

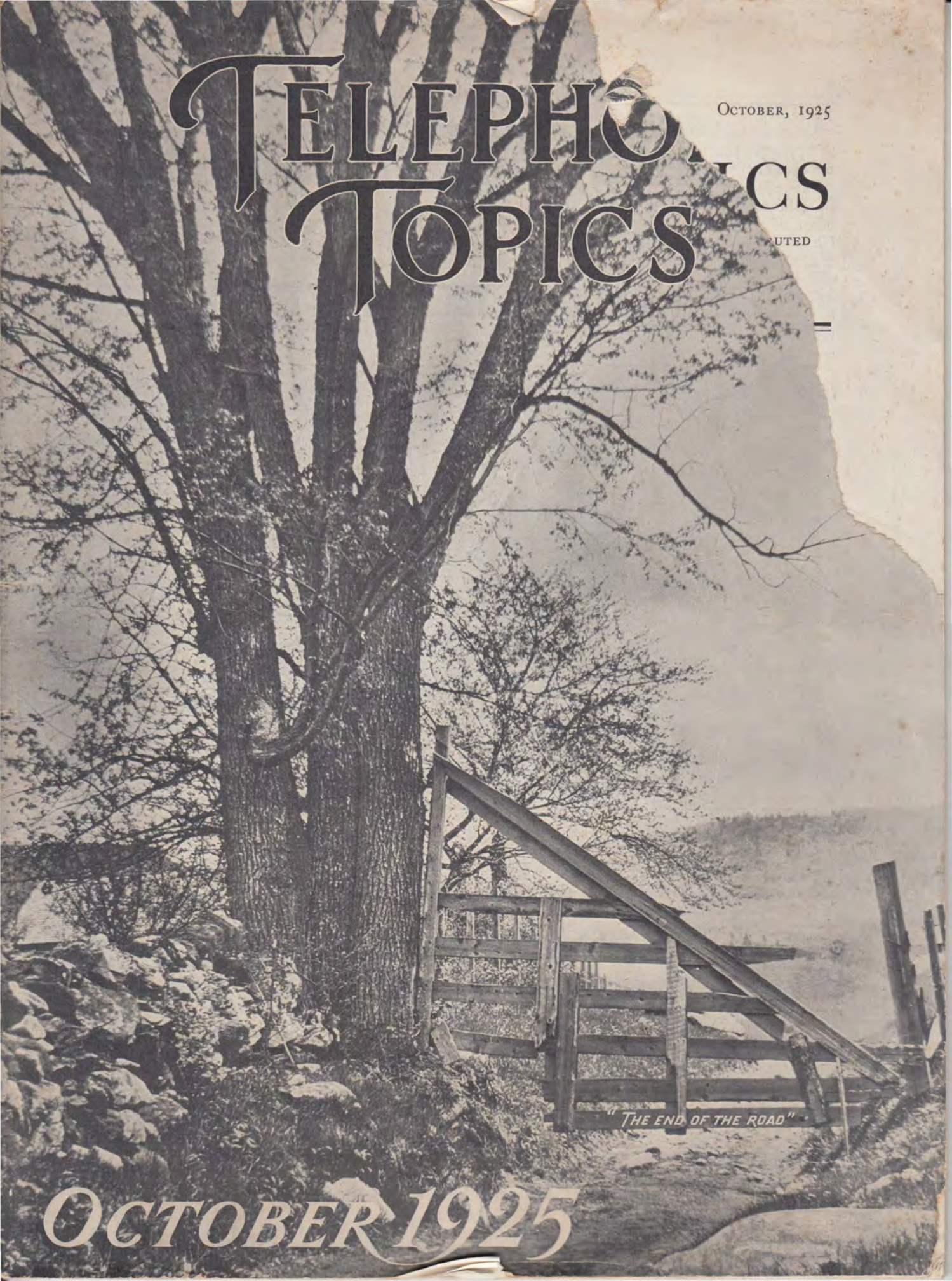
TELEPHONE TOPICS

OCTOBER, 1925

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"THE END OF THE ROAD"

OCTOBER 1925

This Gang- "THE HAND"

THEY'VE WORKED TOGETHER THIRTY FOUR MONTHS



GEORGE DUXBURY'S HEAVY CONSTRUCTION GANG LOCATED AT NORTH ADAMS, MASS.

Names of Men (left to right) Louis Viens, George W. Duxbury, Robert E. Green, Fred Fountain
(on Truck) R. A. Wright, W. J. Kerwood

Without a Lost-Time Accident!!

IT TAKES A SPIRIT OF SAFETY IN A GANG TO PREVENT ACCIDENTS

TELEPHONE TOPICS

ISSUED MONTHLY BY THE NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY AND DISTRIBUTED
WITHOUT CHARGE TO ITS EMPLOYEES AND TO THE EMPLOYEES OF CONNECTING COMPANIES
PUBLICATION OFFICE, 50 OLIVER STREET, BOSTON

As an Investor

By ROGER M. EASTMAN, *Accounting Department*

WHEN your supervisor informed you last December that there was only a short time left to subscribe for shares of stock in the A. T. & T. Co. at \$118.00 per share, the chances are that you seized the opportunity. At

any rate 5,931 employees did, bringing the total number of subscribers to 14,194. During the last two weeks in December heads and pencils were busy figuring the number of multiples of 75 cents it would be possible to squeeze into the weekly budget. If you were unable to permit any further deductions from your pay envelope, or if you were already carrying the full amount to which you were entitled under the terms of the plan, there was a distinct feeling of regret whenever you thought of the matter. You

may not have analyzed the reason for that feeling, but you realized it was too good an opportunity to let pass without a struggle.

The market price of the stock continued to rise and the A. T. & T. Co. was obliged to raise the subscription price to \$121.00 and again to \$125.00 per share. Each time you were given a warning of the approaching increase and an opportunity to subscribe for stock before that increase became effective, and each time you either took advantage of that opportunity and felt a clearly defined thrill

of satisfaction, or were unable to take advantage of it and underwent a correspondingly keen feeling of regret. There was good reason for your reaction too, whichever it was, for even at \$125.00 per share the return is at the rate of 7.2%.

Not for Self

If a man does not provide for his children, if he does not provide for all those dependent upon him, and if he has not that vision of conditions to come and that care for the days which have not yet dawned, which we sum up in the whole idea of thrift and saving, then he has not opened his eyes to any adequate conception of human life. We are in this world to provide, not for ourselves, but for others—that is the basis of economy.

—Woodrow Wilson

You underwent a repetition of the above feelings and emotions when the opportunity was presented to subscribe for shares of stock in the Telephone Workers' Cooperative Bank. Everyone felt the same reaction. You wished—and probably confided the wish in some friend's ear—that you were able to subscribe at once for the full 40 shares—the maximum number allowed any employee—that would make you the possessor of \$8,000.—in approximately twelve years, and perhaps the owner of that home of which

you have dreamed. However, you probably compromised on nearer 10 shares.

Finally, as an employee of the Company, you have your Credit Union. Where can you do better than to get 5% on deposits, and 6% on your shares up to the value of \$1,000.00—and with the best security too? Such savings are always readily available for transfer to some safe security yielding an even more satisfactory return, such as American Tel. and Tel. Company stock when the market is particularly advantageous.

Continuous and close association often blinds us to opportunities close at hand which loom large in the eyes of the stranger.

[There is the old story of the elderly New Hampshire farmer, born and brought up "round on the other side" from the "Old Man of the Mountain." He was typical of the White Mountain country, and had the proverbial slow, dry, Yankee sense of humor. There came a time when he was paying a visit to a distant relative in Boston.

"I suppose you have spent hours watching the 'Old Man of the Mountain,'" said his host one day, in the course of a stroll along one of the city's busiest shopping streets.

"No," said the old fellow. "Always be'n too busy pullin' rocks. 'Twould take at least a day to get over there and back from my place. It's over the other side of the mountain."

"Well! Think of that!" exclaimed his friend, "and I spent three days on a trip up there, just for one look at him."

They walked on.

Finally the old farmer broke the silence.

"I suppose you've been up Bunker Hill Monument lots of times?" he questioned, a faint twinkle in his eye.

His host smiled. He was caught.

"No," he confessed, "I've been by it any number of times, but never climbed to the top."

"Do you know," said his older companion, with a faraway look in his eyes, "I've often thought I'd like to see it and climb it some time."

Did you ever pause to consider what an outsider would think of the opportunities for saving and investment such as are yours as an employee of this Company, to provide for the time when your earning power may not be quite as great as it is now?

Suppose after thirty years' labor you had an income something like the following:

\$5,000.00 par value of A. T. & T. Co. stock — income \$450.00 per year assuming continuance of the present dividend rate.

These shares might be accumulated at the rate of five every three of the thirty years one may be expected to remain in active business.

\$4,000.00 in the Cooperative Bank — income \$240.00 per year assuming a 6% dividend.

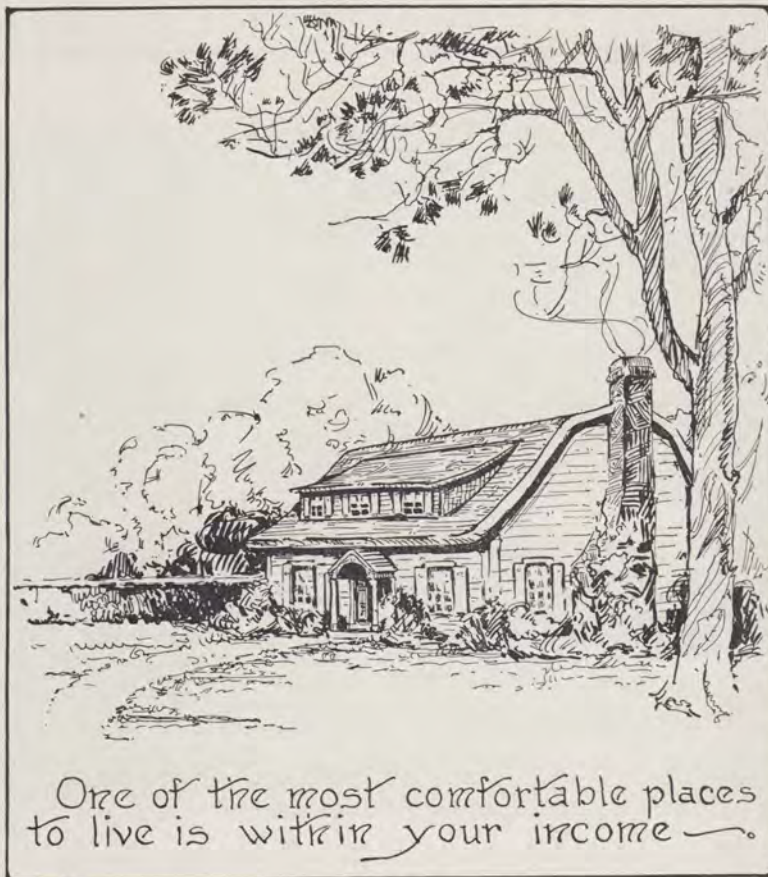
This \$4,000.00 might be accumulated by subscribing for ten shares (a deduction of \$2.50 per week) and when those shares were fully paid for, by subscribing for ten more.

That totals \$690.00 income per year and you will admit the figures are conservative. For simplicity, the increase, if earnings on the A. T. & T. Co. stock were compounded and used to purchase new stock, has not been included in this illustration,

although in twenty-five years those earnings would more than double the original investment. Also, we have disregarded the possibility that you have accumulated some funds by means of your Credit Union or a savings bank account and invested those funds in some security such as N. E. T. & T. Co. stock paying six to eight per cent per year.

Then supposing you were receiving a pension of \$600.00 per year, and perhaps had an insurance policy that had matured, and had been invested in stock of the A. T. & T. Co. Finally, supposing you had ten or fifteen more years of work and saving behind you.

Even leaving out any extra savings or investments, the extra years, and the insurance policy, our minimum figures show an income of \$1,290.00 per year. Not a fortune to be sure, but more than enough



One of the most comfortable places to live is within your income.

to assure independence, and to keep the wolf from the door.

Let us look at the proposition again from an outsider's — an investor's — point of view. By an investor I mean a person who buys for the income from his invested principal, one who wants the least possible risk of loss for that principal. He is an entirely different type from the speculator who buys for the profits he expects to get from the appreciation or increase in the market value of his principal.

There are certain fundamental elements that the true investor looks for in his investment. Let us glance over them.

1. Safety of Principal—The investor doesn't want any chance that what he saves will ever be lost by carelessness or dishonesty.
2. Certainty of Income—He doesn't want his company to pass its dividends.
3. Rate of Income—Naturally, he wants all he can get.
4. Legality—He doesn't want any Ponzi scheme, or to have a United States Marshal step up and tack a "Closed" sign on the door.
5. Stability of Market Price—He wants to be able to "cash in" at any time for the full amount of his original investment.
6. Marketability—He ought to be able to sell in Boston at such times as best meets his requirements. A security that is being dealt in from day to day by the Boston Stock Exchange is always marketable and the value is comparatively steady.
7. Appreciation—He wants the stock market, as far as his holdings are concerned, to go up, not down.
8. Diversification—He does not want all his eggs in one basket. He wants different types of industry and different sections of the country represented in his holdings, so that hard times in one industry, or a fire, a tornado or an earthquake in some section

of the country can not wipe out the savings of years.

9. Tax Exemption—He wants to get all the income from his investments and not to be obliged to pay it out in taxes.

No security has all these qualities or elements to the same degree, but it must possess them all to some degree to be an investment.

All of these elements are not equally essential to all investors. Therefore, to pay for those that are not necessary means needless sacrifice of others.

A widow or an orphan should have safety and diversification above all else.

A business man can take a bit more of a risk up to a certain point. He scrutinizes most closely the rate of income, chances for appreciation, diversification and tax exemption provisions of his investments.

A very wealthy man looks for the tax exemption feature.

Here is a problem more interesting than any

cross-word puzzle because it affects you.

Take a piece of paper. Analyze your position in the world—now and for the future. Think what your own particular needs are and will be. Put down in black and white the above nine elements of a true investment in the order of their importance to you. It may differ from the order given.

Then apply the elements to your own investments, first, to your stock in the A. T. & T. Company, then to your Cooperative Bank Stock, and then to any other source of income you may have. Neither of the first two, at any rate, will suffer from your analysis, and you will think none the less of your opportunities to provide for the future.

EDITOR'S NOTE: The only Telephone Workers' Cooperative Bank thus far established limits its operations to the Boston Division.



First in the Bell System

By JOHN L. CROSBY, *General Traffic Staff*

AT our Wellesley central office is a switchboard of the type known as the number 11 common battery switchboard. This switchboard, developed by the American Telephone and Telegraph Company and the Western Electric Company, is the first of its kind to be installed in the Bell System.

The field of use for the number 11 switchboard is the single office area where the number of lines will not exceed certain limits, and outlying offices of like size in multi-office areas, where the percentage of calls to other offices is not too high. Installations planned for the near future include the single office cities of Framingham, Gardner and Rockland, Massachusetts, and, in the Metropolitan division, the Crystal, Needham and Norwood offices. Other offices are under consideration. Because of these plans it is thought that some of the service and operating features that distinguish this switchboard from other common battery switchboards may be of interest to telephone people.

In viewing the subscribers' or "A" switchboard, the most noticeable feature to one accustomed to other common battery switchboards is the number and location of the line signals. Instead of appear-

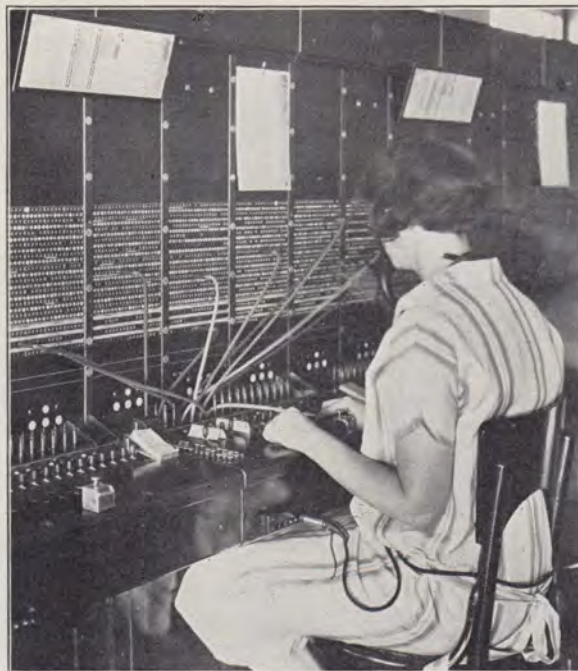
ing at answering jacks in a special location separate from the subscribers' multiple, these signals are directly associated with the multiple. Each strip of

twenty multiple jacks has its associated strip of lamps located directly under it. In this way, every appearance of a subscriber's line has a lamp associated with it.

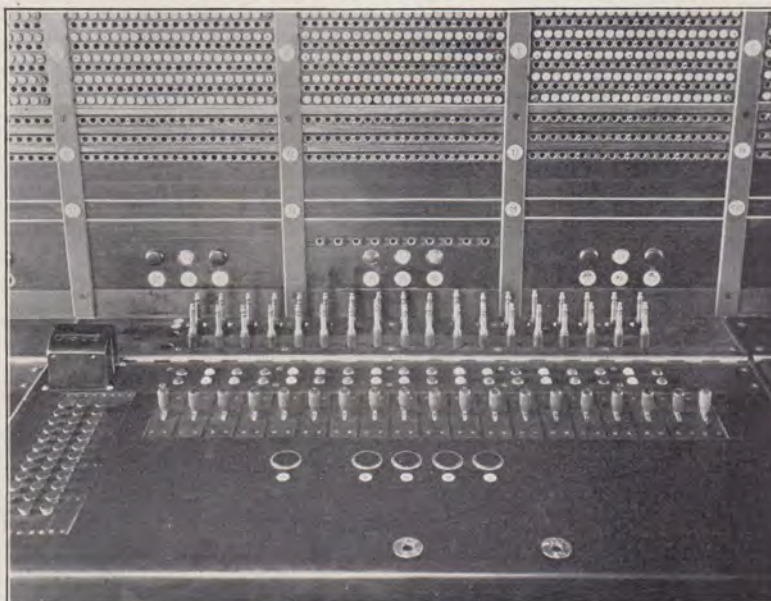
As the line number is known from its position in the multiple, number plates are unnecessary. The lifting of the subscriber's receiver from the hook switch in originating a call lights each of the line signals associated with the multiple jacks of his line. This multiplying of the line signals gives an even distribution of calls throughout the switchboard at all times, and assists in maintaining an even speed of answer to subscribers' calls, as all line signals are within

reach of all operators. There is thus no need, as on other switchboards, of keeping an even balance of calls received on the various positions by occasionally moving lines from one position to another.

Since an operator can answer any originating call without reaching further than the multiple of the adjacent position on either side, a prompter answer can be given on calls



OPERATOR SITTING AT A LINE LAMP RECALL POSITION



KEYBOARD OF A LINE LAMP POSITION

received at night or during other hours of light traffic than is the case at switchboards where it may be necessary during such periods for an operator to leave her position in order to reach and answer a line signal.

In answering a line signal, the operator is automatically connected with the line as soon as she has plugged in with an answering cord, the operation of a listening key being unnecessary. Should a second operator answer at another multiple of the line signal, she is not connected with the line and receives a special tone which indicates that another operator has answered the call.

When the operator has established connection with the called line and has operated one of the ringing keys, she is automatically released from the connection. These features, which are known as "automatic listening in," "non-interfering answering," and "automatic listening out," reduce the time necessary for an operator to handle a call.

To relieve the operator from ringing on slow answer calls to local numbers, machine ringing is provided. At each position is a set of four ringing keys lettered W-M-R and J. These keys are disks about the size of a quarter set on a level with the top of the keyshelf and are easily and quickly operated. On calls for local numbers the operator starts machine ringing on the line by depressing once the key corresponding with the ring designation of the called number, using the "W" key if the call is for an individual line. As soon as the key is operated the machine rings periodically until the called number answers or the connection is taken down. The subscriber knows that ringing is in progress by means of an audible ringing signal.

At each position is a trunk key, similar in appearance to the ringing keys, which is depressed by the operator after she has established a connection over a trunk to another office. The operation of this key releases the operator from the connection.

As a further means of conserving operators' time for the actual putting up of connections, an audible

busy signal is provided for use on local calls. When a local line is busy the operator connects the calling cord with a busy back, similar to that used on "B" switchboards, and the subscriber receives the same signal as when a line is busy on a trunked call. It is usually unnecessary for the operator to give a busy report.

There are twelve positions at the "A" switchboard, nine of which are technically known as line lamp

recall positions and three as flashing recall positions. We shall refer to these positions as line signal recall and cord signal recall positions, as more clearly indicating the principal difference between the two.

At the line signal recall positions, as suggested by the name, the calling party's recall, or flashing of the hook switch, flashes all the line signals associated with the multiple jacks of the line,

instead of flashing the signal of the cord which is connected with the line, as in other common battery offices. When the subscriber stops flashing, his line signals remain lighted. Any operator thus has an opportunity to answer the signal.

The cord signal recall positions are provided for the purpose of handling calls from coin-box telephones. At these positions a flash by the calling party flashes the cord signal, and the line signals do not flash. The flashing of the cord signal starts when the subscriber has moved the hook switch down and up once. It continues automatically, accompanied by an audible signal, until the operator answers. In order to confine answering of calls from coin-box lines to cord signal recall positions, the lamps are removed from the multiples of such lines at all line signal recall positions.

About 2900 subscribers receive service through the Wellesley switchboard. There are approximately 1400 lines. The traffic operating personnel numbers 32. The new board has been in operation a little over a year and is meeting the test of actual service conditions in an entirely satisfactory way. Judging from comments of the Wellesley force this switchboard is a pleasure to operate.



WORKING ON THE NUMBER 11 "A" BOARD AT WELLESLEY

Building a Business by Telephone

"FOR the last nine years," says John Segerson of Segerson Brothers, Hyde Park furniture dealers, "we have found the telephone indispensable in carrying on our business. We cannot place any definite value upon our telephone service because it has proved invaluable. We simply could not conduct our business without the aid of telephone service."

Segerson Brothers are located at 105-123 Fairmont avenue, Hyde Park, but the nature of their business in the past has called them to all parts of New England and they have used the telephone service in all five states in which our Company operates. Their work has brought them into particularly intimate contact with telephone people and telephone service all over Massachusetts. This long experience in conducting business by telephone has placed the members of this firm in a position where they can speak authoritatively about telephone service in New England.

For many years, Segerson Brothers conducted a large business in selling the high grade furniture of select estates when a quick sale was desired by the owners.

In disposing of the furniture for sale in these cases effective advertising and extensive use of the telephone were combined in making sales that were satisfactory to the buyers, the owners and the agents.

An advertisement in one of the large Boston dailies attracted the attention of prospective customers. This advertisement, however, was always unique in that it did not present the street address of the house where the furniture was to be sold. But in lieu of the street address, the telephone number was given a conspicuous place in the advertisement.

According to Mr. Segerson this insertion of the telephone number instead of the street address accomplished two desirable results. In the first

place, curiosity seekers with no intention whatever of purchasing anything were not attracted to the house where the sale was in progress. Secondly, the insertion of the telephone number in the advertisement drew telephone inquiries from a select class of customers, the only people who would be truly interested in obtaining some of the splendid furniture which was for sale upon such occasions.

A girl possessing the voice with a smile answered these telephone inquiries practically all of which resulted in a visit by the customer to the sale and which in countless cases resulted in an immediate sale made over the telephone.

For four years before innovating this method, Segerson Brothers tried to conduct their business without extensive use of the telephone. Five years ago they adopted this new policy. As a result, Mr. Segerson states, they have learned that nothing can be as helpful as the telephone can be to a business.

Agreeing with the facts recently brought out so clearly by *The Literary Digest*, Mr. Segerson says

that telephone subscribers compose the most select and the best clientele that any business man can discover. And these telephone subscribers are a group that can be reached most effectively in one way only — by telephone.

"More than eighty per cent of all our customers — and they run into the thousands," declared Mr. Segerson, "come to us as a result of telephone inquiries.

"There is a figure that makes words appear poverty-stricken in describing the value of the telephone to an enterprising business.

"Incidentally," remarked Mr. Segerson, "our advertisement which we had for many years in the Boston telephone directory was the most productive advertising we ever purchased. As a result of it, order after order came to us and that telephone directory advertising was one of the greatest aids we had in increasing our volume of business."



Segerson Brothers are no longer engaged in the business of selling the furniture of prominent estates. The increase in their business of selling new furniture only has grown so rapidly that it demands all of their attention. But you will find their store well equipped with telephones because they know that the telephone is going to be just as helpful to them in the future as it has been in the past.

"For service, courtesy and willingness to help a business man every one of the telephone people can not be beaten," declares Mr. Segerson.

And we telephone folks add, "Thank you, Mr. Segerson. You have relied upon us in the past. Continue to rely upon us in the future. We will not disappoint you. We are ready to do our utmost in helpfulness to any business man who wants to get the most out of his telephone."

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THINK IT OVER

OCTOBER marks the passing of the vacation season, traffic conditions in our central offices become more normal, sultry summer heat gives way to cooler and more invigorating temperatures and everything tends to make conditions ideal for a renewal of interest in service development. Past experience indicates that the progress of an office during the ensuing year depends largely on the vigorous prosecution of a well-thought-out development program during the early fall months.

So far this year the service results for the entire Company have been on a higher plane than ever before. Apparently still further improvement will be made this fall and it will take the best efforts of everyone in an office to ensure that office of a creditable showing. But the very best results are comparatively easy to secure if each individual in the office has the will to do it and the spirit to carry on. Without spirit and enthusiasm the hardest kind of work cannot produce better than a fair result.

Sometimes we are tempted to ask why we as individuals should be concerned with the quality of the service rendered by the office as a whole. Is it not enough that we personally work our scheduled number of hours, performing our tasks speedily, accurately and courteously? There is some merit in this line of reasoning, but the viewpoint is not so very different from that of a prisoner serving an allotted sentence. Can you imagine anything much more monotonous than spending seven or eight hours a day mechanically establishing telephone connections with no motive other than a weekly wage? After all, what is our real goal in life? Is it not to be as happy as possible? Can we be happy doing something that does not interest us?

Fate has decreed that most of us shall spend about half of our conscious lives earning our living.

If in addition to the material reward for our labor we can discover something of interest in our work, our profit is greater for our lives are happier. You know some girls in your office who seem to get real pleasure from their work. Their spirit attests their enjoyment of it and they have developed such grace and expertness that they never seem to tire. Such girls have the secret of a happy working life. Time does not drag with them and they are having a lot more fun than their less interested sisters who make their work a hundred-fold harder by reflecting on its difficulty.

For our own sakes, then, let us get into the game this fall. We are starting fresh. Let's watch the results for our office and see if there is any joy in seeing those results improve and feeling that we had a share in it. Incidentally bear in mind as we become more interested in our work we stand a chance of getting more out of it in a material way. Opportunities for promotion are constantly opening up and appointments are always made from the best employees. Think how many girls have gone ahead since you entered the service.

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RADIO INTEREST IN SOUTH AMERICA

RADIO enthusiasm in Brazil is a question of altitude, according to Philip K. Condict, vice-president of the International Western Electric Company, who has just returned from a business trip to South America.

"In Rio de Janeiro, which is on the seacoast in a tropical climate," Mr. Condict says, "broadcasting has not progressed with any great rapidity. There is no great interest, and programs are not especially interesting. In Sao Paulo, at an elevation of a thousand feet above sea level, there is widespread interest and good programs are sent out from a small, 20-watt set. This, however, will be succeeded before the end of the year by a 1,000-watt broadcasting station which the International Western Electric Company is building.

"The fact that the tropical climate makes it possible for people to find amusement out of doors all the year round seems to account for the lack of radio enthusiasm in Rio. A 500-watt station erected there by the International Western Electric Company three years ago is operating satisfactorily, but the programs are not particularly entertaining.

"It is probable that Rio and other cities in Brazil which have tropical climates will never become radio centers to compare with Sao Paulo. On account of colder climate in this city radio progress is likely to be more rapid.

"Broadcasting in the Argentine is meeting with public enthusiasm. There are several broadcasting stations in Buenos Aires and one or two in other cities which are giving good programs."

One Good Team

KING FOOTBALL is sitting on his throne once more. Husky full-backs are plugging the line and speedy half-backs are smashing off tackle and circling the ends. Beautiful spirals cut the air and drop into the quarter-backs grasping arms. Yes, football is here again—here with its teams, its trials and its thrills.

On every vacant lot some energetic little quarter-back is barking out his signals. And then the team gets into play. If it is a real team it is a beautiful thing to watch. For cooperation and speed, a football eleven will show you what team play really means.

Precision, accuracy, speed and strength are all combined in a cooperative effort that swamps all opposition.

But the splendid cooperation and the great incentives that spur football teams to push the ball over the chalk-marked lines are not the exclusive property of old man football. The same spirit of accomplishment can be found in some business enterprises. We have found it in our own business.

Down on the road between Portsmouth and Dover we found a team of telephone men pulling in aerial cable. And what a team it was! Alec McDonald was foreman and quarter-back. He called the signals, and unlike some quarter-backs McDonald is noted for calling the right play at the right time. A. J. Grant, A. Mills, D. McLennan and A. MacPherson make up the rest of the team. You see it is a small team;—only five men, but they have the spirit and the pep of an army.

September 3 was the day we saw this team in

action. On that day this energetic gang of five men pulled in 14 reels of cable. Each of these reels weighed about 5000 pounds and contained 750 feet of cable. Now the team worked eight hours, but the location of the job necessitated half

an hour of travelling time before starting the day's work and at its close so the gang was actually on the job just seven hours.

In that time this crew of five men pulled in 10,500 feet of cable. That means that for every minute that the team was at work it pulled in 25 feet of cable and remembering that there were five men on the team that gives

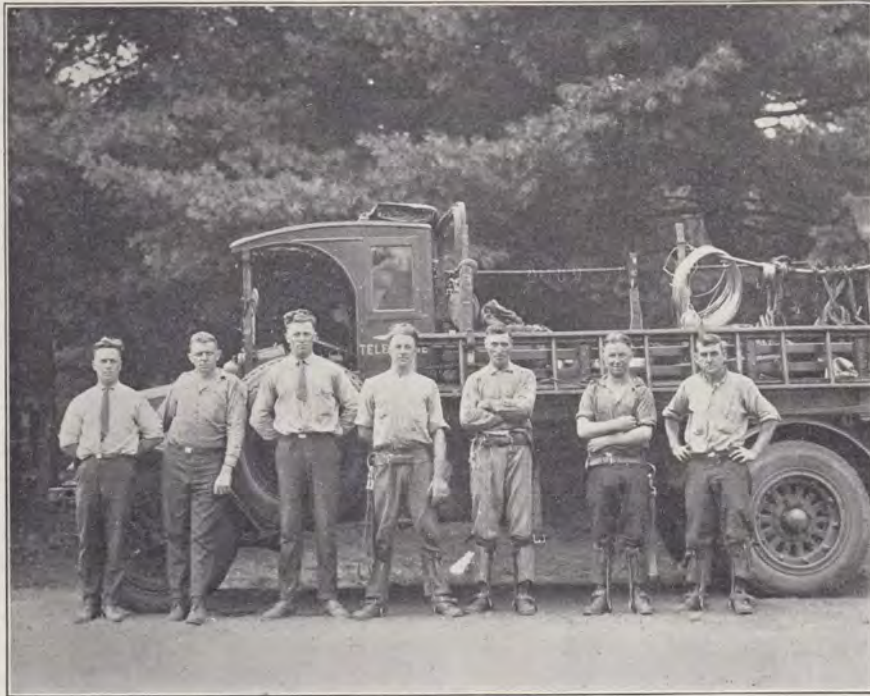
each man a score of five feet of cable pulled in for every minute he was on the job.

Such performance naturally aroused our curiosity to ask "How much practice and preparation has this team had in order to make this showing?"

We found that there was not one bit of special preparation for this day's work. The practice which made such fine team work possible was a result of the work done by these fellows every day.

No stage was set to make this particular day's accomplishment especially impressive. The men who shared in it are repeating it upon frequent occasions. There was no competition to spur the gang on. Nothing other than the desire to do a good day's work and the ability to cooperate as a team made this splendid performance possible.

Every step in the job was done on the day that the cable was actually pulled in. The steel rope was placed on the rings by two men working ahead of the gang actually engaged in the work of pulling



SOME TEAM!

Only five of the seven men were actually engaged in pulling in the cable.

*Left to right: A. McDonald, W. Begley, A. J. Grant, A. Miles
D. McLennan, A. MacPherson, A. J. Thibedeau.*

in the cable. The reels were set up on the cable reel trailer after which the lags were taken off and tied in bundles while the used reels were made ready for shipment. One end of the steel rope was attached to the end of the cable by means of a universal cable grip while the other end of the steel rope was fastened to the nigger head on the winch carried by the two ton White truck. The motor on the truck began to purr and away over the rings went the cable spinning another thread in the cobweb of communication that makes New England a neighborhood.

Oil soap and water, a lubricant that has replaced grease to lessen friction as the cable passes over the rings proved the value of its adoption by the smoothness with which this cable was pulled in.

The cable itself is composed of twelve quads of sixteen gauge wire, forty-six quads of nineteen gauge



PULLING IN ANOTHER LINK OF COMMUNICATION

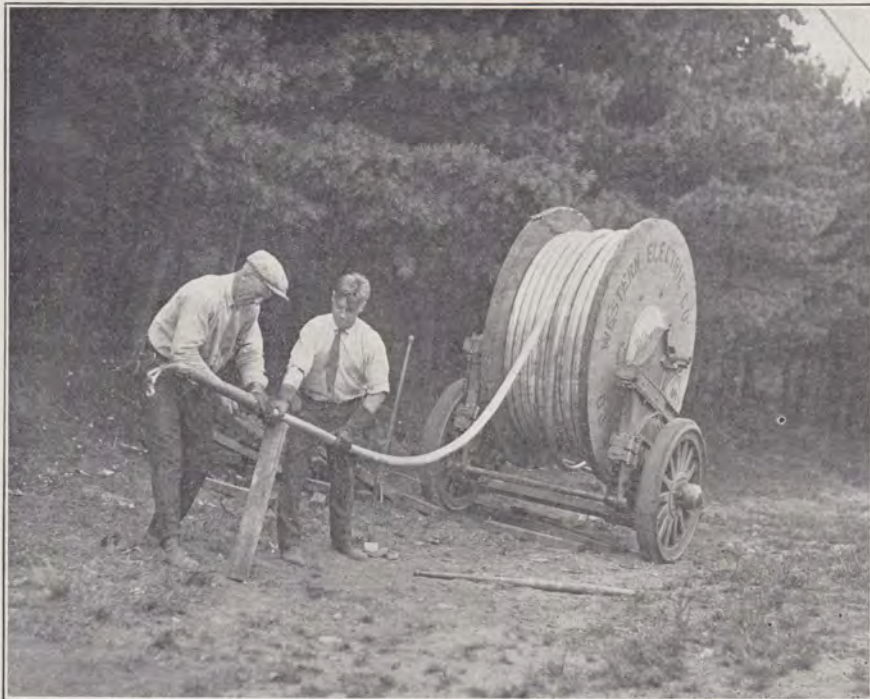
Dover and Portsmouth, and Dover and Boston. And when this team of telephone men had completed the day's job they enjoyed the satisfaction that only work well done can bring. There was no shouting about the job; in fact, the team was

and seventy-six pairs of nineteen gauge wire. Cable of this type costs approximately \$1.50 per foot, so it is easy to compute that during this single day McDonald and his team used \$15,750 worth of cable or each of the five men pulled in about \$3,150 worth of cable.

This money was spent to provide additional toll facilities between

its performance speak for itself and that accomplishment fairly shouted.

Division Superintendent of Construction B. J. Mahoney says he never saw a better telephone team nor a better day's work. And Ben Mahoney has been working with telephone construction gangs for thirty-four years.



MILLS AND McDONALD PREPARING THE CABLE FOR ITS RIDE

Satisfied Subscribers

BUSINESS today recognizes only one rule for success: Please the customer. The value of a product is measured only by the degree of satisfaction it gives the buyer.

We sell telephone service. We want the success of our business to continue. Hence we strive to please our customers.

Results of our detailed observations prove that telephone service in New England is better today than it has ever been.

But our investigations show us only half the picture. They prove to us that our service is good. Of far greater importance are the opinions of our subscribers.

The road to our goal will not end until every telephone user is a satisfied subscriber.

The purpose of these letters is to show every employe that we are on the right path and our subscribers do appreciate our efforts as we go on our way. The goal is in sight.

Conscientious efforts on the part of every employe will help us reach it.

The first letter we pulled out of our mail bag was written by Mr. George Woodbridge of Boston. This commendation was especially welcome because the writer included all three departments of our Company in his words of praise.

"It is with much pleasure that I cite three cases within forty-eight hours, illustrating valuable instructive efficiency on the part of telephone people.

"The first case is that of Joseph Crossley of your Commercial department, who has shown a really exceptional ability to enter into, understand, and solve the telephone problem from the viewpoint of the subscriber.

"The second case was Saturday night, August 22. My house telephone is Regent 5768. I wanted to get a number in New York, which turned out to be Kingsbridge 3572. I did not know the name under which it was listed. I did not know the street number because it was not even a street. The only place that I could think of where they knew the number proved to be closed; yet, on the very slightest of clues, it was secured for me.

"I put in the first call at 9.04 P.M., was given the number at

10.04 P.M.; the Kingsbridge circuits being all busy, I did not get the call until 10.12 P.M.

"For one hour and eight minutes I had the free use of line, service, and sympathy without charge. No one was cross, everyone was efficient. The particular young woman who handled the matter was understanding and gracious in manner and interest.

I wish I knew to whom I might extend my thanks, which I tried to do orally that night.

"The third case was a young installation man, who worked here Monday, installing Congress 3760. Furniture was being brought in, and he was about as much inconvenienced as a workman could be, yet he showed no indication of irritation. Like Mr. Crossley, he entered into the problem of placing bells and stations from the subscriber's viewpoint, and did a most efficient piece of work; all of which is submitted to you as a subscriber's recognition of a class of service which I believe to be characteristic of your company."

Gertrude Carpenter is the operator mentioned in the next letter written by Mr. H. G. O. Chase, steward at the Hotel Bellevue.

"We have been getting really excellent service from Haymarket operator 185. We have a number of calls each morning

and we appreciate the courteous, efficient and rapid service she has been giving us."

Boston Toll receives some well merited praise in the following letter from Mr. C. W. Higbee of Everett.

"I wish to take this opportunity to express my appreciation of the wonderful long distance service you have given me."

From Mr. William A. Hopkins of 93 Berkeley street, Boston, came this note of appreciation:

"Will you please extend to the operators of the Jamaica Plain office my sincere thanks for the very prompt and considerate manner in which they answer my many calls."

Catherine Hogan of Revere was responsible for the good service which prompted Mr. Ray E. Frye to write this letter:

"Would like to express a word of commendation for the aid I received from operator 069 of Revere, when my baby was burned. She gave me her utmost attention and saw that I got a doctor right away. Our baby's life depended upon the quick service we received from her."



Mr. H. W. Calder of the Catlin-Calder Company, whose telephones are served by the Congress central office says:

"I wish to comment most favorably upon the uniformly satisfactory service given by the operators of the Congress exchange."

And here is a short but pleasant comment enclosed with the payment of a bill from Mr. Fred N. Worthen, a Dorchester subscriber:

"It is a pleasure to pay this bill.

"The service is fine.

"The girls at the Dorchester office are quick, accurate and very obliging."

Reading operators come in for some praise from one of their subscribers, Mr. H. V. Palmer:

"I wish to say a very sincere word of praise for your entire staff of operators at the Reading exchange.

"I cannot say enough in praise of each and every girl in the exchange."

Catherine Haley is the toll operator referred to in this letter from Mr. Joseph J. Traverse of Everett:

"I am pleased to commend the excellent service that was recently accorded to me by your toll operator 57."

"I would like also to add a word of appreciation about the fine service that was rendered to us at the Everett office.

"I believe that the New England Telephone and Telegraph Company's service could not be improved upon."

Alice Morrissey, a Lawrence toll operator, rendered the good service which prompted Mr. Cornelius A. Wood to express his appreciation:

"Thank you very much for handling my rush call to New York this morning so excellently."

Mr. William D. White of Marblehead, has some pleasant things to say about Florence Symonds who is the operator he mentions in his letter:

"I take great pleasure in reporting the courtesy of operator 18, Marblehead. She has been most considerate and accommodating."

A Framingham subscriber, Mrs. H. Hutchinson, expresses her gratitude for the service she received from one of the Framingham operators:

"I wish to thank you for your kindness in getting me in touch with Newton Centre 0729-R. I had tried several times for the number in the morning and didn't get any answer. You, with

much thoughtfulness, succeeded in getting the house for me in the afternoon without my requesting you to do so, which I think was most kind."

The service rendered by the operators at Salem, N. H., is highly commended in this letter from Mr. John Le Cain:

"Whether it is on local calls or long distance calls, I can truthfully say that the service has been wonderfully fine, and I could not help but take a moment to sit down and write you this letter in appreciation of your prompt and efficient service."

"Glad to be of help" is the phrase used by Miss Annie G. Gould to describe the service rendered by Marblehead operators:

"I have noticed the uniform courtesy and consideration of the girls in the Marblehead exchange. I have found them always pleasant in voice and manner, unusually careful and accurate, and apparently glad to be of help."

From F. L. Maroni of the Newburyport Gas and Electric Company, came this letter complimenting the operators at Newburyport, Ipswich and Rowley:

"At a meeting of the Department Heads of the Newburyport Gas and Electric Company, it was voted that the Secretary extend, in behalf of this organization, its appreciation for the efficient and intelligent service rendered by your exchange at all

times, and most especially during the trouble which this company experienced last week on its Ipswich lines.

"During this trouble we had to use the exchanges of Newburyport, Ipswich, and Rowley, many times, and the service which your employes gave us greatly helped us in the work of restoring light and power service."

EASTERN DIVISION

Mrs. J. H. Huddilston of Orono was kind enough to express her appreciation of our service in the following letter:

"I have put in a large number of out-of-town calls, relying entirely on the operator here in Orono to look up numbers, find out how to reach many of them, and to keep the thing going well generally. I cannot let it pass without speaking of the splendid service rendered and all done so pleasantly and cheerfully. I think my particular helper was Miss Gonyer, although it would be only fair to say that we have the best of service from all the operators here."

WESTERN DIVISION

Mrs. M. H. Ferguson expresses her opinion of the Worcester operators as follows:

"I have only praise for the faithful, courteous and pleasant-voiced operators who answer our calls. All praise to them."



Park operators may well enjoy reading this letter from Mrs. A. D. Perry:

"Perhaps you might like to know what I think of the telephone service.

"The operators, who have charge of this number, Park 5978, are extremely courteous, and very quick to make connections without delay. I have nothing but praise for them."

Mr. Clarence W. Eastman of Amherst has some kind things to say about the operators in that office:

"I wish to express briefly my appreciation of the service that we have in Amherst. It seems that there has been a great improvement in the enunciation of the operators.

"The voices sound courteous and are well pitched."

Mr. Edward H. Fox of Duxbury, is a strong booster for the Duxbury telephone service. Hesays:

"I want to advise you that we have the best telephone service in the United States. In ten years in Duxbury we have never had one cause to complain. You are always courteous, pleasant and patient and ready to answer all queries."

Gertrude Monahan of the West central office was responsible for the efficient service which caused Miss Ethel M. Pettis to write the following letter:

"Our family thanks you most heartily and sincerely for the very prompt, courteous, and efficient manner in which you handled our calls during the morning of our late bereavement.

"It is these acts of kindness coming from practically strangers in the hour of need that help to make our burdens seem lighter."

Charles H. Tucker of the Rhode Island Electric Protective Company speaks well of a Providence operator in this letter of gratitude:

"We will be pleased if you will convey to a Miss Williams, one of your operators, our sincere thanks for her thoughtfulness and the courtesy displayed last Sunday afternoon.

"Her willingness to help, her prompt and persistent action was of material assistance to our service and we take pleasure in bringing the matter to your attention."

From the Pawtucket and Central Falls Chapter of the American Red Cross came this note of commendation for service rendered by Pawtucket operators:

"Please accept the sincere thanks of the Disaster Unit of the Pawtucket and Central Falls Chapter, American Red Cross, for

the prompt, courteous and efficient service rendered by your organization to this unit last evening.

"The task of mobilizing the members of the Disaster Unit for the work called upon them to do in connection with the lamentable disaster on the steamer *Mackinac* was rendered possible only by the very efficient service of your local organization."

△ △

THE INTERCEPTING DESK

MOST calls that come to the intercepting desk are for telephones that have been disconnected either permanently or temporarily. Occasionally we receive a call for a number which has been misprinted in newspapers or on business cards. These calls are questioned in order to prevent more serious delay to the calling subscriber, and as a protection to the subscriber whose number is listed similarly or the same. Calls for out of order lines are also handled at this desk, but they form a small percentage of the total.

Subscribers who innocently transpose digits are responsible for a large number of intercepted calls. Likewise, in districts which are served by more than one central office the intercepted calls are numerous because there is a tendency among subscribers to confuse the office names. In handling these calls we try to be as patient and as tactful as possible for we remember that as human beings we sometimes make mistakes ourselves. We constantly endeavor to reduce our own mistakes to a minimum, however, and whenever it is possible we see to it that the subscriber is promptly connected with his party.

Since the advent of machine switching we have to deal with incorrect dialing. These calls are also referred to the intercepting desk where they are disposed of by the proper instructions or references.

Courtesy is of vital importance because it will promote a new interest in the call and invite the subscriber to supply willingly the information we must have to complete his call. Accuracy will also be appreciated because it will prevent a recurrence of the delay. Speed will please the subscriber and will help us do our work efficiently.

MARY J. THOMAS,
Dorchester Operator.



Talking It Over and Working It Out

Edward K. Hall, Vice-President of the American Telephone and Telegraph Company is no stranger to New England folks. We know him as one of the best of telephone men, as chairman of the Football Rules Committee and best of all as a regular fellow. A keen follower of sports, Mr. Hall knew what he was talking about when he related the following baseball story at a recent dinner. Every employe of our Company can gain some real work-day philosophy from Mr. Hall's story.

THIS is a little story of the finest piece of work by any single man to bring out the best qualities of his associates and to weld them together for the necessary team work that I have known about for the past two years.

It wasn't in the telephone business; it was during the World's Series last fall. Every baseball fan as the summer began to progress began to wonder what was going on down on that Washington team. It was perfectly obvious something was happening. Washington had been down at the bottom of the list year after year and now began to crawl up; first it was no longer tail-ender; it was next to tail-ender and then it pulled up another peg and another peg; finally it came up with the crowd and at the finish won the championship of the league. What happened to the Washington team? It didn't import very much new talent; they had the same talent but they

had a new policy on the Washington team. Somebody was bringing out the best that was in those men and they were winners and everybody was giving credit to this new young manager for doing it, Buckey Harris.

After the Lucky Seventh

Nobody knew exactly how he was doing it until along came the World's Series and then some of us had an opportunity of seeing how it was done.

Those of you who were there probably remember the second game; New York had won the first game; Washington had to win the second game if they were to stand very much chance for the pennant. Zachary was pitching, a good man, left-hander, got

up to the eighth inning and the score was three to one in favor of Washington. It looked like Washington was going to put it on ice and then came the moment that everybody dreads when their favorite left-hander begins to go bad, for when a left-hander goes bad he goes very bad; he loses all his control. Zachary gave a base on balls and then he put one over the center and somebody hit it out and before anybody knew it the score was three to three and there was a man on second base and it looked as if Washington was out of the World's Series.

Then we had a chance to see Buckey Harris in action; he didn't do like some managers do, like

some bosses of ball teams do, he didn't go out there and yank poor old Zachary out of the box and motion him to go to the lockers; he knew Zachary was doing his level best to put the balls across. Nobody in the entire world wanted to get the balls across as good or as fast as Zachary did but he couldn't do it; the left wing was gone, he had lost his control. This young Harris didn't go out there and kick him off the team; he didn't bawl him out where everybody could see it and say, "He's a wise boy, he knows



EDWARD K. HALL

when to take a fellow out; he knows when to say 'Get out of here.'" Buckey Harris was too wise to do that. He walks out to the pitcher's box, puts his hand on Zachary's shoulder and says something to him. They sit down right there in the pitcher's mound. Harris put a hand in his pocket, took out some chewing gum, gave one piece to Zachary, pulled the wrapper off the other piece and put it in his mouth, and they both started to chew gum.

The Fans Wag Their Tongues

The bleachers, with their tongues literally hanging out of their mouths and everyone holding their breath, wondered what was going to happen next. They knew Zachary had to come out before that game was lost, so what are they talking it over for. They sat there a little while and talked and finally Harris motioned for Peckinpaugh to come over and he came over and the three of them sat there in the pitcher's box all chewing gum, smiling, shaking their heads and nodding their heads. After a while the three of them stood up, Zachary had a smile on his face and walked over the bench. Another man takes his place. Peckinpaugh goes back to short-stop and the game goes along.

Now I don't know what was said when those three fellows were sitting in the box but I can pretty near guess and so can you. This is about what we would guess. Harris said to Zachary, "How are they coming, old timer?" and Zachary said, "They are not coming just right; can't seem to put them over; can't cut the corner over there."

"But say, you had those Giants hog-tied up to now; how they have been reaching and swiping at those wild ones. You have been making monkeys of them. Do you think you can do it for the rest of this inning? Let's get Peckinpaugh over here, let's talk it over."

Now Peckinpaugh comes over. Maybe they called him over because he was acting field captain. I think they called him over because Peckinpaugh lost the World's Series in 1921. He made an error that lost him his game and lost him his job and every fan and every wise guy in the business said, "Peckinpaugh is through, his spirit is gone; his heart is busted wide open and he will never show in a baseball game again." He never did until he went down on the

Washington team with this Buckey Harris and his new policy.

So Peckinpaugh came over and I imagine they said to Peckinpaugh, "What do you think about it? Zachary doesn't know if he wants to finish the game or not." And then either Peckinpaugh or Harris said to Zachary, "Look here, Zach, we have got to win this series. If you finish this game and throw your arm out probably you won't be able to win that next game and we have got to have it. Think it over, don't you think you had better save yourself for the next game?" and Peckinpaugh said, "How is it, old top? How is the arm anyway?" And Zachary said, "I don't know, I can burn them over the center, but I can't get them over the corner." I figure they said "Let's agree by common consent, don't you think you ought to save yourself for the next game?" And he said, "I think I ought to."

Zachary Goes Out

He hasn't broken his pride, he hasn't been humiliated, he hasn't been pointed out as a failure, he has been trying, as I say, the hardest of any man in the world to win that game and then he comes out and the score goes up to the ninth inning three to three, the Giants are retired and Washington goes to bat and who wins that game? Well, who is going to win that game but one of the men that sat in that box? Why, Peckinpaugh, of course. Peckinpaugh wins that game. A man gets to first and steals second and Peckinpaugh comes up to the bat and he said as he came up, "I have got to take care of old Zach this time," and he lines out a hit that brings in the man on second and Washington wins the game. They did just what they intended to do; Zachary goes in in the sixth game and wins the game hands down, three to one. So Zachary gets the credit, in that World's Series, of having won two games. Why? Because they had that wise boy Harris who kept the heart and spirit in Zachary that helped pull the team through.

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TWO VIEWS OF THE NEW OFFICE OF THE NEW YORK TELEPHONE COMPANY. WHEN COMPLETED, THIS WILL BE THE LARGEST TELEPHONE BUILDING IN THE WORLD

A telephone booth weighs two hundred and seventy-five pounds. One reason is that the experts of the Western Electric Company who make the booths have to put in 839 nails, 163 wood screws, and forty pounds of metal.

The Lure of the Links

THE sixth annual tournament of telephone golfers was held at the Charles River Country Club, August 25. During the afternoon seventy-two golf fans teed off.

John R. Blake of the Kenmore office won the President's cup with a gross of 80, which with his handicap of 9 gave him the best net score.

Fritz Kegler of Gardner trotted around in 108 strokes which with his handicap of 30 gave him one leg on the Vice-President's cup.

Stuart Osgood and George B. Learned were runners up for the next best gross and net scores respectively.

A. S. Towle, W. H. Fox, F. H. Wilson and H. N. Atwood were tied for Kickers handicap prize.

Net scores below 90 were:

Best Net		Net Scores
2nd "	F. G. Kegler	78
3	G. B. Learned	80
4	H. M. Wade	81
5	R. T. Woodstock	82
6	L. S. Durkee	84
7	R. H. Hunt	84
8	J. J. MacDougall	84
9	W. A. Maynard	84
10	Thos. Cooper, Jr.	85
11	A. Hofer	85
12	C. M. White	85
13	J. F. Carey	86
14	J. P. Harvell	86
15	W. A. Wilkins	86
16	H. H. Carter	88
	F. S. Mann	88



Upper left:
W. T. Hannigan,
H. N. Atwood and
L. B. Kent.

Upper right:
W. A. Wilkins and
J. H. Sibley.

Lower left:
L. W. Layton,
E. W. Longley,
F. L. Fischer and
G. H. Dresser.

Lower right:
F. F. Davis,
H. A. Fasick,
S. Osgood,
M. J. Reardon and
O. J. Ives.



WHEN KNIGHTS OF THE MIDIRON AND MASHIE MET IN TOURNAMENT

Public Telephone Development

By H. RAY WILSON, *Division Manager of Collection and General Business Offices*

IN order to bring about more efficient methods in our public telephone development program in the Metropolitan division, changes in our organization have been made which provide for all public telephone development work to be centralized on one staff covering the entire division.

Under the centralized staff, an intensive program has been arranged with the view to not only installing new public telephones in desirable locations, but to bring all existing public telephones up to date in all respects so that they will be attractive and properly signed for the convenience of the public.

Plans are now under way to standardize directory shelves to be affixed to the side of the booths of busy public telephones. A new directory fastener has been developed to secure and lock these books to the shelves, thereby lengthening the life of the directory and making it much more convenient for our patrons. A new wire holding device for directories which are suspended has also been developed and is being used. This device is an improvement over the former wire hanger, in that it is impossible for the new device to deface the pages of the book, makes more difficult the unauthorized removal of the directory and it prevents the hard cover from

sliding up and down the chain as was prevalent with the former device.

The staff is arranging for the installation of a new type lamp and lamp guard in telephone booths to take the place of the old type wire lamp guard which allowed the unauthor-

ized extinguishing of lamps in telephone booths.

Considerable attention has been given to the installation of public telephone signs and the staff has developed a chart which is now in use by the Plant. This chart is designed as a store front and the various locations for proposed signs are coded on the chart so that there will be a uniformity of understanding as to the location of the sign which is to be installed.

The staff has developed a canvas "Bell Seal" sign which may be affixed to the flap of awnings in order that patrons may be readily directed to public telephone locations in the summer when the regular signs are more or less obscured by awnings.

The public telephone staff is located in the same office with the coin box department where it has ready access to the collection records on public telephones so that revenue studies can easily be made and ways and means developed for increasing the revenue at low paying stations. Charts are being maintained to indicate public telephone and revenue development for each exchange in the division.

The public telephone is the educational medium

by which the public acquire the telephone habit and it is therefore important that it be installed in convenient and prominent locations and that signs, booths, directories, and suspension devices be maintained in a neat manner.

Public telephone

Does This Happen at Your Place?



development activities, while primarily a function of the public telephone staff, should also be a matter of concern to all of our telephone family. If an employee knows of a location in his neighborhood which he thinks would be a logical one for a public telephone, let him write a note to the Public Telephone Staff, Room 112, 50 Oliver street, Boston, or call Congress 9900, Branch 279. Likewise any irregular or unclean conditions noted with reference to public telephones, booths and associated directories may be reported by any employee as suggested with the assurance that the matter will have prompt attention. Cooperation by members of our telephone family along these lines cannot help but result in a more dependable, attractive and satisfactory service to patrons who use the 9000 public telephones now in service in the Metropolitan division.

The public telephone staff is comprised of:

Public telephone supervisor, Richard F. Tracey;
Public telephone representatives, Fred R. Clapp,
William A. Farr, John A. Perry, Herbert S. Rogers
and George Scanlan.

△ △

The most effective co-operation which one operator can give another is proper performance of her own work.

TELEPHOTOGRAPHY

THE first advertisement ever flashed across the continent from Pacific to Atlantic coast by the newly invented telephotographic process, was received in New York recently when the complete layout and text for an advertisement for the California Pear Growers Association was wired from San Francisco to New York in seven minutes. The transmission was made over telephone line from a photographic negative.

This is just another tribute to the scientific progress constantly made in the interest of public service by the telephone industry in America. While the rest of the world is talking about getting telephones, there is one for almost every home in this land, and our own American telephone system has progressed a step farther and is actually reproducing photographs over its telephone wires almost instantaneously.

Is it any wonder other nations turn to the United States for help in developing their telephone systems?

△ △

In a western town there is a sign reading as follows:
4,076 people died last year of gas.
39 inhaled it;
37 put a lighted match to it;
4,000 stepped on it.



TWILIGHT SETTLES OVER MARBLEHEAD HARBOR

Three Perfect Scores

A TRIPLE tie for first place; that's what the records show at the close of August in our race to prevent accidents. Three teams representing approximately 2,400 employees came through without a lost time accident. One of them, of course, was the Eastern division where the safety habit has such a hold that there has not been a lost time accident for three consecutive months. Never before has such a record been attained in our Company, and each employee in the division has a right to feel proud of this showing. Real team-play, we call it; each employee doing his bit individually and collectively, that's a combination which never can be licked. Keep it up; don't you be responsible for discontinuing a perfect score. Hats off to "D. B." and Safety Supervisor Appleton.

Sure, the General Equipment came through again, meaning that for two consecutive months Herman Kiedaisch has led his team through without a lost time accident. Now when we consider that approximately 1,100 men are concerned, we must agree that each individual is thinking, talking and practicing safety first to accomplish this result. A mighty fine job, General Equipment, let's see you make it three. Don't let an avoidable accident be responsible for breaking your record.

Our third member of the tie is a newcomer, the Central division. Hats off to a real gang of fighters. Away to a poor

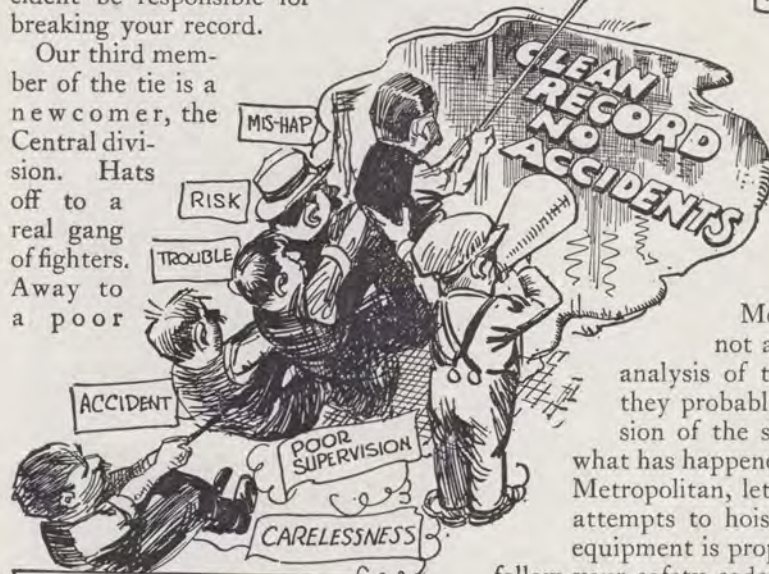


start this team has fought gamely month after month and have finally been rewarded by a perfect score. We know that's real satisfaction to

"Pete" Tarr, Safety Supervisor Hindle, and yes, to every employee in the Central division, and to all we extend our sincere congratulations. Every employee his own safety supervisor is the prescription which produced the result. Of course, now that you know how, Central, there's no excuse for falling back. We are betting on you to make the going fast for the remainder of the year.

Metropolitan finished next with a performance not as good as during the previous month. An analysis of the accidents pretty clearly indicates that they probably would have been avoided had the provision of the safety code been followed. We can't stop what has happened, but we can stop a repetition. Come on, Metropolitan, let's not have any more step ladders slip nor attempts to hoist heavy apparatus without being sure all equipment is properly adjusted. You can't go wrong if you follow your safety code, it was written by your fellow-workers to help you, why not take advantage of it? Can three other divisions do a better job at accident prevention than yourselves? We know your answer, show us your real ability next month.

The Southern division remains in the same position as last month. Not to have lost ground is some satisfaction, but we know this outfit is not content to stay put in one place. A perfect record for August was spoiled because one employee spilled some hot paraffin, and another slipped while reaching into a truck. It is reasonable to suppose that both of these accidents could have been avoided had a little more care been used. Let's



AUGUST 1925	
D. B. SMALL EASTERN	.000
H. A. KIEDAISCH GEN. EQUIP.	.000
F. E. TARR CENTRAL	.000
P. HOGAN METROPOLITAN	1.73
J. H. DODGE SOUTHERN	1.77
R. E. MARDEN WESTERN	3.56
ACCIDENTS PER 1000 MALE EMPLOYEES	

not have any more of this kind. Our records show that the State of Rhode Island has completed three consecutive months without a lost time accident. Nice work, Rhode Island; keep at it. New Bedford and Brockton districts are bound to come through together and we are looking for a clean score next month for the Southern.

The Western division in last place, can you imagine that? We had confidently expected to see Ralph Marden's team come through clean in August. What's the matter, Western, eight months of the year gone and not one month without a lost time accident? You fellows don't agree that forces in other parts of the territory can do work in a safer manner than you can. Get in, show the old fight, there's still four months left, this year, show us a picture of your real ability. George Duxbury and his gang can do it, why not you? Reports indicate that "Eddie" Breslin's Worcester gang are running away from Wallace McCoy's Springfield gang.

Well, all together, we have done a mighty fine job for the first eight months as compared with the same period of last year. Such a showing is only possible when we are all pulling in the same direction.

LOST TIME ACCIDENTS

January — August, Inclusive

<i>Divisions</i>	<i>1924</i>	<i>1925</i>	<i>Decrease</i>
Metropolitan	63	37	-26
Central	55	26	-29
Western	59	30	-29
Southern	89	22	-67
Eastern	17	11	-6
C. O. Equipt. Installation	16	18	+ 2
Total	299	144	-155

Every telephone man knows that it is possible to prevent accidents. Every telephone man has a safety code and should know how to prevent accidents. Don't fall down on your job. It is better to be careful 1,000 times than to be hurt once. Do your bit to reduce the chances of giving wives and mothers injured men folk to nurse and worry over.

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WORLD'S LARGEST TELEPHONE CABLE

THE length overall of the New York-Chicago cable is 861 miles, nearly twice as long as any other telephone cable in the world.

The New York-Chicago cable touches the following points: Morristown, N. J., Reading, Harrisburg, Pittsburgh and New Castle, Pa., Akron, Cleveland and Toledo, Ohio, and South Bent, Ind.

The wire contained in the cable totals 447,000 miles.

It is possible for more than 250 telephone conversations and 500 telegraph messages to pass through the cable simultaneously.

The cable's message capacity is equal to that of 10 open wire lines of the usual size.

The diameter of the cable is 2 5/8 inches.

About 35,700 poles support the 717 miles of the aerial sections and 144 miles of the cable is in underground conduits.

The total weight of the cable is approximately 34,750,000 pounds.

The weight of the sheath alone would account for 21,350,000 pounds.

In round figures, 9,500 separate lengths are combined in the cable.

Wire splices totaling in the neighborhood of 5,750,000 were needed.

Chief advantages secured by using cable instead of open wire construction are that it is much less liable to damage from storms and it provides a large number of circuits in a small space.

Constructing the New York-Chicago cable has taken about 7 years, without counting the time spent in preliminary engineering and in development and research before the actual construction work began.

Telephone repeaters are to be used at 17 points along the route in addition to those at Chicago and New York.

Including the items of repeater stations and apparatus, the total cost of the cable when fully equipped will amount to approximately \$25,000,000.

The cable is of "quadded construction"; each wire is wrapped in dry paper for insulation; all wires are twisted into pairs which are then twisted into quads, two pairs to a quad; quads are arranged in concentric layers; and the whole is covered in a lead-antimony sheath.

On July 17, the last section of this cable was installed in the underground approach to Toledo, Ohio, and on August 11 the last splice was made at a point about 21 miles west of Toledo.

Other long telephone cables in this country include the Boston-Washington, which has been in service for some time; a cable from New York to Cleveland (via Albany, Utica, Rochester, Buffalo and Erie), now under construction; a cable from Chicago to St. Louis, also under construction.

Existing open wire pole lines between New York and Chicago will not be wholly dismantled, but will have the wire loads reduced to make the service over them safer from storm damage. They will thus supplement the service over the cable.

The New York-Chicago cable is only a part of a comprehensive cable system which in a few years will link all the important centers in the densely populated portion of the country east of the Missouri and north of the Ohio and Potomac rivers. Extensions south of this area are also planned to be incorporated in this great network of telephone communication which links the nation together.

As Bill Sees Us

EDITOR'S NOTE: This is the first of a series of articles on our commercial service activities. Bill, the salesman, is an observing chap, and in his travels throughout New England he has become exceedingly interested in our window displays. We do not know where he will land next or what he will see, but knowing him as we do, we feel that he will have some interesting things to tell his friend George on his next visit.

"GOOD morning, William."

"Good morning, George."

"Where to today, Bill?"

"Springfield, George."

"Going through?"

"No, Bill, I am spending the day in Worcester which is my last trip on the road, for Monday I shall take over the Boston

office, and I shall let the young fellows do the traveling."

"Well, George, I can't blame you; sometimes I would like to settle down myself, but at present I have got to keep going as my business needs the personal contact for a while."

"By the way, Bill, you ought to know New England by heart now; how often do you cover it?"

"It takes me nearly a month to visit and to do business in every city the way I like to, particularly in these times when you have to sell — not take orders."

"What have you noticed worthwhile lately, Bill?"

"Strange, you should ask that question, George, but I have been thinking a great deal lately about a few window displays by the New



HOUGHTON DUTTON'S CUSTOMERS BELIEVE IN SHOPPING BY TELEPHONE



TAKING ORDERS FROM SATISFIED CUSTOMERS AT STEIGER'S

England Telephone and Telegraph Company. I have seen them in various cities, and for quality, neatness and power of expression they would be difficult to beat in any way."

"Tell me about them, Bill."

"The first one I noticed was at the General Fireproofing Corporation on Federal Street in Boston, as I was walking to the train. In this display there were pictures of every agent of theirs in telephone communication with the main office in Boston, mounted on a map of New England, encased in a frame lighted by intermittent flashing. Underneath was laid out the telephone equipment necessary to furnish service. I thought at the time how clever it was. Since then, however, I have seen several others of the same kind in retail stores about Boston, but in place of the agents in communication with the main office, the retail store is pictured with various types of patrons making calls to purchase the merchandise carried by the store. You see, George, it is advertising any merchant should welcome, for it not only advertises his goods, but it shows clearly his service to his customers."

"Well, Bill, how do you figure the Telephone Company in it?"

"That's just the point, George, and why I think it is clever, for the telephone is there without any grand display, just subconsciously working on our minds. You have first, the acceptance of the telephone in selling both by the merchant and the patron; second, means of buying or selling which eliminates time and expense, and above all, a confidence in the service as shown by those who are using it. I should say it is one of the best examples of co-operative advertising I have ever seen, and I am not at all surprised at the increase in it around Boston."

"Bill, you become more interesting every time I see you, and to think that the last time we met you were 'cussing' about a wet cord on your telephone and how you missed a call that morning. Careful,

now, about where you leave your wet umbrella, aren't you?"

"Right, George. In fact, I am beginning to take an interest in the telephone, and if you don't mind,

I'll tell you about a few other displays I saw on my last trip."

"Sure, go ahead Bill, for I am always ready to obtain knowledge of any kind, because in our game too many of our boys idle away hours, and I need your ideas to use on my young salesmen when I take over my new job."

"Having become interested I found myself later gazing into Filene's window at an historical display and as I studied it the thought occurred

to me that we know little of the history of the telephone or of the men that developed it. Why, George, it was born in Boston, developed there, and pushed ahead by good old New England stock. From a couple of wires and an old box it has grown to the sets and switchboards we know of today when hundreds of wires are encased in lead sleeves about the size of your wrist. See that lower strand out there, tied so neatly to the poles, that is a cable line, and although we are traveling close to sixty now, there are hundreds of words traveling back and forth in there at a rate that would make the speed of this train look like a dead snail. Alexander Graham Bell, Theodore N. Vail, Thomas Watson, *et al.*, are familiar names, and in the development of our country, our business, and social life of which we are so proud, George, we must take our hats off to these men and to the telephone, and put them at the head table.

"Again, in Providence a display caught my attention at The Shepard Store. This was an equipment display showing the hundreds of minute parts in a telephone set, a switchboard, and what is necessary to give us service. You know, about all that we are interested in is just what we say, and not that invisible something that enables us to say it. Your reminding me of the wet cord makes me feel foolish, because since my carelessness I am the most con-



TELEPHONE HISTORY IN FILENE'S WINDOW

scientious telephone user you ever saw and that display did more than anything else to make me that way. I could describe what I saw, for hours, but we are nearing Worcester and I want to tell you about the display in Steiger's window at Springfield, for that, to me, was the best ever.

"I was walking up from the train and I noticed a crowd on the sidewalk in front of Steiger's. Out of curiosity I joined the throng. There were four girls at an order table taking orders for merchandise. I thought at first they were just going through the motions, but it wasn't so; they were actually doing business, and by their speed, plenty of it. I found by reading the signs and by a newspaper comment, an advertisement in the morning paper, that it was a new installation at Steiger's. My! George, how their service has grown. The first switchboard they had was there; the second also, the present one and the order table, also a public telephone similar to those they have placed about the store for the use of shoppers. Just think what that display shows: Growth, development, satisfaction and dependability of the service. What a tremendous demand must be placed on the Telephone Company to keep abreast of the times, and how every industry, business and trade keep in step also. These telephone people have the right idea, George. They certainly can show us the way, and if you will take a tip from me, you will consider your telephone carefully when you start in on your new job next month."

"I'll do that, Bill, and I want you to drop in and see me after you finish this trip, because you have given me 'food for thought.'"

"Glad to, George. See you later. So long, George."

"So long, Bill."

Note to Managers:

Watch out for Bill, he is apt to be in your town any day. He has become interested in your commercial service activities. Keep him that way.

△ △

HELPING TO STABILIZE EMPLOYMENT

CONSTANTLY increasing demands for service place great responsibility upon the management of telephone companies. The American people have adopted the telephone to such an extent that it is now found in every business establishment and almost every home.

This recognition of the value of service and its wide acceptance by the public has stabilized employment in the telephone company. Continuity of employment and the regular arrival of the weekly pay envelope are among the pleasant things that contribute to the happiness of telephone people.

It is not so in all industries. The painter, for example, can work only when there is something to be painted. The bricklayer cannot ply his trade

unless there are bricks to be laid. The demand upon these trades is naturally a fluctuating and a seasonal one.

Off season employment to the members of these trades helps the individual and aids business in general. The regular arrival of the pay envelope helps stabilize consumption which results in stabilized production, which in turn gives stabilized employment.

In a report entitled "Irregularity of Employment as a Factor in High Labor Costs," by William Stanley Parker, he states:

"I took this matter up with the Building Department of the New England Telephone and Telegraph Company, with a view to finding out what their current practices were in handling their maintenance and repair work. We laid before them the charts which we had developed and discussed their relation to their regular procedure. As a result of that conference they put several interior painting jobs under contract the following January instead of waiting, as they otherwise would have done, until the spring. These contracts involved probably fifty painters for a month or six weeks at least. By doing this work in the off-season, they released these fifty painters to help carry the summer peak load.

"To have developed fifty apprentices through a four-year course would have produced finally the men that the Telephone Company were able to provide from the existing force of mechanics, simply through a more economical use of their time. This is but a single instance, suggestive of what can actually be accomplished by owners of this type when they are shown the facts, and the first instance, so far as I know, of a corporation letting contracts with the express purpose of overcoming seasonal unemployment."

If all business corporations would assist in the efforts to diminish seasonal unemployment, all producers and consumers would benefit. The New England Telephone and Telegraph Company is happy to enjoy the distinction Mr. Parker gives it. For its own benefit as well as for the welfare of business in general, it believes in helping to eliminate payless pay days.

△ △

Think big,
Talk little,
Love much,
Laugh easily,
Work hard,
Give freely,
Pay cash,
And be kind
—It is enough.

—Emerson.

METROPOLITAN DIVISION



FRANK J. HUNT, *Plant*

Associate Editors
J. H. MASON, *Commercial*

H. A. FASICK, *Traffic*

ELLA E. DRISCOLL PROMOTED

ON September 1, Ella E. Driscoll was appointed chief operator at Beach. Miss Driscoll was first assigned to Dorchester being transferred a short time later to South Boston, where she has been an operator, supervisor, junior chief operator, and chief operator. Miss Driscoll has also been in charge of Wellesley, West Newton, Milton and Granite, coming to Beach from Roxbury. She comes to Beach with the best wishes of her many friends in the division.

△ △

THIRTY YEARS OF SERVICE

ON September 16, a group of friends gathered at 50 Oliver street to help Harry E. Emerton celebrate his thirtieth anniversary of service with our Company, and to present him with a brief case and a box of cigars.

Harry started in the old shop at Farnsworth street and after four years he was transferred to the installation department, travelling throughout New England, on central office, substation and P. B. X. work.

After spending about six years in the maintenance

department where he is still remembered as the Waltham wire chief with an "automatic exchange" in Wayland, he was transferred to the engineering department under Mr. Surprise.

Harry is now engaged in building studies and is associated with R. S. Simson in the machine switching engineering department.

△ △

DEATH OF IRVING H. JACKMAN

IRVING H. JACKMAN, one of the earliest employees of the Telephone Company, died on August 16.

Entering telephone work in 1879, Mr. Jackman assisted in the construction of the first telephone line between Newburyport and Amesbury. Work on the first Boston-Portsmouth toll line was also included in Mr. Jackman's recollections.

Later years called Mr. Jackman to positions in the Chelsea, Woburn, Medford, Malden, Winchester, Melrose and Cambridge exchanges.

In July 1900, Mr. Jackman left the Company, but he returned in 1912 and from then until the time of his death he was employed in the Right of Way Department.



THAT SPLENDID SERVICE RECORD BROUGHT THE HIGH HAT TO REGENT

METROPOLITAN TRAFFIC CHANGES

ON September 7, Mabel L. Sullivan, chief operator at Belmont, was promoted to be chief operator at Everett.

In July 1905, Miss Sullivan entered the service at Cambridge, where she passed through the grades of operator, supervisor and assistant chief operator. In August 1919 she was appointed chief operator at Charlestown. She was transferred to Arlington in February 1921 and to Belmont in September 1922.

Miss Sullivan's many friends wish her success in her new position.



MABEL M. SULLIVAN

△ △

Mary J. Nelligan has been appointed chief operator at Belmont.



MARY J. NELLIGAN

△ △

Miss Nelligan started to work for our Company in May 1905 at Charlestown. In January 1913, she was appointed chief operator at Woburn. Leaving Woburn in October 1918, Miss Nelligan was transferred to Winchester where she has been chief operator until her recent assignment.

The good wishes of Miss Nelligan's many friends accompany her to her new position.

FROM AN INWARD TOLL OPERATOR

MY job is to serve the public and the other operators in the very best way I can regardless of how trying any situation may seem.

My job is more than rendering good technical service to the public, it also calls for giving service in a courteous and personal manner.

We in the Boston Toll are striving to give the best inward toll service in the Bell System. And we are going to keep trying until we have done just that. And even then we shall not stop trying to improve the service.

HELEN M. DWYER,
Boston Toll.

NEW CHIEF OPERATORS

MARY L. LYNCH has been appointed chief operator at South Boston. Miss Lynch comes to South Boston from Main where she was a junior chief. Except for a brief tour of duty at Oxford, now Beach, Miss Lynch has been employed in Main and obtained her operating experience in that office. She leaves Main with the best wishes for success in her new field of duty at South Boston.



MARY L. LYNCH

△ △

Ellen G. Horrigan has been appointed Main chief operator. Miss Horrigan entered the employ of the Company as an operator and has advanced steadily through the ranks of senior operator, supervisor and junior chief operator. In January, 1917, she was appointed Richmond chief operator, remaining there until September, 1922, when she was appointed Haymarket chief operator. In August, 1924, she was appointed



ELLEN G. HORRIGAN

chief operator at Beach, where she has been until her recent appointment. Through her entire service there has been displayed an aptitude for learning and a keen interest to make her job a success.

△ △

ROMAN TELEPHONES

FRANKLIN PIERCE ADAMS, "F. P. A.," the *New York World's* noted columnist, seems to think little of the telephone system in Rome. He wrote recently from that city as follows:

"They don't tell you about the Roman telephone system. From the time it takes to get a number, I imagine the system was invented by Nero himself. To get even a wrong number in Rome is a good deal of a triumph."

△ △

Daily average exchange and toll connections of the Bell System in 1924 was more than 45,000,000, 7.1 per cent in excess of 1923, although general business activity was relatively less in 1924 than in 1923.

NEW DIVISION ENGINEER

ON September 1, Metropolitan Plant folks welcomed John P. Kobrock as division plant engineer of the Metropolitan division.

Mr. Kobrock on June 19, 1911, immediately after graduating from the University of Missouri, entered the service of the Bell System as a student engineer in the Missouri and Kansas Telephone Company, at Kansas City, Missouri. From August 1911 to December 1914, he served as assistant engineer, engineer and district engineer with the M. & K. Co., at Topeka, Kansas.



JOHN P. KOBROCK

From January 1915 to March 1917, he served as division plant engineer in the Southwestern Bell Telephone Co., at St. Joseph, Missouri.

He then moved to Kansas City, Missouri, where he was division plant engineer for the Southwestern Company for more than two years,

April 1917 to August 1919.

From September 1919 to July 1920, he was Plant Engineer of the Kansas City Telephone Company and Kansas City Long Distance Telephone Company with headquarters at Kansas City.

In August 1920, he was appointed general outside plant engineer of the Central Union Telephone Company and was located at Chicago until December 1920.

In January 1921, he answered the call to higher fields of endeavor and became general outside plant engineer of the Ohio Bell Telephone Company and the Indiana Bell Telephone Company with headquarters at Chicago, where he remained until March 1921.

From April 1921 to June 1922 he was outside plant engineer of the Ohio Bell Telephone Company with headquarters at Cleveland, Ohio. In July 1922 he was promoted to the position of engineer of plant extensions, heading a new department in the Ohio Bell Company which he had organized. He held this position at the time of his transfer to our Company.

We join in welcoming Mr. Kobrock to New England and to his new position.

△ △

During a recent three-months period, 76 per cent of the long distance telephone calls between New York and Chicago were completed in less than five minutes. Compare this record with that of European countries where a search of an hour or more is often necessary to even find a telephone from which to put in a call.

MARY J. STEVENS PROMOTED

MARY J. STEVENS has been appointed chief operator at Winchester.

Miss Stevens entered the employ of the Company in April 1908. In 1915 she was promoted to a supervisor's position where she demonstrated initiative and executive ability which won her a promotion to junior chief operator at Haymarket. Miss Stevens again used this opportunity to demonstrate her ability which won her latest promotion for her.



MARY J. STEVENS

Although the Haymarket girls regret losing Miss Stevens, they unite in wishing her happiness and success in her new assignment.

△ △

MY JOB AS A TWO-NUMBER OPERATOR

MY job as an operator is to serve the public at all times under all conditions.

The qualifications of a good operator should be courtesy, accuracy, and speed. By being courteous we create a friendly feeling between the public and ourselves which is most helpful.

Accuracy, the second qualification, is equally important. By repeating our numbers clearly and distinctly, this is where our style strip method of repetition comes in — and being on the alert to take the proper assignments, our calls will most invariably go through O.K. This prevents subscribers' bells from being rung in error, helps us to bring up our speed of service, and also our completion of business.

Speed, the third requisite of an operator, comes gradually at first, but before we know it it is with us to stay.

It is our duty, no matter in what capacity we serve, to give the very best that is in us. Then and only then can we honestly say we have served.

THERESA AYLWARD,
Boston Toll.

△ △

THAT'S SERVICE

SMILING when a kick comes in — that's service.

Shooting trouble with a grin — that's service;

Letting folks with whom we deal

In our daily business, feel

That our smiles and grins are real —

That's Service.

— *Al Joy in "The Booster."*

A TRIBUTE TO ELOQUENCE

ON August 27, Chester B. Roukes, commercial manager of the Somerville area, appeared before the Kiwanis Club of Somerville and talked on telephone problems.

Mr. Roukes' talk evidently made a hit for in a letter sent out by the secretary of the club a few days after Mr. Roukes' speech the following paragraph was conspicuous:

"Those who failed to hear Chester Roukes speak certainly missed a treat. Never was there a suspicion that such an orator belonged to our club. If at any time we are called upon to send a representative to the President of the United States or to the crowned heads of Europe, without doubt Chester Roukes will be the unanimous choice."

△ △

MARGARET A. FRAWLEY PROMOTED

ON September 5, Margaret A. Frawley was promoted to the position of East Boston chief operator.

Miss Frawley entered the service in August 1910, at the Brookline office. In 1921 she was promoted from junior chief operator at Hyde Park where her splendid work won her another promotion. This time Miss Frawley became chief operator at Everett where she made many friends who, although they regret to see her leave Everett, rejoice in Miss Frawley's promotion.

△ △

THE TELEPHONE GIRL

HAVE you ever stopped to realize how important a part we play at times in the lives of some people? Somebody is hurt in an accident. A doctor is needed at once. How do they get him? Who makes it possible for them to get almost instant aid? The telephone girl, of course.

Someone is in danger of being overcome by gas that is escaping from a leak in the home — who makes it possible for that family to get help from the gas company? Again it is the telephone girl.

In cases where a child is lost, a police officer needed, fire apparatus or an ambulance required — in any case of public need you will find instantaneous communication with the desired agencies was made possible by the telephone girl.

Is she holding a position of responsibility or not?

As an operator I feel that like all the other telephone girls I am in my position for a purpose. Each of us has a part to do to the best of our ability. In return we secure the appreciation of our employers and the gratitude of the public.

Only by giving top-notch service can we make the public clearly understand what is meant when a girl says "I am a telephone operator."

EVELYN BOWDEN,
Roxbury Operator.

NEW POSITION FOR HARRY L. JONES

HARRY L. JONES, Metropolitan division plant engineer, has been transferred to the office of the supervisor of methods and results.



HARRY L. JONES

Harry has been division engineer for approximately three years and in that time he has endeared himself to all his associates.

On the evening of August 28, a dinner at the Engineer's Club was tendered Mr. Jones by the supervisors of his force. Every man present expressed his gratitude to Mr. Jones for the interest he has always taken in his associates and sincere sorrow was expressed at his departure to another phase of plant work.

Mr. Jones received many kind remembrances and the good wishes of all his former associates.

△ △

AS ONE OPERATOR SEES IT

I AM not incapable of making errors, nor of becoming impatient at times, for that is to be expected more or less from all rational creatures. Nevertheless, I — and I say it without any spirit of vanity — try to the best of my ability to make it mostly less. I realize that if I do not think, trouble will result; furthermore, I know the operator must do considerable of the other fellow's thinking. If I am found wanting in this regard it will reflect unfavorably upon my Company as well as upon myself.

BERTHA GORMAN,
Boston Toll.

△ △

EVERY DAY BRINGS SOMETHING NEW

EVERY day seems to bring something new. It may bring a request for a doctor, or the fire department, or some other form of assistance, because the public knows the operator is always on the job and can be relied upon to help at any time.

Because of this responsibility, every operator, no matter how long she has been in the company, is just as interested in her work as when she first entered.

MARY J. GOREY,
Reading Operator.

△ △

PEACEMAKER

"Black boy, what yo'-all runnin' for?"
"Ise gwine to stop a fight."
"Who's fightin'?"
"Jes' me an' 'nother nigger."



EASTERN DIVISION



WALTER JORTBERG, *Associate Editor*
PORTLAND, ME.

EASTERN ECHOES

THE Forest Committee recently arranged a very delightful party for the local force at the Moulton House. Among those present were twelve operators from Boston. There was much



THE FOREST CENTRAL OFFICE COMMITTEE

fun given during the course of the dinner by Mary Flynn, Katherine O'Donnell, Margaret O'Connell, Mary C. Foley, Christine King and Mr. Fitch. Dancing and singing were in progress during the evening. Music was furnished by Katherine O'Donnell. Eccentric dancing was given by Miss Cecilia Bowen of Dorchester. She had as her partner Mr. Strong of Portland. Everyone had an enjoyable evening which will long be remembered.

A new toll switchboard of four positions with associated switching position has recently been cut into service at Waterville.

Myles C. Willey, stock clerk at Waterville, was married recently to Gertrude Harlow of Waterville.

A new 900 pair 22 gauge underground cable has been spliced into service at Waterville to relieve congestion in the northern end of the town. Cable splicer Maynard Fickett was in charge of the work.

△ △

LEWISTON OPERATORS HOLD PARTY

A PARTY of Lewiston operators and their friends motored to Freeport recently where they were entertained at the home of Evelyn and Irene Hayes. Games of tennis were enjoyed both by the players and onlookers. A steamed clam supper was served by the hostesses. In the evening, the entire party enjoyed a pop concert and dance.

BRYANT M. PATTEN PROMOTED

ON August 17, Bryant M. Patten, of Portland, became manager of the Bath-Brunswick area succeeding Harry A. Starbird, who was transferred to the Eastern division general office and assigned to the development of directory advertising in the several books in Maine.

Mr. Patten, a native of Portland, was graduated from the University of Maine, class of 1923. On the completion of his college work he entered the employ of the Company on June 25 of that year. In November he was assigned to the office of the Portland Manager where he remained until his transfer to his present position.

While in college Mr. Patten was interested in various fraternal activities, and also served as editor of the college year book and the college paper.



BRYANT M. PATTEN

△ △

401ST VETS PRIZE AWARDED

AT a drawing held a short time ago in Portland to determine who would be the lucky man in the raffle conducted by the members of the 401st battalion, P. F. Leahy of Everett was found to be the owner of the lucky number. Leahy is a central office installer in Boston.

△ △

We should be as generous with a *man* as we are with a *picture* which we are always willing to give the best possible light. — *Emerson*.

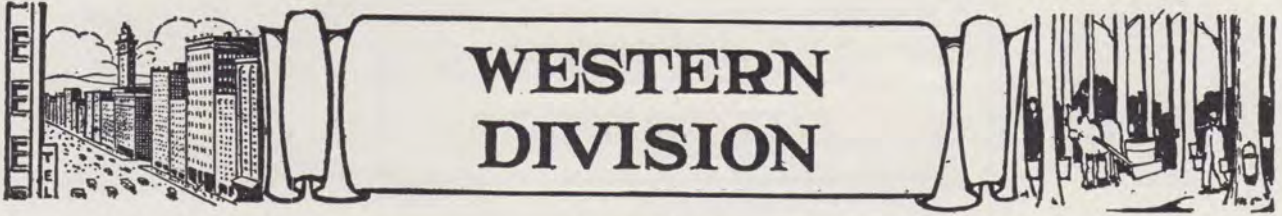
△ △

There will always be a place for the man who knows how, but the man who knows **WHY**, will always be his boss. — *Atlantic Seal*.

△ △

"I understand that your boy Josh is interested in perpetual motion."

"Yes," replied Farmer Hawbuck, "and I'm kinder encouraged about it. I thought for a while that the only thing Josh was interested in was perpetual rest." — *Boston Transcript*.



EDWARD J. TYER
SPRINGFIELD

Associate Editors:
GEORGE PARKER
RUTLAND, VT.

E. H. COOLIDGE
WORCESTER

A FEW TELEPHONE PROBLEMS

WHEN it was decided to move the Premier Theatre building on Coventry street, Newport, Vermont, the troubles of Foreman William Bishop began. The change necessitated moving wires and cables without disrupting the service.

The photographs of the job demonstrate some of the problems which were encountered and solved. In one case the clearance between an electric light pole and the building was only two inches, still it was necessary that the three-phase light wires carrying 2300 volts be kept alive.

Another picture shows a clearance of about one foot between the building and a temporary telephone pole, on which the cable boxes on temporary spans were held rigid by a ladder and pike poles.

A third photograph shows the building just as it passed over the underground lateral pipes hung on a temporary messenger supported by a ladder and pipe poles. The cables in the underground were one 30 pair, 22 gauge and a large cable carrying toll facilities providing circuits coming from

the south to Newport and going into Canada. The hole in the building was cut to clear the messenger and the cable. It was a close shave, but every obstacle was overcome successfully.

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GOOD FOR PITTSFIELD

AS indicative of the fact that the Pittsfield operating force is on the job the following are some quotations from a letter from Dr. Olga H. Gross of that exchange:

"The service is unusual, operators are courteous and on the job. One hardly picks up the receiver when there is a 'Number please' so quick that it gets one's breath."

Showing that representatives of the Plant have also left a good impression, she states:

"Both Mr. Day and his men have been lovely to me and they did have an unusually trying job in wiring my new office, but they were courteous and eager to serve the subscribers. Pittsfield has a right to be proud of its telephone service."



WHEN A BUILDING GOES ON A JOURNEY, THE TELEPHONE EQUIPMENT MUST GO ALONG TOO

SPRINGFIELD GIRLS STEP OUT

THE annual field day of Springfield traffic was held under the direction of the Exchange Committees at Riverside Park, August 27.

Upon arrival at the park everybody made a concentrated drive on the hot dogs, coffee, sandwiches and all the other good things which were ready.

One of the principal events was the baseball game. The Golliwogs, captained by Gertrude Turner, won the game by a score of six to five from the Hinky Dinks, captained by Anna Flannery.

There were many starters in the fifty yard dash won by Lillian Wright. The three-legged race brought out some real sprinters and the first prize was awarded to Mr. Dee and Miss Lover. The stylish stout fifty-yard dash was won by Bessie Bonett of Toll.

The wheelbarrow event, a novelty race in which each team was composed of a man and a girl, was won by Mr. Stimets and Miss Turner.

After the sports had been run off, Division Superintendent of Traffic Miller awarded the prizes. The crowd then adjourned to the Park where some made merry on the roller coasters, merry-go-rounds and roller skating rink, while others enjoyed a dip in the swimming pool and later danced.

△ △

"Why is everybody in Crimson Gulch carrying a gun?"

"This here," answered Cactus Joe, "is Safety First Week."

WESTERN TRAFFIC CHANGES

DISTRICT Traffic Manager B. A. Curry of the Northampton district has been recently transferred to the Fitchburg district as traffic manager of that area.

F. A. Holt, formerly district traffic manager at Fitchburg, has been transferred to the division office as engineer.

Helen J. Barney, until recently chief operator at Burlington, Vermont, has succeeded Elizabeth Doyle who has resigned as district clerk of the Northampton district.

Several traffic promotions have been made recently in the Holyoke central office. Esther Evans and Mary E. Sheehan have won promotions from junior supervisors to supervisors. Florence Bissell, Madeline Fitzgerald and Mary Doyle, formerly operators, are now junior supervisors.

Mary Salon, chief operator at Pittsfield for the last twelve years, has resigned. Marion Hickey, former central office instructress, has been appointed acting chief operator.

Among other changes recently made in the Pittsfield office were the promotions of Love Beaulieu to assistant chief operator, Rose Putnam to central office instructress, Agnes Dunn to district instructress, Mary Cannon to supervisor and the transfer of Margaret Powers to the division office.

Mary L. Ryan, assistant chief operator at Rutland, Vermont, has been promoted to the position of connecting company supervisor. Miss Ryan entered the service in May, 1903, and has constantly demonstrated her loyalty and her faithfulness.

Don't you wish you could have been there with this happy Springfield crowd?



And these Springfield girls show the same enthusiasm when it comes to giving good service.



DID THE SPRINGFIELD TRAFFIC GIRLS ENJOY THEIR OUTING?

CAMP COOLIDGE

WAY up in northern Vermont, progress is being made on rebuilding part of toll section 139, between Essex and East Georgia.

Some of the holes were dug by the earth-boring machine and set with the derrick attachment, but owing to the woods, gulleys and mowing, it was impossible to use the machine on the greater part of the line.

The boarding arrangement was a serious problem at first, owing to the distance from the job to boarding houses, but it was solved by Augustus MacAulay, division superintendent of construction, who conceived the idea of camping out in portable buildings made from heavy galvanized tin. After considerable planning of just what was required and submitting costs, and comparison with the time lost in travelling to boarding places, approval for the buildings was secured.

There are three structures, two for sleeping quarters and one for cooking and eating. There are also two smaller buildings, one for the Foreman

and his clerk and one for the lavatory. The buildings are fastened to the ground by ten small anchor irons six to eight feet apart on the inside of the buildings. The structures are so made and fitted that they can be dismantled, moved, and put together again so that the crew can "play in the next town" very quickly.

Cots, woolen blankets, wood floors and stoves, make the quarters comfortable. Light is furnished by a small "Home Lite," 110 volt generator, weighing about 120 pounds, which provides current for about fifteen lamps.

Ice, fresh milk, eggs and vegetables are secured from nearby farmers. It was at first thought that it would be necessary to go some distance for water, but the farmer, who owned the land, helped out.

Securing a crotched apple stick, the farmer walked about the camp and suddenly the stick bent toward the ground directly beside the cook's camp. A pump was sunk a few feet when lo! a stream of fresh water gushed forth. He had struck a vein of pure spring water at just the place where it was needed.

At your right you see a husky Western division construction crew indulging in the favorite sport at Camp Coolidge. No gang ever enjoyed eating as much as this outfit does.



At the lower left you see the gang starting off to tackle the day's work.

In the lower right you are treated to a view of the camp enjoying a song at twilight. Even the Vermont hills join in the close harmony.



OH HOW THEY HATE TO GET UP IN THE MORNING AT CAMP COOLIDGE!

The camp is under the authority of Foreman Jack Livingstone who is assisted by Lester Corbett, clerk. Daniel Fenno, with the aid of his helper, Howard Kelley, does the cooking. They are important personages for if the boys do not get their dozen eggs or pound of meat apiece just when it is wanted, they are liable to eat the plates as the outdoor life gives them a ravenous appetite.

The camp, being in Vermont, is of course called "Camp Coolidge."

△ △
SOME NEW PLANT RATINGS

DURING the past month, three new plant ratings have been granted in the Western division. The men who qualified are:

Springfield District: D. J. Connor, line subforeman; J. B. Papineau, class B substation installer.

Northampton district: J. E. Biniville, class C substation installer.

△ △
WORCESTER TRAFFIC OUTING

SEPTEMBER 2 was the date of the grand and glorious outing enjoyed by all the Worcester traffic folks. Camp Kendalwood at Holden was the scene of the festivities. Starting early in the day the fun continued right through to ten o'clock at night.

Division Superintendent of Traffic B. T. Miller, District Commercial Manager J. C. Fair, and Manager Abbott had plenty to do in umpiring ball games, and refereeing tugs of war, foot races, swimming contests and all the other sports.

There were races for skinny folks and races for fat folks, races for tall folks and races for short folks. In fact, it was a great day for the entire human race — or at least that enthusiastic and energetic part of it that belongs to the Worcester traffic family.

Misses Haire, Donlon, Magee, Morrissey and Roach assisted by Messrs. Jones, Murphy and Joyce formed the committee to whom the Worcester girls are grateful for planning an outing that was a real humdinger.

△ △
There are about 6,000 central offices in the Bell System.

WELCOME C. F. HEPBURN
C. F. HEPBURN, recently appointed Western division plant accountant, started with our Company on October 3, 1910, as a clerk in the old Jamaica Plain district.

This office was soon moved into Boston and a little later Mr. Hepburn was made assistant supervisor of coding under Frank Hunt.

"Hep", as he is familiarly known, then went through various stages of the accounting activities. He was for a time supervisor of special work, assistant to the chief plant accountant, and division plant accountant in Vermont.

When the Vermont office was moved he was transferred back to the general accounting office where he has been until his recent promotion. Welcome to the Western division, Mr. Hepburn.



CLARENCE F. HEPBURN

△ △
WESTERN BREEZES

During July and August the Burlington, Vermont, operators enjoyed several delightful excursions on the steamer "Vermont" which glides over the waters of Lake Champlain. These pleasant trips were made possible through the kindness of D. A. Loomis of the Lake Champlain Transportation Company.

Ernestine O'Malley who for the past year and a half has been employed in the Springfield commercial office resigned a short time ago to enter the Fitchburg Normal School.

Elsie M. Hilton recently left her position in the North Adams commercial office to become the bride of Orville C. Durocher.

One evening, not long ago, the Barre, Vermont, operators motored to Plainfield Inn where they gave a banquet to Mildred Paton, one of their members who will soon be married.

Luella J. Stevenson of the Worcester commercial office resigned on August 15 to accept a position as a teacher at Piedmont College, Demorest, Georgia.

Many Bellows Falls employees spent an enjoyable week end a few weeks ago as the guests of Mr. and Mrs. Cedric Reynolds at Queen City Park.



WORCESTER TRAFFIC GIRLS AT THEIR OUTING

HOLYOKE BIDS GOODBYE TO MR. CURRY

A JOLLY get-together held in the rest room of the Holyoke central office on September 8 was the occasion of a goodbye and good luck party given to A. B. Curry who has been transferred from traffic manager of the Northampton district to be district traffic manager at Fitchburg.

Games, refreshments and a musical program were followed by dancing. And when it came time to say goodbye to Mr. Curry, the volume of good wishes he received clearly demonstrated that in the Northampton district he had made hundreds of true friends.

△ △

NOT SO SIMPLE AS IT LOOKS

EVERY visitor to a modern office or hotel is familiar with the private branch exchange switchboard, the small cabinet of rosewood or mahogany by means of which the efficient young lady who dexterously manipulates the plugs and buttons on the front gives you instant communication with anyone in the room or in the building.

Not everyone, however, realizes what a complex piece of mechanism that apparently simple cabinet contains. For the wooden portions of a small cabinet three feet wide and two feet deep, seventy-three board feet of lumber are required, from which sixty parts composed of six different kinds of wood are made, all of it especially dried. To shape these sixty parts twenty-one different wood-working machines are used.

Remembering that the wiring is even more complex than the wood-work, one realizes that a private branch exchange switchboard is not quite so simple as it looks.

△ △

Exasperated Subscriber: "Say, operator, are you all crazy down there?"

Operator: "I'm sorry, madam, but we are not allowed to give information." — *Kansas City Star.*



A HAPPY GROUP OF VERMONT TELEPHONE FOLKS



FIVE HAPPY OPERATORS AT ORANGE

CHICKEN ROAST AT SPRINGFIELD

SPRINGFIELD plant men held their annual chicken roast on August 29 at Chambers Grove, North Agawam.

About one hundred and fifty men were on hand to enjoy the excellent dinner served by Messrs. Chambers, Robinson, Shea and Bebee.

Among the guests were: Division Superintendent of Plant R. C. Madden, District Plant Chief W. A. McCoy, Division Superintendent of Construction A. MacAuley, District Foreman C. E. Lyons, W. A. Parker and J. T. McLaughlin. From Boston came Edward McSweeney and J. MacNaughton.

After dinner, entertainment was furnished by Messrs. Provost and Beaudry. The fishing pool was successfully operated by Thomas F. Flynn, while Eddie McSweeney, better known as the modest admiral, entertained in his usual superb fashion. In addition to the regular entertainment features, C. E. Lyons gave a demonstration of a new type of cash register at which he was assisted by W. A. McCoy.

△ △

EVENINGS DETERMINE PROMOTION

TELL me how a young man spends his evenings and I will tell you how far he is likely to go in the world.

The popular notion is that a youth's progress depends upon how he acts during his working hours. It doesn't. It depends far more upon how he utilizes his leisure.

If he spends it badly, he is likely to find himself out of a job before very long. If he spends it in harmless idleness, he is likely to be kept on the payroll, but that will be about all. If he diligently utilizes his own time to equip himself to do his duties more skillfully and to fit himself for more responsible duties, then the greater responsibilities — and greater rewards — are almost certain to come to him. — *B. C. Forbes.*

BURLINGTON OUTING

MALLET'S BAY was the scene of a genuine good time when the Burlington operators recently held a hot dog roast there. Swimming, games and some real harmony made the occasion a pleasant one.

△ △

THOSE GOOD OLD DAYS

WE are reproducing here a rare picture of *old, old* times and of some of the men who helped blaze the trail for our present great system. It is doubtful if many who see this picture for the first time will recognize any of the characters.

From left to right are: George Lester, who is now one the oldest, if not the oldest engineer on the B. & M. Railroad. Next, is Alexander Proctor, who, for many years, was manager of the Northampton exchange and who passed away a few years ago. Next, is Patrick Butler, who was one of the best linemen who ever wore spurs and was also quite "handy with his dukes" in case of trouble, and the trouble came quite often in the good old days. He also has gone to the Great Unknown. Next, and last, is Herbert or "Bud" Robbins, who still holds forth in the storeroom at Burlington. The dogs, Bud owned both of them, have also gone to the happy hunting ground long ago.

The picture was taken in 1888, while this group was working near Greenfield, on what is now known as the Barre Plains and Troy Line.



TELEPHONE FLOAT IN WARREN PARADE

FIRST PRIZE AT WARREN

ACCEPTING an invitation from the American Legion to enter a float in its carnival parade at Warren, our telephone operators decorated and drove in the parade the car which was awarded first prize. Grace I. Walsh, the owner of the car, drove it in the parade. In decorating it she was assisted by Elsie G. Quinlan, Myrtle E. Johnson and Helen Walsh.

△ △

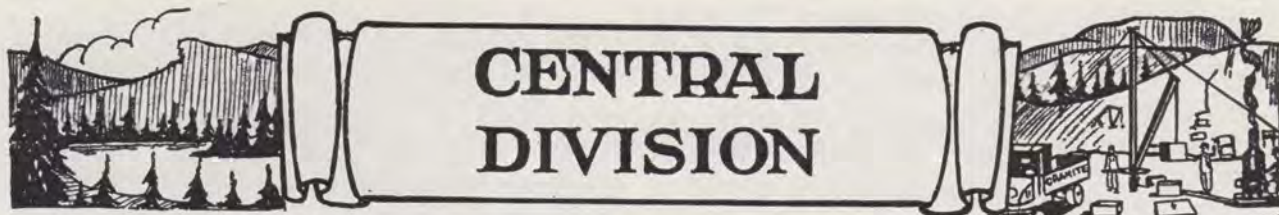
Subscriber: "Operator, I can hear other people talking on my line."

Operator: "It is cross-talk you hear."

Subscriber: "Good heavens, girl! Is there no sacred place on earth where one can get away from this cross-word puzzle craze?"



THOSE GOOD OLD DAYS WILL COME NO MORE. LEFT TO RIGHT: G. LESTER, A. PROCTOR, P. BUTLER, H. ROBBINS



FRANK H. PARKER, *Traffic*
245 State Street, Boston, Mass.

Associate Editors
WILLIAM J. HURLEY, *Plant*
Manchester, N. H.

GEORGE W. GUNN, *Plant*
245 State Street, Boston, Mass.

VOICE TECHNIQUE AND HEALTH

By UILA S. TURNER, *Lynn Chief Operator*

VOICE technique is really the technique of the breath. We strike the keyboard of the piano with our fingers, but the keyboard of the voice we strike with our breath. When we speak from the throat, we are not using our breath, and the resultant tone is flat and lacks inflection. The muscles of the throat would become strained if we were to speak in this manner for any length of time.

To get full carrying tones, the voice must be brought up out of the throat to the seat of pitch — the resonance chamber or sounding box. In order to do this, there must be good breath support, which depends upon the lung power and well developed muscles controlling the organs used in breathing. To get this support we must have good posture. If we stand or sit in any position which cramps the spine or vital organs, we are impairing the normal activity of the organs and functions of the body; whereas proper posture brings the vital organs in proper relation to each other and leaves the lungs free to breathe.

In the practice of voice technique proper breathing plays an important part. If we breathe properly, we are sure to develop good lungs, a large chest and a healthy body. To really be alive, energetic and full of pep, the system must be kept supplied with an abundance of oxygen, which can be secured only through proper breathing. Oxygen gives vitality, not only to the body and nervous system, but also to the mind. There is an old Hindoo adage which says: "Breathe plentifully and you will never be sick; keep breathing and you will never die."

One of the helpful benefits of voice technique is that it teaches one to modulate the voice and enunciate quietly. The almost constant use of the voice in telephone work, even if properly placed, can become a drain on the nervous system if used too loudly. The loud voice causes excitement and nervous agitation which causes mental and physical fatigue. As our health and efficiency depend to a great extent on healthy nerves, this training cannot help but prevent much useless squandering of nerve energy.

Perhaps the most healthful asset in voice technique

in telephone work is the psychological effect on the mind from the use of the happy, cheerful tones which we must have in order to use "The Smile in the Voice" and to acquaint our patrons of our personal interest in their service requirements. We cannot properly use this manner of speaking without making an impression on our mental attitude. For every mental process there follows some physical response. If the process is a cheerful one, the response will be cheerful. Cheerfulness improves the general feeling of well being and aids in preventing numerous constitutional disorders. A good state of mind increases the rate of thinking and acting, and economizes the expenditure of nervous energy.

It is obvious that voice technique is not an end in itself, but is a substantial contribution to the physical welfare of every operator receiving such instruction. But the end is not there. Who knows just how much our cheerful tones help our subscribers to get the "Smile" in their attitude? The effect of a smile, if only by the voice, is bound to reach out beyond ourselves.

△ △

CENTRAL CLIPPINGS

FRANCES M. CONWAY, formerly Beverly chief operator and now Lawrence chief operator, was pleasantly surprised one evening recently when several of her Beverly associates journeyed to Lawrence and held a party wishing Miss Conway happiness and success in her new position.

Francis M. Austin, assistant district traffic manager at Salem is captain of a baseball team recently organized by the Salem plant men. Austin was formerly a member of the baseball team at Dartmouth College.

Upon her resignation as chief clerk at the Salem office, Catherine B. Budgell was pleasantly surprised by a party held to bid her goodbye.

△ △

BREAKING EVEN

Diner: "Waiter, I can't find a single clam in this chowder."
Waiter: "That's nothing! You might just as well try to locate a set of wicker furniture in our cottage pudding."

△ △

It will not take any longer to do a disagreeable job now than it will tomorrow or next week.

FIRST AID HELPS ANOTHER

BERNARD CHISSOLM, Worcester, had an artery in his right arm severed by glass from the windshield of a truck which he was driving recently in Hopedale. The fact that his life was saved was due to the quick work of telephone linemen who checked the flow of blood and rushed the patient to Milford Hospital.

Chissolm attempted to keep on driving the truck to the hospital although his wound was bleeding profusely.

Foreman Ralph Parker of the telephone construction gang saw the blood spurting from the wound and shouted to the driver to stop.

Chissolm sprang out of the truck as it stopped and fainted in Parker's arms, indicating that it would have been impossible for the truck driver to reach the hospital alone and possibly the truck might have collided with some other machine or the driver bled to death but for the timely interference of the telephone men.

Foreman Parker stopped the flow of blood instantly, and his men soon had the first aid kit ready. After the man was revived he was placed in the telephone truck and conveyed to the hospital.

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LOCAL TRAFFIC COURSE AT LOWELL

By T. M. HENNESSEY, *District Traffic Manager*

"A LITTLE knowledge is a dangerous thing" and we in the telephone business must necessarily strive to overcome this difficulty. The character of our initial training and the effort we put into it very frequently indicate and shape the progress we are to make. It inspires us, stimulates us, and prompts us to put our very best into the work we are to perform; or it retards us, benumbs us and condemns us to a state of lethargy from which we are loth to depart and during which we have no desire to utilize any latent ability with which we may be endowed. With this thought in mind, an intensive local training course has been assembled to be given to young men whose chief concern is traffic work.

The program consists of five weeks' work intended to give instructive and constructive information for obtaining local service of a high grade with none of the polish or refinements omitted. This includes a course in local operating during which the entire practice is covered, with class room discussions, special talks, and considerable switchboard practice. As an important corollary to operating a course in local technique is given emphasizing the importance and desirability of technique from an aesthetic as well as a business point of view. Regarding the strength of supervisory force as the main stay of a central office personnel, an intensive

course in supervising is given. Central office instruction with Traffic Circular 139 is introduced, explained, developed and utilized and its part in the course is in direct relation to its part in our daily work. Service observing as a measure of technical results and as a strange contrast to central office instruction is covered and special emphasis placed on the local observing summary which between the lines contains a vast amount of valuable information. Peg counts and force adjustment are covered in detail with special attention given to coefficients, leads, schedules and seating plans. The round-up of the course comes in the last week when features and central office management are treated which requires the analysis of service trends from all available sources and the developing and carrying through of constructive campaigns for service improvement.

The personnel of the class consisted of Mr. F. M. Austin, Mr. R. G. Chadwick, Mr. J. P. Marble and Mr. S. A. Vose. The daily instruction was given by Miss Olive E. Dynam, our Division Instructor, with daily talks on traffic problems by Mr. T. M. Hennessey, District Traffic Manager. Special talks were given on Central Office Instruction by Mr. F. Cosgrove, General Office, on Force Engineering and Service Observing by Mr. J. L. Leavitt, our Division Supervisor of Traffic; on Traffic Results from a Technical Standpoint by Mr. J. H. MacKnight, our Division Superintendent of Traffic; and Traffic Results from a Personnel Standpoint by Mr. H. E. Darling, our General Supervisor of Traffic.

△ △

OF ALL GOLDEN OPPORTUNITIES

OF all golden opportunities, that of service is the brightest. Because we are telephone operators, we serve trade, profession and home. We serve not only in normal conditions, but also in every kind of emergency. In sickness, accident, robbery and fire, people turn first to their telephones. That means that they are calling on us for help. At those times people realize that we are not a part of telephone mechanism, but we are human beings glad of our opportunity to help humanity. At our job we are one of the greatest factors in the attainment of those inalienable rights, "life, liberty, and the pursuit of happiness."

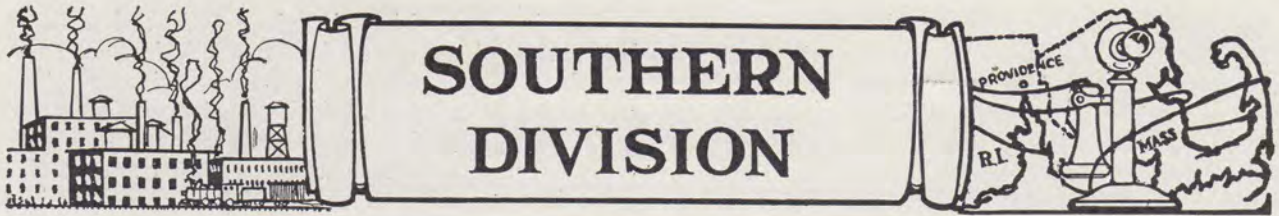
CAROLINE M. PHILLIPS,
Andover Operator.

△ △

A lot less trouble would be caused in this old world if people would tell their "knowin's" instead of their "supposin's."

△ △

To a wise man responsibility is merely opportunity.



WM. E. GEARY
PROVIDENCE

Associate Editors

DONALD L. CRAWFORD
PROVIDENCE

BROWN DERBY GOES TO NEW BEDFORD

ALAS for Brockton, the Plant figures for July showed New Bedford leading by a comfortable margin, so Frank Smith is again wearing the Brown Derby. The New Bedford boys are naturally much elated at regaining their lost laurels, and are on their toes to hold it.

August figures are not available at this writing but with Brockton and New Bedford running as close as they are, it looks like anybody's race. Rhode Island is still in the running and improving every month. The gang is solidly behind Arthur Caverly and are out to get the Brown Derby before the snow flies.

The remarkable improvement in lost time accidents in Rhode Island is worthy of more than passing note. Thanks to the fine co-operation of the entire plant force, the June and July record of no lost time accidents was again duplicated in August. New Bedford also had a clean slate in August, but Brockton slipped again with two accidents.

△ △

The first thing some people want when they get a little money is a car; and as soon as they get the car the first thing they want is a little money.

— *Chicago American Lumberman.*

△ △

To avoid that run-down feeling, Cross Crossings Cautiously. — *Judge.*

GOOD WORK BY PLANT

THE Plant boys continue to make good use of their first aid training in giving assistance to persons other than employees.

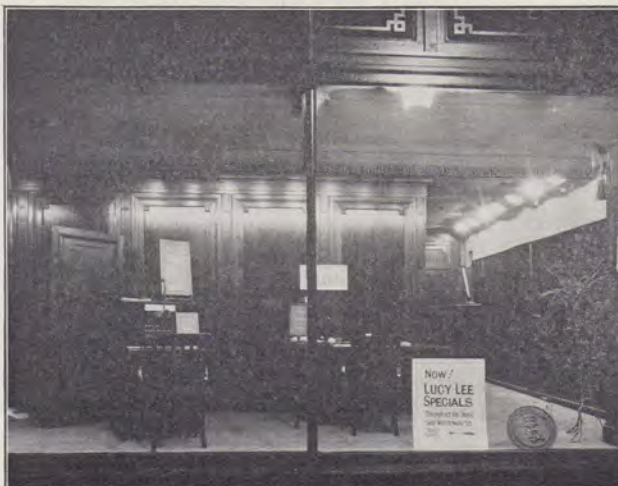
Jack Sullivan, Broad repairman, gave valuable assistance to an employee of the N. E. L. Co. who had received an electric shock, applying artificial respiration and working with the Light Company employees until it was evident that life could not be restored.

Edward A. O'Rourke of the Supply department, observing a man injured in an auto accident, went at once to his assistance with his first aid kit, applying bandages and sterilizing his wounds. He had the victim all bandaged by the time the ambulance had arrived. The surgeon in charge highly complimented Mr. O'Rourke for the manner in which he had utilized his training in first aid.

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BILL GEARY JOINS THE BENEDICTS

ONE of the first contributions to TOPICS from Donald L. Crawford, new associate editor in the Southern division, is the report of the marriage of William E. Geary to Helen W. Hawkins on August 24 at Providence. Mr. Geary, who is also an associate editor of TOPICS in the Southern division, is division supervisor of plant methods. The many friends of Mr. Geary joined in presenting him a mahogany spinet desk, a clock and a serving tray.



TWO ATTRACTIVE WINDOW DISPLAYS IN PROVIDENCE
Left: The Shepard Stores Right: The Providence Journal and Bulletin

THE TRAFFIC ENGINEER SAYS

THAT the building addition at Pawtucket which will provide for a new kitchen and dining room will be started some time this fall.

Work of installing the second machine unit for Providence will commence this fall and the cutover will be in the fall of 1926. The name of this central office will be Dexter.

That by October 1 it is expected that Pawtucket Information will be centralized with Providence Information in the Gaspee building.

Building changes at Taunton will start soon which will provide for a larger sitting room.

Equipment will be installed in several of the toll centers this fall which will permit handling traffic on the "A" board to quite a few toll points on an A-B basis wherever transmission will allow.

That direct trunks will soon be installed from the Providence official branch exchange board to all of the Providence exchanges.

An addition to the Valley building has been authorized which will provide an improvement in the operators' quarters.

That new direct toll trunks have recently been installed between the following offices: Providence-Buzzards Bay; Providence-Hyannis; Providence-Salem; Buzzards Bay-Woods Hole; Boston-Duxbury; Boston-Marshfield; Woonsocket-Gaspee; Centredale-Gaspee; East Greenwich-Gaspee; and Brockton-Wareham.

Work will start soon on the installation of the second exchange to serve New Bedford. It is expected that this will be completed in the spring of 1926.

△ △

The shiny black finish of the telephone traces its ancestry to the asphalt lakes of Trinidad. Asphalt is one of many products brought over land and sea to the Western Electric works at Chicago, where telephones are made.

△ △

"Education is capital to the poor man, and an interest to the rich man." — *Horace Mann*.

PLANT ACCOUNTING TRANSFERRED

EFFECTIVE September 10, the plant accounting offices at Brockton, New Bedford and Providence were consolidated and hereafter the accounting will be handled on a Division basis at the division headquarters at Providence.

Percy H. Cobb, formerly of the chief plant accountant's staff at Boston, has been appointed division plant accountant. Mr. Cobb has been in the service for eighteen years, fourteen of which were spent as division plant accountant for the Western division at Springfield. For the past few years he has been attached to the office of the chief plant accountant as field supervisor.



PERCY H. COBB

Outside of working hours, Mr. Cobb has a well deserved reputation as a dyed-in-the-wool amateur radio expert and a thirty-degree fan.

△ △

CENTRAL INFORMATION PARTY

WEDNESDAY evening, August 26, the girls at C. I. B. staged another one of their famous parties. This affair was composed of a dinner and dance at the Rock Cafe, Rocky Point. Appropriate gifts were presented to Misses Agnew, Birmingham, and Reynolds, also to Messrs. Baier and Anderson. The picture was taken before dinner was served. That accounts for some of the strange and wild looks.

△ △

Better be fired with enthusiasm for safety than fired for recklessness. — *The Family Wash*.



THE CENTRAL INFORMATION PARTY AT ROCKY POINT

GOOD WORK, PAWTUCKET

ABOUT 7.40 on the evening of August 18 the business in the Pawtucket office increased to such proportions that the evening chief operator immediately realized that an emergency of some kind must have arisen. Within a short time Mr. Stiness of the American Red Cross called Miss Moody, Pawtucket supervisor, and requested her to secure all available doctors as a steamer carrying Pawtucket people had exploded in Newport Harbor and a train, bearing the injured, would be in Pawtucket within an hour's time.

Acting Chief Operator Mrs. Clarke, and Miss MacAdams, central office instructor, were notified by telephone and immediately reported for duty. Most of the employees remained overtime until business had quieted down, at about 12 P.M. Charlie Dermody, night traffic manager, was on the job and secured four additional night operators to take care of the emergency calls which might arise during the night. During the entire evening and the following morning business at Pawtucket was of war-time proportions.

△ △
 "Telescope" means "Distant Sight." "Telegraph" means "Distant Writing." "Telephone" means "Distant Sound."

△ △
 Here lie the bones of Henry Hewitt,
 Who thought he'd beat the fast train to it;
 At sixty miles across he flew,
 But the train came by at sixty-two.

— *Chicago Tribune.*

PROVIDENCE TOLL ON THE JOB

MR. RIDEOUT of the Federal Match Company visited Providence and made arrangements with the Commercial Department to place a large number of toll and A-B toll calls within this territory. A special telephone was connected to one of the offices in our Gaspee building and Miss McCormick of the toll office was assigned as a special operator to handle these calls. During the period of nine days, when these calls were placed, there were 770 calls completed and only three cancelled. This represents a very fine completion job on the part of the toll office and Mr. Rideout assured us that nowhere had he received better service than from Providence Toll.

△ △

AS IT WAS 30 YEARS AGO

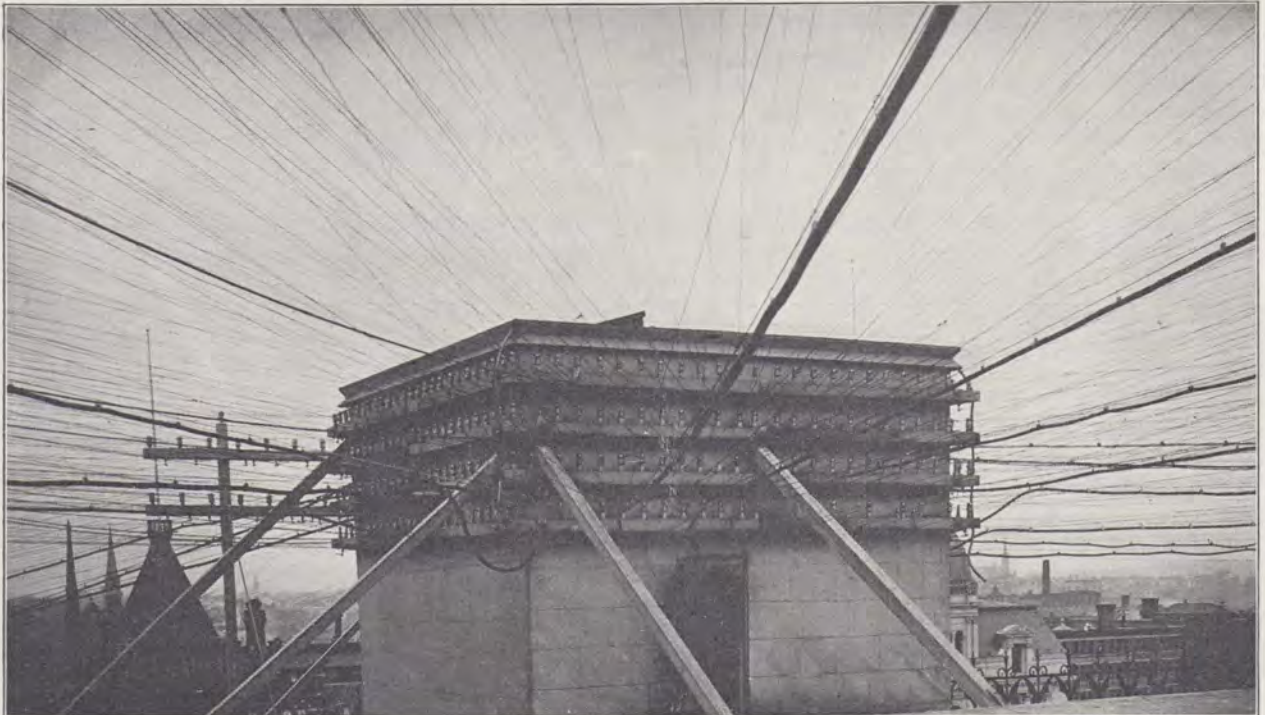
AN interesting photo shows the distributing fixture on the top of the telephone office located in the Butler Exchange building at Providence, in 1893.

In those days there was but one office and a few thousand telephones in Providence and they were all routed through this old-time wooden fixture.

Contrast this with the development in Providence to-day — six central offices with 60,000 stations and a plant investment running into many millions of dollars.

△ △

The Foreman: "Send in young Clancy; I saw him smoking on a load of powder a while ago, and I'm going to fire him."
 Rafferty: "Here's a part of his hat."



THE ROOF OF THE PROVIDENCE TELEPHONE BUILDING IN 1893

SOUTHERN SMILES

The true spirit of "Service First" was exemplified on an emergency call from Brockton to Wareham. A report of "no messenger service" was received from Wareham on a call sending out for a party attending the annual clambake at Onset. A Wareham operator going off duty delivered the message and a Wareham operator returning to duty from the clambake notified Brockton that the message had been delivered and the called subscriber was hastening home in a machine.

Centredale claims two champion swimmers — Theresa Monahan and Rose Rathier — who were both presented silver cups by the Spragueville Club.

Did the Nantucket girls have a good time? We'll say they did when fourteen of them jumped into waiting autos which whirled them away to Surfside for a get-together beach party. Plenty of hot dogs and "water-melon" helped to keep the crowd happy.

The Central Information girls are some mermaids, having held several swimming parties. The first was held at Mary Agnew's Touisset home. After everyone was ducked a-plenty, croquet and golf were enjoyed. The feed bag was tied on and dancing enjoyed to a late hour. The second party was held at Buttonwoods where swimming, games and dancing were enjoyed, music being furnished by a ukulele and a few serenaders.

Kay Aylsworth, secretary to Vice President C. T. Howard, has recently announced her engagement to George Seguin.

Ethel D. Canham, employee of the Commercial Department at Brockton, was happily surprised on August 13 to find her desk very handsomely decorated in honor of her approaching marriage to Charles Kilburn.

The following men of the New Bedford district successfully passed their examinations for ratings: Chas. S. Crowell, lineman; A. D. Gillis, journeyman cable splicer; Vincent Bailey, class C cable splicer; J. P. A. Martin, class C cable splicer; J. H. Lynch, class C cable splicer; C. A. Wood, combination repairman.

Howard Donnelly, Brockton, has passed the examination for lineman's rating.

Rhode Island Plant men who have recently qualified for ratings include J. E. Kelly, combination man; Peter Feeley, lineman; Howard Thornton, lineman, and J. A. Steele, sub-foreman.

Johnny McIntyre, of the Gaspee maintenance force, joined the ranks of the married forces recently.

△ △

Neglect is often just another way of spelling infections.

ECONOMY BY OPERATORS

MAYBE you do not know that the small metal ends of the transmitter tape are being ordered at the rate of 5000 a year. This looks like a big waste when you consider that there is no good reason for any of them being lost and no replacements are necessary.

How can we save this money? It is easy! If you want a new tape for your headset be sure the buckles are not discarded with the tape but that a new tape is reinserted and the buckles re-used

This is being done now in all offices of the Providence district and we hope you are going to do your best to see that not a single one is lost.

△ △

SAFETY FIRST

WHEN you're climbing up a pole,
Safety First.

When you're digging out a hole,
Safety First.

At your work or at your play,
Keep the motto on the way.
Safety First.

There is always work to do.
Safety First.

There is much depends on you.
Safety First.

Day by day it is the same,
Keep the motto, play the game:
Safety First.

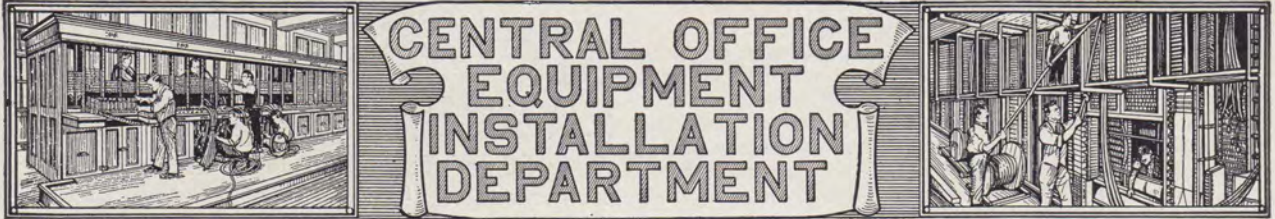
— J. M. Weekes, Line Assigner, Providence, R. I.

△ △

Knowledge — thorough and specific — and unceasing study of the facts and forces affecting a business enterprise are essential to a lasting individual success and to efficient service to the public.



THE OUTING OF THE TELEPHONE SOCIETY OF RHODE ISLAND IN AUGUST, 1910. CAN YOU FIND YOURSELF HERE?



Associate Editor, R. E. CARLETON

WORKING UNDER DIFFICULTIES

DURING the tearing down of some of the outside and inside walls at the Salem office, central office installers have been working under most difficult conditions.

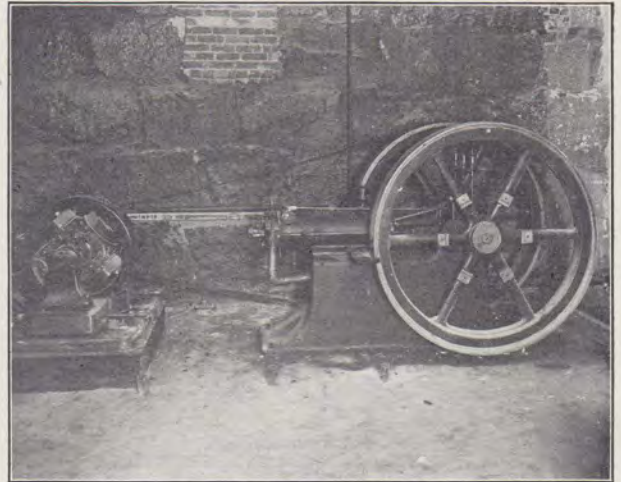
All the plumbing and heating apparatus had to be removed to enlarge the terminal room for additional equipment. During this procedure it was necessary to move the charging apparatus twice to allow the building operations to proceed.

Partitions were removed to set up the relay apparatus, coil racks and fuse panels. During this trying experience, while the men were working under stagings used by painters, electricians and plumbers, there was not one lost time accident.

△ △

SALEM LOSES A VETERAN

A FIFTEEN horse power gas engine installed for service in June, 1900, and which has functioned faithfully for twenty-five years, has been removed from service at Salem by Sam Crown and his gang.



SALEM'S VETERAN ENGINE

This old engine has been replaced by one of the latest models of the Foos type.

There are men still in active service who will recall the time when the old engine was installed.



THE WIDE-AWAKE CENTRAL OFFICE INSTALLATION GANG AT SALEM

LARGER "B" BOARD AT LYNN



H. A. ANABLE

THREE new sections of "B" board have been installed under the supervision of A. F. Hicks in the Breakers unit of the Lynn central office. This composes the second unit of "B" board at the Lynn office.

Installers Shorey and Anable accomplished excellent work in wiring and testing the machine ringing trunks on this board. The soldering and forming was also a creditable job which was highly commended by

the staff inspectors and many others who saw the fine work.

△ △

GENEVA INSTALLATION NOTES

The Geneva installation is still setting up records and is at the present approximately 77 per cent complete. The results obtained on this job are due to the wonderful team work of the gang who successfully installed Columbia and Talbot and who are always striving to give their best efforts to their supervisor.

D. Craig and C. W. Hawkins adjusted, rusted and ran in 120 sequence switches in 8 hours.

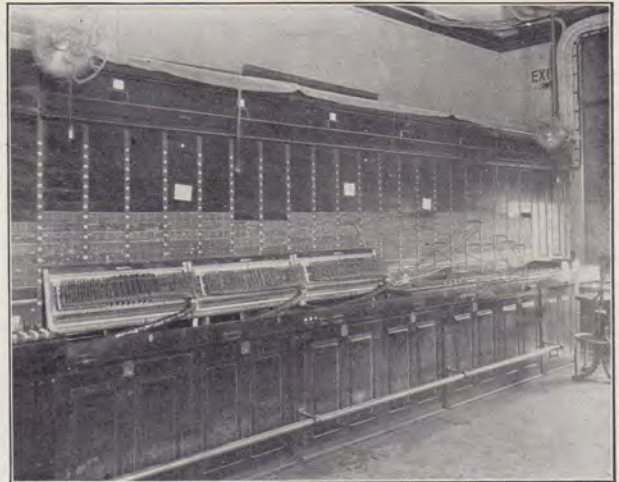
C. I. Slatten adjusted 110 clutches in 8 hours.

P. T. Connors adjusted the elevator apparatus on a line finder frame in 28 hours with four items.

J. T. Murray adjusted the elevator apparatus on a final selector frame in eight hours with three items.

L. W. Pankratz adjusted the elevator apparatus on a translator frame in fifteen hours with four items.

All circuits on twenty-four sub senders and translator frames were volt metered, finding seventeen pieces of trouble.



THE ENLARGED AND REWIRED "B" BOARD AT SALEM

REWIRING "B" BOARD AT SALEM

BESIDES installing a new gas engine and additional battery equipment, Sam Crown and his Salem crew are rewiring the old "B" board. This work necessitated the installation of two "B" sections and relocating all cord circuits.

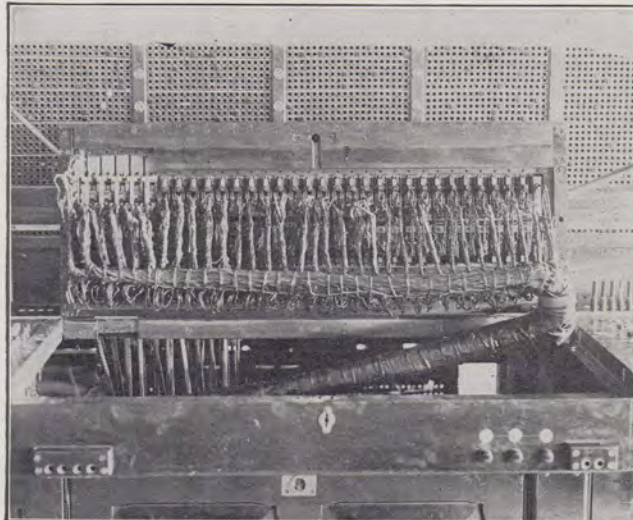
To permit the rewiring of the old positions from manual to machine ringing, three positions were taken out of service and the equipment removed to the new sections.

The machine ringing keyboard forms for the new positions were made up on the job and for soldering and wiring both they were found to be perfect on the first inspection. The workmanship on these forms elicited genuine praise from the staff inspector.

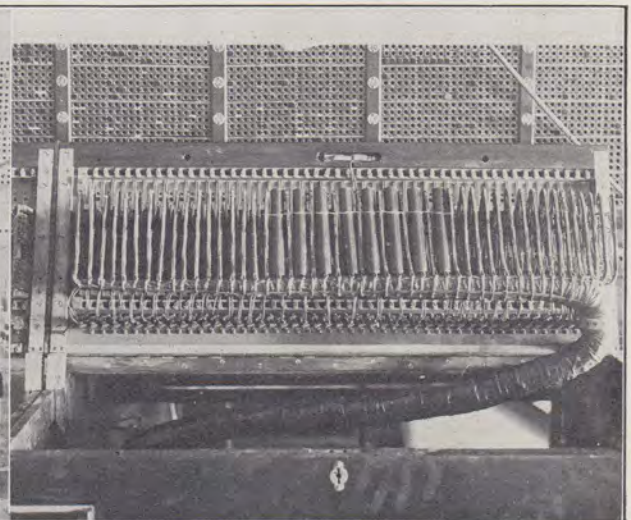
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Football Coach (to beginner): "Have you had any experience?"
 "Yes, this summer I was hit by two autos and a truck."

— American Boy.



MANUAL RINGING KEYBOARD FORMS AT SALEM BEFORE



AFTER CONVERSION TO MACHINE RINGING AFTER



THE NEW TEST DESK AT MAIN

WIRE CHIEF BAKER'S NEW TEST DESK
JACK BAKER is all smiles these days because of his new test desk.

Saturday, August 22, the Main Office test desk which has been in service for the last twenty years was replaced by cutting into service the new test desk of eight positions.

The cutting of this desk completes the most up-to-date manual test room in the company.

It not only handles the testing in Main, Congress, Boston Tandem and the Official P. B. X. but also has circuits for serving the several lines of toll board.

The equipment is so wired that any fuse which blows on the fuse panels located in the various exchanges operates a signal in the test room, showing by the indicator on which panel the fuse has blown. Also the no-voltage alarm is wired to this desk and lights a lamp upon any fluctuation in voltage in the respective offices.

Under these circumstances the test man is able at all times to tell just what conditions exist in each exchange.

Talking circuits from the desk to all parts of the building make it possible for the test man to keep in close touch with the maintenance forces, thus enabling him to clear all trouble without delay.

The board was installed by Foreman Charles F. Hannon under the supervision of Supervisory Foreman W. P. Clark.

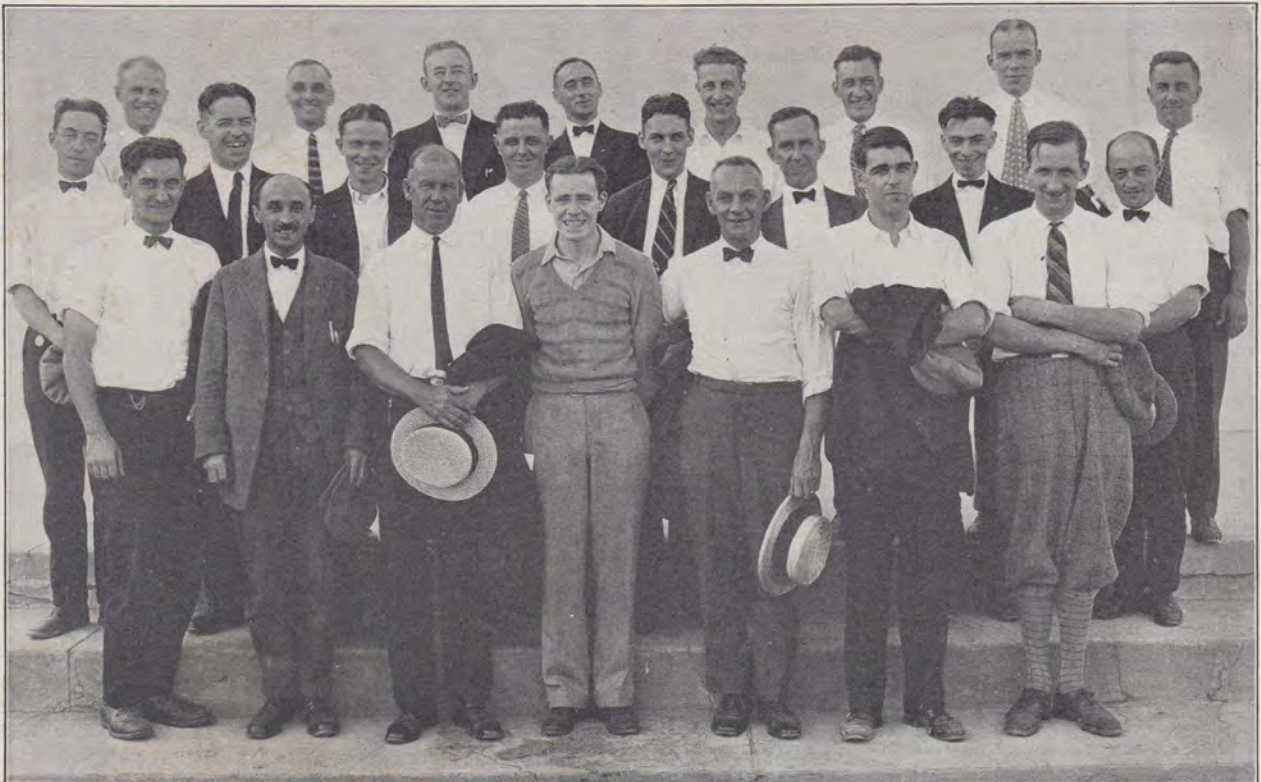
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NEW BEDFORD CLAMBAKE

FOOD, fun, frolic was the war cry as the Installation Equipment force at New Bedford took Fort Phoenix on their annual clambake.

After the clambake a baseball game was played with the local boys opposing the out-of-town boys. The final score was 10 to 9 in favor of the out-of-town boys.

The party was in charge of chairman Arthur Beswick, assisted by John Owens, James Lowell, Leo Akerman, William Copper, and Harold Morgan.

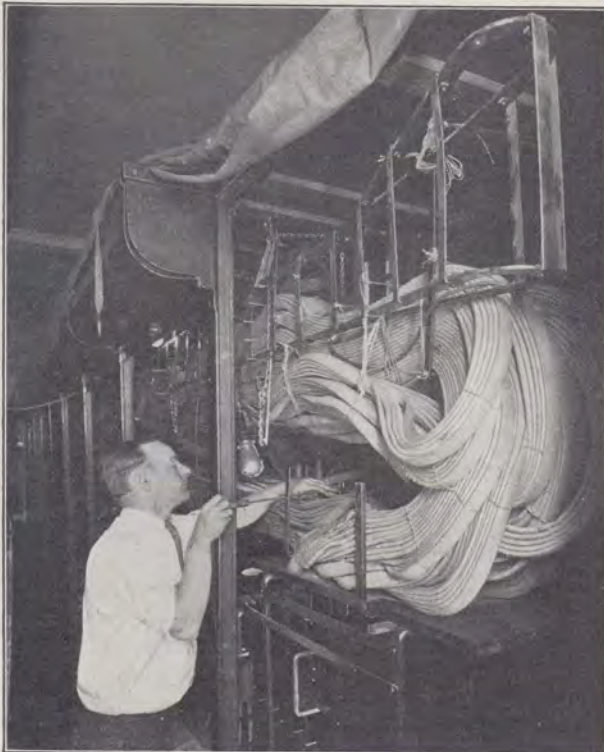


THE NEW BEDFORD INSTALLATION CREW STARTING OFF FOR THEIR CLAMBAKE

CABLE TURN BACK AT LYNN

IN the Breakers office at Lynn, 8000 subscribers' lines appeared originally in both the "A" and the "B" board. Later 2500 subscribers' multiple was installed on the "B" board.

This new installation increased the traffic load on the present "B" section to such an extent that additional "B" sections were necessary to handle the increased traffic.



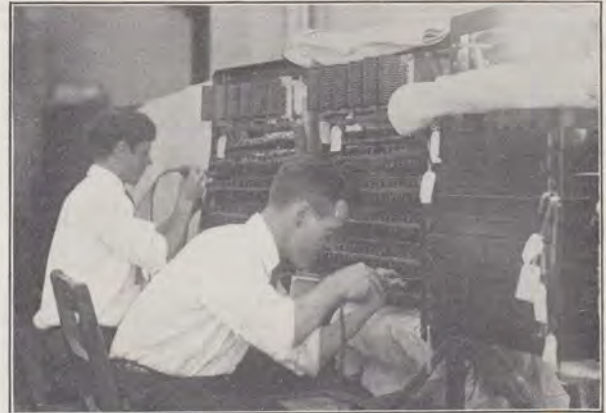
TURNING BACK THE "B" MULTIPLE AT LYNN

The multiple in these sections, however, was not extended in the usual manner. As the heavy traffic was on those lines that did not appear in the "A" board, only these were extended. On a normal extension they would appear near the roof of the section, making quite a reach for the operator, but on this installation they were made to appear where lines 0 to 2499 would normally appear. This was accomplished by cabling through the upper part of the section on a cable rack and making a complicated cable fan at the end of the last additional section, thus bringing the cable into the board again from the opposite direction with the numbers appearing correctly.

All calls that are trunked from the local "A" board are completed through the 2500 multiple within easy reach.

△ △

We are still able to say that we have not yet had a lost time accident on the Geneva Job.



MAKING UP FORMS FOR STRAIGHT FORWARD TRUNKING UNITS

STRAIGHTFORWARD TRUNKING UNITS

STRAIGHTFORWARD trunking unit forms are now being made up at 125 Milk street under the supervision of Foreman H. S. Woodward and Supervising Foreman W. P. Clark.

On each form there are more than 4000 connections on 237 relays, condensers, repeating coils and terminal strips.

All the forms are made up at the Milk street building, but they are used in the various offices of the Metropolitan area. Before units are shipped to the job, they are given a complete working test, the relays are adjusted and the current flow tested. This close inspection enables the man on the job to mount the unit on the relay rack, connect the cables and make his final test with a minimum of interference with working equipment.

The centralization of this work has the further advantage of making all forms uniform in every detail, and also of speeding the installation of straightforward trunking.

△ △

THE HANCOCK JOB

PRELIMINARY work has begun on the installation of the Hancock machine switching office in Boston. This will be the largest single machine switching unit yet installed in New England.

As the progress of such a job comprises many features which, no doubt, will be of interest to all telephone people, the Central Office Installation Department is planning to tell the story of the job's progress month by month in TOPICS. The first article will appear shortly.

△ △

AT GENEVA

Philip F. Kelley and Herman O. Bellhoff installed ninety elevator rods and bearings in seven hours.

M. J. Mullen and H. R. Shea aligned banks, cross members and trip rods on a 400 point line finder frame in five hours.

Districts, line finders and associated apparatus were volt metered and no reverses or opens found.

T. F. Leahey aligned eight vertical drive shafts in eight hours.



JOSEPH R. WYCKOFF, *Associate Editor*
50 OLIVER STREET, BOSTON, MASS.

Modern Equipment for Laconia

AFTER months of work, and the expenditure of approximately \$150,000, the Central New Hampshire Telephone Company has completed the installation of a new central office equipment of the latest design, and a reconstruction of its cable plant.

About midnight on September 19, the service of nearly 2,500 telephone subscribers in Laconia was instantly transferred from the present central office in the Laconia National Bank building to the new switchboard in the same building.

This cut-over marked the final step in welding together the physical properties of former competing companies — the Citizens Telephone Company and the Winnepesaukee Telephone Company. In 1919 those companies merged their interest with a view to bringing about, among other improvements, the almost complete rebuilding of the plant.

The entire project has been a tremendous undertaking for a relatively small telephone company. Laconia now has a telephone equipment of which it can well feel proud. The new switchboard and its auxiliary apparatus is not only the standard of the Bell System, but is the most modern in type. All

over the city underground and aerial cables have replaced the open wire construction.

Laconia is one of the important toll centers in New England. From the central office there radiates a total of 40 high-grade toll circuits in all directions. Among the places to which these direct lines run are Boston, Manchester, Concord, Rochester, Franklin, Tilton, Woodsville, Ashland, Plymouth, Center Harbor, Center Sandwich, Meredith, Alton, Wolfeboro, Belmont and North Conway.

It will surprise nearly everybody to know that during the past year more than 300,000 toll calls were handled by Laconia operators.

The telephone requirements of a central office in a place like Laconia are diversified. They include a variety of interests — high-grade manufacturing concerns, the seasonal summer traffic around the lake, and the needs of a prosperous rural area. During the past year nearly 3,000,000 local calls have been made by Laconia subscribers, a daily average of about 10,000.

The new switchboard has been designed to take care of the future growth in Laconia for some years. Telephone engineers estimate that on January 1,

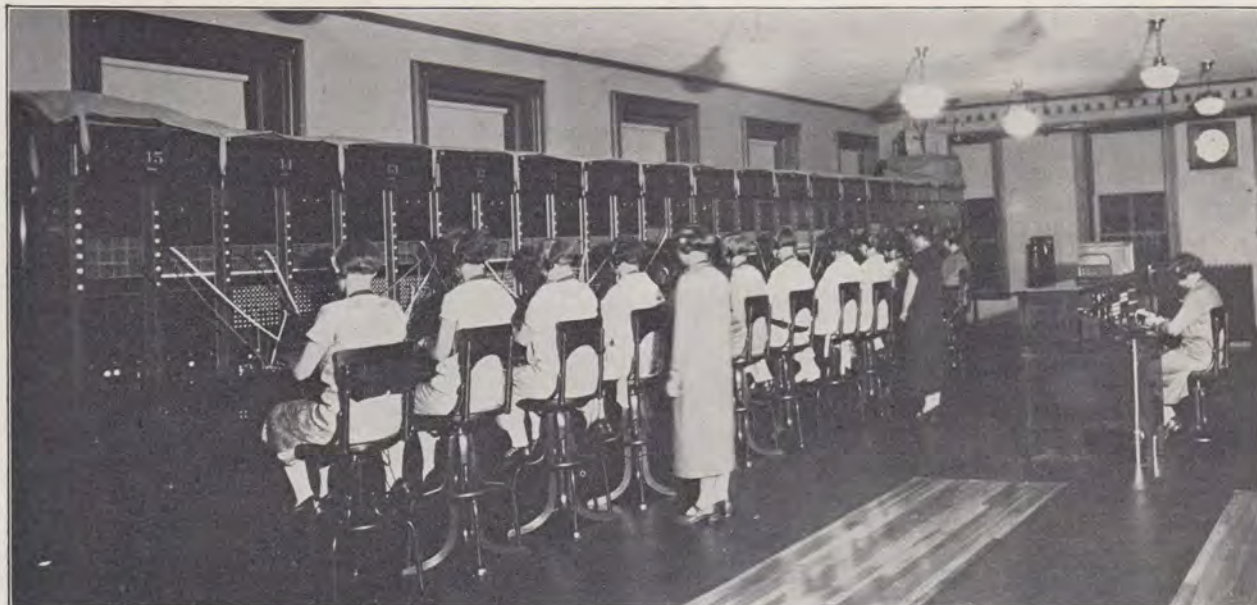
1930, there will be 3,150 telephones in Laconia, and that on January 1, 1940, there will be 3,900 telephones there.

At the present time 53 permanent employees work in Laconia to handle the normal business. Of this number 26 are young women in the operating force, 18 are in the construction and maintenance forces, and 9 employees are in the business office.

During the past year of rebuilding



THE ATTRACTIVE REST ROOM AT LACONIA



THE BRIGHT AND CHEERFUL OPERATING ROOM AT LACONIA

the plant the number of employees has averaged ninety.

The new switchboard and its auxiliary equipment contains more than one million separate parts. In the company building alone the cables contain 140,150 feet of wire. On the switchboard there are 2,450 tiny electric lights which burn when a subscriber takes the receiver from the hook and which serve as supervisory signals for the operators.

In the last few months telephone men have inspected about 1,600 telephone stations. In each case they have transferred condensers and placed additional wiring and other material where it was found necessary.

The greater part of the local and toll lines outside the central office have been placed in new underground and aerial cables. The work involved the placing of approximately 7,250 feet of underground cable in conduits under the streets and about 80,350 feet of aerial cable on poles, containing altogether about 20,000,000 feet, or nearly 4,000 miles of copper wire. These cables are of the latest type, containing from 32 to 1,818 separate wires within the lead sheath coverings.

Aerial cables and rubber covered wires are being placed so far as practical on poles to be owned jointly by the Central New Hampshire Telephone Company and the Laconia Gas and Electric Company. This will make possible the early removal of a considerable number of poles now standing in the streets of the city. It will be a real public improvement.

The new central office quarters occupy the entire second and third floors of the enlarged and remodeled bank building, having a floor area of nearly double that of the former quarters.

The bank building has been almost completely reconstructed and enlarged. The telephone company's space has been equipped with new entrances, modern lighting, plumbing and ventilating facilities, fire prevention devices and fire escapes, and the entire space arranged in accordance with the latest engineering experience in convenience and efficiency.

The general manager's offices, and the commercial and accounting offices will occupy the second floor.

Included in the business office quarters are two small rooms completely equipped for the convenience of extensive toll users. These rooms, specially ventilated, heated and lighted, are both sound-proof and have ample seating and table equipment. They offer the best conditions for the giving of good toll service in a comfortable place.

On the third floor are the operating room, containing the switchboard, a rest room for the comfort and convenience of operators when not on duty, a terminal room, containing the frames upon which the cables are arranged for convenient handling, and other apparatus under the supervision of the wire chief.

The telephone history of Laconia makes an interesting story. The first practical test of the telephone in Belknap county was made on February 8, 1877, over a wire between the Laconia Hotel and the residence of S. M. S. Moulton. In April, 1881, the first central office in this section was established at the Willard Hotel, and began operating with twelve subscribers.

On August 1, 1919, the Citizens Telephone Company and the Winnepesaukee Telephone Company merged, forming the present company, which is now equipped to render the best of service.



Building for America's growth

The early builders of America made their houses of rough hewn logs or of stone or adobe lifted from the earth. Settlements grew to towns, towns to cities. Small stores and shops were built, and these in turn were torn down to make room for bigger ones. Roads, bridges and railways were constructed. Factories and skyscrapers were erected. And so, swiftly, the America of today appeared, still growing.

In the midst of the development came the telephone. No one can

tell how much of the marvelous later growth is due to it—how much it has helped the cities, farms and industries to build. We do know that the telephone became a part of the whole of American life and that it not only grew with the country, but contributed to the country's growth.

Communication by telephone has now become so important that every American activity not only places dependence upon the telephone service of today, but demands even greater service for the growth of tomorrow.



**AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES**

BELL SYSTEM

One Policy, One System, Universal Service