REMARKABLE DEVELOPMENT IN CANADIAN MACHINE TELEPHONE

(Reprinted from Brantford Expositor, during its brief franchise in this of Dec. 24, 1910.)

The remarkable development of the business of the Canadian Machine Telephone Company in this city, extension and connection with network of telephones controlled independent companies in the southern counties, and its expansion to the several thriving agricultural coomun. bility a telephone service to 1,500 ities in this county, certainly afford. convincing evidence that the machine 'phone is here to stay, that it is an invention readily taken up by the public, and that in a telephonic way it is the non pareil of the age. It service lines, it has established a was just eighteen months ago that the plant of the Canadian Machine independent telephone companies. Telephone Company commenced operating in Brantford. At that time | Brantford and a wide stretch of terthere were some thirty telephones in- ritory to the south of this city, and stalled without contracts, or placed from which trade and business are at the subscriber's service, simply naturally deflected to Brantford. for testing purposes. To-day there These companies afford a service with are between 800 and 850 machine tel- | Waterford, Delhi, Hagersville, enhones in use by local subscribers. This number includes those only in

the city. In addition the village of lar one. The long distance service of Burford has 210 telephones installed the Canadian Machine Telephone by subscribers of the company and Company, in fact, includes the folthe village of St. George has 75. The lowing array of places: Beaconsfield, surrounding neighborhood of each vil- Bealton, Bloomsburg, Bookton, Boslage would considerably increase the ton, Burford, Burgessville, Canfield, number.

This remarkable expansion of an rie's, Decewsville, Delhi, Fairfield, independent telephone company is, it the ley, Harrisburg, Hartford, Hawtrey, outside the city, they are in homes of the farmers.

can safely be said, unparallelled in Canadian telephonic history. Canadian Machine Telephone Company has since its first day of installation in Brantford continued to go ahead by leaps and bounds, and that in the teeth of very strong competitive opposition. The result has been in no small measure the vindication the Lorimer invention, and the making of the use of the telephone almost common to every household of ordinary means. The telephone has been popularized where formerly, owing to a somewhat prohibitive tariff it was confined only to such subscribers who made the instrument pay for itself commercially or who could afford to use the same as a convenience, It is a well known fact and one often remarked upon in Brantford, that the machine telephone has filled a great want in the home of the small householder and the farmer. It, therefore, follows from the very nature of things that a telephone with ed. such a popular demand for it, is indispensable in a business way to merchant, professional man, or, fact, to any one engaged in any line of dealing with the public. Out cf the 860 machine telephones installed months. however, it can be truly in Brantford, the great majority are in the homes of the people. Of those BURAL CONNECTIONS

The rural connections afforded by the Canadian Machine Telephone Company are important from a business viewpoint to brantford, which is necessarily we business centre and the converging point of traffic in this county. The ordinary subscriber thus has at his finger end communication with Burford, Mt. Vernon, Cathcart, Fairfield, Falkland, George, Troy, and Hamburg, this without any extra charge manded usually in the form of long distance tolls. He has also communication with those two important villages, Scotland and Oakland, through the independent telephone companies, which operate their lines in these villages. In all the Canadian Ma chine Ielephone Company has erected

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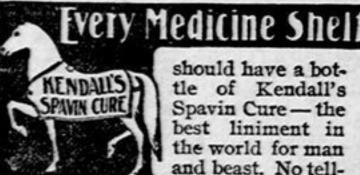
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Dr. B. J. KENDALL CO. Enosburg Falls, Vt. 50

city, 120 miles of pole lines, which are exclusive of the permanently constructed underground system, established in the city. No greater evidence of the popularity of the Machine telephone could be instanced than that of the actual construction work completed, giving in all possi-

subscribers, city and rural, within

the short space of less than a year

VALUABLE CONNECTIONS.

very valuable connection with three

This connection is a link between

many other towns, where the use of

the independent telephone is a popu-

Cathcart, Cayuga, Cheapside, Cur-

Fisherville, Garnet, Hagersville, Har-

Holbrook, Jarvis, Kelvin, Langton,

Lynedoch, Lynn Valley, Lynnville,

Nanticoke, Nelles' Corners, Newark,

New Durham, Nober, Oakland, Oriel

Otterville, Oxford, Centre, Peebles.

I'ort Ryerse, Rainham, Rainham Cen-

Round Plains, Salford, Scotland, Sel-

George, Sweaburg, Teeterville, Town-

send Centre, Troy, Tyrrell, Vandecar

Vanessa, Villa Nova, Vittoria, Walsh

weeks to complete connection with

tion with the independent lines fur

ther west, as far as St. Thomas, in

cluding in all about 2000 additiona

subscribers. This will add materially

to Brantford's outside service and in-

dicates the progress the independents

are making in rural districts, where

no telephone service previously exist

THE SERVICE.

might be said to be its most import-

work well, it's a case of throw cut

stated that the people of Brantford

are pretty well satisfied with the

machine phone. It has given what

men in the trade call a 95 per cent.

service. That is, 95 per cent. of the

people who use the telephone never

appear in the complaint list, the oth-

er five per cent may. Analyze the five

per cent. further and it will be

found that it is not always the tele-

phone, but line trouble, or some out-

side causes, which are to be looked

for in a large and busy system. How

ever, no lightning storm, or no out-

side agency of any kind has yet suc-

ceeded in paralyzing for the space of

even half an hour a large block of

machine phones. The service has been

proof positive against any such con-

tingency and it ail lies in the inven-

tion perfected by Messrs. Lorimer

Bros. It is a matter of astonishment

that what appears to be such an in-

tricate invention very seldom goes

wrong, but it is a matter of record

that it doesn't. However, an expert

staff is always kept on the trouble

line. The minute anything goes

wrong it is known and given prompt

attention. Subscribers are called up

how their telephone is working. Their

remarks are taken down and record-

ed. It is this attention to the public,

this desire to give satisfaction, that

has helped a whole lot to popularize

The absolute secrecy of the machine

phone and the fact that the user

as to call the number he wants, and

except that given automatically by

the machines at the central office, are

facts too well known locally to be

commented upon. There is no human

agency, except a man's own hand,

called in when he makes a connec-

him or interrupt his conversation.

The inventor looked after those de

ceiver of the telephone itself is the

only disconnecting agent, the button

on the phone is the only call agent.

It sometimes happens that the but-

ton is not used properly, and from

this a few ill-founded complaints

connection the button should be

pressed and not before. This rings

tails in a marvellous way. The

the machine phone in Brantford.

INSTRUCTIONS.

The service given by any teicphone

aspect. If a machine doesn't

independent company in Inger-

with about 800 subscribers in

district. This will give connec-

The company expects in a

kirk, Silver Hill, Springvale,

Walsingham Centre, Zenda.

Ranelagh, Renton, Rockford

In addition to the company's own

For Women-Lydia E. Pink-

Belleville. Ont .- "I was so weak and worn out from a female weakness that I concluded to try Lydia E. Pinkham's Vegetable



Compound. I took several bottles of it, and I gained strength so rapidly that it seemed to of me. I can do as good a day's work as I ever did. day that I made up my mind to take your medicine for

and I am exceedingly grateful to you for your kind letters, as I certainly profited by them. I give you permission to publish this any time you wish."-Mrs. ALBERT WICKETT, Belleville, Ontario, Canada.

that there is no other remedy known to medicine that will cure female weakness and so successfully carry women through the Change of Life as Lydia E. Pinkham's Vegetable Compound, made rom native roots and herbs.

For 30 years it has been curing women from the worst forms of female ills-inflammation, ulceration, displacements, fibroid tumors, irregulari- popular reach. ties, periodic pains, backache, and nervous prostration.

If you want special advice write foritto Mrs. Pinkham, Lynn, Mass. It is free and always helpful.

connection has not been completed between the calling and the called subscriber.

SPEED, SECRECY, AND EFFI-CIENCY.

Speed, secrecy and efficiency are the three qualities which distinguish a machine telephone from all others. While it would involve a recital of a considerable amount of technical matter to show how these ends are attained, a visit to the central office of the company will immediately reveal to the visitor an impression of how the telephone works. An Expositor reporter held a watch for Manager H. E. Rose on Saturday last, when he made three connections in 30 seconds. It is easy enough almost to tell within a fraction of a second the time necessary to make one connection, but the disconnecting involving frequently a tiresome wait, what bothers the user of ordinary telephones. By the time he has made one or two connections and has had one or two tiresome waits for disconnection he is necessarily annoyed. works with machine-like precision. The call is conveyed to the machine at central, and it only requires the switch, and connection is made. Disconnection is instantaneous in every case the moment the receiver is recan be completed in the space of 30 as to articulation, no yelling, seconds speaks volumes for the speed,

invention.

which is so valuable an asset of the

THE TERMINAL RACK. Two wires from every telephone in the system lead direct to the terminal rack at central. Here the impossitility of lightning or any high voltage current doing any damage is prevented by the protective devices used Each wire is fastened to the rack by a soft leaded connection. A high current immediately melts the lead, breaks the connection, and prevents the charge from getting further into the machines which operate the system. Immediately an electric light is at regular intervals, and asked as to lighted by the break in the connection and the attendant at once knows there is trouble and proceeds to remedy the same.

SIMPLICITY OF SYSTEM The simplicity of the system is another striking feature. Every section or machine inside the operating room has capacity for 100 telephones. If more telephones are required, anothhimself operates his own indicator so er section can be added, and so on without the system being overhauled this without any aid or assistance, in the least.

POWER

The power for the operation of the ten sections in use is supplied by a 11 horse-power motor, with alternating current. A twin motor is also installed. If one goes wrong the othtion, and there is no human agency | er automatically starts. If both are able to "butt in" and disconnect out of business, the company has a direct motor current from its own storage batteries which can be dethis attendant, and exclusive of the ing the company and closing it up. arise. When the telephone has com. business staff, only one long-distance pleted the operation of making the lady operator is required.

HOW BELLS ARE RUNG The motor power of the company the bell at the other end. If the but- is installed in the basement. It conton is pressed before, the bell on the sists, as has already been pointed other end won't ring, because the there is a 110 volt generator for

supplying the ringing with duplicate current attached in case of trouble. There is also attached to this ringing generator a "busy back" which furnishes the busy signal when a tele-Phoneis in use. Protected by seven solid cement walls are the seven cables containing 1500 pairs of wires, which lead into the building from the underground system. These cables reflect to the ordinary observer wonderful scientific advancement achieved in telephone work, as the cables appear no larger than rope, containing, nevertheless, their mass of ham's Vegetable Compound telephonic connections. About the worst blow the service could receive would be for these cables to become broken. Hence the reason for their encasement in "solid cement room.

THE BUILDING. The entire office building of the company is permanence itself, flecting not a little on the permanence of the idea which it embodies. It is of hire proof construction, and of the most solidly built buildings in Brantford. The staff are provided for in the upper story, and have a steel circular stairway to descend into the workroom. Eighteen months ago there was very little doing around the building; at present calls are incessantly coming in on the long distance lines, and every section of the Automatic switch-Womeneverywhereshouldremember board shows its quota of phones being almost in constant use. The 850 telephones are not only installed in the city, but they are in use, and the Machine telephone has given the people the telephone habit, similar other great things of public utility. they have been placed within

THE DUAL SYSTEM

The merits and demerits of a dual

telephone system have formed the subject of a lot of public discussion. Right here let it be said, and the emphasis cannot be too strong, that Canadian Machine Telephone Company has succeeded in giving Brantford a service superior to anything it ever had before. It is the company that effected it, and brought it about promptly. There are times within the memory of every telephone user when the service supplied by the ordinaev telephone was execiable That that has been improved 100 per cent is due to the fact of the competent existence of the Canadian Machine Telephone Company. This fact is undisputed in the Telephone City The service by the Canadian Machine Telephone Company has in the face of strong opposition been brought almost to the point of perfection.

WHAT SUBSCRIBERS SAY

The writer personally interviewed number of subscribers this week as to how they found the service of the machine telephone. In every case laudatory references were received. If the machine 'phone has had drawbacks, it is because of the newness of the idea. Habbits of people The machine telephone, however, don't change quickly. The number of machine telephones now in use Brantford, however, is the best evidence that the new telephone is workrevolution of a small disc-like ing with a high degree of satisfaction. Subscribers of the company in various callings praised different fea of the telephone. Some tures placed on the hook. That three calls thought the line was a perfect one, an ordinary conversation. Others | bearers. found great value in the rural connections of the company, the field being tributary to this city, and the natural one for trade outlet. Others found it essential because the telephone being within reach of any one of ordinary means, it had become installed in hundreds of homes. As a business getter it was producing the desired results. The working of the telephone itself was enthusiastically spoken of, no trouble having been experienced, and the service being

very satisfactory. A local bank manager expressed the opinion that the telephone was which would reach perfection. The writer has found the subscribers satisfied in every way. Without doubt the remarkable progress ready made by the Canadian Machine Telephone Company, will continue with still more remarkable strides, and it will not be long before the province is become a network of machine telephones, as typified by the wonderful invention of Lorimer Bros. It is an invention that needs but little introduction to gain wide favor. It is a public utility that will last throughout the ages.

HUGHES IN THE DIRECTORATE

Ottawa Citizen: In the published pended on temporarily. This contin- list of directors of the Little Nip gency against interruption is charac- issing Cobalt Company, the name teristic of the whole of the Canadian of Col. Sam Hughes appears. Col. Machine Company's service. Only one Hughes, as a matter of fact, was man is required on duty to operate only recently appointed a director, and look after the machines. Besides and for the sole purpose of purify-

> Dr. de Van's Female Pills A reliable French regulator; never fails. These pills are exceedingly powerful in regulating the generative portion of the female system. Refuse all cheap imitations. Dr. de Van's are sold at \$5 a box, or three for \$10. Mailed to any address. The Scobell Drug Co., St. Catharines, Ont Sold at Higinbotham's store.

GIVEN SEND OFF

Last evening a jolly gathering of from seventy-five to eighty people gathered at the residence of Mr. and Mrs. W. McLean, in West Ops, short distance from town, to enjoy social evening and also to say farewell to them on the eve of their departure for Toronto.

During the evening Mr. and Mrs. McLean were the recipients of an address and presentation. An address embodying the regret of their numerous friends on their removal to the Queen City, as well as the lest wishes for the future happiness was read by Mr. R. Hopkins and Mr. Walter Arksey made the presentation of a handsome set of dishes. Their little daughter was also remembered, being the recipient of a rocking chair.

Mr. McLean, in a neat speech thanked the gathering for their expressions of esteem and good will and assurred them that both he and Mrs. McLean would always look back with pleasure to their associations withefriends in Lindsay and Ops.

The remainder of the evening was spent in tripping the light fantastic. excellent music being provided by Messrs. J. Trainer, Steve Callaghan and Waltes Curtis.

An excellent supper was served during the evening by Mrs. McLean. Mr. McLean goes to Toronto to-day, and Mrs. McLean leave to-morrow.

WHITELAW

Whitby Chronicle:-John Whitelaw, is the second son of Mr. and Mrs. Alex Whitelaw, of this town. The young man, who was in his thirty third year, had spent nearly his boyhood days here, and he went on the railroad, was a frequent visitor at his parents' home. To make his death more la mentable, he had been married only a few months, He was a member of the I.O.O.E., A.F. & A.M., and A.O.U.W. orders. Mr. George White law, elder brother of the man, left on Sunday morning for the scene of the accident. taking an automobile from Whitby to Highland Creek, where he connected with the Railway.

The remains of the dead young man were brought to Whitby Monday evening and the funeral took place on Tuesday afternoon. His fellow employees on the rail

way, as well as numerous in town and elsewhere, sent beautiful wreaths of flowers ing their sympathy.

Rev. A. F. Barr conducted funeral service.

The pall bearers were from Odd Fellow and Workmen Lodges. Memebrs of both these lodges attended in a body.

Interment was made in Union

The sympathy of the entire community goes out to Mr. and Mrs. Whitelaw and family in their time of deep affliction.

BOBS UP AGAIN

Toronto, Feb. 13.-The authorities believe Dr. Beattie Nesbitt to very near the border in the United States, but no extraditable charge can be laid against him.

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INCORPORATED 1895

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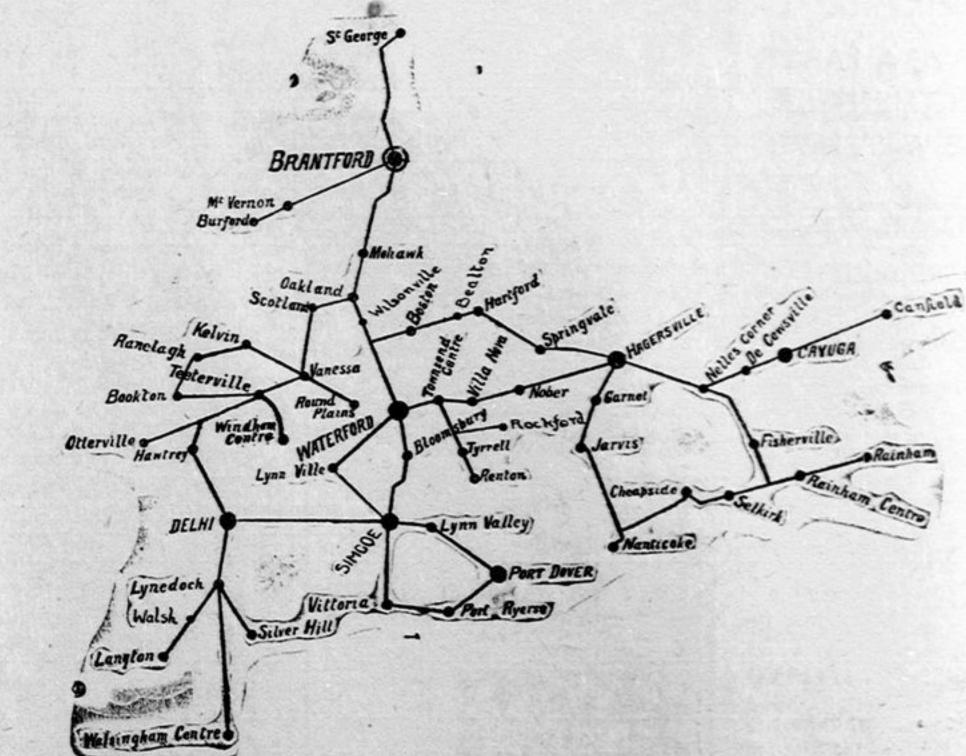
Manager Lindsay Branch

Joseph Got Out

to Haliburton last week, to super house, and as Mr. T. prefers such intend at a Wood Alcohol Manufac comforts as he has always enjoyturing plant returned after a look ed he shook the dusk, or sport over the ground. The factory and rather, from his feet and returned plant were satisfactory but the general outlook for lodgings bad. There were no scratching posts like the Duke of Argyle had on his estate for the tenantry. the trees no doubt taking their place. That Christian

grace which is said to be next to Millbrook Reporter: Mr. Joseph godliness was sadly lacking how-Thorndyke, whom we reported gone ever in and around the boarding

> Children Cry FOR FLETCHER'S CASTORIA



The above mustration shows the rural connections of the Canadian Machine Telephone Company, is dition will be added shortly to the a bove network, the large list of telephones controlled by the ingersoll company, which covers a wide field towards St. Thomas. The cut is indicative of the remarkable development made by the machine phone.