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The Hand That Turns the Dial Rules the Connections for 4,000,000 Calls Per Day.

Adopted by the governments of Great Britain, Germany, Australia and the provinces of Saskatchewan and Calgary, Canada, which governments own the public telephone systems in their respective countries, and by the government of the United States for forts, arsenals, navy yards, proving grounds, and other governmental uses.

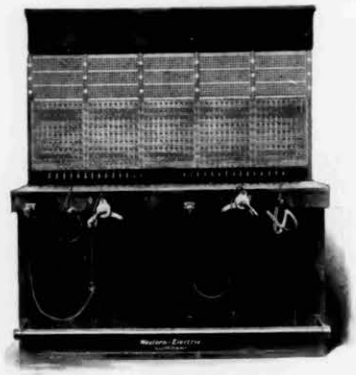
AUTOMATIC ELECTRIC CO.

Morgan and Van Buren Sts., CHICAGO

A New Magneto Multiple Switchboard.

It has been announced by the Western Electric Company that, in response to the many requests made for such equipment, its engineers have recently completed the development of a magneto multiple switchboard with a jack for every line within easy reach of each operator. The new switchboard, known as the No. 1013 type, is designed for use on local battery magneto telephone systems where, on account of local conditions, a central battery board would be out of the question.

The No. 1013 switchboard is intended for telephone systems having an ultimate capacity of 1,500 lines or less and where the traffic conditions make it necessary to take advantage of the inherent rapidity and efficiency of operation obtained with a multiple switchboard. The sections are five panel, two-position, and, when lined up in the operating room, present the appearance of one continuous cabinet. A



New Magneto Multiple Switchboard.

cable turning section with a terminal rack is provided for the head end of the switchboard line-up, matching the other sections in design and finish.

The line and cord circuit apparatus makes use of the familiar No. 4 type combined jack and signal, with the red spherical shutter. The multiple jacks are mounted in strips of twenty, each jack being on an individual frame so that any one may be removed at will. Each jack has a hardened German silver sleeve, thus reducing wear to a minimum. The clearing-out signal or supervisory signals are modified combined jacks and signals in which the jacks have been replaced by push buttons for restoring the signals. This provides positive supervision.

Bulletin No. 1022 describes the new switchboard and its circuits in detail. Copies will be forwarded by the company in response to inquiries.

Improvements to Follow Michigan Merger

Improvements involving an expenditure of approximately $125,000 are contemplated for Muskegon, Mich., by the Citizens' Telephone Company. The work of installing them will be commenced as soon as the merger with the United Home Telephone Company of Ludington is approved by the state railroad commission, and certain amendments to the charter from the city are secured.

Embraced in the list of contemplated improvements is the erection of a two-story brick building on Terrace street. The land has already been purchased, and the plans for the structure are completed. When finished, the building will be one of the finest telephone company homes in western Michigan.

The structure will be of pressed white glazed brick with ornate trimmings. It will eventually be used as the headquarters of the consolidated companies. At present, the chief offices of the new organization are at Ludington, but Thomas Bromley, Jr., the manager of the merged systems, has already established himself in Muskegon and is now directing the affairs of the business from there.

The application for permission to merge the Ludington and Muskegon companies is now pending before the state railroad commission, and action on the petition is expected at any time. In asking that the consolidation be allowed, representatives of the two corporations also requested that the new one be privileged to make an increase of the capital stock.

Helps for the Business Man

There are to-day many business men who unfortunately for themselves, are doing without many things which would enable them to work in greater comfort and, in general, conduct their business with increased efficiency. That such a state of affairs exists is not the fault of the business men but rather due to the fact that they have not been told in the right way. Realizing this, the Western Electric Company has recently published an attractive little book aptly named "The Silent Partners — A True Story."



The book, written in an easy, colloquial style, is so convincing that the reader wants to invest in everything described therein. The advantages of Western Electric Inter-phones as time and step savers; of desk, bracket, ceiling and counter fans as creators of coolness; of ventilating or exhaust fans as fresh air producers and of large and small motors for shop and factory use, are set forth cleverly.

The British Columbia Shipowners' Association and the local shipmasters' association are urging the dominion government to establish a telephone line along the coast between Powell river and Vancouver, similar to telephone lines along the St. Lawrence river and other shores in the east, which could be used in emergencies.