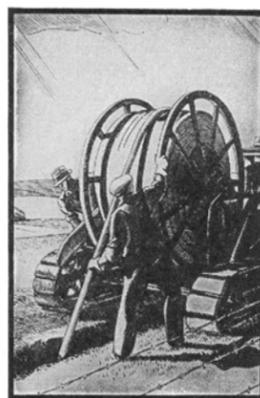




TELEPHONE REVIEW



PUBLISHED MONTHLY FOR EMPLOYEES
OF THE NEW YORK TELEPHONE COMPANY



140 West Street

MARCH, 1934

New York City

OPERATORS ACCEPT STORM CHALLENGE



(Above) Miss M. Dickerson—doubling for Paul Revere—and Miss F. Cottrell holding Dobbin's chin up, two of the Northport, L. I., operators who joined the cavalry to beat the storm. (Center) A quartette of the Patchogue, L. I., operators who apparently believe that all men are born equal and all women can look just as good in male attire when a blizzard comes along



(Above) "Jingle Bells" was the title suggested for this picture showing Garden City, L. I., telephone belles getting to work on the special straw-ride pony express driven by a traffic man. The good old horse may be obsolete for purposes of transit, but he comes into his own again when snowdrifts stall gas-buggies and keep trains and commuters out all night



WHEN the "Blizzard of Nineteen Thirty-four," as they will doubtless call it in the future years, swept down the northeastern seaboard late in February, it crippled transportation, marooned commuters in their suburban homes, isolated entire communities and threw a heavy load of emergency traffic on the telephone system of the Atlantic Seaboard including the entire eastern section of our company's territory.

The whistling wind and curling eddies of snow howled their challenge through pole line and ice-coated cables and the telephone forces everywhere accepted the challenge and answered back with the quiet, confident voice of service.

Familiar to all of us in the Bell System is that picture called the "Spirit of Service," immortalizing the telephone man, in which a lineman is seen going down into the storm to repair damage and keep the circuits in. It is a picture from real life and thousands of telephone pioneers have lived that particular incident not once but many times in the old days we hear about when they had those "good old-fashioned winters."

A twin picture to this classic art work of industrial achievement was executed last month; it was painted in pigments of personal sacrifice and individual courage on the canvas of telephone history, and the hand that guided the brush was service.

There was another central figure in the picture, however, and this time the heroic

figure battling the storm was that of a woman. To make this picture complete, at her side, lending a helping hand, was the rugged figure of that same telephone man whose unselfish service inspired the original "Spirit of Service" picture.

In a word, the legend of the "Spirit of Service" picture, nineteen-thirty-four version, is that of a heroic woman fighting the elements in response to the call of duty and contributing long hours of sustained effort to serve her public in the emergency created by the storm.

That this storm was one of the genuine "good, old-fashioned kind" was vouched for by many of the old-timers who know all about snow-storms. And it gave the present generation of telephone folks something to tell the future generations about.

The effect of the blizzard, with snow drifting over railroads and highways, was possibly only exceeded by the famous blizzard of 1888. It was estimated that more than 500,000 commuters were stranded in their homes or in outlying railroad stations, trains and busses in New York City and vicinity.

As a result of the transportation difficulties the volume of telephone calls from residential sections in and near New York City immediately reached emergency proportions. In many suburban central offices in Long Island, Westchester County and in towns and cities in the Hudson Valley south of Albany, also badly hit by the storm, the volume of calls ranged from almost double

New York, March 2, 1934.

To All Employees:

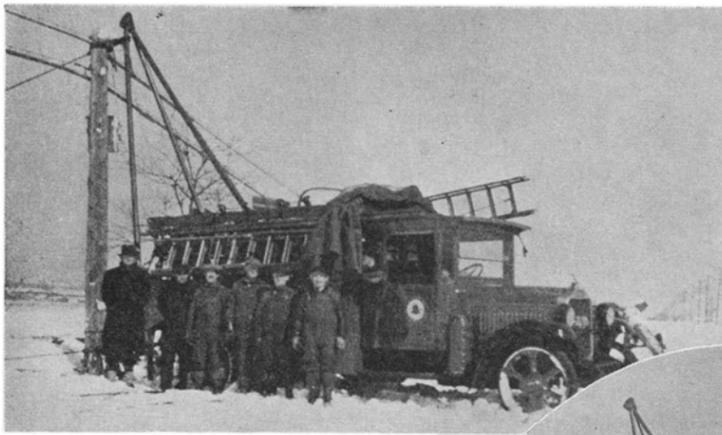
Today the sun is shining and the weather spring-like in its balminess and the only sign of the severe storms we have had during the past two weeks is the snow piled high in the streets.

However, I can not forget the heroic efforts and measures taken during this period by the men and women of all departments to reach their respective offices, in the face of limited or no transportation facilities, in order to maintain and render telephone service to the public we serve. Even where towns or individuals in their homes were isolated, in almost every case the service was maintained.

The spirit of service—a tradition of the telephone business—is simply the reflection of the spirit of the men and women of our organization, so well exemplified during the recent period of successive storms.

I should like to be in a position personally to extend my sincere appreciation to each individual in the organization but since this is impossible it gives me the utmost pleasure through the REVIEW to send you this letter expressing my thanks for the wonderful spirit shown by the entire organization in maintaining the service during this trying time.

Sincerely yours,
J. L. KILPATRICK,
President



that of normal to two and a half times the usual number.

The marooned commuters turned to the telephone to get in touch with their offices while snowbound housewives fell back on the telephone for their shopping, severely taxing the voice facilities. This was especially true throughout the morning hours.

Most operators experienced great difficulty in reaching their central offices. Many of them were called during the morning following the storm and urged to start early because of the limited transportation facilities. Company cars and trucks were used as conveyances in many places.

Several operators marooned in buses were brought to the Garden City office in horse-drawn sleds—a mode of communication rarely used on Long Island. Night operators were held over for several hours and both men and women from other departments were called upon to man the central office switchboards. In suburban offices especially, many men were temporarily drafted to serve as operators. Also a great many former operators in all sections severely hit by the storm were called and reported for temporary duty.

In Newburgh where the volume of calls mounted to about two and a half times normal, seventeen extra operators were drafted for duty. An equal number were added to the staff at the Poughkeepsie switchboard where the traffic was almost equally heavy. At Kingston seven and at Catskill three extra operators were added to the regular staffs. In nearly all the Hudson Valley cities the operating staffs were increased on an average of fifty per cent to meet the emergency.

In the suburban sections storm plant damage was relatively slight, and was speedily repaired by efficient plant gangs despite adverse weather.

In the city damage to equipment was slight, but the company was called upon to handle nearly 2,000,000 extra calls as a result of the weather. Damage within the city was confined chiefly to Staten Island and Queens. On Staten Island forty-one poles were down between New Dorp and Oakwood. In Queens 100 lines were in trouble. The crippled facilities, however, were speedily repaired by linemen who were on the job even during the height of the storm.

Right on the job and on time, too, some of these Kingston operators made the last leg of their trip through deep drifts on the installer's car in the the background, others hiked it



Some glimpses of the Brooklyn and Staten Island plant gangs out on the Hylan Boulevard job

With practically the entire eastern section of New York state snow-bound and regular transportation crippled it was inevitable that communication lines must be called on to do unusually heavy work in the storm emergency. Even in our company's territory this emergency was anticipated as the word went out early to the operating force.

In most cases this word was unnecessary. Operators everywhere set out—literally afoot and on horseback—early in the dim light of the dawn they started, and where regular transportation had failed they fought their way in to their offices through the storm.

Many in the outlying sections ploughed through snowdrifts, some walking long

"Peekaboo, peekaboo! It's kind of deep, but we'll get through," say these two courageous young women of the Riverhead, L. I., central office, and here is a car ploughing through the same drift to take them home. (Below) A drift across the snow-bound Long Island railroad tracks



distances through the deep snow. Lifts were accepted from the milkmen, bakers and friends with cars that were able to get through. Where the snow was too heavy for walking, horseback riding was resorted to, and many an old Dobbin was hitched to a long-idle sleigh when automobiles stalled in the heavy banks of snow.

Plant men in every area responded just as willingly as the operators to the service emergency and while few ordinary cars were able to make any progress, company cars, manned by gangs of plant men with shovels, actually dug their way through the storm to meet the operators and help them in.

The cooperation of the plant forces was invaluable, and in many localities operators, storm-bound in stalled buses and at railroad stations, never would have been able to reach their offices without the aid of the outside men who went to work with a fine spirit and stayed on the job long after their regular hours.

So general was the response of all departments to the call of duty all over the area affected by the storm that mention of each and every one is impossible owing to the limits of space. There were, however, some conditions reported where the efforts made were typical of the general response.

In the upstate area, Kingston, Poughkeepsie and Newburgh began to feel the effect of the storm in growing traffic loads. Plant cars were sent out and in addition to the regular operators, additional operators were recruited from former company employees.

The tremendous load of traffic which came from stranded commuters in the Long Island areas, however, threatened to swamp those stalwarts working on the switchboard when the calls began to come in, and prodigies of effort were recorded by night operators who remained on the board through the day and by volunteers recruited from all departments. Hempstead and Garden City were among the offices hardest hit, and the story of this particular situation is told by a traffic man, working in Manhattan and residing in Hempstead; and one who was born, by the way, in the blizzard of '88:

"The writer called Hempstead Official and found that the General Traffic Manager, Long Island area, was manning the switchboard along with other volunteers. The

Almost waist deep at Poughkeepsie, but what's three or four feet of snow to those upstate operators? They were on the job early and stayed late





Back up those poles go on Hylan Boulevard, Staten Island.

Repairman A. J. Brown turned taxi driver for the Hempstead operators



Cable line down in Staten Island before plant men arrived

writer immediately volunteered his service and walked one mile in knee-deep snow to his local central office. On arrival at the central office he found approximately 25 men at the Traffic, Plant, Commercial and Personnel departments at the switchboard. Many of the operators were delayed by the suspension of all railroad and motor traffic.

From other sections of Long Island come stories of operators fighting their way in to their offices.

In the Farmingdale district two operators became exhausted after fighting their way through the storm in the early morning hours, but both insisted on getting through to the office and taking tours of duty later in the day and during the night.

In the Floral Park district two operators left their homes at 6 A.M. and fought through the storm for three hours to get to the office.

One operator unable after four hours of effort to get to her job at Garden City, walked three miles to the Floral Park office and worked there through the day and night.

An operator at Port Washington reached her office on skis, several came on horseback and in horse-drawn sleighs in the outlying sections of Long Island. Another Port Washington operator insisted on going on duty in spite of the fact that she had to be given first-aid treatment for frostbite when she arrived at the office.

In Westbury an operator turned back home after vainly trying to get through, and donning the more rugged garb of one of the male members of her family, she walked through the drifts to the office.

Plant department employees volunteered for any work necessary from the digging out of stalled cars and the running of emergency taxi service to assisting in the dining rooms.

The Plant department also cooperated by making available additional facilities in the way of extra trunks and switch circuits at the request of the traffic department.

In the Rockville Center, Amityville, Franklin, Freeport, Long Beach, Lynbrook and Wantagh districts operators who found all transportation facilities crippled walked

from one to five miles, the record going to a Freeport operator who walked five miles.

Patchogue operators mostly arrived at work wearing clothes of male members of their families. A Northport operator, unable to get through the roads, took a chance and crossed the mile of ice of the frozen bay, and out in the Riverhead and Center Moriches sections operators arrived on horseback, and behind sleighs used to break a roadway.

Of the plant job done on Staten Island the District Construction Superintendent gives these details:

"Forty-one poles were found to be down on Hylan Boulevard near New Dorp Lane.

"A call was put through to the construction office in Brooklyn requesting a loan of two gangs from Mr. Leahy, Construction Superintendent.

"By noon the two gangs from Brooklyn had pushed their way through the snow to the job. All cables and wires were up and service restored before the men left the following night."

Staten Island, worst hit of all the districts in the matter of plant damage, also suffered from curtailed transportation



(Below) Garden City operators who struggled in from outlying places to bear the brunt of the traffic load from stranded commuters, and stayed on the job during the entire period of the emergency

facilities, but many of the operating force walked to their central offices and reported there before their scheduled hours.

Up in Westchester operators in Scarsdale reached their offices in the school bus; a White Plains operator arrived in a milk truck, and a supervisor from the same office in a laundry truck. From South Salem comes a story of an operator who borrowed a pair of skis from a neighbor's boy and skied three miles to her office. A Mount Kisco operator had two brothers literally shovel their car through the drifts for two hours; one Pleasantville operator sat at her switchboard in men's hunting clothes; another took a bus, the family car and a three mile hike through the snow, and a Peekskill girl arrived in a milk truck.

While clerical employees were faced with no particular service demands or emergencies making it necessary for them to get into the city when transportation facilities were broken down, there were countless incidents of those who managed to struggle through somehow to get to their desks.

Of one of these no less a person than Company Treasurer George S. Weedon says:

"You may be interested to know that the will to get on the job in stormy weather is not confined to the Operating Department. Last Tuesday morning one of the girls in the Financial Department caused some excitement by arriving at the office in her riding clothes. It seems she lives in Queens and has some distance to walk to the subway. On attempting to break through the snowdrifts early Tuesday morning she was hampered by her ordinary costume. She returned to her home, donned her riding clothes, and protected by breeches and boots made the trip without getting too wet."

The good, old-fashioned winter that the old-timers talk about came back with a bang this year, and it brought with it the same old challenge of emergency. And this challenge was accepted all along the line with the same unselfish devotion to duty which gave birth to the greatest of all telephone traditions: "The Spirit of Service."

(Left) With chains on her car and an eye on telephone poles for guidance, Mrs. S. Raynor, of Westhampton drove six miles around drifts like this in the early morning storm and thought nothing of it





A Telephone? NEVER!



By **GEORGE G. BREED**
(Long Lines Dept., A. T. & T. Co.)

That star salesman, J. Worthington Spriggs, learns some terrible things about the dangers of having a telephone when a prospect throws the usual sales talk into reverse. However, a wise woman comes to the rescue and puts her husband right on matters telephonic.

"A TELEPHONE?" roared Mr. Bentley T. Burrup. "I wouldn't have one if you gave it to me! What would I do with it, anyway?"

But salesman J. Worthington Spriggs had tamed lions and taught bears the bolero and he was not stampeded by any mere overloading of the loudspeaker. "Make engagements and appointments," said he, "keep in touch with your family and friends, order a taxi—"

"Says you!" broke in Mr. Burrup. "See here, young man, I wouldn't have a telephone in my house. And I'll tell you why."

Mr. Spriggs saw it was best to give him his head, so he made no attempt to interrupt and Mr. Burrup continued.

"For one thing, if you have a telephone they put your name in the directory, which is an invasion of your privacy. Friends will see it and say to each other: 'Let's go see the Burrups.' And by Jove if you've got a telephone you're hooked! This means wear and tear on your carpets and glassware, increased light bills, greater humidity, loss of floating power, violent pains in the neck—"

"Have a cigar?" exclaimed Mr. Spriggs, alarmed at the symptoms Mr. Burrup showed of breaking into a line of sales talk himself.

"Thanks," said Mr. Burrup. "Well—"



If you have a telephone you feel obligated to call the fire department

you know what happens when guests come.

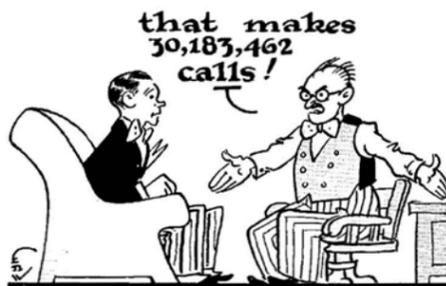
The salesman nodded sympathetically.

"Then suppose your house catches fire at night. If you have a telephone you feel obligated to call the fire department—which cheats the neighbors of a magnificent spectacle. For what spectacle equals in grandeur the sight of a burning house at midnight? And the cries of the children on the smoke-filled second floor? Boy, oh boy! Really, you don't have to give a fire much of a start.

"Then people are so apt to call you up and invite you to dinner. It will probably be badly cooked and you'll both have indigestion. And then you'll say to each other afterward that if the McGinnisses never invite you to dinner again that will be soon enough—whereas if you hadn't had a telephone you'd be that much better off, as far as the McGinnisses are concerned."

Mr. Spriggs examined his nails thoughtfully. "The boss told me this man was a prospect," he mused, "A prospect for what?"

"Or the Bassetts will invite you to a show," continued Mr. Burrup, relentlessly. "It's sure to be a stupid show, and you'll probably fight all the way home as to whether she poisoned her husband because



Take the Telephone Company's own figures for long distance calls

she loved another or because he persisted in walking right into the living room with his muddy overshoes on.

"Then it's so easy for people to call you up to play bridge, a most dangerous form of so-called diversion which has so far escaped any form of police regulation—let me tell you, young man," and he pounded the table beside him with a bear-like paw—"actual figures of insurance actuaries show that more men have lost their shirts or their wives or both at this game than from any other national calamity in history, including mah jong and West Indies hurricanes. And with a telephone in the house you're practically anyone's fourth at bridge."

He blew a cloud of cigar smoke into the salesman's face and continued: "One of the most irritating features of telephone service is extensions. If you must have a telephone, one in the living room is enough. Then everyone in the household gets the same break and no member of the family is deprived, without due process of law, of his or her inalienable right to listen in on a conversation. There's no reason, for example, why one member of the family should go off by himself and make all the arrangements for a party. Even if they aren't going to it, the others have a right to say something about it, and if the telephone is in the living room they're pretty sure to say it.

"There's another thing to remember about having a telephone. According to the admission of the American Telephone and Telegraph Company itself, you are within reach of —," . . . Mr. Burrup glanced at the folder the salesman had



Mr. Spriggs was now writing out a prospect card at a rapid rate

given him, "—within reach of 30,183,462 other telephone subscribers scattered over six continents and five oceans. Just suppose these 30,183,462 other subscribers were to decide to call you up!"

There was a glint of triumph in his eye. He took out his pencil and scrutinized the folder.

"Taking the Telephone Company's own figures for long distance calls, each call would be completed in an average of one minute and 54 seconds. And, using the latest figures of 91.3 per cent. completed, there would be a total of 27,434,286 calls.

"Suppose, then, that yours is the average American family which, according to the latest census figures, consists of 4.3 persons. Anybody could see at once that it would require the average American family of 4.3, talking constantly, as all average American families do, nearly 261 years to answer the telephone.

"Now another thing," continued Mr. Burrup, "These hand telephones—"

He broke off as the door opened and a diminutive woman entered. Mr. Spriggs rose. Mr. Burrup also rose and carefully



You'll probably fight all the way home as to whether she poisoned him

planted a large foot upon some ashes he had just dropped on the rug.

"Hello, Jennie," said he, "This is Mr. —wh—"

"Spriggs," said the salesman.

"Mr. Spriggs from the Telephone Company, Mrs. Burrup."

"So glad to meet you, Mr. Spriggs," said Mrs. Burrup. "Have you come to arrange for our telephone?"

"Why, yes, Mrs. Burrup," replied Mr. Spriggs quickly. "Where would you like to have it?"

"Jennie, I've just been telling Mr. Spriggs—" began her husband.

"I think we'll have it in your den, Bentley," she replied. "It's so much quieter there." She considered a moment. "But it would be handy to have it in the bedroom. Wouldn't it, Bentley?"

"Yes, but—"

"Perhaps an extension?" suggested Mr. Spriggs.

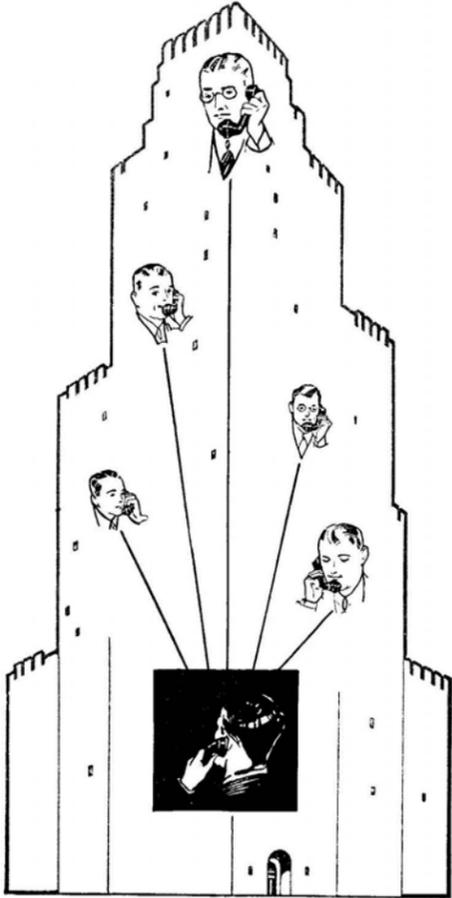
"Why, yes. That's a good idea."

"And another in the kitchen? You've no idea how convenient it is," murmured Mr. Spriggs, who was now writing out a prospect card at a rapid rate.

"I'm sure it would be," she replied, "wouldn't it, Bentley?"

(Continued on page 15)

New Conference Telephone Service Is Boon to Business Houses



For conferences between business associates on the same premises

THE president of the big manufacturing chemical and pharmaceutical product organization sat in his office in New York on a certain recent Saturday afternoon, and promptly at three o'clock he began to talk in a quiet but convincing way on the subject of "The Big Push," as this organization characterized its latest sales campaign.

He was followed in turn by the executive vice-president and the vice-president in charge of sales, and each followed the president's example in pointing out the advantages of this campaign at this particular time, the sales opportunities that presented themselves, and the general policy to be followed.

In eleven of the principal cities of the United States where this organization had its branches, groups of sales department men, drawn from the sales divisions surrounding these key cities, sat and listened in rapt attention to the men at the head of their organization. For many of them this was the first opportunity to hear the voices of the chief and his associates in New York.

They received their final general orders and went out to do battle with the Philistines of sales resistance, and the results turned in at the end of the campaign proved that real inspiration was transmitted to this nation-wide group of sales executives.

The conference telephone service with loud speaker was the agency utilized to effect this big sales organization job.

This service is the latest development of telephone engineers which brings together for discussion individuals and groups separated by distance, and is adaptable for a variety of uses.

It can be utilized for conferences between business associates in the same plant or building, the same city, or all over the

continent, and the conference service with the loud speaker has the additional advantage of extending the conference to large groups, and also permitting the persons in the conference headquarters to hear the answering voice of persons far distant.

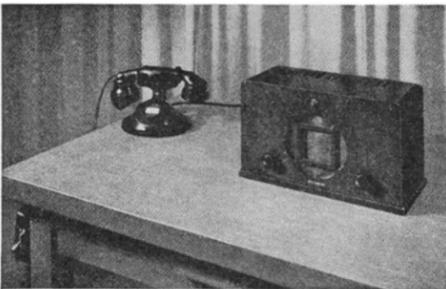
There seems no limit to the uses to the scope of this new service. A sales manager talks to his entire national force at all district headquarters; a prominent speaker addresses a Rotarian group in a distant city; the head of a concern confined to his home by an attack of grip is able to address the annual conference of his organization; a prominent newspaper owner addresses a publishers' convention from the other side of the continent; the treasurer of a large financial house gives an annual report simultaneously to personnel at all branches of his firm; an executive gets in immediate touch with his department heads to listen in while the head of a distant subsidiary discusses an urgent problem, and the executive of a large advertising concern calls in his copy, art and layout directors to listen to the instructions of a client.

The equipment used for the telephone conference service is known as Special Wiring Plan No. 5: it consists of five jacks located in the face of the switchboard. The first two jacks are known as trunk or tie line jacks and are the only jacks which will provide satisfactory transmission when connecting a trunk or tie line to the conference plan. All five jacks can be used to connect extensions to the conference plan.

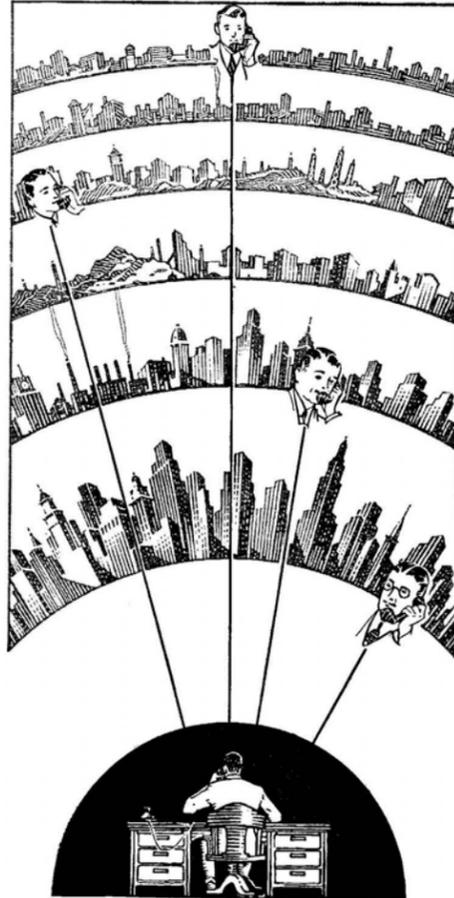
These jacks may be installed on the face of a selected position or may be multiplied throughout the entire switchboard.

A small monthly charge is made for this equipment plus an additional amount for each multiple of the conference plan. There is no charge for installation.

Two loud speaker sets are now available for conference purposes, the smaller of the two sets, which is housed in an attractive wood cabinet, 12x7x6 inches, and weighs approximately 10 lbs., is coded the 100-A loud speaker set. It has sufficient volume to serve a group of 75 to 100 people under favorable room conditions. The larger set, which is coded the D-95507 loud speaker set, is designed for larger conference groups and is capable of serving 200 to 250 people satisfactorily under favorable room conditions. It is housed in a carrying case approximately 20x20x10 inches and weighs 57 lbs. A switching key is furnished with the loud speakers for the purpose of disconnecting the telephone station and connecting the loud speaker or vice versa. The operation of this key permits questions and answers to be relayed over the regular telephone instrument to the originating point. Regular AC or DC power supply is used to operate the speakers, which consume about the same



The Bell System Loud Speaker connected directly to ordinary telephone line with key to switch in and cut off loud speaker



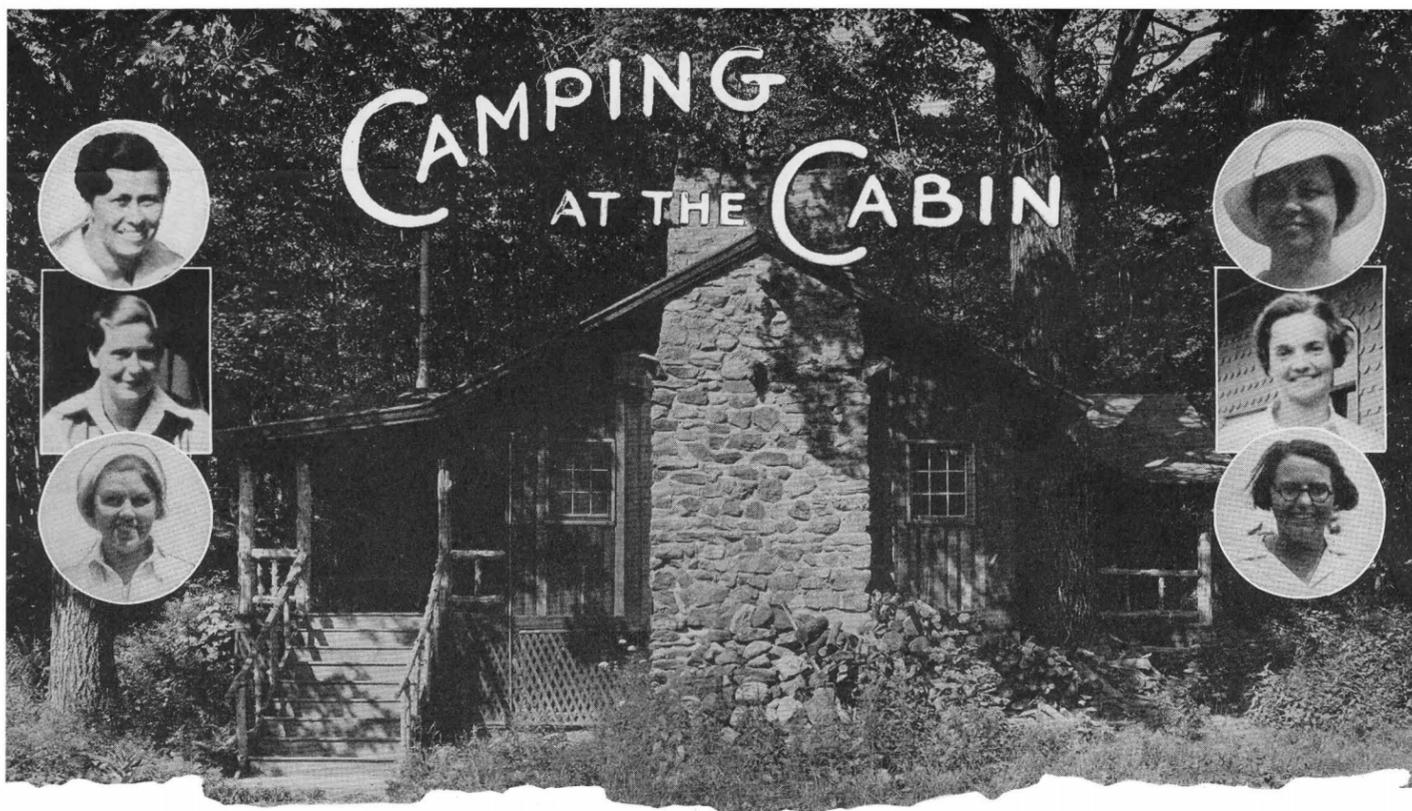
For conferences between business associates in the same or distant cities

amount of electricity as a 40-watt lamp. A small installation and monthly rental charge is made for the loud speaker sets.

Probably one of the largest national groups brought together by the conference telephone system to listen to the head of the organization was the entire executive personnel of one of the country's oldest insurance companies. Groups of representatives of this company in sixty key cities in this country and as far distant as Honolulu heard the president of their organization tell over the conference telephone system from his Boston office the important facts of the company's annual statement. Because of the difference in time between Boston and some of the other cities it was necessary to make eight conversations, each lasting about eight minutes, the last of these calls originating at Boston at 5.25 p.m., Eastern Standard Time, being heard at Honolulu at 11.55 a.m., of the same day, Honolulu time.

Another use of the conference system was introduced during the recent NRA code discussions in Washington when the head of a large concern, representing his industry in Washington, conferred daily by the conference telephone service with other leaders of this industry in New York.

Designed primarily to meet the needs of business executives, the telephone conference service is another contribution to the communication art and upholds the Bell tradition of the best possible service at all times, service as nearly perfect as the combination of engineering science and well-trained, efficient personnel can make it. And the eager acceptance of this new service refinement by the people for whom it was designed tells its own story of the appreciation of the high grade service standards of the Bell System.



"Wouldn't it be fun," said Ann the Athletic, "if we could be out at Camp Sherwood this week-end, and get in some good healthful exercise and romping around."

"It certainly would," said Emma the Energetic, "something doing all the time; dancing, walking, singing, taking pictures, marshmallow toasts and bacon bats. My, I'd just love to be out there now!"

"Oh for a chance to put on camping togs and stretch your legs along those beautiful country lanes," said Helen the Hiker.

"Or to just sit around the place and help tidy up the shack, and sit around the fire at nights," said Dorothy the Domestic. "Wouldn't that be a lovely way to spend a week-end, particularly when there's no need to go to work Saturday morning!"

"And to sit down to one of those good, old-fashioned, home-cooked Sherwood meals," said Gertrude the Gourmand. "M'm'm, I get an appetite just thinking about it."

And then in chorus:

"Yes, wouldn't it be swell?"

"I'd just love it!"

"That's my idea of a perfect week-end!"

"Two days of regular good time!"

Pleasant thoughts are said to improve the digestion, and this little discussion having taken place at the pie-a-la-mode end of the luncheon in the company dining-room, it was all in good, clean fun, and as helpful as a dose of soda bicarb. But there's always a shower in the brightest April spring weather, a freckle on the finest schoolgirl complexion and an occasional sour note in the most beautiful symphony. The dis-



Week-end health hikers take time-out to oblige one of the kodak klickers, and (top) the cabin and some popular Sherwoodians

cordant note in this harmony of happy recollection was present at the next table.

"Well, you can't spend the week-end up at Sherwood, so what's the good of talking about it?" said Katey the Killjoy, and the camp enthusiasts continued to disintegrate their dessert in reflective silence.

But not for long. From another table near-by came a merry ripple of laughter, and Hannah the Helpful chimed in:

"Oh, but you can spend the week-end up at Sherwood. I saw Miss Spencer in the lobby only yesterday, and she told me they're going to arrange to open the cabin for week-end campers who want to go to Sherwood before and after the regular camping season."

"How was I to know that?" asked Katey, and the others insisted on Hannah telling them more.

"Well, all I know," Hannah obliged, "is that there have been so many campers who have wanted to visit the camp during the fall and the spring, that the cabin is being placed at their disposal for week-ends. And what camping it will be. We'll have to do our own cooking and washing dishes, take care of our own fire and arrange all our own parties and hikes; but, of course, that only adds to the real fun of camping."

"Of course it does," the others agreed, and right there and then a plan was made to take a trip to Sherwood on the first available week-end.

They couldn't all make it, but one of the first to put down her name as a certainty was Katey, who wasn't really a killjoy when there actually was any real fun going around. On the contrary, Katey was a big help to any party if it was only because she always anticipated the worst and was appreciative when anything except the worst happened.

Emma, and Dorothy and Gertrude were there too when the train pulled out of the Erie station at Hoboken on that beautiful morning in the late fall when all nature was arrayed in red and gold, and what rare beauty those familiar hills had when the girls piled out at Warwick along with the others who had availed themselves of the week-end camping opportunity.

The camp bus was there to meet the train, and the scramble aboard suggested one of the summer days when the new crowd arrived for the regular vacation. There was singing on the way to camp, of course, and even the driver joined in the

(Continued on page 15)



(Left) Week-enders congregate for a sing on the steps of the cabin. (Right) At the end of the trail to Sherwood Lookout.



Toll Sales Opportunities

“YES, I make this trip pretty often”, said the man next to the window to the chance acquaintance beside him, as the train sped along the shore of the Hudson River. “I was transferred to New York about a year ago but I left my wife and the kids in Albany. I own a home there, and when things pick up again I hope I’ll be transferred back. Living alone in the Big Town is pretty lonesome and I feel I’m missing part of my life being away from my family except for these week-ends every now and then. But it isn’t as bad as it was at first. On one of these visits a couple of months ago I was singing my ‘blues’ to a telephone friend of mine in Albany and he asked me why I didn’t call home occasionally. Do you know, it costs less than a half a dollar? Yes sir, the best 45 cents’ worth I know of is to call up my wife and talk to her and the two kids, and believe me I do it at least one night a week now. I wonder why I never thought of that myself.”

This conversation took place on a New York Central train on the Friday preceding New Year’s. The speaker didn’t consider he had been “sold” something by this telephone friend of his. The latter had made a friendly suggestion which opened up for him one of life’s pleasures and conveniences of which he had previously been unaware, and who can doubt that he was grateful for it? There are thousands of others who “never thought of that” themselves. We who know about our Company’s toll services can reach many of them; the opportunities occur every day. The following incidents told here in the first person relate to just such opportunities which were seen and grasped by girls in the Manhattan Traffic organization.

* * *

My cousin lives in St. Petersburg, Florida. She has a daughter living in New York and they find it hard to be separated. Last winter my cousin became ill and was removed to the hospital. A few days later a neighbor sent a telegram to my cousin’s daughter, but failed to state what hospital her mother was in. The daughter became alarmed and called me to ask what she could do. I asked if she had thought of the telephone. She replied that she could not telephone, for she did not have the name of the hospital. I told her to hang up and that I would call her back in a few minutes.

I called Long Distance and placed a person-to-person call for the mother at any hospital in St. Petersburg. In less than five minutes I had a report that my cousin had recovered and gone home. When I called back the young lady in New York and told her the good news, she immediately accepted my suggestion to make a station-to-station call to her mother’s home.

Miss Anna Sullivan, Plaza 3-Wick 2

* * *

A very good friend of mine was going away for a short time. I wanted her to keep in touch with me while away. I told her to call me when she arrived. My friend was reluctant to do this, as she did not wish to incur a charge on the telephone bill or the person with whom she was staying. I explained that the charges could be reversed. This appealed to her, and resulted in several toll calls being made during her stay.

Miss J. Kobryn, Chelsea 2-Watkins 3

* * *

I had several friends leaving for Norfolk, Va., some time ago. They were thinking of writing home. I told them how much

easier it would be for them to call and I secured evening rates of sales supervisor. They made several calls during their stay and were very much pleased that I had brought this to their attention.

Miss J. S. Meschino, Algonquin 4

* * *



Manhattan Traffic girls who tell of toll sales opportunities grasped (reading down, left): Miss Elizabeth Spoering, Miss Anna C. Sullivan, Miss Congetta Busacca, Miss Hannah V. Berry, (right) Miss Irene Fredericks, Miss Jennie Kobryn, Miss Josephine Meschino, Miss L. C. Murphy

While visiting a friend, I found that he was writing to a business associate in Boston. I mentioned the telephone and the benefits he would derive by calling. He thought it over and decided he would, and now is a frequent caller.

Miss C. Busacca, Algonquin 4

* * *

Last fall I sold a residence telephone to a beauty parlor operator whose wife was a registered nurse.

Their respective families live near Hartford, Conn., so I suggested they might take advantage of reduced evening and night rates and converse occasionally; but they were afraid the bills would run too high. I advised them to obtain charges from the operator and place that amount aside after each call. Last week he told me he talks to his mother regularly and does not mind the expense. The holiday sea-

son, being a busy one for him, he regretted being unable to go home at that time. I suggested calling his home at dinner hour, when the family would all be present and extend the greetings of the season. It made him happy to know he could do that from his own home and he told me it was a lot of fun talking to his sisters and brothers who are all separated.

Mrs. L. C. Murphy, Walker District

* * *

One evening, at dinner, a telegram arrived from West Haven, Conn., for my brother-in-law, bearing the news of his uncle’s death. My brother-in-law was quite upset, as the telegram did not give his uncle’s address. I suggested getting in touch with them by telephone. He did not see how this would be possible, as he only knew the name and town. I explained to him that Information would be able to help him. He was grateful for the suggestion and in a few minutes was talking to his cousin in West Haven, who said he had tried to get in touch with my brother-in-law or his sister in Flushing, but as neither was listed with Information, he sent the telegrams. As a result of my suggestion, five toll calls were made to West Haven that evening, and I also secured an additional listing from my brother-in-law and an order for a main station from his sister, who now realizes the necessity for a telephone.

Miss E. Spoering, Dry Dock 4

* * *

I was visiting a friend whose people were away in Marboro, New York. The girl said she missed them and was very lonesome. I suggested she telephone them—that it was reasonable and that she would have the pleasure of talking to them. The call was made and the girl was very happy to know she could make the call.

Miss H. V. Berry, Watkins 9

* * *

On my way to the office one morning, I met a friend who seemed disturbed. During our conversation he stated he had received a letter from home telling him his mother was not so well, and said the first thing he intended to do when he reached the office was to write a letter to see if it was necessary for him to start for home.

I explained the easy method of placing a toll call and suggested one instead of writing. This he did. He later told me how agreeably surprised he was when the telephone was answered by his mother, who assured him she was feeling much better. He also added, the cost of the toll call was trivial compared to the satisfaction of a contented mind.

Miss Irene Fredericks, Orchard 4

* * *

We, as telephone employees, may be justly proud of our out-of-town services. Regular toll service users appreciate the speed, dependability, economy, and satisfaction of these calls. Thousands of others are unaware of the great value toll service may have for them in many different circumstances—they “just never thought of the telephone”—“thought it cost an awful lot”—“wouldn’t know how to place a Long Distance call”—“were afraid they couldn’t hear well over such a great distance”—“didn’t know the telephone number.” Are your friends among these? Be sure they know that out-of-town calls, whether to nearby or distant points, are easy to make, fast, clear, and reasonable in cost.

Operations of the Bell System in 1933

TO THE STOCKHOLDERS:

THIS country is entitled in good times and bad to the best possible telephone service at the lowest possible cost. The success of the American Telephone and Telegraph Company and its Associated Companies must be measured by that standard and depends on giving at all times, day and night, dependable, accurate and speedy telephone service, constantly improved and extended in scope by research and invention, at a cost to the users as low as efficient operation can make it, consistent with fair treatment of employees and such return to the stockholders as will insure the financial safety of the enterprise.

Telephone service was never better than in 1933, research for the future was continued at an adequate level, operations were carried on economically, wage rates were maintained and in some instances increased and while due to the reduced volume of business the System's earnings of 3.7 per cent on the cost of plant and other assets were inadequate, the past financial policy made it possible to continue the dividend to stockholders at the usual rate.

Prior to 1932, the Company had never in any year paid out all of its earnings in dividends. Thus, in its nearly fifty years of existence, it accumulated a surplus, which together with its proportion of the surplus of its Associated Companies and the Western Electric Company amounted to \$31 per share of its stock outstanding. In the past two years \$6.66 per share of this surplus, \$3.04 in 1932 and \$3.62 in 1933, has been used in order to maintain the dividend on the stock. The Company has no "watered stock" but, on the contrary, has received an average of \$114 a share for the 18,662,275 shares of stock outstanding. The dividend of \$9.00 a share was therefore at the rate of 6.4 per cent and the 1933 net income of \$5.38 per share was 3.8 per cent on the stockholders' investment, including the surplus.

As stated in the 1932 Annual Report, "during the boom period, culminating in 1929, in spite of considerable pressure growing out of the speculative fever, the Company paid no extra or stock dividends and did not split up its stock." This was in accord with the policy followed for many years and formally stated in 1927—"there is not only no incentive but it would be contrary to sound policy for the management to earn speculative or large profits for distribution as 'melons' or extra dividends. On the other hand, payments to stockholders limited to reasonable regular dividends with their right, as the business requires new money from time to time, to make further investments on favorable terms, are to the interest both of the telephone users and of the stockholders."

This policy has enabled a stability of return to stockholders during the depression that has in thousands of cases helped to provide the bare necessities of life for those who have invested their savings in the business. Of the 681,000 stockholders, 381,000 are women and about 115,000 are Bell System employees. No stockholder owns as much as one per cent of the stock outstanding, the average holding per stockholder being 27 shares.

In 1933 there was an improvement in business generally in which the Bell System

Excerpts from the Report of the Directors to Stockholders of the American Telephone and Telegraph Company

shared. While in the first eight months of the year the System lost 715,000 telephones, during each of the last four months of the year there was a gain, totalling 85,000, leaving a loss for the year of 630,000 telephones as compared with a loss of 1,650,000 during 1932. There were 13,163,000 telephones in service at the end of the year—16 per cent below the maximum development reached in 1930.

Toll and long distance conversations were 9 per cent less than in the previous year, although during the last six months, with 7 per cent less telephones in service, they were only 2.4 per cent under the corresponding period of 1932. The total for 1933 was, however, 30 per cent below 1930, the year of maximum toll and long distance use.

Total assets of the System amounted to \$4,907,000,000 at the end of the year. Cash assets—including funds temporarily invested in Government obligations—were

1933 net income after interest charges amounted to \$5.38 per share of American Telephone and Telegraph Company stock outstanding compared with \$5.96 in 1932. Considering the American Telephone and Telegraph Company by itself, its net income, which includes dividends received from Associated Companies paid by them in part out of their surpluses and which does not reflect the Western Electric Company's net loss for the year, was \$7.37 per share.

Despite the cumulative effects of four years of depression with the continued need for every practicable economy in operation, the Bell System telephone service continued to improve. In 1933 the best previous service records were well maintained and in a number of respects further improvement was effected, including the speedier handling of calls, better business office service and greater uniformity of performance in all branches of service.

During 1933, regulatory bodies in states having about 5 per cent of the total Bell System telephones in service issued orders for general rate reductions. It is believed that when these rate cases are finally adjudicated, it will be made clear that these reductions in rates cannot be made with safety to the service and the financial integrity of the business.

The Bell System during the depression has employed every practical means of mitigating the ills of unemployment arising from the decreased use of the telephone by the public which inevitably decreased the work opportunities in furnishing telephone service, particularly those opportunities for employment associated with new construction.

In August, the Bell System signed the President's Reemployment Agreement, embodying a schedule of minimum wages and maximum hours approved by the National Recovery

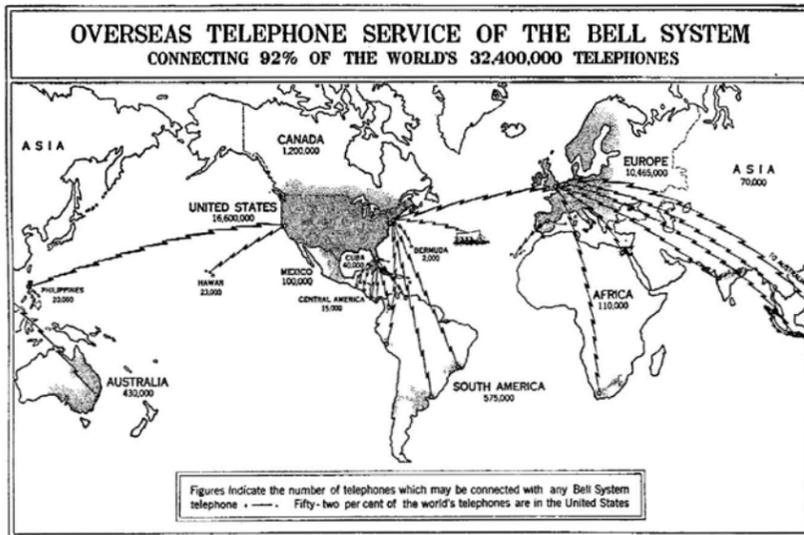
Administration. Wage rates had not been reduced during the depression and at the time of signing the agreement, as a result of the System's practice of spreading work which began in 1930, some 42,000 people who would otherwise have been laid off were being retained on the payroll. Since August 1, the Bell System has added 7,500 employees and made adjustments in wages, increasing the payroll by about \$19,000,000 a year.

The Bell System, including the Western Electric Company and the Bell Telephone Laboratories, had 270,000 employees at the end of the year.

* * * *

Telephone service of the quality the people of this country are accustomed to cannot be given without the spirit of service exemplified in these awards and without the closest co-operation and teamwork throughout the organization. The management and the employees approached the difficult problems of 1933 with patience, understanding and sympathy to the end that the high standard of telephone service not only was maintained, but was improved. There could be no better evidence of the character, skill and high sense of responsibility of the employees of the Bell System.

For the Directors,
WALTER S. GIFFORD,
President.



\$218,000,000. In addition some \$3,000,000 was in closed banks against which amount adequate reserves have been set up. The System has no bank loans outstanding and no obligations of substantial amount maturing until 1937, when approximately \$42,000,000 of bonds become due.

The total operating revenues of the System were \$872,400,000, which is 7.7 per cent less than in 1932.

The total expenses of the System were \$701,500,000 or 8.7 per cent under the expenses of the previous year. These expenses included taxes of \$84,800,000, or an average of about \$6.42 a year per telephone in service.

The net earnings were \$182,900,000, a decrease of \$11,500,000 as compared with 1932. These net earnings were at the rate of 3.7 per cent on the cost of plant and other assets, but as less than one-third of the System's capital obligations are debt obligations, they were nearly three and one-half times the System's interest charges. The net income after interest charges was short of dividends paid by \$54,600,000. As the Western Electric Company, which is not included in the above figures, operated at a net loss of about \$13,800,000, the net income of the System, including the Western Electric Company, was \$68,400,000 less than dividends paid. This amount was charged against surplus.

Treating the System as a whole and including the Western Electric Company, the

Summing Up Operating Results in 1933

TO THE STOCKHOLDERS:

AN improvement in the business of the company was experienced in the latter part of 1933. In the final four months, taken as a whole, new telephone installations exceeded withdrawals by 10,454. In the full year period there was a net decrease of 119,342 or 4.96%. The total of telephones in service at the end of 1933 was 2,288,262. While the number of telephones decreased, beginning in May the number of calls per telephone increased, as compared with the same period of 1932. For the year the average daily number of originating local and toll calls was 10,469,000, a decrease of 5.77%. The total operating revenue was \$183,400,445 compared with \$197,977,153 for 1932, a reduction of \$14,576,708 or 7.36%. Net telephone earnings on the book cost of the average plant in service were at the rate of 4.49% compared with 4.53% for 1932. Net income, after preferred dividends, per share of average common stock outstanding during 1933, was \$6.79 contrasted with \$7.01 per share in 1932.

On July 31, 1933, \$50,000,000 in common stock was issued and sold to the American Telephone and Telegraph Company. The proceeds were used to liquidate a like amount of advances from that company.

Regular dividends of 6½% on the preferred stock and 8% on the common stock were paid during the year. Dividends on the common stock exceeded available net income earned during the year by \$4,812,684 which amount was charged against surplus.

The company's accounts are maintained in accordance with a uniform system of accounts prescribed by the Interstate Commerce Commission. A revision of this system, made effective by the Commission as of January 1, 1933, has made necessary certain changes in the form of both the balance sheet and income statement and the items shown thereon are not in all cases strictly comparable with those published in prior years.

Early in the period of decreased business, the company, although maintaining basic wage rates, adopted a policy of spreading employment through part-timing the entire force. The spread-work plan, which was continued throughout 1933, assured regular employment during the year for about 8,000 more people than otherwise could have been retained on the payroll.

This company, together with all other companies in the Bell System, promptly cooperated with the National Recovery Administration. The President's re-employment agreement, as modified for the Bell System Telephone Companies, which was signed and became effective August 21, 1933, has been extended to April 30, 1934. Since signing the re-employment agreement, the company has increased the number of employees on its payrolls by approximately 1,550. Wage adjustments, together with the wages of added employees, increased the annual payroll by approximately \$4,900,000.

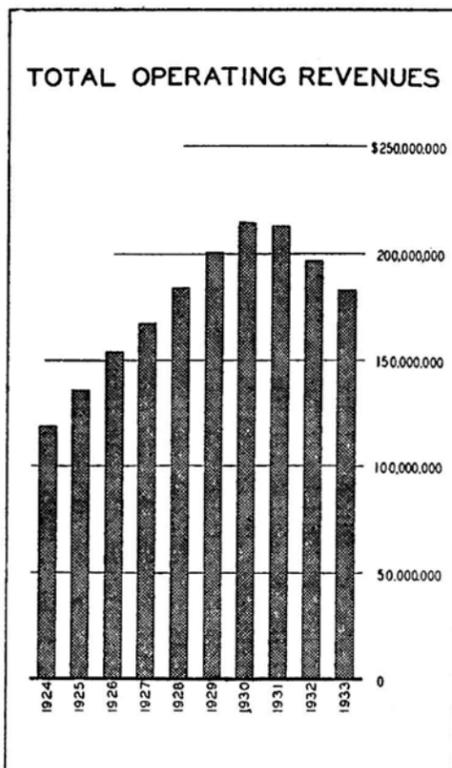
At the close of the year there were 46,173 employees on the company's rolls, of which 18,937 were men and 27,236 were women.

Because of the large investment which is required for plant and equipment, expenses of the company which are either fixed or practically fixed, constitute the major portion of the total expense of rendering service. During 1933 the expense of operating the equipment and conducting the company's business was \$64,870,000, while taxes, depreciation, interest and maintenance totaled \$92,770,000 or 43% more than the first type of expense. Since these

Excerpts from the Report of the Directors to Stockholders of the New York Telephone Company

latter expenses are determined largely by the amount of investment rather than by the amount of business handled, they are not appreciably affected by a decline in the volume of business. Expenses which are directly affected by the volume of business handled, have been reduced to the extent that such reductions properly could be made without unfavorably affecting the quality of the service.

When prices are falling many businesses can reflect lower commodity prices in the prices charged for their products. In the telephone business changes in commodity prices have little effect on the annual cost of rendering service, for the reason that materials are not used to any substantial extent in operating a telephone plant.



Taxes have increased in each year of the depression period. Federal, State and local taxes for the year were \$2,842,434 more than in the banner year 1929 and aggregated \$15,534,566. This is equivalent to a tax of \$51,000 for every business day of the year. As of September 1, 1933, the City of New York imposed, for a period of six months, an additional tax for unemployment relief purposes, of 1½% on gross revenue from business within the City limits. This tax, for the six months period, will amount to about \$900,000. The company has paid this tax under protest pending determination of its legality.

The previous high standards of reliability, accuracy and promptness in meeting customers' requirements were maintained, and improvements achieved in a number of aspects of the service.

During the year a larger proportion of local calls was completed without encountering "busy," "don't answer," or similar conditions, than in 1932. Criticisms concerning the service were fewer by approximately one-sixth. There was a gain of 16% in the speed of handling information calls. The average speed of connection on toll calls, whether between points in the

company's territory or to points anywhere in the Bell System, was 62 seconds, which was slightly better than the excellent standard attained in 1932. Ninety-nine per cent of all toll calls were handled without requiring the calling party to hang up the receiver. On the longer-haul calls, 91.4% were handled in this manner.

Radio telephone service was extended in 1933 to include all telephones in the Republic of Panama, the Canal Zone, Jugo-Slavia, and the Island of Luzon in the Philippines, and to the cities of San Jose, Costa Rica; Guatemala City, Guatemala; Managua, Nicaragua; four cities in Palestine and ten in India. The service was also extended to five additional Atlantic passenger vessels, bringing the total equipped for ship-to-shore conversations while at sea to nineteen.

Energetic sales activities were continued not only to secure new business but to reduce cancellations and to keep actual and potential users informed of the value of the service. The company's advertising program was concentrated upon these same objectives.

Gross construction expenditures in 1933 totaled \$32,903,602. The greater part was for routine expenditures in connection with telephone installations and for replacements. Sums spent for new projects were limited to those already well advanced and for the improvement of central office facilities in a number of different communities.

Plant costing \$47,451,412 was retired, resulting in a net decrease of \$14,547,810 in plant investment.

James S. McCulloh, who became President of the New York Telephone Company on September 24, 1924, was appointed Chairman of the Board of Directors on March 21, 1933, resigning that office upon his retirement September 30. He continues as a Director and member of the Executive Committee. Mr. McCulloh's active career with this Company and associated companies spanned more than forty-three years, thirty of which were continuously devoted to important duties and distinguished service with this Company.

John A. Manning, of Troy, N. Y., was appointed a Director on February 23.

James L. Kilpatrick was elected President on March 21, succeeding Mr. McCulloh; John J. Robinson was elected Vice-President (Operation) succeeding Mr. Kilpatrick, and Frank W. Appleton was elected Vice-President and General Manager (Long Island Area) succeeding Mr. Robinson. Mr. Robinson was also elected a Director.

Jacob S. Wiley, Vice-President and General Auditor, resigned from his position of General Auditor on October 1, and was succeeded in that office by Benjamin F. Young.

* * *

Three employees of this company—Frank T. Doyle, Sr., New York City, and Edward A. Harding and Francis D. Murphy, both of Yonkers—received bronze medals in 1933 as special recognition, under the Theodore N. Vail Memorial Fund, for unusual acts of public service and devotion to duty.

During 1933 benefits amounting to \$1,600,961 were paid to employees under the Plan for Employees' Pensions, Disability Benefits and Death Benefits.

Conditions of the past year have served to make all the more impressive the loyalty and efficiency of the company's employees. It is with genuine pleasure that our appreciation of their service is recorded.

For the Directors,

JAMES L. KILPATRICK,
President.

General Employees' Benefit Committee Report for 1933

TO EMPLOYEES:

AS required by the Benefit Plan, the General Employees' Benefit Committee submits a report of the operations under the Plan for the year 1933. The report includes a statement of payments made in accordance with the provisions of the Plan.

At the close of the year, there were 46,654 employees, of whom 19,076 were men and 27,578 women. Of the total number 93.86 per cent were eligible to sickness and death benefits.

During the year, 330 employees retired; 312 of whom were voted service pensions and 18 of whom were voted pensions because of disability. At the end of the year, there were 604 men and 248 women, a total of 852 persons on the pension roll.

The number of sickness cases in which payments under the Plan were made was 6,183. While the number of sickness cases compared favorably with previous experience, the fact that a large percentage of sickness cases is caused by a certain group of employees who have had three or more cases, suggests the probability that the amount of sickness could be reduced by increased attention of individual employees to sound preventative measures and early treatment.

There were no fatal accidents during the year. However, some serious accidents occurred and there were, in total, 275 accidents which resulted in lost time or disability assignment. Notwithstanding that, as compared with the previous year, the accident experience was favorable, an analysis of the accidents which occurred indicates that the comparatively good showing for the year can be improved upon by the continued efforts of employees to exercise care and good judgment at all times. The number of accidents which occur off duty is still a matter of serious concern. The number of such accidents exceeds greatly those occurring in the course of work for the Company. As is well known, some are of such a serious nature as to result fatally or in permanent injuries and loss of earning power. Too much emphasis cannot be placed upon the slogan, "Safety First", at all times.

FIRST AID TRAINING

Since the inception of first aid training in our Company, nearly 21,750 certificates

American Telephone and Telegraph Company, Comptroller's Department

To the Employees' Benefit Committee of the New York Telephone Company:

An examination made of the accounts and records for the year 1933 pertaining to the "Plan for Employees' Pensions, Disability Benefits and Death Benefits" adopted by your company indicated that the transactions were properly accounted for and were in accord with the provisions of the Plan. I append below a statement of the payments under the Plan made during the year.

BENEFIT PAYMENTS FOR YEAR 1933	
Service Pensions	\$ 500,980.11
Disability Pensions	35,485.22
Payments after Death of Pensioners	20,770.13
Accident Disability Expenses	17,426.12
Accident Disability Benefits	49,324.82
Sickness Disability Benefits	746,430.10
Death Benefits—Accident	13,808.33
Death Benefits—Sickness	216,736.86

Total Benefit Payments under Plan \$1,600,961.69
(signed) Edward F. Neal
Traveling Auditor for
American Telephone and Telegraph Company
January 26, 1934.

have been issued jointly with the American Red Cross. First aid training is provided on a voluntary basis and has been conducive to morale building and an increased interest in safe conduct both on and off the job. First aid and accident prevention work among our employees have resulted in a marked reduction in accidents. In addition to the emergencies where first aid treatment has been administered by our employees to fellow employees and to individuals not in our service, it has relieved suffering and prevented minor injuries from becoming more serious. In some cases the actual saving of life has resulted from its use. Employees who participated in some of the more outstanding of these meritorious acts have been given fitting recognition by the Vail Award Committee, the American Red Cross and other national safety societies.

SHERWOOD HALL AND CAMP SHERWOOD

As was anticipated, there was a decrease in the use of the facilities for both Sherwood Hall and Camp Sherwood during the year 1933 due to the decreased number of disabilities requiring Sherwood Hall treat-

ment and the lessened use by employees of the vacation facilities at the Camp.

At Sherwood Hall, 995 employees utilized 4,197 bed weeks while at Camp Sherwood, 681 employees utilized 1,257 vacation weeks.

MEDICAL DEPARTMENT

The good general health throughout the State for the past year, which was reflected in the lessened sickness amongst employees, relieved some of the pressure on the Medical Department so that it was able to carry on its usual work and in addition, for the first time in some while, to examine a considerable number of applicants for employment or re-employment.

AREA COMMITTEES

The Area Benefit Committees exercise supervision over cases arising in the Manhattan, Long Island and Upstate Areas. Their personnel is as follows:

Manhattan Area

J. L. Turner, Chairman; R. H. Boggs, W. A. Kietzman, F. P. Lawrence, A. J. Norman, J. McNeill, Acting Secretary.

Long Island Area

C. J. Lord, Chairman; F. Bolan, P. N. Edwards, D. L. Stevens, F. T. Woolverton, F. C. Condon, Secretary.

Upstate Area

T. H. Laine, Chairman; R. J. Brown, G. M. Fowler, E. B. Russell, N. Wigton, H. Game, Secretary.

The Committee on its own behalf and that of the Area Committees wishes to express again appreciation to the supervisory forces and employees for their cooperation in the administration of the Benefit Plan.

It is also the desire of the Committee to extend to the officers and the Benefit Committees of other Bell System Companies its thanks for the consideration and assistance rendered to employees of this Company located in their territories.

Respectfully submitted,

General Employees' Benefit Committee

T. P. SYLVAN, Chairman
H. C. CARPENTER
V. E. COOLEY
J. J. ROBINSON
B. F. YOUNG
J. MCNEILL, Acting Secretary

February 15, 1934.

New Book by John Mills

"SIGNALS and Speech in Electrical Communication" by John Mills is a new book which can be read with interest and profit not only by members of the Bell System family but by anyone else who is possessed of some curiosity regarding the field of electrical communication.

Mr. Mills has been a member of the technical staff of Bell Telephone Laboratories; and during his entire service with the Bell Telephone System has been engaged in or associated with its development and research program. Some of his previous books, particularly "Radio Communication," "Within the Atom," and "Letter of a Radio Engineer to his Son" are widely known.

This latest book is the first in which the author has utilized his descriptive talent in exploring the telephone art per se. A list of the chapters, which in reality are separate essays in kindred fields, will give an idea of the vast extent of territory

through which Mr. Mills guides the reader on this semi-technical expedition. The chapters are:

Twenty years ago a telegram was an event in the ordinary household, and the telephone was not the universal necessity it is today. Phonographs ground out a canned music all their own; motion pictures were silent, and there was no radio broadcasting. One couldn't telephone across America, much less across the Atlantic. There were no radios to ships at sea and airplanes in flight; no transmission of pictures by wire; and no prospect of television.

What are the discoveries, inventions and principles which underlie all these various forms of electrical communication? The answer is given by Mr. Mills' latest book in short, clearly written chapters, free from mathematics and diagrams.

The Vivisection of Speech
Communication with Electrical Brains
Electrical Extensions of the Senses
The Frequencies of Communication
Modulation, A Marriage of Currents
Action and Reaction
The First War With Attenuation
Transcontinental Echoes
Transmitters and Receivers
The Modern Jinn
Howling and Singing
Picture Transmission and Moving Pictures
Television
The Natural Limits
Filters and Channels
The Levels of Communication

Mr. Mills presents these varied subjects as though he had invited his readers to the Bell Telephone Laboratories for a personally conducted tour among the scientific wonders.

An Advertisement and a Response

ONE of our Company's recent newspaper advertisements, headed "A Farewell to Farewells," inspired a member of the telephone-using public to transform its message into meter and rhyme. This versified version, by Mr. Milton A. Rauh, 642 Sixth Avenue, Manhattan, New York City, and the advertisement itself are reproduced here. The verses, printed with their author's permission, skillfully follow the actual wording of the original "copy," and make an effective presentation of the social value of out-of-town telephone service. Coming unsolicited, from a source outside the Company, they are also additional and gratifying evidence, not only of the public's interest in our advertisements, but of its increasing appreciation of a service which turns "goodbyes" into "hellos."

A FAREWELL TO "FAREWELLS"

By MILTON A. RAUH

*There was a time, when close friends
moved away,*

*Farewells were rather sorrowful affairs.
That's all unnecessary now—today
They need not leave your life, nor you
leave theirs.*

*It's just a point of moments to command
Your telephone, and "be with them"
once more—*

*Almost the same as if they were on hand,
Or just next door.*

*Said you "farewell" to someone long ago?
Think what delight to hear that voice
again!*

*It can be done, and easily—and know
The cost is small. At half past eight
P. M.*

*Station-to-station calls are surely low—
Forty per cent reduction will apply.
When it's so easy now to say "HELLO"—
Why say "GOODBYE"?*

A Farewell to Farewells!



Why Say "Good-bye" when it's so easy to Say "Hello"

There was a time, when close friends moved to other places, that farewells were rather sorrowful affairs.

That's all unnecessary now. Friends don't have to go out of your life when they go away. You need not go out of theirs, either. It's just a matter of moments to pick up your telephone, and "be with them"—almost the same as

though they still lived in town.

Did you say "Farewell" to someone long ago? Think what it would mean to hear their voices again. You can do it easily and it won't cost much either—especially if you call during the evening. There's a 40% reduction after 8:30 p. m. on station-to-station rates and 15% beginning at 7 p. m.

NEW YORK TELEPHONE COMPANY



Direct Talking Circuit Links U. S. and Java

A DIRECT radio telephone circuit between San Francisco and Java, in the Dutch East Indies, was opened on February 1. Service over the new channel is available to all Bell and Bell-connecting telephones in the United States, Canada, Cuba and Mexico, and at the other end it reaches not only Java but the Island of Sumatra.

Prior to the opening of the new circuit, telephone communication between the United States and the Dutch East Indies was maintained by way of New York, London and Amsterdam. From the west coast of the United States the total length of the older circuit was 14,000 miles, made up of two radio channels and 3,600 miles of land lines. The length of the new channel of 8,700 miles. It is the longest radio circuit operated by the American Telephone and Telegraph Company, being twice as long as those between New York and London and over 1,700 miles longer than the circuit now in service between San Francisco and Manila.

The new service is maintained through the short wave radio telephone stations of the American Telephone and Telegraph Company in California which for some time have handled the service to Hawaii and the Philippines. The transmitting station is at Dixon, near Sacramento, and the receiving station, at Point Reyes, just north of San Francisco.

The cost of a call between Java and any point on the Pacific coast is \$30 for the first three minutes and \$10 for each additional minute. To other points in the United States, Canada, Cuba and Mexico the rates are proportionately higher.

OF INTEREST TO CAMPERS

Many Sherwood Campers have inquired concerning the opening date of Camp. So for this reason we are giving the following information. Camp Sherwood will open this year on June 16 and will close September 3. The posters and folders giving this and more detailed information will be distributed during the early part of March. For information and registration telephone Exchange 4-4600, Extension 1244.

Lonesome Dog Telephones For the Police

When Alphonse, a police dog, left in the offices of the Joseph H. Lowenthal fur manufacturing plant in Brooklyn, one night recently, became lonesome, he did the human thing. He nosed the telephone receiver off the hook and barked. He barked until he had plenty of company—for soon four police radio patrol car squads arrived.

The chief operator at the Stagg telephone exchange notified the police when one of the operators called her attention to the fact that the telephone receiver was off the hook and a dog was barking vigorously into it.

Thinking that perhaps a robber had broken into the place, the police searched the building thoroughly but found no sign of trouble. They then tied Alphonse safely out of reach of the telephone, after admonishing him to refrain from asking for company again at night.

One of the policemen expressed the opinion that Alphonse was almost human in his understanding of the fact that the telephone was the certain cure for loneliness.

FASHIONS, FADS, FANCIES

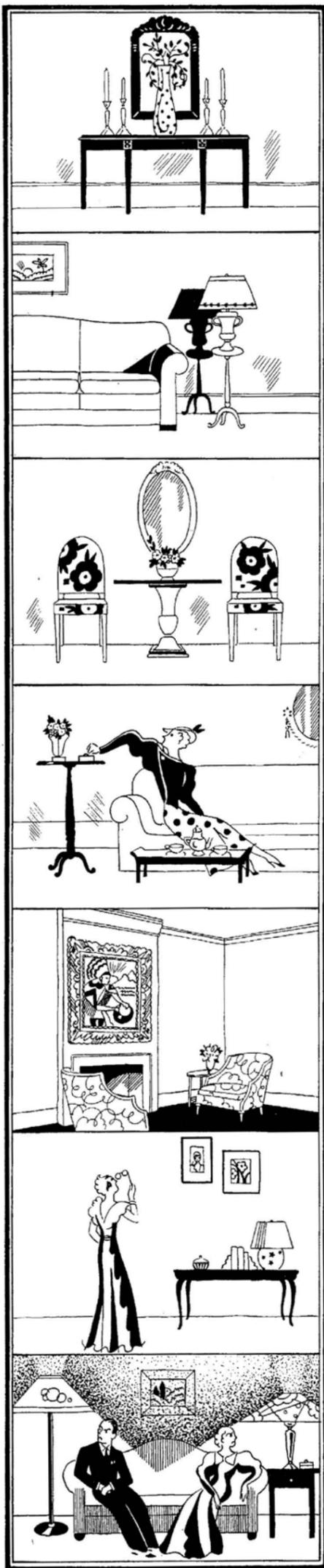
Edited by

MARIAN HAIGHT

Furniture Affinities

or

Why such and such articles should live together and others should not



SPRING is in the air. So is house cleaning and that means among other things, a regrouping of furniture.

Fun . . . don't you think? House and Garden ran an excellent series of drawings on just that idea. We were so taken with them that we asked our artist to do a similar series. So . . . if you will start with us in the upper left hand corner we will travel through our page briskly pointing out why such and such articles are not affinities while others can live in perfect harmony all the rest of their lives. By the way, the wrong grouping of articles are in the left hand column and the right in the right.

(1) The table is lovely and so is the mirror. Why cover up both? Four candlesticks, too. My! My! My! In the companion drawing on the right, you will see that the two candlesticks and the low bowl balance beautifully.

(2) Why people use tiny tables for large objects like lamps and bowls and things is one of the great questions that perplex us. How much nicer and nerve relaxing is the table that fits in with the size of the sofa on the right rather than the toothpick affair on the left.

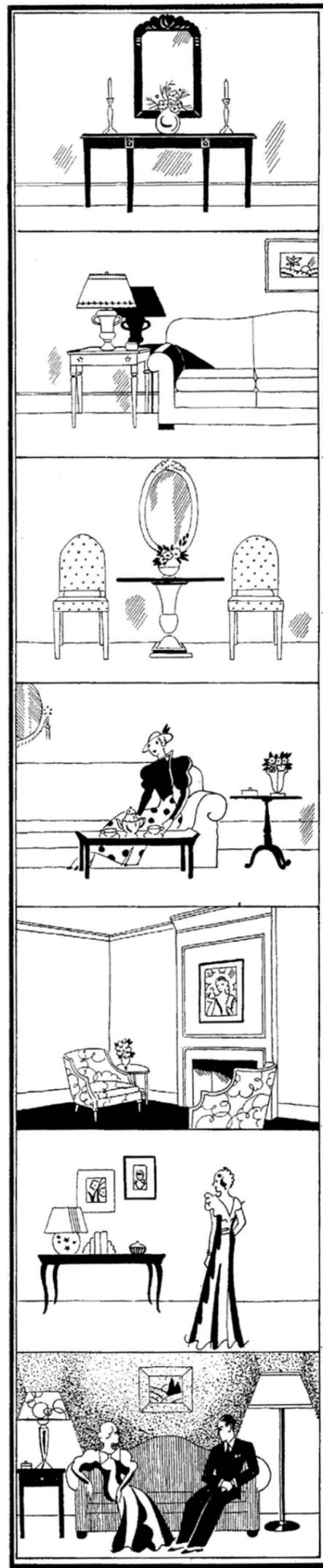
(3) Oh dear! Oh dear! Little chairs with huge flowers or do-dabs or what-is-its sprawled all over them. Slender chairs like slender girls should wear materials that have small designs. Notice the charm of the two chairs on the right.

(4) The young lady reaching for a match will wonder why her shoulder seems out of joint. It isn't the shoulder which is out of joint; it is the table. Yes. You are correct. Too tall. In what perfect harmony is the relation between the sofa, tables, and young lady in our right-hand drawing.

(5) After all, the fireplace is the main feature of this setting. Don't crowd it out of the picture with a huge over-mantel decoration. Notice how soothing to the tired mind is the grouping on the right.

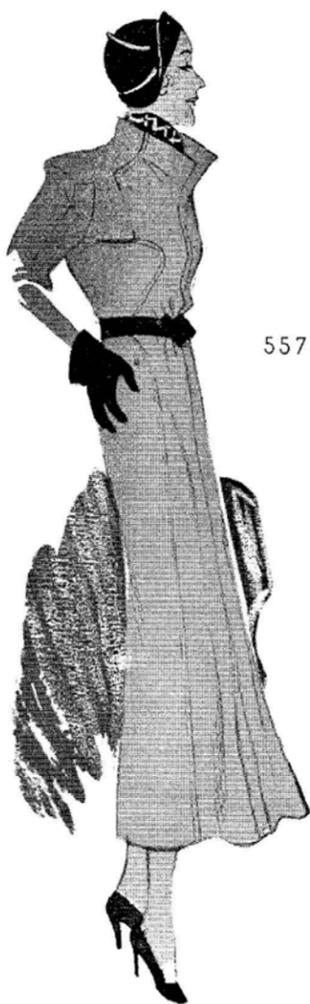
(6) We have talked about hanging pictures too high before. However, it is a sin often repeated. Don't do it. Those shown on the right are about level with the eyes.

(7) Lighting is so important. Why spoil a perfectly good evening with the wrong lighting. See that your lamp shades distribute the light hither and yon. Don't throw spotlights on people as it gives them the jitters.

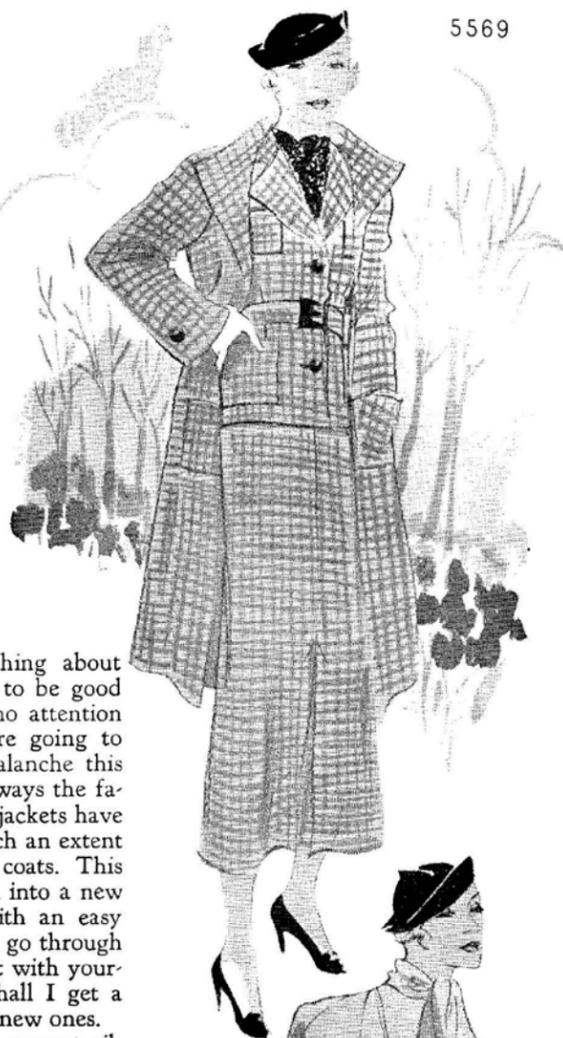


Spring Tonic...

A new suit



5576



5569



5555

What to look for when you look for a suit

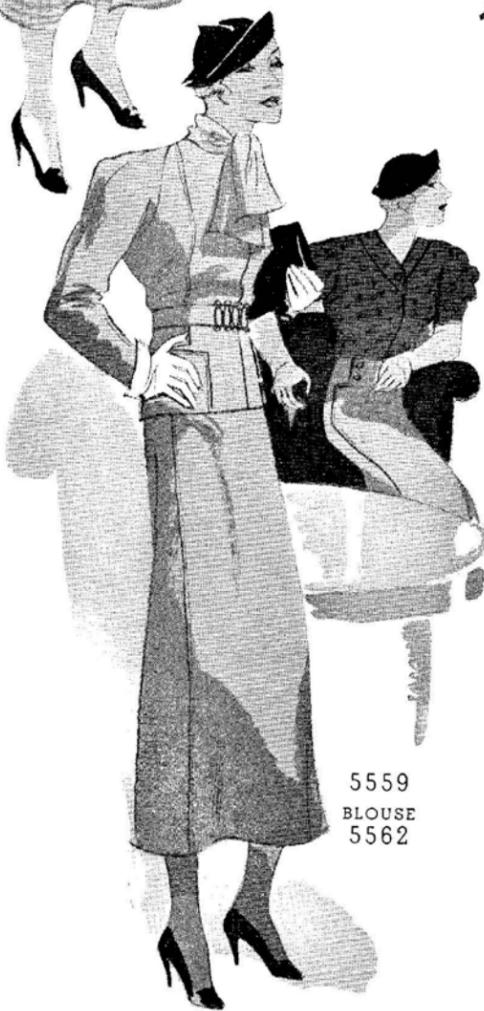
Everyone who knows anything about fashion—what ones are going to be good and what ones we need pay no attention to—will tell you that suits are going to sweep the country like an avalanche this spring. Of course, spring is always the favorite suit season but this year jackets have stretched themselves out to such an extent that they practically double as coats. This means that if you sink your all into a new spring suit you can do so with an easy conscience—you won't have to go through that yearly agonizing argument with yourself, "Shall I get a coat or shall I get a suit?" You have both in these new ones.

Directly above, you see the newest silhouette, the windblown one with all the fulness swept to the front. This, made in a sophisticated tweed with a spaced stripe with a skirt to match, will not only be practical but will make you look as smart as a fashion drawing. 5569 is all you could ask for—jacket, skirt, and topcoat. It has enormous chic when the coat and jacket are in bold checked tweed and the skirt in a monotone companion tweed—a grand country suit.

Up in the corner is 5555, a dress and jacket young and fresh as a spring morning. It's a perfect ensemble for your first street costume of the season. Make the dress in one of the new linen-weave wools, in a dark color with a white pique collar, and have the coat in big, unmistakable checks.

If you favor a suit with a short jacket, look long and lovingly at 5559 with its slim little jacket, pointed of sleeve and ingenious of pocket, and its nice seamed lines. Not only is this a good suit to own at the moment but it would be a smart move to have it made up in one of the new peasant linens for the summer, with a blouse of foulard. And 5566 is the new idea in double-breasted suits—sharp-lined, well-fitted and three-quarter length.

For names and prices of patterns illustrated call EXchange 4-4600, Extension 1326.



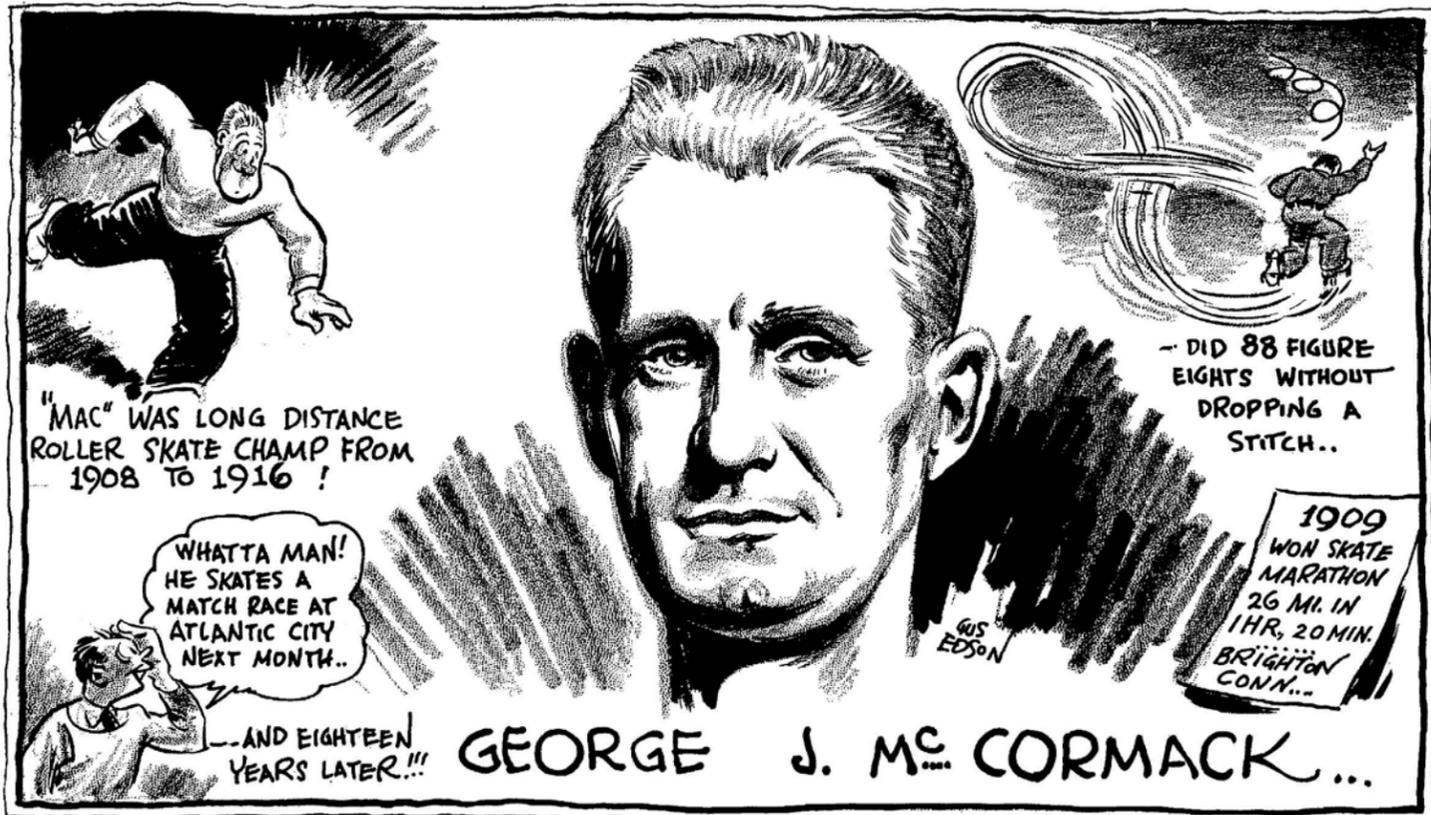
5559

BLOUSE

5562



5566



Long Island Bowlers Keep Up Hot Pace

The mass attack of the Long Island shock troops on the head-pins continues almost nightly with practically everybody in the area participating in one of the two bowling leagues.

Honorable mention for high games goes this month to Cowley, Sundwall, A. S. Thompson, P. L. Thompson, Hollis, Keenan, Ahrens, Turner and Fisher, and for improvement since the end of the first round to Marsh, Hollis and Horn with average gains of 5.6, 7.1 and 7.1 pins respectively.

The standings:

LEAGUE NO. 1

Team	Won	Lost	Avg.
Chief Engrs. No. 4	39	9	828.5
Mystic Knights	33	15	895.0
Windsor C. O.	29	19	818.3
Holy Rollers	28	20	775.5
Chief Engrs. No. 3	25	23	789.7
Commercial Rep's	25	23	759.8
Chief Engrs. No. 2	20	28	796.5
Traffic Freaks	20	28	781.6
Chief Engrs. No. 1	20	28	744.2
Plant Accounting	17	31	758.5
Financial	16	32	755.5
Toll Traffic Engrs.	15	33	763.5

High Individual Score—Ahrens 266
 High Team Score—Mystic Knights 979
 High Total—Three Games—Peterson..... 658

INDIVIDUAL STANDING

Name	Games	Avg.	High Game
Keenan	3	190.7	220
Arenholz	48	185.3	247
Ahrens	48	182.9	266
Fisher	48	179.2	224
Morris	45	178.8	235
Livingston	10	178.6	231

LEAGUE NO. 2

Name	Won	Lost	Avg.
North Bklyn. Comm.	25	14	815.8
So. Bklyn. Plt. Engrs.	21	18	790.9
North Bklyn. Sales	21	18	775.4
Main Plant Dist.	21	18	736.0
Gen. Plt. Emp. Supvr.	20	19	810.2
Staff Accountant	20	19	809.0
Aud. of Disb.	20	19	800.2
Chief Accountant	20	19	793.3
Gen. Plt. Supvr.	20	19	778.6
So. Bklyn. Const.	19	20	788.5
President Cen. Off.	18	21	715.2
Hegeman Cen. Off.	17	22	749.3
Bldgs. & Supplies	16	23	769.8
Commercial Engrs.	15	24	719.3

High Team Score—South Bklyn. Const... 964
 High Individual Score—Kennel..... 269
 High 3 Game Series—Tibbs..... 628

Ritzler Still Top Dog In Chess Tourney

With the Chess Tournament drawing to a close, competition is becoming more acute. Incidentally, a grudge game was played at the last meeting, but unfortunately it ended in a draw, as King, Knight and Pawn could not drive away and checkmate the opponent's lone King. However, worth-while recreation was enjoyed regardless of the consequences of the games. McShane of Brooklyn is an added starter.

The four league leaders:

	Won	Lost
Ritzler	20	1
Marr	17	1
Attwood	16	3
Van Wormer	20½	5½

The others in order were: Torsleff, Simons, Jessup, Connors, Buchanan, Colfax, Carter, Whitehorne, Frank, Cyester, Alstadt, Nelsen.

Contest Keen in Girls Basketball League

The girl basketeers of Manhattan are still going strong. The Plaza-Murray Hill team is in the lead with the Plant Accounting team following very closely. However, with a number of games still to be played, it remains to be seen which of these two teams will carry off the honors, although Auditor of Disbursements quintette is conceded more than a fighting chance.

Below are the standings as of February 19:

	Won	Lost
Plaza-Murray Hill	5	1
Plant Accounting	4	2
Auditor of Disbursements	3	3
Riverside	0	6

Pinochle Winners

Winners of the tournament held on February 19, 1934, at 140 West Street:

H. Lichte, H. Pabst, A. Dawson, G. Wade, R. Ebel, W. Bauer and G. Lang.

Next tournament to be held March 26, 1934.

INDIVIDUAL STANDING

Name	Games	Avg.	High Game
Tibbs	39	183.3	225
Murray	39	180.5	234
Ellsworth	39	175.0	227
Fowler	39	173.0	209
Smith	39	171.2	216
Latham	33	171.1	222

Construction Combination Leads Bronx-Westchester Bowling

By C. J. Oldenstadt

The Bronx-Westchester Bowling Tournament is approaching the fifth and last cycle of its schedule. Judging from the present standings, it would be rather difficult to determine who the winners will be when the season comes to a close.

Every week finds an upset in both groups. In Group "A" there is a deadlock between the Construction Combination and Division Maintenance Engrs., with Plant Accounting two games behind. Group "B" shows the Safety First team out in front by five games.

The Construction Combination team have established a high team mark of 1040.

W. Clifford leads the field with high individual score of 258.

The standings as of February 10:

GROUP "A"

Team	Won	Lost	Avg.
Construction Combination	31	20	892
Div. Maintenance Engrs.	31	20	874
Plant Accounting No. 1	29	22	853
Chief Engrs.	27	24	866
Olinville	19	32	844
Jerome	16	35	782

GROUP "B"

Team	Won	Lost	Avg.
Safety First	33	15	810
Underhill	28	20	814
Plant Accounting No. 2	28	20	810
South Bronx Repair No. 2	22	23	756
South Bronx Repair No. 1	16	29	731
Heavy Construction	14	34	700

HIGH INDIVIDUAL AVERAGES

GROUP "A"

Name	Games	Avg.
Wenz	48	191
Clifford	30	187
Cahen	47	184
Ziembinski	49	184
Bailey	48	183
Ross	51	183

GROUP "B"

Name	Games	Avg.
Oldenstadt	48	179
Jones	30	177
Savage	38	171
Wenz	40	170
Bowersox	43	169
Sharp	40	169

HIGH INDIVIDUAL SCORES

Group "A"—Clifford	258
Group "B"—Murphy	254

Long Island Target Shooters Have Interesting Matches

The Lidiv Rifle Club completed a series of interesting club matches and two shoulder-to-shoulder matches during December and January.

The Club matches included: a full gallery qualification course won by C. B. (Deac) Doane with 551x600, a standing course won by C. B. Doane with 286x400, and a Connecticut Kicker's Turkey Shoot won by P. J. (Pop) Mylander with 198x200.

A shoulder-to-shoulder match was fired against Brooklyn Poly Evening Team, Lidiv losing by one point (1236 to 1235), which was so close that a return match was fired resulting in much improved shooting by both sides but Brooklyn Poly Evening prevailed again by 1268 to 1251.

In February two club matches, two shoulder-to-shoulder matches and an N.R.A. Postal match are scheduled.

The club meets every Tuesday evening at 6:00 P.M. and a cordial invitation is extended to all telephone men who are interested to visit the range at 174 Livingston Street, Brooklyn, on that night, or get in touch with the Secretary, Mr. W. Q. Stevens, at Room 608, 101 Willoughby Street, or Exchange-6 5100, Extension 3711.

Stamp Collectors Asked To Join New Club

Many telephone men and women were among the 100,000 visitors who attended the National Stamp Exhibit recently held at Rockefeller Center.

This event was considered so important and of such widespread interest that in conjunction with its opening, a special stamp was issued to commemorate the date.

A member of our own Eastern Manhattan Philatelic Society exhibited.

All of which brings us to the point of calling attention to the fact that we have in the Manhattan Area a Stamp Club comprised of male employees of the Company which meets the second and fourth Thursday of each month at 227 East 30th Street (the pent house).

The membership is open and here is an opportunity for you to fraternize with friends in

Competition Keen in Manhattan Bowling

Competition continues keen in both the scratch and handicap groups of the Manhattan Bowling League. Habestock and Blaha are tied for high individual scores with 247 each in the handicap group, while Junger is out in front with 249 in the scratch group.

Team	Avg.	Won	Lost
Financial	871.0	39	12
Headquarter Acc't'g	862.3	30	21
Motor Vehicle	839.7	24	27
C. O. No. 2	840.8	23	28
13th St. Test Bureau	837.5	22	29
East. Comm. Sales	807.8	15	36

High Team Score—13th St. Test Bureau 1026.0
High Individual Score—Junger..... 249.0
High Team Average—Financial..... 871.0
High Individual Average—Olpp..... 185.4

HANDICAP LEAGUE

Team	Avg.	W.	L.
Financial	725.4	36	18
Executives	805.0	31	23
Pl. Eng.	747.1	30	24
Const. Wiring	799.7	28	26
Ca. Placing	805.9	27	27
Toll & Trunk	773.4	27	27
Under Const.	788.0	25	29
C. O. No. 1	743.9	25	29
Man. Rev.	782.7	24	30
E. 13th St.	707.0	24	30
Repair No. 1	745.2	24	30
Repair No. 2	713.1	23	31

High Team Score without Handicap—Cable Placing 949.0

High Team Score with Handicap—Pl. Eng. 971.0

High Individual Score—Habestock and Blaha 247.0

High Team Average—Cable Placing.... 805.9

High Individual Average—Junger..... 177.9

a common interest and benefit through the membership exchange department.

Anyone desiring to learn more details concerning this club is invited to get in touch with R. S. Kirkwood, 140 West Street, Room 900, Exchange 4-4600—Extension 1638.

Zero Weather No Bar To L. I. Pinochlers

The fifth night's play of the Long Island Pinochle tournament was held on February 8 with ninety-two members braving the zero weather to attend.

Winners for the evening:

J. Dryden, J. Ernst, F. Burns, F. Bellano, F. Fehn, A. Denning, P. DeRonde, S. Johnson, C. Anderson, R. Spielman; Door prize, A. Watson.

The next tournament will be held on Thursday, March 8, at 7 P.M., in Basement "A" cafeteria, 101 Willoughby Street.

All are welcome.

Edward D. Crager, Chairman.

Send in Entries for Contract Bridge

The next duplicate contract bridge tournament of the Manhattan Area will be held on Wednesday, March 14, at 6 P.M., in Basement "B," 140 West Street.

Entry fees are 50 cents per person. Enter in teams only. Teams may enter in any combination. Wives or lady friends of employees are invited. Entries close March 12.

Please send entries to R. S. Kirkwood, 140 West Street, N. Y., Telephone Exchange 4-4600, Extension 1638, for further information.

Camera Club of Manhattan

March 22—Beginners' Group—Mr. T. M. Wurts, Instructor. Actual Demonstration of Making of a Negative, Including Exposure and Development.

March 1-31—Traveling Salon at National Museum, Smithsonian Institution, Washington, D. C.

Unless otherwise stated, all meetings will be held in classroom A on the 30th floor at 140 West St., N. Y. C. and will start at 6:15 P.M.

Information about all phases of the Club's activities may be obtained by calling the Secretary-Treasurer on EXchange 4-4600, Ext. 174.

CAMPING AT THE CABIN

(Continued from page 6)

refrains of some of the camp songs, and it takes more than ordinary enthusiasm to make a driver of the camp bus sing.

At the turn from the main road to the camp there was the usual cheer for Sherwood and the little chipmunks in their holes and the birds in the trees peeked out and said: "My word, it certainly looks like summer is here again." That or whatever chipmunks and birds at Sherwood should say under the circumstances, because you can be very sure that even the birds and chipmunks at Sherwood only say the thing that is perfectly proper.

The week-end cabin was waving its own welcome through the trees—a curling wisp of smoke which told the campers that all was warm and bright within. It was a matter of moments only before the week-enders were in the cabin, suitcases were unpacked and comfy camp clothing donned.

Now if there is anything that adds to the pleasure of camping it is having to "make camp." In other words there's something unusually attractive in the unusual fun of taking care of the place, cooking the food, cleaning up, keeping the big, warm fire blazing, and generally doing all the work which is done for the regular campers who take in the regular "de luxe" camping periods during the summer. Hence this group had fun from the start.

Dorothy the Domestic, came from a large family and knew all about preparing food, and she practically insisted on taking over the job of preparing the luncheon; said it would be real fun for her. Of course, she had no shortage of helpers and it was surprising just how quickly dishes could be washed and the place made spick and span with so many helpers.

The rest of the week-end? Well, every

camper knows just how time flies at Camp Sherwood. There were games galore that afternoon, dancing after dinner and games of course, including two tables of bridge. Then a moonlight stroll to Sherwood Look-out, and so to bed, tired, happy and healthy.

Up early, rested and refreshed, breakfast served right away with Dorothy again superintending and all hands ready to help. A hike to Bacon Bat Hill where an outdoor meal was cooked. Then the late afternoon and time to leave. A lot of sighs, but the assurance that there were lots more week-ends to be spent at the cabin and the summer would come around again with the opportunity for a full vacation period of camping.

This happened last fall. The cabin will open for the spring very soon, and those who are interested are invited to make their reservations early to avoid the rush.

ABOUT WEEK-END CAMPING

For the information of enthusiastic campers, impatient for camp to open to get together for a week-end at the "Cabin," there are about six week-ends in the spring and about the same number in the fall when the cabin is available for this purpose. This is out of season camping, which appeals especially to the rugged camper. There is no cook, (that is no one engaged for that purpose, although every girl in the crowd claims some ability in that line). There is cleaning up to be done, dishes to wash and fires to be cared for, but these things are as nothing compared with the fun to be had.

For information regarding cabin week-ends, rates, etc., please call Exchange 4-4600, Extension 1728.

"A TELEPHONE? NEVER!"

(Continued from page 4)

"But, Jennie," Mr. Burrup began, and then his spouse caught his eye and he ended, "Why, yes, dear; yes, indeed." However, with a final touch of his old spirit, he muttered: "Make mine an off-premise extension—that's my kind of a telephone."

Spriggs finished writing. "Will Friday be all right?" he inquired as he handed his pen to Mr. Burrup.

"Thursday," said Mrs. Burrup.

"Thursday," said Mr. Burrup.

"Thursday," said Mr. Spriggs. There was silence save for the scratching of a pen on the dotted line.

"Delighted to have met you, Mrs. Burrup, and Mr. Burrup," said Spriggs. "You'll find the telephone a great convenience, I'm sure."

Winners at Duplicate Contract

Another exciting tournament was held on February 8, 1934, at 140 West Street. The winners:

GROUP I

North and South: Goosenough-Owen.

East and West: Carlsen-Flett.

GROUP II

North and South: Schell-Brandt.

East and West: Winant-Bunch.

The next tournament will be held March 8, 1934.

Auction Bridge

Winners in the tournament held on February 13, 1934, at 140 West Street:

Misses Casazza, M. Toth, C. Burke, F. Ehrlich, T. Redmond, Messrs. W. Mariani, McGill, Lowenthal and Peniston.

The next tournament will be held March 20, 1934.

A Word With You



IF important dates in the history of telephony were printed on the calendar in red, March would be a blaze of scarlet or of crimson. To the curious-minded member of the Bell organization, seeking a source of entertainment—or perhaps of inspiration—in the record of the past, the stormy and martial month holds a peculiar interest.

To members of the Bell System, in particular, the first of these March red-letter telephone days is March 3. On March 3, 1847, Alexander Graham Bell, inventor of the telephone, was born at Edinburgh, Scotland. On March 3, 1876, his first telephone patent—the historic fundamental patent—was allowed by the officials of the Patent Office at Washington. This patent, given the number 174,465 (which historic numerals appear on the insignia of the Telephone Pioneers of America) was formally issued four days later, on March 7, 1876. It is without doubt the most priceless of the many documents now preserved in the American Telephone Historical Library, 195 Broadway, New York.

But to return to March 3. It was on this date in 1885 that there was filed in the office of the Secretary of State, Albany, New York, the Certificate of Incorporation of the American Telephone and Telegraph Company.

This certificate has frequently been cited as an example of the foresight of the men who laid the foundation for telephone service as Americans know it today. After outlining in detail the purpose of the company to construct, maintain and operate telephone lines which would connect "each and every city, town or place in the state of New York with one or more points in each and every other city, town or place in said state, and in each and every other of the United States, and in Canada and Mexico," the document uses these almost prophetic words (the italics are our own):

" . . . and each and every of said cities, towns and places is to be connected with each and every other city, town or place in said states and countries, and also by cable and other appropriate means with the rest of the known world, as may hereafter become necessary or desirable in conducting the business of this association."

Under the terms of this Certificate of Incorporation, it was provided that the corporate existence of the American Telephone and Telegraph Company was to be limited to fifty years. The period of limitation was still several years away when the stockholders of the company, at an annual meeting, voted that its corporate existence "be extended beyond the time specified in its Certificate of Incorporation, so that its duration shall become perpetual." This action was also taken in a month already filled with outstanding telephone dates—March 31, 1931.

As has been said, Bell's telephone patent was formally granted on March 7, 1876. On the fiftieth anniversary of this date,—March 7, 1926—the first public test of two-way transoceanic radio telephony between New York and London was held. Regular commercial radio telephone service between the two cities was inaugurated a little less than a year later, on January 7, 1927.

Most dramatic of the historic dates which fall in this month is March 10, 1876. It was on that day that Bell—then a young teacher of the deaf in Boston—spoke over a telephone wire the first complete sentence of speech ever transmitted clearly by electricity. By means of various forms of telephones with which he had experimented during a period of nine months prior to that date, he had transmitted musical tones and occasional, isolated words. But this was the first full sentence of speech ever spoken over a telephone wire. That moment the telephone, which up to then had been hardly more than a theory, demonstrated its possibilities as a practical means of communication.

March 27, 1884, marked the first conversation over a long distance telephone line between New York and Boston. It was incidentally, the success of the New York-Boston line that led to the organization of the American Telephone and Telegraph Company a year later, as described above.

Sharply contrasted with the limited reach of this first long distance line is the far-reaching circuit which was put into service on March 30, 1933—just a year ago—when commercial telephone service was inaugurated between the United States and the Philippine Islands.

Here, in anniversaries falling within the days of a single month, are outstanding events in the development of a great communication service that now ministers to millions—from the first sentence spoken over a stretch of wire which reached only from room to room to the speeding of man's spoken messages through space over thousands of miles of open ocean.

In Memoriam

NAME	TITLE	DEPARTMENT	LOCATION	SERVICE DATE	DATE OF DEATH
CLOUGH, WALTER J.	Painter	Bldgs. & Sup.	New York City	3-24-24	1-28-34
FITZGERALD, JOHN H. M.	Retired	Commercial	New York City	10-15-00	1-28-34
GOFFREY, JAMES	Retired	Plant	Brooklyn	6-15-85	11-27-33
HILIMON, WALTER	Retired	Plant	Buffalo	8-1-00	1-26-34
JUNGER, WILLIAM	Draftsman	Plant	New York City	1-9-20	2-10-34
O'BRIEN, JULIA	P. T. Matron	Din'g Service	New York City	5-17-17	1-23-34
RIVERS, FLORENCE M.	Operator	Traffic	Brooklyn	4-7-26	1-24-34

Service Stars

MANHATTAN AREA AND GENERAL

NAME	DEPT.	LOCATION	YEARS OF SERVICE
BIGG, LESTER	Coml.	E. Manh.	25
CORRIGAN, ROSELLA	Traffic	E. Manh.	40
CUTONE, RAFFAELE	Plant	W. Manh.	20
DARKE, DUDLEY	Plant	W. Manh.	30
DINGMAN, ARTHUR, SR.	Plant	W. Manh.	30
DOWNES, CHAUNCEY B.	Coml.	So. Manh.	30
FALVELLA, GEORGE	Plant	E. Manh.	30
FINNERTY, JOHN F.	Plant	E. Manh.	25
FRIED, GEORGE F., JR.	Constr. & Engrg.		21
HEITKAMP, FRED W.	Constr. & Engrg.		35
HERRING, HAROLD L.	Acctg.	General	21
HOGAN, HELEN M.	Traffic	So. Manh.	25
KNIERIEM, CHAS. J.	Plant	So. Manh.	25
KOHL, FRED	Traffic	W. Manh.	25
LAMBERTSON, REBECCA A.	Traffic	General	35
MCGOWAN, J. HARRY	Acctg.	W. Manh.	30
MCMULLEN, CHAS. A.	Exec'tive	General	30
MILLER, EHRICH F.	Plant	W. Manh.	25
O'BRIEN, WM. J.	Coml.	W. Manh.	30
RIGHTER, WALTER P.	Coml.	W. Manh.	30
SAURMAN, WILBUR W.	Coml.	W. Manh.	30
WADE, GEORGE J.	Plant	W. Manh.	22
WEBER, EDMUND C.	Constr. & Engrg.		21
NORTH, WILLIAM	Plant	E. Manh.	20

BRONX-WESTCHESTER AREA

NAME	DEPT.	LOCATION	YEARS OF SERVICE
BENSING, OTTO T.	Coml.	Westchester	30
HORAN, JULIA G.	Acctg.	Bronx	30
KEATING, JULIA A.	Acctg.	General	35
MERRICK, EDMUND E.	Plant	Westchester	35
MCGOWAN, MARGARET	Traffic	Westchester	20
POTTER, LORANCIE	Traffic	Westchester	30

LONG ISLAND AREA

NAME	DEPT.	LOCATION	YEARS OF SERVICE
BEARDSLEY, CHARLES A.	Plant	So. Bklyn.	30
BRANNING, ALFRED L.	Plant	No. Bklyn.	31
EWING, DUNCAN	Plant	B. & S.	20
FARRELL, WILLIAM F. T.	Plant	Suburban	25
KORPEL, HARRY J.	Coml.	Suburban	30
MCMAHON, JOHN G.	Plant	Queens	30
MERSON, LEROY	Plant	No. Bklyn.	30
NEARY, JOHN W.	Exec'tive	Long Island	25
REINHARDT, LOUISE M.	Traffic	No. Bklyn.	20
REYNOLDS, THOMAS	Plant	Suburban	30
SEARCH, HARRY	Plant	So. Bklyn.	35

UPSTATE AREA

NAME	DEPT.	LOCATION	YEARS OF SERVICE
AMEIGH, DANIEL M.	Plant	Syracuse	21
BANFIELD, C. EDNA	Coml.	Plattsburgh	20
BELL, GEORGE F.	Plant	Buffalo	32
CERATT, JOSEPH F.	Plant	Syracuse	30
CHERRY, JESSE B.	Plant	Binghamt'n	30
COLQUHOUN, GENEVIEVE	Traffic	Massena	28
COLQUHOUN, NELLIE M.	Traffic	Massena	27
CUNNINGHAM, DANIEL J.	Plant	Buffalo	29
DEGROFF, JAMES M.	Plant	Srt'ga Spgs.	26
DENIO, NELLIE M.	Traffic	Chateaugay	28
DENISON, LAURENE	Traffic	Massena	24
FAGAN, JAMES C.	Engrg.	Albany	35
FISCHLE, BENJAMIN M.	Plant	Buffalo	20
FRASER, ALBERT A.	Engrg.	Buffalo	27
JOYCE, JOHN	Plant	Tonawanda	38
MORRELL, FLORENCE	Traffic	Massena	22
SCHORN, ARTHUR E.	Coml.	Albany	25
SUMNER, F. W.	Plant	Niag. Falls	35
TWOOMEY, MARY	Traffic	Auburn	20
ZEMKE, MARTHA L.	Traffic	Buffalo	20

Organization Changes

Manhattan Plant

H. J. Eckley, Service Supervisor, District No. 2, Eastern Division, is appointed District Plant Superintendent and assigned to District No. 3, Eastern Division.

W. R. Brough, Supervisor of Repair Service Methods and Results on the General Plant Supervisor's Staff is appointed Service Supervisor, District No. 2, Eastern Division.

J. R. Cumming, Engineer, on the General Plant Supervisor's Staff, is assigned as Acting Supervisor Repair Service Methods and Results.

J. M. Hill, District Plant Superintendent, District No. 3, Eastern Manhattan Division, is appointed General Plant Sales Supervisor.

THE TELEPHONE REVIEW

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KENNETH LORD, Editor

GEORGE A. PECK, Managing Editor