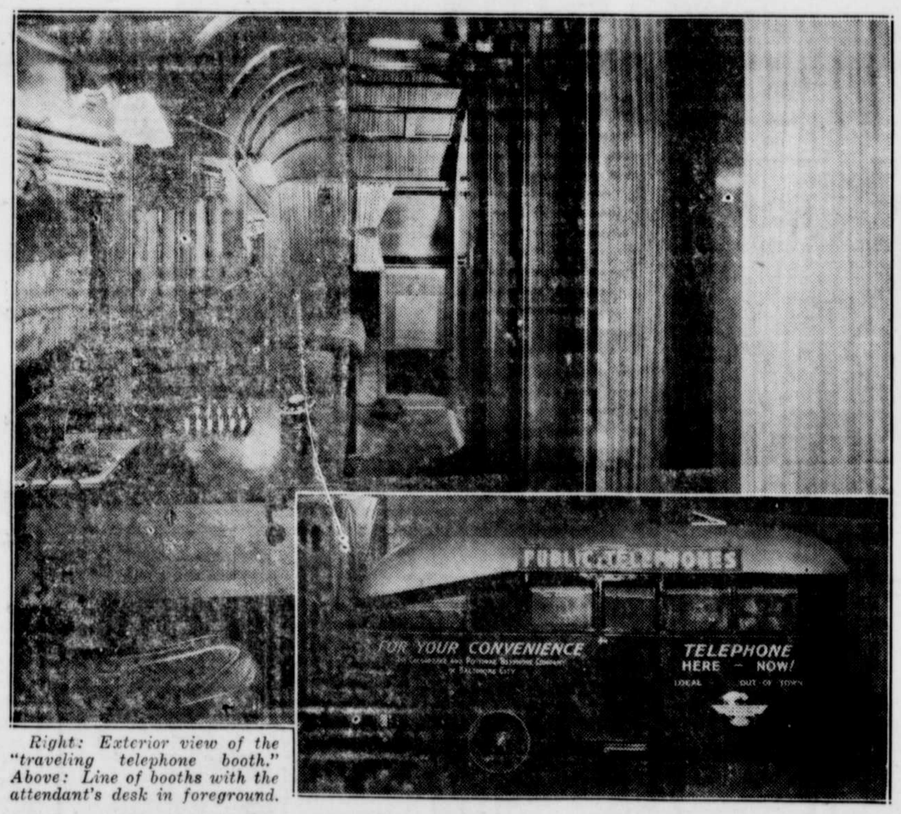
A. J. Dinsmore & Bro. Phone 108 Rising Sun, Maryland

FIRST TELEPHONE BOOTH TRAILER DEVELOPED FOR USE IN MARYLAND

Mobile Unit Designed By C. & P. Telephone Co. To Serve Public At Field Events, Games, Shows and Fairs



Right: Exterior view of the "traveling telephone booth." Above: Line of booths with the attendant's desk in foreground.

What is believed to be the first telephone booth trailer is being used in Maryland by The Chesapeake and Potomac Telephone Company at public gatherings of various types. It was designed to meet the need for adequate telephone facilities at football games, fairs, field meetings, sports events, etc.

The trailer is equipped with five comfortable and attractive telephone booths, in each of which is installed a cradle-type handset. When the trailer is on the road, the telephone sets are removed and packed in a special compartment to guard against damage.

Immediately to the right upon entering the trailer is the desk of the attendant who places and times all calls and collects the charges for them. After the customer has given his request to the attendant and the connection has been completed, he is assigned to an idle booth where he can converse with the called party in privacy. If he wishes to make additional calls, he can do so without leaving the booth. This is made possible by an intercommunicating circuit between the booth and the attendant.

In planning the trailer every effort was made to provide comfort and convenience for the customer in using the telephone. Each booth is equipped with an upholstered seat, an electric fan and a heater; the outer room is provided with a comfortable bench for waiting customers. Mahogany walls and chrome fixtures add color to the interior of the trailer.

All Maryland telephone directories, as well as those of frequently called cities outside of the state, are a part of the trailer's accessories.

The exterior of the trailer, which is 21 feet long, is in blue with gold lettering, the roof being finished in aluminum. Just above the entrance is a neon-illuminated sign, "Public Telephones," which is visible from a considerable distance. Below the windows are imprinted these words, "For Your Convenience" — "Telephone — Here — Now! Local — Out-of-Town," arranged in several lines for effective display.

In planning the equipment it was necessary to make provisions for its use in all localities of Maryland, whether the local equipment is magneto, common battery or dial. The result was a specially-designed attendant's cabinet consisting of a group of keys which control ringing, supervision, holding, inter-communication between the attendant and the customer, and other operations.

During the Baltimore automobile show approximately 800 calls were made from the trailer; 4,500 persons stopped to inspect or inquire about the equipment and more than 1,500 made some favorable comment.

Nature has given us the seeds of knowledge, not knowledge itself.—Seneca.

Learn to say "no"; it's better than "nit."

Borrowers are like pie-crust—very short and very sweet.

Be sure you're right, then go ahead regardless of the road others take.

The contortionist leads a double life.

A man is out of spirit when there isn't a drop in the house.

For every dollar a man wins on fast horses he loses two on slow ones.

Some people die eating and others di-et.

The secret of being tiresome is in telling everything.—Voltaire.

SCHOOL OF MODERN MERCHANDISING AND MANAGEMENT

"You should deal with the customer on the Golden Rule basis—only you do it first." This was the advice which W. S. Knudsen, President of General Motors Corporation, gave this week in an address to the 27 members of the Chevrolet School of Modern Merchandising and Management for sons of dealers, now entering the final days of their seven-week course in Detroit.

Mr. Knudsen said that this principle built permanency into the automobile business, which is on a solid foundation now as compared to the earlier times, when the fathers of the students were entering it. The sons of dealers, he said, would start in the field as salemen and managers under very favorable circumstances as compared to earlier times.

"We still need good retail salesmen in the automobile business," said Mr. Knudsen. "The most successful is the one who knows his own car, the factory behind it, and the organization of the company."

The schools for sons of dealers was organized for this purpose by W. E. Holler, general sales manager of the Chevrolet Motor Division, and is one of the phases of the Quality Dealer Program which was introduced three years age to improve dealer-factory relationships.

Mr. Knudsen points out in his talk to the students that it is to the interest of the corporation to see that the men in the field are strong, and that rules of equity apply between factory and dealer and between dealers. He said that dealers were assured of a square deal from the corporation.

As advice to the young men, Mr. Knudsen told them "to believe in people who are working for you, to create a business that you yourself will be proud of, to be tolerant of the other fellow, and listen to his troubles so that you can get the whole picture, to get the other fellow to liking you as much as you like him, to build the sort of an establishment that will last over the cycles of business booms and depressions, to beware of overextended operations that come from a desire to go too fast, and to stand for permance."

Letterheads
Envelopes
Bill Heads
Give Us Your Orders for Printing

If riches didn't have wings they would be unable to roost so high.

Many a man's reputation depends on what isn't found out about him.

W. F. B. R. AND BUREAU PLAN RADIO PROGRAM

Maryland farm leaders, farm market reports and farm facts will be heard on the radio every Monday—12:15 to 12:30 P. M., over WFBR beginning June 6th. One of the objectives of this program is to build up a schedule of all meetings of interest in agricultural circles and we'd like you to help. If you know of any meeting of more than county-wide scope, write us giving the names, organization, purpose, time and place and mail to the Maryland Farm Program, care of Station WFBR, Baltimore.

Each week a guest speaker will talk briefly on some topic of interest.

The program is made possible through the courtesy of the WFBR management and their interest in Maryland agriculture. The State Farm Bureau Office is cooperating with the station officials in planning the broadcasts which will include a resume of the Baltimore livestock market and other timely facts on the business of farming. This program is considered the farmers' own and suggestions from them will be welcome.

EXCEPTIONS FILED

John H. Ware, Jr., receiver for the Oxford Millwork company, was surprised by C. Raymond Young, Esq., in the Court of this county on Monday. Ware had placed his account with the court to be approved and make an order to pay out the balance to creditors.

Representing the L. N. Lafferty Lumber company, Young filed exceptions to the account. Ware's account, filed May 5, stated the balance for distribribution was $9,209.-27. Young, it is reported, objected to the payment of commissions and fees to the receiver amounting to $56,600 during a period of five years.

The exceptant to the account asked the court for the appointment of an experienced accountant to audit the reciver's account. The account totaled $1,893,492.93. The court set June 22 as a date for hearing the exceptions.

—Oxford Press.

WINS STATE CHAMPIONSHIP

D. Franklin Beck, of Havre de Grace, won the State Singles Trapshoot Championship at sixteen yards on June 5, at the Oriole Gun Club, Baltimore. Mr. Beck's 198 out of a possible 200 led Mr. Calvin Michael, of Aberdeen, by one point. It was the third successive year that Mr. Michael gained the runner-up position.

Last year Mr. Beck and Mr. Michael finished in a tie. The former, however, won in a shootoff

Mr. Beck has won the State Championship five consecutive times.

One touch of love mends all heart's punctures.

Purpose directs energy and purpose makes energy.

MARYLAND UNEMPLOYMENT COMPENSATION

About seven thousand names may be added to the list of beneficiaries of the Maryland Unemployment Compensation Fund soon after July 1, under the four-to-seven amendment to the original Act passed by the Legislature. Payment of contributions by employers made liable by this amendment began in April, covering the first quarter of 1938. The number of employees newly covered by this amendment is figured at 30,-000. Nearly one-fourth of these are expected to become applicants for benefits.

These 30,000 employees have been working for about 4,000 liable employers. There are, of course, no figures yet available to show just how many from these four-to-seven groups are out of employment but the supposition is that the percentage will be at least as high as that of the larger groups, classed as eight-or more.

Claims of members of the four-to seven groups will be received on and after July 1 but there will be a waiting period of two weeks as hereto fore. The first payments will cover the week beginning July 15. Thus it will be the latter part of July before any benefits can be paid to the new groups. Benefits will be based on the rate of earnings for the first quarter of 1938 only. After the close of the second quarter new benefit computations will have to be made.

A great deal of extra work will be necessary in adjusting these new claims due to the fact that many of those filing may have worked for employers of more than eight in 1937.

EXPRESS HIGHWAY PLANNED

It is currently reported that the United States Bureau of Highways has settled upon the building, within the next five years, of an express highway from Washington to Jersey City. This highway will be two hundred feet in width and will have ample provision for eight lanes, or more. The highway will run from Washington. touching Camp Meade, thence under the Patapsco river, reaching the Governor Nice highway; thence circling Havre de Grace and crossing the Susquehanna river, on the island, by a bridge immediately north of the Baltimore and Ohio railroad bridge; thence across Cecil county, paralleling the Baltimore and Ohio railroad, about one mile above, thence east of Newark, Wilmington and Philadelphia, crossing the Delaware river below Trenton and thence on to Morristown, passing Camp Dix, and from thence on to Jersey City. The entire expense of building this highway, which wll be known as National Route No. 1, will be borne by the United States Government, the several States only being required to furnish the hight-of -way and the engineering.

Lockjaw as a punishment for people who listen at keyholes would be the proper thing.