

The Monitor



Paul B. Wallis

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DELLAL BIRCK



Ship Rock, New Mexico



IN THE Navajo Indian reservation in Northwestern New Mexico is located a great rock known to the Indians as "Tse'bidahi," meaning "winged rock." In the shadow of this great desert ship, the Indians have held many councils, where problems and questions have been solved. This massive formation has the appearance of a ship under full sail. Located near the famous "Four Corners," where New Mexico, Colorado, Arizona and Utah boundaries meet, Shiprock is a striking landmark.



The Wonderland of Rocks

Kodaker's Paradise

By Arthur Sundin, Manager at Douglas, Arizona

ARIZONA has hitherto been written up as the desert state, with the sagebrush and cactus and wild Indians, but it is now the foremost state in possessing some of the greatest wonders of nature in the world. The Grand Canyon, Petrified Forest, Prehistoric Cliff Dwellings, Natural Bridges, huge caves—and now comes up one of the grandest of all after the Grand Canyon, and in a class by itself, viz., the Wonderland of Rocks, the proposed Chiricahua National Monument, situated in the Chiricahua range of mountains, a few miles north of Douglas, Arizona.

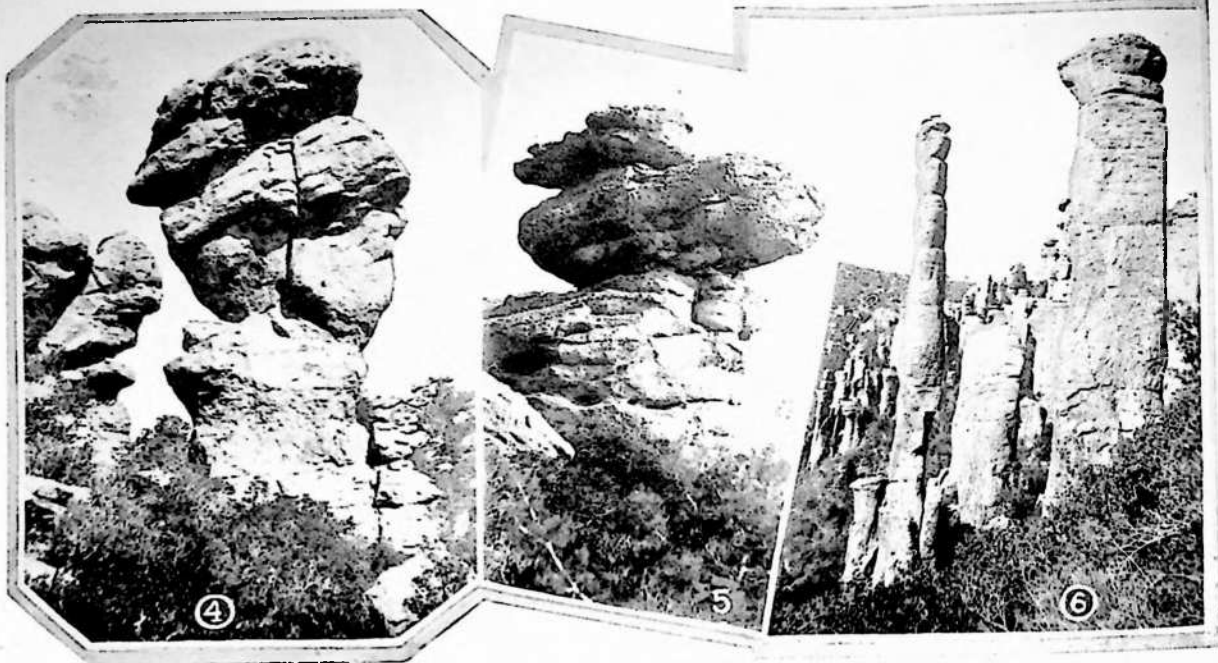
Strange to say, this conglomeration of rock wonders has stood for all these thousands of years practically unknown until the Douglas Chamber of Commerce and Mines last year began to make

known its existence. It covers an area of five square miles, but the main features are in an area of five miles, occupying three canyons. The rocks are of rhyolite or volcanic origin, commencing as a capping on the top of a mountain and extending as a conglomerate mass which soon forms huge cracks and fissures or separates into crags and then into pillars, columns and spires, some being over 100 feet high.

On the top of both the right and left sides of the right canyon is a perfect basin of grotesque features—rocks resembling human faces, camels, ducks, sheep, anvils, cannon, mushrooms, hammers, a throne and balanced rocks galore—all ranging in height from 20 to 75 feet. One balanced rock stands on a

1—The Mushroom; 2—The Sheep; 3—Punch and Judy.





pedestal 35 feet square at the base, 30 feet at the top, 45 feet high, and weighs 2,250 tons. The balanced rock is 24 feet square at the bottom, 20 feet square at the top, 25 feet high, weighs 1,080 tons, and balances on $3\frac{1}{2}$ feet. This is said to be the most graceful and largest balanced rock in the country. Another stands over the top of a higher rock

4—*Mother Grundy's Aunt*; 5—*The Duck*; 6—*Totem Pole*; 7 and 8—*Balanced Rocks*; 9—*The Hammer*.

36 feet high, 8 feet in diameter, weighs over 800 tons, and balances on 19 inches.

A totem pole stands over 155 feet high, only 10 feet at the base and 3 feet thick. A beautiful example of Nature's architecture is seen in a natural bridge 42 feet long, 35 feet from the ground, with the span 8 feet thick. The keystone attachment must be seen to appreciate how Nature hung this weighty span.

Pillars over 80 to 100 feet stand as though they had been placed there for some purpose and then passed on.

Lately Indian caves have been discovered with some wonderful hieroglyphics or picture writing.

Wonderland of Rocks is easily reached by auto from Douglas, Arizona, on a good highway as far as Faraway Ranch, where ponies are furnished to complete the trip to the top. Every one of the thousand features are accessible and easily reached. The climate of Arizona permits of 340 days of sunshine, which makes it a veritable kodaker's paradise, and 100 pictures is a small number to be taken on an afternoon's "hunt."



The Square on Castle Rock

A few days ago *The Idaho Daily Statesman*, of Boise, filled one of its pages with a wonderful reproduction of Castle Rock under which were written the appropriate verses:

"Tall pillar in the desert, monument
To solid worth and firm tenacity,
There was a time when you were girded round
With other, weaker rocks which, one by one,
Yielded to angry floods and wind and rain.
But you, meanwhile, though marred and scarred
and worn,

Were made of sterner stuff and held your place.
"I pray, O rock, when all about me fall
The weaker sons of men, destroyed in turn
By wearing floods of anger and the storms
Of greed and hate and passion and conceit,
That I, like granite, steadfast as yourself,
Though scarred and marred, may hold my own
like you."

To many patrons and readers of this paper, the pictures and verses probably attracted but a passing glance, but we venture that to thousands it brought back memories of when they stopped to gaze on this mammoth freak of nature, towering in the air, and as they looked upon the picture they more than likely recalled speculating as to just how the little square ever became securely seated at the top of this giant rock.

The Telephone man recognizes the little square instantly for it is a 16-inch standard Bell sign. It has been a part of this landmark for eight years. In 1916, H. J. "Jack" Ferrell overhauled the Hailey-Boise line and while camped nearby, Fay Farrell, a member of the crew, conceived the idea of placing the sign on top of the rock. As all sides, hidden from view in the picture, are just as hard to climb as the one would be that is so plainly shown, the job proved to be an exceedingly difficult task but after several evening's labor and with the help of much block and tackle, it was finally accomplished.

At the Faraway Ranch are good hotel accommodations, and also a tourist camp ground has been laid out. Douglas, Arizona, the starting point, is on the El Paso & Southwestern Railway and the Ocean-to-Ocean Bankhead Highway runs through the town. It is situated on the Mexican border, and the quaint little Mexican town of Agua Prieta is just across the line.



Many telephone men have cause to remember the rock and particularly the surrounding country which is about as difficult to travel in the winter as the rock is hard to climb. Only a few spans from the rock is where the trouble

occurred that interrupted the first transcontinental demonstration, through Idaho to the northwest, in the early part of 1916. Near it is where the Brady Reservoir washed out thirty spans of line that was never recovered.

Gallup, New Mexico, Connects Up

With the mayors of Albuquerque and Gallup and Governor Hinkle in Santa Fe officiating, the new 146-mile telephone line connecting New Mexico's biggest city with the center of its coal production was formally opened May 16. Gallup has enjoyed local telephone service, independently operated, for several years, but it was not until the Mountain States Company built a new pole line across Valencia and McKinley counties at a cost of \$110,000 that its people could reach the outside world by long distance.

The ceremonies were arranged by C. E. Stratton, New Mexico-El Paso manager, at Albuquerque, and M. E. Bates, state traffic superintendent, at Gallup, assisted by Manager W. D. Hand, of Albuquerque. After formal greetings by the chief magistrates of the two cities, connection was established with the state

capitol at Santa Fe where Governor Hinkle talked to people in both cities.

Two circuits, one for way and one for through business, have been strung and toll stations established at Los Lunas, New Laguna, Old Laguna, Bluewater, Baca, Grants, Thorcau, Cuhero, Perea and San Fidel.

Perfect transmission was reported by all who used the new line at the opening and heavy subsequent usage indicated its commercial success.

Hope for the Future

(From Detroit News)

Sunday morning Mr. Frazer sang "I May Not Pass This Way Again." to the great delight of the congregation.

Where Vail was Born

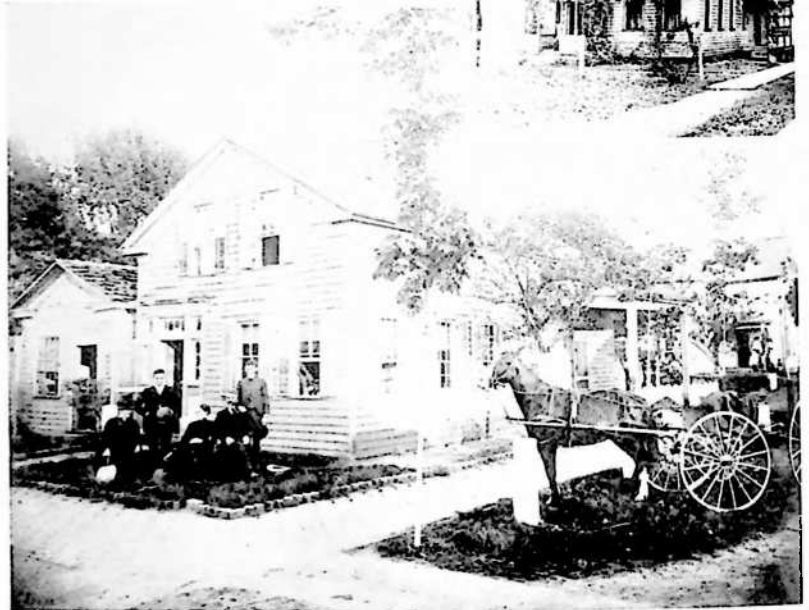
By Edna Mae Smith, Assistant Editor The Ohio Bell

IN the little village of Malvern, in the northeastern part of Ohio, there stands a small, quaint, old-fashioned house in which, on July 16, 1845, there was born to Davis and Phebe Vail a boy who was destined to bring fame to the village. The house is the birthplace of Theodore N. Vail.

Malvern nestles down among the Carroll County hills. Its population is about one thousand. From the surrounding bluff one sees in the heart of the town a group of plain, neat homes. Rows of maple trees border the streets. A branch of the Tuscarawas River flows through one end of the village. An old bridge crosses it. At the other end of the village columns of smoke rise from tall stacks projecting from a number of flat brick buildings. Malvern is active in the mining of the large deposits of coal and clay and in the manufacturing of clay products. These are the workshops. But there are no large stores—there is even no busy public square to detract from the quiet, harmonious appearance the village presents.

The Vails came to Ohio while it was still frontier country. The family had come to America seeking religious freedom several centuries ago. In 1783 Davis Vail settled in New Jersey. His second son, Lewis Vail, moved to Ohio not very long after it was admitted as a state, and a child was born there in 1811. On December 1, 1829, during the administration of President Andrew Jackson, Lewis Vail and one Joseph Tidball received a grant of 145 acres from the General Land Office of the United States and forthwith began to clear their land. This was the beginning of the town of Malvern. It is believed that the name came from a town in the east from which the Vails had come. Germans and Scotch-Irish came by the Cumberland Road from Pennsylvania, Virginia, and Maryland, and attracted by the rolling land, rich soil and beautiful scenery of the valley, settled there. A mill was built on Sandy Creek; acres of land were put under cultivation; vast stretches of maple trees were converted into "sugar bushes"; the town thrived. Another village sprang up on the other side of the creek, called Troy, but the two soon grew into one Malvern. Population increased. It became advisable in 1832 to set off a new county from the adjacent portions of five contiguous counties, and it was called Carroll County.

In 1836, only four years after the formation of the new county, so large was the number of



people moving into the neighborhood, Lewis Vail laid out his tract of land on the south side of Sandy Creek, now situated in the heart of the village, into 32 lots. In 1838 he sold the entire tract to one John Saxton. But the following year these lots were all transferred back again into the Vail family, to a second Davis Vail, the son of Lewis Vail.

This second Davis Vail was the child born in Ohio in 1811. He was sent east to Morristown, New Jersey, to study medicine. Before returning to Ohio, however, he worked for a time in his uncle's iron works there in New Jersey. Later in Ohio he established a similar manufacturing plant of his own. But it was as a doctor riding horseback through the country to see his patients that the old people of the vicinity remember him. He used to manage his Malvern iron works and practice medicine at the same time. Before returning to Ohio also, Davis Vail married Phoebe Quinby in New Jersey. This meant a union of members of two strong families, both known for intellectual attainment, resoluteness, patriotism and religious piety. It was indeed a rare mental heritage they bestowed upon their children.

At the extreme end of his tract of land,

Davis Vail built his house, and moved into it with his wife and infant daughter, Sarah. It was a small two-story house of white pine. The roof slanting on both sides from the high ridge in the center, the low ceilings, the 15-paned windows hung with shutters, and the colonial doorway to the left of the front of the house with its side lights and transom, gave the house a quaint New England atmosphere. The little porch or stoop at the side door supplied the water for the village. On this porch the Vails installed a pump which furnished the neighborhood with good drinking water from the well below. People came freely to the Vail door at any time for help, during the day for water or for the advice of the capable wife and even at night for the medical aid of the kindly doctor.

Entering by the front door, one found himself in a tiny hall. Immediately in front were the stairs and to the right the door into the parlor. Beyond the parlor was the big kitchen where the meals were cooked and eaten and where the family spent the long winter evenings around the stove. A high cupboard, a large table and several straight-backed chairs completed its furniture. In the back kitchen



were the stores, including the bread box, the cookie jar and the many glasses of fruit and jelly with which all thrifty housewives stocked their larders.

To go upstairs one returned to the little entry at the front. Two steps up and a door to open, then the stairs going up very steep, for the steps were narrow and the risers extra high. From the little hall at the top, a door opens into a medium-sized room. Here there is space for a bed, a wardrobe and commode. Probably the mother's room. Perhaps it was in this very room that the baby Theodore was born, though it is not known. Another door opens from the upstairs hall into a room which has always been called "the dark room." It has been used as a storage room for old clothes, dried corn and fruit. Probably it was "the attic" of the Vail children. Another bedroom adjoins this, a medium-sized room with but one window; and there is still one more, somewhat smaller than the others.

While it is not known in which room it was, in this house and in one of these low ceilinged, small-windowed rooms Theodore N. Vail was born on July 16, 1845. Here he learned to creep, to walk and to play. Mrs. D. H. Sholl, who is now living at the age of 93 in Chicago, was in the Vail home at the time of Theodore's birth. She remembers the beautiful laces and fabrics Mrs. Vail used to make. Mrs. Vail taught her a great deal about housekeeping and her husband learned his trade in Davis Vail's shop.

Theophilus H. Paessler, one of the oldest residents in Malvern, remembers the little "Doc" who tagged around and bothered the big boys when they wanted to play. "I remember one of the Vail boys was out in the field where we were playing ball once, and he got behind the fellow who was batting and got hit in the face. I think that was Theodore. One side of his face was swollen up for a long time." Mr. Paessler's father used to be one of the first postmasters of the town.

But when Theodore Vail was about three years old, his parents moved back to New Jersey with their four children—Sarah, Emma, Theodore and Isaac. Three children had died in infancy and three more were born in the east. There were ten children in all born to Davis and Phoebe Vail. The house was sold to Solomon Rukenbrod, a physician, who continued Dr. Vail's practice. For a time Malvern forgot the Vail family. But in 1873 when the report came that Theodore N. Vail, not yet 28 years old, had been summoned to Washington to take a position in the headquarters of the United States Railway Mail Service, the old friends of the Vail family remembered and sent their congratulations. Three years later, early in 1876, when Theodore Vail became General Superintendent of the Railway Mail Service, in 1878, when he became General Manager of the Bell Telephone Company, and on through his rise in that new industry, the neighbors followed his progress with the keenest of interest and pride. His extraordinary executive ability,

First Telephone Exchange in Idaho

This is the old *Wood River Times* building at Hailey, Idaho. It housed the first telephone exchange in the state of Idaho. This is also where Mr. N. C.

Kingsbury started his career in the telephone business, being the first telephone operator as well as "printer's devil" for the *Times*.



Telephone in Basketball

Mr. S. P. Officer,
Mountain States Tel. & Tel. Co.,
Bozeman, Montana.

Dear Mr. Officer:

My congratulations and thanks to your local telephone force for the mighty fine service they gave to the newspaper reporters in the press box at the College during the state basketball tournament.

More than once the visiting newspaper men mentioned that we were getting mighty prompt and efficient service, and it was a courteous service even when we were working under the nervous strain of the last night's finals. Our calls both local and long distance fol-

lowed in a steady stream, yet we always got quick answer, prompt connections and a co-operation from the operators that always got the news to the other towns within seconds after the periods in these games.

The telephone is becoming each year more important in reporting this big event for the state papers, and it is a pleasure to be able to pass on to you the praise that the sports writers gave your force during the tournament days.

Sincerely yours,

R. B. BOWDEN,
Director, Publicity and Publications,
Montana State College.

March 10, 1924.

his iron-bound determination to succeed, and his irresistible enthusiasm for anything that promised advance for the welfare of his fellow beings more and more reflected fame on the little village of Malvern and the house in which he was born.

In 1903, the house was moved two blocks to the east to permit a bank to be erected on its former location and a few minor changes were made in it. A porch was built on at the front door and a small room added at the rear. But the house is essentially the same. It now stands, a modest but distinguished little house, on Wilson Avenue, a few steps from Reed Street, one of the main thoroughfares of the village. It is almost hidden from view by sturdy poplars and maple trees. Vines and

honeysuckle run rampant over the porch and walls in the summer, and across the front of the house clusters of rambler roses vie with each other for a place on its walls. The house is open to visitors. Mrs. Arilla Robinson, who lives there now, is an example of the spirit of service and kindly affords a welcome, a comfortable lodging and good meals to strangers while in town. Over all the house there seems to have settled an atmosphere of perfect contentment. There is a satisfied air about it, as if its service to the world had been fulfilled and it were now content to retire from public notice and lose itself in memories of the little one who used to play on the doorstep, beat his fists against the door and tug at the latch, trying to get in.

Roderick Reid Vice-President

RODERICK REID, general auditor, was made a vice-president of The Mountain States Telephone and Telegraph Company at a meeting of the board of directors, held in Denver, Tuesday, May 13, 1924.

This merited recognition came to Mr. Reid because of his unfaltering service, keen activity and sterling ability as a telephone man.

Beginning with our Company on March 1, 1900, as a bookkeeper, by hard study, close observance of duty and unquestionable integrity, Mr. Reid succeeded step by step to one of the most important positions in the organization—that of general auditor. And now he is made a vice-president in further acknowledgement of his worth. His duties as general auditor will in no way be abrogated by the recent election to the vice-presidency.

Roderick Reid is often referred to as the "Report and Chart Sleuth," because of his adherence to detail reports and profuse usage of curve charts. Being an artist of no mean ability he often draws his own charts used in some of the monthly conferences and occasional lectures before employees.

Born in Inverness, Scotland, of sturdy Scotch stock, young Roderick by inheritance was imbued with a determination to win in whatever his calling. With his parents and brothers and sisters he came direct from Scotland to Denver, where he received his early education in the public schools.

There is a record on the books of the Fairmont school in Denver, which, so far as we know, has never been beaten. In a contest wherein several schools of Denver competed, Roderick Reid received the first prize for having made the best average in all studies, standing at 98.75 per cent.

For this rating, he received a watch. On the following Sunday he carried it to church. The boys had read about the prize in the newspapers, and they flocked around to see the watch—but it had stopped—dead. It refused to run. His brother took it to a jeweler the next day. The old watchmaker shook his head. It was no good, so he laid it away and has never displayed it since. "Rod" thinks that a rating of 98.75 on all studies deserved a better watch, but he hasn't cared much for "time-killers" since that day, nor has he had much use for a clock-watcher. This is attested by a glance at his record with the Telephone Company.

As a boy "Rod" could have been seen, coat off, vest rolled up, wrestling with heavy boxes, as a shipping clerk—always doing his best, and doing it with a smile. One day he heard there was an opening for a bookkeeper at the Telephone Company. He applied to Mr. E. B. Field for the job.

"Can you do the work?" asked Mr. Field. "Yes, sir," replied "Rod."

The next morning he went to work—24 years ago.

"Well, sir; do you know I had never handled a journal or ledger in my life when I took that job, and didn't know the first rudiments of bookkeeping?" explained Vice-President Reid to THE MONITOR editor the other day. "but I had no intention of falling down on the job. That night I stayed after everyone else had gone home. I dragged out the books the other fellow had been working on and began to study them. I kept this up night after night, not wanting anyone to know it. Three months passed, and sometimes I would not go home until 2 and 3 o'clock in the morning. My folks

the house and put me to bed. My temperature registered 102. Well, sir, I remained in bed three months, but I had learned bookkeeping forwards and backwards."

Mr. Reid didn't tell this for publication, but it is such a striking illustration of his characteristic determination that it is well worth telling here.

Several years afterwards Mr. Reid was called into President Field's office, and he was surprised to have the president say to him:

"Rod, do you remember when you started with the Telephone Company?"

"Yes, sir, Mr. Field, very well."

"And do you remember how you went to



became alarmed because my health was fast failing, and they tried to dissuade me from the night work. One day I went home with a raging fever, but I didn't let on. Next morning our family physician met me at the door of our home as I was starting to work, and he said:

"Look here, young man, I want you. Go back into the house."

"I knew the jig was up. He took me into

work on a bluff?" asked the president.

"Er-r-r yes, sir, Mr. Field—but how did you know it?" stammered Roderick.

"Why, the janitor reported to me every morning, Rod—I was watching you all the time. Well, we need an auditor, and you are the man for the job. What time is it, Rod?" said Mr. Field with a twinkle in his eyes.

"Why, sir; I don't carry a watch, Mr. Field—"

THE SWITCHBOARD MAN

By Betty Devine

How we do love to pick on each other. If anything goes wrong, the first thing we do is to look around for someone we can blame for it. Guess that's why there are so many alibi people in the world, who pass the blame right on to someone else: the minute one tries to fasten it on them; they just form a habit of getting out from under, shifting the responsibility the minute it hits their shoulders.

There is one group in our telephone family which has poor success at "passing the buck," as Charley Nitschke would express it, and that's the operators. When anything goes wrong with a telephone call the first thing the average person does is to jiggle the receiver hook and take their spite out on the operator. She may not have the faintest idea what caused the trouble, but she can't resort to an alibi—she just grins and bears our ill-natured abuse, though I suspect it's oftentimes well that we can't read her thoughts. If she could alibi, however, the switchboard man would probably be her one best bet, for certainly much of the responsibility for service rests on his shoulders.

An ordinary telephone call from a Main subscriber to a Main subscriber travels through 6 relays, 1 repeat coil, 2 resistances, multiple answering jack, plugs and the telephone instrument before talking and signaling is completed.

A call from a Main telephone to a Champa or any other outlying office, travels through 12 relays, 2 repeat coils, 3 resistances, multiple answering jack, plugs and telephone instrument before talking and signaling is complete.

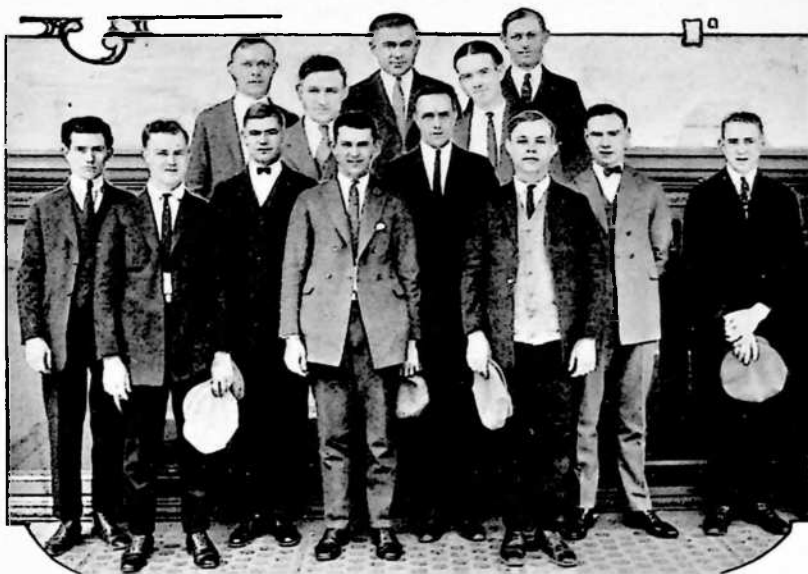
Each relay has anywhere from 4 to 25 wires on it; each subscriber's number appears 30 times in the A and B board multiples, and each multiple jack has 6 wires on it.

There are 84,000 jacks in the "A" and "B" board multiples; there are 342 positions of operators' switchboard in the Denver Main

"No, and you don't watch the clock, either," said the president.

And thus a time-piece has cut quite a figure in Roderick Reid's life by its absence. Someone said that a Scotchman seldom takes his watch from his pocket because it wears the gold off; but not so with Roderick Reid—he never could do a conscientious job and hold his watch in one hand.

Here is the succession of promotions enjoyed by Mr. Reid: March 1, 1900, book-keeper in auditing department; February 1, 1903, chief clerk to auditor; January 15, 1908,



Back Row—J. A. Slusser, W. T. Kinney, J. Borck, B. Mudd, L. W. Cornelius. Front Row—R. McCourt, K. Carson, N. Colglazier, L. McLaughlin, M. Sullivan, J. George, J. Cowley, R. Fagrellius.

building; approximately 65,000 relays; 8,100 cords and plugs, and 6,000 repeat coils. Can you see any chance for mechanical trouble?

Well, the chance is just great enough to keep a goodly corps of switchboard men right on the job every hour of the day and night guarding against possible trouble and clearing up any that breaks through the lines.

Much of the switchboard men's work is precautionary. The old bromide about an ounce of prevention being better than a pound of cure is their slogan, and they are constantly checking, testing and going through various routines to avoid possible trouble.

Most of this routine work must be done at night when the lines are not so busy and there are fewer operators at the boards. Fact is, the lines are too busy during the day for the men to repair a case of trouble unless it is an emergency or trouble outside the operator's position. Of course the day men clear whatever they can without interfering with the

service. While the trouble record is fairly low, there is enough to keep John Borck (with a ten-year service record along with a good bowling one), L. Cornelius, B. Mudd, and J. A. Slusser, busy every day. Mr. Cornelius is a sort of general utility man, fitting in wherever he is needed most, whether it be an inside or outside job.

In addition to keeping about 900 operators' headsets in perfect condition, Mr. Slusser looks after all the electric and gas lights in the operating rooms and does a few odd jobs on the side.

There are eight night switchboard men in Main, Champa, Long Distance and School, each of whom is assigned a part of the equipment to test, for it is the object of these men to detect trouble when it is so slight that a subscriber or even the operator may not notice it but which, if let go a short while will develop to a point of putting that special line or circuit out of service.

This sometimes accounts for our being told by someone who tried to get us, that our line was out of order when we hadn't known it at all. The switchboard sentinel caught it before we had occasion to and proceeded at once to clear it.

During the evening hours, R. McCourt and K. Carson look after the Main switchboards and test all "between exchange trunks" twice weekly, in addition to testing all Tandem, Information and Intercepting trunks, covering a total of 86 positions.

Telephone work is not the only thing in which Mr. Carson has a reputation for "speed." When he can't work off his craving for excitement through telephone channels, he gets out

assistant secretary and assistant auditor; February 10, 1910, auditor; July 17, 1911, general auditor; May 13, 1924, vice-president and general auditor.

Many sincere congratulations came to Vice-President Reid on the day of his election, from within and without the Company, but perhaps the sentiment that touched nearest his heart was a fine letter of congratulations and a gorgeous basket of American beauty roses presented to him by all the employees of the accounting department.

Mr. Reid has won his laurels honestly and fairly—just as he won the old watch years ago.

Why We Have Supervisors

By Betty Devine

WE NOW have with us the Supervisor up to date. Supervisor not in name only, but in all that the name implies.

Without the least intention of casting reflections on those who have gone before, time was when a supervisor's duties consisted largely of walking up and down behind a few girls, watching the signals to see that none stayed on too long, answering special calls referred to them by these operators and just seeing that the young women working under their supervision gave as good service as possible.

This was practically all that was asked or expected of them so the fault was not theirs if they gave no more.

In consequence, the position of supervisor was not a coveted one, for after all it offered no great possibilities.

All this is changed in Denver since the or-

ganization of the supervisors school early last fall and so far as I am able to learn, and I might even give it as the opinion expressed by some of the officials of the Company, the position of supervisor today is one of the most important with the Company.

Division chief operator is practically what our Denver supervisors are, each being assigned "a division" consisting of ten operators to supervise.

Her responsibility begins the moment she receives this assignment, and it means that she must at all times have the interest and welfare of these girls at heart; that she must become acquainted with the various phases of human nature expressed by each and help as an older sister would to develop in her, traits that will tend to strengthen her character, and increase her efficiency to her ultimate success in the

way of stepping into better positions and positions of more responsibility and naturally more money.

Among the necessary qualifications are: Punctuality, Attendance, Department, Interest in the Telephone Business, and Personal Appearance.

This in no way means that the supervisor is to spy on the girl, but rather that in daily contact with her, if she finds her to be lacking in proper standards of any of the above mentioned qualifications, she will, for that girl's own good, try to help her develop along this special line so that she may not unwittingly stand in the way of her own progress.

Punctuality, we all know is one of the most commendable characteristics one can boast in any walk of life.

Attendance is one of the great essentials to our success in trying to accomplish anything worth while, beginning with our first day at school on through the years, if we continue to do things.

Department is what we are judged by wherever we go, the manner in which we deport ourselves registers indelibly with everyone we meet and impresses them for or against us.

Interest in the business. If we have no interest in what we are doing, it stands to reason that we can't do it well. On the other hand, if we are interested in our work and in the Company for which we work, there are always things about its operation that we wish to know and it is up to the supervisor to be informed regarding the benefit plan, the loan fund, stock buying and various other lines of the telephone business that she may be prepared to answer any and all questions her girls may put to her.

Personal Appearance—If we are careless about details of our dress or grooming, it suggests that we are apt to be careless about details of our work. On the other hand, it is equally as poor taste to be overdressed in a business office as to be slovenly. Apropos of this I am going to tell you a little story—a true one too, about a young girl who acted as night telegraph clerk in a branch office of a fashionable hotel.

Early one evening, the manager of the Company chanced to drop into the hotel lobby, off which the telegraph booth was located, and in talking with a friend his eye naturally drifted occasionally to the telegraph desk and the young woman clerk. Noticing that her hair was done in rather a dressy fashion and that she had an over-abundance of make-up on, he remarked rather apologetically to his companion, "Well, Miss Blank seems to be all dolled

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"Barney's Ghost" (his Ford "Bug") and hitting for a stretch of country road, whiles away his time and pent up energy keeping pace with a fast flying railroad train. To quote "Jack" Greenawalt, "If he doesn't watch out, some day he'll arrive too early with the Arch-Angels."

Messrs. M. Sullivan, L. McLaughlin, J. Cawley, R. Fagrelus, N. Colglazier and John George compose the all-night shift.

Messrs. Sullivan and McLaughlin have 178 positions of "A" board to test, all of which is covered once a month, except operators telephone and call circuits, which are gone over each week.

Mr. Cawley tests and clears all trouble on the Long Distance and Recording boards, covering a total of 50 positions, while Mr. Fagrelus and Mr. Colglazier test all subscribers' lines for cut-outs, worn jacks, poorly adjusted relays or other trouble.

To Mr. George, with the aid of Mr. Fagrelus, is assigned the duty of testing each of the 8100 cords in these exchanges twice a week to protect against the possibility of worn cords or defective plugs interfering with the service.

In addition to the foregoing, all cases of emergency trouble, such as hotel P. B. X. boards, railroad telephones or a telephone where there is sickness in the home and service is essential, are repaired by the night men whether the trouble is in or outside the office.

Ninety clocks in the Main building also are kept in good working order by these boys, so it would hardly seem that they'd suffer from drowsiness for lack of something to do.

As a matter of fact, if it were not for these boys and their constant vigilance, the service would soon take on signs of panic, but with them constantly clearing the road, removing

little obstacles, it is comparatively smooth sailing.

Presiding over the destiny of these boys is Willard Kinney, head switchboard man for Main, Champa and Long Distance.

Willard is one of the three Kinney brothers, who years ago cast their lot with the Telephone Company and who, to date show no evidence of regretting that step.

Upon first meeting Willard, one might wonder if his quiet, gentle manner were forceful enough to keep a corps of good, red-blooded young chaps hewed to the line, but a few minutes talk with some of his staff soon satisfies one that he is right on the job, knows his men and has their loyalty, confidence and co-operation to a degree far greater than that attained through high-handed, brow-beating methods. He knows the work from the ground up, having started with the Company 18 years ago as messenger boy, at a salary of \$16.50 per month, with a dollar and a quarter deducted for his uniform. Today he has a wife and three fine kiddies, lives in his own home, an attractive bungalow out on Fillmore Street and is buying A. T. & T. stock.

Asked what hours his men worked, Willard replied, "We work an 8-hour shift, but the men are not clock-watchers, and always do their best to get the trouble cleared as far as possible, day or night. Taking them as a whole, right now, I've got the best bunch of fellows I ever had with me."

While we've only mentioned specifically the boys at these exchanges, each exchange in the city and in every city throughout the Mountain States territory has its corps of switchboard men—watch dogs—guarding the mechanical end of the service every hour of the twenty-four.



*Extracts from a talk made by C. G. DuBois, president of the
Western Electric Company, at a recent meeting in New York:*

I AM TRYING to get before the Bell Companies the facts as to what the manufacturing and supply department of the Bell System is doing and is preparing to do to meet the tremendous nation-wide demand for more telephones. This demand is being met and can only be met by building telephone plant on a scale far greater than any of us ever conceived until quite recently. And this construction of plant is a joint job between the telephone companies and the Western Electric Company.

I started out last October to visit the Telephone Companies. Mr. Gleason accompanied me. We have been to San Francisco, Los Angeles, Denver, Omaha, St. Louis, Chicago, Detroit, Cleveland, Atlanta, Washington, New Haven and Boston.

I propose to tell you briefly and without elaboration the principal points I have tried to bring out in my talks to the telephone and Western Electric people throughout the country.

In the first place, we must realize that this job of building telephone plant does not begin with the equipment and cable you receive from Hawthorne. It does not begin at Hawthorne. It goes back to mines and forests and fields—to those materials which nature has provided in the land and the sea but which man has to find, extract, refine and shape to the end he desires. The telephone set contains rubber

from the East Indies, platinum and asphaltum from South America, silk from the Orient, cotton from the South, coal and iron from Pennsylvania, copper from Montana, lead from Missouri, linen from Ireland, wool from Australia, mica and shellac from India, copal from Africa, nickel from Canada, even an infinitesimal quantity of gold from Alaska.

One could go on indefinitely with examples full of the romance of man's struggle with nature as it relates to supplying the Bell System. So that back of the factory lies the world-wide problem of getting raw materials of infinite variety and varying quantities, sizes and shapes. And the point to remember is that someone must decide the quantities that are

going to be needed long before they are to be used.

Now I am going to ask you to glance back with me to the year 1900—only 24 years ago, just half the way back to the year the telephone was invented. On January 1, 1900, there were 675,000 stations in the Bell System. In the year 1923, we find 770,000 stations were added so that more stations were added, more plant was built and more investment was made in that year alone than in the first twenty-four years of telephone history.

But even in 1900, the demands on the Western Electric Company for telephone apparatus and cables were becoming too great for its two factories then located at Clinton Street, Chicago, and West Street, New York. We thought the time had come to make a new start where the shops could grow indefinitely. So we went to the outskirts of Chicago and there we purchased 200 acres of level unoccupied prairie land. On that ground there has since been built year by year, but on a comprehensive and fundamental plan the great Bell Telephone workshop which is known as Hawthorne. Within the Hawthorne fence there are over 100 fireproof buildings which have altogether a floor area of some 80 acres and in that busy place more than 35,000 men and women work for the Bell System.



New Type Switchboard Cable Stranding Machine

Continued on Page 31

Two Notable Addresses



R. M. Caldwell

The third annual banquet of the Complatra Club was held March 26 in the basement of the First Christian Church, with eighty-one present. All members and guests gathered at the central building at the appointed hour, 7 o'clock, and from there sojourned to the church where said banquet was served with Toastmaster Lewis in the lead. All kept time to drums from the time he said, "Go," from the office until he said, "Go home."

Tables were arranged in the shape of a letter U, and were decorated with green smilax, and blue and white carnations. Three large blue, crepe paper, bells were suspended from the ceiling, and fell directly over the center of each table, and were chained together with smaller blue and white bells, and illuminated with electric lights. An image of each person was sketched on the place cards and tied to either a bell or whistle stood at each plate. Favors were small white bell-shaped baskets, tied with blue ribbon, all of which was the handiwork of the local employees.

Community singing led by the toastmaster was enjoyed to the fullest extent, both between courses and during courses. Any persons who could not carry a tune were expected to ring his bell, blow whistles or make some kind of a noise. Everyone was perfectly content to remain in their seats, sing or make a noise to the best of their ability with the exception of the manager, and he positively insisted on standing right by the piano and singing a

solo. We gave permission providing he would never make such a request again.

Our string quartette composed of local traffic girls gave several very pleasing selections showing remarkable musical ability. The "Outlaw" quartette, also composed of local girls, displayed marked ability in their singing several home-made selections, dedicated to the Denver state officials.

We were privileged to have as our guests President Ben S. Read, General Traffic Manager F. P. Ogden, the Denver equipment and cable men, who have for the past four months been working in Trinidad; agent from Aguilar, manager, wire chief, chief operator, evening chief operator from Walsenburg; also Messrs. Cockrell, Young, Holland, Moorhead, Morris, Berggren and Caldwell.

Mr. Read made the principal address of the evening. In his usual pleasing manner he gave us one of the most inspiring addresses we have yet been privileged to hear.



Geo. E. Berggren

How We Find the Hidden Virtues

Talk Given by Geo. E. Berggren, Colorado Auditor of Disbursements, at the Annual Dinner of the Complatra Club at Trinidad, Colorado, March 26, 1924.

IT IS A privilege to talk to you, but I warn you that I carry no message to Garcia and that you will find no music in my words.

The best speakers are of course to follow me and so if I lead you into despair they will carry you to Sylvan dells.

Now as I see it many of us will make this business our life's vocation; some of course will not, but they will be with us in spirit—they will always kindly remember their connection with this business, and so I take it that we will be together for many years. Consequently it behooves us to know each other and that, I believe, is the purpose of this meeting. After all, the most wonderful flowers are found in the most unexpected places and it is by meeting face to face and soul to soul that we find the hidden virtues.

If there is one motto which I like to quote and I believe I practice it, it is just this: "Do just a little more for the other fellow than he does for you." I think you will agree that this is a motto that we can and should use in our dealings each with the other not only in a personal way but in a business way.

Now, I like to think of our work as requiring clean, clear, concise and intelligent thinking men and women—it is a business that demands just that by its very nature, and we are all agreed that we are meeting these standards in the Bell System. Furthermore it is a romantic business in which the impossibilities of today become the realities of tomorrow;

ever changing, always progressing; a business wherein no Atlas alone holds the structure; where we have no kings but kings of toil, no crowns but crowns of deeds, and one in which the drum is not the most important instrument in the band.

I like to think of it as a busy, pulsating, throbbing business with plenty to do today and more tomorrow, a business where no moss grows in the streets; and again I like to think of it as a business with more lights than shades, a human business with a long story of accomplishments and a future without bounds.

Now it is only a frank confession to say that I sometimes wish I had a million dollars so that I could call the big boss on the telephone and say, "Have you a Colorado Auditor of Disbursements working for you by the name of Berggren?" and when he answered yes I think I would say, "You're a liar, you ain't," but I expect that is only a temperament peculiar to auditors. I have a suspicion, however, that you have that same sort of feeling when things go wrong, but with me that spell fades and I look with pride on my connection with this institution and the old zest for battle creeps in while gloom fades out and away we go to take up the challenge of a new day.

Again, at times I have a longing to be a Commercial man like Paul Holland, or a Traffic man like Waldo Cockrell, and then I

get to thinking about those agency offices and those prorate accounts that these two gentlemen seem to be always arguing about and I decide then and there to be just a "darn good Colorado Auditor of Disbursements."

I often tell Mr. Young that my department now seems to be doing everything but setting poles, and he always brings me up with a check saying, "Well, it's a darn good thing that you don't do that." And so you see I am making the point that it is not a question so much of what you want to be as what you are.

Speaking as one of you I want to say that we are investments to this enterprise, you and I; our training is, our experience is, and best of all our loyalty is; all of these more so than the poles or the wire in our outside plant, our switchboards, or the buildings wherein we are housed, for it is possible to buy poles and switchboards and buildings, but you can't buy the kind of human interest that is inspired by a deep and abiding interest in the business.

Now, our company realizes this and tonight we are breaking bread with the President and some of the general officials, and they are breaking bread with us. That is evidence of their concern, but we have other evidences of this concern in the human side of our work every day and in every way.

I know that the officials of our company believe that it is possible to enact a rule, for example, that work should begin at a certain hour in the morning, and that that rule could be posted on the bulletin boards in every office and every exchange; that we could penalize tardiness and thus enforce punctuality; that a rule could be made for this, and another for that; that we could bulletin this, and routine that; but none of these things would enforce unquestioning service. By that I mean the kind of service that is too busy for clock watching; the kind of service that steps into the breach and strives mightily in the common cause; the kind of service, if you please, that looks upon work not as a job



"Too busy for clock-watching—"

but as an opportunity. Now that kind of service can not be had by force, neither can it be had by rule of the thumb, and that kind of service you can not buy for it is a service that flows from a source that is close to the heart. As I interpret it that is your President's idea of personnel, and I know from experience that those ideals have always been ours.

In the Mountain States Telephone and Telegraph Company as well as in the Bell System

we have some traditions of service which have been handed down over the years and we of the younger generations should hesitate to break them. Through them history has been written into the annals of the telephone development of these western states. I enjoin you to guard them carefully.

I never was keenly concerned about the future but I imagine that if I could draw the veil back I would see some pictures I should prefer not to see; and that reminds me of a friend of mine and his wife who were spending the evening together. This man's wife was in a pensive mood, she apparently was thinking a long way ahead into the future, as it were, for she said to her husband, "Paul, I



"They spend the evening together—"

do not expect to see you in Heaven," and this is the answer he gave, "Well, what have you been doing now?" And so in applying that story to the points I am stressing I would say, "What are you doing now?" For this business is your business, many of you are partners in it and this exchange is your exchange and what will your stewardship be?

I like to think of my office as my very own because I want my work to be 100 per cent right, and I believe it will be if it impels me in soul, mind, and body, urges me to action, not blindly and doggedly by sheer desperation, but buoyantly, and happily because I am inspired by something of and beyond myself.

Some people believe that extraordinary talent is required to do a real job, but most men are of ordinary mind and body and of only moderate talents; but I want to tell you that such men when inspired and led on by some high ultimate ideal accomplish far more in life than the men of finest mental and physical equipment who drift.

So that is the story I have to tell, I believe in it with all my heart for I know that there is a better job to be done and that there is an ultimate goal to be reached, and I know that I have it within my power to do any and all things that I require no greater mental effort, no better talents than the other man has, but all I need is that driving, impelling force, that happy pride in accomplishment and that faith in my ability to perform that will lead me upward and onward. So you see that the question of how we shall measure up to these ideals and to those honorable traditions is one that we alone can tell.

In conclusion I think of you as old friends. I remember with pleasure my first meeting with your manager, Mr. Lewis, in Idaho and so it has been a genuine pleasure to meet you tonight and to stand away from the picture of the busy office.

I hope that it will be my privilege to again meet with you, and last but not least, I must thank you for your co-operation with my office. I really hope that we are serving you and serving you well, all in the common cause.

"Each One has the Opportunity of Serving"

From a talk given by M. R. Caldwell, Colorado Auditor of Receipts, at the Annual Dinner of the Complatra Club at Trinidad, Colorado, March 26, 1924

AS I have been sitting here tonight in the enjoyment of your hospitality, and as I have felt the inspiration of good fellowship which verily pervades the atmosphere of this banquet room, my thoughts have been dwelling on some of the reasons for our being here, and the more I think of them the more I feel that the principal reason is to be found in those three words which have become so familiar to all who serve in the Mountain States Company,—"Spirit of Service."

Certainly there is something in those three words which, though not confined to that branch of business commonly called public service, seems to be more frequently exemplified in that far-reaching system of public serving known as the telephone system.

What is it about the telephone business that engenders the desire to win—even over ob-

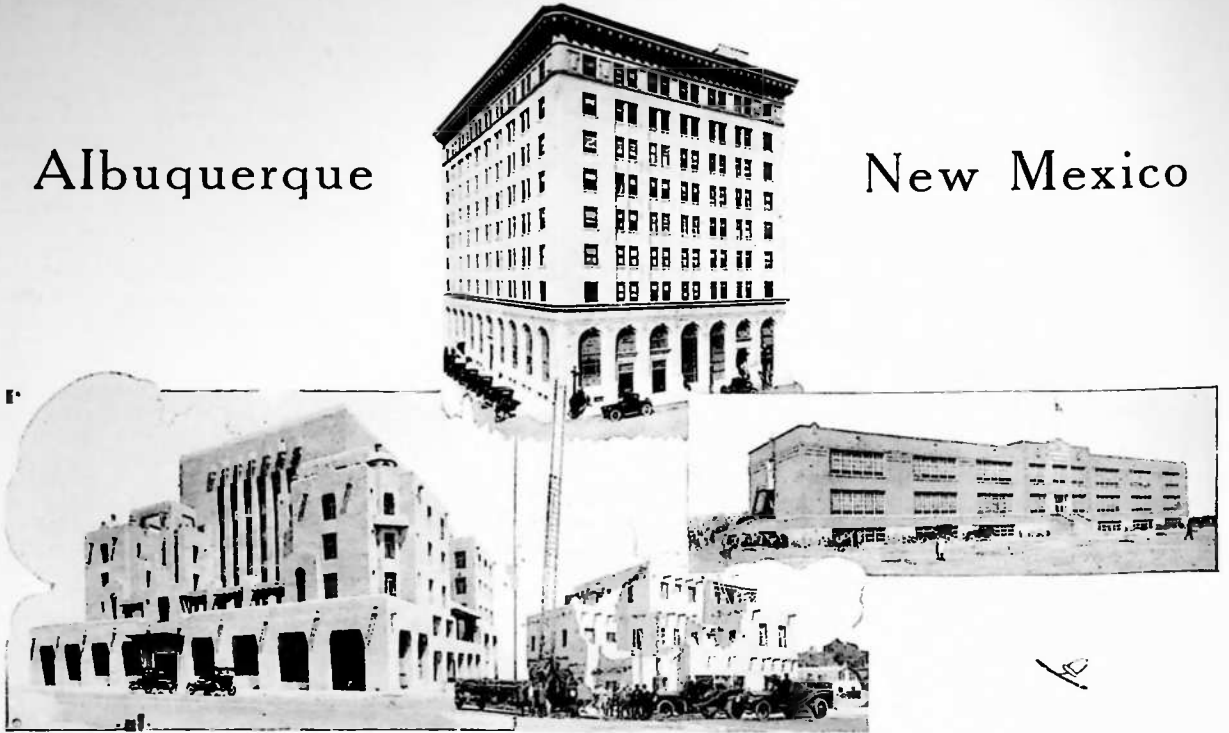
stacles seemingly insurmountable. What is it, for example, that bids the lineman out hunting service trouble, to go on, and on, and on, unmindful of heat or cold, or rain or snow, or hunger, or fatigue, 'till the break is located and the trouble cleared.

Isn't it because somewhere there are those relying on his efforts, there are those who are waiting on him to mend the break which is separating them from their friends, or from their homes, or from their business, or from the immediate help necessary for their urgent needs? Somewhere, someone is waiting, and it is the urge of that trust and confidence which carries him on to achievement.

What a real joy it must be for him, who, having returned from his lonely trip in the mountain blizzard after repairing the break in the line, while somewhere, someone was wait-

Albuquerque

New Mexico



By Irma Lix, Commercial, Albuquerque, N. M.

IN 1883, or forty-one years ago, the first telephone company, a local concern, was established in Albuquerque, New Mexico. It was located in an adobe building about the one hundred block on Railroad Avenue, which is now Central Avenue. The population of Albuquerque then, was about 3,500. The Company had about thirty subscribers, a few were, the First National Bank, No. 1, and they still

ing, can draw up his chair before the blazing logs and enjoy the satisfying comfort that is rightfully his because he fought on and won; and somewhere, someone had not waited in vain.

And so in the Traffic Department, and in the Commercial Department, and, yes, in the



Accounting Department, though in a less spectacular way, there is ever the impellent to carry on because somewhere, someone is waiting.

And so I think it is this spirit of service

claim that same number; W. L. Trimble, Feed & Livery Store; Spitz & Grunfeld, Ruppe's Drug Store and L. B. Putney, all of which with one or two exceptions, have telephones here today.

The exchange of course was very small, the only employees being the manager, P. D. Anderson, and operator, Mrs. Laura E. Werner. The operator worked all day up to about 6 o'clock when she would be relieved by the manager. He worked until 9 and closed the

which has given impulse to your desire to meet here tonight, and to ask others in this great public system of service to meet with you and to share with you the joys of comradeship in that service.

And so, my friends, as I have sat here tonight thinking of these things, I am mindful that each one in this whole system has the opportunity of serving, and each one of us may earn the reward of a service well performed, for are there not those all about us who are waiting for the cheering word or the helping hand to help lift them from the bondage of fear and discouragement, which to them may be the break in the line which is separating them from the fruition of their hopes. And so if we fail in the service we can give, somewhere, someone will have waited in vain, and we shall have fallen short of that high standard of service called for in the great Bell System, the System of Service.

office for the night. The office was opened on Sundays for only two or three hours, and the manager worked then. The manager's position was a complex one, as he had to be "Jack-of-all-trades," such as clear trouble, connect and disconnect telephones, if need be, keep books, and do his own collecting, and with all these duties, he was never overly rushed at any time.

The manner of completing a call then was somewhat an effort, as you would have to call the operator and give her your number or name of the party you wished, she would make the connection and call you, then you rang your party and tried to complete your own call, for as long a time as your patience held out. This is quite a contrast to the service we now get. I wonder if forty years from today, our service will change as much as it has in the years past?

In 1885, the Colorado Telephone Company bought the local company. At this time, H. T. Vaile, who is now secretary of Employees' Benefit Committee, came here as superintendent of the State of New Mexico. The office was then moved to the second story of a frame building where the New First National Bank Building is now. During that year Miss Mollie Vorhees came here as operator. In 1894 the office was moved to the corner of Gold and Second Street, over the old First National Bank Building, Mr. J. E. Elder then became manager. Later they moved to the corner of

Second Street and Central Avenue in the N. T. Armijo Building.

In 1902, a local Company organized the Automatic Telephone Company, J. B. Fish, who later was wire chief here, and now manager of the Estancia Telephone Company, of Estancia, N. M., was manager of the Company. This seemed to cause a great deal of difficulty with the subscribers of the two companies. It seemed that everyone wanted to call a party that had a different telephone, but they finally managed by one or two persons in a neighborhood having an automatic and everybody in the vicinity would use that telephone. The Automatic Company was in operation about four years, when the Colorado Telephone Company bought them out.

The first toll lines were strung in Albuquerque about 1904 or 1905; up until then, we had no outside communication. In 1911 the name of the Company was changed from the Colorado Telephone Company to the Mountain States Tel. & Tel. Company, at which time the capital was increased from \$12,000 to \$50,000.

During the year 1906, the building at 114 N. Fourth Street, and present office was completed. There were then eight positions, but only five of these were equipped, one toll and the other four, local. The population of Albuquerque was then 6,000 and about one-sixth, or one thousand of these, had telephones. The exchange then had nine operators, J. B. Fish, wire chief, and Mr. Elder was succeeded by Mr. Graham as manager. Miss Corbin was chief operator and Miss Jessie Steele, now chief operator, began work about this time. Miss Vorhees, who had been on furlough for some time, returned to work in 1907, and was with the company here, as chief operator, until April, 1923, at which time she received

her pension for her thirty-two years of service.

In 1913 J. B. Reynolds became manager. During that year another section of the switchboard was added, and several new operators employed. From time to time the other sections were installed until 1922, there were seventeen positions, twenty-eight operators and about 4,000 subscribers, the population increasing to 15,000.

September, 1922, W. D. Hand succeeded Mr. Reynolds as manager. Every month there was a steady gain of subscribers, and in January, 1923, it was found necessary to install another section to the switchboard, but in order to do this the building had to be enlarged, as the seventeen positions we had then extended to the end of the operating room, so in April of the same year, excavating began and in July the addition was completed, which gave us an operating room that was twice as large, a new public office, and a new operators' retiring room, that so far has not been furnished, but will when the exchange gets so large that it will be necessary to have a toll board separate from the local board, this we hope is not far off.

Today our population is about 25,000, and we have 4,700 subscribers with thirty-two operators handling an average of 30,000 calls a day.

The progress still continues, for the telephone serves the needs of a growing community, and itself must grow in order to meet the ever-increasing demands upon it. Telephone development is never complete. Each year brings new problems, each problem solved brings progress. This effort has given the United States a universal telephone service and made that service the best and cheapest in the world.

Malta, Montana

R. B. Packard, Correspondent

Again we will step before the foolights and tell you a few things that have happened in Malta, Montana, during the past month.

We are certainly proud of our office at this time, as it has been re-decorated. We should give Mrs. Cosner the praise as she picked out the colors and she isn't colorblind either. The only thing to regret is that some of us cannot get into the office without cleaning our feet or taking off our shoes, but anyway, we are proud of the job.



Donald Prom, son of Malta's Chief Operator; Malta Telephone Building

Our new relief operator is Miss Margaret Morris, taking the place of Miss Dalphine Young, who has taken over the Harlem, Montana, exchange.

Since our chief operator married, she had occasion to look into her husband's hope chest, which she found full of socks that were full of holes, and from that time to this she has darned socks up heel and down.

Well, Mr. Editor, I do hate to bother you so much, but I have a picture here of our exchange and would be very glad if you would insert it in THE MONITOR. Picture No. 2 is Donald Prom, son of Mrs. Ruby Prom before she changed her name.

Good Window Displays

A. L. Clark, Salt Lake Commercial Manager, has had two fine industrial displays in the front windows of the Wasatch building.

The first was placed by Hewlett Brothers Company, wholesale tea, coffee and spice merchants, who attractively displayed their wares for a week, followed by the J. G. McDonald Chocolate Company, who in a very artistic manner used the window to advertise their world famous candy.

A large red arrow across the face of the window called attention to the original of the attached letters.

Very good results have been obtained both by our subscribers and ourselves from this method of advertising.

Mt. States Tel. & Tel. Company,
City.

Gentlemen:

We are firm believers in the wisdom of making the utmost use of the splendid advantages

of your telephone service, especially the *Long Distance*, which places us in direct personal contact with our customers.

We have used your *Long Distance* service for many years. Our salesmen likewise use the *Long Distance* in telephoning their orders in for special attention. We encourage our customers to make use of the *Long Distance* calls and the results have been very satisfactory.

In these days of tense competition, service is a big factor, and the best medium of service is the *Long Distance Telephone*.

J. G. McDONALD CHOCOLATE CO.

Very respectfully,

CHAS. F. SOLOMON.

Bisbee: "Late again this morning. Don't you use that alarm clock I gave you?"

Patton: "Yes, sir, but it goes off when I am asleep."

THE MONITOR

DENVER, COLORADO

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JUNE, 1924.

June! Be Glad You're Alive

Mendelssohn's famous composition or the march from Lohengrin fill the air. Sweet girl graduates bow to admiring crowds. The scent of roses is mighty pleasant of a dewy morning. It is open season on trout fishing and picnics. The small boy gives a whoop of joy as he packs the well-thumbed school books away in the darkest, most obscure corner of the house. There's the pond where he might catch a fish by the tail if only he could swim fast enough!

But the open road that leads to green hills far away and along which, probably in the early start, you can leave most of the cares of life for a time—ah, there's the joy for the great majority! What does the price or the looks of the car matter so long as it takes you safely where you want to go? Any old boat with good paddling apparatus and that doesn't leak serves the purpose.

That spot where the bonnie blue and white columbines grew last summer. You've been thinking about it when deep

VICE-PRESIDENT E. K. HALL COMING



E
K
HALL

This time the coming of Vice-President E. K. Hall looks like a sure thing. Last year he made plans to be in our territory, but "The best-laid plans o' mice and men gang a-gley," as Bobby says, and Mr. Hall did not make his

appearance, but now he sends word—"I'll be in Denver June 23—"

Mr. Hall expects to spend several days in the Mountain States territory, stopping at Denver, Cheyenne, Salt Lake City, Billings, Helena, Great Falls, Boise and other places "where the wires run."

But few of us in the West have personally met Mr. Hall, but J. E. Macdonald, Harry McAfee, Jack Greenawalt, and President Read and those who have had the pleasure of meeting him say, in the language of Macdonald, "he's real human—the kind that hops to it," so we feel that we are to meet one of our own kind.

Mr. Hall (confidential) is a football fan. In fact, he is chairman of the Inter-Collegiate Rules Committee, and would rather kick a pigskin in the face than eat. That's what Macdonald says.

THE MONITOR will try and get a line on Mr. Hall's activities while he is in our territory and tell our folks all about him next month.

AT THE CROSSROADS OF COMMUNICATION

Prescott (Arizona) Journal

For some years there has been a guardian at the crossroads of communication, serving the people of Prescott behind the anonymity of "Operator." She was Mrs. Cox, who for many years has worked the late night shift in the telephone office.

Her work was lonely. Not many people have business with the telephone during the hours she served. But those

snows choked the road that leads to it. You hope no one pulled them out by the roots, but that they were left to seed themselves right there on that shady bank where they last longest and look most beautiful.

Yes, there's work and care and trouble in life, but it's great all the same to be alive and well and have some kind of an old boat to sail around in up here in the Rockies when the wild flowers are blooming and the songbirds are splitting their throats and the sun is shining on the peaks on a sweet June day.

night workers, such as the men who operate the *Journal-Miner* and the railroad and such enterprises, knew Mrs. Cox. There was a little more about her than just "Central," and many accepted her efficient service, knowing her better than just as a woman sitting in an office and pushing plugs into slots on a switchboard.

For she had unusual qualities that she brought to her task. In all the *Journal-Miner's* intercommunication—and sometimes this became highly important as impatient chroniclers of the day's events sought swift and accurate telephone connections—there never was a time when, with Mrs. Cox at the board, there was not a feeling that the demands of the press on its ally, the telephone institution, would be met with the utmost courtesy and good humor. There always has been good service for the newspapers, for the telephone business knows and appreciates its part in handling news. But with Mrs. Cox there was super-service.

MEN DESTROY WHAT GOD MAKES

Joyce Kilmer, in his best-loved and most frequently quoted poem, "Trees," says:

"Poems are made by fools like me,
But only God can make a tree."

And it takes Him a number of years to bring one to full beauty, perfection and stateliness.

But a careless camper, in conjunction with a sliver of wood tipped with a combustible composition, or a "snipe" from which the fire has not all fled, can start a conflagration that will rage for days and destroy thousands of trees before a force of weary fighters can bring it under control. Meanwhile it is liable to burn the homes of poor people.

It is estimated that \$16,000,000 worth of trees were destroyed by forest fires in our country in 1923.

There was a time when we could better afford to be careless and wasteful than now. Demands for lumber are growing, the supply very naturally is decreasing, and prices are constantly mounting—to the grief of the home-builder.

Forest fires in one year destroy enough timber to build 400,000 five-room houses. When we vision the housing shortage and the high rents of the past few years these figures mean something to everyone who lives under a roof.

As water conversationists the trees in our mountains play a most important part in keeping the snows from melting too rapidly; thus preventing floods and helping the farmer to close the irrigating season with a surplus of water instead of a deficiency.

Aside from the utilitarian standpoint, there is no place like the shade of a leafy tree on a hot day. If there is a nice lunch spread under it, a few birds hop-

Mixed Numbers

A colored school teacher is credited with the following: "The word 'pants' am an uncommon noun, because pants am singular at the top and plural at the bottom."—*Boston Transcript*.

Burns Anything (From Marion Star)

Stove—King Clermont, soft coal heater. A good one, burned less than two tons of coal, also a fresh Jersey cow.



ping about in the branches and a little stream of water nearby, a picnic party should be happy for a whole day.

The camping season has arrived. The lookouts are on the alert for telltale spirals of smoke rising among the trees, and the rangers do their best, but the forests are vast and the laborers few. They need the help and careful co-operation of everyone who goes into the forest and kindles a fire or tosses aside what remains after the comfort is drawn from the weed.

Above is a photograph of Mary Grace Reid, daughter of Vice-President and Mrs. Roderick Reid. Miss Mary Grace won a gold star in one of the Denver schools because she drew the accompanying chart, entitled "Gone."

Temporary restraining order granted against enforcement of telephone rates prescribed for New York Telephone Company by Public Service Commission.

In New York Telephone Company against Prendergrast, the facts disclosed that on January 25, 1923, the Public Service Commission of New York prescribed certain rates to be. On May 1, 1924, the United States District Court for the Southern District of New York granted to the company a temporary restraining order directed against the Public Service Commission, relieving for the time being the collection of the rates prescribed by that body. The court held that the company had made sufficient showing in the affidavits filed in support of its motion to entitle it to such order. In such affidavits it was shown that actual

To Ze Telephone Booth

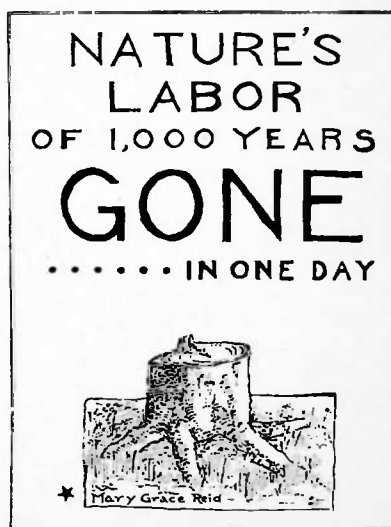
I am ze telephone booth. I have a door zat has joints in ze middle of me and bend in when I get pull and close up when I am push, zen when I am pushed a little light lights me all up inside so ze people can see to talk.

Inside me zere is a little seat made to sit on and zen I have ze telephone inside of me which is a funny machine. It has ze slots in and has to be tipped every time it is talked at.

Sometimes ze little machine is connected with ze great big distances which takes greater tips zen ozertimes just right close, zen he only wants small tips.

So, altozezer, I am ze telehone booth, with my funny little machine and funny little seat and the light zat I get all lit up with.

U. B. DIAH.



confiscation had taken place and would continue by reason of the prescribed rates. The court granted the order on the condition that the company enter into a \$5,000,000 bond conditioned upon the prompt payment of all damages and costs which might be suffered by any party to the suit wrongfully restrained, and further conditioned that if an interlocutory injunction should not be awarded before the charged by the New York Telephone Company, expiration of the temporary restraining order, the company should make refund to its subscribers. It was further ordered that all bills sent in by the company to its subscribers should, commencing with the bills sent in May, 1924, have enclosed a notice that a refund would be made if the order was not continued in effect.

First Aiders In Contest

Idaho

THE semi-final Idaho First Aid contest was held May 5 for the purpose of selecting the contenders for the final or state championship contest scheduled to be held at Boise, Saturday evening, May 10. In the semi-finals, each team in Idaho appeared before a physician at team headquarters who examined and graded their work, which consisted of working out five problems. These problems were made up by Doctor L. P. McCalla, company's physician of Boise, and sent direct to the physicians previously selected to make the examination. The five teams receiving the highest average grade became eligible to compete in the final contest.

Interest ran high as the judge's discount sheets came pouring in from the different team headquarters, and when the final check was made, Eddie Moan's "Conductors" of Boise topped the list with an average grade of 99.8 per cent, having received but one discount point in working out all five problems. Captain League's "Phantom-Group" of the Nampa-Caldwell exchanges and Captain Nuttall's "Cross-Arms" of Twin Falls-Buhl were tied for second place with average scores of 99.4 per cent. The "Heat-Coils" of the Idaho

Falls-Rigby exchanges, winners of last year's championship contest and captained by James B. Woolf, held fourth place with an average grade of 97.8 per cent, and Harry Clyne's "Condensers" filled fifth position with an average of 96 per cent.

Late in the afternoon of the day preceding the contest, it was found that an error had been made in grading Captain Bunnell's "Generators" of Pocatello, and that they had squeezed Captain Clyne's team out of fifth place with an average of 96.2 per cent. How-

served in one of the private dining rooms at the Chamber of Commerce. In the evening Mr. Snyder gave the boys a banquet at the Owyhee Hotel.

Following the banquet, team members assembled at the Eagles' Hall and prepared for the final contest, which was to decide the champion team of the state. The hall was especially prepared for the occasion. Six working spaces, ten by twelve feet, were equally distributed on the floor, a first aid kit box, an obstacle, consisting of a lattice-work fence five by six feet, and five collapsible chairs were uniformly distributed at each of the six spaces.

Teams marched to the front of the hall, where, after a brief address of welcome by Mr. Snyder to them and to an audience of about three hundred persons, they were introduced by him. Following the introduction each team filed to its allotted space, set up their chairs and were seated.

With all teams seated, State Manager Risley spoke of the wonderful First Aid work now being done not only by the teams but by the individual members as well. He referred to the training as a program and as being one of the many programs offered the employees for their welfare by the Bell System.

The rules of the contest were then read by Mr. Clark and the program which followed was so arranged that the audience was entertained between events in such a manner so that there was not a lull from start to finish.

Miss Ruth Treweek, of the auditing department, followed the first event with a vocal number entitled "Bon Jour, Ma Belle," and subsequent events were followed by Miss Shirley Elver with a piano solo; "Pale Moon," a vocal number by Mrs. O. K. Barton; "A Dream" sung by Mr. James Moncarr, and "The Spring Song," by Miss Mary Shurtz, respectively.

Doctor L. P. McCalla, company's physician

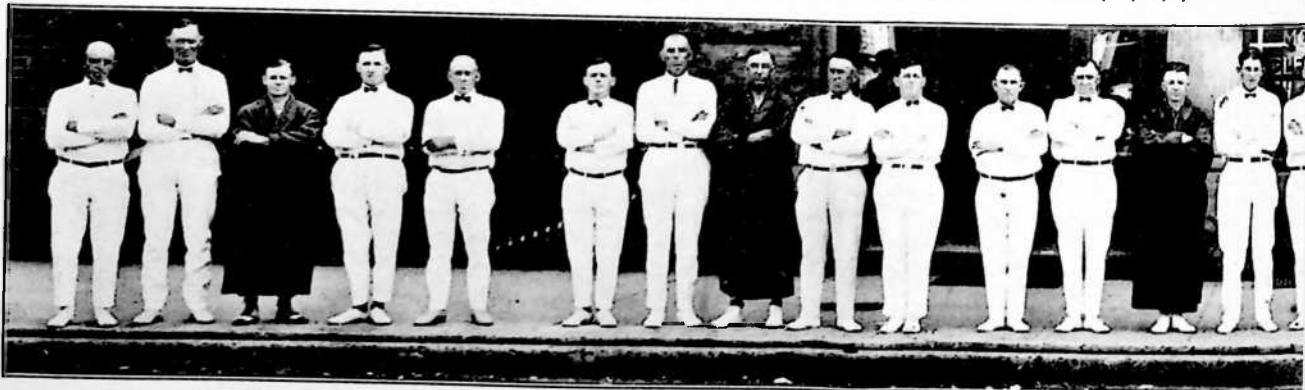


This is the way they do it in Tucson

ever, as all arrangements had been made, Captain Clyne's team was given a place in the final contest.

First Aiders from over the state filled the Boise terminal room the morning of May 10. Their spare moments were taken care of by an entertainment committee consisting of P. E. Teets, L. N. Hess, Ward Shields, Chas. Seymour, J. P. Donohue and Glenn H. Baker. Mr. Risley entertained the members of the teams and committee at lunch, which he had

Below—"Condensers," Boise—Harry Clyne, captain; Frank A. Bigger, Glenn F. Lewis, Leland Heller, A. S. Dolling.
 "Phantom," Nampa-Caldwell—M. E. Dolling, Ed. League, captain; Bright Connors, F. L. Thompson, H. W. Groesbeck.
 "Heat Coils," Idaho Falls, Ridgway—Fred Johnson, Chas. Simmons, Halley Taylor, D. R. Gentle, Jas. Wolf, captain.
 "Cross Arms," Twin Falls, Buhl—L. W. Nuttall, captain; Earl Squires, George Charlton, Charles Sherman, Russell Stoddard.
 "Conductors"—Roi M. Pyper, C. R. Critchell, Claude Bell, Ward Shields, Eddie Moan, captain.
 "Generators"—J. C. Bunnell, captain; Jimmie Guyman, Major Atkins, Albert D. Clark, Gus Braug.



EMPLOYEES' REPRESENTATIVES

The Mountain States Telephone
TRAFFIC DEPARTMENT



TWIN FALLS, IDAHO—Marie Erbling, Faye Wyland,
Eta Flynn



BOZEMAN, MONT.—Stella Fitzsimons,
Marguerite Manlove



EL PASO, TEXAS—Top: Bessie D...
Bottom: Ella Mae Emery



BOISE, IDAHO—Margaret Henderlider, Julia Arthur, Janie Martin, Mary
Springer



SALT LAKE CITY, UTAH—Hyland—Verda
Heiner, Merle Eddington, Uenetta Call



CHEYENNE, WYO.—
Myrtle Coe



ALBUQUERQUE, N. M.—Mrs. Minnie Gopford, Tillie Fairler,
Florence Reynolds



SALT LAKE CITY—Suburban—Louise Stout (Holliday); Zella Mumford
(Murray); Gladys Landers (Midvale)



CASPER, WYO.—Laura Shaler, Anna Anderson, Julia Bradley



OGDEN, UTAH—Margaret Grow, Lily Christensen,
Marion Stevanson



SALT LAKE CITY—
shire, Phillis

STATIVE COMMITTEES

ne and Telegraph Company
PARTMENT



Josephine Schale, Bernice Boswell,
Ethel Noy, Emma Pullman



LEWISTOWN, MONT.—Edith L. Stephens,
Grace Grant



HELENA, MONT.—Dora Gummow, Betty Lyle, Louise
Heiser



Marie McGivern,
Larlene Carson



LOGAN, UTAH—Marian Durham, Emma
Porter, Marie Miller



SALT LAKE CITY—Wasatch—Top: Agnes Cooke, Ethel Bradbury, Erma
Gleason, Minnie Formento, Hazel McClusky



BURLEY, IDAHO—LaVon Judd, May Edmondson, Elva Jenkins



POCATELLO, IDAHO—Irene Powell, Lora Coltrin, Mary Jackson



Elsie Derby,
Vera Plant



IDAHO FALLS, IDAHO—Breta Kerr, Mazell
Jones, Irene Hurst



PROVO, UTAH—Grace Steel, Valera Snow, Lucille Buckley

EMPLOYEES' REPRESENTATIVE COMMITTEES

The Mountain States Telephone and Telegraph Company
TRAFFIC DEPARTMENT



TWIN FALLS, IDAHO—Marie Erbling, Faye Wyland, Etta Flynn



BOZEMAN, MONT.—Stella Fitzsimons, Marguerite Manlove



EL PASO, TEXAS—Top: Bessie Dyer, Josephine Schale, Bernice Boswell; Bottom: Ella Mae Emery, Myrtle Nay, Emma Pullman



LEWISTOWN, MONT.—Edith L. Stephens, Grace Grant



HELENA, MONT.—Dora Gummow, Betty Lyle, Louise Heiser



BOISE, IDAHO—Margaret Henderlider, Julia Arthur, Janie Martin, Mary Springer



SALT LAKE CITY, UTAH—Hyland—Verda Heiner, Merle Eddington, Unetta Call



CHEYENNE, WYO.—Marie McGivern, Myrtle Carson



LOGAN, UTAH—Marian Durham, Emma Porter, Marie Miller



SALT LAKE CITY—Wasatch—Top: Agnes Cooke, Ethel Bradbury, Erma Gleason, Minnie Formento, Hazel McClusky



ALBUQUERQUE, N. M.—Mrs. Minnie Gephord, Tillie Failyer, Florence Reynolds



SALT LAKE CITY—Suburban—Louise Stout (Holliday); Zella Mumford (Murray); Gladys Landers (Midvale)



BURLEY, IDAHO—LaVon Judd, May Edmondson, Elva Jenkins



POCATELLO, IDAHO—Irene Powell, Lora Coltrin, Mary Jackson



CASPER, WYO.—Laura Shader, Anna Anderson, Julia Bradley



OGDEN, UTAH—Margaret Grow, Lily Christensen, Marion Stevanson



SALT LAKE CITY—Lafayette—Elsie Derbyshire, Phillis Vera Plant



IDAHO FALLS, IDAHO—Breta Kerr, Mazell Jones, Irene Hurst



PROVO, UTAH—Grace Steel, Valera Snow, Lucille Buckley

of Boise, acted as chief judge, and was assisted in judging the events by Doctors R. L. McCalla, Wm. A. Koelsch and H. W. Stone of Boise and Doctors George O. A. Kellogg and H. P. Ross of Nampa. Doctor Kellogg always refers to the "Phantom-Group" as "my team" and has coached them in the work since the team was first organized.

The events were quietly and systematically carried out; one tap of the gong was the signal for each team captain to walk forward to the judges' stand and receive the problem in a sealed envelope from the chief judge. The chairs were folded and laid flat upon the floor.

At the expiration of the two minutes which was allowed the captains and teams to discuss and consider the problem, two taps of the gong was the signal for the teams to start work, while three taps announced the expiration of the time allowance for doing the work. When the judge had concluded his inspection of the work and reached a decision the team was released, each team member set up his chair, took his seat and listened to the musical numbers on the program.

Before the gong announced the completion of the first event, every spectator was watching

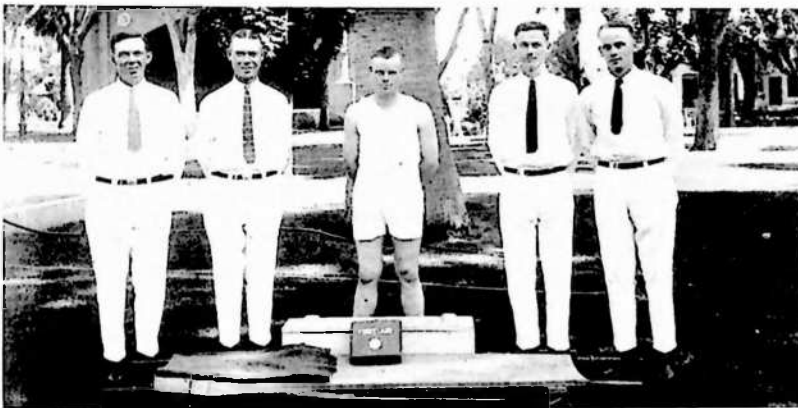


Above—Turson—Draan, Brickley, Butler, Murray, Mulenburg

the work with breathless interest, and when the "Phantom-Group" raised their standard, having completed the work in just a little more than half the time allowed, they were greeted with a rousing cheer.

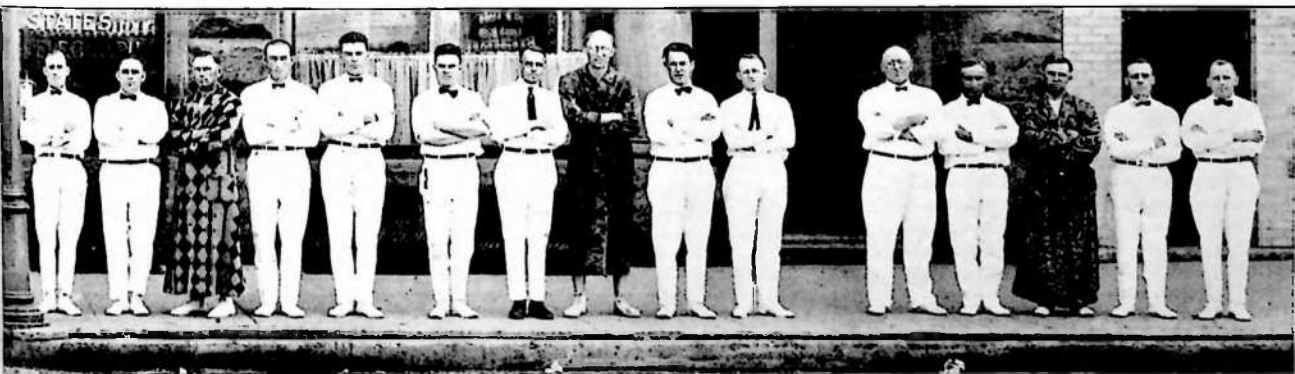
When the results of the first event were chalked upon the board, the "Condensers,"

Below—Phoenix—Carver, Hunt, Platner, Stafford, Foster



"Phantom-Group" and "Cross-Arms" had each been credited with a perfect score. The "Condensers" maintained this grade for the next two events, and while the "Phantom-Group" and "Cross-Arms" held it for the next event, both were docked three points and given 97 per cent for the third event. The "Condensers" failed to repeat, and their grades fell to 97 and 90 per cent for the two remaining events. The "Phantom-Group" registered 98 and 94 per cent for problems three and four, but were nosed out of second place by the "Conductors," who made perfect scores for the third and fourth events. The "Cross-Arms" received a perfect score for the fourth and finished the fifth event with a grade of 96 per cent, winning the contest with an average grade of 98.6 per cent. The "Condensers" finished second, losing by but six-tenths per cent and crowding the "Phantom-Group" into third place by a narrow margin of two-tenths per cent.

The final score tells the story of a hard-fought battle between six evenly matched



New Mexico-El Paso

The First Aid teams of Arizona, New Mexico and El Paso locked horns in deadly combat May 1. All the teams had been perfecting themselves in their work for several weeks preceding the big night. Each team was determined that the other was not going to make a better demonstration—and that's just about what they did. The result was a tie between El Paso and Tucson.

The Albuquerque demonstration was put on in the exchange building, at which all plant men, including P. B. Russell and installation crew, were present. On account of space limitations, it was not possible to invite many outsiders, but among those present were Mr. Dan Burroughs of the *Albuquerque Morning Journal*, and Mr. L. R. Mark, physical di-

rector of the Albuquerque Y. M. C. A. The Albuquerque First Aid Team were made up of the following: R. E. Morris (captain), E. T. Walthall, E. E. Litteral, E. L. McCartney (patient), Geo. Maples. The judges were Dr. D. C. Dodds and Dr. James R. Scott. A. N. Letarte, traveling auditor, acted as timekeeper and W. D. Hand and P. G. Ambrose as recorders. The doctors complimented the Albuquerque boys very highly for the good work they did.

At El Paso the demonstration was put on at the Odd Fellows hall before a large assemblage, including a representation from the Electric Railway Company. The interest was keen and enthusiasm manifested itself unmistakably. The crack First Aid Team of El Paso was made up of the following: R. E. Barnett (captain), J. P. Garland, E. C. Phillips, S. B. Allen, J. A. Brooks (patient). The alternates were L. C. Montgomery and J. S. Carruth.



Dr. T. J. McCamant, as instructor for the team, had taken a tremendous interest in

corner of the base of the large shield. The trophy to become the permanent property of the team must be won by them on two or more such occasions. In addition to the trophy, an individual prize was given to each of the five members of the team. These were heavy gold signet rings with a little red cross embedded in the top. The trophy and prizes were presented by Van M. Clark, for which Captain Nuttall, upon behalf of his winning team, thanked the committee and expressed their appreciation for the wonderful time shown them by all the employees at Boise.



El Paso—E. C. Phillips, S. B. Allen, J. A. Brooks, R. E. Barnett, J. P. Garland
The Famous Blue Bell Club at Twin Falls, Idaho

perfecting them in the work, and the El Paso team did not fail to put on some snappy, high-class work. Dr. D. E. Smallhorst and Dr. R. A. Wilson, judges, were unable to note any imperfection in their work. The recorders were C. E. McNemar and O. C. Joy; timekeeper, N. J. Nunn; and music for the occasion was furnished by Isaiah Scott. At the completion of the demonstration the following were presented with First Aid certificates for



satisfactory work done during the past season: S. B. Allen, R. E. Barnett, J. A. Brooks, J. S. Carruth, M. A. Chamberlin, J. P. Garland, W. L. Griffin, H. S. Hardin, Earl Keagle, C. E. McNemar, H. Meitzner, L. C. Montgomery, E. C. Phillips, S. G. Phillips, Carl Sleet, R. L. Whiteley, J. E. Gamewell, E. A. J. Seddon.

As a testimony to the excellence of the work of the El Paso crack team, they were invited several days later to put on a demonstration before the Medical Society which was celebrating hospital week with a special program. The demonstration was staged before a large crowd assembled on the grounds of the Masonic Hospital, and was enthusiastically applauded. Many of the doctors present express surprise at the excellence of the work done by the Pioneer First Aid Team of El Paso, fostered by the M. S. T. & T. Co.

Contest at Phoenix

Contest at Phoenix

On May 1 the annual First Aid Contest was held between First Aid teams at Albuquerque, El Paso, Tucson and Phoenix in each place respectively, and telegraphic reports of each problem wired to all other contesting points.

Tucson brought home the bacon for Arizona with a score of 100 per cent, tying El Paso, with Phoenix second with a score of 99.8.

As the guests of the Telephone Company at these contests in Tucson and Phoenix, the employees of the Central Arizona Light and Power Company, Salt River Valley Water Users' Association, and Fire Departments viewed the contest with considerable interest.

The Phoenix contest was held at the Frolic Dance Hall before an audience of close to three hundred people. The boys accredited themselves in fine style. Mr. Kyle J. Lutz of the U. S. Bureau of Mines attended the contest and stated that he had never seen a finer exhibition of first aid work anywhere than was put on by the Phoenix boys.



Top, left—Greeley (1924 Champs)—H. C. Bovard, Fred Evans, H. E. Dunn, C. B. Gilliland, Geo. W. Frasier, captain.
 Top, Installer, Denver Plant; Right—F. A. Collins, captain; R. D. Hahn, Thayer, Layton, C. L. Sartore, F. A. Muller.
 Center Row, left—Garage, Denver Plant—A.

COLORADO

Parmelee, W. A. Knapp, W. H. Howard, Ellsworth Stadter, Carroll Owen.
 Center Row, right—Linemen, Colo. Plant—William Lunday, Fred Annis, Verne Moore, Charles Annis, Mark T. Rowley, captain.
 Bottom—Colorado Springs—George Nankervis, H. M. Burnett, O. M. Stubbs, B. S. Kellogg, H. L. Holden, captain.

The Colorado Plant Department First Aid second annual contest was held at the K. of P. Hall, 14th and Glenarm streets, Denver, Saturday evening, April 19. Five teams participated, representing Greeley, Colorado Springs, Denver Plant Installers, Denver Plant Garage, and Colorado Construction. The personnel of the five teams was as follows:

Greeley—G. W. Frasier (captain), C. B. Gilliland, H. C. Bovard, Fred Evans, H. E. Dunn.

Denver Plant Installers—T. A. Collins (captain), C. L. Sartore, H. D. Hahn, A. F. Muller, Thayer Layton.

Colorado Springs—H. L. Holden (captain), B. S. Kellogg, H. M. Burnett, Geo. Nankervis, O. M. Stubbs.

Denver Plant Garage—A. Parmelee (captain), Walter Knapp, Ellsworth Stadter, Carroll Owen, W. H. Howard.

Colorado Construction—M. T. Rowley (captain), Fred Annis, Chas. R. Annis, Wm. Lundy, Verlon Moore.

Judges—Chief judge, Dr. N. A. Thompson, assisted by Dr. John S. Bouslog, Dr. N. H. Knoch, Dr. Duval Prey, Dr. C. N. Needham, and Dr. Ross W. Johnson.

This contest was conducted in accordance with notes on First Aid contests prepared by



the Bell Telephone System, dated October 1, 1921. Five problems were used and the work judged by five individual team judges, who alternated on each event and judged the next

succeeding team, thereby permitting each doctor to judge all five teams during the contest.

The average score for the five events and the final standing of the teams were as follows:

| Standing | Team | Average |
|----------|-------------------------|---------|
| 1 | Greeley | .89 1/2 |
| 2 | Denver Plant Installers | .89 1/2 |
| 3 | Colorado Const. Linemen | .87 1/2 |
| 4 | Denver Plant Garage | .84 |
| 5 | Colorado Springs | .79 1/2 |

It will be seen from the above that Greeley was the victor, defeating the 1923 champions by the small margin of three-fifths of one point. They therefore hold the championship for the year 1924.

The showing made by all teams was creditable indeed and impresses anyone who observed the contest with the conscientious and individual efforts that these employees have displayed in First Aid training.

Contest opened by A. W. Young at 8:00 p. m.

The program for the evening was confined in most part to the contest.

The program was concluded with a talk by President Ben S. Read.

Knowing the Business

Montie Young, Employment Supervisor, El Paso, Texas

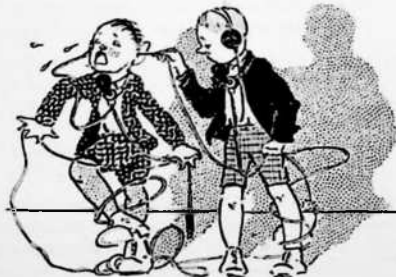
FROM the knowledge and information gained from several years of experience in telephone work, I would like to put into words a few of the interesting and important facts concerning one of the most vital industries of the day.

Having been employed in a department of this great concern for some time, and engaged in employing others and giving them an opportunity to acquire a most wonderful vocation, the following paragraphs may be helpful to those who are contemplating venturing into the business world. And to others it may be interesting to read of the great public utility of today.

Familiar to almost everyone is the story of the invention of the telephone by Alexander Graham Bell, 1875, in Boston, Massachusetts. It was merely a crude instrument in the form of a receiver and was much ridiculed by the people, but Bell continued to struggle with it trying hard to make improvements. He obtained his patent, fortunately, and the following two years saw the telephone being received over a small scale by the general public.

The telephone was first placed in various business houses free of charge to convince the business men of its real value. And with the first realization of its importance a company was formed. Amongst the first telephones, two were leased for twenty dollars a year.

After the formation of the company the Western Union, which then owned all of the telegraph lines in the United States, became alarmed, and fearing that the little struggling telephone would hurt their business, they immediately engaged their two chief electricians in attempting to claim that they had invented the telephone.



"The boys were clumsy and boisterous"

For years to follow the band of telephone pioneers spent a great deal of time in court defending the validity of Bell's patent.

At a critical time of adversity and much opposition in 1879, the heads of the little company persuaded a young man of the executive board of the mail service at Washington to come to the telephone business in New York as the general manager. And much of the success of the wonderful and powerful system of the telephone business of today may be traced to the integrity and ability of Theodore N. Vail.

Flourishing and enlarging the telephone business in New York had become quite a growing concern. A multiple switchboard had been invented that enabled every subscriber to communicate with every other subscriber. And in the business district, it is said that the skies looked dark because of the great tangled mass of wires overhead. At this time New York city passed an ordinance compelling the telephone company to have some other system than that of overhead wires and it was through necessity came the invention of the underground cable.

From one invention to another and with the backing of the sturdy pioneers the telephone business gained a real hold in the United States. The long distance lines came into use, copper wires replaced iron wires and service was more satisfactory. The transmitter had been invented and the telephone was now more than a toy to the people.

But with all the inventions it was still regarded as an experiment. Shares of stock had been placed on the market and Mr. Vail personally persuaded many to invest. At times when it was necessary to borrow large sums of money for a new project of the company the debt had to be paid in stock.

By the year 1886 the telephone had been fully recognized and the growth of the business was rapid. In 1906 it had taken on great lines of organization and to give an idea of what had actually happened, the following facts are very clear. In 1880 there were about 30,800 telephone stations in the United States while in 1906 they numbered at least 5,000,000. In 1880 there was an overhead of forty-five miles over which conversation could take place and in 1906 conversation was being carried on through an underground cable of ninety miles.

In the early days of the telephone all switchboard operating was being handled by boys who were clumsy and boisterous. The service was greatly improved when these boys were replaced by girls.

Telephones were first manufactured by Thomas A. Watson, an associate of Bell's, in a small shop, but as the business grew the quarters were too small and the work was moved to the shop of Charles Williams in Boston. Later as the telephone spread to New York and other cities the Western Electric became the manufacturing home of the telephone business and still is today. They have a plant in Chicago where telephone switchboards and various kinds of equipment are made for the great American Telephone and Telegraph Company.

During the period of the great development Mr. Vail left the telephone company and went to South America. On his return he was persuaded to again come to the telephone company as its head director and such he remained till the time of his death in 1920.

In the year 1915 one of the greatest achievements of the company was the construction of the transcontinental long distance line reaching from Boston to San Francisco, a distance of 3,650 miles.

Another great development springing from the telephone is the radio telephone. Speech was transmitted in this manner in 1915 across the continent, across the Pacific and across the Atlantic, and now we have connections with Cuba and Catalina Islands by submarine cables and radio telephone. Those who have



Which Class are You?

radio sets in their homes now may have heard this telephone from Los Angeles to Catalina Island. Although it is hard for us who do not understand the technique of the telephone to understand how conversation is carried on over a wire, it certainly is a marvel when there is no wire. And now the trans-oceanic radio telephone which took place a short time ago from a New York state to England.

Today there are 14,500,500 telephone stations owned and connected by this company. A large modern exchange is a very interesting place to visit and the finest of places to work. Although there are plant men and equipment men and executives to carry on the telephone business, the most closely connected and of the greatest importance to the public are the young ladies of the operating force. "It is the voice with the smile that counts." And everything is done to make these young ladies want to have a voice with a smile.

Beautiful rest rooms with books, magazines, comfortable chairs, and couches are provided for the rest periods. Cool and attractive lunch rooms, with tempting meals, are in operation in every exchange of even moderate size. Also first medical aid is available in case of accident and there is a nice, quiet hospital room where one may rest and be taken care of if taken ill while on duty.

A high class of young ladies is sought for these positions and at all times are they well cared for by refined, cultured women who are matrons in the different exchanges.

The system of operating in a large office today is complicated and confusing to one who has not been trained in this line of work. The young women employed to do this work must go through a regular school of training and graduate with good results, before being allowed to handle the calls of the public.

There is the old opinion of the public that the operators laugh and talk, chew gum and powder their noses and answer the subscriber when they feel inclined.

One who takes the trouble to investigate finds this quite untrue and impossible. There is a supervisor constantly standing behind the operator or walking back and forth behind a group of operators. A chief operator and an assistant chief operator are ever watchful of the discipline in the entire room and a girl has often to handle 300 or more calls an hour.

Besides the above mentioned, at all hours during the day, in a part of the building unseen by the operators, sits an observer who can watch the work of the exchange by a special type of switchboard and make daily reports of what takes place.

To handle the calls during the heavy loads of the day, an operator must be skilled, speedy, cool-headed and above all of a sweet disposition, for in no other business is courtesy so necessary or so stressed as in the telephone business. Comparing the young lady operators with the boy operators of the eighties, we wonder that the public received any service whatsoever.

The average number of calls today in the United States reach a total of about 53,500,000 local calls per day and 1,700,000 long distance calls.

Your telephone directory is just one of the 18,000,000 copies distributed twice a year. And in connection with directories we often think of the information operators. Here girls of unusual skill are required. They should really be efficient mind readers in order to furnish the public with the information sometimes desired.

Lists of subscribers are kept alphabetically, numerically and by street address. Therefore, if one can only remember a part of what they want the information operator can usually furnish it for them.

A great advantage to the employee is the benefit and pension plan which the Bell System maintains. It is of no expense to the employee but of great help in case of accident, sickness or when that age is reached where the employee can no longer engage in active work.

Little does the average subscriber know what expensive material is used and what skilled labor required just to complete one call which he places and gets within five or ten seconds.

While walking along our city avenues and streets do we realize what lies beneath our feet? In the Bell System there are more than 19,000,000 miles of telephone wires enclosed in lead covered cables underneath the ground. And altogether underneath and above ground there are 30,000,000 miles of wire. The underground cables are laid in little canals that would reach around the earth almost eight times. Soon will be completed a cable 3,000 miles in length, over which one may talk as easily as to your friend a block away by telephone. There's a fact about telephone poles that even makes them interesting. There are nearly 15,000,000 of them in use in the Bell System. Just think how many trees must be selected as to kind, size and height, and prepared for use as telephone poles.

The buildings required to house the telephone business number sixteen hundred. Nearly 244,000 people are employed in the Bell System and this does not include connecting companies.

When the United States entered into the world war all these wires, these cables, material and exchanges and the services of these people were turned over to the government. Under their command they helped to carry on the work of the nation on whom all the eyes of the world were turned.

It is needless to say that many of the people of this great system took active part at the front during the great conflict.

With the Bell System has grown its great workshops, the Western Electric. It has a working force of 42,000 people and includes nearly every profession and trade.

An event which will go down in history as one of the notable happenings of the time will be that of the address of President Harding at Arlington in November, 1921, at the burial of

the Unknown Soldier. This address and ceremony was not only heard and participated in by the great throng at Arlington, but also by at least 35,000 people in New York and 20,000 in San Francisco. And the telephone wires and the telephone amplifiers made it possible.

Yet when we stop to think, it requires so much for just one telephone call. Expensive equipment is involved and skilled labor must be had and so much must take place to make one call possible. But could we do without it? Is the telephone and the telephone business really necessary?

Let us take a great department store for instance; say there are from eight to ten floors in this store and it is doing a mighty business every day. But let us, unobserved, remove the little switchboard from its nook amongst the busy office force and let us suppose that the head of this great store takes down his receiver and attempts to get another department but finds his telephone dead. No response is received to his frantic jiggling of the receiver hook. And so on with the different departments all over the store. Do you think the owner or manager would say, "Oh, well, I won't bother. I don't really need that telephone. I'll just run up to the eighth floor and see Mr. So



They Need No Telephone Here

and So." Or can you see a different picture: A panic, almost. Everyone running back and forth, business halted and the manager crying, "We simply cannot do without those telephones; it will ruin us." And every effort being put forth to find out the cause of this terrible outrage.

Could a great hotel afford to try to do business without a telephone? Or can any business prosper without it? Do you find the little corner grocery without a telephone or the small drug store in your neighborhood?

Does the housewife of the modern home of today consider her telephone as a necessity or a luxury? Could she keep the machinery of her household running as smoothly and happy without the telephone? The housewife that goes about the home singing and smiling as she finishes up her work is usually the one who has a telephone where she can sit down and do her daily ordering of household necessities with ease and satisfaction. One who can have a pleasant talk with friends in another part of the city and whose day is brightened by a call from husband or relatives.

Today there is another line of business which the telephone has certainly helped to make progressive and which must have a telephone in order to keep abreast of the other industries and that is farming. Years ago when

the farmer poked along going to town occasionally and keeping in touch with the world in general, he had a pretty fair chance. But today to the farmer that sells his produce and makes farming really pay, the telephone is an absolute factor and necessity.

As the affairs of the nation have developed so rapidly and so much taking place at one time, the necessity of immediate communication with distant places, has found an outlet in the long distance lines. There are some who never have occasion to use the long distance service and to them it may not seem at all necessary but to the big business man, the grain dealer of the east, the cattle men of the west, the manufacturers, etc., the long distance wires are a necessity that would greatly hinder their affairs if forced to do without.

The telephone is necessary if we are to make the most of every precious crowded moment of the day. It is necessary to keep down the cost of operation of business concerns and to enlarge the trade.

The preservation of the human race is made easier by the aid of the telephone than in days of long ago. A physician summoned by telephone may arrive in half the time it would take to go after him and a life may be saved by the quick arrival of the physician, made possible by the telephone.

time of sickness the telephone is indispensable. Every home of today knows that in the Personal experience has proved this many times over and especially in the case of serious illness had it not been for the service of the telephone in summoning aid a life would have been lost.

History records many instances of the protection and safety of hundreds of lives by the telephone. Of operators giving warnings of floods and other disasters and of telephone linemen calling for assistance by telephone or restoring the lines that others might use them.

Supposing your house was suddenly to become enveloped in flames or some near-by dwelling was burning. The only chance for saving the property practically would be to call the fire department by telephone. Such things do not develop slowly but must be combated at once or all will be destroyed.

We are able to call for protection, aid in time of accidents, or any serious thing which may befall us, by use of the telephone. The throbbing, breathless throngs of the world are in communication with each other by the delicately woven mesh of wires of a great web which spreads to the farthest corners of our country, and even beyond, and a telephone is attached to the end of every wire.

The services of officials of government, country and state, have been made more efficient by the use of the telephone. Apprehension of murderers, robbers and every kind of criminal is greatly facilitated by the ability to carry on a considerable amount of the actual work by telephone.

We can visualize the outcome of the business of a physician, lawyer, or any professional man who attempts to carry on in competition with others in his line, and who does not include the telephone in his list of necessities.

And last but not least, comes our happiness. Is the telephone necessary to your happiness? It is to mine and to a great many people whom I know and come in contact with. I could not be happy at my work if I did not have a telephone over which to talk to my loved ones, once or twice a day. I could not be happy if I could never communicate with my friends except by going blocks, and sometimes miles to see them, and when there is so little time these crowded days.

The call of a daughter or son to a mother

In Out-of-the-way Places

So few of us realize the great burden that is constantly placed upon telephone equipment in out-of-the-way places—in places where the foot of man seldom treads and the hum of industry is never heard. We see and hear so much all



about us in busy cities, in towns, on the farms—everywhere—that we give but little, if any, thought to the silent yet potent factors that are ever laboring on and on in order that human life itself may be made more efficient, more happy, more satisfied.

There are hundreds—yes, thousands—

of forces in out-of-the-way places that have to do with telephone usefulness. Herewith are a few photographs taken by a lonely lineman way up on the San Miguel Pass—high above the cities of the earth. These pictures mutely tell a story that links into the greatest industrial activities of our land.

Behold the telephone wires! There is nothing inspiring about them. Look at the weather-beaten telephone pole. There is nothing in it to excite emotions. Even Nature's scenery way up there above timberline is anything but beautiful—cold, bleak and uninviting! Yet, to the lonely telephone lineman who traverses this toll line there is an ever-present impelling duty to Service that makes his task an interesting one. When the lines are down, the wheels of commerce grate and grind and stop! He must restore the lines to their proper function of Service. No one knows how dark the nights nor how cold the killing blasts he plods into! No one knows a man is out on the mountain tops endangering his very life in order that Service may be rendered to his fellowman! No one seems to care. It is his job—why should the busy world grieve for him!

So, here are a few pictures just to tell the simple story. Here is where the telephone toll line is carried over San Miguel Pass in Southwestern Colorado. The pictures were taken in July, 1923, by Lineman Sponsler, while out restoring Service.

Twenty Years of Service

Fred Wolf, chief clerk to the chief engineer of The Mountain States Telephone and Telegraph Company, reached the twentieth anniversary of his constant service with this Company on May 9, 1924, and just as an expression of the high esteem in which he is held by the immediate employees in his department, they decorated his office desk with a gorgeous bouquet of American beauty roses.



Fred started with our Company twenty years ago in Denver in the construction department. He climbed from there up and up, over the route as lineman, foreman, estimate engineer, and now chief clerk to the chief engineer. He has gained this position by conscientious and capable efforts.

during the day is very sweet, and adds to her happiness. A wife or sweetheart finds so much joy given to her busy hours by a telephone call from that someone.

Over every piece of wire handled by the plant man, over every telephone handled by the installer, and every call put through by the operator, goes either a call for help, an important business deal, a message of love from or to mother and children, or a little bit of romance which makes the world a better place in which to live.

Meet Mr. Kewley

You've met him perhaps—a great many Mountain States people have exchanged greetings, talked business, and companioned with



him. We refer to E. L. Kewley, our general traffic supervisor. He left a legion of friends in the southwest, where he was Arizona traffic superintendent for several years, and during the short time he has been in Denver, has added some hundreds of new ones.

Traffic problems are Mr. Kewley's recreation—or part of it—as well as his business. But outside of this absorbing and interesting occupation he finds time to be a very delightful companion and friend.

Proverbs says that "A whisper separateth chief friends." If you think evil concerning another, don't say it.

Winners in Stockselling For April

The following table shows the results of the stock sales campaign per 1,000 owned stations for the month of April. The percentages are based on the number of applications, and each application represents a new stockholder.

| | |
|------------------------|-------|
| Utah | 2.21% |
| Wyoming | 1.33% |
| Idaho | .98% |
| New Mexico and Texas.. | .90% |
| Colorado | .88% |
| Arizona | .78% |
| Montana | .52% |
| Company | 1.06% |

The results were rather surprising last month. Utah jumps from fourth to first place, and Wyoming drops to second place. All states average better than they did for the month of March and the Company average was the best so far this year.



Idaho again has the premier stock saleswoman. Mrs. Pearl Harris carries off first honors for April. For March, Miss Ruby Cherry, of Buhl, Idaho, carried off the honors. Idaho seems to have the habit.

Mr. Miles R. Cahoon took first place as stock salesman for the month of April. Mr. Cahoon is assistant commercial manager at Salt Lake City, Utah. Miles has had a number of years' experience in the telephone game, and knows the value of A. T. & T. stock and has the ability to sell it to the other fellow.



Dined, Showered, Married

The Alpine Rose cafe in Denver was the scene on Saturday afternoon, May 3, of a luncheon party at which Miss Sadie Pitt, chief operator in the Champa exchange, who was married on May 14 to Bernard Hynes, of Denver, was the guest of honor.



Mr. Cockrell, Mr. Kewley and Mr. Kauder, of the traffic forces, were present. Also all Denver chief operators, Miss Emerson, employment manager, and Mrs. Higgins and Mrs.

Williams, who compose the "board of health" in Denver telephone circles.

Mr. Kauder was toastmaster, and he and Mr. Cockrell made little talks that left no doubt in the mind of Miss Pitt that her fourteen years of faithful and competent service were appreciated. In responding, she mentioned how much she had enjoyed her years of telephone work, finding something new and interesting each day as the time passed.

With best wishes all around for her happiness, the guests presented Miss Pitt with a string of exquisite pearls.

Another affair in honor of Miss Pitt was a surprise shower given at her home on the evening of May 9, by the Champa supervisors.

Called from her sister's house, she found the central article of the shower, an electric percolator with tray and cream and sugar containers, on the table. When the various articles of kitchen utility were unwrapped, Miss Pitt found that she had everything but a broom and dust-pan. But she says she is going to sweep once in a while, anyway. The girls all had a very delightful time.

Miss Pitt and Mr. Hynes were married at St. Francis de Sales church in Denver on the morning of May 14. After a few days' stay in Colorado Springs, they returned to make their home at 173 South Sherman Street.



His Opportunity

Cynic—I could make a better world than this.

Sage—That is why God put you here. Go do it.

Henderson-Anderson

Last Christmas Harold C. Henderson, Montana cashier, went to Ogden, Utah, to spend the holidays. When he returned the first of the year he was accompanied only by his own pleasant smile, and all his friends remarked, "Well, Hen has let another year slip by. We'll have to do something to help that boy's courage a little, next trip to Ogden." Until April 27, Harold maintained the silence of the sphinx, when he calmly announced that he didn't need any more advice from anybody, because he



was married at Ogden on December 27 last year to Miss Esther Anderson of that city.

The many friends of the couple are still congratulating both of them, and wishing them all the happiness in the world. Mr. Henderson was formerly traveling auditor, and has a host of friends all over the Mountain States territory. The newly-weds will make their home at Helena, Montana.

Breaking Into Telephone Family

By Teresa Cosgrove, Albuquerque, N. M.

IF YOU look on the page for the month of April in the telephone Almanac, you will see that on the 16th of April, 1920, Theodore N. Vail died. The name is familiar to all telephone employees for it is with a Vail medal that heroic deeds on the part of employees is rewarded. On the same date in 1923, I came to work here, though no mention of it is made in the Almanac.

As a part of the evening's entertainment, W. D. Hand, our manager, suggested that I

write telling of my experiences during my year here, to begin at the beginning, describe my feeling when I applied for the position and go on through the year. You would be royally entertained if I could describe exactly the scared feeling I experienced when I was sent over here by the Albuquerque Business College which I attended.

It was on Saturday, the 14th of April, that he sent for me. If it had been the day before, I suppose I never would have lived to tell the tale. Mr. May, of the college, gave me a letter and told me to go over to Mr. Hand and see if I could qualify for the position he wished to have filled. Gee, I was scared when I came in and was taken into the private office by Miss Lix that morning. I do not remember much that was said then. I do remember that Mr. Hand asked me how old I was, and explained what would be expected of me and that he was willing to try me out and to come the following Monday at eight o'clock.

I guess it was closer to seven-thirty when I arrived Monday morning for I was afraid I would be late. When Mr. Hand and Miss Lix came in they started right off to make me feel at home and explained the work I was to do—things that were not taught at the Business College. The first thing you do in the office every morning, is balance your cash from the day before. I guess it was a month before I ever did balance without having Miss Lix go over all the stubs and straighten out the mistakes I had made. And it was even longer than that before I could distinguish the difference between the rings for 32, 61 and 7, the phones in the office.

I was here but a short time when I found that there is quite a bit of work attached to having a telephone installed. People, most of them, do not think much about this, and come



in to sign up, state what kind of an instrument they want, and tell us if we cannot get it today, tomorrow will do, and at the same time, no doubt, we have a stack of orders that came in ahead of this one. The contract is the first step. After that, the three-copy order must be made, a card for the wire chief's file, two for information and one for the office file. Then the order must be taken to the plant department to be worked, then to the traffic department and back to us in the commercial department, when a stub for the cashier's file must be made and the contract sent to El Paso for the directory and the billing departments and still there are some who dispute the service connection charge of \$3.50.

When I was told that I was to call subscribers to remind them of their bills, I thought that was service with a capital S, but I had only called a few when I found that it was not taken in the spirit in which it was given, and my tender feelings were often crushed by the sarcastic remarks made in answer to our reminder. Only last week, a subscriber told me that I thought I was smart and that I was "bossier than the boss," but that is all in the life of the public office. Before we left the old office, I experienced the non-sub station routine. When a subscriber would move the telephone was left working and when a new tenant would come in and use the telephone, no matter what number he would call, it would come in on the desk and we would have to tell the party that it would be necessary for them to come and sign for the telephone in order to keep it. We no longer have this system.

Besides taking dictation, I was taught to wait on counter, receipt bills, take long distance calls and look up toll calls that subscribers positively did not make. We of course can understand this, for the toll month being a month in arrears, it is only natural that sub-

scribers forget about a call they are billed for a month after it is made, but when they see the ticket, everything is lovely.

I worked for quite a while in an office decorated with canvas and went through the day's work to the tunes played by hammer and saw, and after a while we moved into our new office, where we have been almost a year and have almost trained our patrons to come in the new entrance. Even now a few will wander in the door that has "For Employees Only" on the glass.

Work in the public office is a good deal of repetition. Envelopes must be stamped, inserts inserted, subs called relative to service and to be reminded about their bills. This is every month, and every month, 5008 will ask us for a rubber band or an envelope when he pays his bill; 8005 never forgets to tell us that we do not have so much toll now that there are not so many cattle men; 8901 is always surprised when we remind her of the bill, for she "put the check under the door." We get this as regular as the first of the month comes. I have often been asked if I do not get tired stamping the same old envelopes, calling the same folks, receipting the same bills every month, but I never do.

We have a sign in the office which reads, "Make a Friend a Day." Working in the public office makes this possible and I have made quite a few friends during my year here. Sometimes you make a friend of a fellow employee from another end of the company, for instance, the A. T. & T. folks who do not mind taking you to fifty-cent shows and to the Harvey House for cats afterwards. A lot of interesting events have happened but I am not good at putting them on paper. I like my work very much and like the folks I work with.

President Cass Passes Away

A. B. Cass, president of the Southern California Telephone Company, one of the outstanding figures of the telephone business in the West and a man known far and wide for his benevolence, died at his home in Pasadena, California, March 11, 1924, after a short illness. Mr. Cass was an earnest worker in charitable institutions besides being a power in business and industrial affairs.

Resolutions deploring the death of Mr. Cass and calling attention to his generosity were adopted by the Kiwanis Club, the Y. M. C. A., and other organizations. He was a thirty-second degree Mason and a member of the California, City and Athletic Clubs of Los Angeles. He is survived by his wife, ten sons, two daughters, and a brother and sister.

Now, When Sheba Was a Flapper

Croesus never looked for a gas leak with a match.

Moses never was perplexed about finding a parking place.

Helen of Troy never was bothered about buying a battery for her radio set.

Marco Polo never had a party line.

Alexander the Great never had to think about putting on chains or trusting to non-skid tires.

Tut-ankh-Amen never worried about his income tax return.

The queen of Sheba never pondered the fact that electricity sometimes passes over wires coated with ice and yet the current never melts the ice.

A mild voice turneth away wrath. Remember this when you are talking over the telephone.

To Have and to Hold

Dear Ed:—Well, Ed, some of my ardent admirers has wrote and requested me to expose how to live happy with your wife though married. Now Ed, that there is a deep subject, but I admits that they is few Benedicts which has solved that proposition like yours truly. You see Ed, they is so many uncharted rapids in the sea of matrimony that a buzzard has to be extreme cautious in choosing their help-mate. That is the crux—whatever that are—of the situation Ed—the choosing.

They is two main formulæ of choosing a millstone Ed, which they is that ancient one of "Get 'em young; treat 'em rough and tell 'em nothin," and then they is the system that is not so well known and advocated by myself. It's a infringement on the older one Ed, but it's good. "Get 'em young, Ed, but get 'em out of the tall grass or cotton patch and city-break 'em yourself." Thataway, Ed, you can sometimes bring 'em up to respect there husband at least as much as they does the municipal dog-catcher.

You know Ed, I captured Anniebelle down in the Ozark mountains of Southern Illinois when she was about 18 year old. Up to that time she aint ever saw a pair of shoes outside of Montgomery and Wardsteins catalog, and socks was something the people of the United States hung up at Christmas. She was awful ignerant Ed, but I saw a mastermind lying dormant in her head. She finely consented to become my blusing bride Ed, and we drove forty four mile to the county seat where I was station agent at. I was also county clerk and justice of the peace so no trouble was had about the liscense. But Anniebelle insisted on a regular preached to perform the obsequies. When the dominie asked her would she promise to obey me she said "yas" and did for a couple months.

Well, Ed, shortly after that I put the red board against the flyer one night and the next day they was a new agent where I used to be and Anniebelle and me went up to Saint Louie. We went to a good hotel and a bell hopper took our overnight bag and took us up to the fourth floor in the elevator. I told him to bring a pitcher of water. When he got back with it and Anniebelle saw the ice in it she said she did'nt know it got cold enough in the summertime to freeze ice. Then we went down and had lunch. After lunch I told her to go back up to the room and wait for me while I went out to find a job. When I got back about four hours later I could'nt find her in the room but finely I located her settin' in the telephone booth. She'd been waitin' there all that time for it to go up. Anniebelle liked the ice water awful well. That night she walked down four flights of stairs to get a pitcherful. The next day we went walkin'. She



wondered how people found their way about town when nearly all the streets was the same name. I had quite a time pounding it into her dome that the lettering embedded in the curbstones was the cement contractors name and not the name of the streets.

Well I got a job puttin' ten on a line there in St. Louis and Anniebelle got awful homesick for Paw, so I sent the old pelican a round-trip ticket good for ten days. He was a civil war veteran and had'nt been in town for forty eight year. He got me into an awful mess the very first day Ed. He shot the Postman on our route thinking it was a Confederate soldier.

In them days Anniebelle wore long hair, long

skirts and high collars on her shirtwaist and thought I was doomed because I sometime rolled and smoked a cigaret. But shes a changed woman today Ed. She sports a better haircut than I do and the dress she wears out in company she would of been ashamed to sleep in fifteen year ago. She also inhales twenty or thirty of them there stinkin turkish cigarets a day, an' she's got me so well trained that I says yes mam, and please.

Anyways Ed, what I'm trying to arrive at is this. If you wants to live happy though married why just do as your ball and chain says and she will be perfectly happy.

Contentedly yours,

DARBY HIX.

Before Doctors and Nurses

THE Denver Plant Installers' First Aid team demonstrated their ability in First Aid work before seventeen doctors and forty-three nurses at the Children's Hospital on the evening of April 24. This demonstration was arranged at the request of the superintendent of nurses, Miss E. L. Morrison, and Mrs. Lutzenheiser, for the purpose of showing the nurses what could be accomplished through systematic instruction and training.

The team, consisting of T. A. Collins (captain), Chas. Sartore, August Muller, Thayer Layton and Richard H. Hahn, under the direction of Colorado Plant Superintendent A. W. Young, demonstrated their ability by working two problems which had been pre-

pared for the occasion. At the completion of each problem many of the doctors and nurses inspected the work and were intensely interested in Captain Collins' explanation of caring for the most important item first, and how each item should be cared for. After completing the two problems, a third problem was demonstrated at the request of the doctors, who manifested particular interest in seeing their problem demonstrated.

In closing, Dr. John W. Amesse, president of the clinical staff, commended the team very highly for their proficiency and on behalf of the nurses and doctors thanked the team and our company for their kindness in demonstrating First Aid work.

Telephone as a Salesman

(Talk by A. D. Spaulding, delivered before Salesmen for the Ford Motor Company from Colorado, Wyoming and New Mexico, at an assembly in Denver.)

IN MAKING arrangements for presenting our switchboard demonstration before this group, I met such an enthusiastic reception that I felt there must be at least the proverbial chocolate drop concealed somewhere in the woodpile.

Sure enough, my early suspicions were more than well founded. Drobac, in that more than engaging manner he has, being a natural-born salesman, sold me the idea that I ought to talk to you on the value of the telephone as a salesman.

Before I start I want to put ourselves on a mutual basis. I am speaking to a group of gentlemen who represent "The Universal Car," while I represent another group who deal in "Universal Service." Our interests are co-relative, we can both profit through closer co-operation and better understanding.

I doubt very much if you can wander very far throughout our universe without running across a Ford car or, having one run across you. The same is true of the telephone—it reaches the far corners of the globe and binds all people together with bands of copper and steel.

There are few agencies of the modern industrial world that play such important daily parts as do transportation and communication. Visualize for a few moments what the world would be today without both of these, or without one or the other. They are now absolute necessities, and represent two primary factors upon which modern business is built.

The fraternity of salesmen occupy a distinct place in modern business methods. Theirs is a calling that is competitive in the highest degree—it calls for personality plus—plus what?—plus a lot of things.

Personality plus originality, with ability to be tactful and ever courteous, energetic, sincere and convincing is the standard of a good salesman.

We have seen the correct methods of using the telephone demonstrated, which will enable anyone to get the best possible kind of service. Now as I see it, the thing we want to consider is how can the telephone be used to best advantage in promoting sales?

I now want to build a foundation of certain fundamental principles before we start considering ways and means.

The telephone is not a person, but merely the instrumentality of communication that may be used by a person; however, it is personal in this respect—that it does actually portray the personality of your speech. Being

a salesman, you are vitally interested in your speech, your method of talking—for a good salesman is generally a good talker.

Any concern doing business has at least one entrance to its place of business, and it is generally well watched to see that customers coming in receive the proper attention. Not only that, but in such a face to face interview, the person who is attending to you is agreeable and obliging. He makes you feel he is there to serve you and to give you good service.

However, the man who thus only guards his actual business entrance is overlooking the greatest avenue of approach that his business has.

Regardless of the type and kind of business, the telephone is an avenue of approach to it that is being used by hundreds of your customers. One of the things that everyone is coming to recognize more and more everyday, is the necessity for making the correct impression over the telephone. The man who is nice to you when you are face to face, but disagreeable and unaccommodating over the telephone has been relegated to the past—he has no place in modern business.

As a salesman, remember that your personality is the personality of your telephone. The telephone is not a salesman, but it is ever available as an agency or instrumentality of yourself as a salesman. It should be used by you as a material aid in increasing your effectiveness.

There is an important psychological factor in the use of the telephone that should not be overlooked. It is a daily occurrence for all types of salesmen to be refused personal interviews. Yet, the man who will refuse to speak to you face to face, will readily meet you over the telephone. Some people doubt the feasibility of the telephone as an important sales agency. Before I build any further, I am going to cite to you a few local particular incidents where the telephone was the instrumentality in making the sale.

R. J. Marlowe, salesman for the Graham Paper Company, Denver, heard that the president of a California cantaloupe association was in Pueblo. He called him on the telephone from Denver and caught the chap just as he was leaving his hotel. Mr. Marlowe was told that he didn't have time to talk, as he had to catch his train, but his next stop would be Phoenix.

Mr. Marlowe put in a telephone call for him in Phoenix and talked to him when he arrived. The net result of these two calls was that the salesman sold 30,000,000 cantaloupe wrappers for a price of \$24,000.00.

Fred Thompson of the Federal Match Company covers his territory from central points by means of the telephone. He dropped into

Denver and placed forty-six long distance calls and within a space of three hours had talked on forty-four of these calls with the result he sold 110 cases of matches worth \$800.00, while the charges on his toll calls amounted to \$22.35. This method is used by the salesmen of the Federal Match Company in covering the entire United States.

The May Company of Cleveland pulled this stunt. They ran an ad in all the papers saying there would be a big sale on in the store covering a lot of articles and that orders would be received by their telephone sales bureau between the hours of 6 and 9:30 P. M., so you could telephone your order after coming home from work. In one evening alone in this period of 3½ hours they sold over \$7,000.00 worth of tires.

You're just about ready now to ask me the question, "How can the telephone help me to sell more automobiles."

Sales experts agree that the law of averages operates in selling goods as in other activities; that the number of sales is in direct proportion to the number of visits, and that a powerful restrictive influence in selling particularly is the limited number of customers or prospects a salesman can see in a day's time.

Granting that this is true, it follows that any improvement in methods or facilities which will make it possible for a salesman to cover his territory in less time, or a larger territory in the same time, will increase his sales, because he may spend the time saved in seeing more customers in combing the field for new business, or in directing a more intensive selling effort upon customers to whom he had previously given only casual attention because of lack of time.

I am going to cite to you a particular case of an automobile agency located in Detroit who used the telephone very successfully in selling Maxwell and Chalmers automobiles.

The organization I refer to gets volume follow-up through the use of the telephone. This company is not in sympathy with the belief held by some that it is "too easy for the prospect to say no" when canvassed by telephone.

Not only has this organization definitely proved that this theory is wrong, but it has also proved that it is absolutely possible to sell automobiles over a telephone. In one instance, a new Maxwell was sold to a prospect who had not even as much as seen the salesman or even called at the firm's salesrooms.

The following figures are taken from a resume of the telephone canvass work done by the salesmen of this organization during the period beginning Feb. 5 to March 24, 1923: A total of 2,490 people were called and interrogated. As of April 10, 1923, one sale had

Activities In Idaho

Outing of Burley Employees

A few Sundays ago, Manager and Mrs. Anderson of the Burley, Idaho Exchange, sponsored an outing which was attended by every employee of the exchange who could possibly get away.

Mr. Anderson, Mr. Bacon, Wire Chief and Mr. Bridges, troubleman, saw to it that all reached the destination decided upon which was the picnic grounds at Artesia, a beautiful spot which boasts of a real natatorium fed from natural mineral water from artesian wells.

After violently exercising the saddle horses, which were found at the grounds, more than an hour was spent in the plunge. A real, old fashioned picnic lunch was spread and enjoyed by all. After this, sides were chosen and all engaged in a game of baseball. Threatened darkness caused "Duke" to round up and pilot a tired but happy bunch back to Burley.

Idaho Falls, Idaho

By Ethel Armstrong

It has been a year since you have had any news from Idaho Falls. We are still here, and have had so many happenings of late, we can't keep it to ourselves any longer. From now on you are going to hear from us every month.

Old man Cupid is getting an early start in our Exchange this spring. Miss Lois Stanger, operator, became the bride of Homer Williams, on April 30, 1924. She is going to her new home in Montana soon. Miss Iona Williams, operator, became the bride of Hugh Murphy, April 4, 1924. We wish you much happiness Lois and Iona.

been made to every 498 interviews. Five automobiles, representing a total net cash value of \$4,394.50 had been sold up to that time.

While a total of 456 telephone subscribers signified sufficient interest in the purchase of a car in the class sold by this company to be listed as "interested," the salesmen filed for active work but 239 of the 456. Early in May six more of these prospects had been sold and the original experimental work had brought in slightly more than \$12,000.00 net cash business, which at that date gave each interview a theoretical value of \$52.09.

It is interesting to note that each one of the total of 2,490 completed calls cost but 3½ cents. As a "prospect getter" this form of work bears an interesting comparison with the cost of getting prospects at an automobile show. For instance, at the 1923 Detroit Automobile Show, the salesmen of this organi-



Famous Blue Bell Club of Twin Falls, Idaho

Miss Ruth Tubbs, our former chief operator, who is working in the Los Angeles office, sends her regards to the Mountain States people. Miss Tubbs was transferred to Los Angeles, February 24, 1924. Miss Irene Downs is now our chief. Miss Arleta Holden, evening chief operator with Miss Winifred Englis as supervisor. Miss Viola Jackson, toll operator has also been transferred to the Los Angeles office. Miss Irene Furse resigned April 1, to go to her home in Utah. Mrs. Vida Lee, our night operator, resigned to stay home and cook for hubby. We miss them all very much. Since the first of the year, Laura Dreyer, Mamie Nelson, Breta Kerr, Vera Moothart, Ella Humphries, Edna Bradbury and Hazel Marshall, have been added to our force.

Miss Lila Ahlstrom, who has been suffering from a nervous breakdown is improving and we hope to have her with us again soon. Mrs. Gertrude Nelson has returned from an absence of several weeks, caused from a badly bruised knee. We are glad to have her with us again.

Mr. and Mrs. James B. Woolf are the proud parents of a baby girl whose name is Lea Mae. Mr. Woolf is our trouble shooter. Mrs. Woolf, was formerly Miss Ruby Jackson of the commercial department.

zation filed 395 active interested prospects, as a result of a week's work.

The retail salesmen are now organized and equipped for intensive telephone canvass work, and though they do not expect to sell automobiles in this manner, they do know that a large percentage of the work done personally by many automobile salesmen can be done as effectively over telephones. Their experimental work has proved that no automobile salesmen need ever be out of prospects to work upon.

In concluding bear in mind the telephone is not a salesman but it can be used in building up effective sales work; that it reflects your personality, therefore always treat the party at the other end of the line as if he were face to face with you in your salesroom, and that it has possibilities of use that are only beginning to be realized.

Idaho Manager Visits Around

H. R. Risley, Idaho State Manager, recently visited Pocatello and Idaho Falls territory.

He held a personal meeting with some of the employees of Idaho Falls. He and Manager Morgan of Idaho Falls visited all of the exchanges on the Idaho Falls group; held a meeting with the Rigby employees; met with the employees of Rexburg, Driggs, Ashton, St. Anthony and Blackfoot.

The subjects discussed by Mr. Risley were: A. T. & T. stock employees plan; A. T. & T. stock plan as set up for purchase by the public, public relations, our collection policy, service we are rendering the public, co-operation of all departments. These subjects were well handled by Mr. Risley and were well taken by the employees.

Hats Off to Telephone Boys

(Idaho Falls Post)

Chalk up another record for Idaho! It is getting to be almost a regular habit for Idaho to win first honors in various events. Not long since in these columns we reviewed some of the things in which Idaho had achieved fame from essay writing and corn raising to dog races and cheese and now comes the April issue of "THE MONITOR," the splendid magazine of the Mountain States Telephone Company organization, with an announcement that Idaho won the banner for 1923 in prevention of accidents. There was only one accident in the vast organization of the Telephone Company in this state during all of 1923. "Safety First" means something in this state.

THE MONITOR says that each state set out at the beginning of the year to make a record of "no accidents."

It is interesting to note that the magazine reports only one accident for the entire territory in February and that was in Colorado where an employee was run into by an automobile.

Hats off to the Idaho Telephone boys! They have hung up a record in which all of the state takes pride.

Telephone Pioneers of America

It has been noted by a number that the photograph of the Charter of Chapter No. 8 contained only 25 names. As explained, this was caused by the fact that speed was necessary to forward an application prior to a meeting of the Executive Committee, and only the requisite number of names was secured, which naturally were those nearest at hand; however, the Roster of the Pioneers at the time the charter was granted contained many more names, which constitute what are really the charter members of the chapter. The following is the list:

COLORADO

DENVER—George R. Armstrong, Henry W. Bellard, Robert B. Bonney, Walter F. Brown, Edwin M. Burgess, Francis A. Cannon, Waldo Cockrell, Alvin B. Collins, Charles A. Crapo, Burton F. Curtis, Charles A. Fitzsimmons, (Mrs.) Annie J. L. George, Robert D. Hall, William E. Hess, Basil F. Howard, Thomas L. Johnstone, Edward T. Keim, Herbert W. Kline, James E. Macdonald, Murray MacNeill, George E. McCarn, William F. McIntyre, Joseph A. Miller, Albert W. Milligan, Richard F. Morris, Frederick Mountney, Charles W. Nitschke, Louis P. O'Brien, Alfred S. Peters, Frank S. Philo, Norman O. Pierce, Ben S. Read, James T. Reid, Roderick Reid, George Spalding, Frank H. Taylor, Frederick O. Vaile,



Rocky Mountain Chapter No. 8

Howard T. Vaile, Clay A. Wiswell, Fred Wolf, Walter D. Wynkoop, Richard R. Rodda, Arvada, Colo., William E. Ketterman, Boulder, Colo., Daniel A. Sutton, Englewood, Colo., Howard H. Croll, Greeley, Colo., E. R. Gill, Leadville, Colo., Logan A. Woodson, Limon, Colo., (Mrs.) Josephine D. Pryor, Pueblo, Colo., Chipman G. Seeley, Pueblo, Colo., Albert G. Hill, Salida, Colo., John M. Lewis, Trinidad, Colo.

ARIZONA

Burleigh L. Murphy, Globe, Ariz., Walter W. Pankey, Mesa, Ariz., Everett J. Anderson, Phoenix, Ariz., Alexander J. Cameron, Phoenix, Ariz., Alexander E. Goodman, Phoenix, Ariz., (Miss) Maud Jordan, Phoenix, Ariz., (Mrs.) Lillie Mitchell, Phoenix, Ariz., Harry Raber, Prescott, Ariz., Andrew J. O'Neil, Tucson, Ariz., Frank H. Packard, Tucson, Ariz.

MONTANA

Edwin B. Goldsberry, Hardin, Mont.
(Miss) Edna V. Doty, Livingston, Mont.

NEW MEXICO

William J. Davidson, Belen, New Mex.
Frank L. Delvin, Las Cruces, New Mex.

TEXAS

James E. Gamewell, El Paso, Tex.
Charles E. McNemar, El Paso, Tex.
Chester E. Stratton, El Paso, Tex.

UTAH

Francis W. Quinn, Bingham Canyon, Utah.
Thomas H. Martin, Ogden, Utah.
John Ansley, Salt Lake City, Utah.
Thomas Bean, Salt Lake City, Utah.
John A. Clark, Salt Lake City, Utah.
Chester C. Pratt, Salt Lake City, Utah.
James B. Reynolds, Jr., Salt Lake City, Utah.
(Miss) Etta Rolson, Salt Lake City, Utah.
Harry Somers, Salt Lake City, Utah.
Edward U. Taylor, Salt Lake City, Utah.

WYOMING

Clyde L. Titus, Cheyenne, Wyo.
Gerald W. Lansing, Sheridan, Wyo.

Pioneers' Notes

Applications received since last notice are: Harry E. Hansen, Installation Foreman, Denver, Colorado—Mr. Hansen began his career with the Stromberg-Carlson Company, afterward going to the Western Electric Company and since 1915, he has been placing Central Office Equipment all over our territory, and is well known to very many of us.

Edgar L. Van Name, Special Agent, Denver Commercial Department, Denver, Colorado—Mr. Van Name had his first telephone service with the American Telephone and Telegraph Company in New York City early in 1899. He left the fold for a while, but quickly returned to telephone work and has been with us since 1909, for the most part having been in the Revenue Accounting Department.

Pioneer Charles A. Fitzsimmons is reported quite ill at St. Joseph's hospital. He was operated on recently, and at this writing appears to be doing nicely. "Fitz" is one of our pensioned members and an old timer in this Company. His speedy recovery is hoped for.



Why the Parade?

Two Irishmen watching Shriners' parade.
"Who are those fellows, Mike?"
"They're Shriners."
"And what are Shriners?"
"Why, they're Masons."
"Sure and what the devil do they want now?"
"They're gettin' \$18 a day."—Forbes Magazine.

April Shower at Billings

On the evening of April 30, a party was given at the home of Manager W. A. Connolly, Billings, Montana, which was in the nature of a surprise shower for Mrs. Olson, who was formerly Miss Hazel De Haven. Mrs. Olson, who has been our chief operator for the past several years is leaving the management of twenty girls for the more difficult task of being managed by one man. A very interesting talk was given by Mr. Connolly, in which he sincerely thanked Mrs. Olson, on behalf of the operators for good will and comradeship at all times and on behalf of the Company for her very efficient and successful service rendered. Following this she was very pleasantly surprised by being presented with a large clothes basket, overflowing with bundles. As she is changing her occupation from handling cords and plugs to that of pots and pans, the girls gave her a kitchen shower, which almost resulted in a real April shower on her part.

Miss Amy Dunigan, present chief operator and Miss Nettie Ray, her assistant, were welcomed to their new positions and were assured by the girls of their co-operation in the future, as heretofore.

Lester Gjerman, switchman, who has been employed in Sioux City, Iowa, arrived a short time ago to fill the position left by Mr. Galow's departure for Chicago.

Operators recently added to our force are: Ellen Gibb and Mary Spring, who are progressing nicely.

Two letters recently received by the commercial department for installation as follows:

Dear Sir—Plese you fix Telephone in my house —, Billings, Montana, you send me bill i pay you no ask my wife \$2.50 a month, you fix in my kitchen.

A few days later we received the following:
Dear Sir—you send me bill to here, i send you money. Billings, i pay, my wife no pay.



The following inscriptions go with the pictures:

1—"In the Wild and Woolly West, bear invades the home of Manager Connolly and trees him on own front porch."

2—"Later: "Instructions to a bodyguard presented by Hiland Golf Club."

Meeting the Demand

Continued from Page 11

I can give you an illustration of what the intricacy of telephone plant means to the manufacturer as compared with the automobile. The Ford factory has 60,000 employees and they produce and assemble 3,000 dissimilar parts. Hawthorne has 35,000 employees and they produce and assemble 110,000 dissimilar parts.

Now, why is it that sometimes you cannot get a standard kind of apparatus for a time, or that a given switchboard becomes suddenly delayed beyond its scheduled date? First, we must estimate quantities of raw materials that will be needed. Then we must estimate quantities of piece parts. Add to this the occasional break-down of suppliers who have had to do some estimating themselves. Then remember that piece parts may not meet inspection—material may prove defective, tools may break down—so that even if your planning and estimating were 100 per cent right and ours the same, we might go short on some piece part and hence on some type of apparatus.

Practically everything we produce is composed of piece parts machined from raw material and assembled. The same piece part may be used in different types of apparatus, or in only one. These parts are always flowing into storerooms in the quantities that can be economically manufactured and are always flowing out in the quantities needed for assembly. We always have on hand such parts to the value of \$10,000,000 or more. Of course we over-allow for quantities and in fact with a developing art, we, every year scrap quantities of parts that have become obsolete.

We built the cable factory at Hawthorne years ago with a calculated normal capacity of ten billion conductor feet per annum. The first year we ever had such a demand was 1913, the year before the war. In 1918, we sold less than six billion conductor feet and in the spring of 1919, I was personally soliciting the presidents of the associated companies to give me some indication of the sizes and types they could use next, so we could make up cable for stock, rather than close the factory doors. We barely kept going in the first half of that year; then came the boom, 1920—ten billion; 1921—twelve billion; and we speeded up to meet it; 1922 called for nineteen billion and though we didn't see how it could be reached, we did it and in 1923, by almost superhuman effort we turned out over twenty-four billion conductor feet from a plant built for ten billion.

Until the latter part of 1921, we were all rather assuming that this unprecedented demand for equipment was only taking up the slack due to lessened construction in war time. Then came the five-year forecasts which showed the best judgment of the telephone companies to be that this extraordinary growth would continue for five years though with lessening force toward the end of that period.

While the first five year forecast made in

1921 was helpful, and it was in my judgment one of the most important steps forward ever made by the Bell System, yet I want to bring out the fact that the actual requirements on the Western Electric Company and the actual deliveries made for the years 1922 and 1923 have been far in excess of the forecast made two years ago.

In 1922, the actual deliveries to the Telephone Companies were \$155,300,000, which was 7 per cent more than their combined requirements as given to us at the beginning of that year. In 1923, the actual deliveries were \$186,000,000, which was 25 per cent more than the first five year forecast indicated for 1923, and 11 per cent more than the second five year forecast, made in the fall of 1922, indicated for 1923.

I am not complaining about this or criticizing anyone for it, but we shall make progress on this estimating job only as we get out the facts and view them in a cool, dispassionate attitude. No one expects that the forecasts can be strictly accurate, but if they are to be as much as 25 per cent to 50 per cent out on the whole, with much greater variations on different products, there cannot be first class service on supplies, without extravagant over-preparation. This in turn would result in colossal losses if the actual fell as far



Volume Testing Machine Using Vacuum Tubes Instead of Oral Test

below the estimates as it has been exceeding them of late years.

Inadequate though the 1921 forecast has since proved to be, the Western Electric Company took it seriously. On it was based the decision to build on the eastern seaboard another great manufacturing plant. Some forty possible locations had been studied, several complicated negotiations were carried on during 1922, and finally in January, 1923, we purchased sixty acres on the Jersey meadows, half-way between the important labor markets of Newark and Jersey City, where we are now building a little sister to Hawthorne which will be known as the Kearny plant.

The cable factory now building will have a normal capacity practically equal to that at Hawthorne. We expect it to be in operation by the end of 1924.

The telephone apparatus factory will at first be chiefly devoted to switchboards, making the wood and iron frameworks and the switchboard

cabling and assembling Hawthorne-made apparatus in the frameworks so as to turn out completed switchboards for the eastern companies. This factory will probably begin operations by the latter part of 1925.

The cable output for 1924 is a big problem in itself. We are going to try to turn out 30 billion conductor feet of cable from Hawthorne—three times the normal capacity of our plant. I say try because there are some contingencies about this which mean uncertainty on the final result. The principal uncertainties relate to the supply of paper and the number of people who are willing to work at night. Our paper suppliers are building another mill which is expected to be ready in May or June.

We have set before us for 1924 what looks to us like a colossal effort. Every minute of the normal working time during the year we must get out lead-covered cables containing enough wire to reach from here to Stamford, Conn. Every minute we must turn out eight telephone desk sets. Every hour one section of No. 1 multiple switchboard and six sections of small boards must be produced. Every minute three new telephone poles and five or six cross-arms must be ready.

Co-operation is a word worn almost threadbare but it seems to me to have two aspects—intention and intelligence. As to intention, I can assert, after 32 years of observation from both sides, that the spirit of co-operation between the operating companies and the Western Electric Company has never been so fine as it is right now. It is not only official—it is personal and it is firmly based on mutual confidence and friendliness.

On switchboards, for instance, there must be some general but dependable forecast at least two years before production, then there must be a definite place on the schedule and finally the engineering and traffic data must be given sufficiently ahead of the scheduled shipping dates to allow the intervals necessary for engineering and manufacturing. Unless this data flows continuously to our equipment engineers the result is several weeks later that the shop lacks work and some possible production is lost forever.

This is true because large switchboards are made to order. Perhaps no two are precisely alike. That this is necessary has been convincingly explained to me, but nevertheless, I believe that some day the Bell System will find a way to standardize even its larger switching units and carry them in stock.

As we see it the forward estimating must be a continuous, rather than an annual job. To get first the utmost possible production and then to get lower costs and lower investment in work in process, we must smooth out the curve by such better forward schedule as will keep all our facilities and all our people in plant departments and factories busy all the time. We believe it will pay the Bell System including ourselves to spend more money on this and do a better job.



We had three lost-time accidents in April, an increase of one over March.

Arizona, Idaho, Montana, New Mexico-El Paso, Utah and Wyoming passed through the month without an accident. This is the fourteenth consecutive month for Idaho, the seventh for New Mexico-El Paso the fourth for Wyoming and the third for Montana.

New Mexico-El Paso, Wyoming, Idaho, Montana and Colorado retains first, second, third, fourth and fifth positions respectively.

Arizona with no accident for the month advanced from seventh to sixth place.

Utah advanced from eighth to seventh place.

Installation Department with one accident for the month dropped from sixth to last place.

Briefly here are the accidents:

Employee climbing pole to mark lot number on aerial cable terminal and as he reached terminal endeavored to grasp messenger and in so doing his hand hit the guard arm which caused him to lose his balance and fall to the ground.

Always keep your mind on your work.

Employee was cranking Ford auto when it back-fired and sprained his wrist.

See Safety Code Page 39.

Employee while skinning a wire, the wire broke and he struck hard on terminal block scratching finger which became infected.

Cuts and bruises are dangerous to neglect. Use iodine at once.



Mr. Milligan Advances

A. W. Milligan, who left our company recently to join up with the Western Electric in California, has been appointed division supervisor of methods at Los Angeles, and reports for Division No. 10, reporting to the Division Superintendent of Installation.



Delphene Ryan of Denver-Main promoted from Operator to Houseboard Operator.

Nothburga Dubach of Denver-Main promoted from Operator to Clerk.

Marguerite Drohan of Denver-York promoted from Assistant Chief Operator to Central Office Instructor.

Mary Jones of Denver-Gallup promoted from Relief Supervisor to Supervisor.

Plant Accidents

APRIL

FOUR MONTHS THIS YEAR

| | Average Number Employees | Lost Time Accidents | Last Time Accidents per 1,000 Employees | Total Lost Time Accidents | Lost Time Accidents per Month per 1,000 Employees |
|------------------------------|--------------------------|---------------------|-----------------------------------------|---------------------------|---------------------------------------------------|
| New Mexico-El Paso..... | 112 | 0 | .00 | 0 | .00 |
| Wyoming..... | 109 | 0 | .00 | 0 | .00 |
| Idaho..... | 95 | 0 | .00 | 0 | .00 |
| Montana..... | 200 | 0 | .00 | 1 | 1.25 |
| Colorado..... | 571 | 2 | 3.50 | 5 | 2.19 |
| Arizona..... | 109 | 0 | .00 | 1 | 2.29 |
| Utah..... | 208 | 0 | .00 | 2 | 2.40 |
| Installation Department..... | 117 | 1 | 8.55 | 2 | 4.27 |
| Total..... | 1,521 | 3 | 1.97 | 11 | 1.82 |

CLASSIFIED

Falling from pole..... 1 Scratched finger (infection)..... 1
 Cranking Ford Car..... 1



Promotions and Transfers

The following list of promotions occurred in the Colorado Traffic organization during the period of April 16 to May 15, 1924:

Champa Office—

Clara A. Beck, promoted from assistant chief operator to chief operator.

Helen T. Sexton, promoted supervisor to assistant chief operator.

Sarah Hartman, promoted from operator to payroll clerk.

York Cafeteria—

Mrs. T. J. Miller, promoted from cafeteria attendant to cafeteria supervisor.

Myrtle Quist of Denver-Main office transferred to Colorado Traffic Office.

Nora O'Connor of Denver-Main office promoted from Operator to Houseboard Operator.

Gertrude Luplow of Denver-Main promoted from Supervisor to Assistant Chief Operator.

Margaret Warner of Denver-Main promoted from Junior Operator to Information Junior Operator.

Margaret Hurley, Denver-York office, promoted from Supervisor to Assistant Chief Operator.

Changes in Organization

F. C. Davis, formerly chief clerk, general plant department, appointed general plant supervisor.

P. H. Dexter, formerly chief clerk, Colorado plant department, appointed chief clerk, general plant department.

J. R. Hiester, formerly chief clerk, Denver plant department, appointed chief clerk, Colorado plant department.

F. Kennedy, of the Denver wire chief's office, appointed chief clerk, Denver plant department.

Following is a list of transfers and promotions in the Colorado Traffic Department for the period of March 16 to April 15 inclusive:

Helen M. McClendon of Denver-Champa office promoted from Operator to Supervisor.

Mary F. L. Smith of Denver-Champa promoted from All Night Operator to All Night Supervisor.

Ernestine Archambault of Denver-South office promoted from Evening Chief Operator to Assistant Chief Operator.

Mabel M. Mann of Denver-South office promoted from Supervisor to Evening Chief Operator.

Why We Have Supervisors

Continued from Page 10

up tonight for some reason or other, doesn't she?"

"Dolled up," replied his friend. "if you think she's dolled up now, you ought to drop in about ten thirty or eleven o'clock when the theater crowds come in for their late suppers—Oh, boy, but she's some doll, she's the best show in the lobby and always has a good audience."

Now I said this was a true story and it is, though the following may sound a bit like fiction. It so happened that the manager had known this girl's parents, who had passed away leaving the young girl to shift for herself in life's whirlpool, and because of his interest in the family, he had given her this position. Acting upon his friend's suggestion, he dropped in later and imagine his surprise at finding the self-same girl togged out in full evening regalia—bare arms, low neck, and looking more like a society woman than a bread winner.

He gasped and was far more embarrassed than she, as he approached the booth.

A few minutes talk with her disclosed the fact that the poor girl was laboring under the delusion that in as much as she was stationed in that fashionable hotel where the guests appeared regularly in full evening dress it was expected that she too, live up to her surroundings, so she had spent half a month's salary buying an evening dress which she kept in a closet just off the booth and each evening she doffed her somber working togs and "dolled up" after the fashion of the ladies she saw all about her. Instead of angering the manager, the girl's ignorance—or might we say innocence of the ways of the world touched him and, realizing that she had no mother, in fact, none at home to tell her about such things, he spent some time explaining what was good taste in dress for the business woman and how she had been making herself and the telegraph company ridiculous in such a costume at work. As a result of his kindly interest, the girl profited by her humiliating experience and later was promoted to a position of much importance with the company.

So it is with the supervisor. If she notices that one of her girls is painted up like a Studebaker, that she is overdressed for a business girl or that she is slovenly in her appearance, her interest in that girl will lead her to offer suggestions that may be helpful.

When we stop to think that in one small town, the Company first used ten per cent of the available girl population, in a short time twenty per cent, a little later on forty per cent, we can realize what opportunities there are with the Company for really worth while girls with an interest in their work and ambition to forge ahead. For instance, an operator comes to us or to her supervisors as just one in ten. This means that she has just nine girls to compete with to become qualified for the position of supervisor. Attaining this posi-

tion she has about six girls to compete with to become assistant chief operator or chief operator. And so it goes, for there is always a place ahead for the girl who is ready for it. I think I may safely say that with sixty per cent of our employees, women, the time is bound to come when many positions that are today held by men will be filled by women, and that new positions, new fields in the work will be constantly opening up.

For example, there is Miss Helen Hackett, Denver traffic supervisor, who conducted the supervisors' school or classes with such success. Before Miss Hackett proved her ability to fill this position, it always was held by a man, but from now on it will doubtless be a woman's job.

For the benefit of those who are not aware of the special work done by Miss Hackett, it will be well to mention that these supervisors' classes, organized in November stretched over a period of more than four months with a class each week of approximately eight girls to a class. The entire course was planned and conducted with the idea of trying in every possible way to prepare the supervisors to step into the position of chief operator, the moment there is an opening in the ranks.

Probably never has an educational feature of the Company been grasped with more eagerness than this one, which was the largest supervisor's conference ever held in Denver, the grand finale, or wind up of the classes, attended by 156 out of 160 supervisors attesting characteristic interest shown throughout.

At this conference, an evening meeting was held April 5 in the Main Cafeteria and proved such a tremendous success that it will doubtless be made an annual affair.

Miss Hackett, acting as chairman, gave a splendid introductory talk, dwelling at length upon the joy and satisfaction gleaned by her in her association with the young women who had attended her classes and who were now full-fledged supervisors, prepared to step into the place of chief operators at a moment's notice.

Miss Hackett introduced Waldo Cockrell, State superintendent of traffic, who originated the idea of the classes and the larger responsibilities and capabilities of the supervisor.

Mr. Cockrell's popularity was shown by the splendid ovation tendered him the moment he stood up to talk. Among other interesting points made in his talk was that of the necessity of definite organization in a business which stretches over seven states; of the absolute impossibility of those at the heads of the various departments of the Company getting into personal touch with all the employees and of the necessity of the middle man or woman, all along the line, each in turn contacting the one directly under them.

Mr. Ogden followed Mr. Cockrell with an inspiring talk in which he impressed many valuable things on the minds of his hearers, in the matter of proper means of correcting mistakes in those who are under our super-

vision, of pointing out to them faulty work through helping, not hurting them.

Following Mr. Ogden's talk, Miss Hackett introduced President Ben S. Read, who received the usual welcome accorded him and whose talk was full of enthusiasm over the work accomplished by this capable group and the work still to be done by them.

Many poignant truths were brought home to his hearers, among others the value of kindly understanding and kindly criticism. Of how our own moods are reflected by those we contact and of the necessity of patience and poise in our work. His talk was marked by characteristic appreciation, sincerity and inspiration.

W. B. Kauder was asked for an impromptu talk, responding with a few pertinent remarks after which a number were called upon informally until the affair took on the atmosphere of an open forum.

The evening closed with serving refreshments, leaving a pleasant taste in the mouth and a pleasant light on the path of everyone present.



Spring Fever in Albuquerque

THE SUN is shining—oh, so brightly! Why shouldn't it? Isn't every one happy? Now comes a secret. Spring secrets always interest us, don't they? The first robin red-breast whispered this to a telephone operator and she whispered it to her best friend and so on. Now the secret is out. Miss Myra Davidson, supervisor in the Mountain States Telephone and Telegraph Company was married two weeks before we discovered it. Of course it was the robin's fault, he didn't appear in time. So we have lost Miss Myra Davidson, but in her place appears a girl who is a great deal like her—in fact, they look exactly alike, only the new girl is so much more dignified and busy for she has a husband to care for. Mrs. Harry Keyser is just the same Myra Davidson to us and we are indeed glad she has decided to remain with our Company even though she has taken unto herself a husband.

Mrs. Failyer surprised us all by taking her vacation in March. Without saying a word to any of us, she secured a month's vacation and enjoyed a lovely visit in California. She spent a great deal of time sight-seeing, taking in San Francisco, Lodi, Oakland, Los Angeles, and other places.

Loyalty to the Monitor

Loyalty. Just what does the word mean to us in connection with our wonderful Telephone paper. To some it means only the joy of reading and talking about it. Is this all it signifies? Of course not! To be loyal to THE MONITOR there must be co-operation between the girls of Albuquerque Telephone office and the girls of our neighboring offices. A fire cannot burn without fuel, nor can THE MONITOR be published successfully without material.

Here is a Wise Dog, They Say

Locked in the front office of the St. Louis Cleaning Company's plant, 3610 Congress Avenue, Thursday night, a bird dog owned by L. D. Miller, proprietor of the cleaning establishment, telephoned to the police for aid and was released from the building.

Shortly after midnight the telephone at the police station rang and Sergeant C. T. Plant took down the receiver. He was greeted by a series of barks and whines.

About the time Sergeant Plant decided he was being made the victim of a joke, the operator at the telephone office advised him something was wrong at 3610 Congress Avenue.

Sergeant Max Doughty went out to investigate and found Lady Carolyne, a trained bird dog which had been left in the office, had knocked the telephone over and sent in the call for help.

The dog was sitting in the office when the officer reached the scene and barked



lustily when Doughty appeared at the door.

Miller was called and he liberated the animal.—St. Louis Dispatch.

Happenings at Pueblo

Employees of the Mountain States Telephone and Tekgraph Company at Pueblo spent a very enjoyable evening recently, in the reception rooms of the building in honor of Mrs. Pearl Ferguson, an employee of the Company for the past eight years, who is leaving to spend some time in California.

Well, the secret is out. Miss Dorothy Anderson, who came to work for the Company in 1914, is married. Some of the girls saw her out house-hunting one Sunday, so she had to "fess up" and tell us all about it. She was married last December. Her name now is Cook and we all hope for her husband's sake that she lives up to her name.



Mrs. Pearl Ferguson

Our new morning matron's name is West and the evening matron's name is East. Don't you think our cafeteria is rather far-reaching?

Miss Rachel Boyd is back from her vacation. She hasn't a diamond ring, but has a shining wrist watch, and that often means the same thing.

The Creed of Service

The Denver clergy, one hundred and thirty strong, representing all denominations—Catholic, Protestant and Jewish—were banded together in the Telephone Creed of Service, Tuesday, May 20, when they were guests of the company at luncheon.

The Main cafeteria was the scene of the rather unusual gathering, and if any inharmonious vibrations were smouldering in the breasts of the visitors, certainly there was not the slightest evidence of it as they lunched together, talked together and appeared to enjoy the occasion hugely. Telephone employees of various departments of the company later acted as guides in taking the visitors through the building.

When the guests had assembled, Dean Clark, Denver commercial manager, requested that everyone stand and sing America. He then called upon Bishop Ingley of the Episcopal church to ask the blessing, after which a delicious luncheon was served, young women of the traffic department, all in white, acting as waitresses.

At the close of the luncheon, Jack Whyte of the auditing department and Al Kyffin of the Colorado plant, sang a duet which called forth hearty applause from the guests. They responded to an encore, after which Miss Aleene BeNae, long distance operator, was well received in a couple of whistling solos.

Miss Ruth Nelson, with the aid of the demonstration switchboard, then showed them how a telephone call is handled.

Following this, Mr. Clark introduced Rodrick Reid, vice-president and general auditor, who with his usual sincerity and cordiality welcomed the guests on behalf of the officers and employees of the company.

A trip through the building completed the program, the visitors not only being greatly impressed with the personnel of the organization but also with the tremendous amount of detail involved in the giving of telephone service.



With the Denver Bowlers

The Denver telephone bowling league wound up the season with a tournament at the Recreation alleys. The few pins that were left after the onslaught were carefully dusted and boxed up to be uncovered again when next season's massacre commences.

The tournament was on a handicap basis, every man for himself. The prize money was divided into twenty-one prizes; five prizes for high game and sixteen prizes for high series. The result of the evening's performance was as follows:

| HIGH GAME | |
|-------------|-----|
| 1—Teague | 252 |
| 2—Smith | 249 |
| 3—Guthiel | 247 |
| 4—Burns | 242 |
| 5—Clarkson | 236 |
| HIGH SERIES | |
| 1—Guthiel | 665 |
| 2—Cannon | 647 |
| 3—Holden | 603 |
| 4—Clarkson | 600 |
| 5—Ireson | 599 |
| 6—Reid | 595 |
| 7—Rominger | 593 |
| 8—Teague | 593 |
| 9—Hoffman | 585 |
| 10—Smith | 583 |
| 11—Johnson | 583 |
| 12—Briggs | 574 |
| 13—Burns | 572 |
| 14—Meyn | 566 |
| 15—Tandy | 561 |
| 16—Ryan | 556 |

After the tournament, Larry Teague's rabbit foot was taken away from him and filed in the archives. It is reported that Guthiel framed his score sheet and now has it hung in a conspicuous place over the kitchen sink. Now his wife proudly exhibits the score made by her cave man to all the neighbors.

THE MOUNTAIN STATES TELEPHONE AND TELEGRAPH COMPANY

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Secretary and
Treasurer

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General Auditor

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Vice-President

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Publicity Manager

G. E. McCARN
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New Mexico-El Paso State Auditor

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C. A. CRAPO
Engineer of Equipment and
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MURRAY MacNEILL
Outside Plant Engineer

A. S. PETERS
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DR. C. B. LYMAN, Medical Director

DR. N. A. THOMPSON, Associate Medical Director



The Road to Home

THOUGH written faithfully, his letters from home seemed to have had a way of arriving at his hotel in one city just after he had left for the next—and of never catching up.

Three weeks passed—business conferences, long night journeying on sleepers, more conferences—with all too little news from home.

Then he turned homeward. In his hotel room in Chicago he still seemed a long way from that fireside in Denver. He reached for the telephone—asked for his home number.

The bell tinkled cheerfully. His wife's voice greeted him. Its tone and inflection told him all was right with the world. She hardly needed to say, "Yes, they are well—dancing right here by the telephone.

. . . . Father and mother came yesterday. . . . Oh, we'll be glad to see you!"

* * * * *

Across the breadth of a continent the telephone is ready to carry your greetings with all the conviction of the human voice. Used for social or business purposes, Long Distance does more than communicate. It projects you—thought, mood, personality—to the person to whom you talk.

Bell System

One Policy - One System
Universal Service



And All Directed Towards
Better Service

The Mountain States Telephone and Telegraph Co.