

"TELEPHONE FACTS" MAGAZINE SERIES

Intended apparently as a telephone company customer information bulletin it was first published in January 1910. It is not known when publication ceased. A historical note; the use of the term "number" in some issues is an archaic use meaning issue or item in publication, according to the American Heritage Dictionary:

A single publication of printed matter : edition, impression, issue, number, printing.¹

Some issues (or numbers if you like) were provided by Robert Carter, grandson of Alva J. Carter a Kellogg employee in the 1900's to the early 1920's and later founder of Carter Radio Corp. and the Television Tube Corp. both of Chicago.

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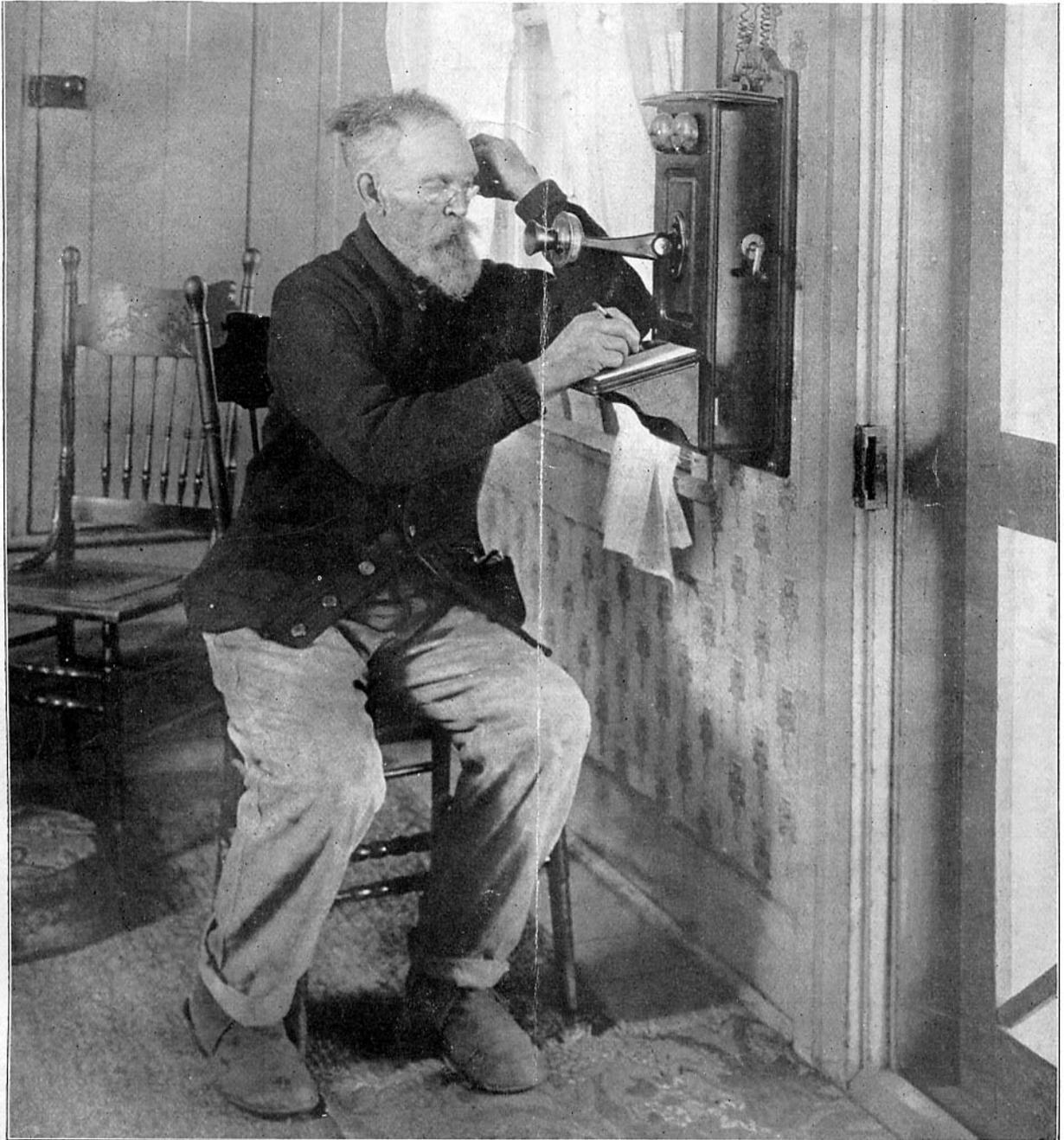
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TELEPHONE FACTS

April, 1915

Magneto Telephone Number



Selling Talk

Talk is that with which the telephone man deals. You, as part of a telephone exchange, have to do with its sale. As contract man, as bookkeeper, as lineman, as manager and, last but not least, as operator, you sell talk.

Talk is unweighable, unmeasurable, unappraisable; it may be of vast importance or inanely useless—the greatest and the least thing in the world. As a sound wave, delicate, invisible and almost infinitesimal, is caught in your transmitter—you have made the sale.

Surely of stupendous importance that the implements with which you make this sale be of certain value.

The magneto telephone handles two-thirds of this that you sell.

Rural Telephone Lines

By H. N. Faris

As the telephone business becomes older and more mature, many of the problems of the earlier days are settling themselves. Especially is this true with respect to the vexatious questions that naturally arose a few years ago when nearly two millions of American farm homes suddenly wanted telephones at the same time.

Although the "Octopus" companies, starting in the late '70s, enjoyed a complete monopoly of the telephone business for over fifteen years, they were utterly indifferent during this time to the need of telephones on the farm, and by reason of their inferior service and exorbitant rates in the cities there was really little demand for telephone systems in the smaller towns and rural districts.

They cared only for the business of those who could afford to pay enormous rentals, and their main office in Kansas City, located in comparatively recent times, stands not in the center of the business and financial district, but away down near the Missouri River in what was then the "Wholesale District." The party who located this main office (and who is today a high official), could not see beyond the large wholesale houses and their long distance business. This is only one of hundreds of incidents that might be cited in illustration of the monopoly viewpoint, and to show why twenty years elapsed after the telephone was invented before there was any movement to put this convenience and blessing into American farm and village homes.

The farm telephone user of today can thank the INDEPENDENT manufacturers, and particularly the KELLOGG Company, for it is a matter of telephone history that without the untiring personal efforts of the late Milo G. Kellogg and the risk of his personal fortune these grasping companies would surely have extended their monopoly until 1910, by which time they would have controlled the telephone business of the entire country.

By 1893 it became apparent that monopoly would soon be a thing of the past and as early as 1894 a few Independent plants were constructed. Seeing these pioneer plants operating successfully gave others courage, and by 1898 the building of competing exchanges and the development of new territory was well under way, and about 1900 witnessed the first activity in the extensive building of rural lines.

At this time the great need of the Independent

telephone man was working capital, as everyone had encountered a development far exceeding his expectations. The farmer demanded service at a time when the exchange owner was struggling to keep up with the growth of the city plant and build his share of the system of Independent long distance lines that was rapidly spreading over the country. With but few exceptions the farmers would have had to wait years for telephone service, so as a perfectly natural result they "organized" for the building of rural lines where exchanges were already established and for the building of both exchanges and rural lines where the territory was yet undeveloped.

So far all was well, but the demand for more than a million telephones to be purchased, for the most part, by those wholly without previous telephone experience, brought into being a horde of telephone manufacturers building equipment to "sell," catering to "farm trade only" and making a specialty of organizing and selling mutual companies. The mutual organization was and is all right, and it would have been impossible to finance the country's telephone development in any other manner. Likewise, legitimate promotion and assistance to mutual companies by manufacturers was and is all right, provided there are no misrepresentations concerning cost of building and operating. Also provided the manufacturer does not discourage, but urges the fullest co-operation with local exchanges.

In most cases, however, manufacturers making a specialty of mutual promotion believed it profitable to help stir up strife instead, and the bitter and costly warfare that arose between mutual companies organizing for service alone and exchange owners to whom the telephone business was a means of livelihood, is certainly to be regretted.

In some cases exchange owners fought the idea of mutual farm companies from the first, and wanted to build and own all the lines and telephones in their county. They wanted farmers to wait for service until they could get the money and build the lines, though the complete telephone development of their county would have taxed the capital of the Bank of England.

Such conditions rendered co-operation impossible, and instead of getting together with the exchange owner, the mutual companies were forced to obtain their advice from manufacturer promoters who were too often prone to "whoop things up" for an opposition exchange.

Code No. 2614

A Relic of Barbarism

By J. G. Kellogg, Vice-President.

It was from these promoters that mutual companies got their first ideas that building an exchange represented a trivial investment per telephone over and above the cost of the "box" itself; that grounded lines were just as good for all practical purposes as metallic, and that any system could be operated for a few cents per telephone per month by a "Central" and a lineman, which jobs could both be advertised and let to the lowest bidder.

This sort of argument sold switchboards and telephone equipment and swelled the commissions of promoting salesmen, but it likewise filled much of the country with cheap equipment and cheaper construction and resulted in a general war, the effects of which will not be effaced in a generation. Millions of dollars have been lost through the purchase of inferior equipment, and tens of millions through the decreased value of resulting service.

But, as stated in the beginning, these problems are rapidly solving themselves. The mutual companies often starting out in the honest belief that telephone service costs almost nothing to produce, have found out their mistake, and the exchange owner operating for a living profit, sees where the exercise of greater patience and diplomacy and the taking of mutual organizations more completely into his confidence would have overcome the flowery assurances of the promoter; given the mutuals the benefit of better equipment, and permitted co-operation to take the place of warfare. Telephone warfare has been found as costly as other kinds of strife, and the new idea is one of "getting together." The mutual company no longer desires to put out of business the exchange operating for profit, and the exchange owner now wants to see mutual companies secure good and efficient service.

The great present need is to get all telephone properties, and rural lines in particular, into better physical condition so that more efficient service can be given and at less cost for maintenance. Telephone development in most communities has progressed until the point of saturation is nearly reached, and **rebuilding** rather than building is the problem of the hour.

Regarding Kellogg Magneto Sets

I am writing you to tell you how nicely we are getting along with our telephone business.

We have 238 phones in use now and are putting the ——— out of business here fast. I did not get to see your agent last week. I regret it very much, too.

We are figuring on building about ten miles of line soon, the greater part of which will have six wires. We will want everything—poles, cross-arms, braces, pins, insulators, cross-arm bolts, 8-inch and 4-inch, lag screws, wire and at least twenty-four phones.

This compact telephone is an unmodified descendant of the cave telephone. It brings to mind the instrument equipped with a hand switch instead of a switch hook. In the dim past someone conceived the idea of putting two or more instruments on the same line. When he did so, he found the ringer resistance and impedance of the series telephones too high for satisfactory conversation so he cut it down as low as he could which seems to have been 80 ohms. At least there must have been some reason for picking on 80 ohms as the proper resistance.

It is pretty evident that talking through several 80-ohm impedances was not very satisfactory, for the bridging telephone soon appeared and the 80-ohm series telephone faltered toward oblivion.

About the time everybody was preparing to strew flowers on the defunct, somebody came along and shot the near-corpses full of cut-price dope that made him "most as good as new" for a time. Presumably the price cutter either expected to exchange the 80-ohm for a more expensive telephone, or else did not intend to strike that customer again. This last, of course, presupposes that Mr. Price Cutter knew how the instrument would perform.

However, he got away with it long enough to force his competitors to meet his price and thus make an inducement for the unwary to buy this low resistance phone. After having a few in service the purchaser began to get complaints about "that careless girl that is spending all her time gossiping with other subscribers instead of paying attention when I ring off."

Pretty soon he notices this complaint follows the connecting of a farm line with a village subscriber and asks the next salesman that drops in, for help. The only help available is to discard the "80-ohm series" and give the clear-out drop a chance to get some of that current that has been shunted by the low resistance path.

This is one of the most moral stories ever written.

Moral:

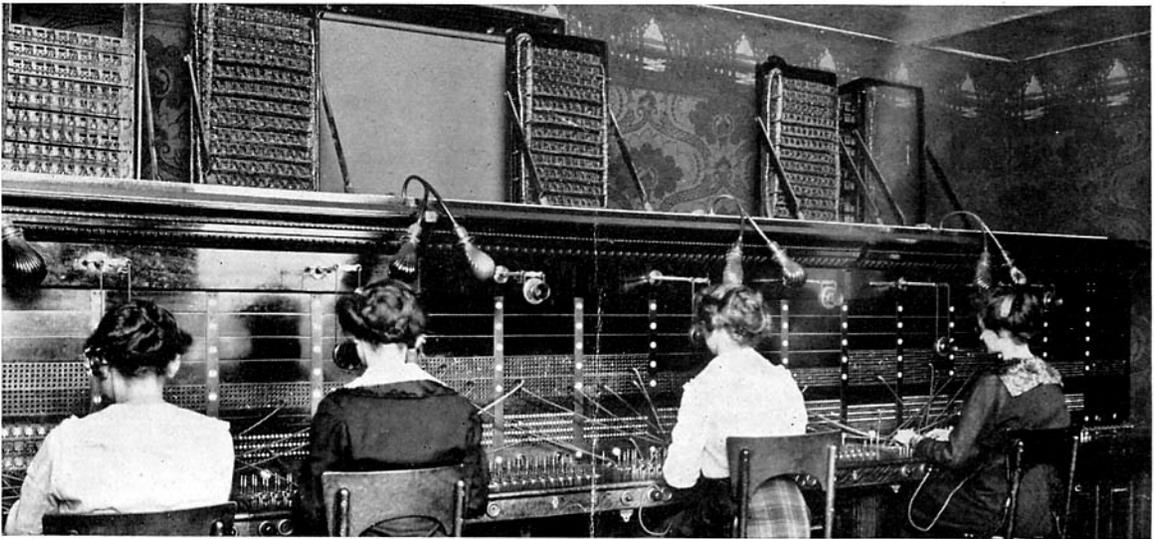
- 1—Low Price does not always indicate Big Value.
- 2—Don't starve a clear-out drop.
- 3—Keep away from 80-ohm telephones.

There are many other morals scattered through this story and "Telephone Facts" offers a prize of a beautiful miniature copper plaque bearing the head of Abraham Lincoln and the word "Liberty" for the best series of morals offered. This head of Lincoln is authorized by the United States Government.

High Point Rehabilitation—Another Fine Example of Recall Equipment

Mr. A. S. Hallstrom, Southern Representative of the Kellogg Switchboard & Supply Company, writes: You will recall my having written regarding the automatic ringing, listening and instantaneous re-

mailed the following description of the system. You will note that it is written in a strictly non-technical way—purposely for the benefit of the subscribers.



High Point Now Has Excellent Service—Thanks to Mr. Hayden

call equipment installed by the North State Telephone Company of this town. This apparatus has been in service six months and is working to perfection.

Where it was necessary heretofore to use six local operators during the entire day and one additional during the busy hours, it is now only necessary to use three during the day, and a "relief" to come to the aid of the three during the busy hours.

The average number of calls per hour at the busy time is about two hundred and seventy-eight per operator. This equipment was installed by Mr. Hayden, on a series multiple jack cut-off switchboard.

The service here is greatly improved at a reduced cost. Patrons and operators are much pleased.

The necessary cord circuit relays are mounted on separate relay racks on the top of sections and really do not present an unsightly addition.

Upon completion of the installation, Mr. Hayden

Description of the KELLOGG SEMI-AUTOMATIC TELEPHONE SYSTEM

Now in use by the

NORTH STATE TELEPHONE COMPANY.

The telephone in its relation to the public may be considered the most vital element of our social and commercial development.

There are various methods of connecting two telephone stations together for the purpose of conversation.

Realizing that the most rapid and reliable method of establishing connection is contributory to satisfying the subscriber, we, after full investigation, have installed a system with the following new accomplishments:

Automatic Listening, Automatic Ringing with indication, Instantaneous Recall, Secret Service, Automatic Peg Count, etc.

This system is different. Read these instructions carefully so you can get the full benefit of the new improvements. Remember, the operator only

connects you with the number you call. The automatic devices then do the ringing and watch your every want with unerring precision.

The instant you lift your receiver from the hook an electric light, with your number on it, shows up at the switchboard. Any one of three or more operators can answer the call. The first operator who takes up your call is automatically connected with your line and takes your order. When she connects you with the number you have called, she is automatically cut out.

The INSTANTANEOUS RECALL is the most valuable feature of the new service. It entirely does away with all working of the receiver hook and delay in making a number of calls in succession. After you have called one party and wish to call another, depress the hook once and release it instantly, and the operator will answer without fail. If you have answered your phone and find that another party at your place is wanted, hang up the receiver and send the desired party to the phone. He will find that the connection has not been disturbed, provided the calling party is waiting. If you have answered your phone and wish to make a new call immediately, it is only necessary to have the party who called you hang up his receiver, as the calling party controls the connection.

With AUTOMATIC LISTENING: First, the operator cannot take up your call until she is ready to wait on you, thus giving some idle operator a chance to take the call. Second, the operator taking your call can serve you more quickly, as it is no longer necessary to operate a number of keys by hand. Third, the operator cannot leave you until she has connected you with the number you have called, and there is no possibility of your call being neglected. Do not work the receiver hook a number of times nor ask the operator questions. Both of these practices result in a loss of your time and also impede the service. When you call the operator, ask for some number, for Chief Operator, for Long Distance, or for time of day. For any other information, ask for Information Operator.

SECRET SERVICE. The operator has no listening key and therefore cannot listen to your conversation in the usual way.

AUTOMATIC RINGING. As soon as you are connected with the line you have called, if this line is not busy, your party's bell will ring. If it is not answered promptly, it will ring again, and continues to ring one second out of every nine until it is answered. You will distinctly hear every ring in your own receiver. When you are satisfied
(Continued on page 12.)

New Painesville Plant

By D. C. Gould.

The Painesville Telephone Company was organized in 1895 and began operations with 75 telephones in April, 1896. They have used nearly all kinds of equipment and changed to "North" common battery some fourteen years ago.

Mr. C. M. Grauel, secretary and general manager, has been with the company for twenty years and was the first one to adopt the system of laying underground cable without using conduit.

The company at present have nearly 50,000 feet of cable buried with a covering of tar paper and cement, and have experienced very little trouble. They have 350 country line telephones, all of which are working common battery.

The exchange has now reached 1,400 telephones, and in October, they purchased two sections of Kellogg Switchboard & Supply Company's common battery equipment of the latest type. The exchange was cut over the 3rd of last November, without a case of trouble.

They are giving their subscribers the most up-to-date service known to telephony, including features such as automatic ringing, instantaneous answer, instantaneous recall and disconnect and secret service.

A new chief operator's desk, wire chief's desk and a two-position toll board are part of the new equipment. They are now able to handle the 1,400 subscribers with two operators, with the exception of one or two hours a day when they use three. This is a great saving in operating as with the old system they used five operators the entire day.

The following is quoted from a letter from Mr. Grauel, secretary and general manager.

"A Brief History of the Painesville Telephone Company."

Our company was organized in 1895 and began operation with 75 telephones in April, 1896. Have always had Bell competition. Our equipment has been from "push in the crank" to the last word in manual telephone apparatus, to which we have just cut over last month.

We are well satisfied with our new equipment, which eliminates the basic trouble of manual switchboards; adds about 40 per cent to the efficiency of our operators; gives the subscriber the best of service and did not cost any more than the average up-to-date common battery board.

We have 1,400 telephones installed with 700 lines equipped. There are 350 telephones in the country working to the board common

battery, some of our telephones being ten miles from town.

You could not give us anything better because it is not yet made."

The officers of the Painesville Telephone Company are as follows: F. A. Searl, president; Dr. D. J. Merriman, vice-president; W. R. Radcliffe, treasurer; C. M. Grauel, secretary and manager; directors, Dr. C. F. House, P. K. Smith, E. D. Keener.



Mr. Mitchell on Pole

He could not obtain a permit to put a regular 45° guy on this property, so Mr. J. W. Mitchell, foreman of the Citizens' Telephone Company, of McMinnville, Tenn., got around the difficulty in the manner indicated in the above photograph.

This method of guying is entirely original with him and, judging from its appearance and what our Mr. S. M. Lewis advises, who sent in the view, it is a very substantial job.

All the material used was purchased from Kellogg.

Checking the Tide to the City

The rural telephone idea continues to spread. Just as surely as conditions of life in farm districts are constantly being improved, the day is approaching that will see a telephone on every farm of importance.

It is true also that the telephone stands highest among those agencies of up-to-date life that have brought about this improvement of conditions in the country and have made life on the farms better worth living.

Though its first great development was in the cities, it may be said that the telephone was invented for the farmer. It is his watch dog. It solves his greatest problem—*isolation*—while his city cousin is still wrestling with his own problem of *congestion*. During the past few years a knowledge of these facts has caused a tremendous boom in telephones for southern farms.

To many this handy little instrument is looked upon as a means of keeping rural people—*young people in particular*—contented with their lot. The feeling of *loneliness* breeds dissatisfaction, and there is less likelihood of a migration of farm boys to the city if adequate means of removing the burden placed upon the farm by its solitary position have been provided. All are next-door neighbors in a community where there are telephones.

The part which the farmers themselves have taken in this movement makes it one of considerable importance. For very small trouble and expense a group of neighboring farmers can buy, build and maintain a serviceable telephone system. The work of installation is not so very different from ordinary fence building operations about the farm. Equipment conforming with the best recognized standards is at the disposal of progressive rural citizens for their telephone building.

It is not an unusual sight to witness groups of farmers at work in the country erecting poles, stringing wires and installing the instruments in the farm houses along the countryside. This work is usually done on a co-operative basis, and is, of course, of great benefit to any community.

There are today about three million farms equipped with telephones. This number is constantly on the increase, and more telephones are being installed in rural districts this year than ever before.

It requires little imagination to see in the rapidly increasing vogue of farmers' lines an answer to the solution of the agricultural problem in America.

Economists agree that the primary cause of the abandoned farm and insufficiency of production is the *isolation and loneliness* of the country, which operates, or rather has operated in the past, to drive young men and women in armies to the cities.

The telephone is an antidote for isolation. The two cannot exist in the same home. And since the rural telephone walks side by side with rural free delivery, and of other advance agents of development, we may, with partial logic at least entertain the hope that together they are laboring to check the tide cityward.—Profitable Farming.



In my fifteen years experience I have never seen the equal of this set.

I consider it the Master Telephone,

A. J. Carter.

General Sales Manager.

Kellogg in a Confectionery Store



Fountain and Lunch Counter of the Most Approved Design

It is the dependability of the equipment that makes "Kellogg" the choice where reliability is of utmost importance and for this reason Kellogg systems have been sold to large hotels, factories, hospitals, steamboat lines and the like, in all parts of the country.

A Kellogg system has recently been installed in Geist's confectionery store at Grand Forks, North Dakota—an establishment well known in that section of the country.

It is described as follows:

The ice cream parlor is situated in the rear of the store and has a mezzanine floor overhead with additional tables. Kellogg telephones are employed on both floors, there being a telephone booth to the right of the stairway on the first floor and a desk set equipment on the mezzanine floor, giving



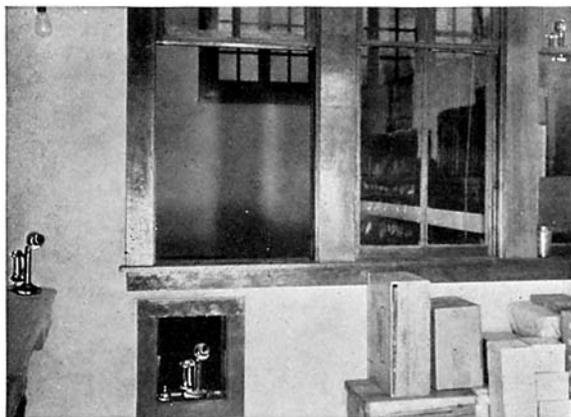
This Part of the Store Is Particularly Attractive

patrons free access to local and long distance service.

The candy department is on the second floor, where the girls employed in this work have hygienic and pleasant working facilities, while the entire third floor is occupied by the bakery department. This has thirty-one large windows, affording an abundance of light and ventilation.

The heat may be automatically regulated to meet requirements for baking. The store room at the rear of this floor has a capacity of about three car loads of flour. The mixing room, also in the rear, is equipped with a large dough mixing machine and a flour sifter. "Milkmaid" bread, buns and rolls are made in one section of this floor.

The telephone equipment consists of Kellogg



The Shipping Room, Bookkeeper and the Private Office Have Kellogg Desk Sets

desk and wall sets and instruments, located at the cashier's desk in front on the first floor; the booth instrument in the rear and the desk telephone on the mezzanine floor, the bakery on the third floor, the candy kitchen on the second, two instruments in the office and one in the shipping department. Thus the employees are able to communicate at all parts of the building, insuring prompt service at all times, while two telephones are placed at a point convenient for the trade.

Kellogg telephone equipment serves admirably in stores of this kind or in any plant or store where quick service and direct connection with all departments is necessary.

Big hotels, lake steamers, hospitals, department stores, are similarly equipped with Kellogg apparatus which is designed to meet all kinds of service requirements.

HAS THE TELEPHONE KILLED THE OLD-FASHIONED LOVE LETTER?

The cost of a great invention is always high, and the price a woman pays for the telephone is her love letters. If the gentle art of letter writing is not actually dead, it certainly is dying.

In Mme. de Sevigne we find a real deification of letter writing. Facile, artificial, brilliant, she hid behind a grande dame air the nose of a hound for scandal and the eye of a hawk for news.

Coming down to our own revolutionary period, we find a grimly sedate genre of letter writing voluminous in domestic information, not lacking in precept and maxim, touching often upon politics or religion—all clearly set forth, but with the warmth of a January frost and the color of a Quaker's overcoat.

Slow travel, great distances, long absences, make a market for letters, and steam struck the first blow at correspondence as an art, or an accomplishment. Still the love letter survived up to the advent of the talking wire. Well, "telephone" and "propinquity" spell death and burial to the love letter—the real one I mean, not that amative chow-chow heard read in courts.

The telephone would not have done a thing to the Browning letters! And that rigid disciplinarian, that lean but mighty tactician, Von Moltke—who would ever have known that he had had an eye for beauty, a heart for love and a pen to speak them both had the telephone existed in the first half of the nineteenth century?

It is just possible there are still a few rare souls, living rather apart from crowded ways, who "discourse in such apt and gracious words" of tender and reverent love as makes a letter precious. But, taking it by and large, the love letter is a mere memory.

The telephone is the lover's gain, but the sweetheart's loss. It's so much easier for "Him" to call up and chin a while than to sit down and write—"Her" voice over the wire is dearer to him than a dozen letters would be.

Not so the girl. She, too, welcomes the beloved voice, but she can't forget that "bete noir" of 'phone lovmakers; the crossed wire, the listening ears, the snickering laugh—to say nothing of the "party wire" intentional eavesdropper.

She does miss a lot who never knows the exquisite pleasure of a first love letter, and I'm sorry for the woman who has not at the back of her desk drawer a ribbon-tied packet, with a dim and brittle flower in its knots—old love letters—to smile tenderly over.

The telephone is a great and splendid invention, and the love letter is not taking the count—it is down and out.

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The Magneto Switchboard number will be out by May 15th.

FIRST MEETING OF STANDARDIZATION COMMITTEE.

The Committee appointed at the last annual convention of the Independent Telephone Association of America, for the purpose of establishing standards applicable to Independent Telephony, had its first meeting in the Association rooms, Chicago, March 22nd and 23rd.

The Committee consists of: Mr. W. H. Hay, service engineer, Western Pennsylvania Independent Telephone Association, Pittsburgh, Pa., chairman; Mr. A. J. Seymour, engineer, Tri-State Tel. & Teleg. Co., St. Paul, Minn.; Mr. A. J. Shands, traffic manager, Kinloch Telephone Co., St. Louis, Mo.; Mr. J. M. Storkerson, superintendent, La Crosse Telephone Co., La Crosse, Wis.; Mr. W. J. Melchers, general manager, Union Telephone Co., Owosso, Mich.; Mr. F. O. Cuppy, general manager, La Fayette Telephone Co., La Fayette, Ind.; Mr. Carl Sharer, engineer, Keystone Telephone Co., Philadelphia, Pa.

Various methods of procedure were discussed, as also the particular branches of the industry requiring urgent attention.

The committee decided to devote its attention first to the various phases of transmission, and, after discussing the component parts involved, it was deemed advisable to invite engineers representing the manufacturers of central office and sub-station apparatus and get their views and suggestions regarding standards of transmission. As sponsor of the idea, Mr. H. D. Currier, chief engineer of the Kellogg Switchboard & Supply Company, gave the committee his views regarding the scope of the work, stating that while the work at first must necessarily be slow, immeasurable benefit will be derived from established standards.

The committee adjourned until the 23rd and 24th of April, at which time manufacturers' engineers will be heard and work will begin in earnest.

It is intended to outline the work so as to establish standards relating to toll transmission and connections to apparatus operating in smaller exchanges who heretofore have not had the advantage of special engineering.

Expert Service

Business men entrust their law suits to lawyers and their building operations to architects. Why should they not delegate the highly specialized function of telephony to a responsible telephone manufacturing company? It has the facilities and experience to relieve busy men of such cares.

Submitted by Geo. H. Crandall.

Wise Use of Advertising Literature



One of the salesmen has a method of putting our advertising matter into good use and at the same time cover generally our standard products—the following illustrates the printed matter used. First the “People Are Wasting Time in Your Town” folder as shown, the next of importance is the postal card of our new factory, 9-A pole changers, etc.

For instance, if it should be a new customer being interviewed, he would have sufficient information regarding our line to order from the printed matter. Our representative in question takes the “People Are Wasting Time in Your Town” folder and places all other printed matter inside, carrying enough copies each week to cover every company called on. He briefly goes over each article described with the manager and it is seldom but that a man is interested in some of the apparatus mentioned. Through this procedure a new account is opened or an order secured. As indicated in this photograph many of our publications are of distinct value to telephone men, no matter what make of equipment they are using.

(Continued from page 6.)

that the bell has rung sufficiently, you can hang up or make a recall for another number. The great advantage in this machine ringing and AUTOMATIC INDICATION is that the operator is not involved, but that you alone have absolute control of the ringing. Without the least effort you ring the party you are calling, as long as you please. Another advantage is that you will get quicker responses because in every case the bell is rung correctly. Also, it is a great relief not to be annoyed by the operator coming in on the line and asking you about ringing again. In this system the operator has nothing whatever to do with the ringing. The machinery is so constructed that it will not ring in on a busy line, nor in one's ear. The best of operators often make mistakes in ringing and it is very satisfying to know that there is no danger of being “shot” in the ear.

Magneto Switchboard Number.

Be sure you receive the May issue of Telephone Facts. It will contain some worth while discussions on this all important branch of the service. Out by May 15th.



Vol. 5

No. 4

The magneto telephone; the first on the line, the longest to stay, and the last to leave.

The telephone requirements of exchanges throughout the country as indicated by our shipment record of the last six weeks, tells in a very convincing way that business conditions are improving.

If you're interested in our No. 5 push button, for magneto sets, send your name for our new folder, ready April 24th, describing this important little switch, and its uses.

We are now nearly settled in our new home. It is the largest building of its kind in the world, and arranged—well, you must visit us yourself and see! Efficient manufacturing, assembling, testing and most prompt shipping facilities have been made *the points of importance.*

The new Kellogg factory covers over nine acres of floor space. For those who cannot come and see Kellogg equipment in the making, we are preparing a complete photographic reproduction—every picture evidence that this equipment is built up to a standard, not down to a price.

We are now distributing our new brochure on the San Francisco Exposition, "The Fair and Kellogg at 'Frisco."

When are you going?

When you reach San Francisco stop at our Pacific branch. Mr. R. H. Coyne, sales manager, in charge; at Third and Mission streets. You Wisconsin men know Dick Coyne. He'll be glad to see you.

Depreciation

Service depreciates from many causes besides deterioration of equipment. Courtesy and public interest do much to build up confidence and to attract favorable attention. Such spirit should be the particular characteristic of all publicity which the company is given, whether through the press, by means of lectures or with house organs. Courtesy does not mean weakness. When the time arrives for a positive, courageous opinion, it should be given through all these channels with certainty and force.

Mass education is impossible. Public opinion is merely the integration of the differentials or derivatives of many individual opinions. By teaching enough individuals it is possible to finally educate the whole public. This great public is your neighbor. You know that the family next door and the family around the corner are human. You call them your neighbors, you treat them with courtesy and honesty in your personal dealings. They are your neighbors and your friends; they are your public.

The public's failure to comprehend the conditions under which the utility is working is the real cause of the strained relations which too frequently exist between the server and the served. The American people, particularly, are characterized by the spirit of fair-play, and when they know the difficulties under which the utility companies are working they will give the sympathetic hearing which is now denied.

The blame for this popular ignorance lies with the utility. More harm has been done by the policy of silence than by all the attacks of favor-carrying demagogues. Good-will can be cultivated as scientifically as oranges; ill-will can be overcome like any other disease which thrives in the dark. Free, frank, open publicity, the bright light of truth, concentrated intensively on segregated individuals, will cause good-will to blossom and ill-will to wither. Suspicion breeds in the darkness of ignorance, confidence flourishes in the light of knowledge.

These ideas are but suggestions for a scientific plan to be followed in securing the co-operation of the public with the company in furnishing satisfactory service. The details must be worked out to fit the needs of each community, but it is believed that these general principles are universally applicable. They show that better public relations can be established by effective publicity, which is largely a matter of engineering psychology, an intelligent directing of the forces which move the human mind.

The conductivity of a broken wire is zero.

Journal of Electricity.

Another Unsolicited Testimonial

Gentlemen:

You have treated us so well that we do not ask for your price, but place order for immediate shipment, believing you will give us the best price possible, and we are more than pleased with the quality of apparatus you furnish.

Ohio Operators' Meeting



Among the Ohio telephone enthusiasts pictured above are:

Miss Amelia Groves—Formerly Chief Operator at Portsmouth, Ohio, but now at Bloomington, Illinois. Miss Nelle Sweeney—Long Distance Chief Operator, Columbus, Ohio. Miss Margaret T. Frank—Supervisor at Columbus, Ohio. Miss Nan Dalton—Chief Operator at Portsmouth, Ohio. Miss Grace E. K. Brown—Bookkeeper, Chillicothe, Ohio. Miss Charlotte McElroy—Chief Operator, Chillicothe, Ohio. Mr. J. C. Boush—Manager, Columbus, Ohio. Mr. H. M. Allen—Manager, Portsmouth, Ohio. Mr. Henry P. Folsom—Vice-President of the Ohio Ind. Tel. Assn. of this district. Mr. E. W. Lutz—Manager, Circleville, Ohio. Mr. Herman Dresback—Manager, Hallsville, Ohio. Mr. C. L. Jones—Manager, Athens, Ohio. Mr. Chas. D. Duncan—Secretary of Home Tel. Co., Chillicothe, Ohio. Mr. H. M. Elliott—Manager, Chillicothe, Ohio.

Operators and managers from sixteen different towns and villages in this district of the Independent Telephone Co., met in the get-together meeting at Chillicothe, Ohio, recently.

Addresses were made by several prominent telephone people of Ohio, on the different phases of telephony, and suggestions were made whereby these conditions can be bettered and improved service in general given to the hundreds of subscribers throughout the country. Following the addresses and the discussion a banquet was served to the visitors.

Operators and telephone people were present from Athens, McArthur, Cincinnati, Ashville, Greenfield, Waverly, Frankfort, Hallsville, Columbus, Portsmouth, Bloomingsburg, Washington, C. H., Bainbridge, Kingston, Laurelville and Williamsport, all of which towns go to make up the district in which this city is located.

Classified Advertising

Situations Wanted. Miscellaneous Help Wanted. Business Chances

Address replies to Chicago office

FOR SALE—Exchange of 390 phones in good shape. Rates \$1.00 for residence and \$2.00 for business. Will take \$18,000 for system. Earnings are about \$5,400 per year and expenses of operators, linemen, etc., about \$1,580 per year. Exceptionally good offer. B. 6, K. S. & S. Co.

SITUATION WANTED—As manager and plant man. Experienced in both inside and outside work. Married. Permanent position desired. P. 14, K. S. & S. Co.

POSITION WANTED—By wide-awake manager. Prefer town of about 1,500. Willing to take charge of exchange that is to be thoroughly overhauled or rebuilt. At present employed. P. 15, K. S. & S. Co.

WANTED—Position as manager of 300 to 500 telephone exchange. A-1 all around man for magneto or common battery work. Thoroughly reliable. P. 16, K. S. & S. Co.

WANTED—Position by efficient manager; 12 years' experience in plant construction, switchboard and instrument maintenance, traffic and commercial departments. Now employed. Northern man. Prefer South or West. Refs. P. 17, K. S. & S. Co.

FOR SALE—Magneto Telephone Exchange of about 185 subscribers in good location in town in East Central Iowa. Income about \$3,000 per year and good chance to add many more subscribers. Company incorporated for \$10,000; \$8,500 stock issued; \$7,500 for sale in this offer, and option can be had on the other stock. Plant incumbered for \$3,000 due in 3 years. Price of the 75 shares of stock \$3,500 on terms of \$2,500 cash, balance of \$1,000 carried on plant if desired. This proposition will stand thorough investigation for a good man. B. 5, K. S. & S. Co.

SITUATION WANTED—By telephone man with twenty years' experience in outside construction work and general management of exchange in New York State. Can furnish A-1 references as to ability. P. 18, K. S. & S. Co.

The Magneto Telephone

By L. D. Kellogg, President.

It's the best talking, the surest signaling telephone in the world; always dependable, it hangs on the wall, able and willing to call central and carry the voice under conditions so severe that the common battery set (good though it is in its proper situation) would simply give up and say, "I can't."

"Provincialism" is, I believe, a word first used in London to describe the general darkness and ignorance existing throughout England outside the city. The provincial turned and rended his traducer and adopted the word to describe the self-centered, satisfied ignorance of the city dweller as to the great outside world. Provincialism thrives in a city as well as in a province. One of the best examples you come across in this country is the misguided, telephonically darkened denizen of the larger city, who, in looking through a telephone factory, sees some hundreds of magneto telephones being assembled and learns there are thousands being shipped every week.

He thought that "the kind where you turn the crank and rang the girl in the ear weren't used now."

Poor simpleton—as if what he uses and fatuously thinks the best in the world were not a compromise invented because a part of humanity lives like a swarm of bees, while the strong, cheerful, hearty magneto phone demands fresh air, sunlight and breezes.

The Pennsylvania Meeting

C. M. Thompson, Pennsylvania representative of the Kellogg Switchboard & Supply Co., planned an especially interesting exhibit for the meeting of the Pennsylvania telephone associations held at Harrisburg, in the Cumberland Valley Telephone Co. building, last week. Mr. Thompson placed on exhibit the big three-position, instantaneous recall switchboard, a magneto switchboard and the Kellogg universal switchboard demonstrating equipment in private branch exchange form. In addition the Kellogg apparatus display panels, including magneto and common battery telephone equipment were shown.

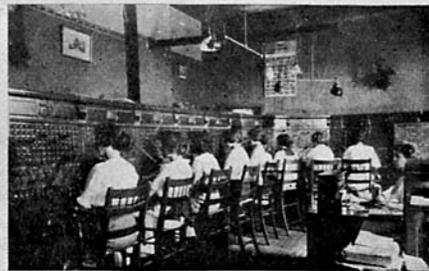
In order to be assured that every Pennsylvania telephone man who contemplated attending the meeting would know that a comprehensive and valuable exhibit was being arranged for his convenience and pleasure, a letter was mailed enclosing an illustration of one of the well known Kellogg instantaneous recall board exchanges—photographs taken, both before and after the installation of this equipment. These circulars and letters were followed up with postal cards, in two colors as further reminders.

The Kellogg men who attended were: C. M.

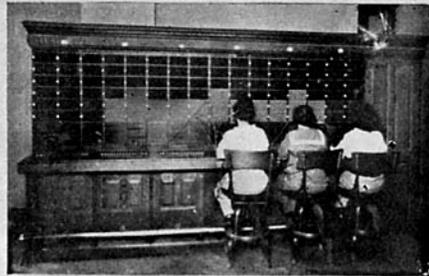
AT THE HARRISBURG CONVENTION

The Kellogg Switchboard & Supply Company Will Exhibit New Rapid Fire Switchboard

Secret Service. Automatic Ringing. Call Distribution. Instantaneous Recall. Instantaneous Disconnect.



Before the Installation of the Rapid Fire Board—1630 Subscribers.



After the Installation of the New Rapid Fire Board—1945 Subscribers.

Thompson, representative in charge of the exhibit; J. B. Edwards, general manager and vice-president of the Kellogg company; A. J. Carter, general sales manager; C. D. Boyd, sales engineer, and M. B. Stazek, engineer.

A revised edition of the Kellogg Transmitter booklet will soon be ready for distribution. This unique booklet is made in the exact size and shape and appearance of the Kellogg transmitter. This is true, not only of the front and back views, but of the inside cover and first page. The same, in fact, as when you open the actual transmitter.



The dollar in hand and the phone on the wall.

It is easy to save a dollar in buying a telephone. But it's safest to save that dollar by keeping it right in that telephone.

We mean that it is easy to make a phone a dollar cheaper. There are a hundred places to make a cut—there won't be any difference in appearance or service—at first.

But after the first few months—sooner or later that "dollar less" becomes conspicuous by its absence.

No matter how good line conditions may be, something will give way. The ringer may stick or the generator weaken, or the transmitter pack—or the cabinet get wobbly. And after all it isn't just a matter of a dollar's worth of cheaper material. That phone on the wall, with that extra dollar tucked away on the inside, represents tireless effort by the foremost Independent manufacturer to make a telephone not only to go on the wall, but stay there, through years of service.

The record of Kellogg phones proves that they "stay on the wall" and that extra dollar a "wind fall" for the owner many times over in saved repair bills, replacements, lives and subscribers.

And at that, Kellogg phones don't actually cost more, but if they did, they have "that dollar in hand in the phone on the wall."