Advocate and Home Journal

WESTERN CANADA'S AGRICULTURAL WEEKLY

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THE SATISFACTION OF SATISFACTORY TELEPHONE SERVICE

THE telephone is in several respects unlike anything else in the civilized world to-day; it is at once a convenience and a necessity. In fact, so much so is this true that let its service be anything but absolutely perfect and its user feels its loss in a way he could never have believed possible in days before he realized what a telephone meant to him. When you remember that out of 259,000 phones in use in Canada to-day, all but 9,000 are our make, you will realize the quality we must put into our instruments and begin to understand what

"Northern Electric" Service Means

While "Northern Electric" telephones are as near perfect as brains backed by years of experience can make them, even yet are we trying to still further improve our instruments.

Our newly designed No. 1317 Telephone Set—absolutely the most modern farm 'phone in the whole telephone world—represents years of study, an expenditure of \$10,000 in cash, and months of patient experiment and test before we have allowed it to go on the market.

We now pronounce it perfect—now, firmly convinced that it is all we have tried to make it, we offer it to you.

Examine it for yourself—or if you are not sufficiently well posted on such matters, get your own electrical expert to give our No. 1317 the severest tests of which he knows.

Take it up point by point. There is the transmitter for instance, the same, standard long-distance type that is used on all standard long-distance 'phones. The general manager of the biggest telephone company in the world could have no better on the private 'phone he uses on his own desk. There is no better made. And not only is ours the best transmitter, but it is also the cheapest in point of maintenance; it requires less battery current than

any transmitter on the market—as little as 1-7 of some of the others. Then the receiver on No. 1317 is worthy of attention. Here the magnets demand consideration; made from a special grade of steel, they are permanent—retain their full strength indefinitely. And the bell pieces are made of special annealed Norway iron. This receiver is so constructed that dust cannot accumulate on the back of the diaphragm, nor can local noises disturb the listener and spoil transmission. Each part of the receiver on No. 1317 is the result of long and careful study—throughout. It is the best combination possible.

Or look at the switch-hook—note how compact and self-contained it is—how all contact springs are vertically mounted as to afford no resting place for dust and other accumulations.

Our standard self-contained switch-hook is equipped with platinum points—you can understand the efficiency for which that makes.

And so it goes—through our No. 1317 every part is the best, and most perfect it is possible to devise. Never before has it been possible for any manufacturer—no, not even for us—to offer such an instrument to the Canadian farmer.



SEND FOR OUR FREE BOOK

This book, Bulletin No. 1416 we call it (and that's what you ask for), not only tells you all about our instruments, but also tells you all you need to know—every detail—about the steps necessary to take in the organization of a rural telephone company. It describes the simple procedure—goes into it minutely—tells about the very small amount of capital necessary, explains how to interest your neighbors and informs you how your own community can have just as efficient a telephone service as the largest city on the continent. Write for it—learn why a telephone on your farm will actually save instead of costing you money. Send today.

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. Address your nearest office.

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