

Editorial

MAKING GOOD-WILL A REAL ASSET.

Good-will is an item that often means little or nothing in a firm's balance sheet. A century ago, when but few firms were in each line of business in any town or city, good-will was a real and tangible asset in nearly every well-established store and factory. Changes in methods of competition; the growth overnight of huge concerns, with great resources; amalgamations; price agreements; the large number of sellers in every line,—these and other influences have reduced good-will to a mere figure of speech in many cases.

However, occasionally one happens upon a firm that has, by painstaking processes, built up real good-will. Uniform courtesy in all transactions is generally found to be a strong factor in such cases. A representative of *The Canadian Engineer* recently called at one factory in the United States where "good-will" will certainly some day be a valuable asset, if, indeed, it is not so already. The call was upon the A. P. Smith Manufacturing Co., of East Orange, N.J. The object was to secure an advertisement of their water-tapping machines. The advertisement was not forthcoming at the time; yet, because of the great courtesy with which he was received, the paper's representative, when leaving the factory, was nearly as happy as if a full page weekly contract had been signed.

Immediately upon entering the reception room, he was greeted by the following sign, giving most specific information, and radiating hospitality and good-cheer:—

INFORMATION

Our correct name is THE A. P. SMITH MANUFACTURING COMPANY.

Our mail address is Norman and Lawrence Streets, EAST ORANGE, N. J.

Our shipping address is in all cases to be taken from our purchase order form.

Our telephone number is ORANGE SIX THOUSAND.

We make valves, hydrants, tapping machines, valve inserting machines, lead melting furnaces, corporation and curb cocks, repair sleeves, pipe cutters, calking machines, meter testers, removable plugs, pipe indicators, etc. A broad description of our line is GENERAL SUPPLIES AND SPECIAL TOOLS FOR WATER WORKS. In addition to the above, we do general machine work, make patterns, and castings in iron, semi-steel, brass, bronze, aluminum, etc.

The officers are as follows:
 D. F. O'BRIEN, - - - President
 T. F. HALPIN, - - - Secretary
 M. G. PERKINS, - - - Vice-President
 P. A. SMITH, - - - Treasurer

All of the above, except Mr. Perkins, are located at this plant.
 MR. O'BRIEN can be seen, if an interview has been arranged, any day, except Saturday, between ten o'clock and four o'clock.

MR. HALPIN has charge of sales, advertising, office employment, prices on supplies and specialties in our water works line, etc. He can usually be seen on Tuesdays, Wednesdays, Thursdays and Fridays, from one thirty o'clock to four thirty o'clock.

MR. SMITH has charge of buying, charity and other donations, prices on brass and iron castings and machine work, factory privileges, etc. He can usually be seen on Mondays, Tuesdays, Thursdays and Fridays, from ten o'clock to twelve thirty o'clock and from two o'clock to four thirty o'clock.

In order TO SAVE YOUR TIME and ours, it is best, in all cases, to arrange an interview in advance. Please give the boy at the window full information; you will save time by it, as he has orders that he must obey. He will furnish you with a card marked APPLICATION FOR AN INTERVIEW, if you desire it.

VISITORS will be required to have a pass, properly signed by an officer, before admission to the factory will be granted.

APPLICANTS FOR EMPLOYMENT must fill out an application card. Ask the boy for one.

We will appreciate it if you report to us any discourtesy on the part of any of our clerks toward you. Their instructions are to help you as much as possible. We have street directories, maps, etc., and will be pleased to loan them to you on request. We have many trade papers. If you must wait, as unfortunately you will have to, at times, ask for one, so that your time will not be wasted.

We thank the SALESMEN who visit us for the information and many new and good things they have brought to us. We have salesmen on the road and understand.

"Welcome" surely seemed to be written large upon the door-mat. But the courtesy wasn't confined to the

sign. It permeated the whole office and factory. It was evident that politeness was the rule, not the exception, from the president to the office-boy. At the close of his visit, the salesman was even taken to the depot in the firm's automobile, which seemed to be kept handy for such purposes!

DEVELOPMENT OF THE TELEPHONE.

The discovery of the principle of the telephone is brought to our notice just now owing to the unveiling of a tablet in Boston. The tablet has been erected by the Bostonian Society and the New England Telephone and Telegraph Company to commemorate the event which took place some forty years ago. A noteworthy fact in connection with the unveiling is that both the inventor, Alexander Graham Bell, and his assistant, Thomas A. Watson, were present.

Mr. Watson relates the story of the discovery, which was accidental, but, as he says, the incident could only have been taken advantage of by a man with clear conception, such as the great inventor had. The discovery was made on the afternoon of June 2, 1876, during experiments in connection with Bell's theory that a current of electricity should vary in intensity as the air varies in density during the production of a sound. Dr. Bell was testing a spring in one of the receivers to ascertain if the pitch was correct. He had pressed the receiver close to his ear and was listening to the faint sound of the intermittent current passing through the magnet, when the transmitter in Mr. Watson's room stopped vibrating. Mr. Watson snapped it with his finger to start it vibrating again. It was this action that was responsible for the discovery. Dr. Bell heard the pitch due to the length of the spring and also the peculiar soft twang, and recognized instantly that the current carrying such a sound was realizing his long-cherished idea.

What had actually happened was that the spring which Watson had snapped had become permanently magnetized and was in condition by its vibration to generate the sought-for undulating electric current, and when the current passed through the magnet of the receiver, which was pressed against Dr. Bell's ear, it set into vibration the spring of that instrument, which spring, being confined against his ear, was in a condition to vibrate as a diaphragm and not merely as a freed reed.

The invention of the speaking telephone, however, was no accident—it was a development of the undulatory electric current.

From this time on, Dr. Bell devoted his whole time to the study of the speaking telephone, resigning his teaching position at Boston University.

Finally, on March 10, 1876, the telephone actually transmitted intelligible words. The sentence was, "Mr. Watson, come here; I want you." Probably if the inventor had thought of the great invention he was making he would have chosen a sentence not so commonplace as the one he used. From the time of this first use of the telephone as a transmitter of the voice the improvement was more rapid. By early summer in 1876 it was possible to converse fluently between two rooms. On the evening of October 9, 1876, the first long-distance test was under-