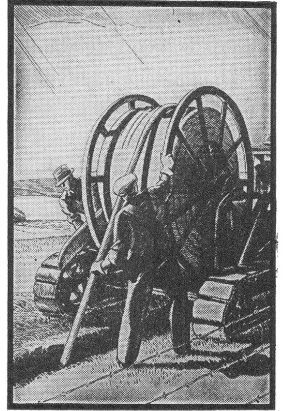




TELEPHONE REVIEW



PUBLISHED MONTHLY FOR EMPLOYEES
OF THE NEW YORK TELEPHONE COMPANY



140 West Street

APRIL, 1934

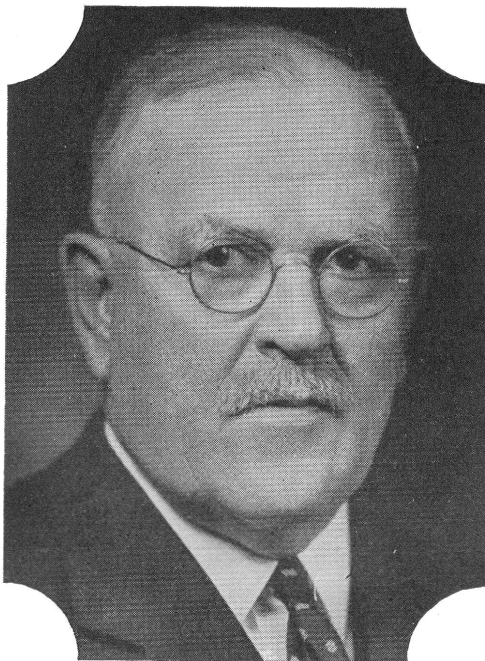
New York City

T. P. Sylvan Retires, R. H. Boggs Succeeds Him

At the annual meeting of the stockholders of our company, held on March 20, the resignation of Tage P. Sylvan as a director and vice president was accepted preparatory to his retirement from active duty. To succeed him the stockholders elected Vice president Victor E. Cooley a director, and the directors appointed Robert H. Boggs, General Traffic Manager, Manhattan Area, vice president to direct the personnel work of the company.

Following the stockholders meeting W. D. Williams, General Traffic Manager, Bronx-Westchester Area, was appointed General Traffic Manager, Manhattan Area, to succeed Mr. Boggs, and James T. Fairgrieve, Division Traffic Superintendent, Central Manhattan, was appointed General Traffic Manager, Bronx-Westchester Area, to succeed Mr. Williams.

The appointments were effective April 1, 1934.



T. P. SYLVAN

Columbus, Ohio. In 1906 he was promoted and transferred to Indianapolis, Indiana, as general sublicense manager for the states of Ohio, Indiana and Illinois. After four years more of work came his recognition by the home office in New York City when he was made a member of the staff of Mr. Harry Bates Thayer who later became President of the American Telephone and Telegraph Company.

In 1911 Mr. Sylvan was transferred to our company, first as sub-license agent, then as assistant to the president, and, in 1920,

was appointed vice-president. As vice-president he has been called upon to solve many problems in which his training as a lawyer has stood him in good stead. He has taken a leading part in the introduction of welfare methods for employees such as sickness and accident benefits and pension funds.

His work in sub-license and merger work with the company gave him opportunity to put into practice his great fund of knowledge of the fundamentals and economics of business.

Mr. Sylvan is a member of the City Club of New York and the Montclair Athletic Club of Montclair, New Jersey, and was recently elected President of the Franklin Society for Home Building and Savings.

Mr. Boggs was graduated from Pratt Institute, in 1896, and entered our company as a draftsman in the Engineering Department, October 31st, 1898. In the



W. D. WILLIAMS

Mr. Sylvan attended the public schools of Chicago, the Central Indiana Normal School and Augustana College. He showed early interest in civic affairs, and for five years—from 1896 to 1901—was mayor of Upper Sandusky. His administration was popular and productive of lasting good.

His first business activities were with the banking house of Haugan and Lindgren, predecessors of the State Bank of Chicago. Subsequently he turned to the practice of law, joining the firm of Blanke and Chytraus. Moving to Upper Sandusky, he completed his studies there in the office of Judge D. D. Clayton, and was admitted to the bar in 1898.

In 1899 Mr. Sylvan entered the telephone business as manager at Upper Sandusky, Ohio, for the Central Union Telephone Company, and has been continuously identified with some part of the Bell System since that time. In 1902 he was appointed division sub-license manager at



R. H. BOGGS



J. T. FAIRGRIEVE

following year he went to the Traffic Engineering Department. On March 1, 1901, he was transferred to the Engineering Department of the New York and New Jersey Telephone Company. In 1902 he was made Traffic Chief for the Long Island Division of the New York and New Jersey Company. Two years later he was made Superintendent of Traffic of that company.

In 1906, upon the consolidation with the New York Telephone Company, Mr. Boggs became Traffic Chief of the New Jersey Division. During the next two years he was successively Traffic Chief and Division Superintendent of Traffic for the Long Island Division. He became Traffic Engineer of the New York Company's territory in January, 1914, and on December 1st, 1919, was appointed Superintendent of Traffic for Manhattan-Bronx and Westchester.

He became General Traffic Manager, Long Island, in June, 1927, and the fol-

(Continued on page 11)

All in the Day's Work

That Sales Organization Of Ours

by

FRANK K. HUMMEL

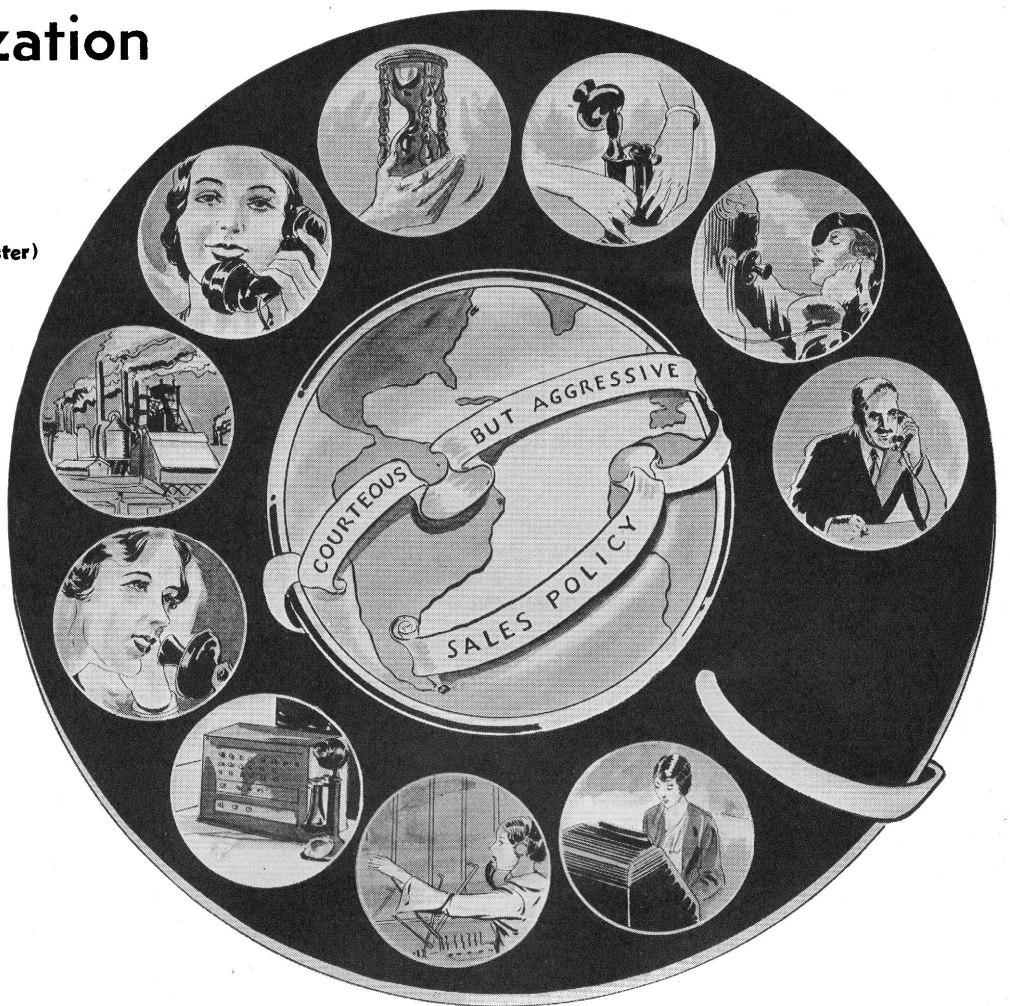
(General Sales Manager, Bronx-Westchester)

FOR the telephone man or woman this term "the day's work" is rather an elastic measure. The casual query: "So you're with the telephone company?" made at a social gathering in the evening, in the restaurant at lunch time or on the train commuting to the office is the usual introduction to any one of the thousand and one questions pertaining to the operation of our business. It is then that the efficient telephone man or woman goes to work to explain to the best of his or her ability any point on which the questioner seeks enlightenment. Here one of our alert area sales managers tells how he was put "on the spot." His answer was a convincing and complete exposition of our company's sales policy. It may be helpful to others of us who encounter the same sort of interrogation.

"SO you're the Sales Manager of the Telephone Company," observed a business man whom I had just met at a social gathering. He continued, "What has the Telephone Company to sell that requires a sales organization?" The question was not unexpected, as it has been asked many times during the last four years of those of us who have been engaged in promoting the use of telephony and its by-products. The reason for this is that the average person thinks of telephone service or his Telephone Company only in terms of the instrument in his home and office.

With this in mind, I countered in characteristic Yankee fashion, "How many families do you suppose there are without telephone service?" My new acquaintance laughed, and said, "Oh, of course, there are a great many people who have had to dispense with their telephones during the depression because they could not afford them, but in normal times I should say that only the poorest families would be without service." Such a statement was not surprising and might go unchallenged in almost any group of men not familiar with telephone development and market data. "All right", I said, "let's go back to 1930 before the day of heavy telephone disconnections. Out of every 100 families in New York City how many do you suppose had telephone service?" His guess was about 75%. To his astonishment I replied that in 1930 fewer than 50 families out of every 100 in New York City had a residence telephone, and that the same proportion applied to other large cities, as Detroit, St. Louis, Baltimore, Buffalo, Newark and a dozen others each with a population of 200,000.

Having a fully interested, but still slightly incredulous audience by this time, I continued, "How many of these 'telephoneless' families do you think it possible to sell each year with a highly selected, well trained sales organization?" Again his reply was as expected. "You don't have to sell telephone service. Everyone knows what it is. All you have to do is to



WHAT HAVE WE TO SELL?

The question put to our associate: "What has the telephone company to sell that requires a sales organization?" was answered very ably and thoroughly by him. It is a question, too, which the entire telephone organization has answered with equal ability and thoroughness in the past two or three years. The answer, in a nutshell, has been that our company has for sale that invaluable commodity "service"; and the fact that a steady sales pace has been maintained, so much toll service stimulated, so many stations sold and so large a percentage of disconnections cancelled or indefinitely postponed through the lean years is the most convincing answer to the value our customers place on that service. Evidence of the need of the best sales organization obtainable is seen in the splendid results procured by our regular sales departments and employee sales plans during the past. The need of the greatest sales organization in the history of our industry was foreseen early in the business slump by the wiser heads of the telephone business; hence the employee sales organization which made every telephone man and woman a member of the sales force with gratifying results.

take orders from people who want service but who haven't got around to signing up for it." I expressed a fervent wish that the job might be as simple as he put it, and went on. "Then, if all a salesman has to do is simply get the signature on the dotted line, as you say, will you concede that all telephones sold on call-backs are genuinely stimulated?" He was ready to admit that point. As a matter of fact, the Telephone Company does not claim that every telephone sold under such conditions is definitely stimulated, but there is convincing proof that most of them represent business which, ordinarily, we would not have ob-

The Bell System has become actively sales-minded.

tained otherwise. "You may be interested to learn," I explained, "that 80 per cent of the residence telephones sold last year in the Bronx and Westchester were sold by salesmen on their second or third call and that it is a rare occurrence for a salesman to close a contact on the initial visit."

My audience was at this point no longer incredulous and, in a somewhat chastened manner, asked how we know that families constitute good prospects, and how we avoid having salesmen call two or three times a day or week on the same prospect. This was "right down my alley" as all of these factors are primary considerations in planning the activity. I explained that we naturally have a complete record of existing telephone subscribers so that, by a process of elimination, we can determine those who have no service. "Further," I said "our engineering studies tell us which are the poorest sections of our market, enabling us to disregard them and thereby concentrate our effort on the more prosperous communities where development is low." My acquaintance immediately asked, "What causes a low telephone development in a good residential section?"

This question is one that we have tried to answer for ourselves many times. "There are several component parts to the answer, no one of which will suffice by itself," I said. "One part of the answer is a lack of appreciation of telephone service. Another, equally important, is the keen competition with other household utilities, such as washing machines, vacuum cleaners and other domestic devices for that portion of the household dollar which might otherwise be spent for telephone service." I went on to tell that we had found many logical prospects for telephone service who thought it no inconvenience to use the coin box telephone in the corner drug store and

who never recognize that receiving calls at a neighbor's telephone is an imposition. He then wanted to know how we attain any degree of success in the face of such conditions. I explained that it was simply a matter of educating these people to a recognition and appreciation of the comfort and convenience afforded by a telephone in the home. When I said that we had had to change our major selling appeal in the last four years from one of pride in having one's name in the telephone directory to one of the utility value of a residence telephone, he seemed quite satisfied that we had a really tangible sales proposition.

"Well," he said, "you probably have a lot of fun handling the questions which arise in connection with your large market of people without telephones. However, your sales management problems are simple compared with those of businesses with 40 to 50 by-products for which they must find markets and the means to effect the greatest distribution." I smiled, and asked him if he had ever heard of intercommunicating systems, telephone switching arrangements, teletypewriters, private lines, tie lines, telephone selling plans and directory advertising. He admitted that, although he had heard the terms, he had no concrete knowledge of them, nor did he realize that the development of the usage of these by-products of the Bell System rested in the lap of the Sales Manager. I asked what he thought of a sales organization that interviewed every large switchboard subscriber at least once and in some cases two or three times a year for the purpose of giving that subscriber the most efficient arrangement of his telephone facilities. He agreed that such a coverage of a market was unusually thorough. I asked if he thought such a sales undertaking appeared to him as humdrum as the sale of residence service to a non-user might be. His reaction was that in some cases it might while in others, if the salesman were "ingenious and service-minded", it might develop into a very interesting sales job. I informed him that we employed none but ingenious salesmen for this work, all of whom were placed in keen competition with each other and who benefited by each other's experience through weekly meetings.



A complete record of existing telephone subscribers.

The enlarging scope of our sales job had begun to have its effect on my auditor, who now wanted to know what other sales activities we might have that we had not broadcast to the world. Realizing that a full exposition of our many-sided sales job would entail several hours, I decided to limit myself to a description of one of our newest services, the exchange teletypewriter. Here we had introduced a revolutionary change in communication methods in a field which apparently was completely served both telegraphically and telephonically. In spite of this, and in two of the worst years known in the history of American business, 1932 and 1933, we were able to sell the new service to many businesses having a need for quick written communication. At the end of 24 months we were successful to the extent that there were over 3000 such teletypewriters switching messages daily throughout the country.

"You know," I digressed, "in our sales work few customers think they are being sold anything. Our emphasis is on servicing and properly so." As my hearer looked doubtful, I asked if he had an extension station in his home, and if he had

THE RETORT COURTEOUS

Every time a question is asked a telephone man or woman touching on any one of the numerous phases of the operation of our business, an opportunity is presented for the demonstration of the highest grade of telephone salesmanship in the furnishing of an answer that will positively "sell" the questioner on the honesty of purpose of our company in its desire at all times to furnish its customers with the best possible service at the least possible cost consistent with good principles of management. While the soft answer may turn away wrath, it is only the sensible answer of the person thoroughly qualified to discuss matters telephonic that can turn the misconceptions of the uninitiated and uninformed into that sympathetic understanding which spells invaluable friendship for our company. Unfortunately, because of the numerous complexities of our business, we cannot all be experts on all telephone subjects; but when we are unable to supply the right answer personally, we can do the next best thing by making a courteous offer to see that the person seeking the information is directed to some person in our organization who is qualified to furnish the desired information.

hand telephones. He said he had. To my further question as to how he had obtained them, he replied, "Well, when I called at your business office to apply for service, the young lady reminded me that I wanted an extension in my bedroom, as I had forgotten to mention it." I asked, "How about the hand telephones?" "Why, I took it for granted that they would be put in", he said, "but the young lady did say that of course I would want hand telephones, so I simply confirmed her statement." Then, anticipating my reply, he exclaimed, "You don't call that selling, do you?" "From the customer's standpoint, no," I answered, "we call it service. Among ourselves, however, we call it selling, because if the young lady had forgotten to remind you about the extension and hand telephones, the service would have been installed without them, and you might have decided to leave it that way." He admitted that, although he doubted my presumption in his case, he could conceive of cases where such a condition would apply. Further he conceded that telephone "service" salesmanship was certainly more effective than the high-pressure attack of a salesman who refused to take "no" for an answer.

"By the way," he said, "the Bell System has been losing a lot of telephones in the



My audience was no longer incredulous.

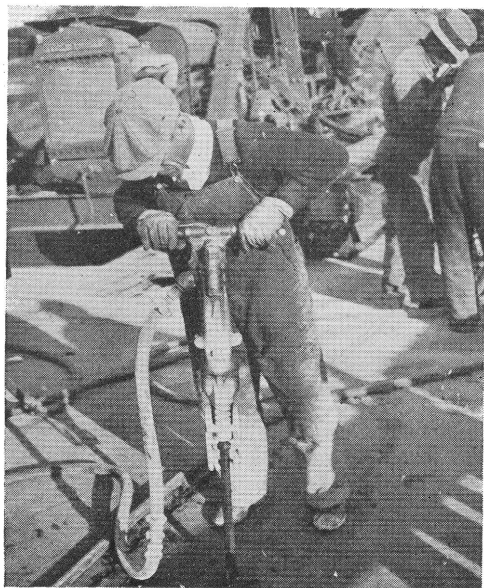
past few years. Have you done anything about that in your sales work?" I had hoped that this subject might get into our discussion because of the splendid work done by the whole Bell System organization to keep telephone losses to a minimum. "Yes," I said, "we have covered this field quite thoroughly, although not as soon as we would have liked to. We developed a three-way attack to the problem. We selected and trained a special group of salesmen to interview customers disconnecting their service. Beyond that, we trained every business office employee in what we call a 'save disconnect' sales talk. Finally, we trained the men who were to remove the equipment from these homes so that they might get in some sales effort. The results have been highly gratifying. In our area alone, which is a highly residential one in its development, we have been able to save better than one out of every four cases received. The net effect has been a sizable saving, both of the expense of removing a great many telephones as well as of the monthly revenue from these saved stations. We have checked results of this sales work periodically, and found that the life of a large majority of these stations has been considerably prolonged. In fact, few of the telephones saved by our sales efforts have to be saved a second time."

"Yes," I concluded, noting that the party was breaking up, "I think you must admit that the Bell System has become actively sales-minded, and will no longer accept low telephone development in any market as a foregone conclusion. It intends to go out after business and get its share by pursuing a courteous but aggressive sales policy."

About one out of every six stockholders of the American Telephone & Telegraph Company is an employee of the Bell System. Of these employee stockholders, about 30 per cent have owned stock for five years or more.

There is an average of one telephone for every sixty-one persons in the world, according to an estimate recently completed by the Statistical Department of the American Telephone & Telegraph Company.

Unusual Construction Job in Queens



The start of the job cutting asphalt.



Breaking the concrete is some places 15" thick.

A RATHER unusual type of construction work was recently completed by the Queens Division in connection with the new Laurelton Parkway Bridge at Merrick Boulevard. Laurelton Parkway, when completed, will connect the Sunrise Highway with the Southern State Parkway, and is a part of the extensive Long Island Parkway program planned by the Long Island State Park Commission.

After comprehensive studies were made of the bridge plans and field conditions, it



Excavating by use of Bay City Shovel. Used because of unusual depth required and to avoid relaying the dirt by hand on a series of platforms.

was decided it would be most economical to lower the nine multiple tile duct subway in Merrick Boulevard so that it would be completely under the proposed bridge structure and entirely out of the way of the bridge contractor's operations. As this duct line carries six maximum sized cables of which three are important toll cables, this method would eliminate the replacement of a complete section of cables and, at the same time, give a permanent location to the duct line. It was impracticable to raise the duct line over the new bridge due to the fact that a fill of approximately nine feet was to be placed at this point. To have replaced the entire duct line and cables, and maintained the existing cables during the contractor's work, would have resulted in a job much more costly and hazardous to service.

To accomplish the method decided upon, it was necessary to lower the duct line from its normal elevation in the street to a depth of seventeen feet below the present street surface in order to provide clearance of approximately two feet between the top of our duct line and the proposed bridge footings. The Splicing Department completed the first step in the project by splicing slack into each cable to provide for the added length required in lowering the cables to this depth.



General view of job showing tight sheeting— heavy timbering, pumps, compressor and excavator.

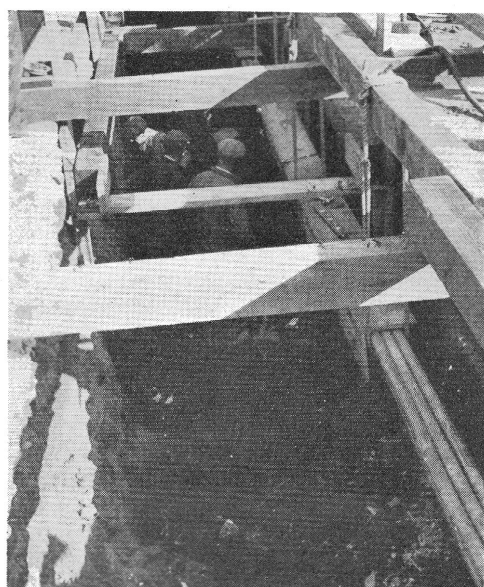
The trench which was 230 feet long and 7 feet wide was laid out so the duct line would locate close along one side and could be hung up close to the sheeting during the lowering process. A Bay City crane was used for excavating, backfilling, and pulling of sheeting. Tight sheeting was used for the entire length of the trench and, in the area of maximum depth under the bridge, which was 110 feet long, double sheeting was employed. The first sheeting consisted of 2" x 10" rough planks of varying lengths and the second sheeting of 3" x 10" x 10' tongue and groove material. The rangers were 6" x 8" x 14' with braces of 6" x 8" lumber spaced at 7' intervals.

After the duct line was exposed, all tile was broken off from around the cables which were then bunched closely together and covered by boxing for protection. The cables were lowered as fast as the excavation progressed and were kept below the bottom set of rangers and braces at all times.

At a depth of ten feet, the ground water level was encountered so to secure the last seven feet of depth it was necessary to combat water. With sump pits and two Barnes pumps, four more feet of depth was obtained. At this point, boiling springs were encountered which were overcome after a well point system was put



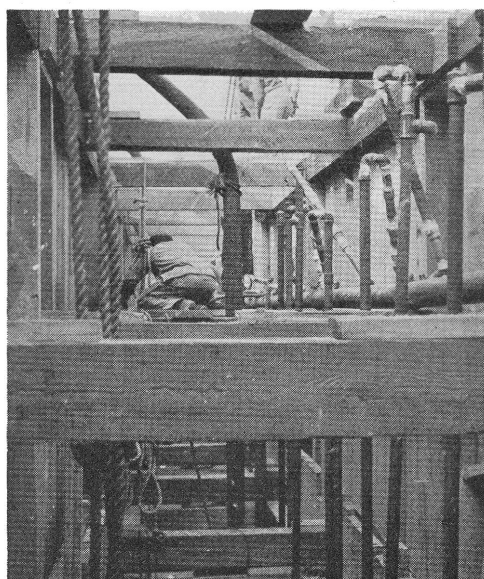
Breaking the tile and encasement preparatory to boxing the cables.



View of the cable boxing and suspension of cables on tackle and sheeting installation.

into operation. Twenty-four well points were installed and operated by two pumps on a twenty-four-hour basis. When the proper depth was reached, the base was placed, the cables arranged in their proper positions and covered with split tile and a reinforced concrete encasement.

The entire project was performed on one of the heaviest traffic arteries of Queens and was completed without serious interference with normal vehicular travel.



Well point installation required because bottom of excavation was 7 feet below water level.

Ask Anderson, Indiana

Speak of "The Spirit of Service" to the average American and it is probable that the picture that will rise in his mind will be that of a lineman, clinging to a sleet-covered pole, or an operator sticking grimly to her post at the switchboard in a burning or flooded exchange.

But if you ask the people of Anderson, Indiana, they will tell you that the Bell System's traditional "Spirit of Service" at times manifests itself in the doing of undramatic, apparently prosaic jobs—but doing them as quickly, as efficiently, as cheerfully and as loyally as they can be done. And Anderson, Indiana, knows whereof it speaks, for it recently saw what is perhaps one of the most convincing illustrations of the "Spirit of Service" to be found anywhere in current telephone history.

At nightfall on January 28, things in Anderson, from the telephone standpoint, were going along at very much their accustomed rate. It was Sunday, traffic was light and was being handled in very much the same way that it was being handled in thousands of similar towns all over America. Midnight came and went and still things proceeded according to their usual routine. Shortly after one o'clock the elevator man in the Citizens Bank Building, on the fifth and sixth floors of which the Anderson telephone exchange is located, saw a curious red glare in the windows of a building across the street. He investigated and found that this light was reflected from a fire that had broken out in a department store on the first floor of his building, and was making its way from floor to floor. By daybreak, the nerve-center of Anderson's telephone system had been com-

deprived of it. The story of how this crisis was faced and this test of Bell traditions was met, is one of the inspiring chronicles of telephone history.

Fourteen days—lacking a few hours—after the exchange was destroyed, another exchange, in another building, was in full operation, and every subscriber in Anderson was receiving service just as if nothing had happened. Pretty nearly a miracle, experienced telephone men said, some of them still wondering how it had been done, for they had estimated that the job of restoration might take four weeks.

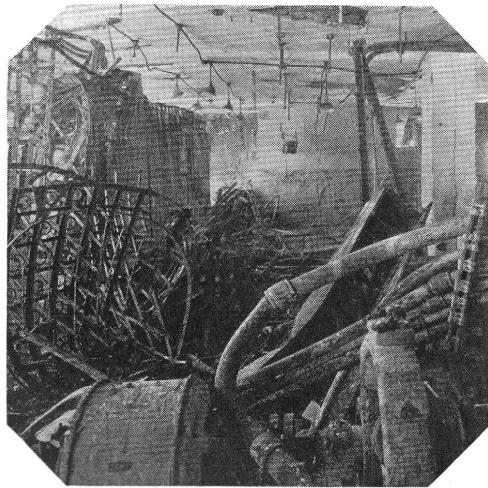
But there was no miracle in it—except the miracle of closely knit cooperation, quick thinking, long hours of labor, a sense of devotion to duty, and an organization which made it possible to mobilize both

more remarkable is the case of a reel of cable supplied by the Point Breeze plant. It was not in stock when the order was received at 10:30 A.M., Thursday. Wheels started to whirl, the necessary cable was turned out and shipped—and reached Anderson the following Sunday evening. Within an hour after its arrival, it had been pulled into the underground ducts leading to the new exchange.

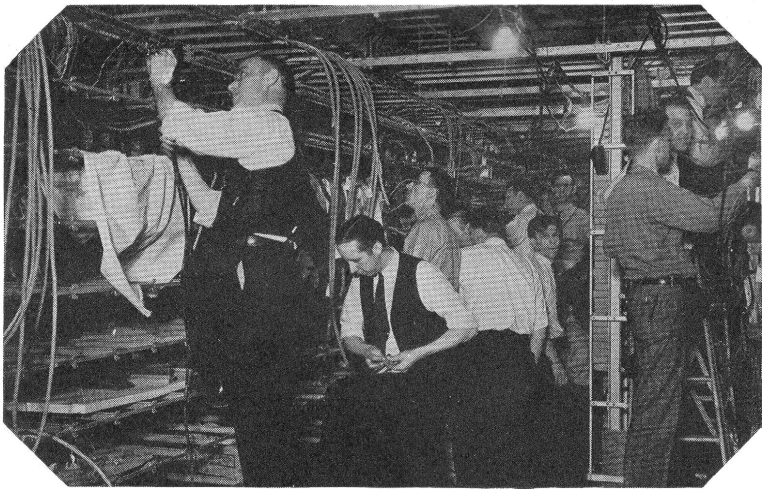
Word went out to Chicago, to Detroit, and to cities of Ohio for crews of Western Electric central office installers. One hundred of them appeared, in short order. As piece by piece of equipment arrived, they went at the job of assembling it, working as close together as practicable and keeping at the job without let-up, day and night, in three shifts.

Meanwhile the employees of the Indiana Bell had set themselves to the doing of an equally noteworthy piece of work. They tackled the baffling job of making—almost out of nothing—new plant records that would be required to connect existing lines with the switchboard when installed—testing and tagging each line of the cables that served the 5,000 or more telephones in the city. They did a similar job in preparing a new set of traffic records, so that service might be resumed the minute the equipment was ready. They got out a new city directory, for the type of equipment installed made certain number-changes necessary. They dug trenches, laid concrete, pulled in cable—did the hundred and one jobs that an installation of this type necessitates.

And while doing all this—indeed, almost before anyone outside of Anderson knew



Terminal room of the Anderson, Indiana, Exchange after the fire



Western Electric installers working on distributing frame and relay racks



Part of the crowd that attended the "open house" held one day after the service was re-established

pletely destroyed. The local and toll switchboards and the main frame were merely twisted and blackened tangles of metal. Service for more than 5,000 telephones in Anderson had been stopped as suddenly as if a giant pair of shears had severed every line in the city. The telephone company's plant and traffic records had been completely destroyed.

Two telephone operators were on duty at the switchboard when the fire was discovered. They remained at their posts, answering calls and establishing connections, as long as they could do so with safety. They lived up to the traditions of service established by a long line of telephone operators in past emergencies.

But before the flames had been quenched and while the embers were still glowing red, it became apparent that Bell System traditions were to meet another kind of test—but one that was not less exacting—in what must now be done to restore telephone service to a city which had suddenly been

materials and men with a speed that seems almost incredible.

All along the line the people of the Indiana Bell Telephone Company and of the Western Electric Company swung into action, like a well trained army. Before the smoke ceased to rise from the gutted building, negotiations were under way for floor space in another office building nearby. While this was being done, word went out to Western Electric factories at Hawthorne, Ill., at Kearny, N. J., and Point Breeze, Md., and to outside suppliers at widely scattered points for one or another form of equipment that would be needed to restore service—switchboard sections here, cables there, something else at another point. Arrangements were made with railroad and express companies to ship these materials at top speed. The order for the switchboard sections was telephoned to Kearny at 7:30 o'clock on January 29, the morning of the fire. On Tuesday night, the material for the main distributing frame arrived in Anderson, and the following evening the switchboard sections were received. Even

that there had been a fire—they had made temporary provision for toll service, to keep the city in touch with the outside world; had installed magneto telephones in hospitals, police stations and other points where communication was urgently essential, and, to use a phrase which the war made popular, had "carried on" in the crisis to earn for them unending credit.

Monday, January 29—a heap of smoking ruins as a reminder of what had once been a city's telephone exchange. February 11, at 11:30 P.M.—a new central office in operation and service permanently restored. On the next day, an "open house," at which some five thousand of the people of Anderson came to the new office to see what had been done in these thrill-packed fourteen days—and to pay grateful tribute to the people who did it.

Yes, if you want a definition of the Bell System "Spirit of Service," ask Anderson, Indiana. Anderson knows.

Aloysius Gets It In the Neck

"ALOYSIUS," said the editor with a more kindly note than usual in his voice, "there's only one thing wrong with your stuff lately."

"Oh, yeah!" The three star reporter was up on his feet instantly, and author's pride bristled in his untidy hair and blazed out of his watery eyes.

"Yes, Aloysius, there's only one thing wrong with your stuff—it's terrible!"

A cold smirk displaced the warm flush on the three star reporter's face, and rising

The three-star reporter fails to get to first base with attempts to write editorials and to tell what he thinks; and takes a regular assignment with rather doubtful results

and there's lots going on! Go find it."

"For instance?" Aloysius inquired mildly.

"On your way!" roared the editor. "A reporter is supposed to find out what's going on. Go out in the field and get a story—or else."

"Where," said Aloysius as he crept from the office, "have I heard those words before?"

* * * *

They were just battling 'em out (Aloysius wrote) along about noontime in one of the plant officials' offices over in Brooklyn, four Old Timers and the Boss, when we dropped in on them.

Repairman Joe Cunningham was sounding off on the subject of dogs, and having had forty years of getting in the way of telephone subscribers' dogs, Joe knows whereof he speaks.



"If you really want to know, I'll tell you"

and making a sweeping bow he retorted in excellent mimicry of the editor's honey-sweet accents: "And, outside of that, it's all right, huh?"

"If I must be truthful with you, Aloysius, no; it is not all right; not by the broadest stretch of the imagination could it be called all right. In fact, Aloysius, to be brutally frank about it, when I say your stuff is terrible, I mean it literally: I mean that it is terrible from any angle you look at it. It lacks punch, style, fluency, color and human interest."

The three star reporter's smirk increased in dimensions, and his voice took on a somewhat hysterical cackle as he continued his mimicry of the editor's tone with "What you're trying to convey in a vague kind of way, boss, is that you're not entirely satisfied with my stuff lately."

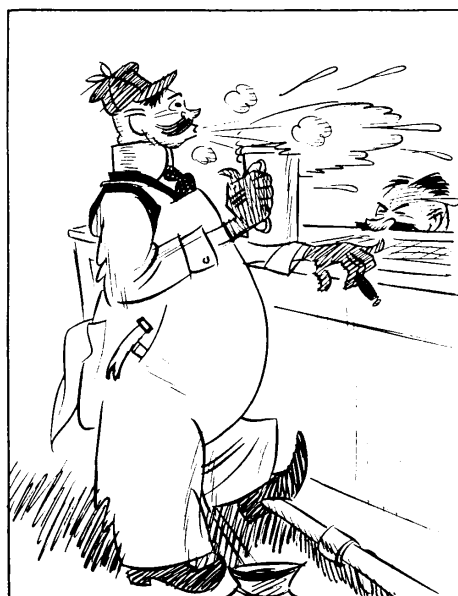
"Exactly, Aloysius, and now that we understand each other, permit me to say that your last story was the most hopeless drivel I ever read; that's why we had to leave it out last month. We didn't want to insult the intelligence of our readers."

"Aw, I know, boss; you're just trying to be polite," said Aloysius. "Go on, don't mind my feelings: tell me just what's wrong with my stuff."

"Well, if you really want to know, I'll tell you, Aloysius. You're not writing what you see and hear as any good reporter does. You're trying to write what you *think*, and, naturally, that leaves a great deficiency in the quality of your finished material. Now, please try to remember that you are a reporter—of sorts—and not a creator of editorials."

Aloysius was making strange, choking noises somewhere down in his collar. The editor ignored him and went on:

"Take an assignment, Aloysius. Go out into the field, find out something that's going on somewhere, and write about it as any good reporter should. Write what you hear and see, *not* what you think. Heaven knows, the telephone field is plenty big



The lads liked to blow the topsails off a schooner, if you get what I mean

"It was back about twenty-five years ago," Joe said, "and I was out on a 'trouble' on Neptune Avenue, Coney Island. I was pushing the old wheel along at my average gait of forty-odd miles an hour—"

"More or less, Joe," said the boss.

"Yeah, forty-odd miles—more or less," Joe continued, "and what d'ya suppose ran up behind me, chased me more than two blocks and then took a bite out of my leg?"

"Not a tiger by any chance?" said one of the other lads, and another suggested: "A shark on roller skates."

Joe was very patient.

"No, not a tiger or that kind of a shark," he said with some heat, "because I'll have you know I was never in the habit of drinking on the job, and for the aforesaid reason I never saw any sharks on roller skates, not even on Neptune Avenue. No, boys, this was a dog—a big dog—and not a nice dog, either. He bit me on the leg."

"And then what?" asked the boss.

"Well, then I chased him, and I never saw a dog run so fast."

"But you didn't bite him back, did you?" asked the boss.

"No, I didn't bite him back," Joe admitted, "but—"

"Well, if you didn't bite the dog, it's no story," the boss decided, and he added by way of explanation: "You see, Joe, if a man bites a dog it's a story, and if a telephone man bites a dog, it, naturally, is a telephone story. You should have bitten that dog, Joe, it would have made a swell story for the REVIEW."

Joe was inclined to be apologetic.

"Well, chief, it was a dirty kind of a dog," he explained, "and that's one reason why I wasn't so anxious to bite it. But I went around there a couple of days later, and the lady who owned the dog said it had died. She claims it died of a mysterious poisoning the same day it bit me."

"Next," said the boss, and Insideman John Stenson scratched his head and grinned.

"Speaking of safety first," he said, apparently oblivious of the fact that poisoning dogs was not included in the company's official Safety First manual, "in the old days at John Street they were pretty tough on fire hazards and one day we had a blaze that might have been serious if it had not been discovered right away. It started in a cord circuit and it was the opinion of the experts that it was caused by poor insulation on the sleeves."

"Well, they weren't going to take any more chances on fires, and every man from the Battery to Harlem was sent for to come and put in new sleeves on the entire installation in John Street. Naturally, some of them liked their smoke, but under the circumstances it was rather a tough break that T. P. Lovering caught about half of them smoking on the job. He fired them on the spot as an example to the rest of us and hired them back the next morning as an example to nothing in particular. But I always remembered that incident, and I never smoked on the job since."

"You mean you never were caught smoking on the job since," Joe Cunningham corrected.



... Never saw a dog run so fast ...

"Seems to me that smoking wasn't the only trouble in the old days," said Cable Splicer Tom Newman, "way back thirty to thirty-five years ago a lot of the lads liked to blow the topsails off a schooner, if you get what I mean."

"Haven't the slightest idea what you're driving at," said the boss with a wink at the others.

"Well, they liked to blow the froth off, just the same," Tom persisted, "and the only trouble was that when one of the boys went into a place to get a beer he always

wanted the rest of the gang to go along. Burch Foraker was outside cable foreman when I came with the company and he broke up the froth-blowing habit.

"One day he happened along when quite a few of the boys were doing the right thing by a scuttle of suds and he laid down this law: 'If any man wants a beer he can go and get it, but having a beer should be an individual and not a company-wide function.' The boys took Mr. Foraker at his word and did their froth-blowing solo after that.

"But the best one I ever heard on Mr. Foraker was when he stopped a telephone truck somewhere out in what was then the wilds of Flatbush and asked for a lift. The fellows in that gang were all strange to him and he began quizzing them on their estimates of the different men in the organization.

"He wound up, after naming some of the others, by asking: 'What do you think of this fellow, Foraker?' We all told him that as far as we knew, Mr. Foraker was a gentleman and a scholar, and tops with all telephone men who had ever worked with him.

"Just about then he reached his destination and decided to drop off the truck, and as he stepped away he called back: 'Goodbye, boys.' And every man jack of us on that truck yelled back: 'Goodbye, Mr. Foraker.' And his big grin showed us that he knew the joke was on him.

"There was no doubt about the fact that every telephone man had a lot of respect for Mr. Foraker, both as a man and a telephone man, and I, for one, am proud of the fact that Mr. Foraker was the man who hired me."

Form Chapman Charlie Beardsley was the next to be heard from.

"Yeah, and they certainly were telephone men in the old days," he said. "I remember one of my first jobs when they ran the first Vanderbilt Cup automobile races on the old Jericho turnpike, and because of the dangers of the course with its bad turns



... Took about two seconds to slip under that runway and pull an old crate after me ...

and rough roads, they wanted telephones every thousand feet along the course.

"Well, they got 'em. We had to split the trunks and run section of wire out to boxes on poles every thousand feet as ordered. That took two gangs an entire week and it was some job. And the telephones certainly were used, particularly at the corner by the Post Office where there was a very bad turn and a lot of spills."

"And then what?" asked Joe Cunningham with a suggestion of boredom on his classical Alsatian features.

"Listen, fella, don't you think you are the only telephone man who ever met up with a dog," returned Mr. Beardsley with some warmth. "I had a fight with two dogs once, how d'you like them apples?"

"Two dogs once or one dog twice, Charlie?" the boss queried and Charlie snorted.

"Two dogs at one and the same time, and don't you forget it. And these dogs didn't bite me, either, because I'm not so dumb that I let dogs bite me."

"What did you do, Charlie, smile at 'em and scare 'em away?" This from Tom Newman.

"No, I didn't do that, either," Charlie persisted. "And you guys can kid all you like, but I'll tell this story if it kills me."

"You'll tell it if it kills us," the boss retorted.

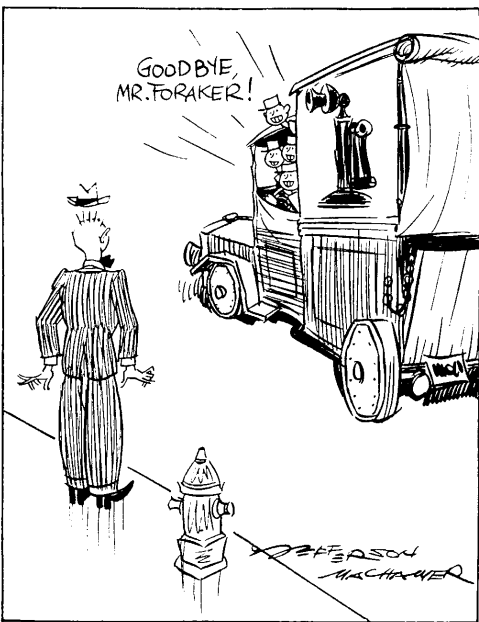
"That's an idea, too," Charlie retorted, and he continued: "I didn't smile at 'em. When they came jumping and growling at me I simply took a swing at 'em with my test set and knocked 'em both on the head."

"Both with the one swing, I'll bet," said Joe Cunningham.

"Are you sure they were dogs, Charlie?" the boss asked. "Maybe they were tigers."

Joe Cunningham brightened perceptibly at this and ventured:

"Say, that reminds me of the time I was working with my partner on some circuits around a runway at Dreamland Park and I heard a patter of feet, and what do you



His big grin showed that he knew the joke was on him

suppose I saw coming down the runway at me? A whole flock of tigers, big, tough-looking tigers, all kind of sniffing and growling. Well, it took me just about two seconds to slip under that runway and pull an old crate after me to block up the hole, and I'll give you my word, looking up through the crevices in the wood of that runway I counted no less than twenty tigers going down that runway. I found out later they were Clyde Beatty's animal act being turned into the big cage for the performance."

There was mild scepticism in the chorus of voices which demanded: "And how about your partner, Joe?"

"Yeah, tell us about your partner."

"Don't tell us he turned out to be Clyde Beatty in disguise."

Joe was stalled for a moment, but not for long. Rubbing his hands together, and casting a gaze of cherubic innocence on the ceiling, he shook his head in reminiscent sadness.

"Oh, yes, my partner," he said, as though it were an afterthought. "Well, boys, I hate to admit it, but I never did see my partner again."

"That," said the boss, "will be about enough. That's the tallest telephone story I've ever heard, although not so funny as the one told on himself by Mr. A. W. Allen, formerly Superintendent of Building Supplies for the Company. Mr. Allen was upstate on inspection and chanced early one morning to drop into a plant storeroom in Syracuse where he found a lone storekeeper on a ladder, working at terrific speed, dusting, sorting and stacking equipment. The man was working with such evident haste and back-breaking effort that he never even noticed Mr. Allen until he called up: 'They seem to keep you pretty busy around here. What's all the hustle?'"

MY SPEECH, MISS DOUGHERTY—THE ONE REFERRING TO PIONEER BUTTONS!



A smiling clerk appeared immediately

"I'll say I'm busy," replied the man as he slid the ladder over another foot. "Some big son of a gun from New York is coming up here today and I've got to get ready for the big stiff." Mr. Allen says he was glad to fade away without any come back."

"I'll bet the guy on the ladder never tumbled," Joe Cunningham suggested, "but say, I'll have to be getting along back to the job if it's all the same to you fellows."

"Me, too," said three other working members of the organization, and then something seemed to occur to the boss.

"Oh, just a minute," he said, "I almost forgot something. It is my pleasurable duty—er—just a moment—! Oh, Miss Dougherty."

A smiling Chief Clerk appeared immediately.

"Yes, Mr. Van Deusen?"

"My speech, Miss Dougherty. You know, the one referring to Service Emblems."

"Right there on your desk, Mr. Van Deusen," said Miss Dougherty, and prompted by the papers before him, Mr. Van Deusen went on:

"Oh, yes, it is my pleasurable duty at this time to make the award of these emblems which—"

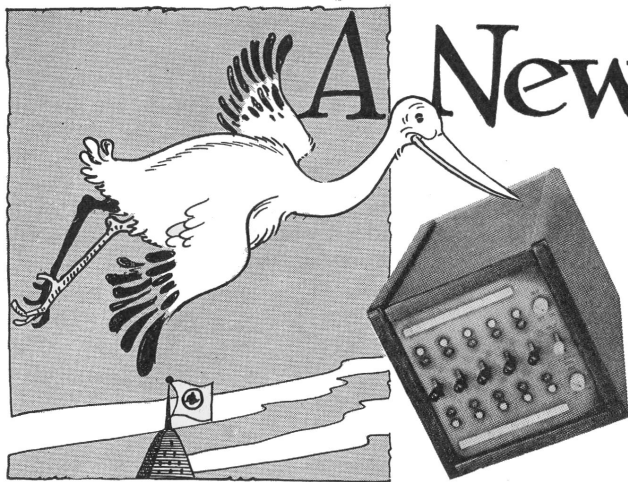
At this juncture the boss was interrupted by a low wail of anguish from Joe Cunningham, a deep sigh from Tom Newman, a low whistle from John Stenson, and an inarticulate sound with a decidedly fruity flavor from the refined Mr. Beardsley.

"Migosh! he's making a speech with it; going commercial on us, or something," said Joe Cunningham, and the others went: "tch, tch, tch!"

"Well, you know how it is, fellows, here are the pins, stick 'em on," said the boss. "You ought to be darned proud of them. And now, let's be going down to lunch."

"Eating is my favorite hobby," said Joe, whose record of forty years service without missing a meal gave him an eight star pin,

(Continued on page 11)



A New Arrival Appears

Announcing Introduction of No. 10 Key Turret Equipment Which Constitutes a Notable Addition to the Facilities Developed to Meet Specific Requirements of Our Customers

DURING the early part of 1923 in a mid-western city Dial System Central Offices had just been placed in operation and the entire business section of the city converted to dial service. As this was the first Bell System dial service of its kind, widespread interest and attention were focussed on its introduction, particularly by cities scheduled to be subsequently served by such equipment.

The interest was manifested by delegations representing Rotary Clubs, Chambers of Commerce and other Civic organizations who visited the city, inspected the equipment, interviewed representative business and professional men, after which they submitted reports to their local organizations and press.

One such delegation was being escorted through a new Dial System Central Office and upon being told by the guide that "This is one of the equipment groups which controls the establishment of all connections —," the spokesman of the party inquired "Where are all the telephones". This worthy gentleman later admitted that he had always thought a telephone instrument was required in the central office for each subscriber's line served.

While a conception as fantastic as this may be thought rare, yet it was only last year in one of the outstanding motion picture presentations, that a great Wall Street operator was depicted at his desk completely surrounded by a battery of telephone instruments, which from a viewpoint of efficiency and convenience was no more appropriate to the service involved than the central office full of telephones.

Perhaps no where else in the world is there such a concentration of telephone facilities or diversification of communication requirements as exist in Lower Manhattan where demands of the Securities, Financial, Transportation and general business administrative activities exceed even the imagination of anyone not in close contact with these services.

Perpetual review, study and analysis of the use of telephone service in the conduct of our customers' businesses, reflected a growing requirement for some type of equipment, which while being of minimum

physical dimensions would permit a maximum degree of flexibility, speed, accuracy and convenience in the termination of comparatively large groups of all the various types of lines and circuits utilized in this congested district. This demand also indicated a necessity for variable capacity

and employment of the latest operating features and service refinements.

Every effort was made to adapt standard equipment to the new and varied requirements but each was deficient in major respects. Once the trend was recognized, especially designed equipment was provided on a "Custom Built" basis to serve the specific requirements of individual concerns. The "Custom Built" apparatus was comparatively expensive in first cost, required long time intervals for design, merchandising and installation, lacked uniformity and flexibility, was not readily susceptible to modification and in short had all the drawbacks usually inherent in non-standard facilities.

In spite of all these disadvantages, demand for this class of equipment increased rapidly until by the end of 1931 some 700 units of special equipment of this nature were in service in Southern Manhattan Division alone, involving approximately 225 individual projects.

Full recognition of this situation during early 1932 resulted in our Company undertaking the design and development of a new equipment having as its ideal objective the fulfillment of all the requirements of the many varied services, while providing variable capacity, uniformity, flexibility and facile modification of arrangement to meet changing conditions, and all this within the economic limitations which would permit its acceptance by a majority of those concerns whose particular requirements it would be designed to serve.

Development work progressed rapidly and in May 1933 the initial assembly of the new equipment, designated as No. 10 Key Turret Equipment, was completed. This assembly was subjected to the most critical tests, study and inspection, after which with only very few minor changes it was placed in production. Uniform rates were established in September 1933 and this equipment made available to our customers.

No. 10 Key Turret Equipment Is

Small—Compact—Rich in Appearance Available in 10-20-30-40-line capacity assembled from basic 10-line units.

Arranged for single or double-faced assembly.

Divided into three classifications in Arranged for single or double-faced assembly.

Group No. 1

To terminate all types of Private and Common Battery Lines—Provides Answering, Holding, Ringing and Recall features with continuous audible and visual Line, Busy and Hold, signals—Permits multiplying to 20 Operating Positions.

Group No. 2

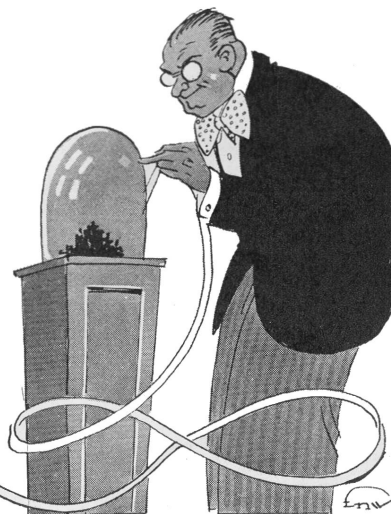
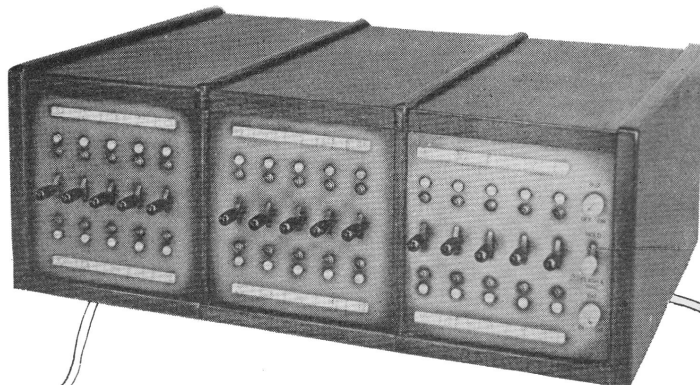
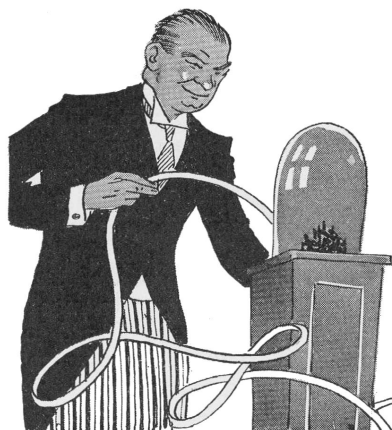
To intercept on all types of Common Battery Lines—Provides Answering, Holding and Recall features as well as Automatic Cutoff (Optional) with continuous audible and visual Line, Busy and Hold, signals—Provides multiplying as required.

Group No. 3

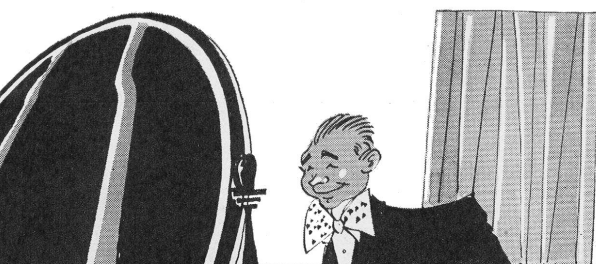
To intercept on all types of Common Battery Lines but without the Holding or Automatic Cutoff features, Hold or Busy Signals, and with intermittent instead of continuous audible and visual Line signals—Not adaptable for multiplying beyond 2 Operating Positions.

An ideal device for all purposes involving Termination or Interception, of not to exceed 40 Lines of all types, at from 1 to 20 Operating Positions.

Economically, practicable, for all purposes which it is designed to serve.



Suitable for all classes of business and professional offices in many different service adaptations.



One of the No. 10 Key Turret installations now serving Abbott Hoppin and Company which resulted in a perfect fit although not "custom built."



The No. 10 Key Turret was most enthusiastically received from its very introduction, one of the first orders involving 14 operating positions, comprising 25 units to serve Fenner and Beane, one of the largest brokerage houses in this country, if not in the entire world, as auxiliary order equipment and to serve many special purposes of an administrative nature.

The No. 10 Key Turret equipment is designed for very wide application. Its small size and maximum flexibility make it an ideal equipment for order departments or similar services under which conditions, one or more positions may be connected to the Private Branch Exchange Service or Central Office and telephone orders accepted by the Turret Attendants. This equipment will aptly serve Order Clerks or Traders who maintain close association with their customers through the medium of direct Private Lines and offers particular advantage to Firm Members or Executives who frequently wish to have a number of lines of various types available at their individual desks without the confusion and inconvenience of numerous telephone instruments.

Another major application of this equipment consists in its utilization as an intercepting facility for all classes of business and professional offices. Although No. 10 Key Turret equipment is not arranged to "bridge" or "transfer" connections, all the latest developments in "Signalling," "Holding," "Automatic Cutoff," and "Busy Supervision," are incorporated to provide a convenient means of giving prompt response to incoming calls when individuals involved are absent from their usual stations, or desire secretarial handling of calls.

The circuit equipment required to provide the various types of service is mounted in apparatus cabinets and as in the case of the turrets, both the circuits and cabinets have been designed for maximum flexibility and universal application. The circuit equipment is furnished in the form of shop mounted and wired apparatus units which minimizes the installation time and facilitates additions, subtractions, or rearrangements of lines. These circuit units are also designed for universal use with all other equipments arranged for key termination of lines, such as order tables, etc. The three sizes of apparatus cabinets which have been standardized are not only used with the No. 10 Key Turret, but also

No. 10 Key Turret Equipment Does

Constitute a variable capacity Order Equipment of almost unlimited flexibility and utility.

Offer all the latest and most desirable operating features.

Permit the handling of as many as 40 Lines at a single Operating Position with a single telephone instrument.

Lend itself to additions, subtractions, rearrangement and modification to accommodate changing requirements with minimum of time, labor and cost.

Fill a long recognized demand for an auxiliary equipment to supplement the larger types of Order Equipment and accommodate specialized Line Groups such as Stock Exchange Floor Wires.

Bring all the latest and most advanced features of Order Equipment within the scope of smaller concerns whose requirements are not sufficiently extensive to justify the larger types.

Provide a neat, compact and inconspicuous Intercepting medium for secretarial service with operating features and flexibility far in advance of previous equipment.

Accommodate Private Lines, Common Battery Lines or a combination of both.

Permit utilization of all standard types of Operating Sets.

Permit prompt fulfillment of orders as it can be manufactured in quantity and carried in stock.

with order tables, turrets and miscellaneous facilities.

Customer Acceptance and Rate of Actual Sales Unprecedented in Major Equipment Records

As would be expected, an equipment designed to cover as wide a range of requirements as the No. 10 Key Turret and subject to so many arrangements and adaptations, would necessarily involve a somewhat complex negotiation and order procedure as well as applicable rate structure. To facilitate the introduction and handling of the new equipment a comprehensive bulletin was prepared outlining the many features and advantages while detailing all necessary specifications and procedure incidental to its provision, for the guidance of those involved in its negotiation and sale.

A training course was prepared and the Commercial Representatives who were to participate in the sale of No. 10 Key Turrets were given extended instruction in all pertinent details of its design, operation, possible arrangements, application, rate treatment and service order routine, together with various negotiation assistance data. This instruction was extended to include District Office Supervisors and representatives of the Revenue Accounting Department, who would be affected by the introduction of the new equipment.

Since the No. 10 Key Turret equipment was made available, 502 units were sold up to March 15, 1934, and more than 425 units have been installed and are now in service. Without a single exception the new equipment has given utmost satisfaction and has far surpassed even the expectation of customers served.

Based on the present outlook it is estimated that more than 1,000 units of No. 10 Key Turret equipment will have been placed in service in Southern Manhattan Division alone, before the end of the current year, and that this figure will be materially increased should there be a marked improvement in business conditions generally.

In truth, this is a lusty infant from which great things may be expected in the future.

There are now only four countries having more than 100,000 telephones that cannot be reached by commercial telephone service from the United States. These are New Zealand, Japan, China and Russia.

Camp's the Place to Acquire a Hobby

WHAT makes Camp Sherwood so attractive as a place to spend the ideal vacation?

Ask this question of any former camper, and the answer invariably is the same.

Something doing all the time. Never an idle moment.

The reason for this is that Camp Sherwood is the answer to the hobby-rider's prayer. It is one place where the girl with a favorite hobby will find ample opportunity to enjoy that hobby to the limit.

And the girl who has no particular hobby will have every chance to pick one up at Camp Sherwood, and if there's one thing more than another which makes the leisure hours pass happily and profitably it's a good, useful hobby.

Let's look over some of the many possibilities at Camp Sherwood for the seeker of a new hobby or for one who wishes to have fun with the old one.

At the Arts and Crafts Cabin campers quickly learn the trick of making all sorts of baskets and trays, footstools, brushes and pillow tops. Leather work, such as tooling and creating bookcovers, bookmarks and other interesting objects offers a most enjoyable diversion. There is also the etching of bracelets and other more intricate ornaments. Many other arts may be learned at the Arts and Crafts Cabin.

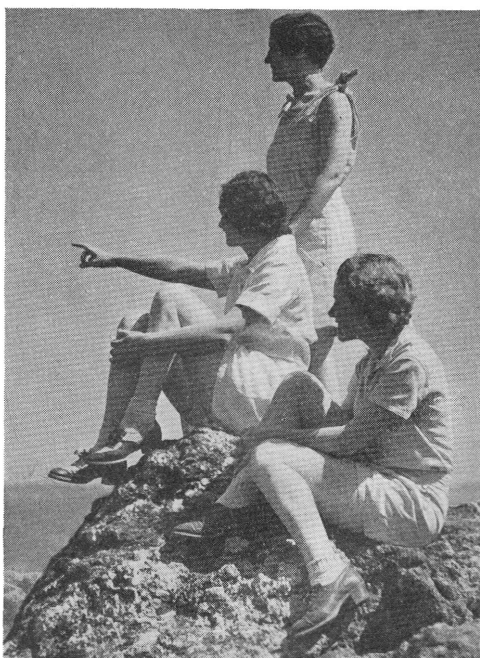
Then there is the theatrical hobby—amateur dramatics—a lover of such a hobby has a lot of fun in the producing of short plays and skits of camp life and more general subjects.

For those who are sports minded, Sherwood has much to offer. Swimming is probably one of the most favorite regular pastimes at camp. It is a favorite hobby not only of those who know how to swim but for those who are eager to learn. With swimming comes diving—and the old dives can be improved and many new ones learned under expert instruction in the Sherwood pool.

The athlete can find many other outlets for her hobby with many outdoor games. One doesn't really need to be an expert to rank with Sherwood raquetters. Baseball, basketball (modified), newcomb, volleyball and many other games are on the regular daily camp schedule.

For the indoor hobbies at camp there are ping-pong, shuffleboard and many table games.

Tap dancing and gymnastics gain many



POSING FOR A POSTER: Three campers whose picture, taken at Point Lookout, was used for the Camp Sherwood poster this year. They are: (Standing) Anna Hines, Asbury Park Commercial, N. J. Bell Telephone Co.; (Center) Grace Emmons, Long Branch Commercial, N. J. Bell Co.; (Lower) Margaret McNamara, Cleveland-3-Traffic N. Y. Co.

converts at camp who carry on after the summer vacation is over.

Much can be said in favor of hiking as a hobby. It opens to many people great sources of enjoyment, education, healthful exercise and the joy of being outdoors—breathing in the fresh air. Seeing the country through the windows of an automobile or train or perhaps docking at some foreign port and seeing a small slice of some distant country does not mean that one has

really seen the country or the world. To go to a certain place and then hike and hike, absorbing the beauty of that particular part of the country, noting every landmark or the different kinds of wild life, tends to keep every hiker on the lookout and makes hiking a real adventure.

At Sherwood a hike enables a camper to get off on her favorite trail and to ramble along enjoying more fully the beauty of the countryside with its trees, flowers, and flowing brooks, or perhaps it means blazing a new trail or climbing to the summit of some hill or mountain to get a mountain goat's view of nature. This is suggested in the picture shown here which was used as a poster this year.

To some hikers, the collecting of insects, flowers, leaves, ferns, and rocks is a pastime in which there is ever some new delight. No matter where a nature collector goes she is bound to find some interesting object to add to her cherished collection. Sherwood is surrounded by woods and trails which are ideal to such a hiker.

Camping the primitive way means getting back to first principles of outdoor life. If a camper is going to eat out-of-doors, a fire must be made; if she is going to sleep outdoors her bed must be made out of the materials nature provides. At camp where there is every opportunity of learning how to take care of oneself in such a situation, the tricks of scouting are taught by a member of the camp staff. Knifecraft seems to go hand in hand with primitive camping, for with an ordinary penknife many useful and attractive articles may be made at practically no expense. Paper knives, for instance, may be made from small branches of trees and painted to make bright, useful ornaments for presents or keepsakes. The hiking hobby started at Sherwood inspires many a camper to keep on hiking when back in the city where there is much to be seen and enjoyed.

An invitation to Camp Sherwood is something more than a mere invitation for a pleasant vacation. It is a chance to learn a new hobby that will brighten many dull hours throughout the entire year, and any girl who finds time hanging heavily on her hands can make her lot in life happier by getting the Camp Sherwood hobby technique.

There's only one way to do this, and that is to make immediate inquiries about Camp Sherwood this summer.

Camp Opens June 16th

Camp Sherwood will open for the season of 1934 on June 16th and continue in operation until September 3rd. As in past years, the Camp staff will devote their entire energies to seeing that each and every camper has the most interesting vacation that the very complete Camp facilities can provide.

Manhattan Construction Has Get-Together



About 65 Construction Department, Manhattan Area men gathered at the Rosoff Restaurant on March 8, for a dinner and general get-together meeting at which Mr. F. P. Lawrence, General Plant Manager,

Mr. E. Hanrahan, Division Plant Superintendent and Mr. W. J. Schuyler, Construction Superintendent were guests of the evening. Short, interesting talks were given by each of the guests.

Mr. H. J. Spender acted as toastmaster. Entertaining was furnished by eight acts of vaudeville and one act of home talent by Mr. "Snozzle" Crimmons a member of the Cable Placing Supervision.

Aloysius Gets It In the Neck

(Continued from page 7)

while Messrs. Newman and Stenson rated seven stars and Mr. Beardsley six, a total of one hundred and forty years service in all.

And they went down to lunch still battling 'em out, because, after all, what's a little matter of one hundred and forty years of service to four telephone veterans?

* * * *

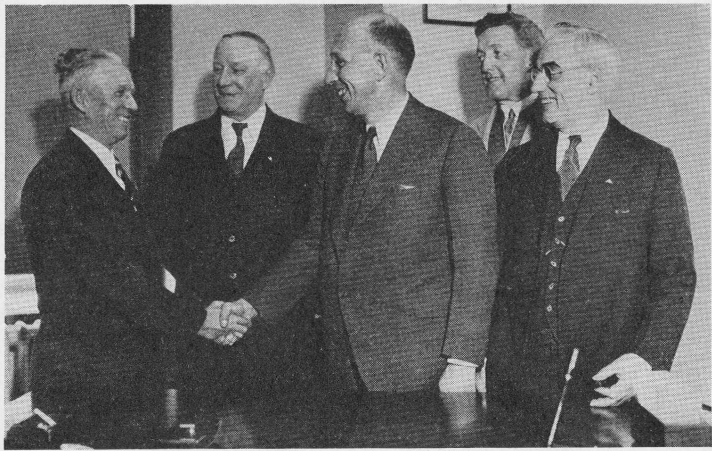
"So *that's* your idea of reporting a story, is it?" the editor glibed as he finished flourishing his pencil over the three-star reporter's copy. "Really, Aloysius, I suppose I ought to congratulate you. You actually *did* remember to mention the fact that there were four pioneer pins presented. That certainly *was* nice of you, considering that this was a pioneer pin presentation you wrote about."

"Listen, boss," said Aloysius over a lip which curled like a permanent wave, "a good reporter writes what he sees and hears, and that's exactly what I wrote."

* * * *

(Editor's Note)

To be or not to be fired—that is the



A total of 140 years service call for congratulations from the Division Plant Superintendent. (Left to right) J. J. Cunningham, Charles Beardsley, W. M. Van Deusen, Thomas Newman and John Stenson.

question which vitally concerns our three-star reporter at the present time. If he persists in spending his working hours trying to shape the incoherent ramblings of his inconsequential mind into the hopeless blurbs he has inflicted on our readers in the past, it is to be feared that the REVIEW will be compelled, with some slight

reluctance, to dispense with his services. If, on the other hand, he can find material in the numerous activities of our company and its personnel for good, readable stories, we may be able to justify his continued existence as a REVIEW reporter. The fate of the world's worst reporter * is entirely in your hands. The only way Aloysius can get material for such bona-fide telephone stories is to be informed of telephone activities by the people in the field. You can help him out by sending him a paragraph telling of any telephone activities in your particular office or district which may be of general interest. These activities may involve a considerable number of telephone people, small departmental groups or entire districts. If there's a usable story, Aloysius will see it, we hope. At any rate it may be a usable news item for the REVIEW. Send in your paragraphs through your immediate superior addressed: Aloysius, care Editor, TELEPHONE REVIEW, 140 West Street, New York.

* More hero worship—Aloysius.

T. P. Sylvan Retires, R. H. Boggs Succeeds Him

(Continued from page 1)

Following September was promoted to the position of General Traffic Manager of the Manhattan Area.

Mr. Boggs is a member of the Machinery Club, the Rockville Country Club, and is also a member of the Board of Directors of the Nassau County Hospital and the South Nassau Communities Hospital.

Mr. Williams was engaged by our company as service inspector in May, 1905. In February, 1906, he was appointed Assistant Manager of the Bryant Central Office, but in the same year he resigned from the telephone service, being re-engaged in the same position, one month later. In May, 1909, he was assigned to the Plaza central office and in 1911 transferred to the Traffic Engineer's Office as

an engineer. He became District Traffic Manager of the Bryant District in December, 1917. On March 2, he was transferred to the office of the Supervisor of Traffic Methods, and later was appointed Division Superintendent of Traffic, Northern Manhattan. On April 1, 1926 the name of the division was changed and Mr. Williams' title became Division Superintendent of Traffic—Bronx-Westchester. He was appointed General Traffic Manager of the Bronx-Westchester Area, on September 15, 1927.

James T. Fairgrieve was engaged as Traffic Inspector by our company, June 28, 1920, shortly after he was graduated from Princeton University with the degree of Bachelor of Arts. Prior to entering the telephone business, Mr. Fairgrieve had

been a lieutenant in the United States Naval Reserves for one year.

In May, 1923, Mr. Fairgrieve was appointed Assistant Traffic Manager, and in November of the same year Traffic Manager. In June, 1924, he was made Division Supervisor of Traffic of the Northern Brooklyn Division, and in September, 1925, District Traffic Manager of the Lafayette District in Brooklyn. He was transferred to the Manhattan Division as Traffic Supervisor, in February, 1927, and in July of that year, he was appointed Division Traffic Superintendent, Western Manhattan. In July, 1929, he was appointed Division Traffic Superintendent, Central Manhattan.

Mr. Fairgrieve is a member of the Princeton Club of New York.

SILENT SICKNESS

By LEVERETT D. BRISTOL
M.D., Dr. P.H.

Health Director, American Telephone and Telegraph Company, New York, New York

No brilliant light flashes and no loud alarm sounds when heart disease, kidney disease, diabetes or cancer begins! As a rule, each one steals up more or less in silence and under cover and may be partly developed when first recognized in an individual. To a large degree these conditions are the end results of other preceding troubles, including infections and inflammations of various kinds. Control and prevention depend primarily on focusing the searchlights of knowledge, truth and early medical examination on all suspected fore-runners and beginnings of these diseases, followed by prompt treatment, if and when required. Probably the two most important weapons in the fight against these insidious, chronic diseases of adult or middle life are vigilance and watchfulness on the part of the individual, and the routine periodic medical examination.

In addition to the above-mentioned diseases, such conditions as hardening of the arteries, high blood pressure, beginning nervous and mental disorders, pernicious

anemia and nutritional derangements may be included in this group of silent sickness which, as a rule, are modest and quiet in their onset. A large per cent of all illness or indisposition in a group or community at any one time is made up of cases of ill-defined nature which also must be classed as silent sickness.

Heart disease, kidney disease, hardening of the arteries and cancer constitute the chief health hazards of industrial workers of the older age and service groups. Many cases of such silent sickness are not brought to the attention of a physician until the condition has reached an advanced stage, and much harm may be done by procrastination, self-diagnosis and self-treatment. If cancer commenced with a high fever, if heart disease began with a severe headache, if kid-

ney disease caused an early rash, and if diabetes started with a pronounced chill—how easy it would be to detect these early signs of sickness and to act quickly in controlling these conditions!

The prevention and control of these diseases depend largely, if not entirely, upon individual effort and improved personal hygiene. A trip to your doctor twice a year for a health examination and medical advice, or whenever any suspicious abnormal condition is first noticed, is the best form of insurance against silent sickness and unrecognized physical impairment. While the microscope is necessary for the recognition and control of many of the acute germ-borne communicable diseases, the doctor's examining "searchlight" must be used for the recognition and control of these silent and chronic enemies of our advancing years. It is serious enough to be sick and temporarily "off the job"; it is more serious unwittingly to be sick while still on the job!

FASHIONS, FADS, FANCIES

Edited by
MARIAN HAIGHT

A Shower of Paper

*Spring is coming,
so are brides, so
are showers, let's
be ready.*

CUPID is at it again. Body would think what with blizzards, cold waves, and all he'd lay his bow and arrows away and stay South. But no, putting on his fur-tippet and racoon coat he comes winging North shooting his arrows into helpless young things and foolish old things, upsetting family budgets with his whisperings of weddings, and causing all the near and dear friends to go into hysterics over the showers. . . . No! Not the kind you bathe in . . . the kind the bride-to-be glories in.

Now there are as many kinds of showers as there are brides; kitchen showers, the ever popular linen showers, miscellaneous showers, elaborate showers and simple showers, expensive and inexpensive, luncheon showers, tea showers, and bridge showers. The one we are going to have is a bridge shower. A bridge shower of, of all things, paper, it's new, it's smart, and in this day of deflated purses it fits in with anybody's budget.

What, we can hear you wail, would one want for their home made of paper, the gift not the home. We will briskly run over our list and you will be amazed at the many things made of paper that are absolutely indispensable. Take the kitchen—paper for the closet shelves (you can get enchanting designs with fascinating edges) for them; paper gadgets for cooking practically everything—meats, vegetables, cakes big and little; waxed paper to cover things and lay things on; a big roll of paper to be used when needed; then there are paper towels, paper doilies, paper plates, forks, picnic sets, paper napkins (have you seen the swank cocktail napkins made of paper?) paper tablecloths. To dot about the house one can give divine paper lamp-shades, smart paper wastebaskets. For the bathroom soft paper towels, cleansing tissues with their own special holders, the latter can be bought in colors to match the bathroom. If the house is still a dream house you can purchase the containers in black which to our way of thinking is the last word anyway. Then there are subscriptions to magazines and newspapers. If in doubt, a good book is always most welcome. We could go on endlessly suggesting things.

If we were giving the shower we would have a bridge-shower-luncheon. And it would be done, except for the refreshments, in paper—tablecloth decorated with hearts and all of that; dishes, spoons, forks, napkins, decorations paper! Paper! Paper!



MENU

Cream of Mushroom Soup
Frozen Cheese Salad
Fruit Mayonnaise
Pocketbook Rolls
Fresh Strawberry Tarts
Coffee
Pastel Mints

A clever idea for the gifts would be to make a huge ball of stout paper covering it with crepe paper to match the decorations and fill it with as many of the gifts as possible and suspend it over the table. When the dishes are cleared away have the guest

of honor give a quick yank to the ribbon which is attached to the bottom of the ball and she will be well showered.

A nice little thought is to have the playing cards marked with her initials. After the game present them to her.

For the refreshments we would have the menu shown in the center column as it can be prepared the day before the party.

If the party is too large to be seated around one table the menu is planned so that it may be served on the card tables. To simplify the service, serve the rolls buttered with the salad, pass the coffee in cups and place the dessert on the tables.

RECIPES

Pocketbook Rolls

2 cups sifted cake flour 1 tablespoon butter or
2 teaspoons combination other shortening
baking powder 3/4 cup milk
1/2 teaspoon salt

Sift flour once, measure, add baking powder and salt, and sift again. Cut in shortening; add milk all at once and stir carefully until all flour is dampened. Then stir vigorously until mixture forms a soft dough and follows spoon around bowl. Turn out immediately on well floured board and knead lightly 2 to 3 minutes. Roll 1/4 inch thick. Cut with 2 inch floured biscuit cutter. Fold double and press edges together lightly. Place in greased pan; brush tops with melted butter. Cover and let rise warm place 20 minutes. Bake in hot oven (425 F.) 10 minutes. Again brush tops with melted butter and continue baking 5 to 10 minutes longer. Remove from oven and brush tops with melted butter. Makes 10 rolls.

Frozen Cheese Salad

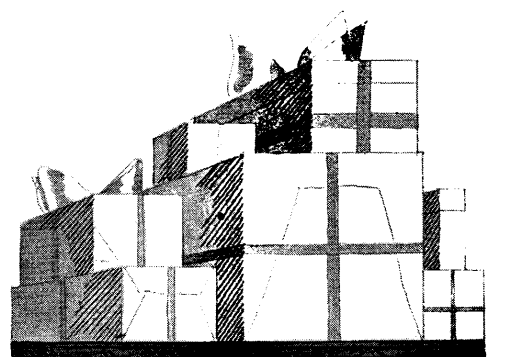
1 portion (4 ounces) Paprika
Roquefort cheese 1 cup cream, whipped
2 tablespoons cream cheese 1 cup cabbage, finely
1 teaspoon vinegar shredded
1 tablespoon finely minced Lettuce
chives or onions Mayonnaise

Blend crumbled Roquefort cheese with the cream cheese, vinegar and chives. Season with paprika and fold in whipped cream and shredded cabbage. Pack in a mold in ice and salt for four hours, or pour into tray of an automatic refrigerator and allow to stand for six hours. Serve on lettuce garnished with mayonnaise. Serves six.

Fresh Strawberry Tarts

1 quart strawberries, washed and
hulled
1 cup sugar
1 package strawberry gelatin
1 cup warm water
1 cup cream, whipped
9 baked 3 1/2 inch tart shells

Combine strawberries and sugar and let stand 10 minutes. Dissolve gelatin in warm water. Pour over strawberries. Chill until gelatin begins to thicken. Fold 4 tablespoons thickened gelatin into whipped cream. Chill. Place layer of whipped cream in bottom of each tart shell. Chill about 10 minutes. Cover with layer of jellied strawberries, pressing hull-end of each strawberry lightly into cream. Add thickened gelatin to fill tart. Chill a few minutes longer and serve.



Especially for Brides



HERE it is April already and how many of you are being married in June? There is much to be done and only a little over a month to do it in. Your dress must be made, with any old bits of lace that may exist dug up out of the trunk in the attic; and you must set to work on lingerie for your trousseau—heaps and heaps of it in snowy white satin to pile up in the bureau drawers in your new apartment. And even if you are not being married yourself, there are plenty of June brides to whom a wedding present of lingerie is the nicest thing in the world. So get out your needle and your best white sewing silk, dart into the nearest department store for several yards of the finest washable satin you can buy, and get to work—but shun the sewing machine, because the social status of lingerie is judged by the amount of hand-work on it.

The Lingerie Ensemble

Lingerie that comes in sets is a precious possession. It warms the cockles of the heart to know that a chemise, a nightgown, and a slip, enough alike to be triplets, are stacked in your drawer, ready to prove your chic at any given moment. Above there is illustrated a very smart ensemble—slim and princess-lined, with skirts that you cut on

the bias if you want to make them fit like skin. It is particularly smart to trim white lingerie with white Binche lace but the trimming that gets more popular applause is coffee-colored Alençon lace, because of its rich, creamy contrast to the white. These pieces have applications of lace in front which—you may be surprised—are really very easy to do. The lace is merely basted on, its edges whipped, and then the satin is cut out behind it. When you make the shoulder straps for the chemise and slip be sure to make the narrowest possible cords of the fabric—it looks much more expensive than using ribbon.

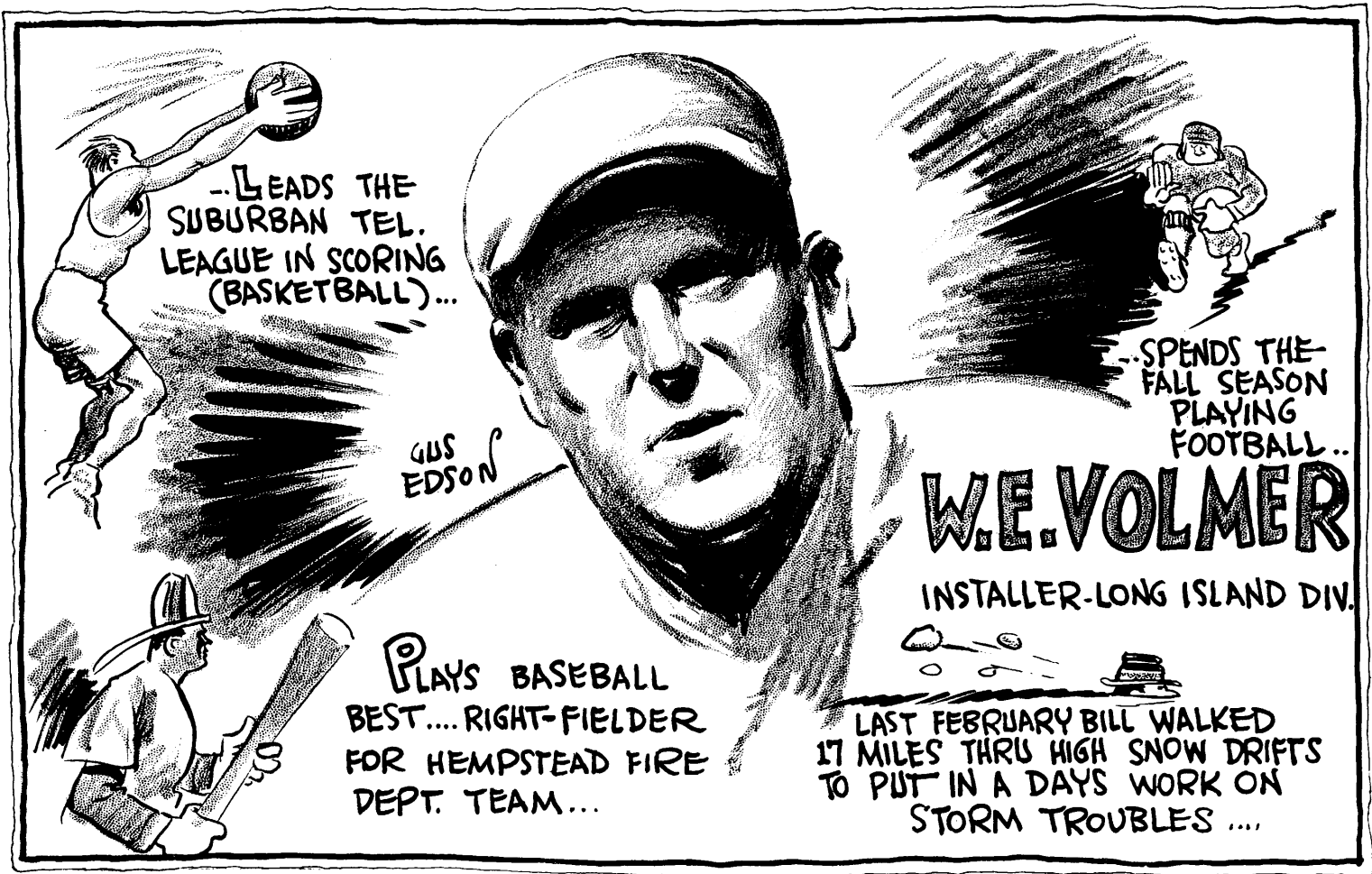
Lounging Fashions

A negligée for one's own room — gay crepe pyjamas for breakfast and for receiving callers informally. Both are necessities in a bride's wardrobe. Make the negligée in the same white satin used for the lingerie, lined, if you like, with color or girdled with a colored satin sash. The pyjamas should be made of a heavy washable crepe. They would be particularly smart in white with lacquer red, the smart little frogs in red, too—or in pale yellow with navy-blue.

And Now, the Bride

Now we come to the bride herself, very smart, rather elegant, and perfectly lovely. Her dress is pure white satin, the yoke and sleeves of which are in lace if she is fortunate enough to possess such an heirloom, and in net if she is not. Her veil is of fine white tulle, circular in shape and hung with tiers and tiers of ruffles, and, as she walks toward the altar she pulls it down over her face so that it swings around her like a cloud. Her maid of honor and bridesmaids are dressed in afternoon versions of the same dress, in color. (Of course, without the veil and without the train). As she walks down the aisle there will be murmurs all over the church, "What a beautiful bride."

Call EXchange 4-4600, Extension 1326, for the names of the patterns illustrated.



Result Still Doubtful in B-W Bowling Tournament

By C. Oldenstadt

The Bronx-Westchester Bowling Tournament is rapidly drawing to a close, with uncertainty still existing as to which team will be the winner.

In Group "A" the Construction team is four games in front with the Division Maintenance Engrs. and Plant Accounting teams tied for second place. Group "B" shows the Safety First outfit leading by three games with Underhill and Repair No. 2 teams right behind.

Standings as of March 3:

GROUP "A"			
Team	Won	Lost	
Construction Combination	38	22	
Div. Maintenance Engr.	34	26	
Plant Accounting No. 1	34	26	
Chief Engineers	31	29	
Olinville	26	34	
Jerome	17	43	

GROUP "B"			
Team	Won	Lost	
Safety First	38	19	
Underhill	35	22	
South Bronx Repair No. 2	32	25	
Plant Accounting No. 2	31	26	
South Bronx Repair No. 1	19	38	
Heavy Construction	16	41	

HIGH INDIVIDUAL AVERAGES

Group "A"		
Name	Games	Average
Wenz	60	191
Clifford	39	187
Cahen	56	185
Bailey	57	184
Ziembinski	54	183

Group "B"		
Name	Games	Average
Oldenstadt	57	179

HIGH INDIVIDUAL SCORES

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

HIGH TEAM SCORES

Group "A"—Construction Combination—1040.
Group "B"—Safety First—915.

Pinochle Winners

Winners in the tournament held on Monday, March 26, 1934, at 140 West Street, were H. Pabst, P. Franco, E. Maher, G. Schlichting, H. Messelhauser, F. Buck, F. Hartman.

Financial Cops All the Honors in Manhattan Bowling League

The wind-up week of Manhattan Bowling found Financial at the head of both the Handicap and Scratch Leagues. Junger, in the scratch league, topped the high scores with 249, closely pressed by Blaha and Habestock, each with 247 in the handicap group. Uhle's 183.6 was high individual average in the scratch group, and Junger topped the handicap group with a high average of 177.9.

The final standings:

HANDICAP LEAGUE			
	Won	Lost	
Financial	42	24	
Executives	38	28	
Plant Engineers	37	29	
Construction Wiring	35	31	
Underground Construction	34	32	
Toll and Trunk	33	33	
Cable Placing	32	34	
Manhattan Revenue	32	34	
East 18th St.	29	37	
C. O. No. 1	28	38	
Repair No. 1	28	38	
Repair No. 2	28	38	

High team average—Cable Placing—821.5.
High team score without handicap—Cable Placing—949. High team score with handicap—Plant Engineering—971. High individual score—Blaha and Habestock—247. High individual average—Junger—177.9.

SCRATCH LEAGUE			
	Won	Lost	
Financial	44	16	
Headqtr. Acctg.	35	25	
Motor Vehicle	32	28	
C. O. No. 2	30	30	
13th St. Test	24	36	
East. Sales	15	45	

High team average—Financial—871.6. High team score—13th St. Test Bureau—1026. High individual average—Uhle—183.6. High individual score—Junger—249.

All Out for Golf Opener

The first Manhattan Golf Tournament of the 1934 Season will be held at Summit Country Club, Saturday, April 28, 1934. Entries close April 25, 1934. Golfers from all other areas are invited. Send entries to R. S. Kirkwood, Room 900, 140 West St. Telephone Exchange 4-4600, Extension 1638.

Telephone Pawn Pushers Tie with Chase Champs

The Chess Team of the Chase National Bank (Champions of the Commercial Chess League) and the N. Y. Telephone Company Chess Team played a match on March 12 which resulted in a draw.

Mr. L. A. Fusco, a new-comer, showing remarkable experience in the wiles of chess, and is a welcome addition to the telephone team.

The line-up and score:

N. Y. Tel. Co.		Chase National Bank	
Fusco	1/2	Phillip	1/2
Ritzler	1	Trinkle	0
Attwood	0	Paxton	1
Van Wormer	0	Karg	1
Colfax	1	Schermerhorn	0
Frank	1	Ackerley	0
Tersleff	1/2	Boeck	1/2
Buchanan	0	Cuevas	1
	4		4

The standing of the leading players in the Company Tournament to March 19:

	Won	Lost
Ritzler	29	1
Marr	31	3
Attwood	26	4
Van Wormer	27	7
Torsleff	25 1/2	8 1/2
Connors	25	11

N. Y. Tel. Celluloid Athletes Second in Met. Tourney

The New York Telephone Ping-Pong Club's team recently completed its most successful season, attaining second position among the seven teams participating in the 1933-1934 round-robin tournament in the "C" Division of the Metropolitan Ping-Pong Association. Of the twelve matches played during the season, the telephone team won nine and lost three, two of them to the Chase Bank team, leader of the division, and one to the Chesterfield Club. Other teams in the league are Spalding, J. R. Wood & Sons, Standard Oil Company of New Jersey and Kew Gardens clubs.

The club has two tables available for play and welcomes all who are interested in this fastest-growing American sport. Prospective members should get in touch with I. T. Doty, president, Room 980, 140 West Street, New York City, or with R. W. Brown, secretary-treasurer, Room 2126, of the same address.

Engineers Top L. I. Pin-Toppers, "Spot" Arenholz Holds Spot

By Bo Ling

"Spot" Arenholz still holds the coveted spot at head of the Long Island bowlers as far as averages are concerned although Ahrens' 266 tops the high individual game scores.

The Toll Traffic Engineers staged a tremendous upset with a three game win over the Windsor Central Office bunch. They were sore at finding themselves in the cellar alone and worked so hard that they caught the Financials and wrapped the cellar around them too.

The Financials suddenly realized the cellar was beckoning once more and staged a spurt in the last two games to win from the Chief Engineers No. 3. However, they rallied too late and must grin and bear it until next time. Chief Engineers No. 1 tried to take two from the Commercial Rep's and almost succeeded. Mr. Worth, however, assisted by Mr. Weinland, socked the Engineers down for the last game, thereby keeping in the running for fourth place.

The Mystic Knights almost lost a game to the Chief Engineers No. 2 by virtue of Frary's hot game. Then, in order to show what they could do they broke their high game score by 5 pins.

The Holy Rollers got off to a flying start by catching the Chief Engineers No. 4 in a weak moment and the Traffic Freaks counted the Plant Accounting into the red for two games and averaged 830 for three games without one 200 game.

This guy Montgomery apparently isn't satisfied unless he makes a big split at least once a week. He's in again with a 4-10 split spare.

Three more contests to go. There is still a chance for everyone to go crazy and cop some of the prizes. The improvement prize is within reach of all.

The standings:

BELL SYSTEM BOWLING LEAGUE No. 1			
Team	W.	L.	
Chief Engrs. No. 4.....	46	11	
Mystic Knights	40	17	
Windsor C. O.....	34	23	
Holy Rollers	33	24	
Chief Engrs. No. 3.....	29	28	
Commercial Rep's	28	29	
Traffic Freaks	26	31	
Plant Accounting	22	35	
Chief Engrs. No. 1.....	22	35	
Chief Engrs. No. 2.....	21	36	
Financial	20	37	
Toll Traffic Engrs.....	20	37	

High Individual Score—Ahrens—266.
High Team Score—Mystic Knights—984.
High Total—Three Games—Peterson—658.

INDIVIDUAL STANDING

Name	Games	Total Pins	Avg.	High Game
Arenholz	54	10079	186.6	247
Ahrens	57	10300	180.7	266
Fisher	54	9757	180.7	224
Fowler—179	57	10291	180.5	246
Morris	54	9706	179.7	237
Peterson	57	10217	179.2	247

BELL SYSTEM BOWLING LEAGUE No. 2			
Name	W.	L.	
North Bklyn. Com'l.....	34	17	
Chief Accountant	30	21	
Aud. of Disb.....	29	22	
So. Bkn. Blt. Engrs.....	26	25	
Gen. Plt. Supvr.....	26	25	
Gen. Plt. Emp. Supvr.....	25	26	
Staff Accountant	25	26	
So. Bkn. Const.....	25	26	
Main Plt. Dist.....	25	26	
North Bkn. Sales.....	24	27	
Com'l Engrs.	23	28	
President C. O.....	23	28	
Bldgs. & Supplies	22	29	
Hegeman C. O.....	20	31	

High Team Score—So. Bkn. Const.—964.
High Individual Score—Kennel—269.
High 3 Game Series—Tibbs—628.

INDIVIDUAL STANDING

Name	Games	Total Pins	Avg.	High Game
Murray	51	9348	183.3	234
Tibbs	48	8741	182.1	225
Ellsworth	48	8516	177.4	235
Fowler	51	8944	175.4	209
Latham	45	7849	174.4	222
Wallace	24	4130	172.1	210

Auction Bridge Winners

Winners in the tournament held on March 20, 1934, at 140 West Street were Miss N. Pitchell, Miss M. Conway, Miss K. Graham, Mrs. M. Gebell, Miss M. Pidgeon, Mr. Peniston, Mr. Kauffman, Mr. Lowenthal.

Bowden, Tennis Star, Bows to Nerhood at Ping-Pong

Pelting the little celluloid ball into various gyrations, maneuvering it craftily across the net, J. C. Nerhood of the Advertising and General Information Department, New York, won in the finals of the recent annual spring tournament of the New York Telephone Ping-Pong Club, defeating Frank Bowden, of the Eastern Manhattan Sales forces. The contest, however was a close one, as Bowden proved himself an ace in ping-pong as well as in tennis, where he is a nationally-known figure. Frank, it may be recalled, recently eliminated ean Borota of France in the national indoor tennis tournament.

Nerhood took the first two games handily; but with beautiful placements and "kills," Bowden won the next two with comparative ease. The fifth and deciding game in the ping-pong match was a pretty even affair, until toward the end when Nerhood's shots became more effective, thus enabling him to win, 21-19, 21-16, 16-21, 8-21, 21-15.

Twenty-two players participated in the tournament. On the way to the finals, Nerhood eliminated J. J. McDonnell, 14-21, 21-12, 21-17, while Bowden won over J. E. Massey, 21-13, 21-17.

Duplicate Contract Winners

Winners in the Duplicate Contract tournament held on March 8, 1934, at 140 West Street were:

North and South—Quinlan-Schlenger, 197 Match Points; Goodenough-Owen, 182½ Match Points. East and West—Parks-Van Wormer, 189½ Match Points; Peets-Coulter, 181 Match Points.

Another mixed bridge tournament was held on Wednesday evening March 14, 1934, at 140 West Street. The winners: North and South—Goodenough-Mrs. Coloney; East and West—Broch-Wylie.

Edisons Nose Out Tel. Team for C-I League Honors

The N. Y. Telephone Number 2 North Brooklyn Division Bowling Team won second place honors in the Commercial-Industrial Bowling League of Brooklyn comprised of fourteen teams.

Our team led the league most of the season until the final three nights the Edison Company bowlers blasted the pins unmercifully and beat the Telephonites for the League Championship by three games.

STANDING OF THE FIRST FIVE TEAMS			
Team	Won	Lost	Ave.
Bklyn. Ed. Co.....	55	20	923
N. Y. Tel. No. 2.....	52	23	919
Peerless Sprink.	50	25	929
Bklyn. Gas Co.....	50	25	924
Mutual Life	48	27	910

N. Y. TEL. NUMBER 2

	Ave. 75 Games
H. King	183
Sinnegan	188
Wienberg	170
Valentine	179
Hordlow	185

Challenges have been issued by North Brooklyn to the best teams of the L. I. Area bowling leagues in order to decide who are the king pinners of this Area. Challenges also will be accepted from the bowlers in other areas. Call F. A. Valentine, Exchange 6-5100, Extension 3171.

Big Turnout for L. I. Pinochle

The Long Island Pinochle Tournament completed its sixth night of play on March 8th with ninety-four members participating. Winners for evening: E. Crager, J. Fries, M. Trinett, J. Becker, L. Nielsen, F. Biss, B. Smith, H. Pasch, L. Gerstmann; door prize, F. Dellaporta.

The next tournament will be held on Thursday, April 12th at 7 p.m. in basement "A" Cafeteria, 101 Willoughby Street. All are welcome.

P-A Girls Lead Basket League

Manhattan Girls Basketball is still going strong with Plant Accounting still in a one-game lead over Plaza-Murray Hill.

Standing as of March 19:

	Won	Lost
Plant Accounting	8	2
Plaza-Murray Hill Acctg.....	7	3
Auditor of Disbursements.....	3	5
Riverside Acctg.	0	8

Staten Island Commercial Outbowl Edison Acas

The Staten Island Telephone Company Commercial gave the Edison Corporation Acas 40 pins a game and romped away to a lead of 244 pins in the first half of their home-and-home match, bowled at Gaynor's lanes.

George Keppler, leading off for the Phone team, hit 257 and 204. Bill Wright, a teammate, shot 201 and 233.

TELEPHONE COMMERCIAL—2,730

Keppler	257	204	153
Biggs	150	168	205
Anderson	179	153	181
Sullivan	144	189	180
Wright	143	201	223
	873	915	942

EDISON ACAS—2,486

Brown	146	174	199
Clark	138	149	167
Ennis	188	142	126
Von Sneidern	147	135	166
Adams	150	169	170
Handicap	40	40	40
	809	809	868

In the second half of the match bowled on the Plaza lanes the Telephone Commercial team held the Edison Acas even to the pin. They won by 244 pins, the margin by which they triumphed in the first half.

Bill Wright, Telephone anchor, walloped scores of 241 and 237.

The scores:

S. I. EDISON ACAS—2,617

Brown	170	176	186
Clark	164	146	129
Ennis	212	151	176
Higgins	187	183	171
Von Sneidern	143	157	146
Handicap	40	40	40
	916	853	848

N. Y. TELEPHONE COMMERCIAL—2,617

Keppler	181	202	164
Biggs	167	161	174
Anderson	131	132	160
Sullivan	151	166	179
Wright	241	171	237
	871	832	914

Choral Society Membership Open to Any Employee Who Sings

The 140 West Street Choral Society is the latest of the employees' social organizations. The Society was organized for the mutual enjoyment of its members in the rendition of choral music, to furnish a permanently trained group of singers to aid in the annual Christmas Carol and Memorial Day Services held in the 140 West Street Building, and to prepare musical programs for a series of concerts for the entertainment of their fellow employees of the company and their friends.

Rehearsals are held each Tuesday evening from 5:15 to 6:45 in the auditorium on the 31st floor of the 140 West Street Building.

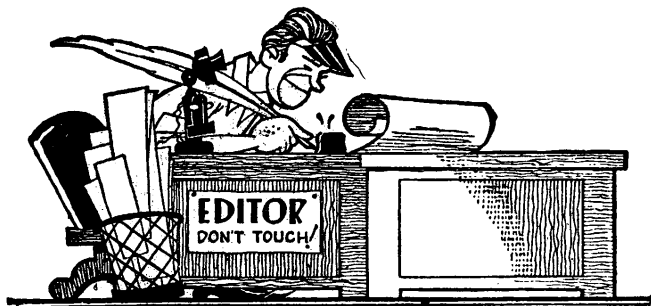
The musical director for the Society is J. M. Roche who, for the past several years, has conducted the Christmas Carol and Memorial Day Services in the 140 West Street Building. Under his capable direction, a fine program is being prepared for the Society's first concert to be given early this summer.

The permanent membership of the organization consists of approximately one hundred voices. Membership is open to any man or woman employee in the Manhattan Area. Any employee who desires to join the Society may apply for membership to J. K. Wright, Chairman of the Membership and Attendance Committee.

World's Oldest Subscriber

The world's oldest telephone subscriber, in length of continuous service, has recently been found in New Haven, Conn. He is Dr. Ernest LeRoy Thomson, a retired physician.

A Word
With
You



AGE P. SYLVAN, who resigned from active telephone work last month in anticipation of retirement, departs with the good wishes and affection of all of us and especially of those who have been privileged to know him and work with him. In another column of this issue appears a sketch of his various activities.

In the latter years of his telephone work it was Mr. Sylvan's job not only to help formulate various welfare plans and policies and those for the betterment of working conditions but also to carry them out as a reflection of the company's ideals of its relations with its employees. In so doing he brought to his job a great measure of sympathy, understanding and humanity and his administration of company policies played a large part in the development of that indefinable thing we call the Bell System spirit.

* * *

With all good wishes for prosperity, success and long life, we extend the right hand of fellowship to the *Up Stater*, the new newspaper-magazine which records, for our co-workers north of the Westchester line, matters of interest grave and gay, local and otherwise. And with our slightly belated—blame it on the February blizzard—bouquet and congratulations on excellence of the first issues may we add the hope that some of the imposing list of associate editors will remember to send the REVIEW a story whenever they run across one that they think would be of interest to a lot of us down state who are not on their mailing list.

* * *

Today we said "hello" to about twenty of our friends, acquaintances and creditors and everyone of them came back with the question: How are you?" Taking this poll as a straw vote we cannot escape the conclusion that all our friends, acquaintances, etc., are intensely interested in the state of our health; and since all of our friends and acquaintances, and especially the etc., comprise a large number of individuals a public announcement appears to be in order. WE ARE MUCH WORSE.

At this particular minute we yearn for a care-free life of indolence and ease on a south sea isles where the trees and vegetables provide an open door automat; soft banks of ferns, a comfy rest couch, marked down to nothing from \$39.50; fish to be caught, if it isn't just too much trouble, without cost for boat or bait and beautiful natives scattered around to entertain us with their strange and entrancing folk songs.

At this particular moment we hate the man who invented work and wonder why he had to do it. If we had twice as much energy we might feel like thinking of doing an hour's work tomorrow. In other words, we have an acute attack of SPRING FEVER.

Perhaps you doubt that there is any such disease and believe we have gone cuckoo or added a little more to our already plenteous store of laziness. All right. We said spring fever and we'll prove it. Right here in front of us is a piece of copy sent to us by Dr. Leverett D. Bristol, who is Health Director of the A. T. & T. Company, and its headline is "Get Ahead of Spring Fever." Here's what he says:

Spring fever isn't recognized in the high society of scientific diseases, nor is it listed in medical text-books or dictionaries, but it is *real* just the same. It may be defined as the physical and mental let-down that comes in the spring months.

The prevention and cure of ordinary cases of spring fever are to be found in fresh air, exercise, good food—particularly plenty of fresh green vegetables and milk—and enough rest. Except in very rare instances "spring medicines" are of little or no value. Some individuals do need a tonic and this should be prescribed by a reputable physician based on a careful physical examination. Self-diagnosis and self-treatment should be avoided.

Come to think of it, we are in thorough accord with Dr. Bristol's advice, especially the fresh air dose. (Oh, Pete, come here. Send this piece to the printer and tell 'em we want a proof tomorrow morning. We won't be back this afternoon, if anyone calls. We're going out into the field.) And we hope that those greens we need at this time of year aren't too full of heel prints to make our putting much worse than usual.

In Memoriam

NAME	TITLE	DEPARTMENT	LOCATION	SERVICE DATE	DATE OF DEATH
DUBE, MRS. ANNE E.	Clerk.	Plant.	New York City	10- 9-23	2-21-34
FENNON, MRS. MARIE.	Operator.	Traffic.	Brooklyn.	4-23-24	2-10-34
HOGAN, MARY A.	Clerk.	Traffic.	New York City	8- 9-26	2-15-34
MAHON, FRANK T.	Representative	Commercial..	Glens Falls.	5-16-07	2-11-34
McCAULEY, JOHN E.	Installer.	Plant.	New York City	11-18-06	3-12-34
MORRIS, WILLIAM P.	Retired.	Bldgs. & Sup.	White Plains. .	5- 1-80	2-23-34
SEWELL, JULIA A.	Retired.	Traffic.	New York City	11-27-99	2-25-34
SILIO, ROSE M.	Operator.	Traffic.	Nyack.	5-17-26	3- 1-34
WEISE, GEORGE W.	Re-ired.	Commercial..	Brooklyn.	4- 6-03	2-24-34
WUNDER, MICHAEL.	Wa chman...	Bldgs. & Sup.	New Yo k City	6- 3-18	3- 8-34

Service Stars

MANHATTAN AREA AND GENERAL

NAME	DEPT.	LOCATION	YEARS OF SERVICE
BABBITT, HENRY M.	Plant.	B. & S.	20
BAERST, FRED G.	Plant.	E. Manh.	21
BREVIK, ALFRED J.	Plant.	Cons. & Eng.	30
BRIMLEY, MARY E.	Traffic.	W. Manh.	20
BULMER, NELLIE I.	Traffic.	General.	20
CANFIELD, WM. J.	Plant.	So. Manh.	35
COMFORT, MRS. ANNA.	Acctg.	W. Manh.	22
DORLEIT, SEMON.	Plant.	Cons. & Eng.	35
EHLERS, EDWARD R.	Plant.	So. Manh.	23
FEENEY, FRANCES.	Traffic.	General.	25
FLECKSER, EDWARD.	Plant.	E. Manh.	30
GILWAY, JOHN J.	Plant.	Cons. & Eng.	20
McALLISTER, VIVIAN.	Plant.	E. Manh.	25
McDERMOTT, PATRICK.	Plant.	Cons. & Eng.	35
MULLER, WM. F.	Plant.	So. Manh.	30
SMETAK, FRANK.	Plant.	Bldgs. & Sup.	20
STACEY, ORLANDO F.	Plant.	So. Manh.	25
STANTON, JAMES J.	Traffic.	General.	30
WALL, CHARLES E.	Plant.	So. Manh.	20

BRONX-WESTCHESTER AREA

NAME	DEPT.	LOCATION	YEARS OF SERVICE
CAMPBELL, MGT. F.	Traffic.	Westchester..	20
FOREMAN, ROBT. G., JR.	Plant.	Westchester..	30
McLACHLAN, JOHN.	Plant.	Bldgs. & Sup.	20
UZAROWICZ, JOHN.	Plant.	Westchester..	30

LONG ISLAND AREA

NAME	DEPT.	LOCATION	YEARS OF SERVICE
BARTZ, HUGO.	Plant.	South Bklyn.	25
CUNNINGHAM, JOHN J.	Plant.	South Bklyn.	40
HALL, JOSEPH D.	Plant.	Queens.	30
KUPFER, JEROME R.	Plant.	Queens.	26
NEUMAN, THOMAS E.	Plant.	South Bklyn.	35
SIEMON, PAUL M.	Plant.	North Bklyn.	30
TOOMEY, EDWARD.	Plant.	Queens.	23
WAGNER, BERNARD S.	Comm'l.	Queens.	25
WALSH, JOHN A.	Plant.	Suburban.	25

UPSTATE AREA

NAME	DEPT.	LOCATION	YEARS OF SERVICE
ANDERSON, FRANCIS V.	Plant.	Syracuse.	28
BRASHAW, MARY E.	Traffic.	Ogdensburg..	25
CALNON, HANNAH.	Traffic.	Potsdam.	25
DELAIR, ELIZABETH M.	Traffic.	Tupper Lake.	24
FLETCHER, ELEANOR R.	Traffic.	Gouverneur..	27
HOLZMAN, CHARLES L.	Plant.	Buffalo.	20
JOHNSON, GEORGE M.	Plant.	Endicott.	20
NEWMAN, GEORGE E.	Plant.	Syracuse.	21
O'LEARY, THOMAS J.	Plant.	Poughkeepsie	20
PICKARD, RATA O.	Comm'l.	Tonawanda..	26
ROBERTS, WALTER L.	Comm'l.	Syracuse.	20
ROBERTSON, MRS. E. E.	Traffic.	Cuba.	24
SCIOLE, JOHN.	Plant.	Buffalo.	20
SITTERLE, LENA M.	Traffic.	Buffalo.	22
WOODRUFF, HARLAN J.	Plant.	Schenectady.	20

Organization Changes

Accounting

V. G. Krause, Auditor of Disbursements, Long Island, has been transferred to the Accounting Headquarters organization and appointed General Supervising Accountant.

C. N. Wolf, Auditor of Disbursements, Bronx-Westchester, has been transferred to the Long Island Area and appointed Auditor of Disbursements.

W. F. Maiden, General Supervising Accountant, has been transferred to the Bronx-Westchester area and appointed Auditor of Disbursements.

Long Island-Commercial

W. W. Driver, Manager, South Area, has been transferred to Manager, Triangle Area Main District Office.

J. F. Mangan has been appointed Manager, South Area.

Up State-Commercial

T. E. Kilbourn, Manager at Oneida, has been appointed Manager at Rome. Temporarily, Mr. Kilbourn will continue to act also as Manager at Oneida.

R. L. Lincoln, District Sales Manager, Albany, has been appointed Staff Assistant, reporting to the Division Sales Manager, Eastern.

H. F. Phelps, District Sales Manager, Binghamton, has been appointed District Sales Manager, Albany.

R. G. Masters, Commercial Representative, Syracuse has been appointed District Sales Manager, Binghamton.

J. B. Cashin, District Sales Manager, Kingston, has been appointed Representative to handle Toll and TWX work, reporting to the Division Sales Manager, Eastern.

W. C. Smith, Jr., Representative, Poughkeepsie, has been appointed District Sales Manager, Kingston District.

THE TELEPHONE REVIEW

140 West Street, New York City

KENNETH LORD, Editor

GEORGE A. PECK, Managing Editor