

Five Strowger Automatic Exchanges

with but
One Operator

(FOR TOLL ONLY)

in the Glidden Telephone Co's. System

	Lines	Subs.
Exchange No. 1—Park Falls	305	600
Exchange No. 2—Fifield	38	38
Exchange No. 3—Butternut	90	130
Exchange No. 4—Glidden	90	120
Exchange No. 5—Mellen	153	200

A very interesting and typical telephone development is approaching completion in the property of the Glidden Telephone Company, which operates a group of five exchanges in Price and Ashland Counties, Wisconsin, with headquarters at Park Falls.

The sketch reproduced herewith shows the layout of the Glidden Company's system and the arrangement of the exchanges.

Fifield was the first of these exchanges to be converted to Automatic to displace party-lines, which had hitherto been giving service in the town. This exchange was placed in operation in February, 1916. By offering individual line, 24-hour service, fully automatic between local stations and with connections to Park Falls over a trunk reached by calling a designated number, the Company was able to meet the community's desire for more adequate service, and nearly doubled the number of subscribers. To have tried to accomplish this by installing a manual board would have been impractical because of the need for 24-hour service, which would have necessitated three operators.

Through investigation of the C.A.X. equipment for Fifield, Mr. Emil Bauch, owner of the Glid-

den Telephone Company was so impressed with the advantages offered by Automatic, that he soon afterward ordered similar installations for Butternut and Glidden, and by the end of the year 1916, three of the Company's exchanges were converted to Automatic, entirely displacing all operators at these outlying points.

The success of the C. A. X's, both from the Company's point of view and also from the subscribers', was complete and immediate. The service rendered more than complied with all of the requirements of the State Utilities Board, and the cost of operation was kept at a point where reasonable rentals could be charged, whereas with manual equipment, rendering full 24-hour service and paying operators in conformity with the provisions of the Wisconsin minimum wage law, would have involved an annual outlay of at least \$15 per station for wage expense alone.

On the other hand, the subscribers were entirely willing to pay higher rates for the improved service, and interposed no objections to a readjustment of rentals which had been based on heavily loaded party lines and part time service.

It was natural, therefore, for Mr. Bauch to consider carefully the matter of equipping the rest of his system, including Mellen, recently acquired, and Park Falls, the main exchange. His study brought out so many advantages in the improvement of service and the stabilizing of expenses, that he decided to proceed with the plan, and the Park Falls exchange is now in service and the Mellen system practically ready for completion. This will make the Glidden Telephone Company entirely Automatic.

Each of the exchanges is connected by means of a two-way trunk to a toll switching point, a one-position cabinet equipped with incoming toll lines and with a dial for calling out over the exchange trunks. This cabinet is located at the Park Falls exchange, but except for the trunk line, has no connection with that equipment.

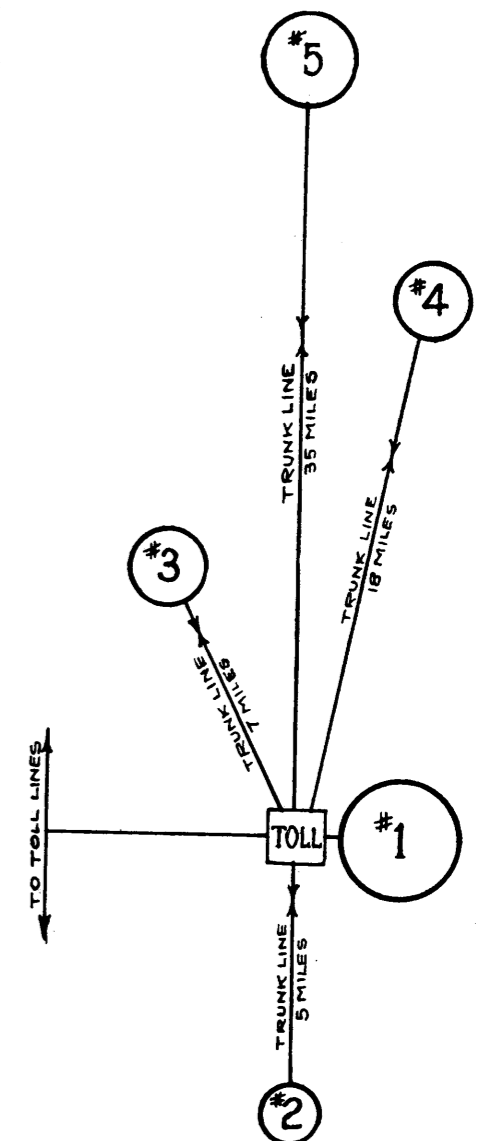
An attendant at this toll point is the only operator required in the entire system. She handles all incoming and outgoing calls. Information and service calls also come to this operator.

By this application of Strowger equipment 1100 subscribers, located in five exchanges, are given 24-hour service with only three operators (one for each eight-hour trick). To render the same service manually would require 17 or 18 operators at a wage cost of approximately \$9000 per year. With Strowger equipment some \$7000 of this charge is saved, which alone amply justifies the installations, to say nothing of the increased simplicity of operation and improvement of service which have resulted.

The Glidden Telephone Company has a single equipment man, who tests out and maintains the five exchanges, making periodic trips to each one at about one week intervals. This enables him to keep the batteries in proper condition and put the switches through the proper routines. In this way practically all "trouble" is caught before it develops, with the result that almost no emergency calls are received.

The success of these installations, as well as those made at numerous other points, has proved decisively that their operation is entirely practical, highly efficient, economical and satisfactory.

As a result more and more companies are adopting the same general plan, adjusted to their particular requirements, and just as Automatic equipment is recognized as being the only solution for the problems in large metropolitan systems, so also it is being accepted as best for serving small, semi-rural communities.



AUTOMATIC ELECTRIC COMPANY

FACTORY AND GENERAL OFFICES, CHICAGO, ILL.

BRANCH OFFICES:

New York City
21 East 40th St.

Philadelphia
The Bourse Bldg.

Boston
445 Tremont Bldg.

Detroit
525 Ford Bldg.

Cleveland
415 Cuyahoga Bldg.

Columbus
512 Columbus Savings
& Trust Bldg.

Rochester
519 Arlington Bldg.

Pittsburgh
2136 Oliver Bldg.

Ft. Worth
212 Lucern Bldg.

Ft. Wayne
502 Bass Bldg.

Kansas City
1001 New York Life Bldg.

ASSOCIATED COMPANIES:

INTERNATIONAL TELEPHONE SALES AND ENGINEERING CORPORATION, New York

International Automatic Telephone Company, Ltd., London

Compagnie Francaise pour l'Exploitation des Procédés Thomson-Houston, Paris

Automatic Telephone Mfg. Co, Ltd.
Liverpool

Automatic Telephones, Australasia, Ltd.,
Sydney