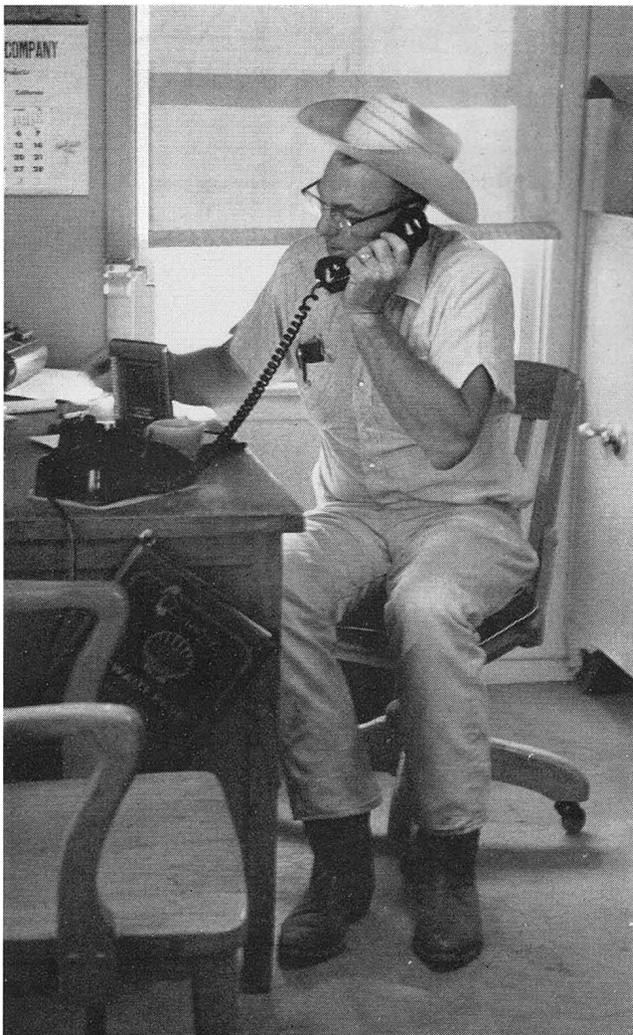


**Farm Interphone saves time and steps when the Oakdale Commercial Feed Lot ships steers to market.**



**When Gordon Allen (left) wants to, he can converse with horseman Chuck Gatzman (above) over the two-way loudspeaker.**

*last year Santa Claus toted a bag bulging with Princess sets  
this year he carries another new communications item:*

## **a new voice for the farm**

■ A Santa Claus called twentieth-century technology has been good to farmers. Nowadays, they milk cows with machinery. They ride tractors to plow their land. They're entrepreneurs; they invest lots of money in their businesses. By giving the heavy work to machines, technology has made business brains and mechanical savvy the possessions on which a farmer's reputation stands.

Although a revolution has occurred in farm implements, most farmers are still using age-old methods of communications; or are making do with crude message carriers such as mirrors, flashing lights, gongs, and clothes-line signals.

Telephone technology is changing all that. This fall, Pacific Telephone introduced a product to California farmers that makes their communications as modern as machinery has made methods of planting, plowing and picking. This new product does away with gut-straining shouts; it replaces the dinner gong, and saves the in-from-the-fields trek. In addition, it saves a farmer miles of steps each week. It affords new protection for his stock and buildings. And it means more business by cutting down on unanswered telephone calls.

This product is Farm Interphone, designed to meet his needs, to save him hours of work and to increase his effi-

ciency. Farm Interphone handles regular and intercom calls and acts as a monitor, as well.

Like many other telephone developments, Farm Interphone grew out of the desire of telephone people to serve their customers better—in this case to solve rural customers' communications problems. A careful survey of farmers and farm needs detailed the requirements.

AT&T, Bell Labs and Western Electric then set to work and came up with Farmer Interphone which includes: 1. A main station telephone usually located in the farmhouse; accompanying it is a master station loudspeaker-microphone for intercom and monitoring. 2. Exten-



To introduce Farm Interphone, Don Robertson shows a movie, demonstrates sample equipment, and answers questions at a Grange meeting in Keyes.



Farm Interphone has proved a good investment on the Hilmar Blaine dairy farm. The two-way loudspeaker enables men to answer calls right in the farmyard.

## a new voice for the farm

sion telephones for barn or outbuilding; a speaker-microphone mounted nearby permits hands-free answering. 3. A long-range two-way loudspeaker for outdoor use.

Farm Interphone is finding ready customers, as we found in Modesto, where Don Robertson, a Sonora boy who knows farming functions, proved to be a good man to introduce the Interphone to farmers. Don, a telephone representative, does this by visiting local Grange meetings.

In demonstrating the Interphone equipment, Don leaves the meeting room, and places a two-way loudspeaker outside the Grange Hall. When members of the Grange hear their voices broadcast by the speaker outside and listen over the master station phone to the sensitive microphone pick up other voices from a considerable distance, they begin to understand how much the Farm Interphone could help them.

Don already points to several satisfied Farm Interphone users.

Gordon Allen, owner-operator of a feed lot in nearby Oakdale, is one of them. When Gordon ships fattened steers to market, he weighs them at a scale one hundred yards or so from the office where bills of lading are written, but where transactions are actually made between buyers and sellers of steers.

The Farm Interphone has eliminated running back and forth from scales to office during the weighing-in process. Wasted time has shrunk. Interphone is paying for itself on this operation alone. It also makes communication possible between people in the office and hands working all over the feed lot pens.

And Farm Interphone's monitoring feature enables Gordon to keep track of the animals. The two-way loudspeaker picks up the noises of the cattle, and Gordon knows their mood without leaving his chair.

The Hilmar Blaine family is another satisfied user of Farm Interphone. The Blaine farm produces milk from 300 head of dairy cattle. Half of it is distributed under the Willow Lake Dairy label by route drivers in a number of nearby towns. The rest is sold to the same milk processor in Planada from whom the Blaines buy dairy specialties like ice cream, cottage cheese, and orange drink.

Farm Interphone ties the Blaine farm into an efficient business unit. Willow Lake Dairy customers often use the telephone for ordering. Phones have been installed in the house (three sets), in the milking shed, and on the dairy loading dock. A two-way loudspeaker covers the farmyard. With Farm Interphone the Blaines rarely miss a call.

Christmas is still ahead. So who knows what a help Farm Interphone may prove to be for Santa Claus himself! ■

At the Blaine's, Farm Interphone links three key work locations: the farmhouse where Louise Blaine (right) handles records; the shed where Frank Trent (below left) milks cows; and the truck dock and freezing unit where dairyman Blaine (below right) inventories products.

