

**Spread of the Rural Telephone Movement.**

The movement for communication among farms, and for better connections between rural and city districts, has increased wonderfully within the past few years. To those who are ignorant of the real statistics, the figures of the latest telephone census in the United States are amazing.

To the Canadian farmer, these figures, indicating the possibilities for the growth of the rural telephone in this country, are very interesting.

For the period from 1902 to 1907, the number of rural-telephone stations in the entire country increased 449 per cent. In 1902, there were but 266,966 rural-telephone stations in the United States; five years later there were 1,464,733.

The reasons for this growth are not so hard to find. Life on the farm used to be irksome—distances were so great. The telephone is the annihilator of distance. As one farmer expressed it, "I am next door to everybody I want to talk to. That telephone puts my isolated farm in the heart of things." Roosevelt's Country Life Commission designates the telephone as one of the foremost influences making for the solution of the rural problem.

When it is considered that the average farmer can install this advance agent of development at a cost less than the present return from thirty bushels of wheat, it is not difficult to understand why the rural telephone is making great strides throughout the entire country.

It is not an unusual sight to witness gangs of farmers at work on the roads, erecting poles, stringing wires, and installing the instruments in the farmhouses along the countryside. The work is usually done on a co-operative basis.

Sometimes six or eight neighboring farmers start the movement. In case there are as few as this, no switch-board is necessary. Construction and maintenance are of the simplest nature. A single pair of wires will suffice, and the "party-line" system is found the most convenient and useful. As demands grow, extensions are made, and, usually, connection is established with the rest of the world.

Of all the agencies that help to bring greater opportunities to the farms—the good-roads movement, railroad extensions, the rural-mail delivery, and the farm telephone—the least costly, and because it reaches the largest number, one of the most important, is the telephone.

The Northern Electric and Manufacturing Company, Limited, whose advertising appears in our pages, publish a book entitled, "How to Build Rural Telephone Lines." This publication treats the subject in a simple and comprehensive way; it is profusely illustrated in a way which enables anyone with ordinary intelligence to construct a practical telephone line of a limited number of stations.

**GOSSIP.**

The dates of Canada's great Eastern Exhibition, at Sherbrooke, Que., for 1911, are from Sept. 2nd to 9th.—H. E. Chanell, Secretary-Treasurer.

Dr. D. McEachran, Ormstown, Que., sailed March 8th, on steamship Celtic, for the Mediterranean, but expects to return via Great Britain, with an importation of Clydesdales, which he intends shall be the best he has ever brought over, and will sell them at auction May 18th, to the highest bidder, as indicated in our advertising columns.

Volume 22 of the Shire Horse Stud-book of Great Britain and Ireland, has recently been issued, and a copy received at this office, thanks to Secretary Slough-grove, 12 Beaver Square, London, W. This volume consists of 1,088 pages, and contains pedigree records of stallions numbering from 2845 to 28954, and of mares numbering from 62507 to 65530, a total of 4,022 entries, showing a very prosperous condition of the Society, and of the industry of breeding high-class draft horses of the breed. A list of prizewinners at various shows in 1910 is also given, together with a list of members of the Society, which are numerous.



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The Steel Shoe Man—He has made a million feet happy.

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Get in line with the leading merchants of Canada and supply your customers with my Steel Shoes. Save them the bother and delay of ordering direct—as they do when dealers disappoint them. A man who knows Steel Shoes will have no other kind—he knows their extra-comfort, extra-health and economy features. Write for terms today to Pfachford, Davies & Co., Ltd., 60-62 W. Front St., Toronto, Canada's Leading Shoe Jobbers.

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Write for my book, "The Sole of Steel." But order your pair now in a hurry.

**Join the Great Army of 500,000 Who Wear Ruthstein's Steel Shoes— For Comfort, Health and a Saving of \$10 to \$20**

**H**ALF a million people have bought my Steel Shoes. Every pair was sent out on Free Examination. Every pair could have been returned. But the half million people recognized at once what my Steel Shoes meant. Today not one of them would do without my Steel Shoes. They now know perfect comfort in all kinds of work—in all kinds of weather. They know what it means to be free from wet feet, and all resulting sickness, such as colds, rheumatism, neuralgia, sore throat, and even the dreaded pneumonia. They know what it means to be free from corns, bunions, callouses, and sore, aching, tired feet. And they know real shoe economy. For the half million Steel Shoe wearers will each save \$10 to \$20 shoe money on every pair of my shoes. Steel Shoes outlast 5 to 6 pairs of ordinary shoes. Don't you want to join this great army of health-savers and money-savers? Don't you want to do your work without your feet bothering you? Don't you want to save about \$10 on your shoe money every year? Then wear Steel Shoes, like the half million that are now doing it!

**No More Wet or Cold Feet**

There is nothing in the world like my Steel Shoes. Nothing can even compare with them. The soles are stamped out of a thin, rust-resisting, seamless, special process steel. This steel extends from heel to toe and up around the edges. There are no cracks or seams. The soles are studded with adjustable steel rivets which protect them from wear and give a sure, firm footing. When rivets wear out they can easily be replaced by yourself. Fifty rivets cost 30 cents and they will keep your shoes in good repair for two more years.

The uppers are made of the very best quality of pliable, water-proof leather, fastened forever to the steel bottoms. Water or cold cannot penetrate my Steel Shoes. Thus they keep your feet always dry and comfortable! And Steel Shoes have inner soles of springy hair-cushion which gives elasticity to tread and absorb jar when you walk on frozen ground. But comfort isn't all. You

**Save Doctor Bills** Prevent Rheumatism, Colds, Neuralgia, Corns, Bunions, Etc.

Do you know the real reason why you get so tired standing on your feet all day tramping around? It's a hundred to one that you have broken down the instep of your leather shoes, making you stand flat-footed. There's where the fatigue comes in. Thousands of people have their shoes made to order putting in steel shanks to prevent this.

Every pair of steel shoes that I make prevents it. But that isn't all. Steel Shoes protect your health in many ways. They are easy to wear and dry as powder. Cool in the summer, warm in the winter and dry all the year round.

**Outwear 3 to 6 Pairs of the Best All-Leather Shoes**

Note the quality of the uppers. See the turned-up steel soles—and how overlastingly they are fastened to the uppers. Note the adjustable rivets which can be replaced at a trifling cost when worn down. Examine every part carefully. Satisfy yourself that Steel Shoes are the only kind of work shoes fit to wear. Nearly every progressive, wide-awake dealer in Canada sells and recommends Ruthstein's Steel Shoes. Go to your dealer. If he can't supply you, order direct from me. I'll send you a pair—the size and style you want at these prices—and I'll send them out on free examination. Made in all sizes from 5 to 12, for boys and men. 6-in. high—\$3.00. 6-in. high with extra grade of leather—\$3.50. 9-in. high—\$5.00. 12-in. high—\$6.00. 16-in. high—\$7.00—the best shoe on the market regardless of price. Boys' Steel Shoes—sizes 1 to 4. 6-in. high, Boys' Steel Shoes—\$2.50 per pair. 9-in. high, Boys' Steel Shoes, black or tan—\$3.50 per pair. In ordering give correct size. Boys' Steel Shoes will please the boy and save you money and worry.

**Start Wearing Them At Once** Ask your dealer, but if he can't supply you, order right from this advertisement if you are in a hurry. Be sure to state size of shoe you wear. You take no risk. Money back if not exactly as I say or if you are not satisfied when you see my Steel Shoes. See your dealer at once—or order from this advertisement. Anyway send for my book—"The Sole of Steel." It is free. Address me personally.

**N. M. RUTHSTEIN, Secretary and Treasurer**  
**Steel Shoe Company**

Dept. 18 Toronto, Can.

U. S. Factory, Racine, Wis.

Great Britain Factory, Northampton, Eng.

**"IDEAL" FENCE Made to Last**

Wise farmers buy things that are sure to last long. For this is true economy and good sense. And it is these wise farmers who have made the sales of "IDEAL" Woven Wire Fence grow far more rapidly than any other fence on the market. It is made to LAST. Same large gauge No. 9 hard steel galvanized wire throughout—amplest strength—surest service.

**This Lock makes "IDEAL" FENCE Strongest in Existence**

**Study this Lock**

See how the Ideal Lock grips the wires in five different places—with no sharp turns—firmly, evenly. Thus this Lock absolutely prevents the wire from slipping in any direction. See the waved horizontal wires. They give spring and elasticity and long life to the fence, and provide for expansion and contraction. Indeed IDEAL Fence will last. Learn more about it. There is a style for every purpose—and every style the best you can buy. Write us to-day.

Send a Postcard for Catalogue "121" and Sample Lock.

**McGREGOR BANWELL FENCE CO., Ltd.**  
WALKERVILLE, ONTARIO

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