

# Farmer's Advocate and Home Journal

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## At your service "Sir-Anywhere"

YOU must analyze the parts of our No. 1317 Telephone Set to fully appreciate its superiority. For example, a farm phone demands an extra loud gong—you're liable to be quite a piece away when it rings, and it's of little use unless you always hear it. The gong we use is made of brass—a big one—and produces fully 50% more noise than any other gong for farm use. The gong posts are mounted directly on the ringer frame, so that even the warping of the instrument cannot change the adjustment.

### Our Newly Designed No. 1317 Type Telephone Set

is also equipped with our new type No. 38 ringer—a very sensitive and efficient ringer, operating with only one-third to one-fourth the current required for other ringers in use on farm phones. The cabinet or wooden part of this telephone is the very finest quality, and finish of quartered-sawed oak—in point of mere appearance this instrument is an ornament to any wall. Of course, this means nothing, unless the service it gives is of the very best; but, consistent with satisfactory service, good appearance is always desirable.

THAT'S what a telephone says to every man on whose wall it hangs. It's a good servant—is a telephone—a mighty good servant, and always ready and waiting for you the moment you want it. And not only is it there for business but it stands for pleasure as well. Think what a convenience—what a deal of comfort—it would be for you in the long, lonesome winter evenings, when the snow is piled mountain-high in every path and road. Or suppose you needed a doctor on one of those evenings—just suppose. Well, if you have a telephone—but you know the story. There's only one way for a story like that to end if your telephone's a good instrument—if it does not get out of order—if it doesn't fail you at the critical moment—in short, if it's a "Northern Electric." You save a trip to town—a long wait—a never-ending journey back—and—perhaps—a life. Who knows!



### Write for Our Free Book

The whole story of rural telephones is yours for the asking. Simply tell us that you want it.

Ask us to send you Bulletin No. 1416, and let it tell you not only all about our telephones for farm use, but also of the steps it is necessary to take in the formation of a rural phone company. This book tells how simple it is—how very little money is required and places you in a position where you can go right ahead yourself in your own community

and organize among your own neighbors. After you get the book, if there is other information you want, all you have to do is to ask for it—tell us what you want, and we will supply you with every detail. Why should you not be the man to promote a telephone company in your own neighborhood? Write us today—remember, the story is your for the asking.



No. 1317 is equipped with our new No. 48-A generator—a generator whose efficiency is greater, and which will ring a greater number of telephones on a longer line than any generator on the market. Thousands of these generators are operating on lines more than 30 miles long with as many as 40 telephones on the same line. Indeed, in one case, on a line approximately 75 miles long, there are 75 sets. While this is, of course, really too great a load, it is of interest as indicating the wonderful strength of this generator. Consider this

### And Some Of Its Principal Exclusive Features

such as the fact that the armature is normally short circuited so as to give it complete protection against damage by lightning. The act of turning the crank, automatically connects the generator to the line—and this circuit is again broken as soon as the crank is released. All magnets are made of a special steel so as to insure their retaining their strength indefinitely. Remember this is a five bar generator and fully fifteen per cent. more efficient than any other generator on the market—specially adapted for use on long, heavily loaded rural lines.



## 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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