

*Needed: a communications system
tailored to the specific needs of
the modern businessman farmer.
The answer, Farm Interphone . . .*

A New Voice For The Farm

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TODAY, COMMUNICATION on the farm is more of a problem than ever in the past. Time was—not so many years ago when farm life was simpler and the average farm much smaller—when the dinner bell and stout lungs could take care of at least the basic communication needs.

But in recent years farming has changed and changed dramatically. The typical modern farm is not only larger than most farms used to be; it is also a complex, highly mechanized business. As a result, fast, efficient internal communication has become as important to the nation's 3,700,000 farmers as to any other businessman.

It was to fill the very real and specific internal communication needs of

this large and important group of our customers that Farm Interphone was developed. Of all the services offered in recent years, few have been tailored quite as closely to the specific needs of a large market. It is in every sense of the word the farmer's own system. Since the system's earliest development stages, he has participated in determining what features the Farm Interphone should have.

The story of Farm Interphone really begins in Iowa in 1955. Telephone people there were concerned about the internal communications problems of their farmer-customers. There simply wasn't an existing communication system that fitted the farmer's needs. Something special was required; so

Northwestern Bell people in Iowa designed a "key telephone package" which they installed on a trial basis on 12 Iowa farms.

The resulting reception was so enthusiastic and comments so encouraging that Northwestern Bell (and subsequently the Bell System) undertook a survey of its rural customers to find out in detail what their internal communication requirements were and how the Bell System might meet them.

What Was Needed

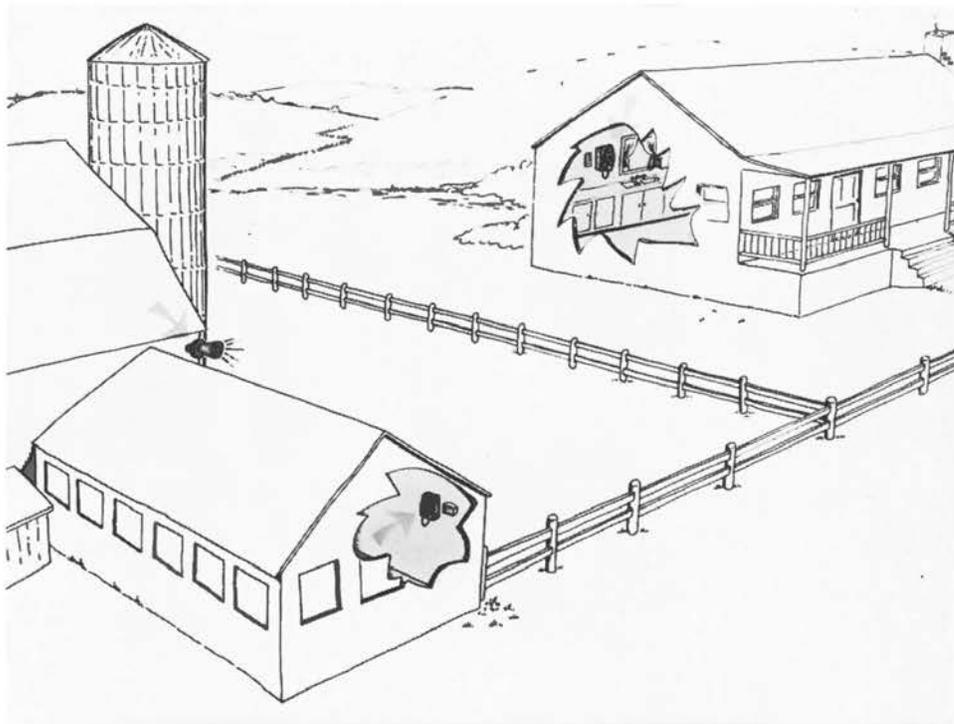
Farmers told us that they were very definitely interested in farm building extensions, intercoms that they could use without interrupting their work, monitoring so they could hear what was going on around the farm and

loudspeakers for conversation and voice signaling.

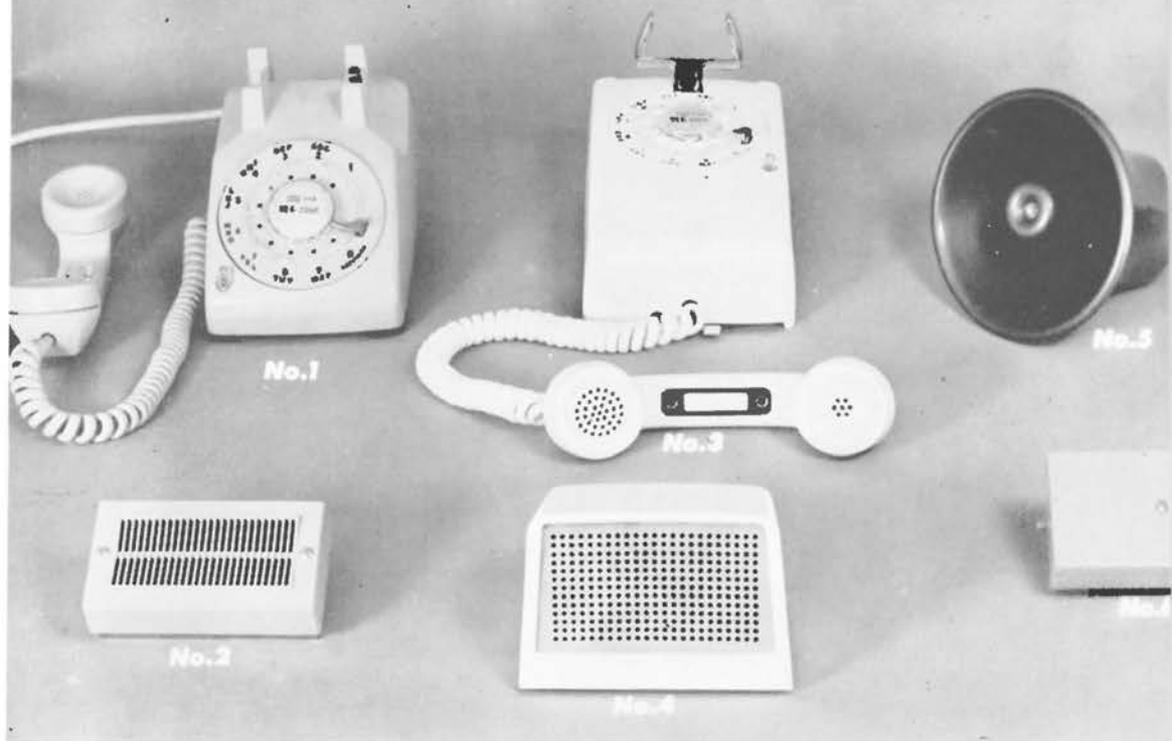
In short, farmers said they needed a communication system that would help them run their farms more efficiently and in addition provide comfort and convenience compatible with their improved standard of living.

An indication of how badly such a system was needed was the variety of homemade communication devices the survey revealed. Frankly, we were amazed and sometimes even amused at the ingenious inventions that farm people used to signal each other. Some used clotheslines to carry messages, some used mirrors to flash light back and forth and others used a variety of bells and gongs.

By the time the study was finished,



The main components of Farm Interphone are shown in typical use in the drawing above. It permits either private or "broadcast" communications with hands-free answering.



Farm Interphone equipment: (1) Master station telephone usually installed in farmhouse. (2) Master station loudspeaker for intercom and monitoring. (3) Second telephone for barn or other outbuilding for intercom or regular use. (4) Accompanying speaker-microphone. (5) Long-range two-way loudspeaker for outdoor use. (6) Special ringer which broadcasts telephone ring. Additional equipment (including Princess) is also available.

it was apparent that an entirely new system had to be developed to meet the special needs of the farm family. Teaming up to meet the problem, A. T. & T., the Bell Laboratories and the Western Electric Company went to work.

A New Concept

The result was the development of Farm Interphone, a new concept in farm communications. Now, for the first time, the handling of regular calls, intercom calls and monitoring service was possible in *one* highly versatile communications system based on the use of the household telephone.

After testing and perfecting Farm Interphone in various parts of the country, we were satisfied that it ful-

filled the basic purpose for which it was developed—to save man-hours and to improve the efficiency of farm management.

Then came June 1960 — The American Agricultural Editors Convention. Farm Interphone was presented and demonstrated in all its glory—and they liked it. Articles started appearing all over the country. Comments such as these were sprinkled throughout the stories.

Poultry Tribune—“The telephone—already an important tool to farmers—becomes even more valuable with the introduction of a new ‘Farm Interphone’ system developed by the Bell System...”

Ohio Farmer—“I predict Farm Interphone will be so popular that there

will be thousands of them sold . . .”

Farm Journal—“A new telephone system for farms lets you take a call right on the job. There is no need to drop your work, run to the house and track up the kitchen floor. And your wife doesn't have to chase out to find you . . .”

In addition, NBC “Monitor” interviewed a Farm Interphone user and carried the discussion over its nationwide network. An independent agency provided a three-minute radio demonstration of the product to over 400 radio stations throughout the United States. *Farm Interphone had passed the test*—It had been accepted by a most critical audience.

The editors verified that the service was truly “farm designed.” This endorsement was substantiated by comments from farm families who had used it such as: “It saves us all kinds of time and running every day. It's a real convenience. We sell our eggs and now we never miss an order . . .” “. . . It's worth a million dollars. I just call Joe without leaving the house and chasing from building to building . . .” “. . . It enables me to know just about what the activity is in the barnyard at any given time of day.”

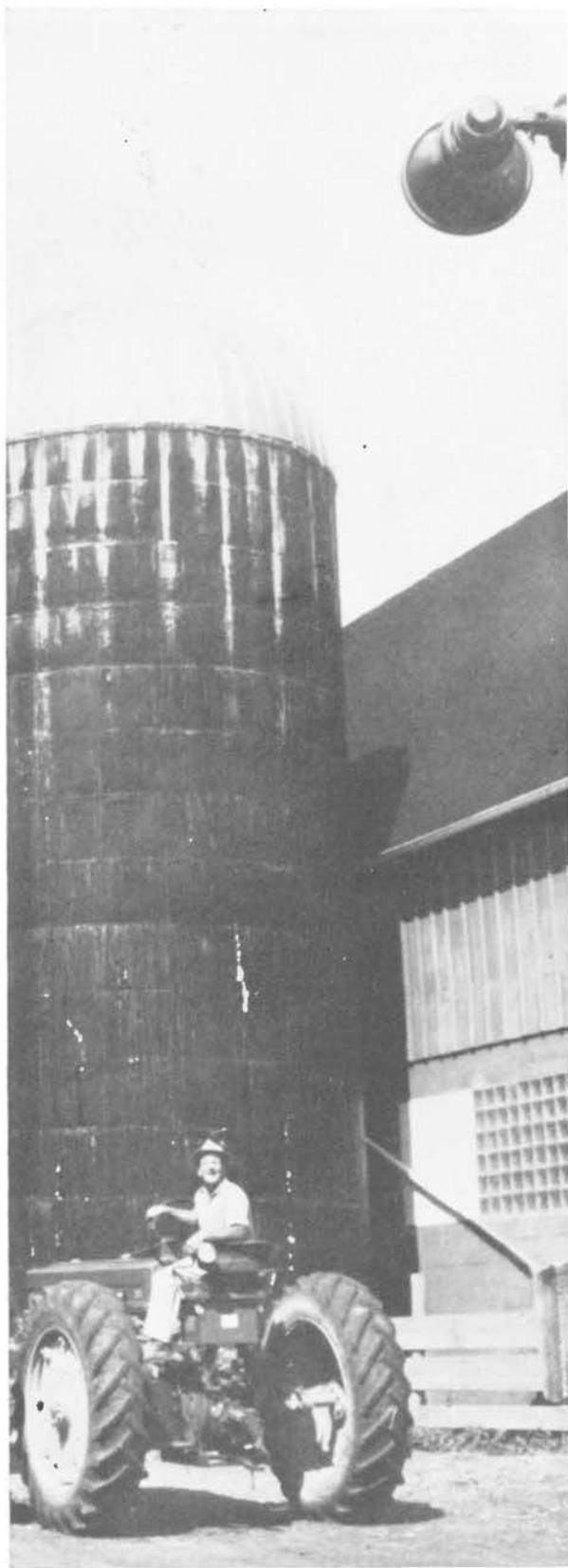
It became apparent early in the planning of the marketing program for Farm Interphone that something special was needed to demonstrate this new service in the rural market—something that would let the farmer evaluate what it would do for him and mentally try it in his operations.

Why not produce a movie—Call it “A Voice for the Farm.”

We did. Sound — color — the whole works!!

Not only does the film create interest in the product but because of the

Using *Farm Interphone*, farmer can talk with house via long-range two-way loud-speaker microphone while he is working.





Introduction and demonstration of Farm Interphone to the American Agricultural Editors' Association was made in Memphis last summer. They endorsed it with enthusiasm.

setting and matter-of-fact approach our farm customer finds it easy to identify himself with the "Mr. & Mrs. Roberts" portrayed in the film. And when we solve the Roberts' problems by installing Farm Interphone he realizes we really solve his communications problems at the same time.

Many additional items were produced—such as sales brochures, a "How to Promote It" booklet, suggested advertising, talks, direct mail plans, slide presentations, a sales training course and customer instruc-

tion material. All were designed with the farmer in mind.

As a result of the years of research and effort, we can approach the selling of this new service with confidence. The product is outstanding and the market is obviously ready. In other words, we are now able to furnish a modern communications system to thousands of topflight farmers who really mean business.

Farm Interphone is another step forward in meeting the communications needs of our rural customers.