

The Time for Active Development

THE present deplorable war should not be considered an excuse for curtailing development work on independent rural telephone systems, for is it not true that the effect of the war will be, as a whole, beneficial to rural communities?

Europe being at war, there will be a great decline in the production of agricultural districts in the war zone. This means an increased demand for the agricultural products of Canada and an immediate market at higher prices for nearly all that Canadian farmers can produce.

Under these conditions, the actual value of Canadian farm lands is bound to show an improvement. This time of good prices and improved values is going to continue for some lengthy period. And when the war is ended, as it will be, by the complete success of the "Allies," Canada will enjoy a time of unprecedented commercial activity and prosperity.

This being true, the rural districts should be in a better position to finance the development of telephone systems than for some years past. The residents of any wideawake community should have no reason for going without the benefits of telephone service.

Let the new systems that have been about to organize, or in the process of organization, proceed with confidence and optimism. Let the municipalities already in business go ahead at once with the proposed extensions of their systems. This is the time for active development work.

The Canadian Independent Telephone Company is in an exceptionally good position to co-operate quickly and heartily with independent systems, and to supply them with all necessary telephone materials and equipment. Our telephones are the highest-grade and most efficient, which you can prove by comparing them with others in actual service on your own lines before risking a dollar. Ask about our Free Trial Offer.

Our bulletins are FREE on request. The number 3 tells how to build telephone lines in the most modern way. The number 4 describes our magneto telephones.

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