

Farm Telephones.

The farmer who would be successful in this day and time must conduct his farm scientifically and systematically. There is practically no limit to his possibilities if he will study his business as carefully as the leaders of commercial industries study theirs. The details of farming, the crops that grow best in his section, the fertilizer most suited to the particular class of soil. All these should carefully be looked into. The latest labor-saving devices should be used, and, by all means, a good live farm paper should be subscribed to and read studiously.

All these things go toward the ultimate success of the twentieth century farmer; but there is one thing in particular that tends to put the farmer in better circumstances than anything else he could invest in—that is a telephone.

Among the manifold uses of the farm telephone is that of making it increase profits directly by putting the farmer in touch with markets far and near. The grain grower when approached by a buyer who wishes to purchase his wheat simply steps to the telephone and asks through the nearest exchange the closing prices in the nearest market on the preceding day or the opening prices on the present day. The truck farmers in the neighborhood of large cities telephone to the city markets and find out whether there is any demand for their fresh vegetables, or whether the market is glutted and prices low. If the report is unfavorable they wait for a better demand and better prices before carrying their vegetables or fruits or other products to the place of sale.

If an animal of value falls sick the veterinary surgeon is summoned by telephone. If a horse is stolen word is sent to all the farmers on the circuit. In case of fire or accident help is called with avoidance of the delay involved in the despatch of a messenger, who cannot well be spared at such a time.

On many country circuits a prearranged signal at or about some regular hour summonses all subscribers to their telephones while "Central" reads out the important news of the day and gives out the weather report. The telephone relieves the isolation of the women on the farm. Their days are often spent in loneliness while the "men folk" are at their work on some distant part of the farm or absent on some errand to the city or some other farm. A few minutes' chat with a neighbor is a measureless boon to many so situated.

A great many people who live in the country seem to think it would cost too much to have a telephone on their farm. They should be interested in knowing that they and their neighbors can build a complete telephone system at a comparatively low cost.

These neighborhood telephone lines are divided into two general

Our Telephones Chosen by Majority Of New Systems

IN Ontario where the fight for business is keenest—where all telephone manufacturers enter into competition—this company has assumed a commanding position. This year The Majority of municipalities and new companies entering the independent telephone field selected our telephones and equipment.

QUALITY WINS

Price cut no figure in securing the business of these companies. Other telephones were offered for less. SUPERIOR QUALITY won us the victories.

Our telephones were selected not only by new systems, but by those who had been using other makes, because they were proven to be the clearest-talking, strongest-ringing, simplest and best constructed. They were given the severest tests, the most minute and rigid examinations. They established their superiority beyond question.

BUSINESS DOUBLING

Between 400 and 500 Independent Canadian Telephone Companies are buying their supplies from us. Our business is again repeating last year's record, when it doubled in volume. What better guarantee of satisfaction

could a municipality or local telephone company want than the evidence of the satisfaction we are giving others?

10 YEARS' GUARANTEE

Everything we sell is guaranteed. Our Telephones are guaranteed for 10 years against defects in material or workmanship. Our Side Blocks and Top Pins are made specially for us, so as to insure uniform quality. In No. 12 Galvanized Line Wire we never carry anything but the best.

We stock nothing but first quality materials. And we stock them in large quantities.

Notwithstanding our large increase in business, our facilities are such that we are able to handle all orders promptly and satisfactorily. A Price List will be mailed on request.



NO. 3 BULLETIN

Our latest book on telephones has just been printed. It contains the latest, most authentic information on construction and operation of telephone lines. Also shows the most up-to-date equipment. Ask for the No. 3 Bulletin.

If you haven't a copy of our famous book, "Canada and the Telephone," profusely and graphically illustrated by a leading artist, we will be glad to mail you one, too.

FREE TRIAL

If your company is going to replace some old phones with new ones, or is just starting a system, ask us about our FREE TRIAL OFFER, whereby the quality and efficiency of our telephones can be judged before spending a dollar.

Canadian Independent Telephone Co.

1844 DUNCAN STREET, TORONTO

Limited

systems—a grounded, or one-line system, and a full metallic or two-line system. The full metallic system is the better and should always be adopted whenever the number of farmers constructing the line is sufficient to stand the extra expense. One writer in Wisconsin gives the following figures for that state; these would have to be increased somewhat for Western Canada. "The cost of one mile of line material, exclusive of the poles and labor, for a grounded system of twelve wires or more is approximately \$7. For a full metallic, or two-

wire system, of the same length the cost is approximately \$14. A complete standard telephone station outfit for either of these systems costs approximately \$13 more. An estimate of the cost of the complete system, therefore, is determined by multiplying the number of stations, or farmers to have a telephone, by the cost per station, then multiplying the number of miles of line construction by the cost per mile, and add this to the total cost of the station outfits. For a group of twenty farmers, the furthest being a distance of twelve miles from a

town exchange, a full metallic system would cost, therefore, approximately \$430, or \$21 per farmer." For a system of this nature there is no rent, the only expense being the maintenance, which, when distributed among those receiving the service, is very low. For the information of those farmers who are contemplating neighborhood systems, books are printed that contain complete information, written in such a way that any farmer can understand exactly what is necessary in order to construct and maintain a rural telephone line.