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Wyoming's First

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Taking

A Typical P-A

Telephone

FOR THE TELEPHONE PROFESSION

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MARCH, 1922

No. 3




Automatic Exchange

Now Has Dial Service

in Small Bites

in an Unusual Plant

"ATRONS who had dreaded the use of the new phone now laugh at themselves.

Everything is so simple and easy that it's almost too good to be true. That there is a saving of time is unquestioned. The instant the receiver goes onto the hook after a call the other party is disconnected, and the phone is ready for another call. There's a satisfaction, too, in hearing the bell ring yourself, and in knowing that it will continue to ring until the other party answers or you feel sure there is no one at home."—*Laramie, Wyo., "Republican."*

Long Beach Looks Forward to Dial Service

Telephone Subscribers of Long Beach, Cal., Greatly Interested in Plans of Associated Telephone Company to Convert Entire System to Automatic Operation.

LONG BEACH is one of those thriving coast cities of southern California which have enjoyed a remarkable growth during the past decade. The census report shows an increase in population of 212 per cent. Quite naturally with such expansion the Associated Telephone Company, which operates in that city, has had rather more than its share of troubles in taking care of the demands for service.

Nevertheless through continued effort the company has succeeded in keeping close pace with the growth of the city, until now it has more than 12,000 stations. These are being served from two central offices, Main and East. The manual switchboards, one having been less than three years in service, the other an older one but recently rehabilitated to conform with modern standards, were being crowded to capacity, as were the buildings and outside plant.

The decision to adopt Automatic came as a result of a careful investigation of these conditions and of the various methods put forward to meet them. These studies were carried out jointly by Mr. George B. Ellis, President, and Mr. Sam R. Heffley, General Manager.

A contract was then entered into with Automatic Electric Company for Automatic equipment for both offices. Following this the management of the Associated Telephone Company decided that they would be doing well to inform their subscribers of their plans and to let them know exactly what was being done to relieve the congestion. As a result, arrangements were made for Mr. W. S. Vivian, Manager of the Department of Public Relations of Automatic Electric Company, to go to Long Beach and inaugurate a publicity campaign.

INDUSTRIAL EXPOSITION

The business men of Long Beach, under the leadership of the Chamber of Commerce, planned an Industrial Exposition to be held from January 31st to February 6th. The big tent was erected, the exhibits installed, and everything ready when along came a big storm and destroyed the tent and many of the exhibits. The business interests, however, were determined that the exposition should be conducted. A new tent was therefore ordered and a week later the exposition was under way.

In the meantime, arrangements were made to acquaint the subscribers of that city with the new

Automatic telephone service and how it would benefit them. The Associated Telephone Co. was represented by Mr. A. E. Sterling, Jr., during these arrangements.

Mr. Sterling planned three appearances in the High School.

Approximately 3,000 students heard the addresses on the telephone situation given by Mr. Vivian. As an illustration of the interest developed, it should be borne in mind that attendance at these lectures was entirely optional on the part of the students. At 11:20 on the morning of that day, Mr. Vivian began his first address and demonstrations to approximately 900 pupils. The member of the

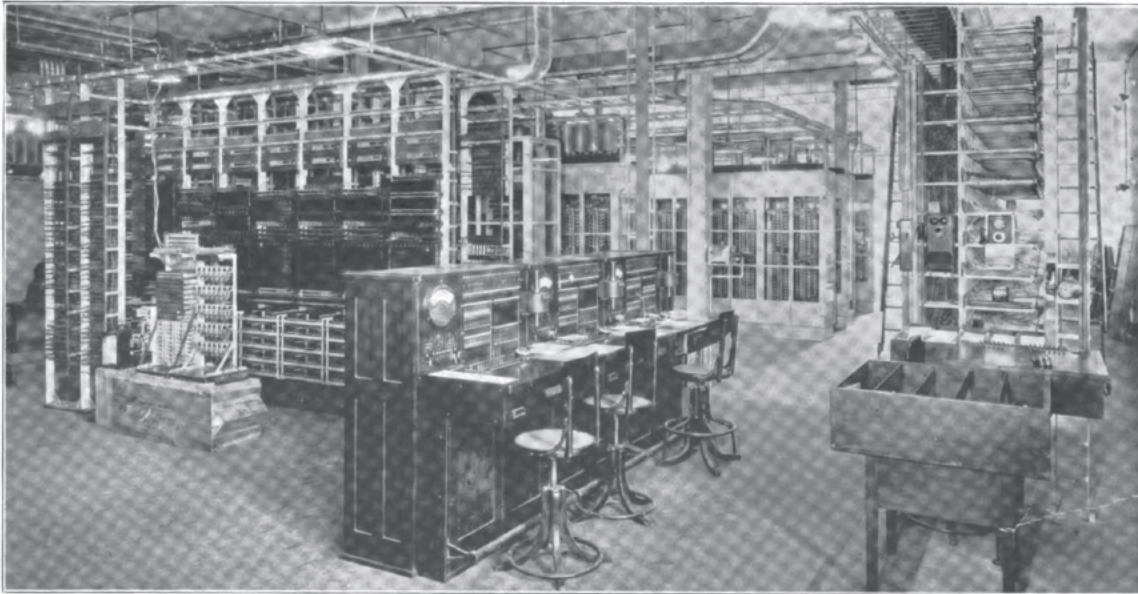
faculty who introduced Mr. Vivian stated that this was an unusually large attendance. When at 12:20 P. M., Mr. Vivian appeared for his second address, the big auditorium was crowded to capacity, with students standing in the rear, in the side aisles, and in the balcony. When the curtain rose, the member of the faculty who made the introduction almost gasped, as he explained afterwards that usually on the second appearance the attendance drops to three or four hundred.

STUDENTS SHOW INTEREST

This incident is mentioned to show that young people are tremendously interested in the story of the telephone when presented in an interesting manner. The students, without doubt, will return to their homes and tell the other members of the family what they have heard. A significant fact concerning appearances before high school pupils is that they will in a short time be entering the business world and become users of telephone service both in business and in social ways. If they know and can visualize the problems of the telephone company, they will be in a position to make the lives of the executives of the telephone company more pleasant than they would otherwise be.

The next group before whom Mr. Vivian appeared was the City Women's Club. This was followed by a talk before the Ebell Club, the combined clubs having an attendance of approximately 1,200. The ladies proved to be greatly interested in the telephone situation and in the new system which was to be installed. These ladies were frankly informed that, pending the rehabilitation of the plant and the installation of the new equipment, which work would not be completed before the middle of August, the service could not be improved and might deteriorate, and that therefore the only thing for them to do was to be patient with

The Exhibit of
Strouger Automatic Equipment
—is another good reason why
Texas Telephone Men should
visit the State Convention
Hotel Texan, Ft. Worth
March 22-24



This is a general view of the Automatic switch room, showing the main distributing frame at the right, a three-position test desk in the foreground and the switchboards in the rear.

The actual transfer of service was accomplished in less than thirty seconds. President Shutts made the first call over the new switchboard by dialing the number of his home telephone.

HAVANA CALLS MIAMI

Early on the Monday morning following the cut-over, General Manager F. W. Webster was surprised to receive a long distance call from Havana, Cuba, where telephone subscribers have known and appreciated Automatic service for many years. Mr. Webster exchanged greetings with Messrs. F. T. Caldwell, chief engineer of the Cuban Telephone Company; H. E. Hart, long distance superintendent of the same concern, and Frank Holmstrom, Jr., and H. P. Mahoney of Automatic Electric Company, who were in Havana at the time. A special circuit from Havana to Miami was held for 30 minutes.

The Automatic switchboard has an initial capacity of 4,200 lines, including individual and two-party flat rate, and individual message rate lines, and P. B. X. trunks. Equipment is installed also for 200 pay-station lines.

The official and emergency number code is as follows: Long Distance, 110; Information, 113; Repair Clerk, 114; Rural, 116; Wire Chief, 1117; Zero Operator, 0; Official P. B. X., 9001. At the zero operator's desk are handled special service or other calls of a miscellaneous character, as well as calls to Coconut Grove and Miami Beach where man-

ual switchboards are operated. Attempted calls to changed numbers or dead numbers will be automatically routed to this operator, so that the proper information may be given to the subscriber.

All four-party line residence service within the Miami city limits has been abolished. About 1000 subscribers of this class have been changed to two-party service, with full selective ringing. This change called for the construction of about 400 additional lines.

Some weeks prior to the cut-over, company officials formulated plans whereby their subscribers would be informed as to the way in which their service requirements were to be met. Considerable time and effort was spent in teaching subscribers the proper use of

(Continued on page 44)



This is the handsome new fireproof building which houses the Automatic switchboard just installed. The building is located on North East Second Street.

Taking it in Small Bites

By the Introduction of Strowger Automatic in Branch Offices, an Operating Company can Begin Early to Reap the Benefits of Automatic Operation, Without Heavy Investment in New Apparatus or Wholesale Abandonment of Old.

By W. N. CURTIS

Assistant Sales Manager
Automatic Electric Company

NOT many of us would find it easy to eat a whole watermelon at one "settin'," although perhaps it can be done. But, during an average season most of us find it easily possible to get away with at least one, and usually more.

You folks in the telephone business are frequently up against a parallel situation. You cannot do everything that you would like to do at one "settin'," but by taking small bites at proper intervals, almost any desired result can be accomplished without an attack of indigestion—it even tastes good "all the way down."

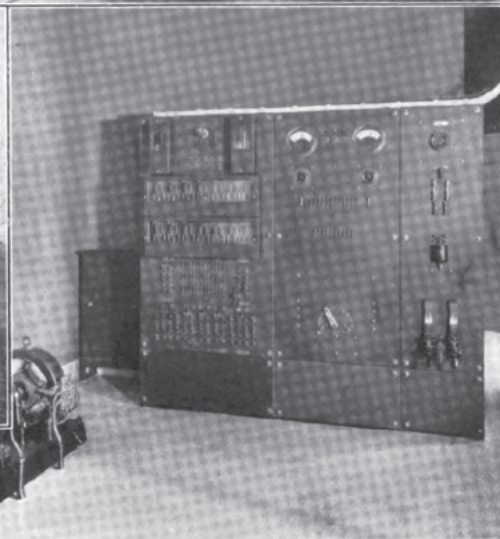
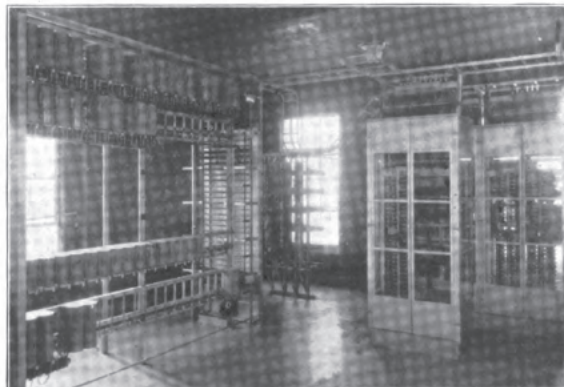
HOW TO MEET GROWTH

Most of you are operating equipment that still has, or should have at least, lots of dollars left in it and when you consider consigning this equipment to the scrap pile wholesale, you immediately visualize dollars rolling downhill. The old switchboard is still serviceable, but all lines have been assigned, and you are confronted with the problem of taking care of growth. You sharpen up a pencil and begin filling sheets of paper with figures, and after a while you arrive at an answer which doesn't mean anything, or at least you get an answer which you do not want—the only way you can make temporary extensions is to increase "Capital Account."

We have always been taught that it is impossible to "eat your cake and have it too," but in a sense, it is possible to eat it and still have it, or at least still have everything but the crumbs.

It has been fairly well established that as the number of telephone subscribers increases, the farther you have to go to reach them and the greater the cost per circuit becomes. Suppose that you are operating but one office, which was easily adequate when the plant was built. The growth has so spread that it would pay real dollars and cents to install an Automatic sub or branch office in some well-developed district.

On the other hand it might be the old board is chuck full. You have plenty of cable pairs but it is going to cost too much to increase the switchboard capacity, for really the old equipment will only last three or four more years at the most; but there are still some dollars left in it that just have to be extracted somehow.



The Fountain City Sub-Office is one of the Knoxville "bites." It is working out exactly as planned. Top right, Automatic switchboard; bottom right, power equipment automatically controlled; left, exchange building.

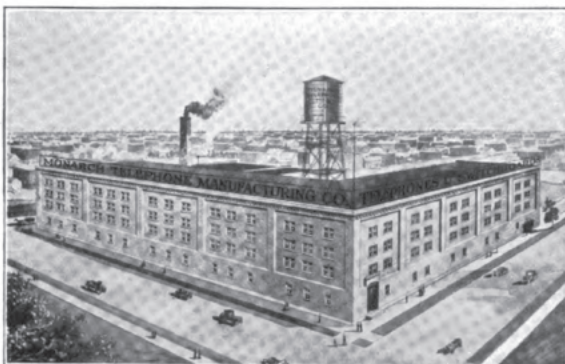
The Production of Manual Desks for Use in Automatic Exchanges

Arrangements Made With Monarch Telephone Manufacturing Company for Manufacture of Toll and Special Service Desks for Automatic Exchanges, Provide Increased Facilities for Production of Automatic Equipment.

IN order that Automatic Electric Company be provided with the best possible facilities for the manufacture of Strowger Automatic equipment, and to permit the production of this apparatus to be carried on in the most intensive way, arrangements have been made with the Monarch Telephone Manufacturing Company of Fort Dodge, Iowa, for the production of toll switchboards, information desks and similar manual equipment for use in Automatic exchanges.

The illustrations presented herewith give an excellent idea of the facilities we are now able to offer through the Monarch company, for the production of manual desks of all kinds.

The basement of the new building contains, in addition to the general and automatic stock rooms; raw material storage, tool and die fireproof vaults, forges, and engine room. There are also in process of installation up-to-date metal finishing plants. In the basement also is the punch press department,



The Monarch Factory at Fort Dodge, where manual switchboards for use in connection with automatic equipment are now manufactured.

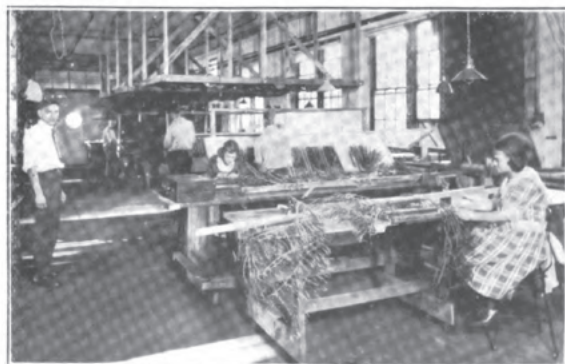


Drill and Kick Presses. Skillful operatives using high speed machines turn out accurately worked small parts for manual switchboards, with high efficiency.

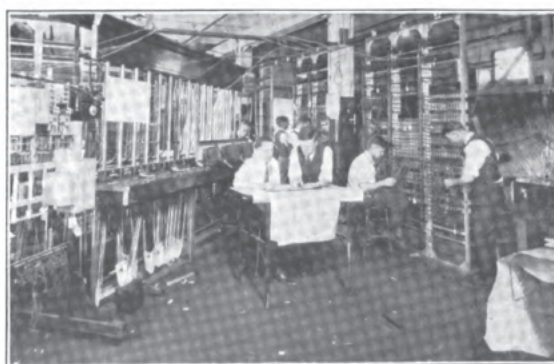
This has released a considerable amount of space in Automatic Electric Company's factory, which is now being devoted solely to the manufacture of automatic switching equipment. Besides increasing the production capacity of the organization, this step has had the effect of greatly shortening the amount of time between orders and deliveries, as well as bettering the service to customers in various other ways.

where parts are supplied to be machined, assembled or plated. Receiving of all raw and finished products is also handled here.

Located in the "L" on the first floor are the general offices—executive, superintendent's, production, engineering, etc.—and in the main building are the switchboard and cable forming departments. All packing and shipping is handled from the shipping department on this floor.

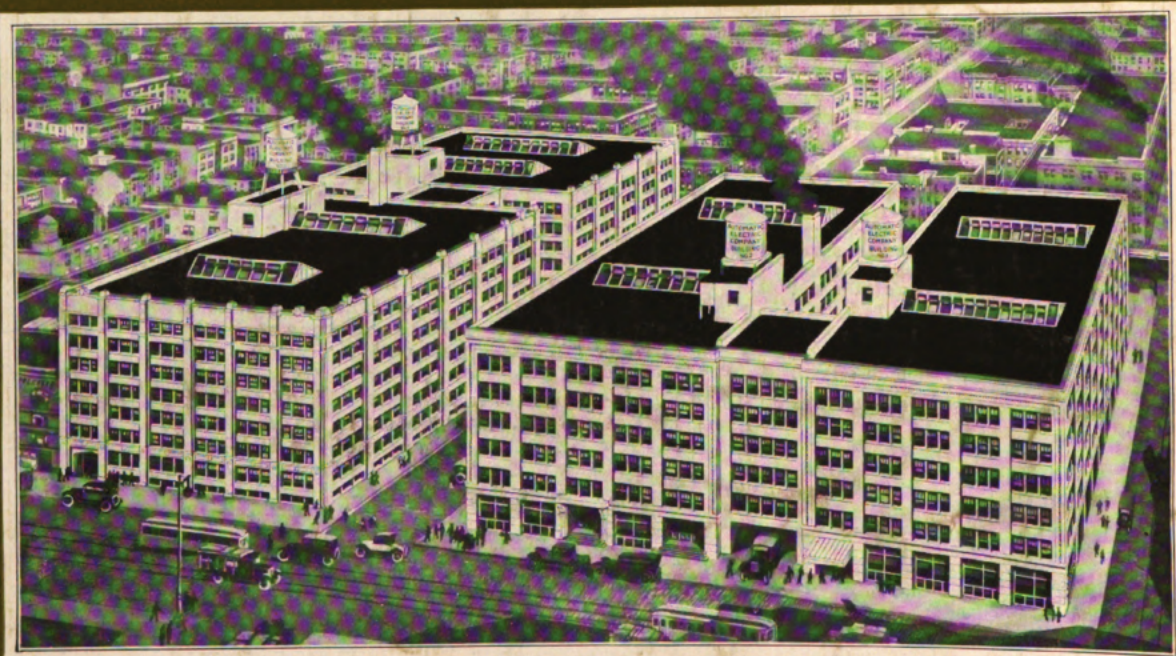


Switchboard Cable Forming. In this department the hand-made cable forms are laid out, laced in form, and tested out. In each cable are hundreds of wires each terminating in its proper location.



Switchboard Assembling and Wiring. In this department the cabinets, cable forms, drops and jacks, relays and other parts are assembled into complete switchboards and given tests under operating conditions.

The Home of the Automatic



Automatic Electric Company's Factory, at the Corner of Morgan and Van Buren Streets, Chicago. It has a Floor Space of 10 Acres and is Devoted Exclusively to making Automatic Telephones and Telephone Supplies.