

THE MOUTH-PIECE

ASSOCIATED TELEPHONE UTILITIES SYSTEM



SEPTEMBER 1930

VOL.3

Scanned @300dpi Steve Cichorsky

NO.9

Thirty Little Desks

Thirty shiny little desks,
Sitting in three rows,
Oh! the feelings, seeing them,
Every teacher knows.

Thirty touseled little heads,
Over primers bent,
Of the mischief lurking there,
Giving not a hint.

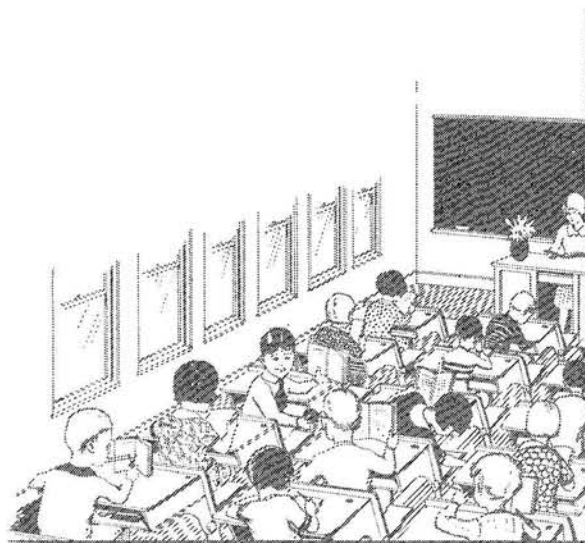
Thirty pairs of earnest eyes,
On the teacher fixed,
As she tells a fairy tale,
Joy and wonder mixed.

Thirty chubby little hands,
Waving in the air,
Thirty cherub faces sweet,
Souls without a care.

Thirty pairs of tiny feet,
Shuffling on the floor,
Thirty whispering all at once,
Who could ask for more?

Thirty little minds to teach,
Who would miss the bliss,
Brought by all it means to live
Such a life as this?

—LOUISE READ.



LEXINGTON, KENTUCKY

The Present Telephone Plant Was Inaugurated Early in 1901

By D. H. LLOYD, Chief Clerk and Assistant Secretary,
Lexington Telephone Company

LEXINGTON, situated in the heart of the beautiful Blue Grass region of Kentucky, has been called the "Athens of the West" or, as its Board of Commerce would have it "The Center of Culture and Agriculture." The very name brings up a picture of Revolutionary valor—of Southern aristocracy and chivalry. And, yet, a modern city in every way—the best known city of its size in the world. No American city of its age has clustering around it more interesting associations than Lexington. During a long and eventful era, she was the political, literary and commercial metropolis of the great northwest.

Until the year 1775, no white man is positively known to have visited the place now called Lexington. In that year Robert Patterson, Simon Kenton, Michael Stoner, John Haggin, John and Levi Todd, and many others took possession of the north side of the Kentucky river including Lexington. These intrepid hunters were sent out from Fort Harrod (now Harrodsburg, Kentucky), and on or about June 5 they camped on a spot nearly opposite the present beautiful Lexington cemetery. They had noted with pleasure the wonderful country through which they had passed, and of all the broad, rich acres they had seen, their eyes had never before feasted on such untold wealth of blue grass pasture. Deer, elk, bear and buffalo crowded the woods, and they realized the truth of the wondrous tales which had been told of this, the red man's most cherished hunting grounds.

The news had crept through the wilderness of the Battle of Lexington in Massachusetts colony, and the patriotic pioneers enthusiastically adopted the name of Lexington for their proposed new settlement on the site of their camp—the first monument to the first dead of the Revolution.

It was not until later, however, that the first block-house was erected on the present corner of Main and Mill Streets. This was succeeded, in 1779, by a frame one and, in 1807, by what was then called "a splendid two-story brick."

On May 6, 1782, an assembly of settlers in Fayette County, Kentucky, passed a resolution whereby the title to 710 acres of land was vested in seven trustees for the establishment of the town—Lexington. Thus was founded, in the heart of the wilderness, the town which today covers 3500 acres.

The history of education in Lexington dates from the

commencement of the city itself, the first school being started in 1780. In 1788, Transylvania University was moved to Lexington where it is now located. It is the oldest college west of the Alleghany Mountains and George Washington, John Adams and Aaron Burr were among the contributors to its endowment. Among the graduates of this famous old school are found such names as Jefferson Davis, Thomas F. Marshall, John Fox, Jr., James Lane Allen and numerous others. The oldest medical library in the world is located in this university.

The University of Kentucky, located on South Limestone street, is the leading institution of learning in the state and yearly sends out its quota of young men and women to take their places in the world. Lexington, in addition to several preparatory schools, has a modern public school system with five high schools and twelve elementary schools.

The first newspaper in Lexington, established in 1787, by John Bradford, was the first paper published west of the Alleghanies and was called the *Kentucky Gazette*. The first copy, dated August 18, 1787, was a little brown sheet about the size of half a

sheet of common note paper—"subscription price eighteen shillings per annum, advertising of moderate length, three shillings." The paper contained advertisements for knee buckles, hair powder, spinning wheels, and one advertisement read as follows: "Persons who subscribe to the frame meeting house can pay in cattle or whiskey." A notice was given to the public not to tamper with corn or potatoes at a certain place as they had been poisoned to trap some "vegetable-stealing Indians."

The Lexington Library, the oldest institution of its kind in Kentucky, if not in the west, commenced its existence in 1795. Five hundred dollars was collected by private subscription and with this was purchased 400 volumes. It is now a very valuable library, abounding in rare old works, many of which cannot be obtained elsewhere for any consideration.

Lexington claims the honor of having constructed the first railroad in the west, and the second one in America, originally known as the Lexington and Ohio Railroad. This was chartered by the Kentucky Legislature, January 27, 1830.

Lexington became incorporated as a city in the year 1832, and on January 12 of that year, the first mayor and first board of councilmen were inducted into office. Today it is ruled by Commission form of Government.

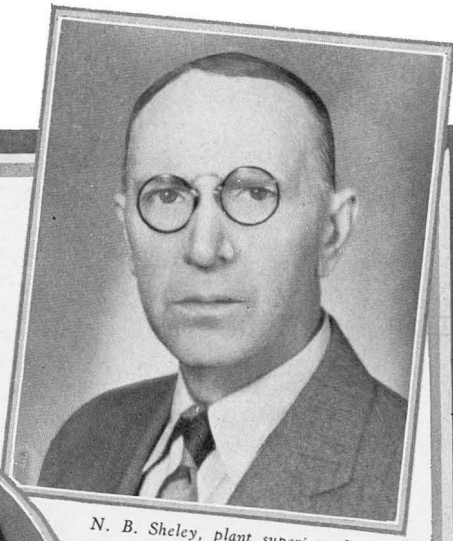


D. H. Lloyd

LEXINGTON PERSONNEL



J. A. Sullivan, general manager



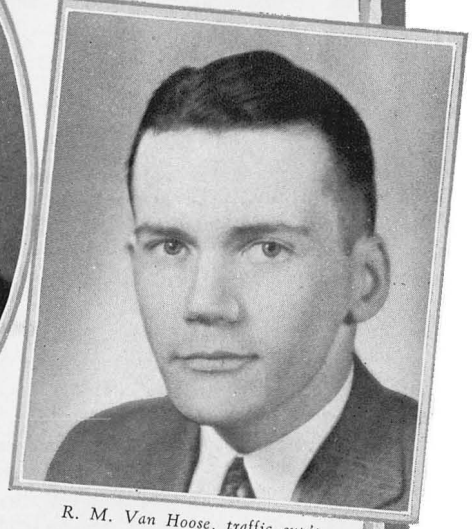
N. B. Sheley, plant superintendent



Senator Thomas A. Combs,
president



J. R. Humphrey, cashier



R. M. Van Hoose, traffic sup't.

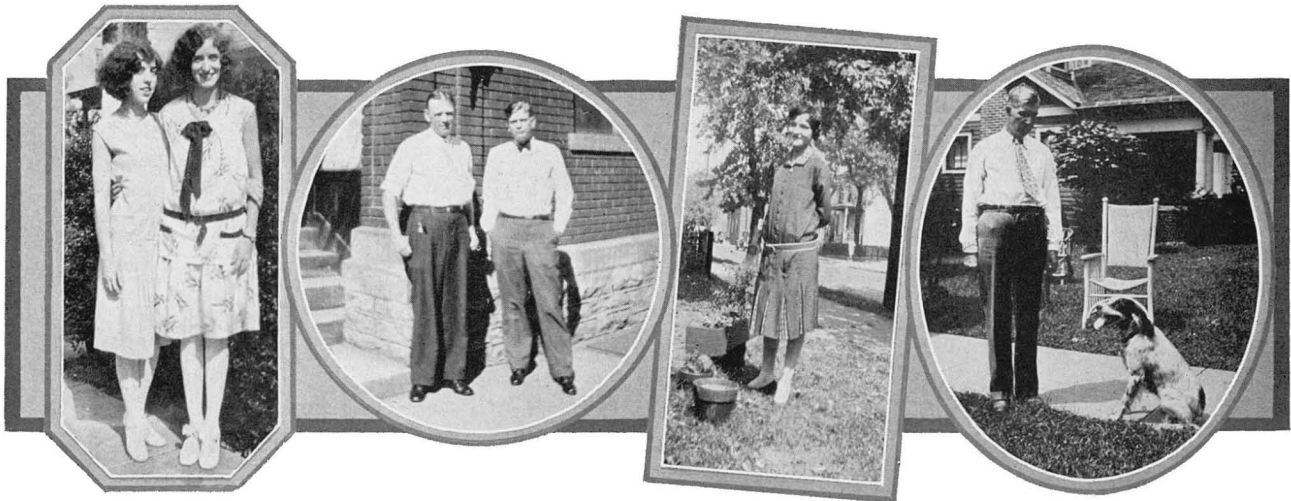


O. B. Lloyd, directory advertising



W. L. Gardner, engineer

THE MOUTH-PIECE



LEXINGTON TELEPHONE COMPANY EMPLOYEES

Left to right: Thelma Wright and Catherine Lyons, operators. J. A. Heinkel, wire chief, and John Elam, frame-man. Marguerite Smith, toll operator. Henry Adams, manager, Nicholasville, Ky., exchange, and a good pal, "Queen."

The rich limestone soil around Lexington and clear, sparkling creeks combine to produce the famous blue grass which, in its turn makes wonderful food for thoroughbred horses and pure-bred stock. The Kentucky Trotting Track and the Kentucky Association Track, the latter the oldest running race course in the United States, this being its one hundred and fourth year, are two of Lexington's best known institutions. In the immediate vicinity are many noted stock farms. At the present time Man o' War, who needs no introduction to the American public, is quartered at Faraway Farm near the city.

Ashland, the home of Henry Clay, the Great Commoner, is one of the most interesting beauty spots in Lexington. General John Hunt Morgan, of Civil War

fame, was also a native of the city and his beautiful old home stands at the present corner of Second and Mill Streets. An equestrian statue of General Morgan stands in the court house yard, an imposing monument to the bravery and courage of this hero of the Confederacy. Another historical home is that of Mary Todd, the wife of Abraham Lincoln, which is still standing on West Main Street.

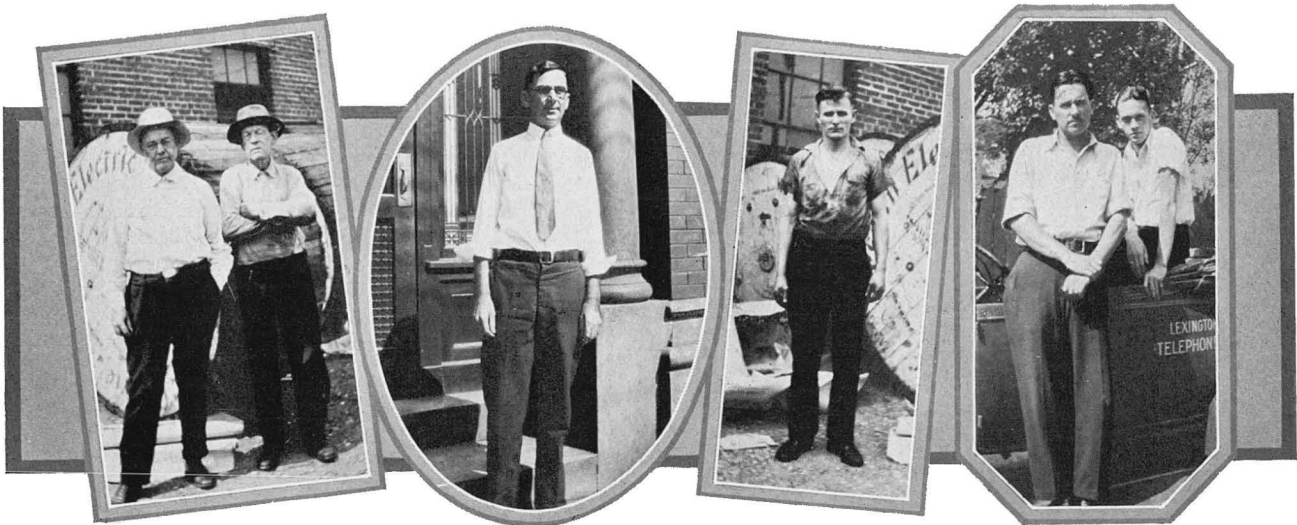
Among other things for which Lexington is noted are the following:

The largest loose-leaf tobacco market in the world.

The thoroughbred horse breeding center of America.

The metropolis of one of America's richest agricultural regions.

(Continued on page 5)



LEXINGTON TELEPHONE COMPANY EMPLOYEES

Left to right: C. W. Scott, stock-keeper, and Charles Henry, assistant stock-keeper. George Crutchfield, plant clerk. R. J. Soard, garage. J. A. Shely and James Sullivan, Jr., P.B.X. repairman.



THE MOUTH-PIECE

PUBLISHED AND DISTRIBUTED MONTHLY IN THE INTERESTS OF THE EMPLOYEES OF THE
ASSOCIATED TELEPHONE UTILITIES SYSTEM

Office of Publication - 122 West Washington Ave., Madison, Wis.

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Aaron Steadman
Spokane, Wash.

Gladys Miner
Scottsbluff, Nebr.

M. B. Horne
Lubbock, Texas

William Stout
Eric, Pa.

Mrs. Euna Matthews
Los Angeles, Calif.



"A LAND OF NON-STOP 'PHONES"

Recently your editor began an exchange of company publications with the W. T. Henley's Telegraph Works Co., Ltd., London, England. The August issue of their publication, *Distribution of Electricity*, reached my desk several days ago. Two items appearing in this issue were extremely interesting. One appeared in the mast-head of the publication on its editorial page. It read as follows: "The Editor, while exercising every care, cannot accept any responsibility for the views expressed by Contributors or for the accuracy of any statements made." How I would like to shake that editor's hand and say: "Thar's gold in them thar words pard." What a peaceful life your editor would lead if he could convince the boss of this fact.

The other item is the real cause for this bit of editorial comment. It consists of the impression Sir Alexander Roger, London, received on telephony during his recent visit in the United States. I will let Sir Alexander do the finishing.

"The telephone has made America a continent of neighbours. Everybody has a telephone, and everybody telephones to everybody else. Their business and social life are equally built up on the fact that you can reach anybody anywhere at any time you want. And you can do.

"Every time I cross the Atlantic," continued Sir Alexander, "I find out something new of how the telephone should be used. That it is in every home is taken for granted. The only question is whether one should have an instrument in the kitchen as well as in the living and bedrooms. Every hotel has several telephones on the ground floor, from which you can call up any bedroom.

"Offices, of course, have extensions everywhere. I saw one boardroom, used, perhaps, once a week, with six extensions on a twenty-foot long table. You see it doesn't pay to waste even a few seconds for men whose time is worth pounds a minute.

"Then long distance work amazed me. I seldom had to put the receiver down while they got the number. Here in England we look upon a long distance call—a thousand miles or so—as something of an adventure. In America no one would think of mentioning it except incidentally. Head Offices are in daily and often more than daily touch with branch offices at the opposite side of the continent, or even over the edge to London, or further, if need be. If it saves time it is worth it and it is just done as office routine.

"Every American on an average makes some 230 telephone calls in the year. Every Englishman, rather less than 30!

"This is not the result of a strong silent complex in the English. The Englishman can be talkative enough if need arises, and the American doesn't use the telephone merely as a safety valve or for the sake of talking.

"An intensive and sustained campaign of press advertising is at the bottom of America's telephone prosperity. Every detail, every move of the telephone system, is familiar to all America from skilful advertisement in newspapers and magazines. They have been told again and again, and have come to feel that the man without a telephone is a sort of urban Robinson Crusoe."

"The consequence is a land of non-stop 'phones."

DEL DURNI

Del Durni, electrician, Commonwealth Electric Light Company, Darlington, Wisconsin, died September 1 of pneumonia. Mr. Durni was ill only three days and his death came unexpectedly. He had been connected with the company for the past fourteen years. He is survived by his aged mother. Funeral services were held in Darlington and internment was made at Lancaster, Wisconsin.

Mr. Durni participated in the Associated Telephone Utilities System's group life insurance plan and his mother will receive the death benefit of \$1100.

The Commonwealth Electric Light Company extends its sincere sympathy to Mrs. Durni in her hour of sorrow.

NEW ASSISTANT EDITOR

M. B. Horne, general office, State Telephone Company of Texas, Lubbock, has been appointed assistant editor of *The Mouth-Piece* to succeed E. L. Curb. Mr. Horne will gather and edit the news from the employees of the State Telephone Company of Texas, the Standard Telephone Company of Texas, and the Haskell Telephone Company also located in Texas. The Kansas State Telephone Company with exchanges at Baxter Springs, Columbus, Scammon, and Galena will also come under Mr. Horne's supervision.

BACK ISSUES WANTED

The general office file has been completely exhausted of the November, 1929, and the January, 1930, issues of *The Mouth-Piece*. The editor is making a plea to all employees to send him any extra copies of these two issues which might be in your possession. Kindly send your copies to the editor in care of the Commonwealth Telephone Company, 122 West Washington Avenue, Madison, Wisconsin.

THE MOUTH-PIECE

LEXINGTON, KENTUCKY

(Continued from page 3)

One of the largest motor coach transportation centers in the country.

One of the foremost educational centers of the South.

The greatest burley tobacco producing center.

Location of the Federal Narcotic Farm, the only institution of its kind in the world.

The city, including environs, now has a population of 68,298 and is served by three railroads, Chesapeake and Ohio, Louisville and Nashville, and Southern.

Lexington was, recently, very fortunate in being selected by the Government as the location for the Federal Narcotic Farm, which will be the only institution of its kind in the world, and the Lexington U. S. Veterans Hospital. Both will be located on the Leestown pike, near the city, and it is estimated that their cost will exceed seven and one half million dollars.

Lexington is, also, a popular convention city and both the Democratic and Republican parties have held their state conventions here for the past several years.

Early in 1900, a move was inaugurated by several of Lexington's leading citizens to organize an independent telephone company and on February 8, 1901, a charter was granted the Fayette Home Telephone Company by the state of West Virginia. Hon. Desha Breckinridge, owner and publisher of the *Lexington Herald*, was its first president. The board of directors, numbering twenty-one, was composed of the leaders of the financial, business and political interests in Fayette County. A thousand line common battery switchboard was installed on the top floor of the McClelland Building which was, at that time, the tallest building in the city, reaching a height of five stories.

An intense campaign for subscribers was inaugurated, but stiff opposition was encountered from the Bell Company, which had been operating in Lexington for about ten years and which made a material reduction in its rates as well as employing several solicitors in the city and county.

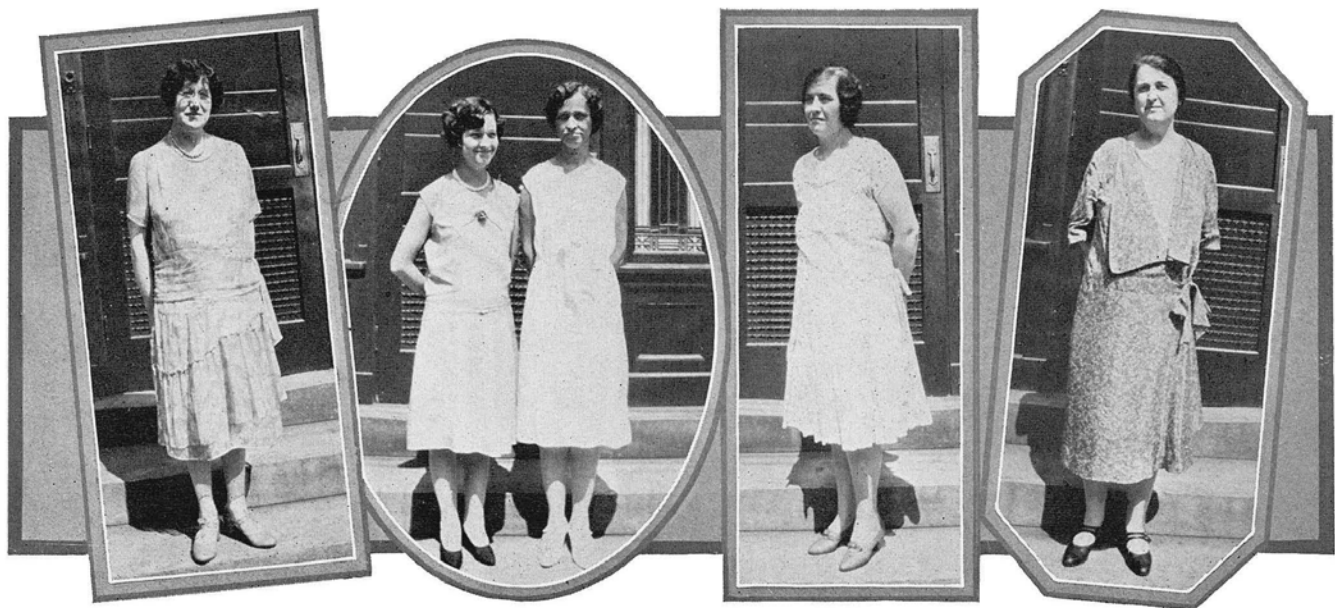
The new company constructed a modern plant with several thousand feet of underground conduit and extensive aerial cable. However, early in its history, the officers of the company realized that the rates which they were obtaining were not sufficient to make the necessary extensions to the plant and, at the same time, to pay to the stockholders a return upon their investment. As a result of this they passed through the usual lean period which was, as a rule, the experience of most independent companies.

In 1908, having outgrown its quarters in the McClelland Building, the company purchased the site at the corner of Upper and Church Streets where its present commodious quarters are located. In July, 1908, the exchange was moved.

From this time on, with better rates, the company rapidly increased in subscribers' stations and net revenue until the latter part of 1912 when they purchased the property of the Bell Company. The unification of the two physical properties required about six months and at the end of this time the company was serving 4749 subscribers.

In April, 1916, Senator Thomas A. Combs was elected president to succeed George S. Shanklin, who had succeeded Mr. Breckinridge.

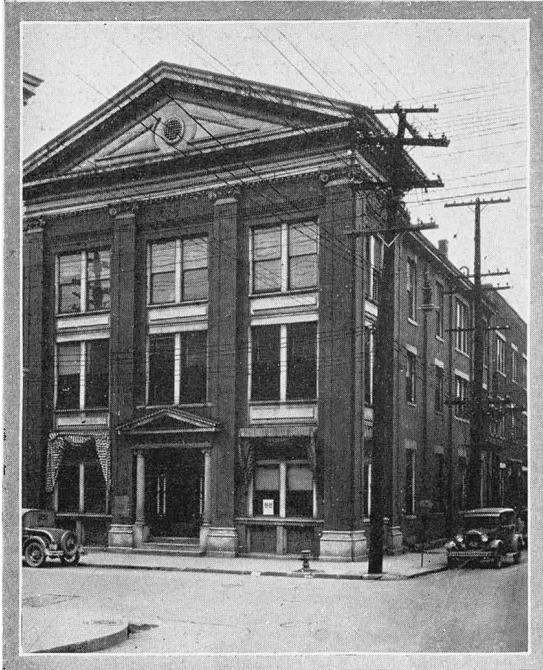
During the four year period, 1916 to 1921, the company was granted several increases in rates which, together with the station growth and economy in operation, made the Fayette Home Company a very attractive



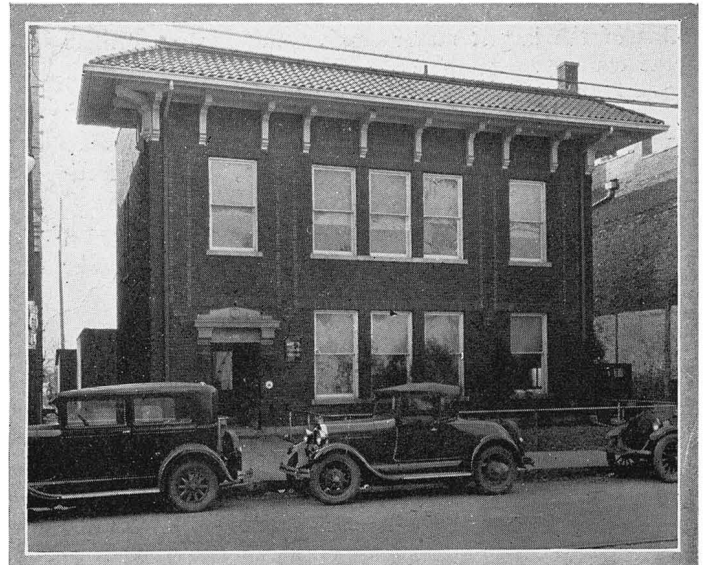
LEXINGTON TELEPHONE COMPANY EMPLOYEES

Left to right: Lucy Bentley, stenographer. Mrs. Janette Finley, local chief operator, and Mrs. Maude Phelps, toll chief operator. Margaret Scully, assistant local chief operator. Luella Parker, toll supervisor.

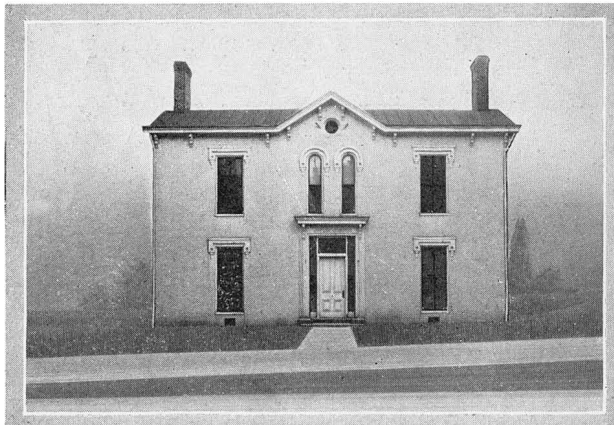
OUR KENTUCKY EXCHANGES



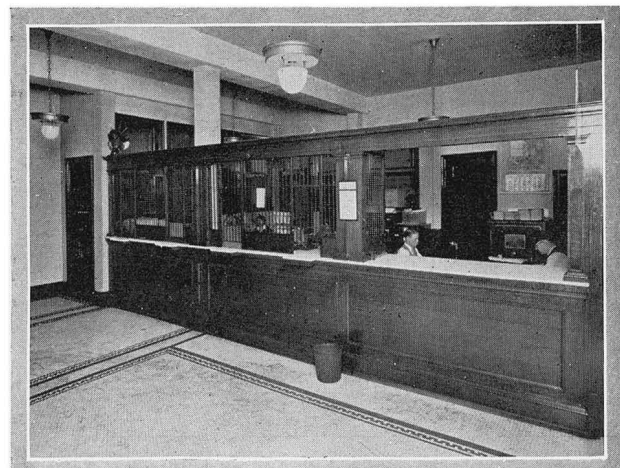
Lexington exchange building



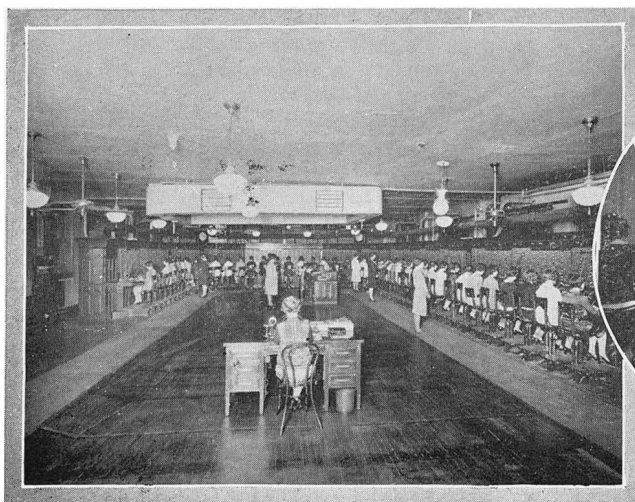
Versailles exchange building



Nicholasville exchange building



Cashier's office and lobby, Lexington



Local operating room, Lexington



Toll operating room, Lexington

THE MOUTH-PIECE



LEXINGTON TELEPHONE COMPANY EMPLOYEES

Left to right: R. S. Shely, head central office repairman, and S. W. Hall, assistant head central office repairman. Mabel McGurk, toll clerk, Luella Parker, toll supervisor, and Myrtle Bryant, clerk. R. R. Miller, service order dispatcher. Mrs. Mabel McGurk and Myrtle Bryant.

company. The station growth continued at a normal rate up to the post-war depression of 1921. Quick recovery was made, however, from the depression and since that time the company has enjoyed a station gain of from 400 to 500 stations per annum.

In the latter part of 1923 the officers and directors of the company decided that it would be to the best interests of the company and the public to incorporate under the laws of the state of Delaware. This was accomplished and on January 1, 1924, the name of the company was changed from The Fayette Home Telephone Company to Fayette Home Telephone Company. The company continued to operate under the name of Fayette Home Telephone Company until August, 1928, when its ownership was acquired by other interests who changed the name to Lexington Telephone Company, the articles of incorporation remaining with the state of Delaware. During the latter part of 1929, the ownership passed from these other interests to the Associated Telephone Utilities System.

The present general manager, J. A. Sullivan, became associated with the company on January 1, 1923, having previously been district manager of the Southern Bell Telephone and Telegraph Company at Frankfort, Kentucky.

In 1924 six positions of the switchboard were rehabilitated to super-service type of equipment and it proved so satisfactory that, in 1927, the balance of the entire switchboard was converted to that type. The switchboards, both local and toll, are of Stromberg-Carlson manufacture. Subscribers at Lexington, now numbering 13,308, are served by three exchanges, Ashland, Clay and County, all housed in the one building at Upper and Church streets. The local switchboards comprise 58 operators' positions while there are twenty-seven operators' positions on the toll board. There are handled at the Lexington exchange approximately

110,000 local calls and 1750 toll calls, daily. The local calling rate is unusually high, averaging eight calls per day per station.

The Lexington Telephone Company owns and controls the Woodford Telephone Company, which operates at Versailles and Midway, and the Jessamine Telephone & Telegraph Company, which operates at Nicholasville, Wilmore and Keene. The combined properties contain 70 miles of toll pole line 280 miles of toll wire, 600 miles of exchange pole line, over 5600 miles of exchange open wire, 18,500 miles of wire in underground cables, 22,000 miles of wire in aerial cable and five miles of underground conduit.

Another peculiarity regarding telephone service in Lexington is that it is next to impossible to sell party line service. This is attributed to the fact that the city is known as an ideal residential city and among its residents are many who have made their fortunes elsewhere and have chosen Lexington as the place of their retirement. Recently an order was given by the owner of a thoroughbred horse farm, located eight miles from the city, for a straight line and extension in his residence and a straight line in each of his eight barns located on the farm.

Extension station and P. B. X. station development in Lexington are considered very good, the number of extensions being fifteen per cent and P. B. X. stations thirteen per cent of the total number of stations.

In January, 1925, there were in service in Lexington, twenty-six post-pay public telephones. At that time a campaign was started to develop pay stations and there are now in service in the city, located at advantageous points, 357 pre-pay stations and none of the post-pay type.

We cordially invite all employees of the Associated Telephone Utilities System to visit Lexington, Kentucky.

AROUND THE TOWN AT LEXINGTON, KENTUCKY



Home of General John Hunt Morgan



"Ashland," the home of Henry Clay



Lafayette Hotel



City Hall

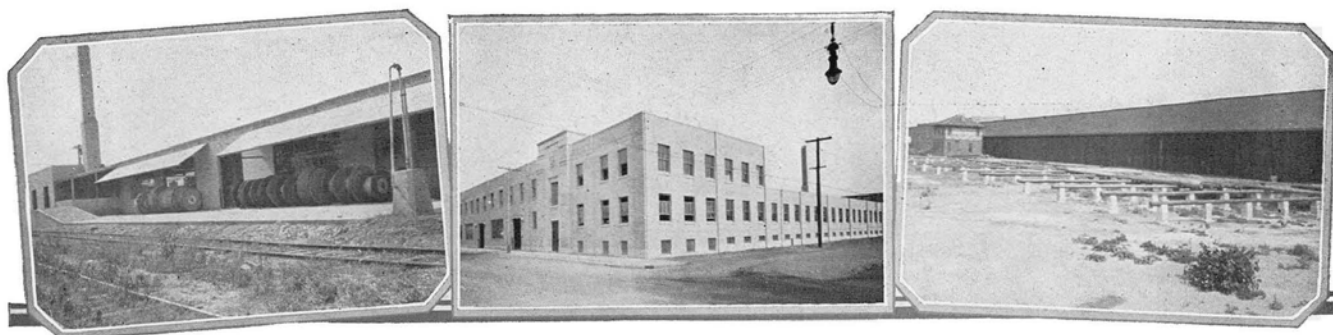


New Henry Clay high school



Interior view of the largest tobacco warehouse in the world

THE MOUTH-PIECE



THE PENNSYLVANIA TELEPHONE CORPORATION'S NEW PLANT BUILDING

Left: View showing the south end of the new plant building. Railroad switch, loading platforms, and gasoline pump can be seen. Center: A view of the new plant building. Right: Adjacent pole yard and pole skids.

THE NEW PLANT BUILDING

By LAVERN GRANDY, Plant Office,
Pennsylvania Telephone Corporation, Erie, Pa.

The new plant building of the Pennsylvania Telephone Corporation, Erie, Pennsylvania, is without a doubt one of the finest in the country. Shortly after the completion of the building on July 1, 1930, the plant forces, consisting of the construction, cable, and installation departments, the stockroom and garage forces, and the plant offices, moved into their quarters in the new building.

The well lighted and fully equipped stockroom and the storeroom are located on the west end of the ground floor. The convenient arrangement of having installation supplies in compartments under the counter eliminates needless running back and forth.

The large, spacious garage occupies the central area of the ground floor. In this room company automobiles, trucks, and trailers are housed. All repairing, oiling, greasing, filling, washing, and painting of company vehicles is done in the automobile repair shop, a room adjoining the garage on the east side of the building.

On the second floor, which extends the entire length of the building, are found the rest room, locker, and wash rooms, and plant offices. An unused space on this floor fifty feet square provides an excellent space for meetings or school classes.

An interesting feature of the large pole yard, which lies east of the building, is the unique pole skids devised and used by the Pennsylvania Telephone Corporation. The pole skids and the railroad track south of them are contiguous, thereby permitting the unloading of the poles from the cars to the skids with a minimum effort. The skids are at the same time high enough to facilitate the transferring of poles to the trucks.

The railroad switch also runs alongside the loading platform on the south side of the building. The high platform is used to unload small material and the low platform to unload cable reels.

Gasoline for company vehicles is purchased by the carload. It is emptied into a large storage tank by means of the pump, whence it is pumped electrically to the automobile.

The jury, passing on the prisoner's life, may in the sworn twelve have a thief or two guiltier than him they try. —*Shakespeare*.

F. V. NEWMAN ADDRESSES ASSOCIATION CONVENTION

The "Add-A-Phone Canvass" was the title of a talk given by F. V. Newman, commercial superintendent, Commonwealth Telephone Company, general office, Madison, Wisconsin, before the delegates to the annual convention of the Wisconsin Telephone Association held in Milwaukee, August 5, 6 and 7. Mr. Newman told the gathering of how the campaign was planned and carried on, and of the results obtained. This campaign was conducted by our Commonwealth Telephone Company last February.

TO THE ILLINOIS COMMERCIAL TELEPHONE COMPANY, TUSCOLA, ILLINOIS

The Platte Valley Telephone Corporation, serving in the territory of western Nebraska and eastern Wyoming, admits that the completed calls of the Illinois Commercial Telephone Company as published in the August, 1930, issue of *The Mouth-Piece* have them bested—but—there is just one question that they would like to ask: "Are the exchanges listed on this completed calls report, all of the exchanges owned or belonging to this group or are they the ones with the highest percentages? Our completed calls covered the entire Platte Valley territory."

ONE YEAR AGO THIS MONTH

[Taken from the files of *The Mouth-Piece*, Sept., 1929]

H. D. Currier joins general office staff at Madison, Wisconsin, acting in the capacity of special agent.

Illinois Commercial Telephone Company employees at Paxton held a meeting and dinner in the banquet hall of the American Legion Hut.

M. G. Pritchard appointed manager at Mineral Point, Wisconsin.

The Baxter Springs exchange of our Kansas State Telephone Company was presented to our readers through the pages of *The Mouth-Piece*.

E. S. Slusher, manager, Illinois Northern Telephone Company, Kewanee, was a visitor at the general office, Madison, Wisconsin.

Only 14 per cent of the world's telephones are out of reach of the American system.

PLANT EMPLOYEES AT LEXINGTON AND NICHOLASVILLE, KENTUCKY



G. C. Mooney,
troubleman, Lexington



J. C. Davenport, troubleman, John Royse,
foreman, Charles Goss, groundman, Chester
Royse, lineman, Esker Royse, plant
employees, Nicholasville exchange



J. R. Devin, troubleman,
Lexington



W. B. Shely,
troubleman,
Lexington



C. D. Rothenburg, foreman, C. Woodward, W. J.
Foster, R. W. Wickline, J. K. Lear, E. M. Morgan,
construction crew, Lexington



C. T. Dorrell, troubleman,
Lexington



Joseph Bradley,
troubleman
Lexington



Cablemen, Lexington Telephone Company, Lexington



J. B. Golden, E. L. Brittain, J. L. Manning, G. H. Sanderson,
station installation crew, Lexington

ASSOCIATED TELEPHONE CO., LTD., INAUGURATES ITS FIRST SALES CAMPAIGN

*Campaign to be Held for a Period of Three Months,
August 15 to November 15*

*By C. F. MASON, Senior Vice-President and General Manager,
Associated Telephone Co., Ltd., General Office, Los Angeles, Calif.*

THERE are three main purposes to be attained by a sales campaign: namely, to ascertain those residences and businesses in the serving territory which have no telephone service, but can advantageously use it, together with those subscribers who have inadequate facilities and should have additional service; to use idle plant facilities which otherwise would be a burden to both the existing subscribers and the company; to give the employees an opportunity, by soliciting and selling, to perform a real service in the community, and the consummation of each deal is a concrete expression of their sincerity towards their work. There is some argument that when every employee turns salesman a tendency exists to divert his mind from the specific job for which he is responsible, but the loyal and industrious employee will be spurred to take a deeper interest in his work and broaden his outlook. He will find, if he does not already realize it, that in this economic world of ours each one must do his bit—expend a little effort—to hold and promote desirable prosperity. The benefits of employee selling greatly outweigh the disadvantages.

In our exchanges, as in so many other exchanges, the telephone saturation is exceedingly low compared to what it should be. In southern California there are many conditions which are conducive to a high saturation. The average income per capita and per family ranks among the three highest in the United States. In fact, one authority, after eliminating the District of Columbia, places California and Southern California first in rank of all the states in the Union.

In the rural sections of Southern California the agriculturist is a good prospect for telephone service. A fine climate, productive soil, and water supply under controlled irrigation gives the scientific farmer an opportunity to make unusual profits. Such specialty crops as citrus, walnuts, and vegetables out of season bring high returns. Furthermore, in our exchange areas, especially in the West Coast district, some of the finest residential subdivisions in the United States have been developed. Finally, the average intelligence of the Southern Californian is high. The census shows that illiteracy in many of the localities is among the lowest in the United States. The excellent system of primary and secondary schools and the state law requiring full attendance up to eighteen years of age, or the equivalent of a high school education for every child, is not only upholding the standards brought in by the immigrants from eastern United States, but is elevating them.

Under such favorable conditions the use of telephones by both families and businesses should reach a maximum.

One of the features of the campaign is to endeavor to upgrade the service in various communities where present facilities are available and the income of the families or businesses is able to afford a better class of service.

The campaign has been outlined on a competitive basis between the three districts:

West Coast District consisting of Santa Monica, West Los Angeles, Malibu, and Redondo exchanges.

South Coast District consisting of Long Beach, Huntington Beach, Laguna Beach, and Westminster exchanges.

Valley District consisting of Pomona, Covina, and San Bernardino exchanges.

Points have been allotted for the different types of services on which we plan to concentrate the efforts of the employees. The following list shows the different types of service with the respective number of points allotted during the sales campaign:

Main Line Business	2
Main Line Residence	2
Semi-Public Coin Box	2
P. B. X. Trunk Only	2
2-Party Service Business	3
2-Party Service Residence	3
4-Party Business	4
4-Party Residence	4
8-Party Residence	3
10-Party Suburban Business	5
10-Party Suburban Residence	5
Desk and Wall Extension	5
Joint User Service	5
Hand Extension	6
P. B. X. Stations (Desk or Wall)	5
P. B. X. Stations (Hand Type)	6

Ten cents is to be paid to the employees for each point obtained on his or her sales, in addition to the first, second, and third prizes of \$25.00, \$10.00 and \$5.00, respectively, to the employees obtaining the three highest number of points in each of the three districts, with a suitable trophy to be presented to the district whose employees sell the most services.

On account of the different conditions in the three districts, it was impossible to allot the same quota to each district. After careful study of the seasonal sales, character of territory, previous regular over-the-counter sales per employee, plant facilities available, and extent of suburban territory, it was decided to allot the West Coast district a quota of 12 points per employee, the South Coast district 10 points per employee, and the Valley district 10 points per employee, making the

THE MOUTH-PIECE

district quotas 2700, 2580 and 1720 respectively, or a grand total of 7000 points.

The district commercial managers in each district—E. C. Dearth, of the West Coast district; G. C. Wright, of the South Coast district; and C. H. Lorbeer, of the Valley district—have been appointed district captains with the district plant supervisors and the district equipment supervisors in each district as their lieutenants.

There are fourteen teams in the West Coast district, eighteen in the South Coast district, and nine in the Valley district. These teams average from fifteen to twenty-three members each, the members of each team being drawn from all four departments—commercial, plant, equipment, and traffic—in order that no one department will have an advantage over the other. Members of the commercial business offices are included on the teams. They will not, however, be allowed to take contracts or turn in prospect cards dealing with sales which would ordinarily come over the counter. Points are not transferable from one employee to another, neither does the district commercial manager receive credit for his sales which are, however, included in his district quota. Sales to employees do not count. Sales of employees of one district in another district are credited to the district in which they are sold.

Each employee has been given a rate card covering the rates within the primary rate area of his or her respective exchange and will also be supplied with the regular application card and the necessary receipt forms in order that they may close the sale immediately, if possible, otherwise a prospect card will be filled out and turned into the commercial business office for their attention. The employee turning in this prospect card will, however, receive credit if a sale is finally made by the commercial department, and should two employees turn in the same prospect, credit will be given to the one whose card is first received.

The period during which the campaign will be carried on is for three months, namely, from August 15 to November 15, this being the time of the year when our take-outs are the heaviest due to the number of families moving back to the city from the beaches which comprise the major portion of our territory, and it was felt that some extra effort should be made to keep our revenue curve on the upward trend instead of showing a decrease.

Our employees are being urged to obtain a good class of prospects instead of "possibilities", the latter being a more or less temporary subscriber and would, in a great many instances, keep his telephone for perhaps the length of the campaign in order to help out the salesman-employee in making his or her quota.

On the whole, with approximately 700 employees in the field as salesmen and considering the territory in which they are going to operate with its high income per person and per family, together with the excellent opportunities in the fine residential districts and prosperous farming sections, our expectations are that the quota as assigned to each district will be exceeded.

Day and night telephone service is now commercially available between Finland and Switzerland.

THE STANDARD IS PROUD OF MISS WILKINSON

Miss Willie Mae Wilkinson, chief operator, Standard Telephone Company of Texas, Claude, in less than



Mae Wilkinson

three months has reduced her outstanding accounts from approximately \$1400 to less than \$280. We understand that she has set her mark for 100 per cent by September 30, and we hope she makes it. Much has been done for public relations by Miss Wilkinson at Claude. Miss Wilkinson was formerly night operator for the State Telephone Company of Texas at Memphis.

Rural service, which had diminished a great deal, is now rapidly increased. Claude is in one of the richest wheat belts of the Panhandle, about 90 per cent of the farms being tenanted by the owners.

A HINT WORTH CONSIDERING

On September 1, 1930, in Ontario, Canada, a new law was placed into effect which affected every motorist in that province irrespective of whether he owns his car or merely drives someone else's. Previous to the aforementioned date it has been possible for a financially irresponsible person driving a practically valueless second-hand car to collide with and damage another car or person to the extent of perhaps thousands of dollars and get away with it with impunity merely because the driver had no assets and was not worth suing. After September 1 this will still be possible, but only once, because no motorist who has damaged the person or property of another after that date will be permitted to drive again in Ontario until he has paid for the damage he has caused and given proof of his financial responsibility for the future.

The Act further provides that the driver's license and owner's permit shall be so suspended if any Ontario motorist is convicted of similar offences in any other province in Canada, or in any state in the United States of America.

This new Act does not compel any motorist to carry insurance. It merely provides that if a motorist is convicted of certain specified offences, or does not satisfy a judgment rendered against him for damage he has caused in a collision, he will not be permitted to drive again until he pays the damages and gives proof of his financial responsibility for the future.

This Act should be of interest to every motorist regardless of whether he lives in the province of Ontario or in the United States. It brings clearly to mind that the easiest way to pay damages is by carrying public liability and property damage insurance.

Rome, with a population of 770,000, has 33,000 telephones.

GUERNSEY, WYOMING

The Platte Valley Telephone Corporation's Outpost

By GLADYS MINER

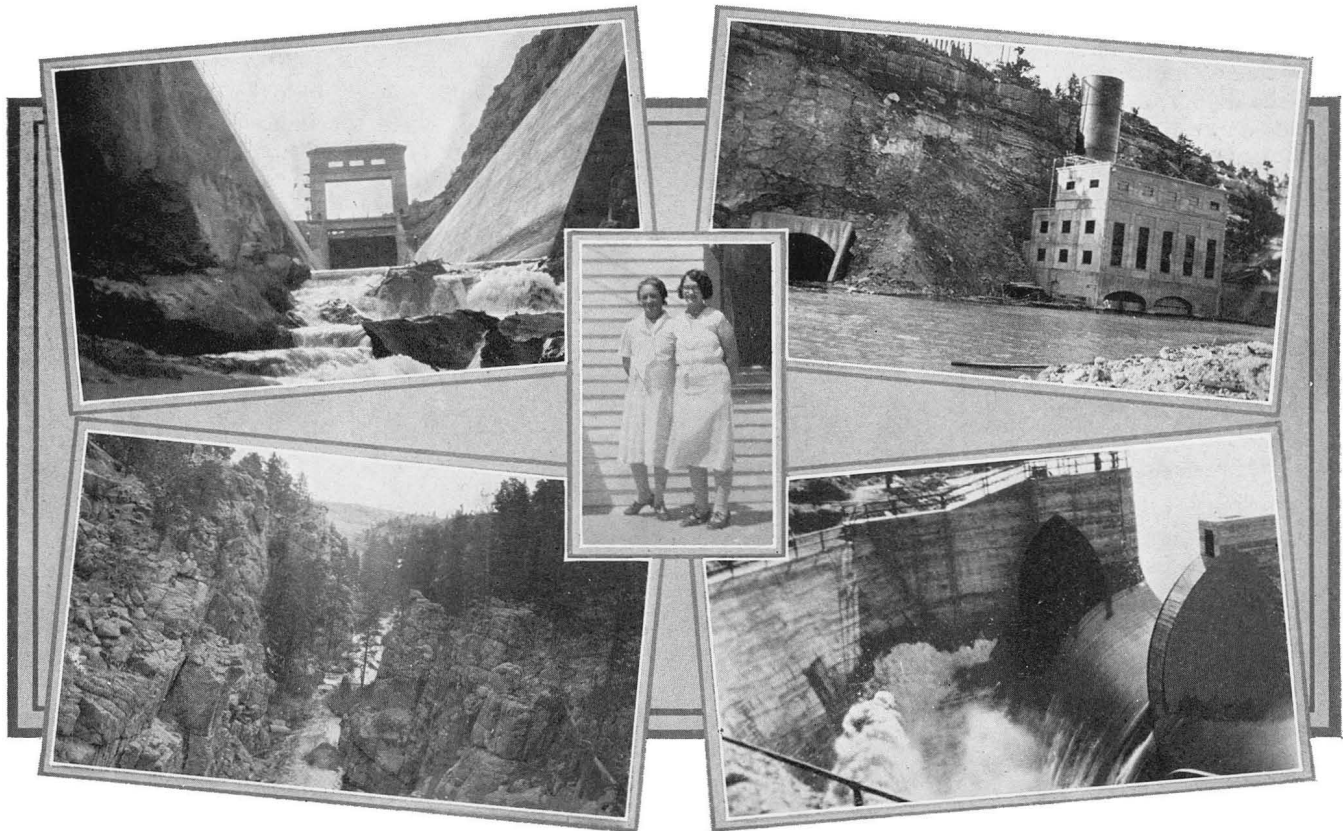
GUERNSEY, Wyoming, is a town with a population of 856 and is located at the extreme western end of the Platte Valley Telephone Corporation lines. It is about thirty-five miles west of Torrington, Wyoming, the district office of this company, and is on the North Platte Valley highway. The Platte Valley Telephone Corporation connects with the Mountain States Telephone & Telegraph Company at this exchange. Guernsey is a very good toll town.

Mrs. L. A. Prescott, chief operator, has been at Guernsey as chief operator since March, 1922. She is assisted by her daughter Emily.

In 1927 the United States Bureau of Reclamation built a dam across the North Platte River, just above the town of Guernsey. This dam has a storage capacity of 70,000 acre feet. The Pathfinder Dam is located west of Casper, which is also west of the Guernsey Dam, a distance of about 150 miles, and it has a storage capacity of 1,070,000 acre feet of water, enough water to cover 1,070,000 acres of land to a depth of one foot. This is one of the largest dams in the United States. In addition to the above reservoirs there are the Whalen Dam, near Lingle, Wyoming, and Lake Alice and Lake Minatare Dams near Scottsbluff, Nebraska.

These lakes have a combined storage capacity of 78,000 acre feet. This makes a total of 1,218,000 acre feet for storage of flood waters of the North Platte River. This irrigation system furnishes water for approximately 420,000 acres of land, the largest irrigated district in the United States. At the present time the Government is contemplating the building of a high line canal, the water to be furnished from the Guernsey Dam. This, if built, will open up thousands of acres of Wyoming and Nebraska land for irrigation. In addition to furnishing water for irrigation, electric power is generated at Guernsey Dam by means of a hydro-electric power plant. This electricity is sold to ten towns in the valley, it is also sold to the Western Public Service Company.

This spring a park was started near the Guernsey Dam, this park is known as the "Lake Guernsey Park" and is located at the old Kelly Ranch, in the first canyon of the Platte River. What was once a saloon has been converted into a soft drink parlor and a dance hall has been built here, also a log cabin dining room which will seat more than 100 people. The *Guernsey Gazette*, in describing this new park says: "General Fremont on his trip across the trail in 1842



SCENES NEAR GUERNSEY, WYOMING

Upper left: View of Guernsey Dam spillway. Center: Mrs. L. A. Prescott, chief operator, and daughter of Guernsey. Upper right: Power house and tunnel, Guernsey Dam. Lower left: Cottonwood Canyon. Lower right: High water gates open at the Guernsey Dam.

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mentions the first canyon of the Platte, described as the spot now to be known as Lake Guernsey Park, as one of the most beautiful sights on his trip. Time has not dimmed the scenic beauty of this spot, where the Platte flows over the rapids with the rock walls of the canyon standing 300 feet above the water's edge."

Hartville, located a few miles northeast of Guernsey, has a population of 189, and is the kind of a town you see in the movies of wild west pictures.

Sunrise, Wyoming, is a mining town and is about six miles northeast of Guernsey, just a short distance northeast of Hartville. An iron mine is located here, belonging to the Colorado Fuel and Iron Company. The Platte Valley Telephone Corporation has a telephone pay station at the Y. M. C. A. building, also a few other telephones; these are also on the Guernsey exchange.

MOBEETIE, TEXAS

By ARTHUR YAGGY

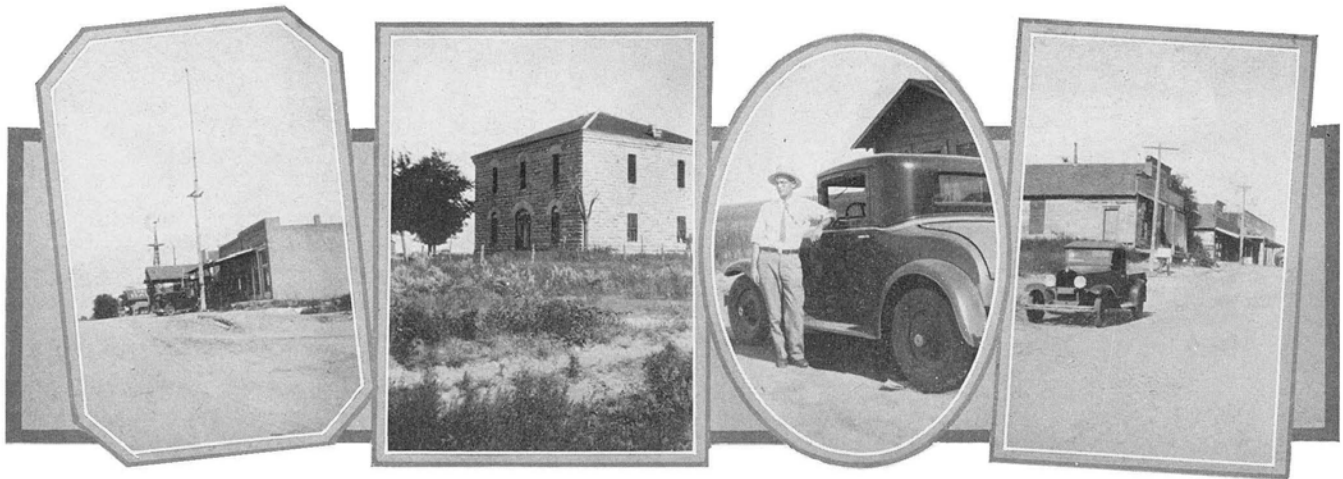
One of the most interesting towns in which the Standard Telephone Company of Texas operates is the old town of Mobeetie. It is the second town established and the oldest now existant in the Texas Panhandle. At one time it was the county seat of all that country lying between New Mexico and Oklahoma, and had a population of several thousand people living in "dobe" and "sod" houses, and in tents along Sweetwater Creek. The Indian word for "sweet water" is Mobeetie, and the first settlers were attracted to this particular spot largely because of the good sweet water in a land where water was scarce and much of what there was was "gyp" and hard to down.

In the early days the Indians and cowboys driving their herds north to the railroads of Kansas battled occasionally in this section without attracting much attention, but by 1874 the population had increased enough so that the Federal Government established Fort Elliott a mile west of the town, near the creek. For twenty years Mobeetie was a wild and wooly cow town, county seat, and stamping grounds for soldiers from the fort. Many a story is told by the old timers

of gentle disputes settled to the tune of singing bullets, of Indian skirmishes, of political battles in which guns were votes, and of the quick-shooting, slow-speaking Texans, among whom signed contracts and keys were unnecessary.

By 1894 the Indians had been driven out partly by the soldiers, partly by the ever increasing number of stock ranches. New counties were created, the new county seats becoming trade centers for their communities. The country developed, and the old fort was torn down. Railroads came into the country, dealing Mobeetie a deadly blow by their choice of routes which seemed to avoid the old town. It dwindled as the rest of the country prospered, and in 1928 was a sleepy, almost abandoned, village of several hundred people. The county seat was moved to Wheeler, the old fort buildings moved, and the parade grounds plowed up for cotton and wheat. The flag pole brought up from the Canadian River by John Long in 1875 for the fort, and around which the soldiers paraded, was taken down to be moved to town, where it now stands in the center of the street. The old flag is brought out on special occasions, and the old timers tell their tales. Evidences of the fort are still to be seen in caved-in adobe walls, ruined chimneys, ammunition pits, and part of the old cemetery, but unless you know where to look you will surely miss them. School children sometimes come home with arrow heads and lead bullets as evidences of former times and about three miles north of town is the grave of "Gehas", an Indian spy for the fort, who died near there, an old man.

In 1929 a railroad built through one mile north of the town and a new Mobeetie began building. Much of the old town was moved, with the post office and bank, to the railroad where the indications are favorable for the development of a good sized town. The telephone company has built a new exchange there and will eventually abandon the one in the old town, but the district manager, at least, never goes around the old flag on his way to the new town without feeling something of the interest which still clings to old Mobeetie.



MOBEETIE, TEXAS

Left: The old flag pole brought up the Canadian River in 1875. In the background is the wind mill of the old town pump still being used by the people of the town. Left center: The old Mobeetie court house built in 1886. The only building to withstand a hurricane that later swept this part of the country; once the county seat of all the Pan-Handle country. Right center: Arthur Yaggy, district manager, Standard Telephone Company of Texas. Right: The old town of Mobeetie.



Pomona Cuts-Over New Long Distance Office

By DEXTER A. RAU

OFFICIALS and employees of the Pomona Valley Telephone and Telegraph Union and of the Southern California Telephone Company were present on the night of July 12, at Pomona, California, to witness the cut-over of the handsome new \$220,000 long-distance telephone office. A fireproof, concrete, two-story and basement structure, this new building occupies one corner of a block, the other corner of which holds the Pomona Valley Telephone and Telegraph Union's commercial office. The adjoining property is also owned by the Pomona Valley Telephone and Telegraph Union, giving a frontage of an entire block occupied by these telephone properties.

Situated half way between Los Angeles and San Bernardino, and located on the route of one of the main transcontinental toll circuits between Los Angeles and Chicago, Pomona serves as a toll center for a population that had far out-stripped any facilities that had been provided for taking care of their demands. It became evident that the latest and best equipment, housed in adequate quarters, was the only answer, and that a year would be the outside limit for caring for this unprecedented growth. With activity characteristic of the west, plans were drawn, construction rushed, and the building was placed in service in record time.

Equipped with a No. 3 Western Electric toll board, consisting of nineteen two-position sections, the second floor, with its monitorial desk, its pneumatic tubes for conveying toll records, its service observation room, and its more than thirty operators, conveys the impression of an up-to-the-minute business organization equipped for giving real service.

The basement, with its batteries, power panels, cable vault, pumps and heating devices, has every feature to

insure continuous service, free from the threat of floods, fire, heat or cold.

The first floor, with its test boards and main frames, is a marvel of electrical engineering, to telephone man as well as to layman. Here also are found the many features that bespeak the interest of the modern business engineer in furnishing comfort, convenience, and recreation for the operators.

It goes without saying that Carl H. Lorbeer, district commercial manager, Pomona, points with pride to all these improvements in telephone service in the Pomona Valley, where he has given over twenty-five years of his time and energy with the one company, so that Pomona Valley residents might have the best and latest to be offered along telephone lines.

PLANT ACCOUNTING UNIFIED

On July 1 the plant accounting departments of the Associated Telephone Co., Ltd., were consolidated with headquarters at Long Beach, California, South Coast District, and the following employees are engaged in carrying on the plant accounting work for the California properties: Geo. S. Blake, plant accountant; Mrs. M. Kersting, Mrs. Ann Duncan, V. Johnson, Mrs. F. B. Correll, Mrs. E. Cooper, R. Hannowell, and Mrs. Helene Demarest.

THE PENNSYLVANIA TELEPHONE CORPORATION

A change in name has been made of the Associated Telephone Utilities System's operating company in Erie, Correy, Fairview, Girard, North East, and Union City, Pennsylvania. The former Mutual Telephone Company will henceforth be known as the Pennsylvania Telephone Corporation.

GENERAL COMMERCIAL SUPERINTENDENT

Jay G. Mitchell, general commercial superintendent, central and eastern operating group, Associated Telephone Utilities Company System, has had a very extensive and diversified experience in the telephone industry.

Upon graduation from the old Central High School, Cleveland, Ohio, he entered the employ of the Cleveland Telephone Company as student inspector in June, 1893.

Except for the time during which he attended Adelbert College, Western Reserve University and some years devoted to engineering as an associate of Dr. Elmer A. Sperry recently deceased, and in the development and marketing of storage batteries and storage battery electric automobiles, he has since been continuously engaged in various branches of the telephone industry.



Jay G. Mitchell

Mr. Mitchell's experience includes every branch of the operation of telephone property, the design and marketing of telephone equipment, including modern high efficiency mechanical switching apparatus, and the valuation of telephone properties as a part of the establishment of adequate revenue, to support security issues, and other purposes.

From 1914 to 1918 Mr. Mitchell was connected with the engineering firm of McNeen & Miller, Chicago, and in 1918 he was appointed telephone engineer of the Illinois Public Utilities Commission, the predecessor of Illinois Commerce Commission, later becoming consulting engineer for the same Commission.

From 1921 to 1929 Mr. Mitchell was engaged in general consulting engineering practice and was the executive officer of the Illinois Telephone Association with offices in Springfield, Illinois.

As general commercial superintendent Mr. Mitchell will work with many friends established by his long years of connection with the telephone industry.

He is the author of "Principles and Practices of Telephony" in five volumes published by McGraw-Hill Book Company.

Mr. Mitchell is known to telephone men throughout the world. His affiliations with the leading technical societies and publicity organizations affords a means by which his particular experience may be most useful in his present position.

A little neglect may breed mischief: for want of nail the shoe was lost; for want of a shoe the horse was lost; and for want of a horse the rider was lost.

—Benjamin Franklin.

DISTRICT MEETINGS HELD

Three district meetings were held for the managers, chief operators, and cashiers of the Commonwealth Telephone Company between July 22 and July 29.

The first of the three meetings was held at Chilton, Wisconsin, on July 22. The employees were assembled at the Masonic Temple and talks were given by F. H. Runkel, general manager, on office management; by F. V. Newman, commercial superintendent, on collection matters; by John Schneider, manager revenue accounting, on service orders; and by H. W. Davis, plant accountant, on problems pertaining to plant accounting. A dinner was served in the evening at the Hotel Chilton.

On July 24 another meeting was held at Wausau and the final meeting was held in the Madison office on July 29. Plans are being made to hold further meetings of this nature.

Those present at the Chilton meeting were: R. C. Miller, Seymour; E. P. Weber, Two Rivers; J. P. Maurer, Plymouth; C. W. Nilles, Kiel; Chas. Havlichek, Whitelaw; G. H. Moede, Luxemburg; H. W. Davis, Madison; H. L. Turner, Chilton; Ophelia Ecke, Hilbert; Mrs. G. H. Moede, Luxemburg; Mrs. Jos. Steuber, Whitelaw; Leonetta Bruss, Reedsville; Erna Griep, Two Rivers; Erna Weiner, Elkhart Lake; Leona Vilvock, Plymouth; Edah Holtz, Brillion; Edwina Meinert, Kiel; Mrs. Marie Gartzke, New Holstein; Elizabeth Einolf, Chilton; Thusnelda Ohlrogg, Seymour; R. T. Lyons, Madison; J. F. Schneider, Madison; F. V. Newman, Madison; F. H. Runkel, Madison; and Ann Hoffman, Seymour.

Employees present at the Madison meeting were: A. C. Jones, Richland Center; George Samson, Madison; F. V. Newman, Madison; C. M. Spring, Madison; H. W. Davis, Madison; C. J. Palmer, Waterloo; Dorothy Bradow, Lake Mills; Emily Bauman, Waterloo; Howard Moran, Madison; C. G. Smith, Pardeeville; F. H. Smith, Pardeeville; Malta Rousch, Edgerton; Helen Schuck, Sun Prairie; Inis Miller, Richland Center; N. A. Hintze, Prairie du Chien; M. G. Pritchard, Edgerton; Erwin Gander, Edgerton; Frank Cook, Cambridge; M. F. Barfknecht, Lake Mills; Emil Allen, Sun Prairie; Maurice Cotter, Montello; Mrs. Anna Cotter, Montello; L. V. Lueck, Portage; Janet Landt, Kilbourn; R. W. Rimmel, Kilbourn; C. P. McBride, Darlington; M. A. Putnam, Mt. Horeb; W. J. Jackson, Mineral Point; Ben Anderson, Dodgeville; Claire Alice Evert, Prairie du Chien; Ruth Noble, Mineral Point; Fanny Knellwolf, Dodgeville; Annie Davis, Barneveld; Geneva Wallace, Cambridge; F. H. Runkel, Madison; H. P. Siebken, Madison; R. T. Lyons, Madison; Verr W. Clark, Muscoda; Florence Clark, Muscoda; and John Schneider, Madison.

INTERSTATE EMPLOYEE INJURED

O. J. Roming, cable splicer, Interstate Utilities Company, Coeur d'Alene, Idaho, fell from a cable car on August 21. The accident occurred shortly after eight a. m. when he was starting his day's work. Ole had both feet fractured, a sprained back and arm. He is at the Lakeside Hospital at Coeur d'Alene. Well wishes of all his fellow-employees for a speedy recovery is expressed.

WILD ANIMALS I HAVE KNOWN

WITH APOLOGIES TO ERNEST THOMPSON SETON

BY

JERRY STEEN

COMMERCIAL DEPARTMENT
PENNSYLVANIA TELEPHONE CORP. ERIE, PA.



ANY telephone salesman who has been in the game for some time can probably duplicate the following dog stories many times. Many a salesman, as a novice in the canvassing field with little or no knowledge of canine activities, probably ignored good prospects because of the reception given him by the family cur.

Personally, I like dogs. At least I used to. However, my telephone experiences have engendered in me a different attitude toward dogs, and now I am not so sure that I don't prefer cats as household pets.

The few dog tales that I am about to relate are vivid experiences, because the margin between actual contact and safety was oftentimes so small that the incidents were impressed very deeply in my memory. Although I have never been actually bitten by any dog, I have been scared to death so many times that I do not believe I would have suffered any more if I had lost a piece from either the seat of my trousers or my anatomy. I have learned that farmers' dogs are more likely to be the reason for dog stories than their cousins from the city. Farmers' dogs just naturally dislike salesmen—telephone or otherwise.

I recall an incident that occurred many years ago when I was working in the vicinity of Albion, Pa., trying to organize farmer lines. I engaged a rig and driver at a livery stable and set out on one of the country roads on which I was endeavoring to build a line, canvassing the farm houses enroute. Presently, we stopped at the foot of a lane and I alighted. I observed two men sitting on the steps at the kitchen door of a farmhouse about 100 feet up the lane, and I rejoiced inwardly on my good fortune in finding them at home. However, I had failed to perceive a huge shepherd dog sitting beside my prospects. The big animal caught sight of my approaching form and with a bound came dashing down the lane towards me. I had to think fast. I started to run up the lane towards the onrushing dog, motivated by the assumption that my safety depended upon my propinquity to the dog's master. However, this supposition was entirely wrong. The two men continued talking, entirely indifferent to my imminent danger.

I continued towards the owner, keeping one eye on the enemy, who continued to growl and to draw nearer. When I got within hailing distance of the men I

managed to evoke, "Good morning", to which the farmer replied in no friendly voice, "That dawg don't like preachers no haow."

"Tell the cur that I'm a telephone man and perhaps he'll calm down," I retorted.

During the same campaign at Albion, I spent a day canvassing the Pont Road and developed a number of good prospects. One very promising prospect was an

elderly lady, who lived, as I supposed, by herself. Before I called on her, however, I was forewarned that she had a bad dog as a companion, and that I could well afford to look out for him. With this information in mind, instead of going to the back door as I usually did, I presented myself at the front entrance. I rapped several times before the old lady made an appearance. I started my telephone story very nicely—wondering, of course, as to the whereabouts of Mr. Dog. My wonderment was brought to an abrupt end when that worthy shoved his head between the lady and the door jamb. Thereupon I was scrutinized by as mean a pair of eyes as, I believe, ever looked out from a canine head. I continued, and when my story was told, I took leave of the lady to allow her to consider the matter, promising that I would return the following day.

The next day I set out to follow up my accomplishments of the previous day. This time, however, another representative, Mr. Younkens, accompanied me. When we arrived at the old lady's house, I drove into the yard. I asked Mr. Younkens if he would like to handle this party, and, after his reply in the affirmative, I explained the facts of the case. I did not, however, mention the dog. He started off on his quest, and I remained in the car. He was gone for almost an hour, and when he finally did reappear, I felt sure that he had succeeded.

"Well, did you sell her?" I inquired eagerly.

"No," he replied, "I've been sitting there about an hour with a d--- big dog at my feet, afraid to move."

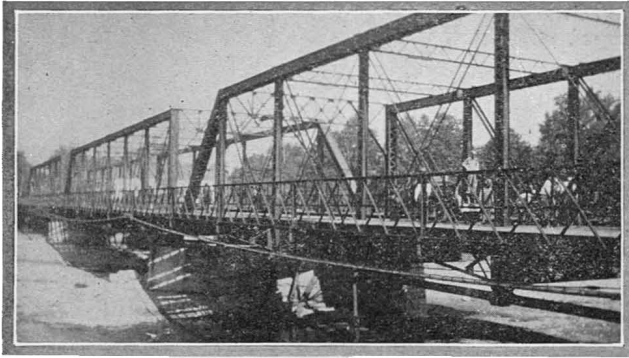
Some time later, I had the task of trying to fill up farmer lines around Platea. One day I was lumbering along in my Ford on one of those back roads famous to that part of the country. I approached a farmhouse which sat back quite some distance from the road. I

(Continued on page 19)



The Author

A BRIDGE STORY FROM OUR BRIDGE CITY—LOGANSPORT, INDIANA

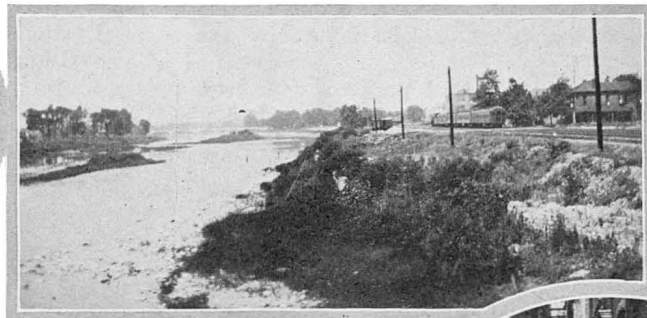


Above: New city building

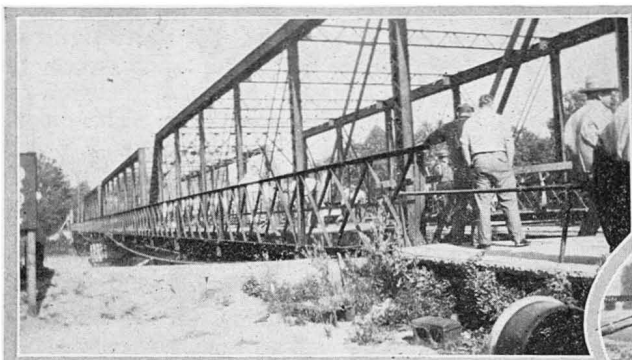
Left: A 400-pair cable suspended away from the bridge to allow clearance for piers



W. Custer, W. Wildrick, O. Winca, A. W. Tam, and R. Murphy, plant men, Logansport



"On the Banks of the Wabash," looking north from Third street bridge



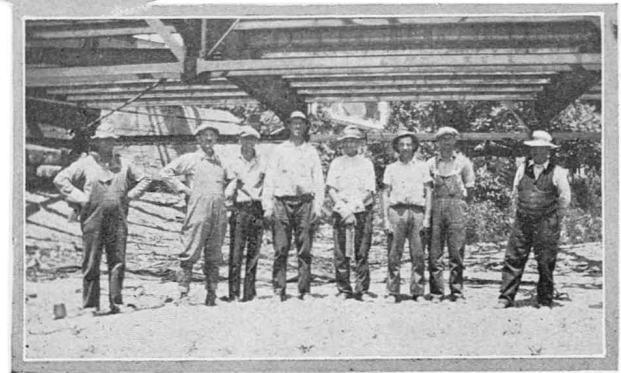
Last of the iron bridges, which is being razed for a concrete one. Insert: New cable in river after a disastrous fire, which undid previous work



C. Rice, assistant manager; Aline Morter, cashier; Monica Fettig, assistant cashier; Fay Spencer, assistant cashier; Ethel Payne, chief operator



Above bridge after being razed. A span swung in the wrong direction and fell against the cable.



Construction crew, left to right: A. E. Sitz, H. Whipple, E. Schoonover, A. Shirley, P. Lamborn, M. Hughes, J. Maca, and D. H. Brown standing under bridge

WILD ANIMALS I HAVE KNOWN

(Continued from page 17)

arrived at the back door without disturbance. Just as I about to rap, I was suddenly alarmed by what might almost be termed a spasm of barking. Turning to see from what sort of creature this terrible noise emanated, I saw a dog tearing across the field in my direction as fast as he could. The car was too far away to serve as a refuge; I had to face the situation. I looked around for a club or stick, but not even a twig was lying around. Finally, I noticed an ax resting against a woodpile, which lay between me and the dog. I made a dash for the ax. The dog seemed to sense what I was doing and kept on coming. I beat him to the woodpile and grabbed the ax. As soon as Fido saw the vicious looking weapon in my hands, he applied his brakes and took up refuge behind the woodpile. My confidence restored, I stood in waiting. Twice he sallied forth from his hiding place to see if I was still there, and twice he had to retrace his steps to his shelter behind the woodpile. As he went back the second time, I dropped the ax and set out in great haste for the car. When nearly there, I turned and saw him coming down the lane at a fast clip. This time the car saved me from this persistent watch-dog.

Another time, out on Lake Pleasant Road, I was riding with a plant man in his Ford. We stopped in front of a house, and I went around to the back door. I rapped and a woman appeared, accompanied by a dog. The dog didn't just appear—he jumped right out at me. I quickly side-stepped his vicious lunge, and he missed me. By this time the woman had swung into action, and I ducked behind her—hiding behind a woman's skirts, as it were. When I returned to the car my companion gave me the laugh. He said it was funny. It might have seemed so to him, but I called it one more narrow escape, and my heart rattled in unison with the Ford for several miles.



"By this time the woman had swung into action"

DOLEFUL DOG HEARS MASTER'S VOICE

After Jerry Steen of the Pennsylvania Telephone Corporation, Erie, had sent us his article on his experiences with canines it brought to mind a true dog story which recently appeared in an issue of *The Pacific Telephone Magazine*. This is a true story, except that the names used here are fictitious. It would be of only passing value as a story, if it did not prove how helpful the telephone can be, and in so many different ways. Prince would still be lost, probably, if his master had not had a telephone, just to hear from Mrs. Roberts and then to identify the dog in the most certain manner. But here, we are getting ahead of our story:

Just a lost dog! One of those doleful, sad-eyed fellows with big, floppy ears. You know the type. To dog fanciers he is probably a retriever. To his master he is merely Prince, and he is one, sure enough. He is the kind you find every now and then on the front pages: "Dog Saves Boy From Drowning in Icy River."

But now Prince himself was in need of a rescuer—a lost dog with big, sad eyes, a hundred times sadder than ever, with feet hot from the heated sidewalks of Vancouver. He was wearied from looking intently into every face he saw, hoping one would be familiar—faces that were hard, that did not smile, as did his master's, Mr. Duncan's.

But all the faces were strange. All the people hurried by without noticing. At times, in some of the crowded streets, it was hard to keep out of the way of rushing feet. There was a kick now and then, undeserved. And late in the afternoon a gang of young ruffians—well, perhaps better forget that. Anyway, Prince had to stop frequently to ease that foot where the rock struck. It would have been good just then to hear a voice speaking to him. The voice of his master? Yes, but of course that was too much to expect. Any voice would help.

By now it was dusk and things looked hopeless. But had Prince known, it was his darkest hour. A hand did reach out and touch his head—a woman's hand.

"Why, John, I believe this dog is lost," said a voice. "See, he doesn't seem to know which way to turn. Let's take him with us and maybe we can find his owner."

Into a big shiny car Prince was led, and nestled at the feet of Mr. and Mrs. Roberts. They took him home and gave him every comfort. The days grew into a week, but still he was depressed. He was a one-man dog. Only one voice could rouse him and that voice, had he known it, was sixty miles away.

"Mr. Duncan? Hold the line, Vancouver calling."

"Victoria ready. Go ahead, Mrs. Roberts."

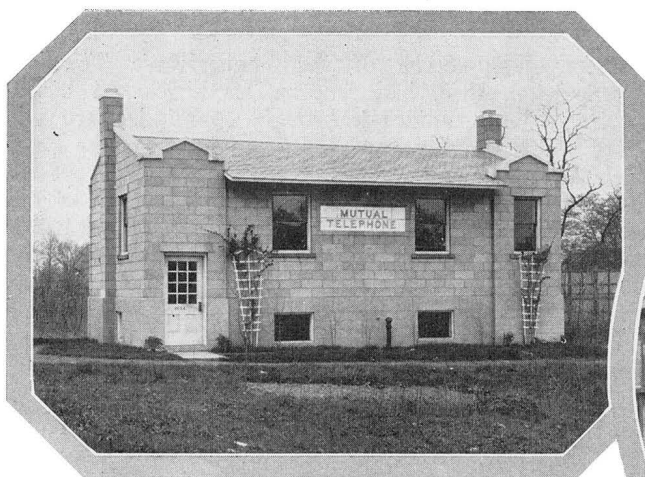
"Hello, Mr. Duncan. I read your advertisement in the paper tonight. I think I have your dog."

"What! You mean to say you have him in Vancouver? How could he have crossed the straits?"

"I know it is strange, and Mr. Roberts and I were wondering how he could have done it—how he could have gotten on board a boat. Of course he may not be your dog."

There was a silence. Then came a strange request, an astonishing one, promising a rare scene, perhaps unique for the purpose in long-distance telephoning.

ERIE, PENNSYLVANIA, SUB-STATIONS



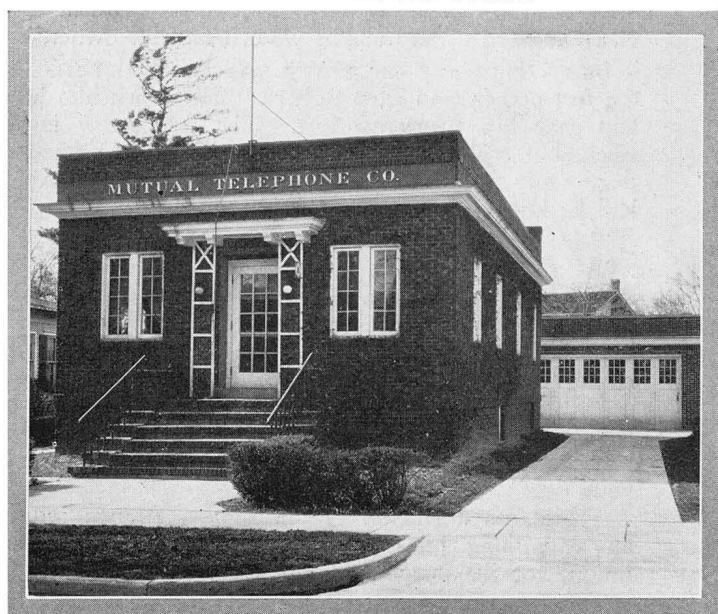
Ferncliff sub-station



Wesleyville sub-station



Ash street sub-station



Northeast sub-station



Cherry street sub-station



" . . . the dog's depression vanished."

"Mrs. Roberts, let me speak to him! Please put the receiver to his ear."

"Oh, I will. That's wonderful," exclaimed Mrs. Roberts. "To see if he will recognize you."

Prince was brought to the telephone. The receiver was held to his ear. Mr. and Mrs. Roberts heard the voice of Mr. Duncan sixty miles away.

The effect was magical.

As the familiar voice called his name, the dog's depression vanished. He leaped into the air in an ecstasy of excitement and delight. Then he rushed about in a frantic search for the master whose voice he had just heard.

Mrs. Roberts seized the telephone.

"Oh, he's yours, all right," she cried. "And to think that the telephone identified him, and by long distance. We cannot be too grateful for what it has done."

A ONE-WAY TELEPHONE

One-way streets have become a familiar feature of American cities and towns, but in Japan there is what might be termed a "one-way" telephone line.

This line was installed recently in the interior palace at Tokio for the use of His Majesty, the Emperor of Japan.

The Emperor can use this telephone line in calling up his Ministers of State and in keeping in touch with outside affairs, but it is so arranged that it operates only when the transmitter is lifted, with the result that while outgoing calls can be handled, no incoming calls can be received.

Pity the poor Scotchman who drove up to a free air station and blew out the tires.

BELLEVUE, IOWA

Bellevue State Park is located a short distance south of the town of Bellevue, Iowa, on what was formerly called South Bluff and has become a mecca for thousands of visitors each year. It has an area of 145 acres and commands a superb view of the Mississippi River and its sand dunes, and government proving grounds on the Illinois side. There is much historical interest in this park, Father Marquette, the early French explorer, and his associates having stopped at this point. Here also is where the first Indian converts were made from the tribe of the Winnebagoes and this and nearby regions have long claimed the attention of Iowa historians. Immediately south of Bellevue was an Indian burying ground and at one time a Sac village. Earlier remains of Indian life were disclosed by a mound 25 feet high and 40 feet in diameter. In the upper layers was a body of recent burial and further down a rude stone vault, finds of more than unusual significance for Iowa archeology. White settlers began to arrive in this region in 1833, and the town of Bellevue—first called Vellevue—was incorporated in 1836. In 1840, it was the scene of the Bellevue War, one of the most lurid events in early Iowa history. From 1837 to 1841 and again from 1848 to 1866, Bellevue was the county seat of Jackson county.

The people of Bellevue were not only intensely interested in having this state park established, but they have always supported every movement for making it better, and for restoring its natural features. This park, one of nature's masterpieces so far as wonderful scenic effects is concerned is one of the finest in the United States, and nowhere can the view from its lofty heights be surpassed. It is approached by a rock-hewn, winding driveway from which outcrops several varieties of rock, and deposits of Niagara limestone, thirteen feet thick, are also found here, which makes this area especially attractive to the student of geology.

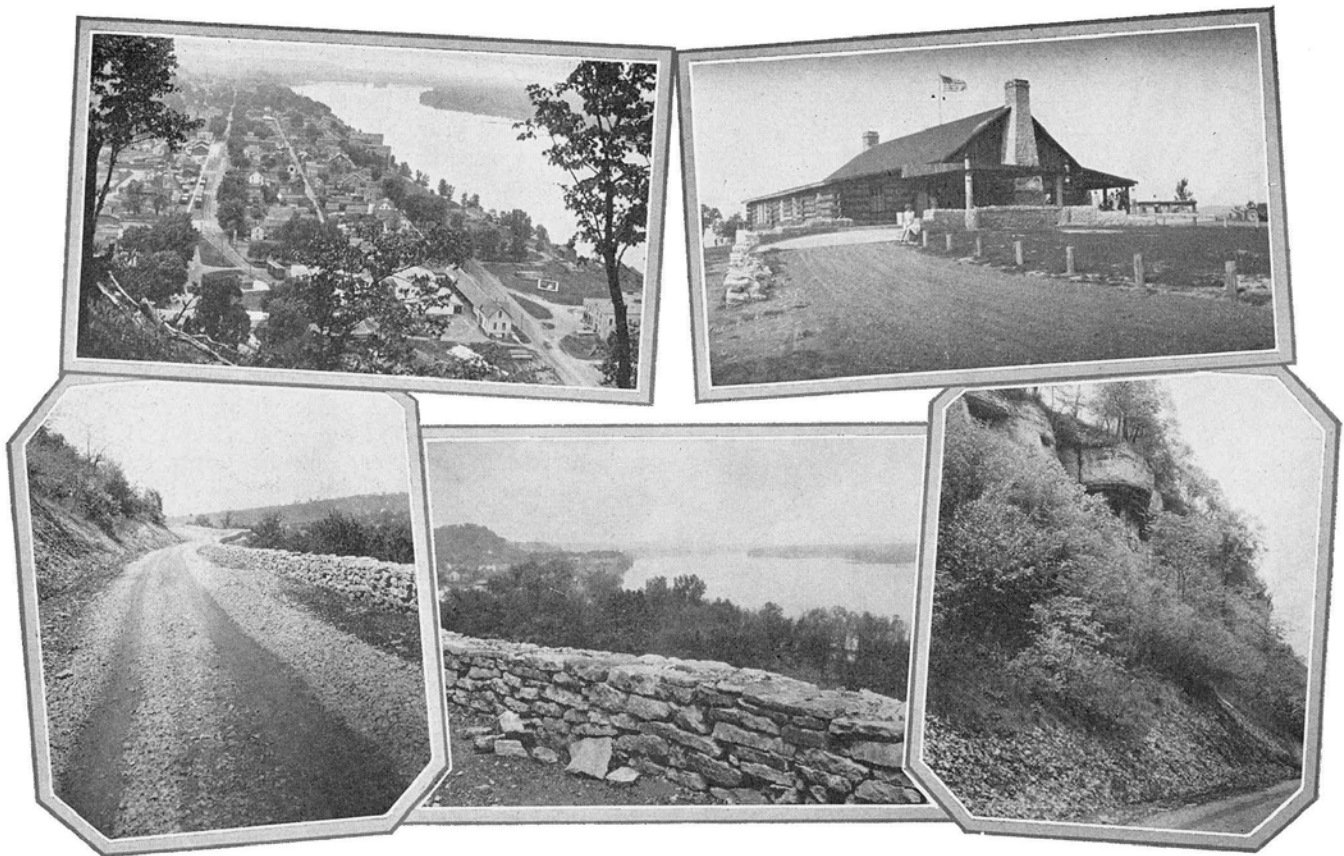
The student of forestry will be interested in the few remaining native black oaks peculiar to this locality, and the red cedars, said to be approximately 300 years old.

After reaching the summit of Park Bluff, one's first impulse is to gaze in wonderment at the marvelous handiwork of the Creator, for the grandeur and beauty of the view from all directions cannot be excelled. The "Majestic Father of Waters" dotted with islands, is seen in the foreground, and as far to the north and south as vision reaches, gliding noiselessly and unceasingly on its way to the Gulf and thence to the sea. To the north is seen the picturesque little town of Bellevue nestling on the west bank of the river. To the south, the sentinel bluffs; to the east, the sister state of Illinois bordering its banks and to the west, one of the most extensive agricultural regions for which Iowa is famed and which for natural beauty and fertility cannot be equalled elsewhere.

So much for nature's part in this wondrous panorama, and next we turn to notice the results of man's efforts in helping to make this park one of the beauty spots of America.

On the very summit of the bluff, can be found a large log structure, built in primitive style, named "Oak Lodge" surrounded by a number of smaller buildings.

THE MOUTH-PIECE



BELLEVUE STATE PARK

Upper left: Bellevue, Iowa, as seen from the bluffs as a person looks northward. Upper right: Oak Lodge. Lower left: Roadway to State Park. Center: Overlooking the Mississippi River from roadway. Lower right: South bluff.

Once inside "Oak Lodge" the visitor is attracted by mammoth fireplaces, mantles, cement floors, and everywhere may be seen all sorts of Indian and primitive war relics, besides primitive tools, farming implements and household utensils, mounted birds and animals and numerous other articles of pioneer epochs that would furnish inspiration for the student of the early history of Iowa for days—a veritable museum of relics of by-gone days.

This park was formally dedicated and accepted by the state by Governor John Hammill at the Fourth Homecoming in Bellevue on August 24, 1928, and other prominent state officials were also present on this occasion. It is estimated that the dedication ceremonies were witnessed by more than 5000 persons.

An informal inspection of portions of the Mississippi River Valley was made last year by Arno B. Cammerer, associate director of the national park service under the direction of Secretary Wilbur of the Interior Department, accompanied by representatives from Minnesota, Wisconsin, Illinois and Iowa. Mr. Cammerer expressed the opinion that when the formal inspection of the area is made, it should cover the territory in adjoining states, since if such a park is possible, it should contain, he believes, in one unit a typical cross section of the Mississippi river from Bellevue, Iowa, to Lake Pepin, near Red Wing, Minnesota, naming the Bellevue State Park its southern boundary line and should also include many of the bluffs and prairie lands adjoining the bluffs.

Editor's Note: The above paper on Bellevue State Park was written by Mrs. Horace M. Cassin of Delmar, Iowa, for the New Century Club of that city, and is probably the best description of the park that has ever appeared in print.

WILLOW HILL HAS DISASTROUS FIRE

Damage to the amount of \$25,000 was suffered by the village of Willow Hill, an exchange of our Illinois Commercial Telephone Company, on August 2, when a fire destroyed seven business buildings and one residence dwelling.

To Mrs. Maude Holt, chief operator for the Newton group of exchanges of the Illinois Commercial Telephone Company, goes the credit for summoning the fire departments from the nearby towns and thus undoubtedly saving the village from a more serious loss.

Mrs. Holt happened to be in the vicinity of Willow Hill and hastened there just as soon as she was told of the fire. When she arrived at Willow Hill she found the entire town in confusion and plans were being made to remove the switchboard to save it from destruction. This plan was promptly checked and service was maintained throughout the fire.

The Illinois Commercial Telephone Company's loss amounted to about \$500 and was confined to a few poles and wires and cable serving the southeastern part of the country. All subscriber telephones were in working order two days after the fire.

GENERAL TRAFFIC SUPERINTENDENT AD-
DRESSES WISCONSIN TELEPHONE
CONVENTION

"I HOLD that the telephone manager should give thirty-three per cent of his time to traffic, or the product—delivering department. He should give as much time to the chief operator as to the wire chief and chief accountant," declared O. G. Jarboe, general traffic superintendent, Commonwealth Telephone Company, general office, Madison, Wisconsin, to the delegates to the annual convention of the Wisconsin Telephone Association held in Milwaukee, August 5, 6 and 7.

Mr. Jarboe addressed the gathering on, "General Comments on Traffic Problems." Mr. Jarboe continued by saying that, "most managers leave traffic matters alone. The thing we are selling—service—is manufactured in the operating room. I can hardly conceive of a manufacturing enterprise that would give all its attention to the plant and none to the way the product is delivered."

"One of the duties of the manager is for him to see that proper tools are placed in the operating department for the use of those handling the traffic. When the chief operator asks for something, make a real effort to get it; not merely saying, 'I'll think about it'."

Mr. Jarboe urged managers to investigate their wage scale as compared with other industries in town, and to see that the proper share of the income goes into improving the establishing of connections in the operating room.

As an illustration of his belief that the manager should pay some attention to problems the chief operator brings up from time to time, Mr. Jarboe cited a case of a town visited by a cyclone.

"The operators were swamped with calls," he said. "The chief operator was frantic and had called in all the old girls she could find. That was the psychological time for the manager to come in and stand back of the chief operator and encourage her, even though he knew nothing about operating; but this manager hopped into a car and went to see what he could do of the cyclone. It does not take a lot of effort to get behind a chief operator and pat her on the back with moral support."

Discussing the question of how to build up service when the traffic department has run down, the speaker stated that the state association, in many states, has stepped in and done a lot of good. He cited the Illinois Telephone Association as an association doing a wonderful amount of good, and expressed his surprise that the Wisconsin Telephone Association has no telephone traffic department.

Mr. Jarboe declared his belief that the standard of service in Illinois is higher on the average than any other state with which he is acquainted, and this result is traceable to the work of the association.

"Many offices," he declared, "are fortunate in having as chief operators, women of the type and calibre to put across the job of building up the traffic department. The chief operator is a most important cog in the machine for giving service. Her character, personality, and ability are going to be reflected in the service given

the public. She does not necessarily need to be the best operator, but she must have those qualities which make for a good organization of operators."

In referring to a return to old ideas in operating, the speaker cited a number of instances in which the Bell company apparently is going back to practices which were discarded. "It seems the pendulum is swinging back," he said. As instances of this tendency, he cited the practice of placing beginners at the board; restricted repetition which the Independents had used for a long time, although the operators said nothing in receiving the number from subscribers; C. L. R. and A-B toll methods were stated as not new ideas.

"Another idea that is coming back is personal service—giving the subscriber what he wants. In the larger offices, more attention is being paid to the small things. Most of the modern ideas in traffic have been dug up from the past," he declared, after citing instances of personalized service which has been given by Independent companies for many years.

In closing Mr. Jarboe suggested as an excellent guide in traffic, as well as in other things of life, that rule of Alexander Pope, "Be not the first by whom the new is tried, nor yet the last to lay the old aside."

FARMERS TELEPHONE & TELEGRAPH COMPANY
PICNIC

Sunburned shoulders, shiny noses and blistered hands were in evidence at the office of the Farmers Telephone & Telegraph Company at Wenatchee, Washington, Monday morning after a glorious day at Lake Chelan, Sunday, July 27. In spite of these sufferings everyone stated that it was the best picnic ever. After motoring the forty miles to the lake from Wenatchee, a cool dip was the next on the program. Swimming contests were held for the ladies and men. Mrs. L. E. Radley won the 100 yard swim for women, and Emery Weimer won the same for the men. The 200 yard swim was held jointly, C. L. Linn winning over both ladies and men and Lillian Welch the ladies. Miss Welch and Mr. Weimer won the springboard diving contests.

Dinner was served in the dining room of the Campbell Hotel in Chelan.

After dinner many of the picnickers tried their luck at horseshoe throwing. Mrs. L. E. Radley and Mrs. Kirby Billingsley led the ladies and C. R. Weimer and Emery Weimer, the men.

The 50 foot race was won by Mrs. Kirby Billingsley. Surf board and canoe races were also held.

The motorboats of Roy McGuire and Mr. Weimer contributed to the enjoyment of the day.

Mrs. Radley and Mr. Weimer won sweepstake prizes of five dollars each and Flora Grover two dollars and fifty cents, for winning the most consolation prizes.

Dancing was enjoyed at the pavilion on the beach.

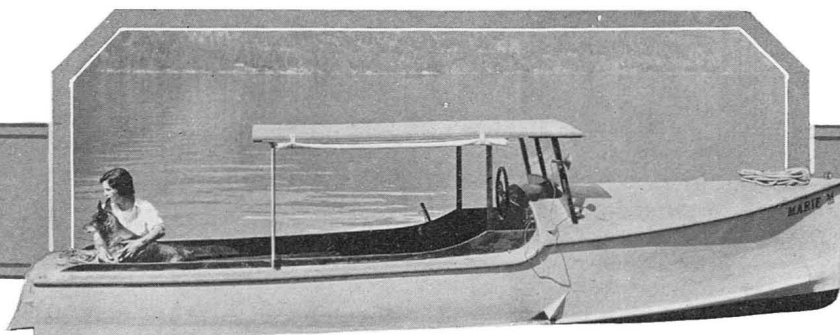
Arrangements were made for the lovely time by L. G. Bovee and R. L. McGuire.

Visitors from the Interstate Utilities Company of Spokane were Mr. and Mrs. W. M. Anderson, Mr. and Mrs. C. E. Munsell, Lollie Helland, C. W. Schluting, and W. J. Hammer. Mr. and Mrs. H. C. Littlefield, son of former manager of the local company were also present.

FARMERS TELEPHONE & TELEGRAPH COMPANY OUTING AT LAKE CHELAN



Cecelia Kallgren, operator,
Sandpoint, Idaho



Mrs. R. L. McGuire in the family motorboat

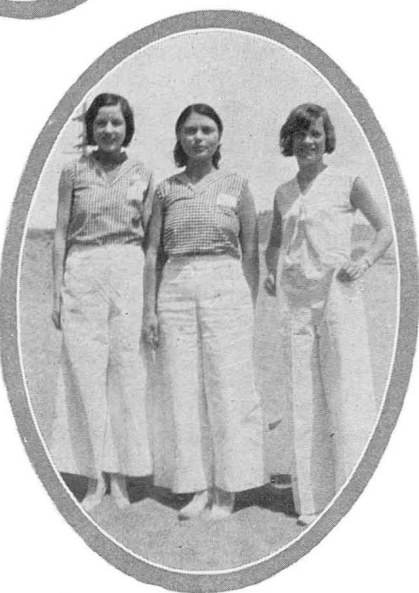


A few of the horseshoe players



Above: Elizabeth Soule, Mrs. L. E. Radley,
and Mrs. K. Billingsley.

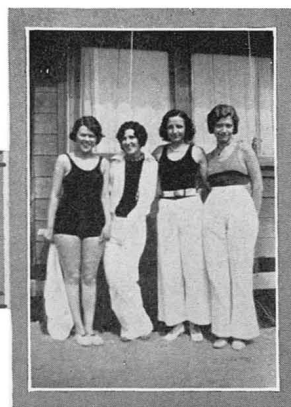
Left: Mr. and Mrs. L. E. Radley. Mrs.
Radley was sweepstake winner of contests



The real horseshoe players were among these present



Foot race contestants



L. Helland, Mrs. Thornbrue,
Mrs. Jay Allen and L. M. Davis

EDGERTON, WISCONSIN, CUT-OVER

A resident of Edgerton, Wisconsin, walking by the new Commonwealth Telephone Company exchange, located at the corners of North Henry and Canal streets, about 5 a. m. Tuesday, August 19, would have noticed a hustle and bustle that was marked by a strict air of business. Promptly at the designated hour of 5 a. m. the new telephone exchange was placed into service. The first call, a long distance one, came through the new switchboard at 5:40 a. m.

Before the cut-over on Tuesday morning the entire exchange was operated on the magneto system. The new system is a common battery feature switchboard. The local subscribers are receiving common battery service, while the rural subscribers still receive magneto service. With common battery service a subscriber need no longer turn a generator crank in order to signal the operator. Immediately upon lifting the receiver from the hook a lamp light flashes before the operator and she answers the signal.

The new switchboard is a Kellogg 4 position feature type board. The feature part of the board makes it impossible for the operator to cut in on conversations between local subscribers and also makes possible intermittent ringing until the called party answers or the calling party hangs up. Once the operator sets up the connection between the calling and the called party she is unable to cut in until she receives another receiver signal from the subscriber.

Commonwealth Telephone Company employees present at the cut-over were: Frank Cook, manager, Cambridge; Dorothy Barber, supervisor in charge of Wisconsin, general office, Madison; R. J. Pollock, state engineering department, general office, Madison; Dan Carroll, equipment department, general office, Madison; George Samson, construction foreman, general office, Madison; M. G. Pritchard, manager, Edgerton; and Herman Siebken, plant superintendent, general office, Madison.

Operators at the new switchboard at the time of the cut-over were: Maeta Rousch, chief operator and cashier, Bertha Cunningham, Mrs. Emily Ellingson, Lula Schoenfeldt, and Alvina Maves.

It was necessary to maintain service on the old board located in the Ladd Building at the same time service was being given at the new board. This was due to the fact that party lines were cut-over one at a time. Operators at the old board on the morning of the cut-over were: Sylvia Krueger, Mrs. Violette Midtbon, night operator, Mrs. George Rousch, Mrs. George Dallman, and Mrs. Louise Schutt. Mrs. Schutt lives in Sterling, Illinois, and was a former operator at Edgerton. She was assisting the local force during the cut-over.

Others present at the cut-over were: A. Siegel, general equipment installer foreman, Wisconsin Telephone Company, Milwaukee; W. L. Hurd, toll line engineer, Wisconsin Telephone Company, Milwaukee; E. W. Drake and T. Reddy, installers, Wisconsin Telephone Company, Milwaukee; Ervin Gander, Commonwealth Telephone Company, Edgerton; E. E. Saunders, installer, Kellogg Switchboard & Supply Company, Chicago; and Carol Wivel, equipment department, Commonwealth Telephone Company, general office, Madison.

The new exchange building is a modern one story brick, fire-proof structure sitting on a lot 60x140 feet with an adjoining company garage.

The ground floor consists of the lobby in which is found two pay station booths and the cashier's window. Immediately to the left of the lobby is the operator's rest-room. The operating room and the terminal room completes the arrangement. The wood work in the building is walnut, and the rooms are finished in a cream with the exception of the operating room, which is finished in green.

In the basement is found the work room, the battery room, the material room, and the boiler room. The building will be heated with an oil burner.

The former Edgerton Telephone Company and the present Commonwealth Telephone Company had exchange quarters in the Ladd Building for 21 years. These quarters were vacated by the company Saturday, August 23.

Two construction crews under the supervision of E. Thorne and Alvin Schultz have been in Edgerton for the past six months rebuilding the outside plant and installing new subscriber station equipment. These crews will be in the city for approximately another month. The Commonwealth Telephone Company made an expenditure in excess of \$50,000 in giving the city its new telephone plant.

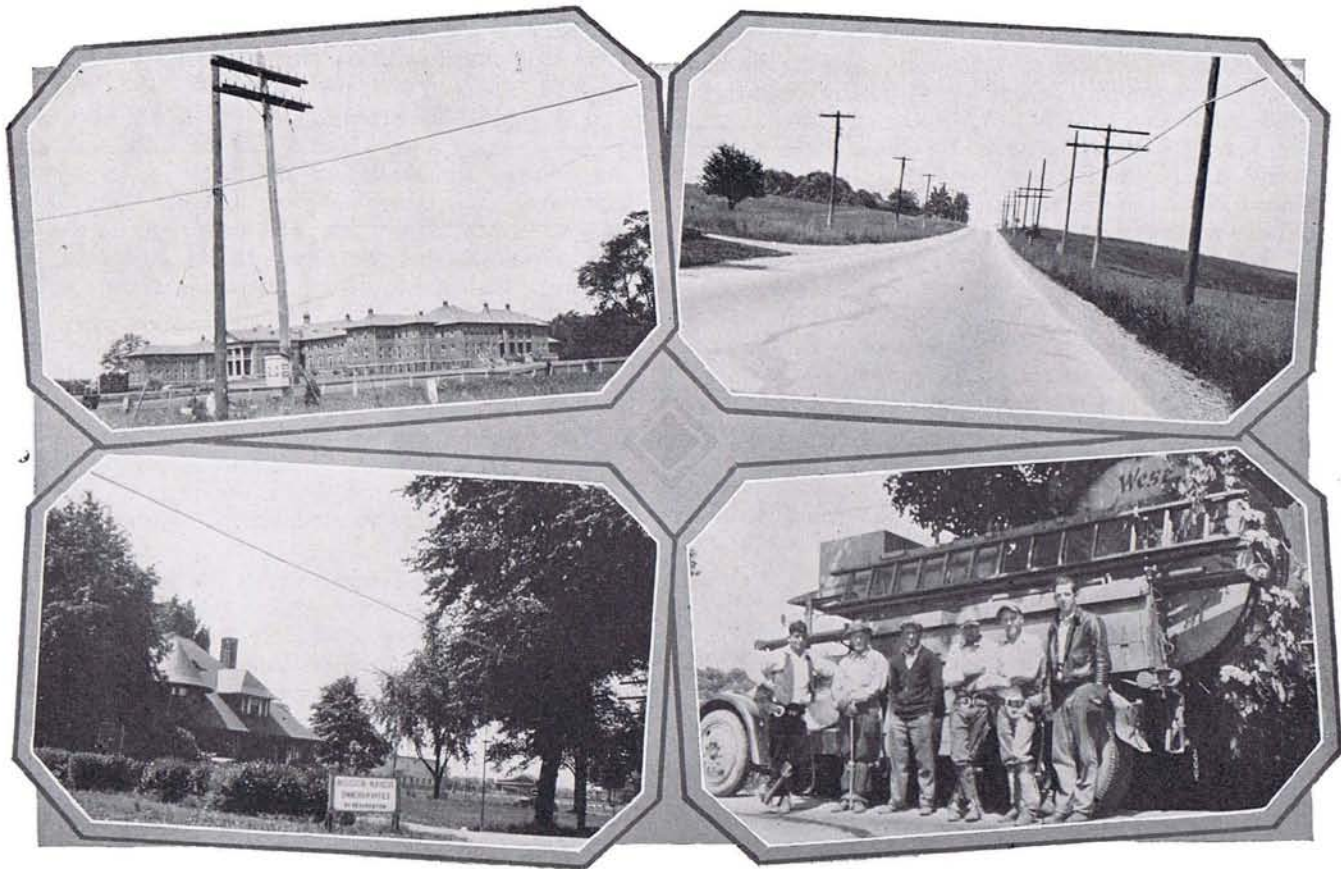
Open house will be held by the company for the inspection of the new building by the public in the near future.

PUTNAM AND SHEPHERD GIVEN HIGHER APPOINTMENTS

R. E. Putnam and L. F. Shepherd, former manager of security sales, and toll line engineer respectively of the general office of the Associated Telephone Utilities System's eastern operating companies at Madison, Wisconsin, have received appointments with our Illinois Commercial Telephone Company. The changes were effective August 1.

Mr. Putnam is now commercial superintendent of the Illinois Commercial Telephone Company with headquarters at Murphysboro. Prior to the time of his appointment as commercial superintendent Mr. Putnam was manager of the security sales department of the Illinois Commercial Telephone Company and the Commonwealth Telephone Company. Mr. Putnam was the first editor of *The Mouth-Piece* when our present magazine first saw the light of day in November, 1928. Previous to his position as manager of security sales Mr. Putnam was manager of the Belvidere exchange of the company of which he is now commercial superintendent.

Mr. Shepherd is traffic superintendent of the Illinois Commercial Telephone Company and his headquarters are also at Murphysboro. Previous to his recent appointment Mr. Shepherd was toll line engineer working under the supervision of O. G. Jarboe, general traffic superintendent, general office, Madison, Wisconsin. Prior to August, 1929, at which time he was brought into the general office, Mr. Shepherd was manager of the Mineral Point, Wisconsin, exchange of the Commonwealth Telephone Company.



THE PENNSYLVANIA TELEPHONE CORPORATION'S NEW FAIRVIEW-GIRARD CABLE

Upper left: Erie county home. View shows new pole and cable. Upper right: Along the route of the Fairview-Girard cable showing old and new poles and cable. Lower left: Another view along the route of the new cable. Lower right, left to right: Sam Moore, Frank Ford, Frank Boyer, Jack Barnett, Lloyd Cochran, and William Carney, construction gang responsible for erecting cable.

ADDITIONS TO A. T. U. SYSTEM

Five new exchanges were acquired by the Associated Telephone Utilities System in the state of Washington during July, August and September.

In July the Chelan and Mansion exchanges were acquired and immediately taken in as a part of the Interstate Utilities Company. This was possible because the plants were privately owned and not incorporated.

In August the Fairfield Telephone System with exchanges at Fairfield and Latah, Washington, were acquired and immediately became a part of the Interstate Utilities Company. This system was also unincorporated.

On September 1 the Entiat Telephone and Telegraph Company, Entiat, was taken over and will continue to be operated under its present corporate name until such a time as it can become a part of the Interstate Utilities Company.

Chelan and Mansion are about thirty-five miles north of Wenatchee, Washington. Chelan has a population in excess of 900 while Mansion has a population of about 100. Three hundred ninety-one stations are operated at the former exchange while 98 stations are operated at the latter. No central office is maintained at Mansion, all switching being done through the Chelan exchange. Both Chelan and Mansion are located on Lake Chelan, one of the most beautiful lakes in the region, well known for marvelous scenery.

The principle industry in the territory is fruit growing and these two towns show exceptional promise. The climatic conditions are ideal for fruit growing. The beautiful lake makes an ideal summer resort. A large power development in the immediate neighborhood is an invitation to manufacturing. A copper development farther up the lake points to extensive mining activities in the near future.

Fairfield and Latah have a population of 450 and 400 respectively. The former exchange operates 195 stations while the latter operates 102 stations. These two towns are located in the heart of the world famous Palouse wheat country. Wheat growing is the principal industry and Fairfield has made a very marked progress in seed pea growing. This is a comparatively new product of the Palouse country and Fairfield has been a pioneer in its development. Considering last year's crop and the prospects of an exceptional crop in that district this year provides good indication that seed pea growing is past the experimental stage and is rapidly assuming its place along side of wheat producing.

Entiat is located nineteen miles north of Wenatchee on the Columbia River and has a population of approximately 700. The exchange operates 197 subscriber stations. The town is situated in a purely fruit raising district.

A VACATION ON THE A V RANCH

By BOONE HORNE

Well folks, back again from the wide open spaces where men are MEN.

After loading the wife and kids in the family flivver we got her headed out and coaxed her along until we wound up on the ranch of a friend in Wheeler County. This thirteen section ranch is fifteen miles from Wheeler in the Texas Panhandle. The ranch house is two miles



M. B. Horne

from the highway, near Sweetwater Creek that winds through the ranch. This place is a government game preserve and no hunting is allowed, consequently the place abounds with quail, prairie chicken, and squirrel.

Imagine an isolated place like this and then to be free to loaf just all ones pleases on the creek, fishing and just lazying around in the shade of monster cottonwoods, thinking about how good it is to be alive. When one tires of this, and it

takes a whole lot to get boresome, there are plenty of other diversions, such as riding horseback with the old ranchman over the ranch "just to see how things are going" and listening to his tales of ranch life forty years ago in the great undeveloped country.

We were fortunate in that the annual rodeo and "speakin" was celebrated while we were there. People came from miles around to be present at this quaint old West Texas town. The greatest attraction at this was the rodeo in the afternoon, followed by the dance at night. Those who have never attended a get-together rural affair as this, still have something to live for. There was no grandstand; everybody crowds as close to the fence as possible and yells for his favorite rider or roper until his throat gets dry and then he quenches his thirst with red lemonade or soda pop. The evening attraction is the open air dance. A large platform is built to accommodate the dancers, and the spectators line up around the edge to watch. A violin, guitar, piano, and saxophone furnish the music. The dancers strut their stuff at a dime a strut. The boys are all in their shirt sleeves, most of them in boots and blue duckin breeches. Everybody dances according to his own idea, some of which are very original and interesting. It is doubtful who enjoys the dance the most, the dancers or the spectators. As yet I have not mentioned the eats; fried chicken, vegetables fresh from the garden, roasting ears on the cob, and all the other good things that are naturally associated with a place like this.

Two weeks of this, and back to the job, entirely rested and ready to get back to regular everyday duties with renewed energy and ambition.

SERVICE AWARD

A. Z. Hadley, district manager, Interstate Utilities Company, Moscow, Idaho, received his gold service pin on August 1.

His services date back to 1915, when he joined the staff of the former Clearwater Telephone Company at Orofino, Idaho, which in turn became a part of the Interstate Utilities Company in 1923. In 1926 Mr. Hadley was transferred to Moscow as manager of that exchange and later was promoted to the position of district manager. In the entire fifteen years of service in the telephone industry he has had only two short leaves of absence together with twenty-two months of service in the United States army during the World War.



A. Z. Hadley

With the award Mr. Hadley received a letter of congratulations from W. M. Anderson, general manager, general office, Spokane, Washington.

THE KEEPING OF RECORDS AS AN AID TO BETTER SERVICE

By H. F. NOBLE, Supervisor of Maintenance, Pennsylvania Telephone Corporation, Erie, Pa.

In order to give the public the proper and efficient telephone service to which they are entitled, it is necessary to keep an up to date, adequate, and permanent record of the trouble occurring with the equipment which enters into the maintaining of this service. This applies particularly to the central office equipment, and the following figures, taken from the Erie main office records for the first six months of 1930, will show just how records apply to automatic switching equipment in maintaining a check on the interruptions in service caused by faulty equipment. These figures reveal the number of subscribers reports, and the particular kinds of equipment which caused them:

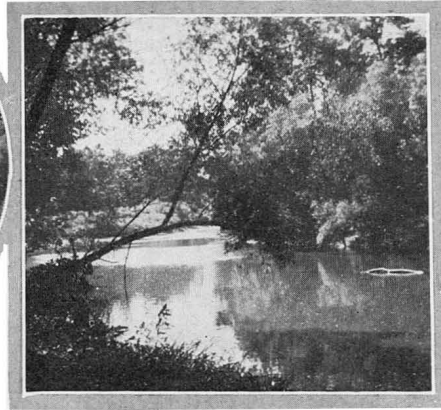
	Jan.	Feb.	Mar.	Apr.	May	June
Line—Cut-off Relay	26	38	48	39	45	37
Plunger Sw. and Bank Wiring	12	5	2	4	4	2
Master Sw. and Bank Wiring	7	9	16	7	9	18
Rotary Sw. and Bank Wiring	4	2	3	1	7	4
Large Strowger Switches	86	49	105	89	86	57
The following figures are a record of the unstandard conditions detected in performing the various routines:						
	Jan.	Feb.	Mar.	Apr.	May	June
Line—Cut-off Relay	62	185	175	48	72	52
Plunger Sw. and Bank Wiring	250	183	59	225	211	253
Master Sw. and Bank Wiring	26	10	46	20	29	30
Rotary Sw. and Bank Wiring	49	61	64	59	76	71
Large Strowger Switches	687	426	416	504	514	205

With a little study and comparison of these records, the value in keeping them can readily be seen.

INTERESTING SNAP-SHOTS FROM OUR ILLINOIS COMMERCIAL TELEPHONE COMPANY FOLKS



Mackinaw Dells, Colfax



Mackinaw River, Colfax



D. B. Crouse, manager, Monticello, and H. J. Kleiss, plant supervisor



J. B. Sudduth, Tuscola



O. J. Burns, Junior and Senior, cable splicers, Tuscola



E. D. Brink, sup't., Murphysboro



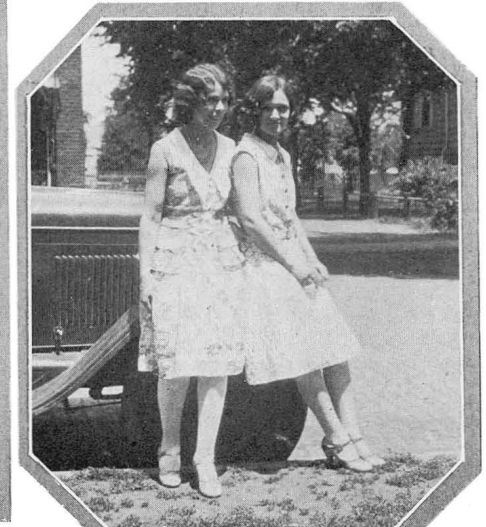
E. N. Wheelright, commercial manager, Tuscola



Margaret Hodge, chief operator; Margaret Allard, local instructor; Bertha Koch, clerk and toll instructor, Kewanee



Flo Hutton and Clela McElroy, stenographers, Tuscola



Nellie Sites and Marjory Barth, Tuscola

NEWS FLASHES FROM THE EXCHANGES



DISTRICT MEETING, COMMONWEALTH TELEPHONE COMPANY, WAUSAU, WISCONSIN, JULY 24, 1930

Front row: Mayme Kiefer, Laona; Margaret Swope, Minocqua. Second row: Cora Bier, Edgar; Mrs. S. Bier, Edgar; Selma Rohr, Wausau; Mrs. M. L. Moriarity, Minocqua; Lila Fritz, Park Falls; Eva Yungfer, Tomahawk; Emma Ohm, Wausau; Mrs. Louis Pahlke, Owen; La Verne Tessmer, Colby. Third row: Amanda Riebe, Wausau; Mrs. H. A. Mann, Winter; Merlin Eister, Hayward; Mrs. Grace Welsing, Wabeno; Nora Brehmer, Gillett; H. W. Davis, Madison; M. L. Moriarity, Minocqua; F. H. Runkel, Madison. Fourth row: Edith Peasley, Eagle River; E. L. Harman, Hayward; H. A. Mann, Winter; John Whipperfurth, Tomaholke, Owen; La Verne Tessmer, Colby. Third row: Amanda Rder, Madison; Cyril Trauba, Marathon City. Fifth row: R. E. Curran, Eagle River; F. J. Schwierske, Colby; Louis Pahlke, Owen; W. R. Cowling, Stratford; Fred Steltz, Gillett; P. H. Spies, Laona; Karl Mohr, Mellon; Theo. Wozniak, Athens. Sixth row: Paul Ohm, Wausau; E. L. Harman, Jr., Hayward; F. V. Newman, Madison; Alfred Krieser, Loyal; Max Zastrow, Wausau.

Madison, Wisconsin

Russell Sorenson, subscriber billing department; Eldon Johnson, plant accounting; Bernadette Zeman, stenograph; and Claude Jasper, accounting, Charles Napper, traffic; N. E. Swanson, accounting; Robert J. Simpkins, commercial; Ethel Weaver, traffic; Jack Kreautzman, plant accounting, have accepted positions in the general office. Mr. Swanson is assistant general auditor.

Eunice Osmundsen became Mrs. S. R. Swanson on Tuesday, August 12. Mrs. Swanson is employed in the subscribers billing department and Mr. Swanson is employed in the engineering department, general office.

Emma Casebeer, accounting department, general office, was united in marriage to C. F. Herrington the latter part of July.

George E. Sites, former consulting engineer at Little Rock, Arkansas, has been appointed as general plant superintendent for the eastern operating companies of the Associated Telephone Utilities System. Mr. Sites has had eighteen years' experience in the telephone industry with the South-

western Bell Telephone Company at which time his headquarters were at Dallas, Texas.

Harry P. Karnes, travelling auditor, general office, and Francis Booth, Springfield, Illinois, were united in marriage August 9 in Chicago, Illinois. C. A. Kraege, manager, La Porte County Indiana Telephone Company, La Porte, Indiana, attended the couple as best man.

Chilton, Wisconsin

A commercial meeting for managers and cashiers was held at Chilton on July 22. Manager H. L. Turner arranged for a chicken dinner at the Hotel Chilton which was enjoyed by all. Those who attended were: F. H. Runkel, general manager; F. V. Newman, commercial superintendent; John Schneider, revenue accounting manager; H. W. Davis, plant accountant; R. T. Lyon, commercial agent, all of the Madison office; Mr. and Mrs. H. Moede of Luxemburg; E. P. Weber and Mrs. E. Greip, Two Rivers; Charles Havlichek and Mrs. Joseph Steuber, Whitelaw; Leonetta Bruss of Reedsville; Edah Holtz of Brillion; Ophelia

Ecke of Hilbert; Carl Nilles, Edwina Minert of Kiel; Mrs. Marie Gartzke of New Holstein; Erna Werner of Elkhart Lake; John Maurer and Mrs. Carrie Frentz of Plymouth; R. C. Miller, Mrs. Werner and Miss Thusnelda Ohlrogge of Seymour; Elizabeth Einolf, Chilton.

Mrs. D. Barber, traffic supervisor in charge of Wisconsin, Madison, visited our office on July 15.

Mrs. H. L. Turner has been vacationing in Milwaukee and Menominee Falls.

Mr. and Mrs. Wm. Herman, with guests from Wausau, took in the sights at Chicago on August 17.

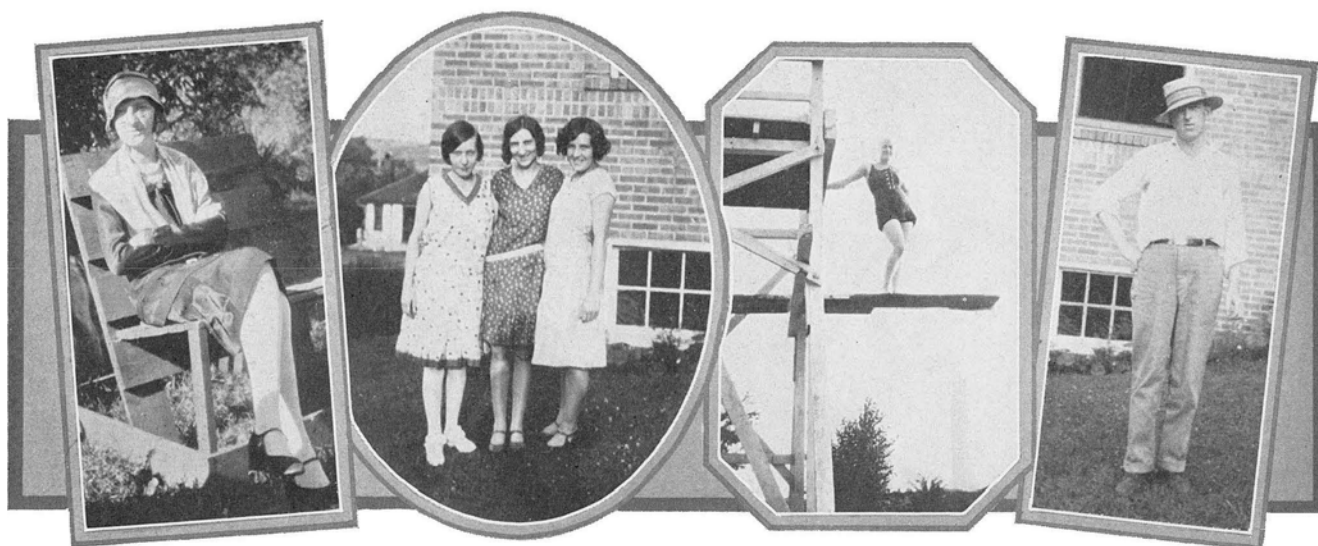
Several of our operators enjoyed a picnic party at Cedar Lake on August 19.

Elizabeth Einolf, cashier, spent part of her vacation at Rhinelander and Milwaukee.

Wausau, Wisconsin

Emma Ohm, office manager, Commonwealth Telephone Company, spent her vacation on the Plover Farm at Elderon, Wisconsin.

THE MOUTH-PIECE



WITH THE COMMONWEALTH FOLKS AT MINERAL POINT, WISCONSIN

Left: Helen Kinsman, traffic. Left center: Blanche Kirkpatrick, Helen Kinsman, and Ruth Noble, traffic. Right center: Ruth Noble, traffic. Right: Willard J. Jackson, manager.

Mrs. Gladys Gruselle, cashier, spent her vacation visiting her parents at Eau Claire, Wisconsin.

Helen Marquardt spent her vacation at Bearskin Lake, Wisconsin.

While Miss Ohm was on her vacation, which was spent at the Plover Farm at Elderon, the commercial force was invited there to a chicken supper. Needless to say, it was enjoyed very much by those present.

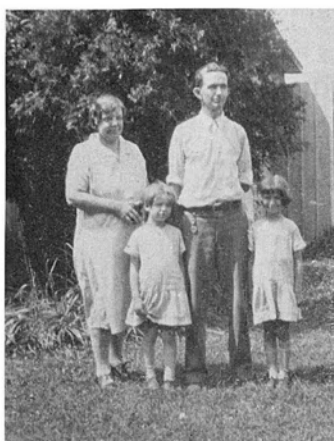
Ruth Blecha, former employee at the Wausau exchange, who has been at the Mt. View Sanatorium, has been removed to her home. She recently underwent an operation at the St. Mary's hospital and we all hope for a speedy recovery.

Prairie du Chien, Wisconsin

Claire Alice Evert, cashier, Commonwealth Telephone Company, spent a day in Madison recently.

W. R. Clasen, manager, Northwestern Bell Telephone Company, McGregor, Iowa, and Miss Hohman, chief operator, visited this office on July 24.

On July 18 a daughter, Barbara Jean, was born to Mr. and Mrs. L. E. Rubendall. Mr. Rubendall was formerly repairman at this office and is now manager of the Farmers Telephone Company at Fennimore, Wis.



Mrs. B. G. Tipple, chief operator, and family, Illinois Commercial Telephone Company, Cropsey.

N. A. Hintze, manager, and Claire Alice Evert, cashier, spent July 29 at the general office, Madison, Wisconsin.

Frank Hintze, who has been employed in the general office at Madison, started to work at this office on July 28. Mr. Hintze will be assistant manager.

Claire Alice Evert, cashier, Commonwealth Telephone Company, accompanied by her brother of Madison, left August 5 for a trip to California. They will stop at the Yellowstone Park for a day or so on their way to the coast. While in California they will visit their two sisters, Mrs. E. S. Geigoldt of Richmond and Mrs. F. C. Appel of Venice as well as many friends.

Manager N. A. Hintze visited the Madison general office August 5.

Mr. Shawalter, Madison, spent August 5 and 6 at this office on business.

Rilla Speck, operator, visited her sister and family at Mineral Point on Tuesday, August 12.

Mineral Point, Wisconsin

Dalla Wasley, operator, Commonwealth Telephone Company, recently returned from a vacation with relatives in Michigan.

Now that the Southwestern Wisconsin Fair held here August 5 to 13 is over, Ethel Mitchell is eager to know of a party that has a ferriss wheel or merry-go-round for sale.

Anita Kinsman, operator, is looking forward to her vacation, which, no doubt, will be hard on the golf course of one of our nearby cities.

Mrs. James Dunn, operator, is in favor of having one of our nearby hills cut down so she can get her Ford beyond Poynter's Filling Station.

Darlington, Wis.

H. P. Siebken, plant superintendent, general office, Madison, and J. D. Walter, manager of the Interstate Light & Power Co., Galena, Illinois, were recent visitors at this office.

Mr. and Mrs. C. P. McBride vacationed in northern Wisconsin, Minnesota and Ontario, Canada.

A miniature golf course has been started here having a 3000 watt load which will prove to be a very good electric customer.

We recently completed building a three phase transformer bank for the Darlington Federated Creamery.

Our employees held their monthly safety meeting at which artificial respiration was practiced and safe and unsafe methods of working on electric lines was discussed. For the

past year we have had a 100 per cent non-lost time accident record. We have not had a single accident that necessitated time off or medical attention.

A 27 pound bullhead was recently taken out of the Pecatonica River which runs through Darlington.

Lincoln, Illinois

Norman Benson, former manager of the Illinois Commercial Telephone Co., Benton, has succeeded M. E. Gants as manager of the local exchange.

Benton, Illinois

J. T. Turner, manager of the Illinois Commercial Telephone Company exchange, West Frankfort, has been appointed manager of the Benton exchange also. He succeeds Norman Benson, who has been transferred to Lincoln.

Paxton, Illinois

John Drilling, former manager, Illinois Commercial Telephone Company, Roberts, has been appointed manager of the local exchange to succeed R. M. Quick. A. D. Lowdy, manager at Melvin succeeds Mr. Drilling as manager of the Roberts and Thawville exchanges in addition to Melvin.

Piper City, Illinois

J. W. Boyle, manager of the Illinois Commercial Telephone Company, Piper City, has also been appointed manager of the Chatsworth exchange.



OVER THE OLD BACK FENCE

Left to right: Edith Will, Genevieve McPherson, Leo Simmons, and Ida May Martin, Illinois Commercial Telephone Co., Murphysboro

THE MOUTH-PIECE

Olney, Illinois

Emma Arnold, chief operator, and Bernadine Hahn, toll operator, Illinois Commercial Telephone Co., motored to Martinsville, Illinois, August 7, to attend the funeral of a friend.

Mary Craig, relief operator, spent August 8 and 9 in St. Louis.

Emma Holtz, toll operator, has returned to work, having spent a week touring in the Ozark Mountains.

Flo Spangler, local operator, was in Lawrenceville Saturday, August 16.

As time is drawing nearer for the "Great" Richland County Fair, work is gradually picking up in the operating room. No time for gossip.

Due to the heavy rain fall Sunday, August 17, about 150 telephones were placed out of commission.

Rose Tarry, night operator, is taking her vacation, the vacancy being filled by Mildred Lashbrook.

Carbondale, Illinois

Katie Frey has returned from a week's vacation spent in Chicago, Detroit, Michigan, and Windsor, Canada. And as usual she came back with the old story: "Girls, you should have been with me." So, judging from that, Katie must have had a very enjoyable trip.

Marie Carbit and Lucile Arras, both local operators, were among the bunch who enjoyed a very pleasant evening swimming and picnicing at Riverside Park, Murphysboro, Illinois, on July 31.

Lillian Kelley spent a recent week-end with friends at Cairo, Illinois.

Fred Cunningham returned July 21 from a week's vacation.

Pauline Davis, assistant toll operator, Carbondale, underwent an operation on July 13 at the Holden Hospital for appendicitis. She has been taken to her home and is improving nicely. We hope to have her with us again very soon.

Billie Whaley, son of W. C. Whaley, local manager, at Carbondale, is in the hospital with a fractured skull. He was assisting a local groceryman in making his deliveries when he accidentally fell from the seat of the truck, striking his head on the pavement curbing. At present he is doing exceptionally well considering the injury. It is hoped we will soon see him around the office, as he is the one we depend on to keep the switch-board plugs cleaned.

Our chief operator, Mrs. Edna Stocks, will return Monday, August 4, from a two weeks' vacation, and we'll all be glad to see her back. As a general rule most people rejoice when the "boss" goes on a vacation, and wish



CARBONDALE, ILLINOIS, EXCHANGE DAMAGED

A terrific wind storm swept through Carbondale on June 25 and left destruction in its wake. This picture shows damage done to the roof of our exchange building. Three operators were injured when the roof gave way.

the company would give them a month instead of two weeks. But that isn't true in the Carbondale office. We'll do our rejoicing when she returns, because all of us have missed her a lot. It would be hard to tell of all the things Mrs. Stocks has been doing on her vacation, but we do know one thing she learned to do, and that is, she learned to swim.

Marion Kelley, local operator at Carbondale, spent a recent week-end on a fishing trip at Shawneetown, Ill.

Colfax, Illinois

Guy Simmons, Lexington, Illinois, was transferred to Colfax on July 22 and is trouble shooter, caring for five exchanges. He expects to move his

family here within a short time.

Catherine Weppeler has resigned as operator here and left August 4 for Bloomington where she has employment.

Mrs. Emma White, night operator, visited her daughter, Mrs. William Teager and family in Moline, Illinois, August 3 and 4.

E. R. McKie, newly appointed manager for the Colfax, Anchor, Cropsey, Strawn, and Sibley exchanges of the Illinois Commercial Telephone Company, and wife moved to Colfax on July 30 from his former home in Neponset. Mrs. McKie had been exchange operator in that town for the past fourteen years.

Connersville, Indiana

Horace Ransdell, son of E. A. Ransdell, manager, Fayette Telephone Company, has been in charge of a course in life saving at the Whitewater Swimming Pool, sponsored by the Red Cross Life Saving division. Horace has an examiner's rating.

The office force was treated to apples and cider during the past month by R. L. Beck, local apple grower. Each year Mr. Beck remembers the girls in this manner.

Mrs. Esther Mitchell, toll operator, has returned from a two weeks' vacation, part of which was spent in Indianapolis, Indiana.

Misses Ruth and Audrey Wane, operators, each spent a week's vacation with their sister in Cincinnati.

Carl Bennington, repairman, and W. E. Save, wire chief, indulged in their favorite sport of fishing in nearby streams during their vacation in August.

Florence May, toll supervisor, enjoyed a week's vacation early in August.

The telephone company has more than a casual interest in the tree-sitting "epidemic", since among those roosting aloft in Connersville are Irene Weiss, daughter of Oscar Weiss, line foreman, and Charlie Dickson, whose sister, Violet, is an operator. Our former night operator, Mrs. Elsie Hamilton has a son, Jack, who was the first in this city to start the fad. Last reports have all three still sitting serenely.



THESE GIRLS HAVE COURAGE

Left, left to right: Ruth Frey, Marie Corbit, and Mrs. Edna Stock, traffic, Illinois Commercial Telephone Company, Carbondale, who were injured when a wind storm destroyed the roof of the exchange building.

Right: Mrs. Edna Stock, chief operator.

TUSCOLA EMPLOYEES, ILLINOIS COMMERCIAL TELEPHONE COMPANY



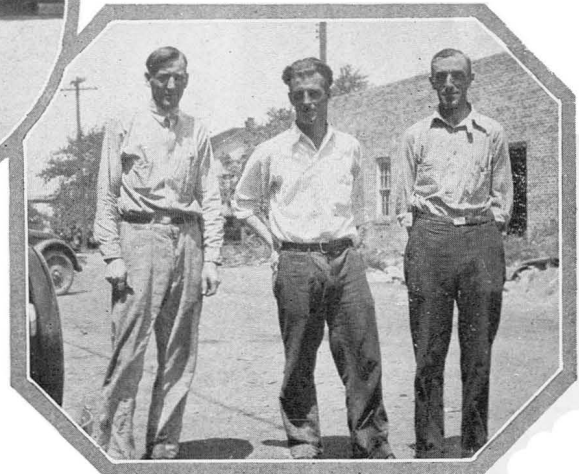
Nellie Sites, cashier, Mary Jane Rutan, stenographer, and Marjory Barth, stenographer



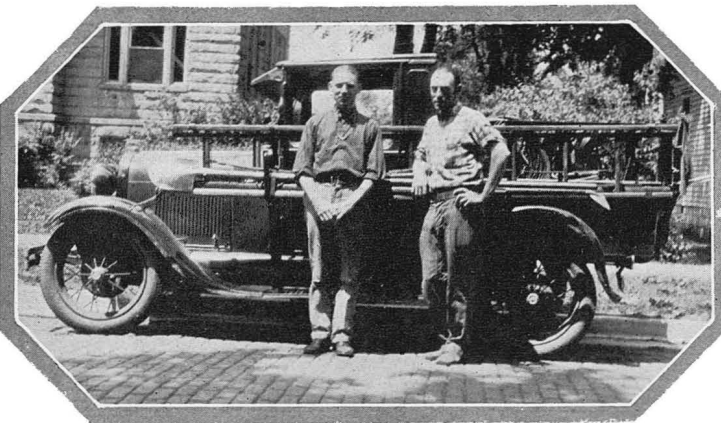
Ruth Dressback, Evelyn Frazee, Ethel Frazee, Helen Sudduth, traffic, and Dorothy Blomquest, chief operator. Center circle: Mary Rutan, stenographer, and Ann Plotz, traffic supervisor.



Juanita Young, Ruth Oye, Rose Ruth Hite, Mary Sinclair, and Jane Morris, traffic



L. E. Eckstein, Bud Robidoux, and Orval Flott, plant



James Bishop, wire chief, and Earl Baker, lineman



H. J. Kleiss, E. V. Sperling, and W. J. Owens, plant

THE MOUTH-PIECE



THE FAYETTE HOME TELEPHONE COMPANY, CONNERSVILLE, INDIANA, AT WORK AFTER A FIRE

Left: Oscar Weiss and Sefton McHugh in foreground, and William Wyer on pole. Center: William Wyer on pole. Right: Sefton McHugh working on underground cable. The fire destroyed the Lincoln Manufacturing Company and other buildings.

Ludington, Michigan

Miss M. Peters, traveling chief operator, spent a day at our office on July 15.

Kathryn Gallagher, toll operator, is spending her vacation with relatives in Milwaukee, Wisconsin.

Ethel Taylor, operator, has joined the Girl Scouts and is meriting her tenderfoot badge by "roughing" it at Hamlin Lake for a week. And we'd like to have you all know that Ethel is good at "roughing" it.

Mr. Jackson and Mr. Orth dropped in for a few minutes on July 12. According to Mr. Jackson's wonderful coat of tan we imagine he is a gentleman who plays golf instead of eating his meals.

Mrs. Hazel Stillwell, local operator, enjoyed the beauties of Hamlin Lake during her two weeks' vacation.

The Ludington exchange was given a basket of delicious peaches by Mr. G. A. Golly, local produce man, recently.

Mr. Wesley Hawley of Pleasant Valley Fruit Farm, brought the operators some of the last sweet cherries of this season.

Caroline Seeba, toll operator, left August 15 on an extended trip through Michigan and Wisconsin.

New Philadelphia, Ohio

Betty Clemmons returned recently from her vacation, which she spent quietly at home. Maybe it was because Betty was married not so long ago and wanted to spend her time with her new husband.

Pauline Schwartz and her husband loaded up their Pontiac roadster and spent their vacation camping along the river. Pauline certainly got enough swimming for one week. She has a coat of tan that we all envy, because some of us haven't had our little vacation as yet. But it won't be long now.

Now, who do you think went to the big city of Chicago? Nobody else but our "Jiggs", Florence Johnson. She went to see her big sister, Mary, who, by the way, was an Ohio Cities operator before her marriage. "Jiggs" reports it was too hot to wear the helmet and steel jacket we insisted she take with her. She announced this so nonchalantly that I'm convinced Chicago was on its good behavior while she was there.

Eva Harris also went to a big city. She journeyed to Detroit, Michigan, where she has relatives. Nobody knows just when she came home, but she was seen out at one of our popular "Tom Thumb Golf Courses" by one of the firm. Eva is quite a golf bug. Ask her what her score is.

When one has rather severe burn, they say more heat will draw out the pain. Working on this theory, we chose one of these 101-in-the-shade days for a steak fry. Until the desired reaction set in, we would occasionally, through a maze of continual perspiration, try to stick our nearest neighbor's hand with our pronged fork, mistaking the sunburned hand,

of course, for the steak. If there was a piercing scream, we knew there was a "mistake" somewhere. After eating by far too much in an effort to prove to each other our enjoyment of the affair, we all went swimming in various stages of deshabille. The play-makers were Goldie Luikart, Fannie Cooper, Florence Johnson, Doris Conn, Emma Morehead, and Glad Whitmer.

Lowville, New York

A short time ago one of the Lowville operators of the Black River Telephone Company on answering a flash with the usual "Number, please", was given the number. When the operator asked the subscriber if she was using her new telephone directory, the latter replied that her old one was good yet.

Grace Kloster, chief operator, was married to Earl Kelly, plant engineer for the Black River Telephone Company, Lowville, New York, on July 7. Immediately after the wedding breakfast the newlyweds left by auto for New Jersey.

Somerset, Pennsylvania

Hazel Johnson, operator, Western Pennsylvania Telephone Co., Stoyestown, now has about four hours flying time in at Somerset School of Aviation and is making three point landings most of the time. She expects to solo well under the usual ten hours instruction time. Here's wishing you many happy landings, Hazel.

Charles L. Whipple, wire chief, spent his vacation at Pittsburgh, Pa. He visited the toll and long distance of-

fice of The Bell Telephone Company of Pennsylvania, and also spent much time with the old gang at the Atlantic Machine Switch office.

Grace Rush and Pauline Rayman, operators, spent their vacation visiting relatives in Cleveland and Canton, Ohio.

Erie, Pennsylvania

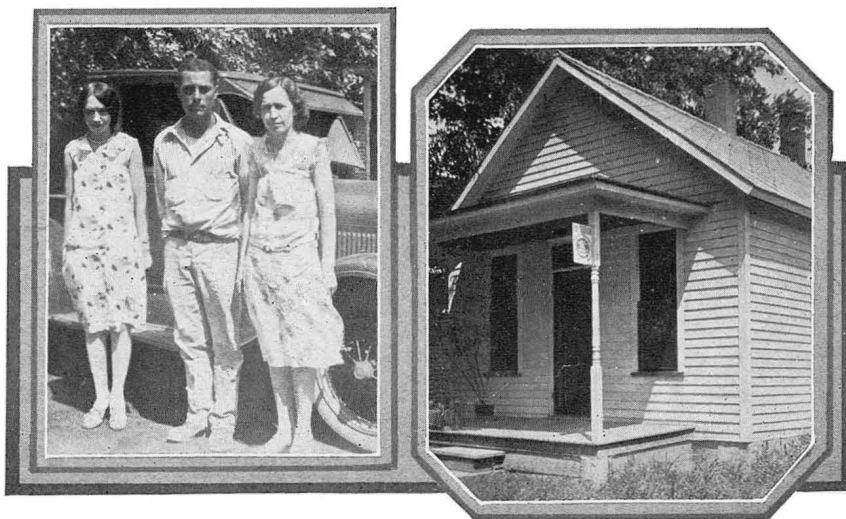
Rose Bardroff certainly spent an enviable vacation this year. Rose went to Alaska to get away from the sun's sweltering rays. Included on the itinerary were Ranier National Park, Jasper Park, Banff Springs, and Lake Louise.

The commercial department welcomes Mildred Wesley to the fold. Miss Wesley, a former Mutual employee, has been in Pasadena, California, for some time where she was employed in the city controller's office.

Helen Rugg sustained a sprained knee at the beginning of her vacation, which just about breaks all records for hard luck. Nevertheless, this misfortune did not prevent Helen from sojourning in Chicago for a couple of weeks.

The equipment department is renovating the face of the Titusville switchboard. They are working on three positions at a time. This same department is also engaged in adding a position to the Girard board. The men who are doing this work are Donald Newberry, George Harris, and Ed Sanner.

Charlie Hobbs is proudly displaying his new Hopmobile 8. Despite the fact that the new car is a work of art,



MURDOCK, ILLINOIS, EMPLOYEES

Left: Ruby Fenwick, traffic, Herman Trimble, lineman, and Nettie Fenwick, chief operator. Right: Exchange building.

THE MOUTH-PIECE



PENNSYLVANIA TELEPHONE CORPORATION, ERIE, EMPLOYEES

Left: Gertrude Bach, commercial. Left center: Helen Liebau and Louise Schneider, directory department. Right center: Harold Noble, supervisor of maintenance; A. A. Harris, wire chief; E. J. Barry, switchman. Right: Ward Nichols and Carl Keen, commercial.

Charlie was reluctant to part with his old roadster. It's the association that he cherishes.

Alice Wood is camping at Yellowstone National Park, where she is also attending the Y. P. C. U. Convention.

We extend congratulations to Margaret Leslie, toll department, who became Mrs. Francis Maloney, July 6.

Among the new persons whom we welcome to our group are: Isabelle Coffey, Agnes Ehrman, Luanna Rogers, and Kathleen Collins.

Cable splicers Floyd Anderson, Fred Boldt, and James Starks, and cable helpers Ed Mittner and Ed Vatter, started work on the splicing of the Girard-Fairview composite cable on August 1. As soon as the splicing is completed the Fairview exchange will be abandoned, and all Fairview sub-

scribers will be handled through the Girard exchange.

Frank Boyer and crew started recently to set poles and to string wire on the Station Road, south of North East. Approximately 150 poles and 52 miles of wire are to be erected, as well as 5000 feet of cable. This work should result in a marked improvement in rural service.

So many showers were given in honor of Grace Miller, who became the bride of Frank D. McCarthy, September 9, that we can't keep track of all of them. All of Grace's friends at the Pennsylvania Telephone Corporation are offering their congratulations and good wishes.

The Pennsylvania Telephone Corporation baseball team has been going at a great pace lately in the Class B Industrial League. During the first half the boys could not seem to get under way. A sharp reversal of form has taken place this half, and the team now rests in second position within striking distance of the top. Let's go, gang!

Gering, Nebraska

Mrs. Lawyer, night operator, Gering, Nebraska, was stricken with paralysis while on duty early Saturday morning, August 16. When the Scottsbluff operator and the Gering subscribers

were unable to get the Gering office, one of the Gering subscribers called the chief operator, Mrs. Mildred Marling. W. P. Ford, of Scottsbluff, also went to Gering to see what the trouble was as it was thought that something might be wrong with the lines. It was necessary to force the lock in order to get in the office. Mrs. Lawyer was unable to move. She is now resting as well as could be expected. Her daughter, Marvel, formerly operator at Gering, but now living in Idaho, arrived Monday to be with her mother.

Scottsbluff, Nebraska

Vera Hutchinson, accounting department, is spending her vacation as the guest of Mr. and Mrs. Dueffort Wade of Fort Collins, Colorado.

Mrs. Carrie Moody, accounting, had a rather unusual vacation as she took care of her husband's filling station while he attended the National Guard Camp at Ashland.

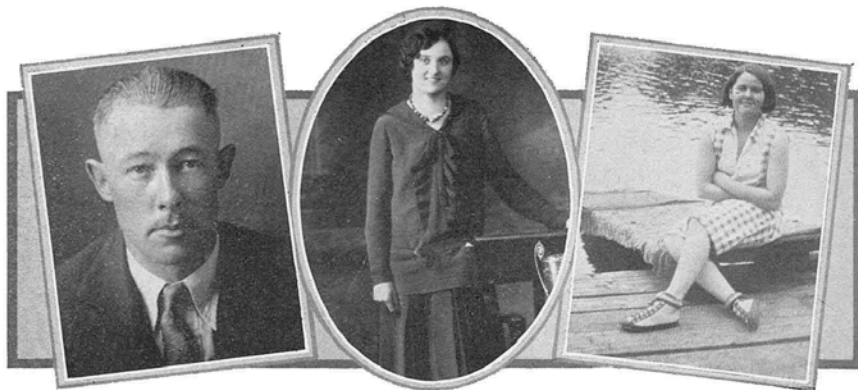
Gladys Miner, commercial office, spent the latter part of her vacation in the Black Hills of South Dakota.

Mildred Chamberlain, accounting, attended her grandparents' Golden wedding anniversary at Cheyenne, Wyoming, August 22.

Carrie Moody and Gladys Miner, commercial office, attended the one



Mrs. Frank D. McCarthy, who before her marriage on September 9 was Grace Miller, accounting department, Pennsylvania Telephone Corporation, Erie. Mr. McCarthy is with our Petroleum Telephone Company at Oil City, Pennsylvania.



BLACK RIVER TELEPHONE COMPANY FOLKS, LOWVILLE, NEW YORK

Left: David Neely, Jr., wire chief. Center: Dorothy Neely, cashier. Miss Neely was the winner in the Round Robin bowling tournament recently held by her Eastern Star chapter. Right: Minnie Loson, stenographer.

THE MOUTH-PIECE

hundredth anniversary of the first wagon train to leave St. Louis. This celebration was held at old Fort Laramie, Wyoming, and it is hoped that enough interest was awakened to enable those interested to preserve the old Fort, which is now in the hands of private owners. Nineteen thirty-four will be the one hundredth anniversary of the building of old Fort Laramie.

Irene Asher, chief operator, is spending her vacation in Denver, Colorado. Helen Knight, operator, is spending her vacation in Valley, Nebraska.

Marie Gilbert, evening chief operator, took her vacation in July; she visited in Denver.

Mrs. Edna Cox, toll operator, spent her vacation at home.

Arlene and Irlene Francis, twin sisters and operators at Scottsbluff, spent their vacation at Lusk, Wyo.

Pauline Smith, toll operator, spent her vacation at Oshkosh, Nebraska, and Torrington, Wyoming.

Thelma Huff, formerly chief operator, Platte Valley Telephone Corporation, Oshkosh, Nebraska, resigned on June 30. The new chief operator is Mrs. Anise Foster.

Mrs. Carrie Moody, accounting department, took a part of her vacation the week of August 7.

The accounting office at Scottsbluff has been moved to the ground floor, as it was thought this would be more convenient.

L. Coffee suggests that we send in the following news item: "Temperature 104, Scottsbluff people sweltering." He says it will give the Texas folks a good laugh. Maybe so—but it's no laughing matter here.

G. A. Salisbury, who was connected with the Platte Valley Telephone Corporation several years ago, was a caller at the Scottsbluff office July 9. Mr. Salisbury now has his own company at Bancroft, Nebraska.

Gladys Miner, commercial department, spent a week of her vacation at Estes Park, Colorado.

* * *

Lewellen, Nebraska

Mrs. Maude Huff, chief operator, went to Missouri to attend the wedding of her daughter Thelma, formerly chief operator at Oshkosh.

* * *

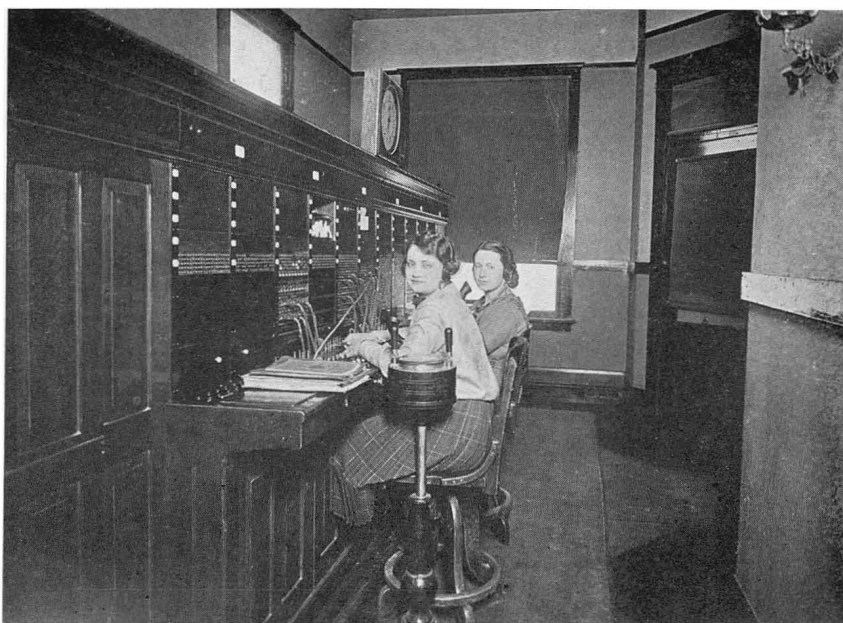
Lyman, Nebraska

Mrs. Hazel Thompson, chief operator, recently underwent an operation at the Wheatland General Hospital. Mrs. Thompson is now back at work.

* * *

Lingle, Wyoming

Mrs. Edna Koenig, chief operator, spent her vacation at Casper, Wyo.



OPERATING ROOM, PLATTE VALLEY TELEPHONE CORPORATION,
GERING, NEBRASKA.

Mildred Rawles Marlin and Marvel Lawryer seated at board.

* * *

Mitchell, Nebraska

Mr. and Mrs. E. A. Frame, district manager and chief operator respectively, and daughter Dorothy, spent their vacation traveling through Colorado. They visited Estes Park, Milner Pass, Berthoud Pass, Denver and Colorado Springs.

* * *

Torrington, Wyoming

Mrs. Verna Jewell, chief operator, spent her vacation in Torrington.

* * *

Laverne, Oklahoma

J. F. Lyst, plantman, Standard Telephone Company, has been in Supply the last week installing a new switchboard.

Irene Wright, chief operator, Nellie Greer and Estella Couch, local and toll operators of Laverne, enjoyed a sunrise breakfast after walking three and a half miles trying to find a place to fish.

Dale Morrow of the Pyatt construction crew had the misfortune of

knocking out a tooth while in Laverne.

Jack Sims is taking charge of the John Swallow construction crew while John is on his vacation and has received many compliments on the fine work the gang is doing in Laverne.

* * *

Lubbock, Texas — General Office

R. B. Fairly, general manager, called a meeting of all district managers of the State, Standard, and Haskell Telephone Companies Saturday, August 9. J. C. Reynolds, office manager, is away on a two weeks' vacation.

F. A. Robinette, district manager of the State Company at Tahoka, Texas, had a collection percentage of 96.4 for last month, with four of his exchanges collecting 100 per cent.

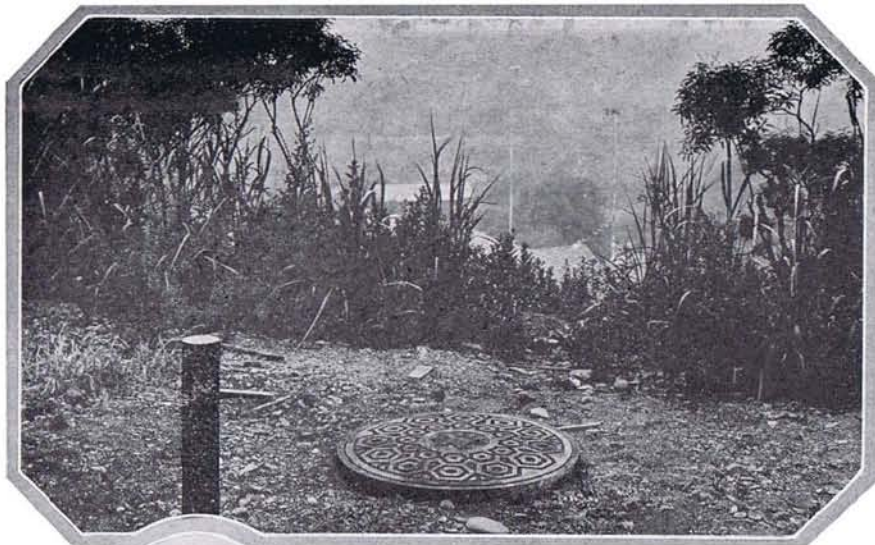
Reita Beth Sparks, accounting department, is spending a vacation in San Angelo.

Lyna Tipton, stenographer, is visiting her brother in the New Mexico mountains.



FROM THE "SHOW ME" STATE

Left: Ruby Russell and Edith Lowery, operators, Central Missouri Telephone Company, Buckner. Right center: E. C. Colhour, manager. Center: Sadie Miles, operator. Right center: Mrs. E. C. Colhour, chief operator and cashier. Right: Bernice Colhour, relief operator.



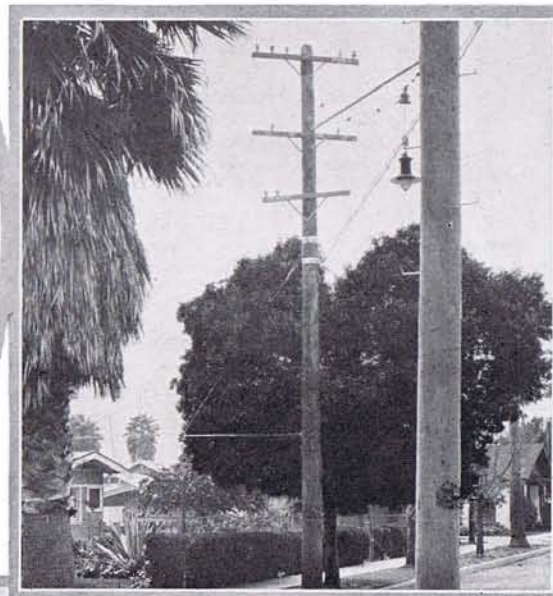
Overlooking Santa Monica Canyon. Manhole on Riviera side in foreground



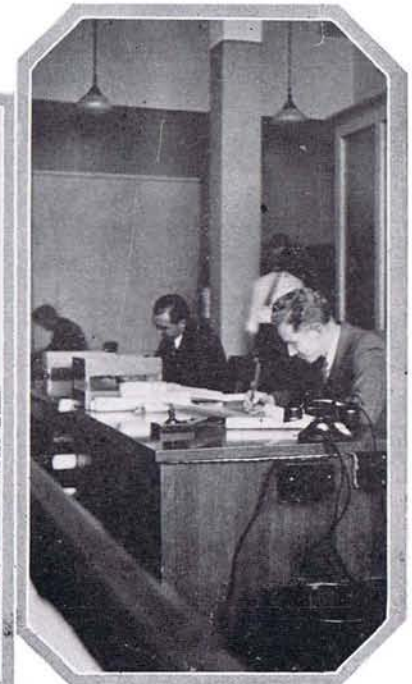
Donald A. McIntosh taking a few notes on underground cable work



W. W. Matthews, district engineer



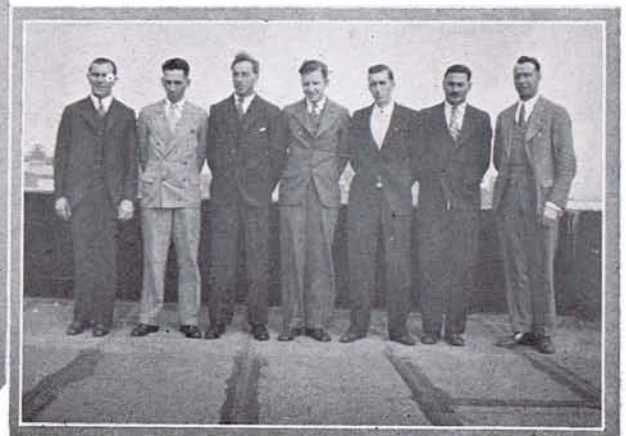
Sidewalk anchor



Engineering department, W. Reid and N. C. Myrick in foreground



Underground pole and 600 pair aerial cable



Engineering department. Left to right: N. C. Myrick, J. Lechner, D. McIntosh, W. Mawby, W. W. Matthews, R. Buie, and W. Anderson.

THE MOUTH-PIECE



PICTORIAL BRIEFS OF OUR GREAT SOUTHWEST

Left: Starvation Peak where several stranded Spaniards starved to death near Santa Fe, New Mexico. Left center: Mrs. Jo Miller Moore, secretary to G. T. Cartwright, plant engineer, Lubbock, Texas. Mrs. Moore looks like she means business. Right center: Grave of "Billy-the-Kid," Fort Sumner, New Mexico. Right: Mr. and Mrs. J. D. Moore and Mrs. Massey, Lubbock, Texas, standing in entrance of the oldest house in the United States. Built in 1541 at Santa Fe, New Mexico.

Arthur, Yaggy, Perryton, and E. C. Throop, Memphis, are "hangovers" from a recent district managers' meeting.

Pearl Duncan, commercial department, and Francis Pugh, accounting department, left August 16 for Pueblo, Colorado.

Fred Fairly, shipping department, is attending the annual encampment of the National Guards at Camp Palacios, Texas. Fred is a member of 131 Artillery, "First in Spite of Hell."

J. M. Keffer, district manager of the Standard Company at Shattuck, Oklahoma, is listed in Oklahoma's "Who's Who" for 1930.

The engineering department held a house warming Tuesday evening, July 24, in their beautiful new office. The affair was in honor of Mr. and Mrs. Roy Brewer, who were married in Wellington recently. The evening was spent in playing bridge and dancing, with a special dance number by little Mary Louise Johnson. Refreshments were served to about 50 employees and their guests, after which the employees presented the bride and groom with an electric toaster.

To the engineering department goes credit for the first employees' party, and the affair was a decided success.

Mrs. Irene Catlett, billing department, has returned from a week's vacation spent in Dallas.

Blanche Mitchell and Reita Sparks, accounting department, visited the telephone office in Hobbs recently.

Lubbock, Texas

Engineering and Construction

The engineering and construction department is able to report rapid developments for the month of July.

A. V. Hill has completed the placing of arms, the stringing of additional circuit and the cutting of transpositions to complete phantom group from Brownfield to Lovington. This will provide two more circuits to Lovington. Mr. Hill is now replacing defective arms and poles between Lubbock and Littlefield. When these arms are in place, we will immediately begin the stringing of additional group to give relief to the Littlefield territory.

C. C. Meharg has been very busy in the Hobbs district, completing various extensions for oil companies in the oil field. Hobbs is still developing very rapidly, and of the forty-three job orders prepared in July, twenty-five of these covered work in Hobbs. A number of these jobs have been completed; however, due to a shortage of poles, work has been held up awaiting arrival of car of 25 foot poles. It was therefore necessary to transfer Mr. Meharg from Hobbs, and he is now working on lead to the Texas Utilities Company's plant at Abernathy, Texas. This job consists of the construction of pole line and me-

tallic circuit from Abernathy north approximately three miles to the power company's plant. This work should be complete by August 16.

H. M. Ellis has been transferred back to Brownfield, where he is placing cable. This job was temporarily held up due to change of size of cable as authorized on addendum to this job. Practically all inside wire and drops are in place.

R. N. Miller, who has replaced Mr. Pyatt as foreman, is now patrolling toll line between Lubbock and Bledsoe.

F. L. Butler is now at Paducah completing toll line construction between Paducah and Guthrie.

Clyde Gilbert, who has completed the wrecking of the old exchange plant at Wellington, is now working on Job Order 6023 C, Wellington-Childress Pole Line Move. This work was made necessary on account of highway changes. When above job order has been completed, Mr. Gilbert will return to Dalhart where he will again resume work on the Dalhart exchange construction.

John Swallow is now at Waynoka on exchange rehabilitation. Practically all poles are in place, and he now has the greater part of the messenger and cable in place.

G. D. Shelley is at Dalhart, Texas,

splicing cable for exchange construction.

Frank Jolley has been splicing cable for the Brownfield job, but was transferred temporarily to Hobbs on cable repairs.

J. N. Gott has been rehabilitating several switchboard sections in the Lubbock storeroom. One of these sections has been installed at Hobbs, and the other three will be installed at Levelland, Littlefield and Sudan in the very near future.

W. B. Kenney has been making additions to the central office equipment at Cheyenne.

C. N. Wood, supervisor, has been very busy checking completed jobs in the State and Standard territory.

Frank Cole is now staking toll line between Memphis and Wellington.

The engineering department has been very busily engaged preparing job orders covering extensions in the Hobbs territory, and also exchange rehabilitation jobs for both the State and Standard Companies' exchanges.

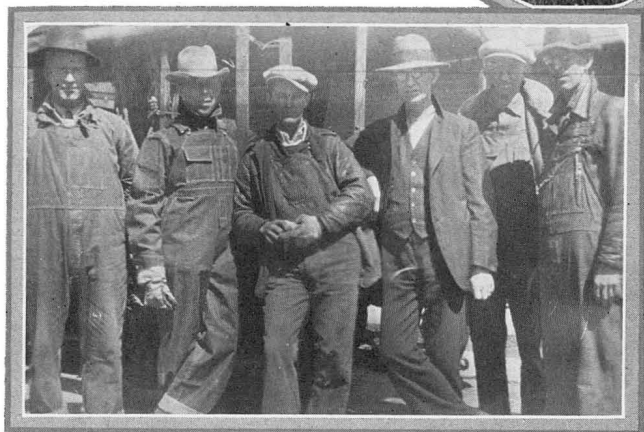
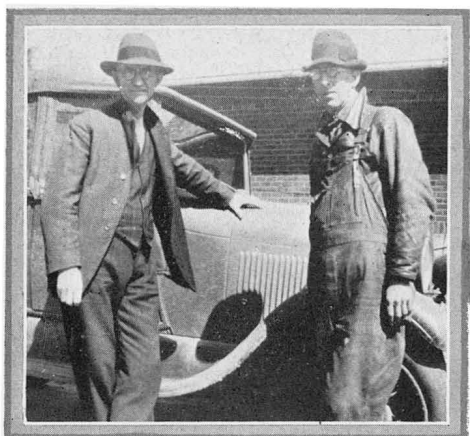
Perryton, Texas

George Kile, Beaver plantman, has just returned from his vacation spent in Los Angeles. Coming back he took the T. A. T. airplane to Amarillo and claims it was great. He left Los



EXCHANGE BUILDING, ILLINOIS COMMERCIAL TELEPHONE COMPANY, TOULON

THE MOUTH-PIECE



IOWA STATE TELEPHONE COMPANY, NEW HAMPTON

Upper left: P. D. Lottridge, manager, and B. F. Baltzer, trouble man. Upper right: Frieda Deetz, operator. Bottom, left to right: Walter Moore, F. H. Henderson, Lloyd Uglum, P. D. Lottridge, James Pagen, and B. I. Baltzer.

Angeles at 5 a. m. and was in Amarillo that afternoon at 3:55. Shades of the old covered wagon!

Perryton is to have its eleventh annual birthday celebration August 22 and 23.

Merle McClanahan, operator, got tired of her Irish name, so during her recent vacation changed it to Mrs. Kelly. She works just as well under that name as the other.

Two Clarendon Us's

It's hard to tell just when and how
Two girls of plenty experience now,
Who started out as green debaters
Determined to make telephone operators.

Some time has passed, but we'll never forget

The first time we put on our head set,
Our hearts beat fast and our voice was low

The first time we answered a call hello.

We have often been called the "telephone twins"

But never mind that, it's the smile that wins,

It's long distance now and number please,
They work hard and fast with pleasure
And ease.

Now this is this, and that is that,
Consider them and take off your hat,
Everyone that has known us knows us still
For one is "El" and the other is "Mil".

ELMA SMITH AND MILDRED ANDIS
State Telephone Company of Texas
Clarendon, Texas

The Nameless Kind

Some people mean well but never do well,
And with this thought in mind they continue to dwell.

Intending, intending, from dawn till setting sun,

Intending to do something that never gets done.

Their intentions are good and with them it seems a gift,

Yet in the tide of humanity they merely drift.

They have never known either accomplishment or strife

But are simply switched into the eddies of life.

On their great ideas they forever lean,
For them there's a beginning and an end
But there's nothing in between —

They have neither true friends nor bitter enemies;
They do nothing to inspire friendship or enmity.

They are the nameless kind,
But for this they are to blame —
There is no one sufficiently interested
To give them a name.

LORA JOHNSON
State Telephone Company of Texas
Lubbock, Texas

Sandpoint, Idaho

The following clipping was taken from the Sandpoint "Daily Bulletin" dated July 28:

Operator's Call Discovers Fire

But for a telephone operator's timely warning Frazier's Grocery might have burned and Sandpoint's main business block suffered undue damage early this morning when a defective motor started a blaze in the basement below the store.

Miss Cecelia Kallgren, operator on duty, called the night patrolman when the light on her switchboard came on over the grocery store line, fearing that a burglary was in progress. The night patrolman saw the smoke rolling out of the basement windows and sounded the fire alarm shortly after 3:00 a. m. Firemen gained entrance through the basement windows with their hose lines and got control after fighting the smoke and blaze.

Canned goods in the basement were damaged by the flames and water. The stock on the main floor underwent some damage due to the flames and fumes from the fire.

Had the blaze gone longer, firemen believe that the damage would have been much greater.

Moscow, Idaho

Clifford L. Smith, Interstate Utilities Company, Moscow, returned July 20 from two weeks' vacation spent in Canada, Montana and northern Idaho. The mosquitoes drove him out of Canada.

A. Z. Hadley, Moscow, has returned from a week spent camping. He did not get farther north than Bonners Ferry, Idaho; the red nose is due to sunburn.

Olive Frazier, Moscow, reports a most enjoyable boat excursion to Alaska, and an airplane trip from Seattle to Spokane on the return trip.

Spokane, Washington

Miss Violet Boman, directory clerk of the Interstate Utilities Company, Spokane, Washington, became Mrs. Howard Crisp on August 9 at Coeur d'Alene, Idaho. Outside of Miss Lester, general auditor, this announcement came as a surprise to the entire office force, as she left for her vacation without letting anyone know of her plans. After a short honeymoon around the Inland Empire, Violet will return to work. She has promised to stay with us until we complete the next directory. Incidentally, by that time she will have earned her five year service pin. Mr. Crisp is an automobile mechanic and works for the Honeycutt Automobile Company. All of the employees join in wishing Mr. and Mrs. Crisp the best of luck.

Long Beach, California

Great excitement reigns around the night ball lots; the Associated Telephone Company, Ltd., ball team is deadlocked with three other teams for second place. The championship play-offs are due shortly and with steady helmsman, Thos. A. Osborne and his snappy aggregation playing great ball, the trophy all but lays in the Associated's hands.

Mrs. Bruce Waller, accounting department, has returned to her desk and reports a wonderful vacation.

The wedding of Leavitt Daley to Helene Degman, at Yuma, Arizona, on the longest day of the year, June 21, has just been announced. Their "As-

THE MOUTH-PIECE



ONTARIO, CALIF., ATTENTION. OUR COVINA OFFICE ALSO HAS FOUR SETS OF SISTERS

Left: Golda Ruth Coe, Isabel Coe, and Rose Coe Zimmer. Left center: Isabel Coe, and Rose Zimmer. Center: Ada Breul and Mary Haynes. Right center: Sally King and Ida Kouns. Right: Jessie Tallman and Kathryn Tal'man.

sociated" friends congratulate them. Leavitt Daley has been an employee of the Associated Telephone Co., Ltd., for three years as switchman, and is now located at Termino office.

Long Beach of the South Coast District, was a guest of the Valley District at a beach picnic sponsored by the Covina employees, held on the beach at Huntington Beach, California. The picnic was enjoyed by everyone, the evening being taken up by swimming and various beach games, and a never-to-be-forgotten story telling contest, unquestionably won by Frank Wright, district commercial manager, of Covina.

South Coast District employees of Long Beach, had a grand time at a "Dutch Picnic" held at the beautiful lagoons at the foot of Colorado Street, Long Beach. The evening was spent with songs, games, and swimming—and with Tessie Moyer—Majordomo—par excellence, and John F. Richardson, chief chef, the party was a complete success.

Betty Barnes, formerly employed by the Shell Oil Co., is back with the Associated Telephone Company, Ltd., in the addressograph department.

Marie Yandall, of the addressograph department, North Office, Long Beach, has severed her connection with the company and returned to her home in Chicago. From all reports she had a wonderful trip home, and is enjoying herself immensely.

Florence Peacock, of the accounting department, has been transferred from North Office to the commercial department, Main Office.

Joe Joyce, billing department, is back from her vacation, which was spent here in Long Beach with parties, dancing and swimming; looks like her time was well taken up. Her sister, Olive Joyce, is visiting her from La Quinta before departing for the east.

Janet Young, billing department, is back from her vacation; part of it was spent in Santa Barbara and part at Lake Arrowhead and the balance getting a good tan here in Long Beach.

Dr. and Mrs. Bruce E. Waller and daughter Jeannette spent two weeks' vacation at Lake Tahoe, returning via Redwood highway to San Francisco, and back to Long Beach via the Coast Route.

A "Beach Party" was given by the employees of the Associated Telephone Co., Ltd., Long Beach, July 25, at the Lagoon where the National Swimming Races were held July 4. Plenty of eats and a variety of sports for all. North Office was represented by Eva Ramsey, Lillian Powell and Betty Morris and her guest Louise Parker, a former employee of the company.

Ruth Frink, of the accounting de-

partment, is on her vacation, but on account of the serious illness of her mother she will not be leaving Long Beach.

Mrs. Vera Oakley and Genevieve Crager spent their vacation at Catalina Island, stopping at Island Villa. They made a trip to the Isthmus and spent many of their evenings at the marvelous new "Casino".

Marguerite Erickson, billing department, spent her vacation at Tejunja with friends. Since returning from her vacation, she has spent two weeks at Main Office assisting in the collection department.

Eloise McCray, billing department, is on her vacation. Last reports state that she was on her way to San Bernardino. Miss McCray boasts of being the oldest "biller" with the company. Don't get us wrong now, this applies to work, not age.

Betty Morris made a trip to Arrowhead with Billie Uptgraft. Billy is coming right along with her "Miniature Golf" game.

George Slocumb and Earl Richardson, plant, and Bud Cline, Jr., draftsman, report big sport when it comes to fishing up at Big Bear; they sure have the low down on the choice streams. They made the trip up the City Creek and returned via the Desert Route.

Bob Weeks, Earl Richardson and Bud Cline took in the night auto races at Ascot Park, Los Angeles, and for real thrills report it can't be beat.

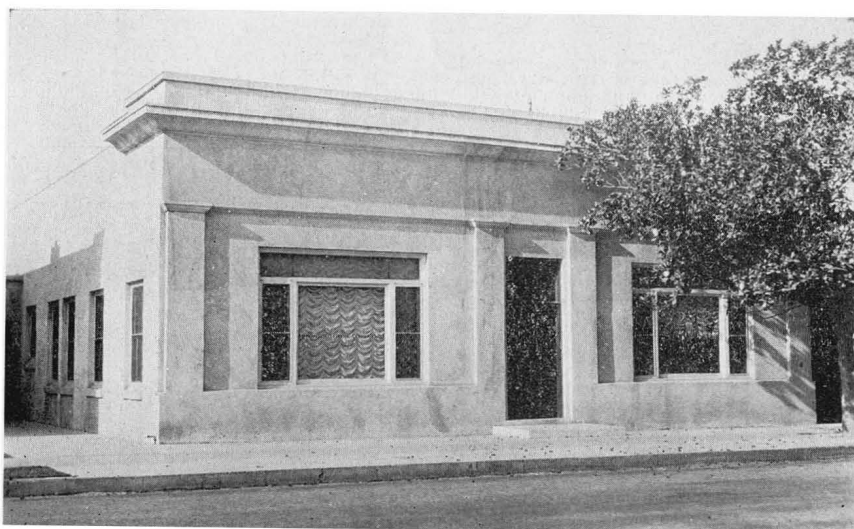
Earl Richardson and Bob Weeks report they had a wonderful trip with no mishaps motoring to Montana. They visited Canada, Oregon and Washington, returning the Inland Route.

L. H. Smith, janitor, is taking the place of Mr. Worth at North Office.

Ed Barker, maintenance, is night man at North Office, taking the place of Tommy Young, who has been transferred to the Main Office.

North Office is one of the liveliest places around these days; under the supervision of George Linton, a crew of men are putting in 400 lines, 1600 normals and pre-selecting outgoing secondaries to Main. His crew consists of H. R. Faine, I. L. Butcher, H. H. Harrington, A. C. Hathaway, G. E. Brooks and G. E. Sullivan. At the same time Mr. Linton has a crew of men putting in 1000 lines and 300 connector normals at Termino, East Office. On the job were W. L. Maine, R. L. McCullough, E. F. Redenbaugh, Tommy Young, Kenneth Hulén and Milton W. Smith.

During the extreme hot weather the Associated Telephone Company, Ltd., was treated to ice cream through the



EXCHANGE BUILDING, ASSOCIATED TELEPHONE COMPANY, LTD., COVINA, CALIFORNIA



PLANT ACCOUNTANTS, LONG BEACH, CALIFORNIA

V. Johnson, F. Correll, E. Cooper, Geo. Blake, Anne Duncan, Mrs. Kersting, R. Hannowell, and Helene Demarest.

generosity of the J. J. Mottell, Inc., Undertakers, at 3rd and Alamitos. Every one appreciated this treat.

Mrs. May Cline, addressograph department, is back on the job after a month's illness. Better luck next vacation, May.

Redondo Beach, California

The first meeting of the Redondo exchange in connection with the Sales Campaign, was held in Nat Myrick's garden, at his home on the Strand. Hermosa Beach, and was well attended. Speeches were made by E. C. Dearth, district commercial manager, and R. H. Rickford, traffic supervisor, of the West Coast district, outlining the plans for the campaign, and much enthusiasm was in evidence.

The girls of the traffic department are glad to welcome back to their ranks two former Redondo operators. Ola Greer and Lola Cornany, who have recently returned to work.

Ruby Skinner, operator, writes from Washington, Kansas, where she is spending her vacation among relatives and friends that she is having a wonderful time. Rachael Crawford is planning on a trip to Arkansas shortly for her vacation, and Mrs. Edna Osborn spent her vacation in Kansas.

The candy counter in the rest room continues to be a success and from the accumulated profits that were not required for flowers, the traffic girls donated five dollars to the Salvation Army budget campaign.

M. E. McIntosh, district commercial supervisor, accompanied by Mrs. McIntosh has spent an occasional weekend in a delightful camp in Santa Ana Canyon this summer and reports a very pleasant time.

Covina, California

Frank Wright has returned to Covina as commercial manager. Purple carpet and all.

Several changes have been made in our traffic department. Effective on August 1 supervisor of local and long distance will be under one chief operator.

Mrs. Pearl Reynolds, former long distance chief operator, is now traffic supervisor for the Valley District.

Mrs. Mary Overcash, who has been acting as evening chief operator on long distance, will have supervision over both long distance and local.

Mrs. Jessie Wright, long distance operator, has assumed the duties of evening chief operator.

Mary Haynes, formerly local chief operator, has taken a month furlough pending a transfer.

Mrs. Vera Warren has returned from an enjoyable vacation at Big Bear.

Ada Bruel and Mary Haynes are spending their vacation at Long Beach.

Margaret Patie is enjoying her vacation at Catalina Island.

Louise Wilson, of the commercial department, spent her vacation in San Francisco. She says it was the finest winter she had ever spent.

Olive Redington is back at the board after a pleasant vacation at Catalina. No wonder we hear so many voices with smiles.

Alick Daines and Troy Stringham attended the beach party given by the Long Beach exchange. From all reports they sure enjoyed the evening.

On Wednesday evening, July 28, Covina held its first picnic of the year at Huntington Beach. Despite the cool evening there was quite a large turn out and we were all delighted to have Pomona and Long Beach join us. The success of the party was largely due to Connie Rumley, Shorty Bennett, and Mr. Varcoe, who patched the tents and made a very welcome fire, and to Mr. and Mrs. Howard Smith, who devoted their whole evening to appeasing the hunger of some 70 weinie eaters.

Casually glancing around we observed the following:

Frank Wright ate more weinies and ate them faster than anyone else. He figured when story telling time came around he would be ordered to leave and he wasn't going to be sent home hungry.

Shorty Stringham recited a poem that was to the point. He stopped at Pershing Square for a passenger and his poem seemed to bring out the true spirit of the place he had just left.

Taking advantage of his wife's absence Connie told a couple of stories. Long Beach contributed generously to the camp fire stories.

A few more Beach parties and the



Left to right: Effie Puckett and Edna Anderson, Associated Telephone Company, Ltd., West Los Angeles, Calif., bound for Avalon, Calif., aboard S. S. Catalina.

employees of the various exchanges will get "Associated".

Recently a subscriber commended Mrs. Lula Archer, operator, very highly for the pleasant manner in which her call to Texas was handled. Reflections of this nature are produced by courteous treatment and efficient service.

West Los Angeles, California

Mrs. Ivar Smith has just returned from her vacation, which she spent on a camping trip in Mohawk Valley in northern California. Those of us who have seen the beauty of the Feather River territory know she must have had a splendid time.

Josephine Gardner from the Santa Monica office relieved Mrs. Smith while she was away.

The West Los Angeles Lions Club members accompanied by Mr. Bickford and Mrs. Dearth, visited the West Los Angeles exchange a few weeks ago. All seemed interested in the operating of the boards.

Mrs. Edna Anderson, our West Los Angeles chief operator, just returned from one week of her vacation. Old Sol surely did his stuff, and Edna doesn't want a bit of patting on the back.

One day was spent at Catalina Island, that beautiful pleasure isle on the Pacific. Mrs. Puckett, one of our operators, accompanied Mrs. Anderson.



A VETERAN FROM HORSE AND BUGGY TIME

Left to right: Hugh Arnold, William Emrick, and James Buzzard. This picture was taken in 1902, and Emrick and Buzzard are still with the Associated Telephone Company, Ltd., at Covina, Calif. The picture on the right is James Buzzard with his modern steed.

PHONEY PHABLES

AND OTHER PHOOLISHNESS

AN IMPERSONAL INSPECTION

An old Tennessee mountaineer, who had never seen a mirror, found one that some tourist had dropped. Looking at it, said: "Well, gosh dern it, if it ain't my Pappy! I never knowed he had his pitcher took."

The old fellow was so pleased with the mirror that he took it home, stole up to the attic and put it in an old box where he kept his treasures. But his wife was watching him, and that night she slipped out of bed, crept up to the attic and opened the box.

"Huh," she said, looking at the mirror, "so that's the old hag he's been chasin' after!"—*The White Book*.

He: "In the spring a young man's fancy lightly turns to thoughts of love."

She: "Yes, but you think spring is here every time you get into a warm room."—*Clipped*.

Husband (to friend): "I want you to help me. I promised to meet my wife at 1 o'clock for luncheon, and I can't remember where. Would you mind ringing her up at our house and asking her where I am likely to be about that time?"—*Exchange*.

If the boarding house in which you are staying had food that tastes like sawdust, be nonchalant—it's fine board you're getting.—*Exchange*.

Rhodes Scholar: "And poor William was killed by a revolving crane."

Englishwoman: "Heavens! What fierce birds you have in America."—*Cincinnati Telephone Bulletin*.

Golfer: "Terrible links, caddy, terrible!"

Caddy: "Sorry, sir, these ain't links—you got off them an hour ago."—*Exchange*.

"And are you the bridegroom?" asked the old gentleman of a young man.

"No," said the embarrassed young man, "I was eliminated in the preliminary tryout."—*Exchange*.

In days of yore, if anybody missed a stage-coach, he was content to wait two or three days for the next one. Now he lets out a squawk if he misses one section of a revolving door.—*Clipped*.

Mother (in train): "Tommy, if you are not a good boy I shall smack you."

Tommy: "You slap me and I'll tell the conductor my real age."—*The Ohio Bell*.

MAYBE A COUSIN

The young lady walked boldly up to the elderly woman, whom she had mistaken for the matron of the hospital. "May I see Lieutenant Barker, please?" she asked.

"May I ask who you are?"

"Certainly, I am his sister."

"Well, well! I'm glad to meet you. I'm his mother."
—*Indiana Telephone News*.

"That overcoat of yours has pretty loud colors."

"Oh, it will be all right when I put on the muffler."
—*Exchange*.

An old sweetie of Jim Sloss met him again and decided to high-hat him.

"Sorry," she murmured, when the introducer had finished the introduction, "I did not get your name."

"I know you didn't," replied Jim, "but that was not your fault; you tried hard enough."—*Clipped*.

Then there was the drunk who, after seeing an all-talking picture, went around to the stage door to see the chorus girls come out.—*Carolina Buccaneer*.

The teacher was talking about the dolphin and its habits. "And, children," she said impressively, "just think! A single dolphin will have two thousand baby dolphins!"

"Goodness!" exclaimed the little girl at the foot of the class; "and how many do the married ones have?"
—*Exchange*.

Food for He-Men

PORK CHOPS

Cut From Small Lean Lions

—*Knoxville (Tenn.)*

—*The Monitor*.

NOT SO WELCOME

"I said our ship would come in this week. Was I correct?"

"Well, partly. My salary was docked."—*Exchange*.

BARNUM WAS RIGHT

A certain New York restaurant man may be given credit for a rather novel window display. This man didn't have much money for advertising, so he bought the biggest fish bowl he could get hold of, filled it with water, and put it in the window with this sign:

"Filled with invisible goldfish from Argentine."

It took seventeen policemen to handle the crowd.

—*Portland Adv. Spotlight*.

Edgerton's Modern Plant



NEW EXCHANGE QUARTERS

THIS modern, brick, fire-proof exchange building is the Commonwealth Telephone Company's new exchange quarters at Edgerton, Wisconsin. A new common battery feature switch-board was cut-over at 5 a. m. August 19. The new system, which gives the local subscribers common battery service, replaces the magneto service received by both local and rural subscribers up to the time of the cut-over. The structure also has an adjoining company garage.