



Is there
a blank
where
your name
ought to be?



HIS page from the Telephone Directory of Metcalfe, Ontario is typical in two ways of all pages in every rural directory in Canada.

1. It shows the "next-door-ness" of farmer, merchant, doctor, veterinary, mill and agent in the telephone-connected community, and
2. It shows blanks where other farmers' names OUGHT TO BE.

As creators of the telephone industry in Canada we have for years preached the gospel of quicker communication—which is the foundation of bigger, better business and social advancement.

We have seen the telephone spread out from the city to the farms until now over 125,000 rural telephones weave their net-work of "wire-protection" across Canada.

But this is just the start.

For, some day EVERY FARM will have the telephone—will recognize that its importance ranks next to good water.

Then the Telephone Directory will be an alphabetical list of EVERY FARMER in the district—there'll be no blank where YOUR name ought to be.

Sometimes we think farmers delay putting in the telephone because the suggestion comes from us—and of course as makers of the Telephone—"we are prejudiced." Suppose you "ask the man who owns one." Write John Campbell, or James Dempsey, or Rufus J. Grey—or any other farmer whose name appears in the Directory. We'll wager every one says he wouldn't sell his telephone for ten times its cost if he couldn't get another.

And while you are waiting for this final evidence—just send along the coupon so we may tell you how LITTLE the Telephone costs to install and maintain.

Northern Electric Company

LIMITED
MONTREAL WINNIPEG EDMONTON
HALIFAX REGINA VANCOUVER
TORONTO CALGARY VICTORIA

"MAKERS OF THE NATION'S TELEPHONE"

The
Rural Telephone

will give you protection

FROM—

1. LOSS of life, money, time and opportunity. Bert H. Reid, of Myrtle, Man., saved the life of his infant son through the Telephone. R. D. Laing, of Stonewall, reports that he often saves long drives. Miss Molly, of Regina, got 3 cents more per bushel for her wheat—through the Telephone. 125,000 other farmers have each had dozens of similar experiences.

2. ISOLATION—that terror to farmers' wives—and the cause of 99% of the boys' "city-fever." Mrs. Rosamond, of Innisfail, Alta., says: "It is a great consolation for the lonely woman." 125,000 other farmers' wives will bear her out.

Why Deny Yourself and Your Family the LUXURY of this modern NECESSITY?

MAIL TO NEAREST BRANCH

NORTHERN ELECTRIC COMPANY, LIMITED

Gentlemen:—

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

Here is another blank
where your name
ought to be