



Ericsson News

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The New Telephone Plant at Mendoza, Argentina.



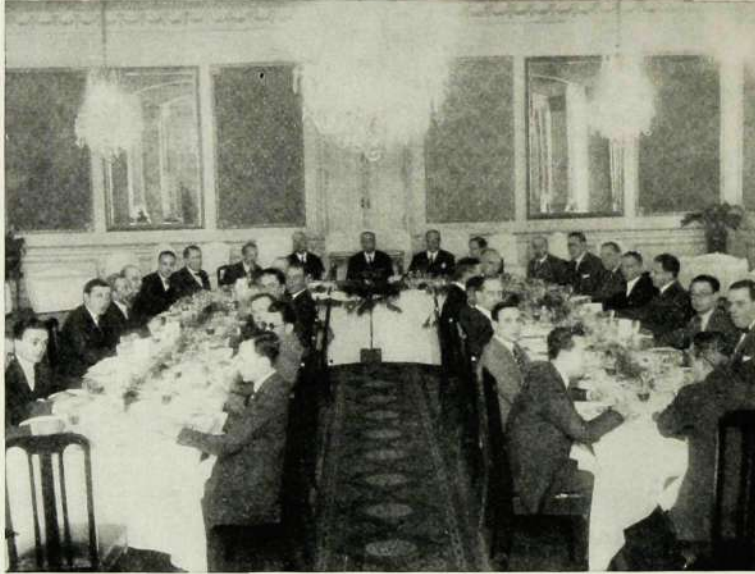
R 1347

Mr. Mauro Herlitzka.
President of Cia. Argentina de Teléfonos S. A.

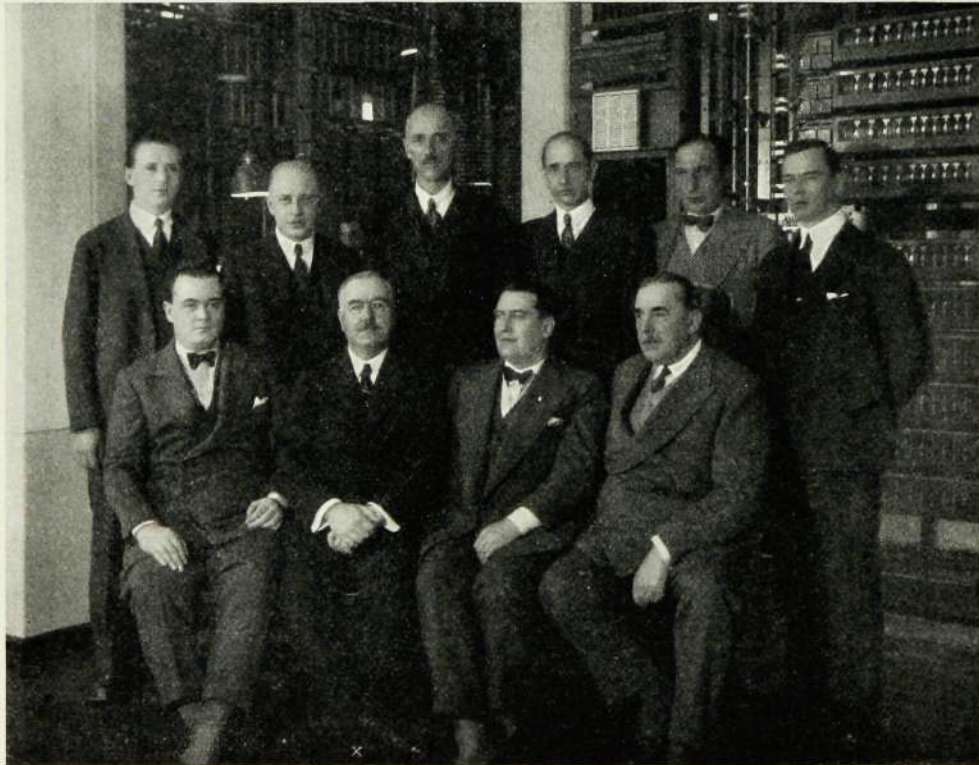
On the 10th of August last the new telephone plant in Mendoza, Argentina was inaugurated, this event being marked by an imposing ceremony. This plant has been erected by L. M. Ericsson's subsidiary in Argentina, Compañía Sudamericana de Teléfonos L. M. Ericsson S. A., for the telephone company operating in the northern and western parts of the country under the name Compañía Argentina de Telé-

fonos S. A., this company now being on the point of completely modernizing its various telephone nets. This task has been entrusted to the Ericsson company, whose proposals and projects were adjudged more advantageous than those of competing firms.

Compañía Argentina de Teléfonos is most efficiently managed by its president, Mr. Mauro Herlitzka — well known in Argentina as an ex-



R 1351. Photo taken at the opening of the telephone plant in Mendoza.
Lunch served after the ceremonies. At the head of the table
in the centre the Governor, Mr. Carlos Borzani.



R 1348

Group of Swedish Telephone men who were present at the
opening of the telephone plant in Mendoza.

pert organizer and as head of one of the country's largest power concerns — assisted by Juan Bilbao, vice-president of the "Banca de Italia y Rio de la Plata", and by the managing director, Angel di Benedetto.

The city of Mendoza is the capital of the flourishing wine-producing province of the same name and is the first city within the operating zone of the above-mentioned company to be equipped with a new full-automatic telephone system.

changes are housed in new buildings of an excellent type of construction and a uniform architectural style.

The inauguration itself was performed by the Governor of the Province Carlos Borzani, assisted by members of the Provincial Government, ministers Watson and Jurado being among those present. The Ericsson representatives included the managing director of the Ericsson concern K. F. Wincrantz, the director of Cia. Sudamericana de Teléfonos L. M. Ericsson Penn Grill



R 1350 Interior view of the "Subscription Bureau" in the Central Exchange Building in Mendoza.

The outside net is built according to the standard Ericsson system with underground conduit lines, distribution cabinets for transition from main to secondary cables and cable terminal cabinets for the distribution of the subscribers' lines. The Ericsson automatic telephone system with 500-line selectors has been adopted, with one main exchange in Mendoza for 3000 lines and a sub-exchange in Godoy Cruz for 300 lines. In addition, ten manual rural exchanges have been erected.

The total number of subscribers' lines now installed amounts to 4260, the ultimate capacity of the main exchange being 60,000 lines and that of the outside net 12,000 lines. All the ex-

and the director of Ericsson's Mexican subsidiary B. Wahlqvist.

After the inaugural ceremonies lunch was given at the Plaza Hotel for a number of guests.

The new telephone system is giving most satisfactory service and has gained popular approval, this being corroborated by the fact that the number of subscribers has more than



R 1891



R 1849 Building for Rural Exchange in Mendoza.

doubled since the exchange was opened for traffic.

The local press contained a number of profusely illustrated articles covering this event and printed a popular description of the Ericsson automatic system, its construction and manner of functioning, together with an exposition of the principles on which the Ericsson system

of net construction is based. In this connection we take the liberty of presenting the following data.

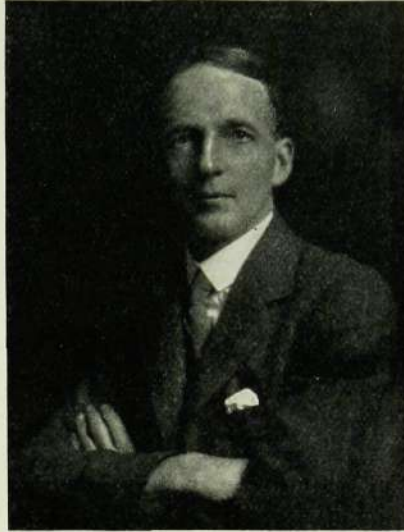
1. Ultimate capacity of the automatic system 60,000 lines
2. Ultimate capacity of the conduit lines and exchange building in Mendoza ... 10,000 ,,
in Godoy Cruz 2000 12,000 ,,
3. The conduit lines in Mendoza comprise 20,250 metres of cement conduits, the total length of the ducts amounting to 48,000 metres
4. The suburban conduit lines have a total duct length of ... 33,000 ,,
5. Total length of cable 177,000 ,,
6. Total length of wire included in cables and bare wire lines 18,000,000 ,,

Note: This is about equal to the distance from Pole to Pole.

Number of lines.

Exchange	Installed			Including reserves	
	automatic	manual	total	main lines	distribution lines
Mendoza	3,000	100	3,100	3,600	4,440
Godoy Cruz	300	100	400	450	470
Luján	—	100	100	150	150
San Martín	—	100	100	140	130
Villa Nueva	—	100	100	110	130
Maipú	—	100	100	140	180
Chacras de Coria	—	100	100	110	100
Rivadavia	—	100	100	100	100
Gutiérrez	—	50	50	80	110
Las Heras	—	50	50	70	80
Rodeo de la Cruz	—	30	30	50	50
Cruz de Piedra	—	30	30	30	30
Total lines	—	—	4,260	5,030	5,970

— **Notes from Brazil.** The Ericsson company has obtained a contract for the delivery and erection of a new automatic exchange for the city of Juiz de F6ra, the concessionaire being Companhia Mineira de Electricidade of the same city. This exchange will have an initial capacity of 1500 lines, the ultimate capacity being 9000 lines, in addition to which there will be 60 lines for toll and suburban traffic, distributed over three switchboards with two positions each. The equipment comprises also one special switchboard for order service, one information desk and one supervisor's desk, together with all necessary telephone instruments.



R 1352 B. L. Donne.
Head of the firm with the same name which holds the general agency for L. M. Ericsson in New Zealand.

their sanction was obtained. Thus, according to the local press, Juiz de F6ra will soon be in possession of the most modern local telephone plant in Brazil.

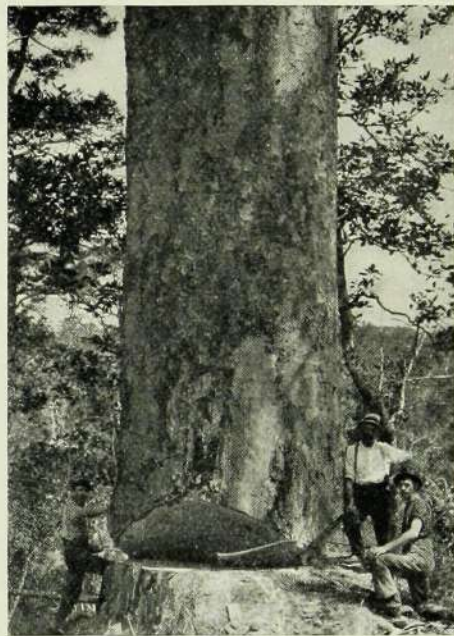
— **Notes from New Zealand.** Following a thorough study of the project submitted by L. M. Ericsson and after having brought to a successful close negotiations with the firm B. L. Donne, representatives for L. M. Ericsson in Wellington, the telephone authorities have decided to install automatic telephone plants according to the Ericsson system with 500-line selectors in the cities of *Whangarei* and *Marton*. Each of these exchanges will have an initial capacity of about 1000 subscribers' lines, the ultimate capacity being about 2000 lines. The final details in this respect are now being worked out.

According to the concession, the above operating company was required to replace the old magneto exchange with a common battery plant,

ers' lines, the ultimate capacity being about 2000 lines. The final details in this respect are now being worked out.



R 1359 Whangarei Falls.
New Zealand.



R 1360 Kauri tree.
New Zealand.

but a petition to install an automatic system was handed in to the municipal authorities, to which

As a result of this new success for the Ericsson system, the B. L. Donne company has con-



R 1354 Wairua Falls, near Whangarei,
New Zealand.

tributed the following data concerning the above-mentioned cities. These short descriptions are accompanied by some views from the beautiful environs of these cities, the original photos having been obtained through the courtesy of "The New Zealand Government Publicity Department".

Whangarei, with a population of 6500, is situated on the picturesque harbour of the same name in the North of New Zealand, and is one of the prettiest towns in the Dominion. It is the shipping port for the various products of an extensive agricultural, cattle raising and fruit growing district, the climate and the fertile volcanic soil being especially suited for this latter occupation. The chief exports are butter, fruit, frozen meat, wool, coal, cement and lumber from the well-known kauri tree which grows to immense proportions. The Wairua and Whangarei falls are situated near the city, these last having given the city its name.

Marton is a township located 118 miles North of Wellington, the capital of New Zealand, and is the junction of the Wellington—Auckland and Wellington—New Plymouth railways. Marton has a population of about 3000 and is the centre of Rangibikei, one of the finest farming districts in New Zealand. The rolling country is exceptionally well suited for sheep breeding and dairy farming. Marton has been named af-

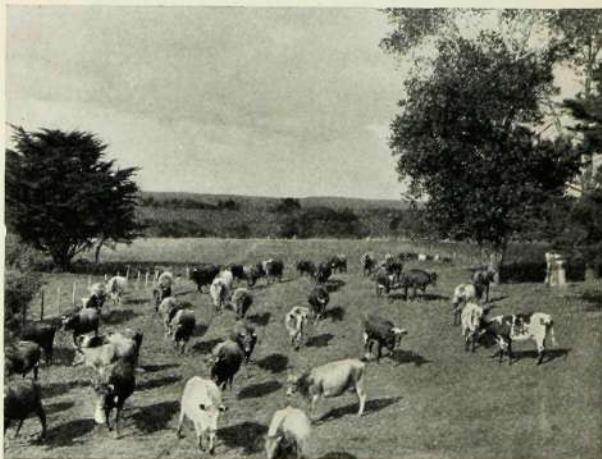
ter the birthplace of Captain Cook in Yorkshire, England.

— **News from Prague.** During the month of June a demonstration of the *Ericsson Automatic Telephone System* — with the aid of a specially constructed model exchange — was arranged for the local press by the Ericsson subsidiary in Prague. On the following day most of the Prague newspapers contained enthusiastic articles describing briefly the principles of the system and the advantages it offers in regard to efficiency of operation and maintenance, those articles which have been brought to the attention of the Editor voicing but one opinion as to the value of the system.

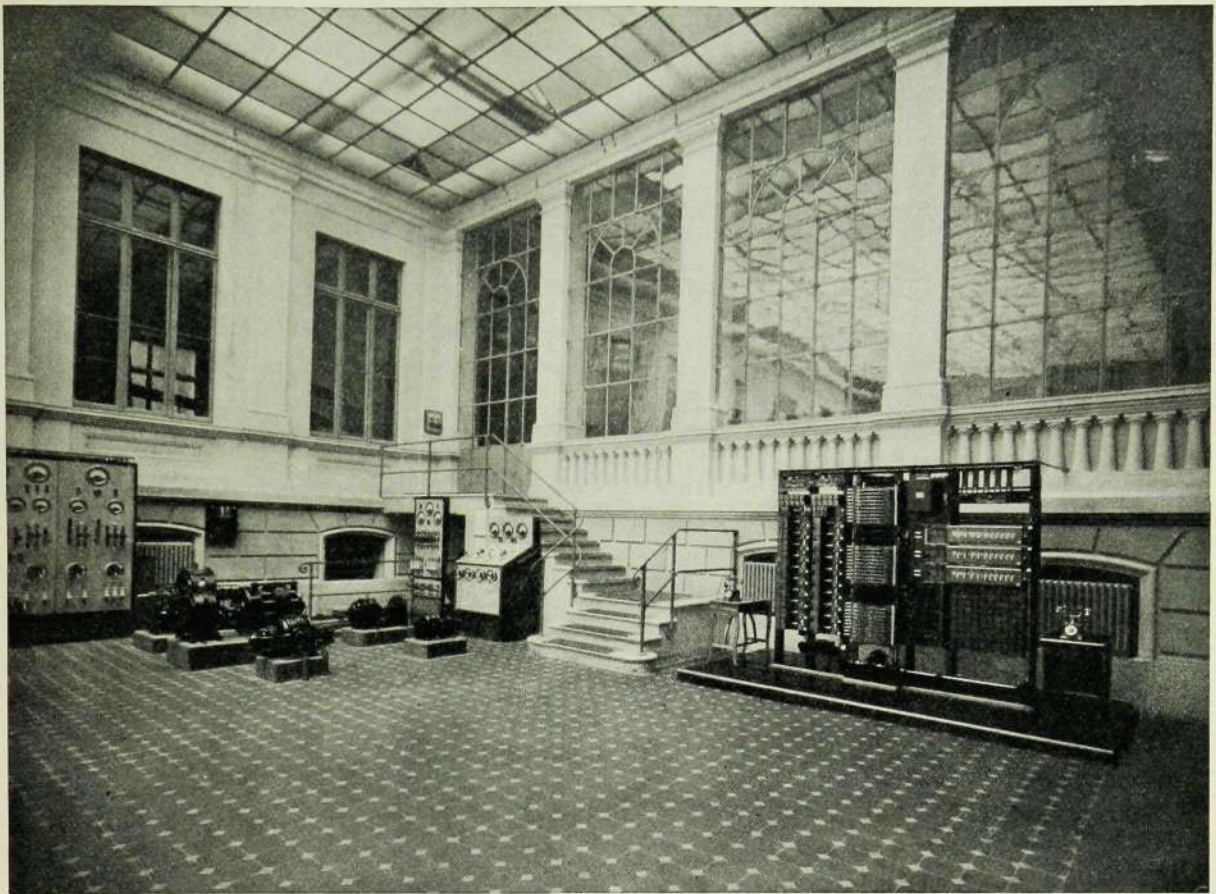
"*Národné Listy*" stated as follows.

"The telephone system which was demonstrated offers a number of advantages and we consider it our duty to call the attention of our readers to the same.

The complete exchange equipment requires but a relatively small floor space, while the tension of the operating current is low, being not more than 24 volts. The system offers a most remarkable efficiency of operation, faults which may eventually arise being denoted by means of a special signal system, thereby making it possible to quickly remedy the same. Another signal system makes it possible for a traffic supervisor to give instant assistance to sub-



R 1355 Dairy Farming near Marton,
New Zealand.



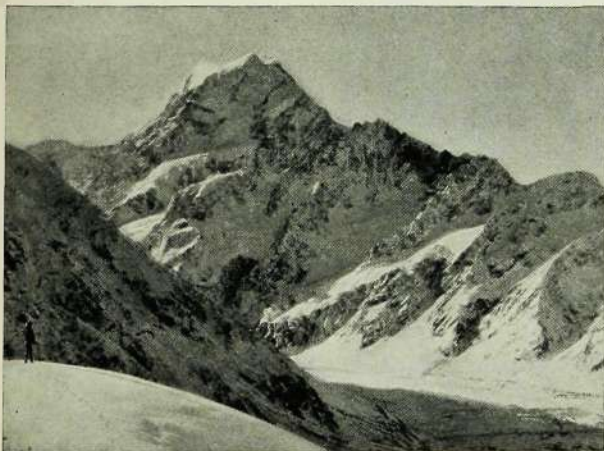
R 1314 The Institute of Technology in Turin, Italy. Model Room with a model Ericsson Automatic Exchange at right. A model exchange of this type was demonstrated in the Ericsson office in Prague, on the 18th of June (see page 6).

scribers who have difficulty in the dialling of the desired number and to explain to them the mistakes they have made in the dialling process.

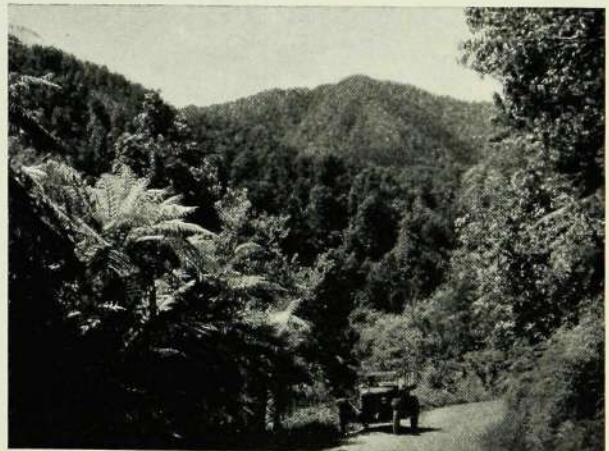
Following a few introductory words by the

director Mr. Záček, a detailed description of the various switching operations was given by Mr. Opečenski.

The manufacture of the various details, the



R 1353 Mt. Cook. Southern Alps of New Zealand.



R 1356 Buller Road on the West Coast, New Zealand.



R 1358

Waikite Geyser, Rotorua,
New Zealand.

difference between a manual and an automatic system and the functioning of this latter was well demonstrated by means of a specially taken film."

"Národné Osvození" wrote as follows in the June 19th issue.

"Telephone experts are constantly seeking new lines for the development of automatic telephone switching, in order to obtain a degree of

perfection which will insure the highest possible efficiency in operation and the lowest possible expenditures for maintenance. Yesterday representatives of the press were invited by the Ericsson company to assist at a demonstration in the offices of this company, of a model Ericsson automatic telephone exchange, representing the latest developments within the field of automatic telephony. This new type of automatic exchange requires a very small maintenance force as compared with other systems. The switching operations as well as the functioning of selectors and relays has been simplified to a degree, while the equipment is mounted on the racks in such manner as to simplify and facilitate the remedying of eventual faults without in any way interrupting the service. Also, this system has the advantage of cheaper operating current — the voltage of the storage batteries having been reduced to 24 volts —, in addition to which the required floor space as well as the floor load is much smaller than for other automatic systems."



R 1357

Ngaruhse in Eruption.
New Zealand.