

Equipment and Engineering

Interesting Notes on the latest Municipal and Telephone Appliances.

Water for Western Towns.

Next to the air we breathe water is of first importance and its importance is fully recognized in only too many of the towns and villages of the West where an adequate supply for domestic use is not always obtainable by ordinary methods.

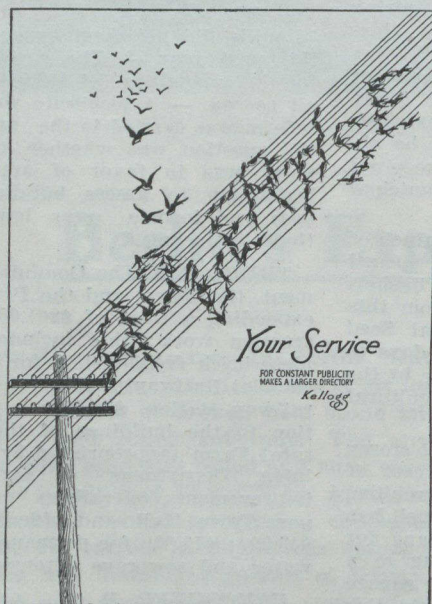
However, the requirements of these places are now being looked after. Drilling outfits of the kind most suitable to the particular requirements of the West are being operated by responsible concerns and the latest scientific instruments designed to locate subterranean water courses are being tested and utilized where practicable by these progressive concerns.

In this issue appears the card of the Saskatchewan Well Drilling Company, of Rouleau, Sask. As a result of the operations of this Company, many places reputed "dry" (as to water) have become very wet.

Western towns that need water should communicate with this Company.

Real co-operation, that is the idea received upon reading through the latest Kellogg Switchboard and Supply Company bulletin entitled, "Advertise Your Service." While this twenty four page bulletin is simply and unpretentiously made up, every page contains a valuable suggestion to the telephone man who is interested in a growing exchange.

As the title suggests, the key is, "Advertise Your Service, for Constant Publicity Makes a Larger Directory."



Beginning with the introductory paragraph illustrating some early Kellogg advertising cuts, this bulletin emphasizes the importance of assistance in advertising and the importance of news copy."

Local features in advertising cuts to interest people in a town in their most important institution, the telephone exchange.

There is a page of plates familiar to readers of telephone journal advertising, which can be combined with the local news stories in the home paper.

Then following is a dozen or more original and uniquely illustrated advertising plates.

Covering the more important needs of the telephone from the standpoint of the subscriber, such forceful titles, as, "Are You On the Map?" "Phones and Opportunities," "Stop! Don't Cross the Street," "Is Your Home an Oasis?" show that these are messages that will be read. Most of them are suitable for every size exchange. There are paragraphs on, "Selling Telephone Service," "The Value of Repetition," "The Need of Your Service," "A Word About Cuts," "The Telephone Directory," "The Local Bradstreet."

The last four pages show some of the well known Kellogg plates, among them being the attractive farm telephone scene

"Neighborhood News," the cartoon, "Some Modern Pirates," illustrating the "nerve" of the telephone borrower. Notes on lantern slides and miscellaneous advertising cards and novelties. Four of the new "Way to Talk" half tones appear on the last page.

This book shows not only the aggressive spirit of the Kellogg Company, but their policy of real co-operation with their customers in helpful sales service. A copy of this book will be sent to those interested. As the edition is limited, it will be wise to send for your copy at once.

Big Contract Awarded.

Chief Commissioner Morrissy has awarded the contract for the superstructure of the new spandrel arch bridge to replace the present suspension bridge at St. John, N. B., to the Dominion Bridge Company, of Montreal.

The new bridge is to be the longest spandrel arch bridge in the world and the cost of the superstructure will be about \$275,000. The superstructure will contain about four and a half million pounds of metal, the bridge having a width of fifty feet and provision for two street railways services, two driveway services and two sidewalk services.

The contract also calls for the construction of reinforced concrete flooring for the bridge with a creosoted block-wearing surface on the drive-way. The bridge is to be completed and ready for use by June 1, 1914, under the terms of the contract.

The Kellogg line of Pole Changers and apparatus is admittedly unequalled not only for its reliability and practicality but for its value with every type of equipment. Equally efficient is the line of circulars and instruction folder that go out with this apparatus. For instance, take the instructions for installing No. 9-A pole changer.

In a great deal of electrical apparatus the buyer's information is limited by a set of blue prints and blurred letter copies. The No. 9-A Instruction folder is printed on high grade paper, large clear type, with two excellent half-tone illustrations of open and closed views of the apparatus; the open view listing all the various parts, while the type matter describes in a comprehensive way how the pole changer should be mounted and operated.

If you are interested in this subject, write the Company, stating the type of your equipment and its needs and the appropriate bulletin and folders will be sent promptly, with full information.

In addition to sending out a New Year's edition of Telephone Facts to the trade containing some interesting tales items and publicity stunts, with readable telephone articles, by different members of the sales and other departments, the Kellogg Company have been sending to their customers and friends, the beautifully engraved card, 6 x 3½, the upper left hand corner of which is a fine reproduction of the Kellogg Desk Telephone, surrounded by green holly sprays, sprinkled with red berries.

Only the exchange man, who has experienced the misfortune of having his switchboard and equipment destroyed by fire, can realize how long a time forty eight hours can seem.

One's state of mind vastly affects the apparent length of the minutes. Five minutes before work begins and five minutes before quitting time are two wonderfully different propositions. Two days can seem almost a week to the man who is furnishing the most important service to the people in any city, when he surveys the smoldering ruins of what was once his at least serviceable exchange.

Our files show repeated testimonials to the efficient manner in which we have shortened the days to these unfortunate operators by getting to them, in the most expedient manner, brand new equipment.

A case of this kind happened last week, when an enterprising telephone company in Michigan unfortunately lost their switchboard by fire. This was a special 200 line magneto board, equipped to nearly half its capacity and the rush order called for complete cable and rack equipment. Exactly forty eight hours after the order was received, this new equipment was on its way, to the Michigan city.

Kellogg Sales Service certainly proves its reliability in emergency requests for all types of installations.