



Is there  
a blank  
where  
your name  
ought to be?

THIS page from the Telephone Directory from Metcalfe, Ontario, shows four things typical of all communities connected with the telephone.

1. It shows how the telephone wipes out the village limits in business. On the portion of the page shown the names of seventeen towns appear. Think what this means in broadening opportunities, in cementing friendships, in bringing the force of co-operation to bear on all the elements of rural life.
2. It shows the number of people in each community who find the telephone indispensable. You, too, will find it indispensable once you have it installed. Farmers have told us that they would not sell their telephones for one hundred times the cost if it were impossible to get another.
3. It shows the variety of interests which the telephone binds together. First and foremost the Farmers—the backbone of the community, the Province, the Nation and the World. It is only right that they should outnumber all others. Then come the doctors, the priests, the grain merchants, insurance agents, cheese manufacturer, general merchants and implement dealers. Everyone who is anyone in these progressive communities has a telephone.
4. And it shows, as all pages in all directories show—a few blanks where some farmers' names ought to be.

As a preliminary which does not obligate you in any way, write us for a copy of the famous booklet, "How to Build Rural Telephone Lines," which tells exactly how to do it, and shows how very little it costs each farmer. Write to-day.

### Northern Electric Company

MONTREAL  
HALIFAX  
TORONTO

LIMITED  
WINNIPEG  
REGINA  
CALGARY

EDMONTON  
VANCOUVER  
VICTORIA

"MAKERS OF THE NATION'S TELEPHONE"

Here is another blank  
where your name  
ought to be

## The Rural Telephone

gives you protection, profit and peace of mind

Is there a blank where your name ought to be in your Directory? Is there a directory and a telephone in your community? We have seen the telephone develop from a toy to the most valued asset in over 125,000 rural homes. But these 125,000 are only the foundation on which will be built a telephone structure that embraces the farm of every progressive man in Canada.

Don't treat this telephone question as though it was impersonal. It is vital and personal to you, for without the telephone in your community and home you lack the most successful means ever devised for increasing your profits, for protecting your family, keeping your boys satisfied with farm life, and your wife free from the dreadful loneliness which otherwise is her lot.

MAIL TO NEAREST BRANCH

NORTHERN ELECTRIC COMPANY, LIMITED

Gentlemen:—

Please send me your 93 page Free Book "How To Build Rural Telephone Lines"

L. F. A.  
512(a)

Address