

phone Company. They will start with ample capital and we bespeak for them success.

MONARCH TELEPHONE COMPANY'S NEW FACTORY.

The accompanying illustration shows the new factory soon to be occupied by the Monarch Telephone Manufacturing Company. This building is at the corner of Washington boulevard and Morgan street, Chicago, just eight blocks west of the present quarters of the company at 12 South Clinton street. As will be seen, the new building is nearing completion and it is expected that the Monarch company will move into it about the first of October. For several months past the move has been contemplated and a large quantity of stock has been worked up so that no delays in shipments will be experienced during the moving and settling period. While the growth of the Monarch company has been rapid heretofore, the doubling of floor space and manufacturing facilities, now being effected, will undoubtedly bring about an even more phenomenal increase in



Monarch Telephone Manufacturing Company's New Building.

business. At the same time, the factory has not yet reached that size where the efforts and supervision of the individuals in charge are buried too deep under the mass of business to be shown in the apparatus produced and to be felt by the customers of the company. The feature of personal attention to all details will be preserved, as it is due largely to this feature that the success of the Monarch company has been so great.

SHIPPING APPARATUS TO INDIA.

It is difficult to design anything new in the style of telephone apparatus any more. This, however, appears to have been accomplished by the Western Telephone Manufacturing Company, Chicago, in its "Ideal" telephone. This instrument, while designed for a class by itself, will be recognized as of the common battery type of local battery telephone. It is neater and more compact than any other make of telephone of this type, and is unique not only in the design of the cabinet but in the arrangement of the apparatus inside and in the wiring. The different parts are so installed that the generator, ringer and induction coil can be removed by the use of a screw driver only. This makes it very convenient in case repairs have to be made on any of these parts. The telephones are so wired that there is no hidden wiring. This makes the "shooting" of trouble a very easy matter in case there should be any trouble to "shoot."

The Western company has just made a shipment of telephone apparatus to Champa, District Belasapur, Central

Province, India, the simplicity of wiring and construction of the telephones, as well as the fine talking qualities, recommending them for the severe test they will be put to when installed.

SUMTER COMPANY AND ITS WORK.

An interesting article concerning the Sumter Telephone Manufacturing Company, of Sumter, S. C., is contained in the August number of the Business Magazine. The Sumter Chamber of Commerce furnished the material to exploit that city and its enterprises, and the high esteem in which the company is held in Sumter is evidenced by the warm praise given the concern in that publication. The article shows the wonderful development of the telephone manufacturing business in Sumter, presenting a bird's-eye view of the extensive manufacturing plant of the Sumter Telephone Manufacturing Company and cuts of the various switchboards, telephones and electrical apparatus manufactured by that concern.

The Business Magazine states that the Sumter Telephone Manufacturing Company has been the main source of supply for the Independent telephone exchanges throughout the south, and, by the superior grade of telephones and switchboards manufactured and sold throughout the south, has maintained the independence of the smaller telephone exchanges. The Sumter company, started about ten years ago by Charles T. Mason, a man of marked ingenuity and mechanical ability, had for its first factory a small frame dwelling, which was not as big as the present extensive and splendidly equipped offices of the company, but to-day several hundred thousand square feet of floor space are required to hold the plant, and over half of one city block is utilized for buildings, such as saw-mills, woodworking departments, machinery departments, polishing rooms, assembly rooms, nickelplating, boiler and engine rooms, box-making rooms, testing departments, planing rooms, shipping departments, and for sidetracks, lumber and for many other purposes incidental to such a large manufacturing establishment.

The fact that the instruments manufactured at Sumter have carried off gold medals from several expositions, such as the Charleston exposition and the Paris exposition, the St. Louis exposition, and that the local company maintains agencies in European countries, South America, Mexico, Canada and Cuba, where it ships hundreds of telephones and switchboards monthly, besides having agencies all over the United States, where thousands of instruments are sold annually, shows what can be done in South Carolina, in an agricultural section, remote from the large iron and steel sections of this country.

The United States government is a large patron of the Sumter Telephone Manufacturing Company and recently placed an order for nearly a thousand telephones with this concern in one order.

GOULD TANDEM COUPLE STORAGE BATTERIES

For small amounts of current, as required by police, fire alarm, railway signals, telegraph and private telephone exchanges and the like, the storage problem has been very cleverly met by the Gould Storage Battery Company, New York and Chicago, in its new "Gould tandem couple" type cell. In the new design, no separation of plates is needed. The plates are set end to end in each cell, one positive plate and one negative plate only, in each glass jar, obviating the usual tendency toward buckling and causing the wear and tear on one side only. The discharge takes place from both sides of the plate and from practically all parts of the plates at once, and this construction also eliminates the chance of grounding or short circuit between plates. Furthermore, the removal of any couple for inspection, cleaning or renewal, is not attended by the old time unbolt- ing of connections, sawing of lead, accompanying lead-