

Services Held Here For Loyd Morrison, Prominent Telephone Industry Figure

(Contributed)

Loyd F. Morrison, age 72, for many years prominent figure in the Independent Telephone industry, passed away January 22, 1964 in a Grinnell (Iowa) hospital after a prolonged illness.

Born at Oskaloosa, Iowa, on April 3, 1891, he was educated in the Oskaloosa public schools and later attended business college to complete courses in business administration and accounting. From 1910 until 1914 he held administrative positions in the produce business with firms in Oskaloosa and in Chicago, Illinois.

His Independent telephone career began in 1914 when he became Auditor of the Oskaloosa Home Telephone Company, the Eddyville (Iowa) Telephone Company and the New Sharon (Iowa) Telephone Company. In 1919 he accepted the positions of Secretary-Treasurer and Commercial Manager of the Washington (Iowa) Telephone Company, and in 1927 was named General Manager of that firm.

In 1929 he was named General Auditor of the Central Mutual, Story City and Story County Telephone Companies, all in Story County, Iowa.

As additional telephone properties were added to a fast growing system, he was named in 1929, General Superintendent of the Iowa Continental Telephone Company. In 1934 this firm relocated to Grinnell at which time Mr. Morrison was named Vice President and General Manager. In addition to membership on the board of directors of various telephone firms, he also served as Vice President and General Manager of Interior Telephone Company and the Iowa Telephone and Telegraph Company; President of Middle State Utilities Company of Iowa; Executive Vice President of Fairmont (Minnesota) Telephone Company and St. Croix (Wisconsin) Valley Telephone Company; all with operating headquarters at Grinnell. At the time of his retirement in 1956 he was directing operations for all of these firms, now a part of the General Telephone system.

Mr. Morrison's telephone career spanned 42 years of active management during which he was a director and past President of the Iowa Independent Telephone Association and, upon retirement, was distinguished by that group with the title of Honorary Director. In addition,

was a Director and Past President of the Tom Griffith Chapter, Independent Telephone Pioneer Association, a Director and past President of the Washington



Loyd Morrison

(Iowa) Rotary Club and a Director of the Grinnell Kiwanis Club. He was a member of the American Legion and the Masonic Order. A veteran of World War I he attained the rank of Sergeant Major with the U. S. Army.

On June 16, 1919 he married Edna V. Bacon at Oskaloosa, Iowa. They have two children: a son, James Lowry Morrison of Mt. Pleasant, Iowa, and a daughter, Jane Rosemary Morrison of Newton, Iowa; two

grandchildren, John Lowry and Ann Susan Morrison, all of whom survive. A sister, Mrs. W. J. Adkins of Austin, Texas, also survives. He was preceded in death by a brother Lyle and his parents, John L. and Electa M. (Lambertson) Morrison.

Funeral services were conducted Jan. 25th from the Smith Funeral Home with the Rev. Chester Custer, pastor of the Grinnell Methodist church, officiating. Organ music was by Mrs. Kathleen Heffner.

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