

Reserves 70 Bell lines for match phones

Bell Canada personnel have been meeting and planning since early February in order to make certain that all details related to communications will be in order for the 1974 International Plowing Match.

Up to 70 lines have been held in reserve to look after the requests received for telephone service for the exhibitors, caterers, radio stations and TV stations. CBC will likely do live TV programs from the site, and facilities are now reserved for them. In addition, a Translux service from the grain exchanges in Chicago and Winnipeg is also being planned.

On demand

Some 17 pay telephones will be operating on the site, and the circuits from Georgetown to Brampton to handle the additional "operator" type of calls has been greatly reinforced. Business service for the exhibitors and caterers is available on demand and is part of the exhibitors' application form for space which is handled by the Department of Agriculture.

Bell Canada will operate a Message Centre at its tent headquarters so that any messages for individuals on the site will be received and relayed by the Bell Canada hostesses.

An interesting cable display and narration will take place six to seven times each day on the site. This program will show the public Bell's methods of identifying where underground cable is now in place, and also demon-



W. C. BARNES
Bell's busy at IPM

strate the latest methods of "plowing" and burying different sizes of cable.

Another display in the Bell tent will reflect the Centennial story of the invention of the telephone. It provides an opportunity for people to hear their voice as it might have been transmitted back in 1874.

W. C. Barnes, manager for the area, says all plans are well underway and he hopes that as many people as possible will visit their display, and ask any of the employees on duty questions about their service.

UP AND OVER

Don't miss a thrill at the IPM, be sure to take a helicopter ride over the site in one of the copters flown by Niagara Helicopters.

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