



TO THE  
Northern Electric Company  
(Incorporated in Canada)  
Please send us your new  
Free Book "How The Tele-  
phone Helps The Farmer."

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# THE GOD OF SPEED, MERCURY, REPLACED BY THE TELEPHONE

Way back in the year 495 B.C. the Romans adopted Mercury as their God of Speed.

Today, more than 150,000 Canadian Farmers are telephone users—they have adopted the *mightiest* and most *economical Time Saver* that modern science could devise.

The telephone, like all farm implement inventions, has for its primary object the *saving of time*—to do more in *less time*.

Think man, what the telephone means to you on the farm. For instance, suppose you hurriedly wanted to know the market prices, or get the Doctor or Vet., deliver an important message to the implement dealer—what then? The solution to your query should be "use the telephone."

This modern time saver will pick you up in the "form of voice," carry you away to the man you want, and bring you back again, all within a matter of seconds.

OUR FREE BOOK—entitled "How the Telephone Helps the Farmer," will tell you about the telephone and the work it is doing for these 150,000 progressive Farmers. We want every Farmer in Canada to know more about this wonderful TIME SAVER. Write your name and address on the coupon provided, it will not obligate you in any way—it's ABSOLUTELY FREE.

→ We supply everything a Telephone Company needs from the organization of a Company to the complete plant—inside apparatus and batteries, as well as poles, crossarms, wire, and other line construction material and tools. Our business is the telephone business. ←

## Northern Electric Company LIMITED

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