

“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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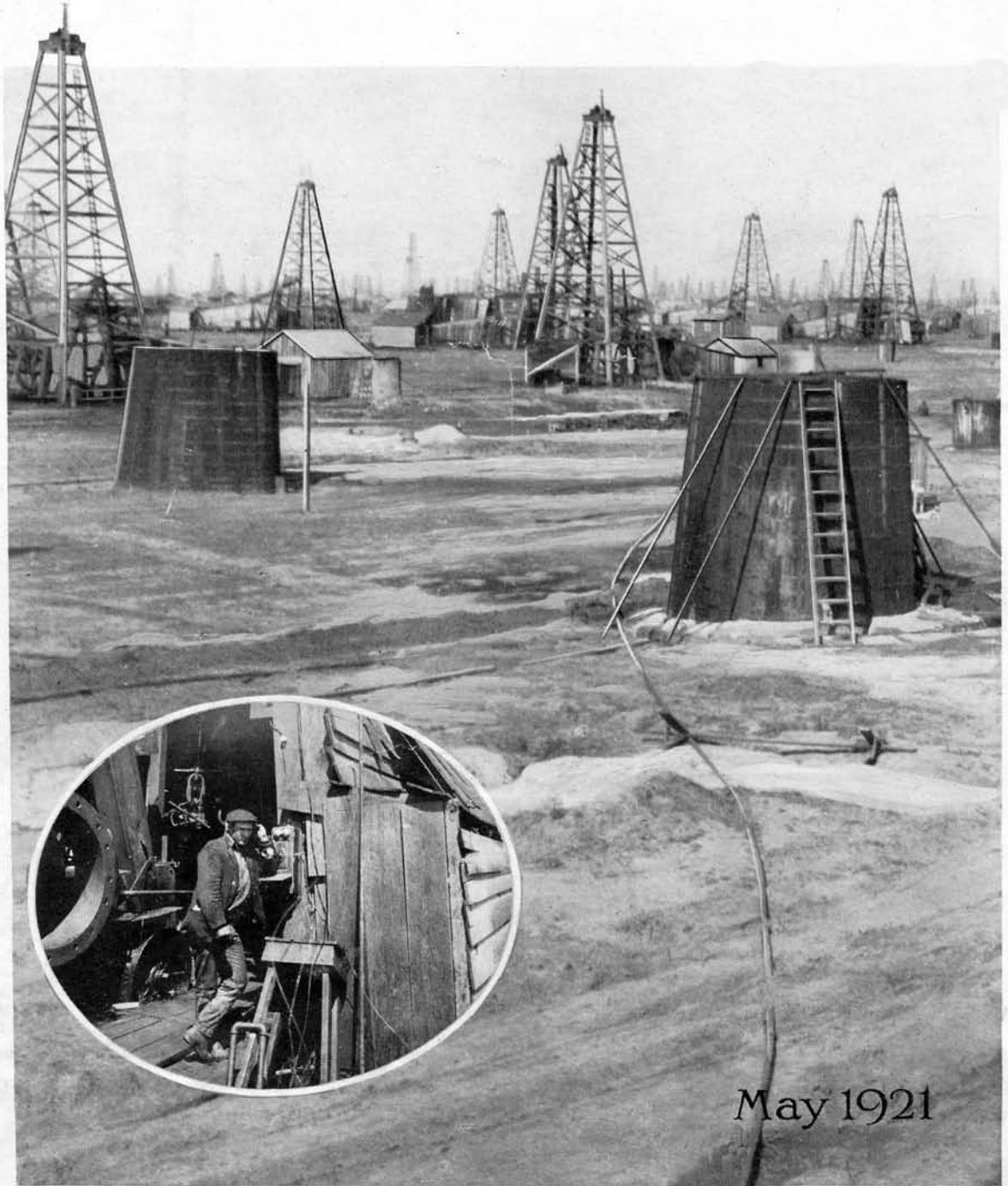
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TELEPHONE FACTS



May 1921

For helpful hint to Wire
Chiefs read about St.
Petersburg's system on
Page 12, Column 2

A Ramble Through Texas

The state of Texas can be proud of its Independent Telephone Systems and the fine service that is provided to subscribers.

The courteous spirit of the South is maintained by Independent telephone men who are not in business for money making alone, but because they like it.

Many difficulties and trials have been encountered by the Independents of Texas, but they have pluckily stuck with the game and their position today shows the importance of their effort and the strength of Independent Telephony.

Telephone Facts, correspondent departed from headquarters with big ideas as to what would be found in Texas and Mr. John A. Stratton, our Texas sales manager, was on hand at Dallas and at once the hospitality of the South was noticed.

Mr. Stratton asked if everything was ready to start out immediately and get some impressions of how Kellogg was serving in his state. So we hopped on the first interurban for Plano, where Mr. G. J. Wilcox is the owner and manager of the Wilcox Telephone Company. Mr. Wilcox was not in, but we took a chance and shot a picture of the switchboard. The operators almost became impatient posing for this picture as the caps used in producing the lighting were so damp from the moisture that they would not ignite and it was necessary to place a few out in the sun to dry out before we could get the picture of the exchange shown on page three.

If you will notice in this picture, in order to be able to record toll messages without loss of time, the toll operator has at her finger tips a pencil sharpener connected to an electric motor and this "sure is convenient." The only thing lacking is a relay to start the motor the minute the pencil is inserted.

The next morning we left for Sherman and there met Mr. C. A. Shock, manager, and Mr. H. T. Haley, plant superintendent, of the Grayson Telephone Company, and were very much impressed by the size and fine layout of their exchange. After Mr. Stratton finished talking "shop," Mr. Shock told us about his dairy farm and fine lot of cattle. He immediately drove us out and showed us a truly efficient dairy.

The Grayson Telephone Company, of Sherman, Texas, is one of five of which Mr. C. A. Shock is general manager, with headquarters at Sherman.

The original installation in 1902 was a Kellogg full multiple common battery board. This was destroyed by fire in 1907 and was replaced by a new board of the same make. The Grayson Telephone Company took over the Bell plant in 1917 and now has 2,200 lines and 2,833 stations. Kellogg telephones are used exclusively in the Grayson Telephone Exchanges.

Before leaving Sherman, we telephoned Mr. Boon at Bonham and he agreed to meet us at the station with



Nearby Talkers—at your service.

his car in order to assist in catching the next train out of Bonham.

Arriving at Bonham, we were greeted by Mr. Boon and he hurried us over to his exchange where, with great speed, a picture was taken of his full common battery multiple board. Just at this time, we heard a train whistle, and telephoning, we were informed that that was the train that we hoped to catch. We, therefore, induced Mr. Boon to lead us to his terminal room and he gladly occupied the chair at the desk while we made the exposure, which we show on page four.

Mr. Boon assured us of the service-giving qualities of his apparatus and is highly pleased with the results he is obtaining.

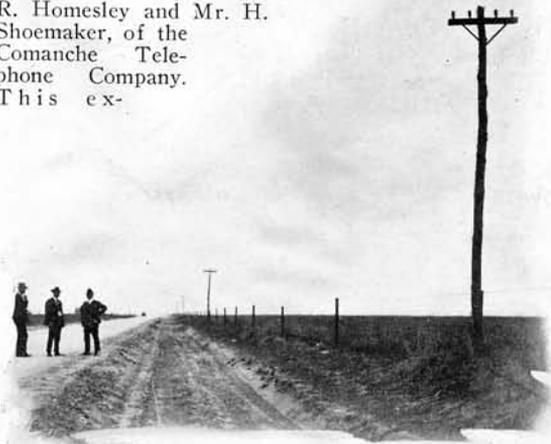
We flivvered across the country to Dennison, where a car took us back to Dallas.

The next morning, we arrived at Fort Worth at 8:50 to catch the train leaving there at 8:45, as a result of going by an old time-table. However, Mr. Stratton, being familiar with this railroad, advised that the cars backed out of the depot and passed a spot near where we were standing. We agreed to flag the train as it approached.

Sure enough a few minutes later the train appeared and the engineer evidently sees the appeal in our faces and stops, but not until we waded ankle deep through some of the Texas mud, which has wonderful sticking qualities.

When comfortably seated, the conductor, brakeman and several others advised us that each one had noticed our plight and stopped the train for us, so you see Southern hospitality extends throughout the railroads.

After a hot and dusty ride, we arrived at Comanche, where the temperature seemed to hover around 90 in the shade,—here we were welcomed by Mr. T. R. Homesley and Mr. H. Shoemaker, of the Comanche Telephone Company. This ex-



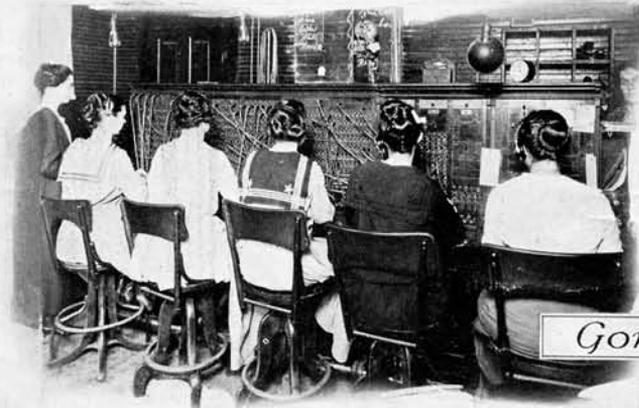
Three Kellogg telephone missionaries inspecting a San Angelo lead.



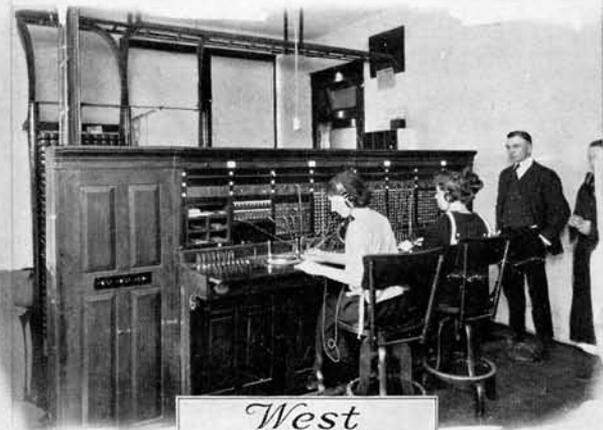
Electra



Cooper



Gonzales



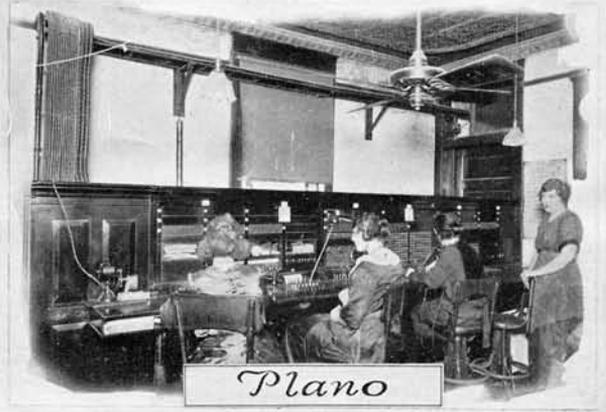
West



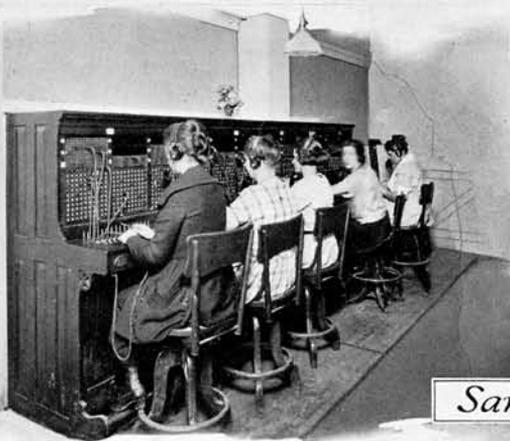
Galveston



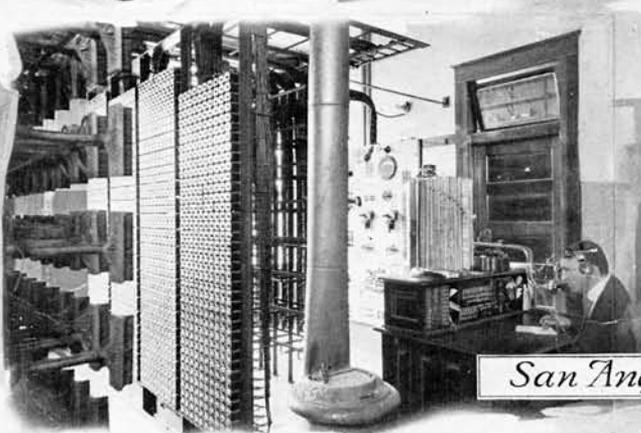
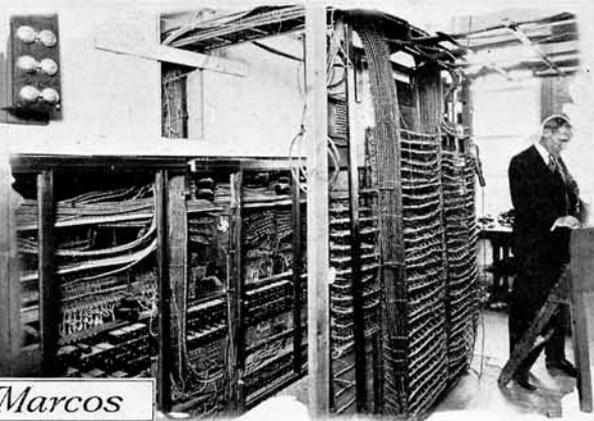
Sherman



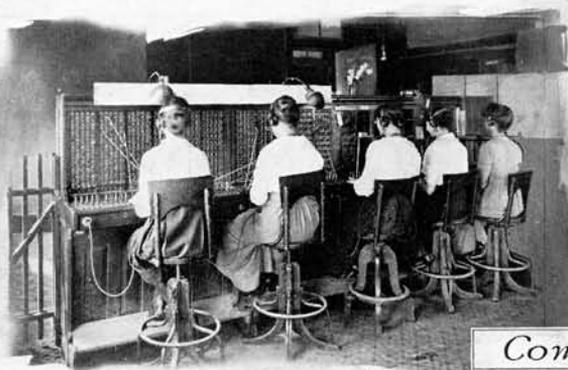
Plano



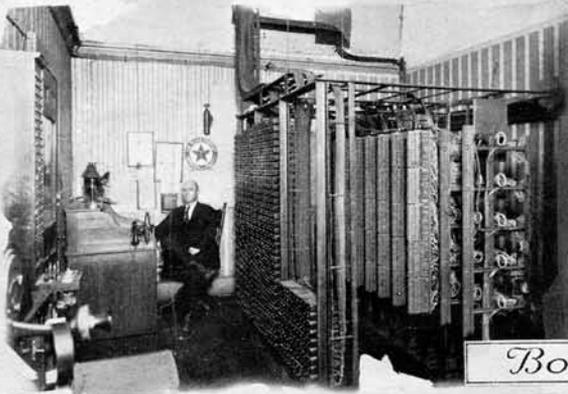
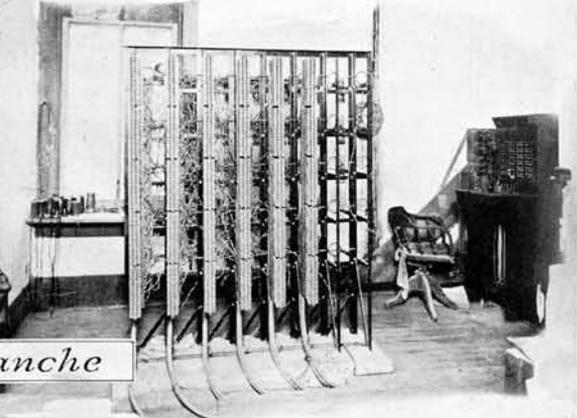
San Marcos



San Angelo



Comanche



Bonham



TELEPHONE FACTS



Messrs. C. A. Shock and John A. Stratton, discussing rural delights on Mr. Shock's estate.

change is made up of two two-position, and two one-position Kellogg magneto boards, which were installed some eighteen years ago and still giving the same service as when first installed.

A unique method of mounting the arrester rack and distributing frame is shown in the illustration. The base of the rack is set in six inches of concrete, which makes a neat job as well as a secure mounting. Page four.

Mr. Homeley has been associated with this company for the past fourteen years and states that his company has grown from one telephone to its present standing of over a thousand telephones and over a thousand miles of toll and rural lines, as well as operating the telephone exchange at Gustine, Texas.

We next visited the San Angelo Telephone Company, at San Angelo, who operate the largest Independent telephone exchange in the state of Texas. Mr. John Y. Rust, who is president and general manager, showed us that he certainly had an exceptional plant and we do not blame him for being proud of it.

The San Angelo Telephone Company was organized by the Rust Brothers in 1902 with the idea of furnishing telephone service to the San Angelo ranchmen of that section. A common battery multiple board was installed in 1907 and now has 1,546 local lines. Today they have fifteen hundred miles of toll lines and nineteen exchanges in the Concho and Colorado River Valleys. This company serves the counties of Runnels, Tom Green, Irion, Schleicher, Nolan, Coke, Sterling, Concho and Sutton and are planning much more in the way of improvements and extensions.

This Kellogg equipment is giving satisfactory service and the best proof is the financial rating of this company. The officials are Mr. John Y. Rust, president and general manager; Mr. E. H. Hardgraves, auditor; Mr. M. L. Beam, superintendent of apparatus; Mr. J. J. Clay, superintendent of plant; Mr. John Parson, cashier; and Misses Pauline Madya and Wilson, chief operators.

Mr. Beam showed us some of the beautiful scenery around San Angelo. They are proud of their highways, the latest additions consisting of twenty miles in four directions. These roads consist of macadam twenty-four feet wide, with a coating of asphalt.

San Angelo is an ideal town of 12,000 inhabitants, delightful climate, with plenty of money and with fishing better than guide books describe.

We then called on Mr. Mertin Swift, who manages the San Marcos Telephone Company at San Marcos. Their Kellogg board was installed about ten years ago and is equipped with 560 local lines, 50 rural lines and 20 toll lines, having 760 subscribers and furnishing service to a surrounding territory of 20 miles.

Ten years ago the San Marcos Telephone Company had 325 subscribers connected to their new board, the competing exchange, 208, and a new board installed a year before. The better service soon began to show and two years ago their competitor had only 75 subscribers left. These 75 were obliged to continue on account of toll connections. A short time later, the San Marcos Telephone Company bought out the exchange. Mr. Swift states that he feels, indeed, grateful to the Kellogg Company, as he believes the Kellogg board aided him materially in securing these results.

Last September, Manager Swift also received a raise in rates from \$2.75 to \$4.00 on business telephones and from \$2.00 to \$2.25 for residence, significant that the service must be right.

From San Marcos, we journeyed to Gonzales, where we became acquainted with Mr. J. M. Murphy, vice-president of the Gonzales Telephone Company, who is operating a five-position Kellogg magneto switchboard. We had just become acquainted with Mr. Murphy when we had to leave to catch a train for Galveston.

Here we obtained a photograph of the two-position magneto board used by the Mackay Telephone Company, in action. This equipment furnishes long distance connections to the surrounding country with very sat-



Toll equipment of the Mackay Long Distance Telephone Company at Dallas, Texas. These girls hold sway over the vast amount of important business transacted over the Mackay Company's wires.

isfactory service. Mr. F. A. Rolling is chief operator and has had considerable experience with Kellogg apparatus.

We also secured a photograph of the board used by the Mackay Telephone Company at Dallas; they are at the present time adding another position to take care of

TELEPHONE FACTS

the increased business. Mrs. Keepers, who is chief operator, is, indeed, proud of the equipment.

We next invaded Mr. R. B. Still's territory. Mr. Still is general manager of the Gulf States Telephone Company operating twenty-six exchanges with headquarters at Tyler, and we have just been informed that he is now mayor of Tyler. We certainly offer our congratulations.

The Gulf States Telephone Company give service in nine counties, having a total of 9,000 telephones and 1,200 miles of toll line. The other officers are Mr. S. A. Lindsay President, Mr. Oscar Burton, assistant general manager and Mr. R. Jacobs, treasurer.

The Gulf States exchange, which we decided to visit was Cooper and came up to all expectations for a fine, well arranged plant. The six-position board furnishes the service and is handled efficiently by three operators. Mr. W. P. Duckett is the manager and Ocie Barrett, chief operator. This board has been in service over two years and contains practically all of the original cords. The equipment has been given unusual care by the operators as it still appears like new. Practically all of the town lines run in aerial cable.

At Waco we were able to secure a gelatin impression of a recent installation of a P. B. X. at the Colgin Hospital. This board has an ultimate capacity of fifty lines and is equipped with three trunks, five cord circuits and twenty lines.

Instead of equipping the patients' rooms with telephones, a jack is placed in each room and when a patient desires to use the telephone, the nurse is signaled and brings in a desk telephone attached to a cord and plug. This plug is inserted in the jack, connecting the telephone to the P. B. X. board.

In this way they are able to furnish telephone service to every room as required, and under the direct control of the nurse in charge, or superintendent, doing away with the necessity of having a permanent telephone in every room.

After this, was recorded a view of a P. B. X. being installed in the First State Bank & Trust Company, of Waco. This board has twelve lines and three trunks and the operator will also have charge of the safety deposit vault. These installations were made by the Texas Telephone Company, of Waco, Texas, and are a few of the many Kellogg boards installed there.

A few miles out of Waco is another exchange, operated by the Texas Telephone Company, West, Texas, and is managed by Mr. J. D. Poss. This four-position board was originally at Taylor and on account of a larger installation there was transferred to West, where it is giving fine service.

Leaving West, we entered the oil district of one of the oldest oil fields in Texas. We were taken in hand by Mr. A. L. Robb, of the Electra Telephone Company. Manager Robb operates a six-position multiple common battery switchboard of 1,200 ultimate capacity equipped with 685 local and rural lines.

Mr. Robb began in the telephone business eleven years ago, starting with twenty-nine telephones, and today has an exchange that any one would be proud to own.

Three years ago his property was destroyed by fire and the present board was installed a short time later. Mr. Robb showed us some of his telephone lines, giving service in the oil fields and we are including one of the pictures used on the cover showing a telephone in actual service at a drilling rig.

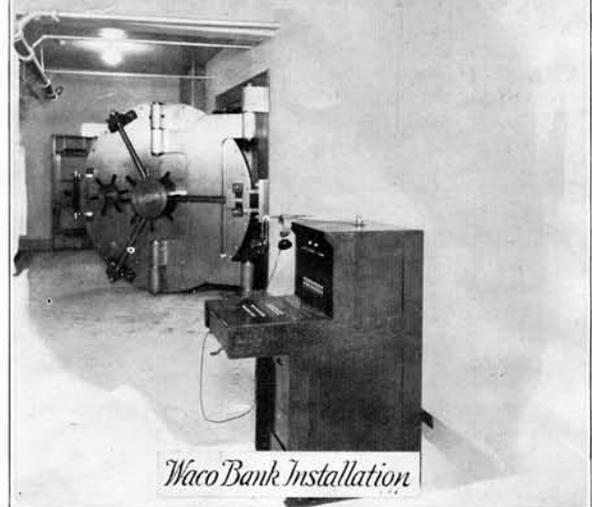
This driller confidentially told us that he had drilled



Waco Hospital Office



Hospital Chart Desk



Waco Bank Installation

some 42,000 feet and had passed six layers of oil sand, rich strata of metal, but not to mention the fact to a soul. We later discovered that drillers have a habit of romancing in regard to their operations.

Mr. Robb showed us a plant where the telephone

might be of little assistance in case of accident; the factory where nitro-glycerine is made. After an accident there the entire telephone could probably be used as transmitter carbon. But even here a Kellogg would always give service—if one could get to it in time.

The Men Who Are Responsible for Kellogg in Texas



R. S. Martin
Southern Texas



Our Texas Sales Manager
John Stratton



C. G. Gardner
Panhandle

Diversification in Texas

Mr. H. J. Patrick, of the Clarendon Telephone Company.

Also president of the Clarendon National Bank.

Mr. T. R. Homesley, of the Comanche Telephone Company.

Also vice-president of the Comanche National Bank; also owns a forty-section ranch in Arizona.

Mr. W. P. Morton, president of the Haskell Telephone Company.

Also president of the Haskell National bank; also stockman.

A. L. Robb is president of the Electra Telephone Company.

Also Electra banker and oil operator.

C. N. Munn, of Goodnight, owner of the Goodnight Telephone.

Also a ranchman.

Sidney Webb is president of the Crosleyton Properties.

Also a ranchman; an oil operator and has mining interests.

H. C. Bordwell is president and general manager of the Double G. Co. Post Telephone Exchange.

Also operates the most modern cotton mills in the west.

J. J. Murphy is vice-president of the Gonzales Telephone Company.

Also a bond broker, capitalist and agriculturist.

C. Stribling of Central Texas Telephone Company.

Also a Llano banker and stockman.

S. A. Lindsay is president of the Gulf States Telephone Company of Tyler, Texas.

President also of the National Bank of Commerce.

R. B. Still is general manager of the Gulf States Telephone Company, Tyler, Texas.

Also vice-president and chairman of the Board of Directors of a laundry company; also Mayor of Tyler.

E. J. Mantoath is president of the Lufkin Telephone Company of Lufkin.

Also president of the Power and Light Company; also president of the Lufkin National Bank.

Lewelyn Rust is president of the Del Rio and Western Telephone Company of Del Rio.

Also president of the Del Rio National Bank; also owns a large ranch.

John Y. Rust is president of the San Angelo Telephone Company of San Angelo, Texas.

Also a ranchman.

C. G. Robson, of LaGrange, Texas, is president of the Southern Telephone Company.

Also owns a large goat and mule ranch in West Texas.

Mr. Hayden Heat is president of the North Texas Associated Telephone Company.

Also vice-president of the M. & P. Bank.

C. A. Shock is secretary, treasurer and general manager of the North Texas Associated Telephone Company.

Also is manager of the most modern Holstein and Jersey dairy in the Southwest.

The Development of An Idea

By A. E. Reinke

The "Kellogg Telephone Service Idea."

If a telephone-subscriber of today had the choice of selecting the best service features of the various switching systems developed during 40 years, which features would he choose?

The above would seem a self-evident question. One should expect that the designer and manufacturer of a telephone switching system would first seek the answer to that question, before beginning the work of developing a new system. But in some curious way, no one seemed to have phrased the question in this definite way, until the Kellogg engineers started their investigation about 1914.

The Kellogg engineers began with the fundamental thought: it is reasonable to assume that he should now know what he prefers, because he has tried many kinds of service features.

The Kellogg engineers in their attempts to compile the subscriber's service preferences and experiences, formulated the "Kellogg Telephone Service Idea" and they built a switchboard around this idea, which is called the "Kellogg Service Switchboard."

Telephone Subscriber's Viewpoint.—Certainly the subscriber has a right to be heard, but formerly he was not consulted; his experience went for little. It seemed almost as if the subscriber was mainly there to serve the particular type of switchboard picked out for him; and yet he is there after all to be served.

The mode of procedure was perfectly clear. An engineer invented and designed a new and ingenious way for switching two telephone lines together. The system required that the subscriber perform certain acts, if he expected to obtain his connection. It was then shown by the inventor, that these acts were the "logical" ones for the subscriber. Of course, there had been developed different sets of "logical" acts.

And so it happened—that engineers thought in terms of systems; the manufacturer did the same; the exchange manager did likewise. And all tried to make the public think of systems. The public was told of manual and semi-automatic and machine switching, and their respective advantages. But after all, the public did not care anything about the system, it wanted service. Exactly as the public does not care whether a wind mill or a steam engine pumps the city-water, as long as water flows, when the water faucet is opened.

The Kellogg engineers truly found a confused situation in 1914; there were many switchboard systems; and each manufacturer of a system was sure his was the only system that gave the public "logical" telephone service.

To clear up this confused situation it was necessary first of all to go to the subscriber and say to him:

"You have tried many systems in 40 years; what did you like; what did you dislike about each system? If you had the choice of service features, what would you choose?"

Definitions of Service.—The subscriber gave his answer, and the Kellogg engineers made up a list of the service that the subscriber selected as desir-

able. There are ten of them; they are entitled the "Definitions of Service" and they are as follows:

1. On removal of the telephone receiver, a prompt connection to some point, where would be received the number of the line wanted.
2. A prompt response and indication, in case the line wanted is busy.
3. A method of ringing that would bring the called subscriber quickly to his telephone.
4. A definite buzz or tone each time the bell of the called subscriber was rung.
5. Accuracy of establishing the connection.
6. Good telephone transmission.
7. Reasonable secrecy and freedom from interference.
8. Prompt release from the connecting cord circuit at the end of the conversation.
9. Ready means to recall instantaneously for a new connection.
10. Simplicity of manipulating the substation set, and courteous treatment.

The subscriber is entitled to pronounce any system defective that fails to fulfill all ten of these "Definitions of Service" at a reasonable rate.

After the "Definitions of Service" had been formulated from a careful study of the experience of the subscriber in his use of the telephone, and using the subscriber's needs as the sole criterion in that formulation, the question of building a system that would realize all of these definitions of service in the most efficient manner was undertaken, and the building of such a system resulted in the formation of a correlative number of "Definitions of Accomplishment."

It would be interesting at this point to describe in detail these "accomplishments" and trace their relations to the "Definitions of Service," but it has been done very excellently in a booklet, entitled: "The Blackstone of Telephony," issued by the Kellogg Company. The reader is respectfully referred to this booklet for additional information—particularly how these accomplishments of the technique combine to realize the service definitions.

Telephone Manager's Viewpoint.—Clearly the telephone manager would wish to give the subscriber the kind of service which the latter likes. But what will it cost? After all there is a limit to what a subscriber will pay for telephone service.

Would the Kellogg engineers be able to assist the telephone manager, as they had assisted the subscriber?

The engineers found that they were able to do so.

1. The Kellogg Switchboard gives all the service features a subscriber can reasonably ask for, as outlined above.
2. The Switchboard costs no more than the regular C. B. Manual Switchboard. It occupies less space in the operating room, for the same traffic.
3. The maintenance is the same as that of the regular C. B. Manual System and about one-half that of the automatic systems.
4. The operating expense is one-half of the standard type C. B. Manual System with key listening and manual ringing.

5. The switchboard is very easily operated. The Kellogg switchboard operates well, even under difficult post-war conditions.

The Kellogg switchboard requires the same mechanic, as used for the standard type C. B. system. No such higher skill is needed, as, for example, in the complicated automatic system. And it requires no more mechanics. In one large exchange one mechanic—an average man—maintains (himself alone):

10 subscribers' positions, serving 1,600 lines (4,900 telephone subscribers).

9 Toll positions serving 47 toll lines.

30 Private Branch Exchanges, serving 86 P. B. X Trunks.

Operators.—The Kellogg Service Switchboard requires fewer operators. Also there is less sickness among operators.

Operators' loads per call are greatly reduced so results per operator are double, therefore, only **one-half as many operators are needed for the same number of lines.** The "operator problem" of hiring, training, supervising, housing (rest rooms, etc.) is **one-half wiped out.**

The operator performs her work with far less mental effort (because of the great simplicity of operation.) The physical effort is less than in the old C. B. system. There are fewer reports of sickness and far fewer complaints of nervous disturbances.

Operator Training.—As the operating force is only one-half as large, there are only half as many new operators to train. The training itself is delightfully simple. The girl of average intelligence can learn to put up connections on a Kellogg Board in a few days. Of course at first she is not so expert as she will be later on, but it does not matter. Call distribution will handle her case and as she becomes experienced she will automatically answer more calls. In a month or two she will handle 300, if of fair intelligence and quickness.

Under such conditions, no operator school is needed for the usual central office of 2,000 lines or so.

Emergency Service.—An emergency load (day before a holiday, etc.) is always difficult to handle. Particularly, in the standard type C.B. Board where there is no flexibility. In the Kellogg board there is no difficulty because of the perfect call distribution. In the average office there are always a few reserve subscribers' positions and these are always available for an emergency load; several supervisors or information and spare toll operators or reserve relief operators or even the chief operator herself. In case of an emergency, these extra girls simply put on a head telephone set, sit down at the reserve positions and begin to answer calls. The emergency situation is easily handled in just this way by the Kellogg Service Switchboard.

Official Recognition.—The Kellogg Company prides itself in having accomplished excellent results by developing new traffic features and by combining them into a system of high merit. We are convinced that we have devised a system that gives better service and at a lower annual cost than any known system.

One thing that the Kellogg Company justly claims, and that is, that it started a movement for "better service to the subscriber." It clearly showed that the subscriber is interested in service and not in

systems. Such a system would give the public the kind of service it wanted, and the service could be given at a low cost to the telephone company.

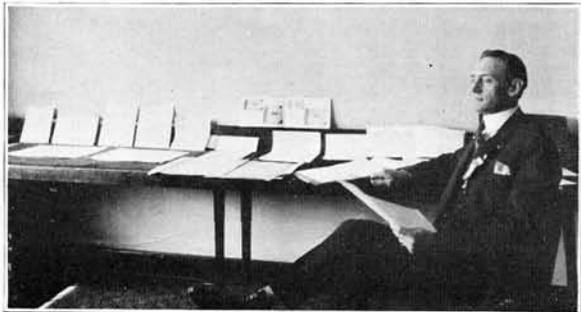
This is recognized by the many telephone companies, who have installed Kellogg Service Switchboards. But the movement has gone further.

Other telephone manufacturers are beginning to follow the lead of the Kellogg Company. They are bringing out C. B. Switchboards with some kind of traffic features. In many cases apparatus is being added to existing switchboards to give the public better service. These are only half-way measures, but they clearly show that the Kellogg "Telephone Service Idea" is gaining daily in strength.

The J. W. Coffey System Exhibit at Des Moines

John is exhibit A at the right, and is a most welcome convention adjunct. The best telephone exhibits show us how to make the most money in giving service. Coffey's exhibit is one of those that shows the telephone manager how to make his business and plant departments give service.

Mr. Coffey, as you will see, is wearing a carnation. His friendliness and jollity will pierce the gloom of any low rates discussion. Usually we think of an ac-



countant, or any one interested in accounting systems, as having a long face and a black tie, and while being a helpful and necessary part of our commercial life, not a department that arouses any great personal interest.

This is far from true in regards the accounting system mentioned above, and as Ring Lardner might say, 'We are glad to hand Mister Coffey these few words, expressing of our regards.'

Contacts

Courtship makes a fellow spoon; marriage makes him fork over.

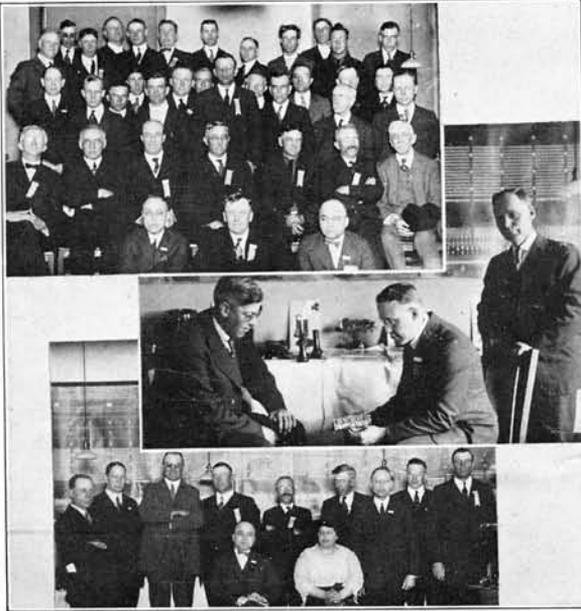
Some men never achieve greatness because they can never make up their minds as to the sort of greatness they prefer.

Courtesy is like the air on the inside of a tire. There may be nothing to it, but still it eases many a jolt and saves many a rupture.

In following a good example please bear in mind that there is a difference between an imitation and a parody.

Did you ever know a rich young woman to marry a poor old man?

South Dakota Men Hold Instructive Sessions



At top, snapped at second day's meeting. Center—Mr. Houghtaling, showing Jay Robertson, of Scotland, and T. A. Holien of Jasper, Minn., some pointers on a good drop and Jack.

Below are, from left to right—Theo. A. Holien, E. D. Vayo, E. L. Ketcham, I. S. Burnett, F. L. Wheeler, Mr. Robinson, Jay Houghtaling, S. G. Harris, J. J. Bollinger. Sitting—F. L. Wetch and Miss M. J. Berke.

The South Dakota Independent Telephone Association held their fifteenth annual convention in the Carpenter Hotel, Sioux Falls, on April 13th, 14th and 15th. Although the attendance was not as large as expected, meetings of unusual interest kept every one present until adjournment.

On account of a mix-up in the dates, the Association was unable to get the convention hall until the second day of the convention, so chairs were placed in the Kellogg exhibit room, and the first meeting was called to order there by President J. A. Steninger. Mr. McAffree, secretary of the Chamber of Commerce, welcomed the members, and asked that all members make the club rooms of the Chamber of Commerce their headquarters while in Sioux Falls. An interesting talk was given on taxation of telephone properties which finished in an informal discussion, during which the method of taxing telephone properties was explained.

Wednesday evening, the Association was a guest of the Northwestern Electric Equipment Company at a theatre party, and every one enjoyed a good show at the Orpheum Theatre.

At the Thursday afternoon meeting, addresses were made by Mr. Deering, secretary of the National Telephone Association, Mr. Hall of the Northwestern Bell Telephone Company, and J. Houghtaling of the Northwestern Electric Equipment Company. Mr. Hall's address was very interesting, especially at this

time, as he dealt with organization, co-operation, and system as the great needs of the telephone industry.

Practically everybody attended the banquet Thursday evening. President Steninger acted as toast master and called upon several for informal talks.

Community singing, which has been very popular among banquets of this kind, started everybody joining in and the result was that it seemed more like a family gathering than a meeting place of strangers.

The election of officers held Friday resulted in the re-election of the present officers who are: President, J. A. Steninger, Parker, South Dakota; vice-president, H. P. Hartwell, Irene, South Dakota; secretary, J. J. Bollinger, Bridgewater, South Dakota.

These officers worked hard to make this meeting a success, and we feel that through their efforts, next year's meeting will far exceed all expectations.

A complete Kellogg exhibit was on hand for the interest of the South Dakota telephone men, the main attraction being the Kellogg Service switchboard. On account of the size of the Service board, it was unable to be placed in the display room, and therefore, was placed in the lobby, where it was connected up with two telephones. Ringing current was furnished by a No. 6 converter which was connected to the 110 volt current electric light socket. Battery current for the switchboard was furnished by a 24 volt storage battery.

This board proved of interest to every man attending, although he only operate a small magneto exchange at the present time.

A complete line of Kellogg telephone and switchboards were on display in the exhibit room which was the headquarters for the majority during the convention.

The Kellogg Company was represented by C. W. Nelson, while J. Houghtaling and E. D. Vayo looked after the Northwestern Electric Equipment Company's interest.

Wooster, Ohio, Visits Opening of New Telephone Exchange

On Tuesday and Wednesday, May 3rd and 4th, the patrons of the Millersburg, Wooster and Orrville Telephone Company, Wooster, Ohio, were invited to visit the telephone company in their splendid quarters at Wooster.

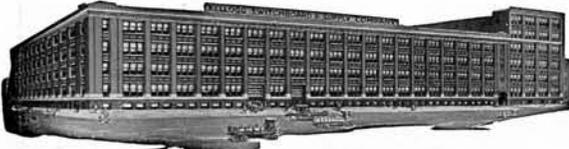
The banks and various other business houses were very liberal in their floral decorations, and each of the many departments in the telephone building had their share of the beautiful flowers which were appreciated by those connected with the company, and the patrons as well.

During the two days, it is estimated that at least six thousand people visited the offices, many returning for a second visit. The equipment was a matter of great interest to all, as every one was interested in knowing in just what manner service was accorded.

The very substantial manner in which this company has prepared to give service made a great impression on the visitors, and, with the better understanding of the many things a subscriber is usually in doubt about, it affords them a better opportunity to appreciate the service which they were unanimous in stating "the best in the country."

B. W.

TELEPHONE FACTS
 PUBLISHED BY
Kellogg Switchboard & Supply Company



Manufacturers of telephones and switchboards, complete exchange equipment.
 We ship promptly, construction material—a large, up-to-date, complete stock of line supplies ready for your immediate needs, at lowest prices.

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 407 Broadway. 374 E. Oak Street.



Vol. 11 May, 1921 No. 5

May Facts is late. We're sorry. Printers' strike is our reason.

Spirit of Telephone Service

The excellence and reliability of Kellogg apparatus are known by every one who has used it. Our greatest satisfaction should not be in knowing this, but in our constant endeavor to maintain and actually improve on this high standard. Everyone of us at Kellogg has some part to do with invention, design, manufacture, sale, installation and customer co-operation, and our individual effort is to do our part well. However, the production of a high-grade output of coils, for instance, or the continuous production of complete and efficient telephone sets, while a fine ideal in itself, is not the ultimate for which we work and strive.

A completed telephone at best is only a combination of wood, steel and copper.

A thousand completed switchboards, while representing vast mental and physical accomplishments are in themselves only examples of engineering design, mechanical perfection and high-grade workmanship.

But take two telephones and connect them through a switchboard and we have an altogether different proposition. Then we have something much more than apparatus, because life itself is involved.

A man once asked how a telephone worked—it was Edison who told this story recently—and the reply was: "Well, suppose you had a long dachshund that reached from Milwaukee to Chicago. If you pinched his tail at Milwaukee, he would bark in the 'Windy City.'" When you talk over a telephone that which carries your voice, like the dog's bark, is a life principle that is much the same, in fact, more than perhaps we know or realize at the present time.

So it is that if we, who work in the factory to produce this apparatus, while we know its separate descriptions and in every way, its uses, it is not till we come in actual contact with the same equipment in service as other people use it that we fully appreciate its worth.

We cannot take all the foremen, let alone every one else in the factory, from one exchange to another to get this inspiration, but it is there nevertheless, and the nearer that we can bring it to the Kellogg Club at our monthly meetings, the greater the inspiration of every one of us will be.

The full value of Kellogg lamps, for instance, can never be realized by those who make them until they have seen, as many of us have, these hundreds of lamps on the job in some big board in a quiet operating room where their flashing, like fire flies on a summer night, may indicate some great event in the lives of the people that this particular board serves so well. Then we get the spirit of Telephone Service.

Service Board in Missouri

Don A. Daso, plant superintendent of the Capital Telephone Company of Jefferson City, Mo., has been on a week's sojourn investigating at first hand, the operation of the Kellogg Service Switchboard, prior to the rehabilitation of the Jefferson City plant with all the Service board features. In company with W. T. Jenks, of the Engineering department, Mr. Daso has visited the Warren and Montpelier exchanges in Ohio, winding up the trip by visiting the Kellogg factory where good telephone equipment is made.

At the time of the Missouri convention at Jefferson City last November, the Facts photographer took a picture of a group of Missouri telephone men, including Mr. Daso. This view appeared in the next issue of Telephone Facts and was promptly espied by one C. R. Lowe who operates the Bryan exchange of the Williams County Telephone Company, who proved to be none other than a brother-in-law of Daso's. Consequently when he made this Ohio visit Mr. Daso took the opportunity to visit his sister, whom he had not seen since he was three months old.

A great deal of interest centers on the installation of the service features in this important exchange at Jefferson City because it is to be the pioneer Service board of Missouri. Other Missourians of the telephone profession are likely to make the pilgrimage to the capital city to see this equipment in operation. In fact, Mr. Daso intimates that he will be glad to receive such and to point out the merits of this new type of equipment to them.

The Florida Association in Jacksonville



For the first time in our history, the Kellogg Company exhibited in Florida on the 19th of last month, the occasion being the annual meeting of the Florida Independent Telephone Association.

At the opening meeting, thirty-five members grouped themselves informally around the big directors' table in the Chamber of Commerce hall and spent two hours in helpful discussion of local condi-

state in the union and under widely varying conditions, but certainly under no more attractive and friendly surroundings than the spacious Chamber of Commerce hall in the city of Jacksonville.

To a northerner, who had heard a great deal of Florida but had never been there, attending this convention, it had attraction, besides the meeting of a very practical lot of telephone managers, and talking shop.

While we did not see continuous orange groves from the state line south, nor were there alligators basking on every embankment, Florida is certainly a wonderful land, and little wonder that it is the country of tourists' delight.

There seemed to be plenty of business in Jacksonville, and not many realize the importance of this southern commercial port, where is located the largest naval store and a great business in turpentine and rosin.



First Florida Exhibit in Chamber of Commerce Hall.

tions. Mr. W. G. Brorein, the president, presided, assisted by Mr. F. D. Moor, of Tallahassee.

Also for the first time, as far as we know, a telephone exhibit was held in the Chamber of Commerce hall, this through the courtesy of Mr. B. R. Kessler, secretary of the Jacksonville Chamber of Commerce. We show Mr. Kessler with his assistant, G. B. Massey, at the secretary's desk, on page thirteen.

The Jacksonville Chamber of Commerce seems an aggressive and enterprising organization. It is an exceptional institution in many ways, as they own their own building and own a large interest in a big steamship line. They believe in helping the important organizations of the state and their hospitality was evident at all times, during the telephone meeting.

We have some good friends in Florida, likewise some representative telephone service plants. Kellogg apparatus has been exhibited in almost every

Mr. H. B. Jones, wire chief at St. Petersburg, has a novel method of keeping track of his equipment. In the terminal room on a map table, is laid out the



It's Helpful to Look Down on One's Plant in this Fashion.

city of St. Petersburg, and the location of all poles is indicated by various pin combinations. A green pin means old construction, a yellow pin, new cable poles with twenty-five pairs multiple, and an orange

TELEPHONE FACTS

pin means twenty-five pairs straight. By means of this arrangement, Mr. Jones has before him in graphic form the entire St. Petersburg plant. This scheme



At the right, B. R. Kessler, Sec'y., Jacksonville Chamber of Commerce, and His Assistant.

has many advantages over any of the older card filing systems.

Mr. H. R. Frazee, manager of the West Coast Telephone Company at St. Petersburg drove the writer out to see the new \$25,000 home he has just started building, facing Tampa Bay. The picture shows Mr. Frazee superintending the foundation for



the fire place. We hope to have the good fortune of being in St. Petersburg when this attractive dwelling is finished that we may further share Mr. Frazee's hospitality.

Breckenridge, Minnesota

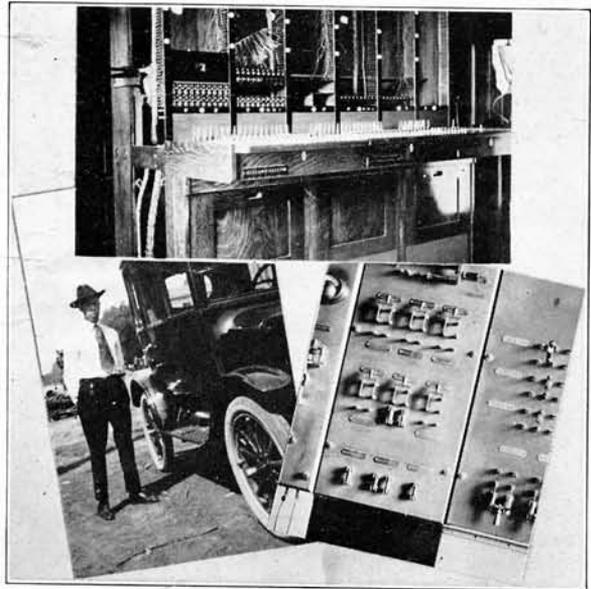
One of our latest installations of Service boards is the Breckenridge equipment in Minnesota. This board is giving residents of that city, in that progressive state, very good service.

The following clipped from the Wilkin County Gazette at the time of the cut-over, gives a few of the details regarding this installation:

Improvements involving an expenditure of nearly \$7,000.00 are being made this week to the equipment of the Breckenridge Telephone Company. Completed they will make the local telephone exchange one of the best equipped in the northwest. Its general efficiency will be doubled as well.

Mechanics from the Kellogg Company this week are installing at the exchange a new, full-feature, common battery, multiple switchboard, the last word in up-to-date service for the manual telephone exchange.

F. E. Colien, representing the Kellogg Company,



Mr. Auman, Manager, and His New Equipment.

is here to cut the new board in. He said today that the transfer probably will be made early next week. It will be effected without interruption of service.

Features that will contribute to improved service when the new board is installed are the automatic ring, the audible ringing tone and the flash recall.

Under the automatic ring feature when the operator puts up a connection to your telephone it will ring two seconds at intervals of four seconds until you take the receiver from the hook, or until the operator takes down the connection.

The audible ring feature enables the calling subscriber to hear the phone of the subscriber called ringing. The flash recall is employed when a conversation is ended to recall the subscriber at the other end of the line. It is necessary to touch the receiver hook only once, when a flash light is lighted on the switchboard and the ringing of the phone recalled is automatically renewed.

Another feature of the new board is that absolute secrecy is insured for every telephone conversation. When the operator puts up a connection the line is automatically closed to the board until she takes the connection down, when she may talk to the calling subscriber.

Were You at Des Moines?



Bill Boze at His Convention Desk



These Men Should Have Been at the Meeting!



Some Well Known Iowa Operators



Kline Takes an Order

At one of the Des Moines meetings, Mr. J. M. Plaister was telling about his taxes being higher than others. The chairman retorted, "Well, you have the best plant in the state, haven't you?" And Mr. Plaister's rejoinder was a modest, "Yes."

A visitor at the Kellogg exhibit in Des Moines was listening to a general conversation on coils. Finally

he interrupted with, "I'll tell the world nothing equals the No. 17A!" and his listeners agreed with him to a man.

The Des Moines meeting was one of the best attended this year. The registration was 225, but the fact noted by many was that each meeting was "filled to capacity," more than that, some had to stand.

Coast Comments

The telephone companies of California are greatly concerned in the recent passage of the King bill by the State legislature. The bill increases the state tax of all public utilities by 33½% above present taxes, which will undoubtedly call for a readjustment of rates in many cases. The utilities put up a stiff fight in opposition to the measure but were defeated by but one vote.

Recent visitors to our offices were Mr. A. Terkel, president and general manager, Reedley Telephone Company, Reedley, California; Ed. Wedekind, manager, Oxnard Home Telephone Company, Santa Paula, California, and Mr. H. F. Knapp, owner and manager of Sanger Telephone Company, Sanger, California. They all spoke of the ever-increasing business in their respective territories and do not look for a let-up in the near future.

On April 18th the Independent Telephone Association of California held its annual meeting in Los Angeles at the Jonathan Club. There was a good representation

from the telephone utilities of the state. Present conditions were freely discussed. The session lasted from 10 a. m. till 4 p. m. except for "time out" for lunch in the main dining room of the club. We were glad to see a number of our friends from the San Joaquin Valley present and hope they all can attend regularly.

Mr. L. A. Herrick, of Freeport, Illinois, and most recently of Mineral Point, Wisconsin, is spending a vacation in California and is giving the state the "Once Over." He has been looking into the telephone situation here and we hope he will see his way clear to locate in these parts. We have room for more independent operators and hope to have the pleasure of counting him as one of us.

"Most everyone for miles around Rosedale knows John Mitch, the genial manager of the Rosedale Mutual Telephone Company. Mr. Mitch has some good stories to tell of his telephone experiences and how he trained the boys to respect his wire and insulators. We hoped to have his picture for this issue, but he failed to produce.

Come across with it, John!

"Ping" Fairly.

Northern Indiana Doings



Indiana folks have good times at their state meetings. Of the various conventions reported from different parts of the country there are none that seem more enthusiastic and so full of the real "reunion spirit" than these Indiana affairs.

The Northern Indiana Telephone Association recently convened at LaPorte. The following is part of an article from the local paper:

"More than 150 people, representing the managers and employes of the various companies of the Northern Indiana Telephone Association, are in the city today attending the annual convention at the Masonic temple. The morning session was devoted to the holding of the operators' school, which was in charge of W. S. Vivian, of Chicago.

"At noon the delegates were entertained at a dinner in the Masonic temple banquet rooms. F. V. Newman, manager of the LaPorte Telephone Company, presided and introduced J. K. Johnson, of Indianapolis, who spoke on 'Public Relations'.

"Mr. Johnson stated that public relations are of the uttermost importance to the welfare of the telephone companies and that LaPorte has the reputation of having an exceptional system. The exchange in LaPorte County is recognized as being one of the most profitable public utilities in the state."

"'Every employee,' said Mr. Johnson, 'has the power of doing good or harm to his or her company, through their relations with the public. It is therefore of paramount importance to look to the training of the employes. In the past the companies have operated entirely too cheaply for the good of the community they serve and for the good of themselves. If the rates are only \$1 per month the people then realize that they are getting dollar service, but if the rates are \$2 they as easily are aware that the service is worth more.'

"Through the courtesy of the LaPorte Telephone company the delegates were the guests of the managements of the Princess theatre at 2:00 o'clock when the film, 'Number Please' was shown.

F. V. Newman.

In Indiana

J. J. Kahl is the manager of the Farmers' Metropolitan Telephone Company at Palmyra, Indiana. Kahl has had a wide experience in the telephone field and is fully capable of giving Palmyra the up-to-date telephone service that Mr. Feiock, the president, and the board of directors require.

The Hope Independent Telephone Company of Hope, Indiana, with exchanges at Hartsville, Cave and St. Paul, has just issued its ninth annual directory. Mr. George W. Dorrel, president, it to be congratulated on the appearance of this publication, which shows, as usual, a healthy increase in subscribers.

Mr. Dorrel's two sons, Harris, vice-president and treasurer, and Scott W., secretary, both served in the world war. Scott had twenty-eight months in the army and saw service at Chateau Thierry, and the Argonne. Mr. Dorrel is, indeed, lucky to have them both back helping him build and maintain the present efficient telephone system. A system, by the way, that has grown from 415 to 1,000 subscribers during the eight and one-half years of Mr. Dorrel's management.

O. L. Finch, who has recently become manager and treasurer of the Carlisle Co-operative Telephone Company of Carlisle, Indiana, believes in "service first" and is showing considerable "pep" and good judgment in improving telephone service at Carlisle. Mr. Finch made a hit with the operators, too, for one of his first acts was a substantial raise for them.

Ohio Operations

The Columbus branch is pleased to announce the recent arrival of a daughter to Mr. and Mrs. H. D. Hurlbut.

The Columbus branch also has to thank "Nancy Charlotte" for the Frances Willard's and cigars that have been floating around lately. "Papa Hurlbut" is wearing one of those smiles "that won't come off."

The Citizens Telephone Company, of Circleville, Ohio, has recently placed an order with us for a one-position Universal switchboard to be installed at their Williamsport exchange. Mr. E. W. Lutz, general manager, states that they are just breaking ground for a new exchange building which will be arranged most conveniently for a telephone plant. It will be of ample size for switch-room, booth, and necessary storage space needed at this branch exchange. When the new switchboard is cut into service harmonic equipment will also be installed.

The Athens County Home Telephone Company, Athens, Ohio, is now installing a new magneto switchboard at its Chauncey exchange. This board is a standard Kellogg No. 150 type, being equipped with four party harmonic individual keys. "Doc" Jones, the general manager, states that it is their intention to rebuild this exchange soon, moving the central office equipment into new quarters, as soon as property can be purchased for the erection of a new exchange building.

The International Telephone Company, Columbus, Ohio, has recently purchased switchboard, telephones, and other equipment for a complete common battery P. B. X. system which it has contracted to install in the Berry Hotel, Athens, Ohio.

Our installer, Mr. A. W. Schell, just called us telling of the cut-over of the new Kellogg Service switchboard, of the Wellington Telephone Company, Wellington, Ohio. This exchange is now operating in first class condition and Mr. C. D. Gott, general manager, seemed to be highly pleased with his new plant.

Classified Advertising

POSITIONS WANTED

POSITION WANTED—By experienced telephone operator in exchange located in western or southern states. Have three and one-half years' experience as local operator. Prefer permanent position. Excellent reasons for making change. A-1 references. Address K. S. & S. Co. P-444.

POSITION WANTED—By man and wife. Man to act as foreman, wife as chief operator. Plant of 1,500 to 3,000 stations. Man 15 years' experience, wife 9, last 5 as chief operator in towns of 12,000 and 21,000. Both employed at present. Good reasons for making change. Address K. S. & S. Co. P-445.

POSITION WANTED—As cable splicer. Have 8 years experience on construction and maintenance work. Desire permanent position with centrally located company. No objection to linework part time. References. Address K. S. & S. Co. P-446.

POSITION WANTED—By thoroughly experienced telephone man. Sixteen years experience as lineman, construction foreman, cable man and wire chief. Since then, have been operating own plant. Married man with family. Prefer Ohio. State salary, and position in first letter. Address K. S. & S. Co. P-447.

POSITION WANTED—As wire chief or manager of telephone exchange in town of 800, or foreman in exchange located in town of 2,500. Experienced in all outside line repair, construction, and cable; also switchboard work. Have been in telephone field 15 years. Will accept position in any state in the Union. Address K. S. & S. Co. P-448.

POSITION WANTED—As operator or bookkeeper. Both combined if necessary. Lady 10 years experience in both capacities. Best of reference. Address K. S. & S. Co. P-449.

POSITION WANTED—By reliable telephone man with about 20 years experience on common battery and magneto systems. Willing to take stock in company. Address K. S. & S. Co. P-450.

POSITIONS WANTED—As manager or lineman of telephone exchange in western Iowa or western Minnesota. Have thorough knowledge of telephony in all its branches. Ten years' experience. Can keep system in excellent service condition. Address K. S. & S. Co. P-451.

POSITION WANTED—By all around telephone and switchboard repair man. Have 18 years' experience in all phases of repair and maintenance work. Best of references. Prefer eastern or middle west states. Address K. S. & S. Co., P-452.

POSITION WANTED—As lineman with magneto telephone company of from 300 to 400 stations. Prefer Central or Western Indiana. References. Address K. S. & S. Co., P-453.

POSITION WANTED—By high grade telephone man. Have been in telephone field twenty years. City foreman 4 years, construction foreman 8 years on toll and rural. Then as district inspector and district exchange manager. Thoroughly experienced in all branches. Address K. S. & S. Co., P-454.

POSITION WANTED—Highly competent telephone man desires position as trouble man, lineman or combination man. Can also manage exchange. Desire position with any company south of Kansas City and west of Mississippi River. Twelve years in telephone work. Address K. S. & S. Co., P-455.

POSITION WANTED—Traveling switchboard man will overhaul or install your switchboard or other central office equipment in middle west territory. Address K. S. & S. Co., P-456.

POSITION WANTED—As local manager and trouble man for small magneto plant. Had nine years' experience, office, shop and line work. Was wire chief in exchange of 800 to 900 subscribers, understand test board and testing. Am quiet, steady, live on the job and don't use "drug store stuff." Prefer exchange in Missouri or Arkansas. References on request. Address K. S. & S. Co., P-457.

POSITION WANTED—By first class trouble shooter and switchboard man. Magneto or common battery. Am fairly good cable splicer and can handle construction work. Address K. S. & S. Co., P-458.

POSITION WANTED—As manager of live company by all around telephone man. Twenty-one years' experience in telephone field. Married. Best of references. Address K. S. & S. Co., P-459.

HELP WANTED

HELP WANTED—Chief operator, competent to take charge of all operators in Indiana common battery exchange of 1,000 stations. Latest Kellogg equipment. State salary expected, experience and references in first letter. Address K. S. & S. Co., X-235.

WANTED TO BUY

WANTED TO BUY—Small telephone plant in California. Address K. S. & S. Co. M-196.

WANTED TO BUY—Telephone exchange of 150 to 200 stations, or two such exchanges in adjoining towns. Address K. S. & S. Co. M-197.

WANTED TO BUY—Telephone plant of from 200 to 300 stations. Location preferred, Illinois, Michigan, Indiana or Ohio. Can make payment of \$2,500 cash. Give full description in first letter. Address K. S. & S. Co., M-198.

WANTED TO TRADE—For telephone exchange, 10 acre track near Rocky Ford, Colorado and 130 acres of Gulf Coast land in Texas. Prefer exchange in Missouri, Arkansas, Oklahoma or Kansas, but will consider other locations. Address K. S. & S. Co., M-199.

WANTED TO BUY—Telephone exchange of 75 to 100 Subscribers. Terms desired. Address K. S. & S. Co., M-200.

WANTED TO BUY—Telephone exchange in Iowa or adjacent state. State price and description in first letter. Address K. S. & S. Co., M-201.

FOR SALE

FOR SALE—Telephone exchange in county seat, also railroad division, town of 1,000, in western Kansas. No competition. Have 201 subscribers. Rates—business, \$2.00; special residence, \$1.50; remainder at \$1.25 and own all telephones. Switch 15 at 50c. Have 90 miles line. Toll connections. Excellent opportunity of increasing number of subscribers. Western Electric board, 120-line capacity, 90 drops equipped, installed new in 1916. Reason for selling, am too old to handle business. System a live money maker. Reasonable sale price. Address K. S. & S. Co. B-565.

FOR SALE—No. 1800 type Western Electric switchboard. Equipped with six-cord circuits and 30 line drops. In good operating condition. Reason for selling, installing larger board. Will sell for \$100. Cash or terms to right party. Address K. S. & S. Co. B-566.

FOR SALE—Kellogg 50 line magneto switchboard. Fully equipped, 10-cord circuits, 2 repeating coils. In good condition. Will be in service until about April 15. Installing larger board. Address K. S. & S. Co. B-567.

FOR SALE—American Electric 100 line board in good operating condition. American Electric 100 line board (old) in good repair. Western Electric carbon and fuse, 120 line wall protector, good condition. Will sell very reasonably for cash. Address K. S. & S. Co. B-568.

FOR SALE—Telephone exchange in eastern Kansas. Have 115 city stations and switch 9 rural lines. Toll line doing fine business. Plant and lines in good shape. Address K. S. & S. Co. B-569.

FOR SALE—Telephone exchange in South Dakota. Board has 120 drops installed, practically new. Own 160 telephones, switch 85. Rates \$1.25, \$1.75 and \$2.25. Higher rates pending with Board of Commissioners. About 2,500 feet of cable. Address K. S. & S. Co., B-570.

FOR SALE—Telephone exchange of 200 subscribers located in Oklahoma. Rates \$1.50 and \$2.00. Income \$300 to \$450 per month. Western Electric switchboard. Equipment in good shape. Price \$10,000. Terms to reliable party. Personal property or real estate security necessary. Address K. S. & S. Co., B-571.

FOR SALE—Telephone exchange in Oklahoma with 150 telephones. Good paying proposition. Will sell on terms with good real estate security. Price \$5,000. Reason for selling, other business. Address K. S. & S. Co., B-572.

FOR SALE—Telephone exchange located in Texas. An excellent proposition. Can be purchased for \$9,500, \$3,000 down and balance satisfactory monthly payments. If you are interested, write at once. Address K. S. & S. Co., B-573.