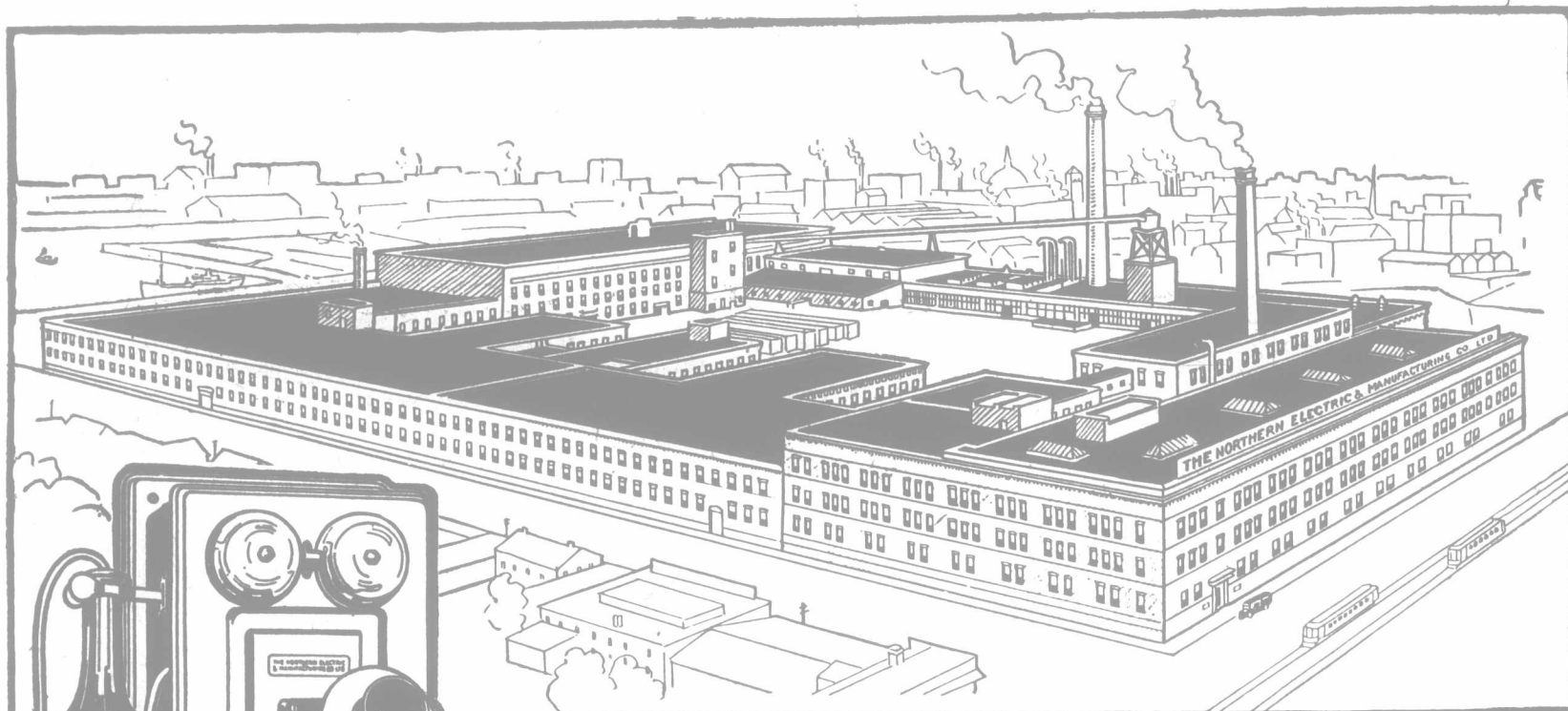




This is the make of instrument that is on the wall of nine out of every ten telephone users in Canada.

Send For **FREE**

"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 you absolutely everything in detail. No other book in existence deals so thoroughly with the subject from your standpoint. While this book has been costly to produce and we really ought to charge for it, we will send it free to anyone who, by sending us the coupon, proves that he is really interested.

Send
Us The
Coupon
Now

The
Northern
Electric and
Manufacturing
Company 100
Limited

Gentlemen:
Please send me FREE, one copy of your 100-page bound and illustrated book on "How To Build Rural Telephone Lines." 238

Name.....
Post Office.....
Province.....

THIS PLANT IN MONTREAL STANDS BACK OF EVERY NORTHERN RURAL 'PHONE

THIS is the immense Canadian factory where Northern Electric Rural Telephones are made—in fact, where ninety per cent. of the telephones used in Canada come from. Our big organization, with its branches extending straight across Canada, is ready to help you in every detail of the formation and construction of a rural telephone line in your own community. Not only will we help you with your company-organization, line-construction, instrument-installation, etc., but our men are ready to give you much personal help out of their own telephone experience. With the help we offer, you can easily interest your friends and neighbors and operate your own self-maintaining telephone system.

You And Your Neighbors Can Form Your Own Telephone Company

after you have read our book, "How To Build Rural Telephone Lines." Every farmer in your district can have just as perfect telephone connection as if living in the city. With the management entirely in your own hands, you and your friends can regulate the cost of operating the line. Send us the coupon to-day and let us send you the book by return of mail with our compliments.

Let Us Show You Just How You Can Do It

and give you all the detailed information you need. When you have read "How To Build Rural Telephone Lines," you will have at your finger ends a mass of information that will enable you to give your friends, positive, definite facts, and make everyone around you anxious to help. All it needs to get a telephone system going is for some one progressive man to start the movement. You be that man. Send us the coupon.

238

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

Montreal Toronto Winnipeg Regina Calgary Vancouver