

Telephone Topics

April
1931



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Yep, this is little Willie whose sister works in the telephone office. An April shower has come up and on Willie is wished the job of taking Sally's raincoat, umbrella and rubbers to the office. Does Willie hate to get those rubber boots of his wet? Don't be silly, says Willie.

“Although not appearing on the balance sheet, the greatest asset of the Bell System is the skill, energy and character of the hundreds of thousands of men and women who make up its organization, who have during the past year rendered a more efficient service than ever before.”

— President Gifford in his annual report to the stockholders.

Not on the Balance Sheet

WHEN a financial editor takes an hour off on a busy night to read something, that something is good. When he passes it around to some of the boys in the office with the advice to read it and the boys take to it like the latest literary sensation, it is not, you can wager, lacking in punch and worth.

The book was the annual report of the American Telephone and Telegraph Company. “The best thing in its line that I know,” said the financial man, “and I look forward to reading it year after year, only to marvel more at each succeeding copy.”

We stockholders all have our copy of the report and everybody has, no doubt, read it. Certainly no one should overlook the fine tribute, quoted above, that President Gifford paid to the hundreds of thousands of employees of the Bell System.

That appreciation of employee skill, energy and character goes far beyond mere words is patent in the statement of the amount of money that was spent in fulfilment of the terms of the Benefit Plan, and in the figures that show the effectiveness of the Thrift Plans that the system promotes. We who are used to good treatment may not realize that the world wonders at the personnel policy under which we work.

“Topics” Birthday

NEXT month TELEPHONE TOPICS enters the twenty-fifth year of its existence as the Company magazine. We plan to celebrate with a few special features.

Telephone Folks at Home

ASIDE from the fact that we know that our mode of living is, generally, based on the amount of our pay, we little realize how much the daily job affects our lives and conduct when off the job.

No one will deny that telephone men are among the most useful and ingenious of our citizenry. When they get home at night they do not all frivol their time away, but many of them stand at the bench and turn out a neat job of handicraft. No doubt it is simply inherent in the character of the business that so many of our men are of the “doing” type. It must be that telephone work educates the hands and minds along lines that are useful.

As for the girls, it is taken for granted that operators who say “thank you” all day, are polite beyond the family’s fondest expectations at night when the food is passed at the dinner table. The “thank you” habit is thus far ingrained.

We have particularly in mind a young man who spends much of his time in the office shuffling a slide rule, and you naturally wouldn’t think he could do much with it at home. But, he does.

He has a new baby, and that innocent infant’s life and actions are charted like nobody’s business. No central office was ever more completely engineered than is this child. The curves tell the story. When the baby’s asleep in the evening, and the ensuing hush falls over the house, papa sits down to some vital statistics. It may be a milk consumption study, a cost study, computation of growth in weight per week, per day, per hour to three decimal points. Nothing less than a provisional estimate of future requirements of food, clothes, safety pins, etc., will suffice, with an occasional “present view” to bring baby’s data up-to-date.

Then there is the curse of the wire worker who is never content unless he is stringing copper around the house to rig up something new until the walls

of the old family mansion are wired like a chicken yard.

These, friends, are but a few of the penalties of working in the telephone business, as against some of the good points mentioned in the annual report.

Contact—No Interview

HERE'S the synopsis of a little dramma that might be entitled, "Weeks' Persistence Wins."

It seems that among the means used by the Commercial Department in Portland to get prospects for telephone service is a thorough check and comparison of those in the city who have electric light service but no telephones. The names of those in this class are at once placed on the prospect list and shortly thereafter they find the mail man bringing them choice pieces of direct mail matter stressing the desirability of having a telephone in the home.

Some of these letters are followed by a personal visit from Commercial Representative W. J. Weeks. Things were going along smoothly for Mr. Weeks until he came upon the name of an advertising agency that seemed to have three or four offices in the city, a puzzling situation in a town the size of Portland. Strangely, at each and every address given in the list Mr. Weeks found a vacant lot, so, saying to himself that something must be cuckoo in Copenhagen, he waited patiently for the mystery to solve itself, which it did.

A few days passed and the name of the advertising

agency appeared on the list at another address, so Weeks, undaunted, hastened to the spot only to find another vacant lot. Perplexed, he dropped into a drugstore for a restorative, and after asking a few questions got the answer to the puzzle.

The advertising agency owned illuminated billboards on various lots all over the city. The boards had meters on them, and hence were listed on the light company's roster. Thus were perfectly good mailing pieces and a perfectly excellent commercial representative going to varied vacant lots to drum up trade with inarticulate billboards.

This story is told not to exemplify the sadness of frustration; the moral, if any, is this: No matter what tough luck our salesmen encounter, they aren't missing any bets.

Makes Jinx Day a Happy One

FRIDAY the 13th of March was a lucky day for Patrick Clinton, janitor in our Milk Street building because it brought him the opportunity of being instrumental in returning \$175.00 to Mrs. Alice Brackett of Caribou, Maine, who had left her purse on an "El" train. Clinton, when he found the purse, immediately turned it over to the guard. Mrs. Brackett in the meantime realizing her loss, repaired to the Elevated platform at the South Station and waited for the train to come around the loop. She was happy that an honest man had found the pocket-book.

Imagination—for Old and Young

Imagination is a good quality to have — in moderation, that is. Too much imagination is sometimes worse than too little, and that is bad enough. Everyone is imaginative as a child. Think back, and remember all the things you used to imagine. Fairies, princesses, dragons, Santa Claus, the Sandman, witches, hobgoblins — oh, all kinds of things. And then as you grew older, how the first childish beliefs fell away, and you began to imagine yourself as the hero or heroine of the books you read or the movies you saw. Some people continue to do that even when they are grown up, and it isn't as silly as it might seem. Because if anyone is lonely or discouraged with their actual life, it can help a lot to be able to imagine another more satisfactory one.

But although most everyone outgrows the

imaginings of childhood, there are practical kinds of imagination for grownups. There is the kind that places you in a better job than the one you have now, that kindles your ambition to get it, and that lets you plan in advance just what you would do in it, so that you are ready when it really comes. And there is the imagination that pictures emergencies before they happen — fires, floods, accidents — so that you can practice doing in your mind what you would do if the real emergency ever occurred, and so be prepared for it.

But the danger lies in imagining the future before you are sure of the present. Unless you are doing your own job as well as it can be done, there is little need of imagining yourself doing someone else's.

—W. B. Blake.

World's Largest Dial P.B.X. in Skyscraper

ENOUGH central office equipment for a city of 50,000 people serves a single subscriber in New York and constitutes the largest dial telephone private branch exchange switchboard in the world.

This subscriber is the National City group, composed of the National City Bank, the National City Company and the City Bank-Farmers Trust Company. Their P.B.X., provided by the New York Telephone Company, occupies practically an entire floor of their recently completed skyscraper, one of four new buildings in New York taller than the Woolworth Building.

Radiating from the combination dial and manual private branch exchange are 2,900 extension lines, 430 trunks, and 220 tie-lines to 40 other P.B.X.'s. Its 39 operators' positions and associated 1,138 line-finders, selectors and connectors are designed to handle 10,750 calls in an hour.

It has a present capacity of 5,000 extension lines and the initial installation can serve around 2,900. Plans for its enlargement when the need appears, will enable it to serve 7,000 telephone lines ultimately. The 430 trunk lines connect it with the Bowling Green central office from which it is served, and provide a group direct to the New York Long Distance center.

The 2,900 telephones to be directly connected with this P.B.X. will be in the headquarters of those National City affiliates, all within an area of two blocks. They have about 40 branch banks and offices in greater New York. Each has its own P.B.X. The 220 tie-lines connect these 40 P.B.X.'s with each other and the 2,900 telephones at head-



Almost an entire floor of the new City Bank-Farmers Trust Company Building, New York, is devoted to the P.B.X. which serves the National City Group.

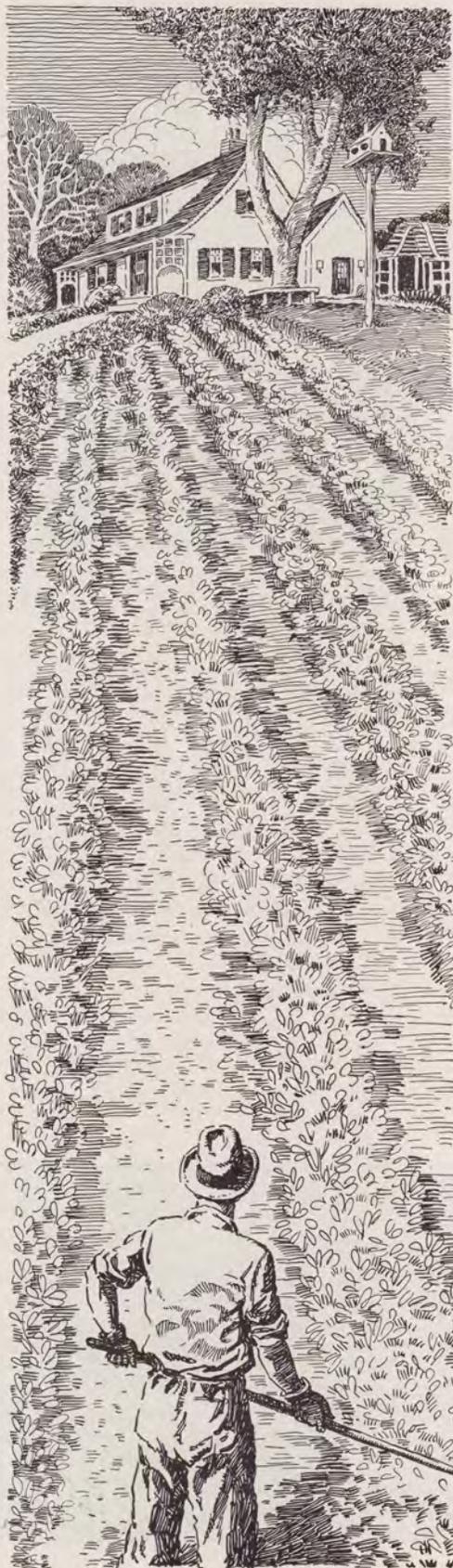
quarters through the main P.B.X., thus making it, in addition to just a huge P.B.X., also a sizable P.B.X. tandem center.

Inter-extension calls are dialed. The branch P.B.X.'s have three-digit code designations, are dialed and served by attendants at the branch end. For local "outside" calls the central office digit is dialed, followed by the number as it would be dialed from any telephone. Toll and long distance calls are passed by the attendants at the manual sections and they answer and route all incoming calls, including those from the branch P.B.X.'s.

Engineers, traffic men and others who call telephone things by their right names call this system the 702 P.B.X. This is the largest installation of the largest type of P.B.X. yet designed by Bell System engineers and one of the first of its type to be installed.



Manual positions of the City Bank-Farmers Trust Building P.B.X. in New York, the world's largest dial private branch exchange.



I Have a Little White House All Picked Out

Says the man who wrote the best essay and won \$10 in the Thrift Counselor's contest on the subject, "What I shall do when I retire from telephone work."

IT is strange to be out here in the late fifties with retirement just around the corner. To be more accurate, it always seemed as though it would feel strange. Really it appears as quite all right.

Not that I am looking forward to a release from the activities of the telephone game — for that part is hard to realize — it has so filled the past that it is impossible to imagine what it will be like without it.

Let me introduce myself. I should guess that if a chemist were assaying the group I would test out as a fair sample of the lot as a whole. My salary is moderate and I have no illusions about many more increases. I am still active, am producing an idea from time to time (and they are more reasoned than they were fifteen years ago). I have a small force under my direction and am a bit of a specialist in my particular branch.

At thirty, with a wife and a couple of children, I thought largely in terms of the present. The roaring forties brought home the realization that something had got to be done about the future.

I hadn't been entirely calloused to a possible need in old age, for as a family we had been saving a bit each year; taking about half the allowed shares of A. T. & T. stock, and had purchased a small house in the suburbs, but just what we proposed to do in the autumn of life was indefinite until we discovered the little place in the country.

It was a small white house, setting back from a main throughfare, surrounded by about an acre and a half of land sloping off towards the outskirts of a small village. It caught our attention, then our fancy, and when it went up at auction, a bid of \$2,000 secured it. Paid-up stock provided collateral for a loan, while shares in the Company Co-operative Bank furnished the remainder.

The property is now rented at a figure which provides for taxes and upkeep, with a little left to help on the mortgage. The tenant is working a small garden, while a few dollars invested in fruit trees and vines will soon begin to return dividends.

When the time comes we expect to dispose of our present home, so

that with our pension and A. T. & T. dividends there should be a couple of thousand a year to live on.

The taxes are easy and as some of us swing a mean paint brush, while others use a saw and hammer with considerable skill, the upkeep should not be difficult.

The family are perfecting plans for a porch to be used as a tea room. I can now look forward to the summers of out-of-door work in the vegetable and

flower gardens, the vines and the berries, with hoped-for work on re-finishing furniture (at which I am not so bad) for winter months.

The Company Agency Office is only a couple of houses away, and who knows, perhaps they will want a new Agent and I won't have to leave telephone work entirely behind even then.

At any rate, there is the most essential feature for health and happiness — a plan for tomorrow — be it at sixteen or sixty.



My Aim is to Travel and then Settle Down to Some Useful Civic Work

By a WIRE CHIEF

SOME years ago, I decided to plan my savings and expenses in order that I might be assured of independence at the age of retirement. I started a checking account and for two years all bills of \$2.00 or over were paid by check. By doing this I was able to get an average of my expenses and to start eliminating those which were unnecessary. I bought supplies of all kinds in larger quantities and paid cash, sometimes by check, for everything. I found that by owning three suits and having them cleansed and pressed frequently, they lasted longer and reduced my clothing bill considerably.

I estimated actual living expenses, plus recreation and luxuries, for a family of five and found out how much it would cost to educate three children whom, under ordinary conditions, I would not have to support when I retire.

My next thought was of a home in a desirable town. I selected an inexpensive piece of land in a good location where, if necessity demanded, I could do some work such as transporting children to school, renting boats, taking parties up a nearby river, selling supplies to campers or handling a chicken farm. This land can now be used as a camping place and during the summer provides a healthful, inexpensive vacation for my family.

Insurance was the next item which demanded my attention. I covered myself with enough insurance to provide for my family for fifteen years in case of my death, taking a 20-payment life policy

that will be paid up before I retire. I buy all the American Telephone and Telegraph Company stock that my salary allows, reinvest my dividends in accordance with our Company's plan for employees and have deductions from my pay for deposit in the Credit Union. As increases come along, I divide them on a 60-40 basis, 60% saving and 40% luxury. I do not change my basic mode of living.

I will not draw any money from savings nor will I sell my stock under any condition. If anything occurs which is not provided for in the budget, I borrow money and cut the allowance for recreation or luxuries until the loan is paid back. If savings are in any way retarded, my plan is useless.

The money deducted for deposit in the Credit Union is allowed to accumulate until there is enough to reinvest in American Telephone and Telegraph Company stock when "rights" are issued. If I am unable to purchase all the stock to which my "rights" entitle me, I sell the remaining "rights" and deposit the money in the Credit Union until such time as the Company shall offer another similar opportunity.

I estimate that I shall need \$40.00 per week at the age of retirement. I want to travel for a while and then enter some kind of civic work for community benefit and it is my hope that my program will be the exception to Robert Burns' well-known words,

"The best laid plans o' mice an' men
Gang aft agley."

Racing Spirit Stirs Western Traffic to Lead in Sales

THE great Western Derby! Did you ever hear of it? You know about the Havana Derby when the Prince of Wales, society and the common herd rubbed elbows to enjoy the thrill of seeing the best in horseflesh fight it out on the turf?

Well, the Western "Darby" is hotter stuff still. It takes place on the sales speedway of the Western Division and is stirring up plenty of enthusiasm as every Traffic man and girl tries his and her utmost to make the record look good for their particular horse. The nags have some nifty names and the jockeys are the district Traffic Superintendents, no less — just to raise the interest and increase the fun.

And that is a real point in the Western's way of

doing this sales job. They are having a grand time at it, and incidentally are turning in more sales than any Division in the Company.

District men were requested to name their own horses. In some of the districts, employees were asked to submit names and a great deal of fun and interest, was shown before the race was even started.

Dave Hall, of the Pittsfield District, held a district committee meeting and the name of "Lightnin'" was suggested for his horse, as being particularly applicable to the Pittsfield District, indicating speed.

When Horace Roby submitted the name "Hydrant" for his horse, everyone appreciated the joke, knowing Horace's propensities. For many years Horace has been known as a firebug — his favorite diversion being to run to all fires.

"Ginger" was selected by the Springfield District-ites as one to inject the right spirit into the force.

Much mystery was attached to the naming of the Worcester horse "Bevo" — memory recalling a famous Milwaukee product of pre-Volstead days. However, Mr. Jones tells us it was named for a horse that was given considerable fame out West some time ago, but had lost some of its pep. It was picked up cheap by the Worcester Stable and they believe it is likely to duplicate its early record.

"Go-Getter" was chosen for the Division Office horse as indicating the spirit and enthusiasm of the Division Office Sales bunch.

Speaking of names, and enthusiasm, read part of one of their snappy bulletins giving the result of the contest for one month:

"Major honors in the Derby went to the three-year-old maiden Ginger, Dee up, of the Springfield stable. Ginger sure had to step, as she barely nosed out Lightnin' of the Pittsfield stables. Jockey Hall claims that his specs were dusty and that he didn't see the finish line quick enough to give his gander the whip for the spurt to the finish, but he says, 'Watch me and Lightnin' blow the works at Miami.'

"Hydrant finished a good third. This nag opened up six panels in 1.17—3-5 on the final, a move which clearly suggests that his filly is jest rarin' to go. Jockey Roby is smoking a new brand and he claims that this will put him right out in front in the next race.

"Go-Getter isn't offering any alibis. Here's a nag that can really run when in the mood. A flash from the barrier, that hoss is liable to break on top at

Announcing the Great Western Derby



THE eyes of the sporting world are directed on this Great Derby, which brings into monthly competition during 1931, the fastest and hottest bunch of thoroughbreds that ever kicked up the dust on any race track. The first heat of this classic was started under the balmy southern skies of Havana during January, results to be announced around February 10.

HERE'S THE CARD — AIN'T IT A WOW — AND HOW —!		
Hoss	Jockey	Stable
Bevo	SAM JONES	Worcester
Lightnin'	DAVE HALL	Pittsfield
Ginger	DICK DEE	Springfield
Hydrant	HORACE ROBY	Vermont
Go-Getter	C. W. BAYER	Div. Traffic

Flash from Havana says that! (over A. T. & T. Co. line)
"Utmost confidence prevailed in each stable on the eve of the first race of the Great Western Derby. Every horse and jockey was in fine fettle as they faced the barrier. The good old stop watches show it's going to be a hot race. Get your money down on your favorite! It's anybody's hoss race. Each employee can be trainer and groom and keep his or her favorite in tip top condition by hustling for their district quota."

Get out your curry combs and clean up your prospects. With plenty of sales in his feed bag your favorite hoss will show his heels to the pack and breeze home in a walk.

Watch for the Derby Results February 10th

Line up around the fence, and cheer your favorite home!

May the Best Hoss Win!

Miami and never be headed by the field. 'C. W.' has had his bifocals polished up, to see the way clearly out front and stay there.

"Bevo, with Jones up, finished 5th, but he isn't a long shot by any means. With due improvement he will zoom to victory. Fancy track conditions which are promised at Miami will be to order for Bevo. Jones is a nifty jockey and will make a gallant stab for the top dough and is apt to finish looking back on the field."

Posters announcing the Great Western Derby were sent out February first, requesting everyone to watch for the results of the January race around February 10. These posters succeeded in instilling in the forces the competitive spirit so necessary in a contest of any kind.

The Derby is based upon monthly competition results and bulletins are sent out by the 10th of each month, showing the relative positions of the horses, according to the Districts' results for the previous month, with the story of the race.

The Derby is held at a different track each month and the sporting terms used in the write-up on the bulletin tend to make the Derby a hot contest.

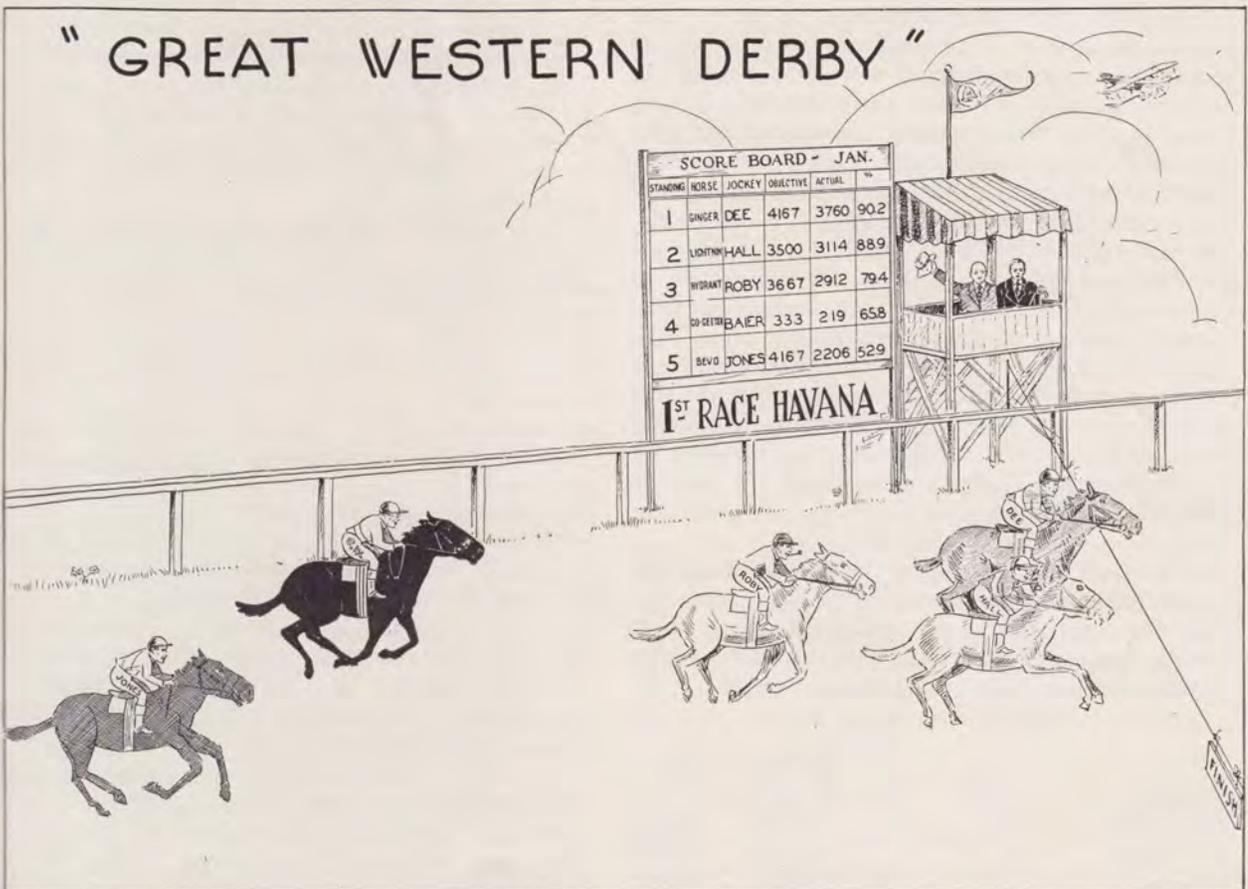
The original drawing of the Derby is sent to the printer around the fifth of the month and sufficient planographed copies are made up for distribution to every company operated office and agency in the division, as well as to other departments, and to Boston.

Various means are used in the districts to stimulate interest in the local results. The Division Office is conducting an Air Derby, planes being captained by the five committee members of the Division Office. By supplying "Go-Getter" with the proper rations around the track, they help C. W. to ride with greater vim.

Worcester is holding a bridge contest for all Company-operated offices, and another for the agency offices. The contest is in the form of a military whist, and each dollar in revenue is to count as a point. Prizes will be awarded at the end of the year to the office showing the most points.

Vermont is conducting a raffle. Every employee who makes a sale is given a ticket numbered serially, the lucky one to draw an electric clock at the end of the year.

Offices in the Springfield District are increasing



A TYPICAL MONTHLY BULLETIN SHOWING THE PROGRESS OF THE RACE.

sales by means of teams, the winning team being the guest of the losing team each month at a bridge party.

In the Pittsfield District, a baseball team is now being formed, which is expected to boost the sales for this district beyond all previous performance.

Which Is Your Steed?

<i>Hoss</i>	<i>Jockey</i>	<i>Stable</i>
Ginger	Richard J. Dee	Springfield
Lightnin'	David C. Hall	Pittsfield
Bevo	Sewall A. Jones	Worcester
Hydrant	Horace E. Roby	Vermont
Go-Getter	C. W. Baier	Division

THEY started on a competitive basis three years ago. Every company-operated and agency office got into the first foray and watched the "sales meter" periodically tell the story. But this form of contest was a little too tame for the Western folks, so in 1930 they started a mountain climbing contest which increased the interest and produced the results. The district men were allowed to set their objectives for the year and a total of \$161,000 was set as the bogey for the year for the division.

Sales Mountain Climb bulletins went out each month, showing the objectives by districts and the racing cars, with the district Traffic heads as drivers, placed in their relative positions in accordance with the result that they had achieved each month.

Interest was aroused from the very beginning and the results were watched carefully by everybody. The factor that helped a lot was that no district took the lead and held it. Each month, practically, a different driver forged to the front, and the element of uncertainty helped greatly to sustain interest.

Finally the old State of Vermont crashed through for the year to win the climb and much credit was given to Horace Roby, Superintendent of Traffic, with plenty of credit left for the good job done by Traffic Managers Hall, Dee and Jones for the fine work that they and their forces did in the other districts.

As we said, the objective for the year was \$161,000, a figure which was considered pretty high, when set. That the actual proved to be \$226,000 shows what can be done with enthusiasm and as the pushing power, when you have a mountain to climb.

Notice the results by districts for 1930:

	<i>Objective</i>	<i>Actual</i>
Pittsfield	\$35,000	\$51,114
Springfield	50,000	69,481
Worcester	40,000	50,529
Vermont	36,000	55,629
Division	\$161,000	\$226,753

The results by years:

		<i>Objective</i>	<i>Actual</i>
1928	Thermometer	\$100,000	\$170,101
1929	Sales Meter	131,000	178,115
1930	Sales Mountain Climb	161,000	226,000
1931	Great Western Derby	190,000	—

Aside from the excellent result in salesmanship and the fun that was had, the contest did many another incidental odd job that made the project worth while. For one thing it got the departments working shoulder to shoulder and created a fine family spirit. It developed initiative in the individual salesmen. It educated our people in what we have to sell. In all, it was so good that it opened the way for that Great Western Derby.

The contests bring forth considerable inspirational literature in the form of notices to the field. Many of them are cleverly written and all express appreciation to the workers for the good job accomplished. As an example, here is the letter from C. W. Baier, Division Superintendent of Traffic, to Horace Roby complimenting him and his people for winning last year's contest:

"Congratulations to you and the Vermont crowd for the splendid contribution in revenue which drove the 'Vermonter' across the finishing line — a winner!

"You might be interested to know that the Western Division turned in more sales than any division in the Company, and that as a District of 44,000 stations Vermont holds the undisputed Sales Championship.

"Many thanks to all of you for the interest and good work during 1930.

"1931 starts off the Great Western Derby. Your horse 'Hydrant' looks like the favorite but according to the other entries, 'Can't win!'

"They're off!"

Telephone Stamp Club Elects

SUPPER, social hour, a talk and election of officers marked the meeting of the Telephone Stamp Club at 119 Milk Street on March 11. The officers are: President, Erle S. Bacon, Roxbury; Secretary, Doris L. Arthur, Plymouth; Treasurer, B. Clinton Taylor, Back Bay. It was voted to set the initiation fee at \$1, and to close the charter membership at the next meeting. The meeting date will be the second Wednesday of each month.

Sally Blake, Librarian of the Tufts College Medical and Dental Schools, gave a highly interesting talk on stamp collecting, showing some of her stamps that helped to win in the National Stamp Show. The membership is now eighteen. Everyone interested in stamps is invited to join.

\$6,000,000 for Taxes

*This is our Company's contribution in One Year to Federal,
State and local treasuries*

By THOMAS L. DOUGHERTY,
Public Returns Division

HOW would you like to foot a \$6,000,000 tax bill? Well, that's just what our Company did in 1930. Almost eight cents out of every \$1.00 of telephone revenue was appropriated to the "tax collector." Quite an item is it not? Just ask the Public Returns Division if you don't believe it is.

Our principal classes of taxes are:

U. S. Government	Income
Maine State	Gross Earnings
Maine Municipal	Certain local property
Mass. State	Franchise
Mass. Municipal	Certain local property
N. H. State	Property
N. H. Municipal	Certain local property
Vt. State	Property
R. I. State	Gross Earnings
R. I. Municipal	Certain local property

From this list, general as it is, arise legal, economic and accounting problems calling for exacting investigation and control. All tax bills when rendered are sent to the Public Returns Division for checking as to fairness of assessment and accuracy of computations. If unreasonable, proper officials are notified and necessary steps are taken to protect the Company's interests by filing a claim for abatement, statement of protest, etc. If the tax bill is correct arrangements are made for payment on the due date.

An idea of the magnitude of the work may be gained from the fact that approximately 1,500 tax bills were audited and vouchered during 1930. Consider 350 cities and towns in Massachusetts alone submitting local assessments for real estate and construction; about 1,500 motor vehicles subject to tax; and Betterment Assessments that must be watched to prevent any liens on property. These are only a few samples of assessments, i.e., local assessments, that the telephone tax man deals with.

Tax work is not all a checking and auditing process, for the majority of the taxes are based on information submitted by us to the taxing authorities, and voluminous are the statistics required to compile the required data. Extreme care is essential at all times, for any

inexactitude may prove costly or embarrassing.

Now, here it might be of interest to note that "Information at Source" returns are made by the Company. Names of all single employees who received \$1,500 or over (married \$3,500 or over) are provided for Federal Income Tax purposes and those earning over \$2,000 for Massachusetts Income Tax purposes. So if you are 'jacked up' by the authorities because of the amount you submitted on your return, or didn't submit, we're sorry, but "duty" explains all.

So much for actual taxes. Now, since taxes amount to such a yearly expenditure they must necessarily be budgeted. One-year and three-year estimates are used as accrual bases. Revisions are in order quarterly for the year view and yearly for the three-year span. An enormous amount of statistics gathered from all branches of the Company are required for this work and economic trends must be visualized.

Although general business in 1930 declined as compared with 1929, and the results of our own business showed a slight decrease our "tax bill" showed an increase for 1930, over 1929, of \$480,000.

Our present view of the tax situation for 1931, is, that regardless of the retarding of the recovery of business our taxes will continue to rise. The most conservative estimates show that our tax bill for 1931 will be at least \$6,600,000, which represents an increase of \$600,000 or 10% over 1930, with plenty of chance of it being higher.

That our Company is contributing, in increasing amounts, toward the expenses of the various communities in which it operates as well as the federal government will be better understood when it is realized that total taxes for 1930, of \$6,000,000 were more than twice the amount of taxes paid for 1925.

The effect that taxes have on telephone rates is apparent; for, approximately 40 cents from the monthly revenue we receive for each telephone goes to the "tax collector."

So, fellow employees, when you see a new street being laid out in your community, a new schoolhouse or other public building being constructed or any of the other various public activities being undertaken, you may well say that our Company is helping to "foot" the cost of the project.



The Osterville installers had a fine Cape Cod tea house all to themselves. Country gentlemen, they now call 'em.

Of course, you've heard the stories of Arabian Nights, Venetian Nights, and Parisian Nights. Well! Here is a new one for the list — "Osterville Nights."

When the news leaked out that the Central Office Equipment boys at Osterville had a unique boarding house racket, I slipped down to take a "look-see" with the hopes of getting a story for TOPICS. I found the following cast: Bill Little, Bill McDonald, "Dutch" Ahearn, John Baxter, Les Dion, Walter Kelley, Harry Maloney, Jack McCarthy, Fred Monagle, and "Wiggie" Wigglesworth. Look them over and imagine the melting pot they make. Can you picture this bunch being lonesome anywhere?

Coming just in time for lunch I was hustled into "Valentine" which, by the way, is Harry Maloney's car, and after a few breathtaking curves I was deposited in a secluded spot near a lake. When I inquired about the house I was told it was Aunt Tempey's Tea House, and that the gang had the whole house to themselves. The door opened on an extremely homelike sitting-room with a big fire-place, and with a genuine rustic log blazing its glow across the room to reflect in the shiny surface of the piano. A radio on the sturdy desk brought the strains of dance music from Atlantic City, and as I noted these things coupled with the comfortable furniture I knew my visit was going to be decidedly pleasurable. The nasty storm raging outside was immediately forgotten.

After a real satisfying dinner served by Aunt Tempey's handy man, Harry, I was shown around the house. After seeing the Chef's professional-looking workshop and kitchen, I found a large sun-parlor overlooking the lake. Then I was conducted upstairs where there were several bedrooms and a shower bath. There was a nice bed for each of the boys.

All you have heard so far has been the setting, but the real fun started after supper. It was a contented and peaceful group of telephone men who sat around the fire-place smoking while the chef and cooks were clearing away the supper dishes and preparing to leave. As the sound of receding motors reached our ears, I noticed the devilish twinkle come into more than one pair of eyes. Before this "Mul" was

Osterville Nights

Showing that nobody need worry about the "lonely" life led by Equipment boys who leave home to install an office.

By PIERCE DONOVAN,
Associate Editor

canvassing each of the bunch to determine whether or not "Valentine" was available for his use. Pretty tough when a fellow's own car is booked by everyone but himself, but you know good old "Mul." He didn't mind. In fact no one seemed to want it after they sensed what was in the air.

YOU know, everyone leaves after supper but the caretaker, Harry, who mixes with the boys so he can keep his eye on them. Harry's a great guy but he must be ever alert. A cornet appeared from "nowhere" and the house echoed with its blast. Each player did worse than the last until headaches began to occur and then a few of the boys prepared for their showers. What an array of colors the pajama parade afforded! And brawn!

Then Harry Maloney and "Dutch" Ahearn retired to the upper quarters, "Mul" for a shower, and "Dutch" to early bed. The boys say "Dutch" is getting himself into condition to assume the duties of "Chef." He should make a good one for he can foretell what will be served three days ahead, that is, after he has made his midnight inspection of the ice box. When asked why "Dutch" retired so early the fellows told me not to take that too seriously for they believed it was only a gesture on his part to get the floor cleared before his nocturnal rendezvous with the ice box. Perhaps "Dutch" could throw some light on the unsolved mystery still



A bit of horseplay on initiation night at Line Finders Institute.

puzzling the caretaker. With his alleged visits at "zero" hour to the kitchen, "Dutch" might have a sneaky suspicion regarding the disappearance of the jar of white chicken meat.

All was quiet on the Western Front until "Mul" came down from his bath and found ice in his bed. Not so good — that! Bill Little who sleeps downstairs also, retired to his room to solve his nightly cross-word puzzle. He can't go to sleep until this regular task is done. For a while the only disturbance was "Mul's" tossing in the next bed, for "Mul" was restless due to the expected loss of "Valentine," his old chariot, scheduled for a trade on the morrow. Finally Bill and Harry dozed off, not knowing that Bill's alarm was set for 3 A.M.

The tranquillity prevailed for exactly five minutes, when Fred Monagle agreed to do his dance for the crowd. The carpet was turned back and we were treated to a spasm that would shame all the hula dancers out of the profession. In fact, it became so fascinating that even the radio stopped playing to watch. Of course, that ended the performance — no music no dance. But the steam was blowing off, and Fred felt the urge for martial sounds so he took the bugle and proceeded to the foot of the stairs with military precision and blew what he intended for "taps" to "Dutch" Ahearn who, by the way, was just dozing off to sleep.

What was meant for taps turned out to be a call to arms for we heard a rumpus upstairs and Freddie came piling through the rooms with "Dutch" after him armed with a bayonet. The sleep inducing methods of Bill Little and Harry Maloney were in vain for Fred dove under their beds for protection. After a prolonged siege and battle of shoes and pillows, our resourceful caretaker afforded Fred the protection of darkness by throwing the main light switch. Where the fugitive disappeared to no one knew, but he evaded his pursuer and "Dutch" returned to bed.



Some of the Osterville boys on the porch of Aunt Tempy's tea house.



Whoopee! While the storm raged outside the boys sang "Sweet Adeline" in the cozy sitting room.

I ALMOST forgot to tell you about the other cottage across the road where four of the boys slept. That is probably where Fred took refuge. He covers that distance naked, in nothing flat. Les Dion, John Baxter, and Herb Wigglesworth share this cottage with Freddie Monagle. Perhaps some one of them can explain how the human skull was lying beside "Wiggie" when he woke up early the next morning. I can see why it was Wiggie with whom the skull chose to sleep, for he wouldn't go near it the night before. Then, too, surely one of this quartet can throw some light on the recent coal-hod mystery there.

After Wiggie and the skeleton had retired and four or five of the gang had gone to sleep, the bedtime stories had started, the best of which was the reading of one of Walter Kelley's love letters. When I decided to retire I felt like a kid who had had a day of real fun and believe me, Coe, I was rather drowsy when I climbed the stairs for my "shut-eye." I slept in Bill McDonald's room and had such a nice little bed that I couldn't stay awake five minutes even if they were painting my face with charcoal.

The next morning reminded me of a fire house when all the fellows hopped up and piled downstairs to breakfast and out to the cars, and off to the job. They don't know yet who the fellow was who had to take the hinges off the bathroom door in order to get out and to bed the night before. Upon canvassing, we get the same answer, "I don't know; I was asleep." Between you and me, though, I think it was Jack McCarthy.

That old gang is now pretty well broken up. Baxter went to New Bedford, Monagle to Hyannis, Dion to Plymouth, McDonald and Wigglesworth to Brockton, and Bill Little to Fall River, but they won't forget Mrs. Sprague's house very soon. Aunt Tempy's Tea House should also miss this gang of telephone installers who adapted themselves so well to their temporary home.



By Ewing Galloway, N. Y.

The Matterhorn, Switzerland's picturesque and imposing peak.

Say "Number, Please" in Three Languages

WHEN the American tourist in Switzerland calls up the folks back home to tell them of the thrill of his first glimpse of the Matterhorn, here shown picturesquely outlined by Alpine pines, he doesn't hear the operator greet him with "Number, please?" But, depending upon the part of Switzerland from which he makes the call, he has his choice of hearing the exact equivalent of this expression repeated in any one of three different languages.

Switzerland is a confederation of more than a score of political subdivisions, or cantons, many of which differ from each other in historical background, population and language. The federal constitution recognizes German, French and Italian as "national languages." All parliamentary debates are recorded and all laws and decrees are published in these three tongues. In sixteen of the cantons, the German language predominates, French in four and Italian in one.

If a telephone call is made in a German-speaking canton, the operator answers "Nummer, bitte?" The French-speaking operators say "Quel numero, s'il vous plait?" The Italian for "Number, please?" is "Che numero, prego?" In addition to these three languages, there are two dialects, Romansch and Ladin, which are survivals of the "lingua rustica" or "country language" of the Roman Empire. The operators do not, however, translate "Number, please?" into these tongues, which are spoken by only about one per cent of the population, mainly in rural regions, beyond the reach of the telephone.

Transatlantic telephone service was extended to Switzerland in July, 1928. About 280,000 Swiss telephones are now within reach of the subscribers of the Bell System. The service is used extensively for business purposes, as well as by tourists, for Switzerland is one of the most highly industrialized countries of Europe and much of its trade is with the United States.

W. H. O'Brien Addresses Bell Post

IN order to allow shorter meetings and to promote the social and patriotic side of its affairs, the Alexander Graham Bell Post has decided to hold two meetings a month, the first and third Thursdays, instead of only one, as formerly. The second meeting is to be largely a social one, with business matters kept in the background as much as possible.

At the social meeting on February 19, the Post was addressed by William H. O'Brien, Director of the Telephone and Telegraph Division of the Massachusetts Public Utilities Commission. He told of some amusing incidents occurring during his recent trip as delegate to the International Telephone Convention at Stockholm, Sweden. In a more serious vein, he pointed out most impressively what should be sources of pride to every American in the attitude and acts of our government in international affairs since the war. He also spoke forcibly of the pitfalls our nation should avoid in its foreign relations and especially such entangling alliances as George Washington, himself, first warned against.

The lighter side of the entertainment consisted of songs and clog dancing by talented friends of the Post.

At the meeting of March 19, the Entertainment Committee was fortunate in obtaining the Signal Corps film "Flashes of Action." As the movies were thrown on the screen, they recalled vividly to mind those days, thirteen and more years ago, in training camps, on crowded transports and up to the battle-front in France.

The House Committee of the Post, which has been engaged for some time in a scouting expedition for furniture, has discovered that it acquired, unknowingly at the time, a valuable piece of furniture in the small oval table which was placed in the Adjutant's office. This table was formerly part of the office furniture of the late Theodore N. Vail, father of the Bell System, when he had his headquarters in Boston, before moving to New York.

The committee also has been fortunate in obtaining the cabinet which formerly contained the memorial tablet and flags in the 50 Oliver Street building and has been replaced there by a new one. The old cabinet has been set up in the Legion quarters to contain, in a striking ensemble, the Legion colors, the rifles of the firing squad and possibly some form

of Legion memorial or other tablet, to be decided upon later.

Furniture for further fitting up of the quarters is now the object of the committee's quest. Chairman Jim Kelley and his assistants are in search of such articles as chairs or davenportes which may have been discarded, but are still in serviceable condition.

While it is impossible to know, at the time of going to press, just how the Bell Post will stand in the statewide membership contest; from the work that has been already done, it is sure to be very near if not actually at the top of the list. Chairman Fred Lyons and those who have so ably seconded his efforts are not letting up and it is intended to finish off the drive in appropriate manner by a grand initiation of over two hundred new members at the April 16 meeting.

Detroit Gets Ready

DETROIT is going to school these days, says *The American Legion Monthly*. Its teacher is Boston. Little more than six months from now the Legion will be again on the march, converging by companies, regiments and divisions upon the nation's motor metropolis and gateway to Canada; and Detroit is getting ready to entertain them, shelter them, feed them in the same mighty way Boston did that job last autumn. Boston saw the Legion's largest mobilization. It had to do a lot of planning—pioneering arrangements largely—and it is telling Detroit all it learned.

John D. Crowley, executive secretary of the Boston convention corporation, says the special telephone system was the keystone of Boston's convention. New England Telephone and Telegraph Company engineers had two hundred special telephones hooked up to a special section of switchboard in the Back Bay exchange before the first conventionaires arrived. Carroll J. Swan, the convention's Napoleon, National Commander Bodenhamer or National Adjutant Barton by lifting a receiver could communicate with any one of the two hundred key men or convention points in a few seconds.

A telephone was at the National Commander's elbow on the speaker's platform in the convention hall, and he was constantly receiving calls or making them. Hotel rooms of the directing officials, headquarters of department delegations, railroad stations, armories, committee halls—all these were bound together in the special telephone system. There were 52,251 calls during the period—10,652 on the first day of the convention.

This is another instance of the fact that in peace as in war, the telephone serves, not merely as a means of communication, but rather as a co-ordinating and organizing agency that has become indispensable in the prosecution of gigantic projects.



In his 1930 message to the stockholders of the American Telephone and Telegraph Company, President Gifford says:

"It is the aim of the Bell System to maintain its employee forces on as even a basis as possible, for that is equally advantageous to the employees and to the efficiency of the organization . . . The Bell System pays sickness, accident and death benefits, and pensions. The employees do not contribute to these payments, which amounted to \$7,903,000 in 1930.

"At the same time, to aid employees in providing for themselves a higher degree of economic security, all of the companies of the System have thrift plans to encourage employees to save. These plans include the opportunity to buy stock of the American Telephone and Telegraph Company by deductions from salary, an arrangement for depositing salary deductions in savings banks* and an arrangement for using salary deductions for the payment of life insurance premiums. The use of any of the plans is left entirely to the discretion of the employees and more than 80 per cent of all employees participate in one or more.

"Under these plans in the year 1930 the employees of the Bell System, including the Western Electric Company and the Bell Telephone Laboratories, saved about \$70,000,000, or ten per cent of the payrolls. . . The money thus saved can be kept or be spent for meeting the emergencies of hard times, the education of children, the building of a home, supplementing pension payments after retirement, or for any other purpose. . . ."

Let us resolve to continue to merit President Gifford's confidence in us by the practice of reasonable thrift, devotion to our work and a constant effort to improve our usefulness.

*Credit Unions, Co-operative Bank and Building and Loan Association in our case.



The transatlantic telephone position at Copenhagen, second city in the world in number of telephones per capita.

IF you happen to make a call to Copenhagen, pause for a moment — at the regular transatlantic rates — and think of those twenty-two Danish subscribers pioneering in the field of telephony. Like all pioneers, they must have been fired with a firm faith in the future to endure the hardships of the present, yet, as they paid their good kronen for poor transmission and frequent interruptions, were there any among them who could visualize the day when the feeble voice current would be strong enough to span the ocean and like the Viking ships of the Sagas carry the Scandinavian tongue to the new world?

Possibly, for in the five years since its invention the telephone had ceased to be regarded as a novelty and enthusiastic prophecies of its future were heard in Denmark, before the instrument itself was introduced.

One boy in that Copenhagen of fifty years ago, who heard these stories about the latest scientific wonder, saw in the opening of the little exchange an opportunity to feed his insatiable curiosity and at the same time to earn some sorely needed money. He became a member of Denmark's first telephone family, and, incidentally, my father.

The telephone system to which he was introduced was simple enough for any bright boy to understand readily. Here was no maze of wires or jumble of apparatus. Instead, from a crude switchboard, one wire for each line was run to a metallic plate buried in the moist basement while another was carried to a four-sided frame on the roof and from thence across the house tops to an instrument on the subscriber's

Linemen Looked Like Chimney Sweeps

Denmark, fourth in the world in telephones per capita, is now marking the 50th year since the first central office was opened in Copenhagen. The youth mentioned in this story was the father of L. W. Gammell of our C. O. E. I. Department.

premises. The circuit was completed by a ground at the subset and presto! the subscriber could talk — perhaps. With the exception of one man previously associated with telegraphy, the workers were all boys and the group being too small to permit any specialization, each boy was expected to perform any task which might arise.

Inside jobs whether on the subscriber's premises or at the central office seldom presented any problems. No pains were taken to conceal wires or to protect property and grounding was haphazardly done in any manner that seemed convenient. The outside work, however, was hazardous and required considerable ingenuity. Telephone poles being unknown, spurs had no place in the equipment of the workers. Instead, the boys were outfitted like chimney sweeps to enable them to scale the high pitched tiled roof over which the lines had to be run. Running a wire from roof to roof across busy streets, wide squares and open yards was a far more difficult task than stringing the wire along the cross arms on regulation poles. Where the buildings were adjacent and the roofs abutted each other, little difficulty was encountered. In more open sections, it was necessary to scale each building, drop the wire over the saddle to the ground and repeat the process at the next building. Considerable ingenuity was brought into play in crossing the large squares, and if a boy was observed flying a kite while straddling the roof of a building, the onlookers knew that he was merely passing a telephone line to a somewhat distant roof.

Right-of-way problems were unknown, either because the landlords did not object to furnishing the support for the communication system or because they could do nothing to prevent it. But the exclusive and powerful guild of high-hatted chimney sweeps had their say about how the lines should be run. Wires fastened directly to chimneys or to ridge poles met with their prompt disapproval, so that "stativs" or frames had to be erected on each roof to raise the conductors to a height satisfactory to the sooty oligarchy. These "stativs" were made up

of two uprights between which one or more cross arms were supported and erecting these provided the most hazardous part of the entire job.

As the system grew, troubles increased. Interruptions became the rule and if one of the harassed subscribers found his telephone in working order it was more than likely to be choked with cross talk from the other lines. New construction slowed up and reconditioning became the order of the day. Poor insulation at the pins and swinging grounds on the lines were eliminated, with a resulting decrease in the number of interruptions, but the cross talk went merrily on. Eventually, this trouble was traced to the haphazard methods of grounding and the long common ground leads frequently used for several subscribers. Standard methods of grounding were devised and put into effect but shortly thereafter the full metallic circuit was decided on and two wires appeared where only one had run before.

A business which was changing so rapidly and developing with such strides gave bright promise

for the future but our young Danish friend was already contracted for as a machinist's apprentice and eventually was called from his interesting if hazardous work, to "serve his time" under his master. Regretfully he turned his back on telephony feeling certain that he was losing touch for all time with one of the most interesting professions.

Four and a half decades later, in a Boston exchange, two young telephone men were discussing business while a third man the eldest of the trio listened interestedly.

"—I hope your father is not bored by our talking shop but at any rate that tone circuit was noising up the whole office and it kept us busy until we found an open ground lead—"

The elderly man chuckled and ended the conversation:

"Dial switching, phantom circuits, composite sets, carriers and repeaters have all come into the business since my day, but when you talk of open ground leads, I feel right at home again."

We Want Our Telephone

The following friendly tribute to the telephone was written by Mrs. Floyd J. Kierstead, Aroostook County, Maine, and was awarded first prize in a recent telephone experience contest conducted by the "New England Homestead."

TO one always accustomed to hearing the familiar ting-a-ling-ling of the telephone, it is only another everyday occurrence. But since reading the editorial on this subject, in our *New England Homestead*, the telephone has received more concern and thought in my mind than ever before; not because of any unexpected or important event it has witnessed but because it started me to thinking of just how much it really means to me and how utterly lost I would feel if for any unavoidable reason my telephone were taken out and the same calamity befell my neighbors' telephones. I'm sure it would then be easy to write an article on, "Why I miss my telephone," and we would all plead earnestly for its return.

I can not recall any great outstanding event in the life of my telephone. It has brought to me messages of sadness, of gladness and of greeting. It has given me many times the comforting knowledge that it would respond to my touch and voice when the doctor would be needed.

The telephone has its many uses and helps in our social and commercial lines. It has added more dollars to the bank account in marketing our 20 acres of potatoes. It has saved much time, labor and money on various occasions which seemed trifling and un-

important in themselves but taken altogether mount up to precious dollars and cents.

Having always lived in the immediate neighborhood, six miles from the nearest town and knowing everyone around, I do enjoy the many friendly "helloes" the telephone brings to me. To me the most enjoyable events of my telephone are the simple homey and happy occurrences from day to day:

The friendly greeting from one of the home folks, the news from the hospital of the new nephew, the message of safety from husband, the words of good cheer on Christmas, the invitation to the surprise party, the discussion of the school program, the soliciting of food for the church supper, the friendly discussion of everyday programs of the everyday housewife and many more daily happenings too numerous and familiar to numerate.

I think we of the country learn to depend on the telephone more than our city friends do, especially in winter. As a matter of fact in past years, here in northern Maine, when everything already looks like one big blanket of snow, another storm is raging and the roads become impassable for the time being, then it is we all have one common wish, that the telephone lines may hold out against the gale. Once in a while we are disappointed and what a lonely, forsaken and anxious household we become, until the broken wires are mended and we may once more communicate with all the outside world.

So, be it spring, summer, winter or fall,
We want our telephone, one and all.



Plant Salesman's poster constantly bidding for business wherever the truck happens to be.

Plant Salesmen Advertise

IF you have ever looked into a telephone truck you know that it is a model of compactness and efficiency. If you have only looked at one you are aware that it makes a good impression on the high-ways.

But our trucks did not quite suit the Plant boys, for they discovered that no advantage was being taken of a very excellent space on the outside, so they immediately got to work and had Ted Lytle of the Publicity Department prepare frame and posters proclaiming to the world that the men on the truck are telephone salesmen and ready to take your order, if you please.

It is expected that the scheme will work well. The signs are attractive and easily seen and invite the public to take advantage of interviewing the telephone man on the spot with regard to any question concerning telephone service, or more of it, that might come to mind.

Hitherto, the Plant boys have been confining their efforts to direct contacts with customers and

have done a whale of a job at it. Now that they have taken to billboard advertising, we can expect the sales to mount with the mileage.

Have You a Little Fire Hazard?

YOU can't erect a building simply by dumping a load of lumber on a vacant lot. To get what you want, you must have the right kind of lumber and a carpenter, a man trained to use each piece of lumber in its proper place.

You can't put out a fire in a building by simply placing fire fighting equipment in it. You must have trained employees who understand how to choose the right type in case of an emergency, and who know how to use it.

Do all the people reporting to you know just what the various articles are for? Have they been given personal instructions? Have you explained the use of each new unit as it has been installed?

As told in last month's TELEPHONE TOPICS, there has been inaugurated under the Chief Engineer a



A prospect, attracted by the sales poster, has the plant man tell him something about wiring plans.

campaign of fire prevention throughout the Company. A man with years of experience in this work has been assigned to the office of the Staff Engineer of Buildings to assist the Field Supervisory Force in making our employees "Fire Prevention Minded," not alone during business hours but through every hour of the day, in their homes as well as in their offices.

This representative will call on you from time to time to talk over our mutual problems, but if there is something you want explained or straightened out, don't hesitate to ask for him. A call to the Staff Engineer of Buildings, E. M. Surprise, 50 Oliver Street, Boston, will bring him. His services are at your disposal.

For Retired Pioneers

RETIRED Telephone Pioneers are now receiving life membership certificates in the Pioneer organization which were voted into the constitution as an amendment, at the national convention at Los Angeles last October.

This amendment reads:

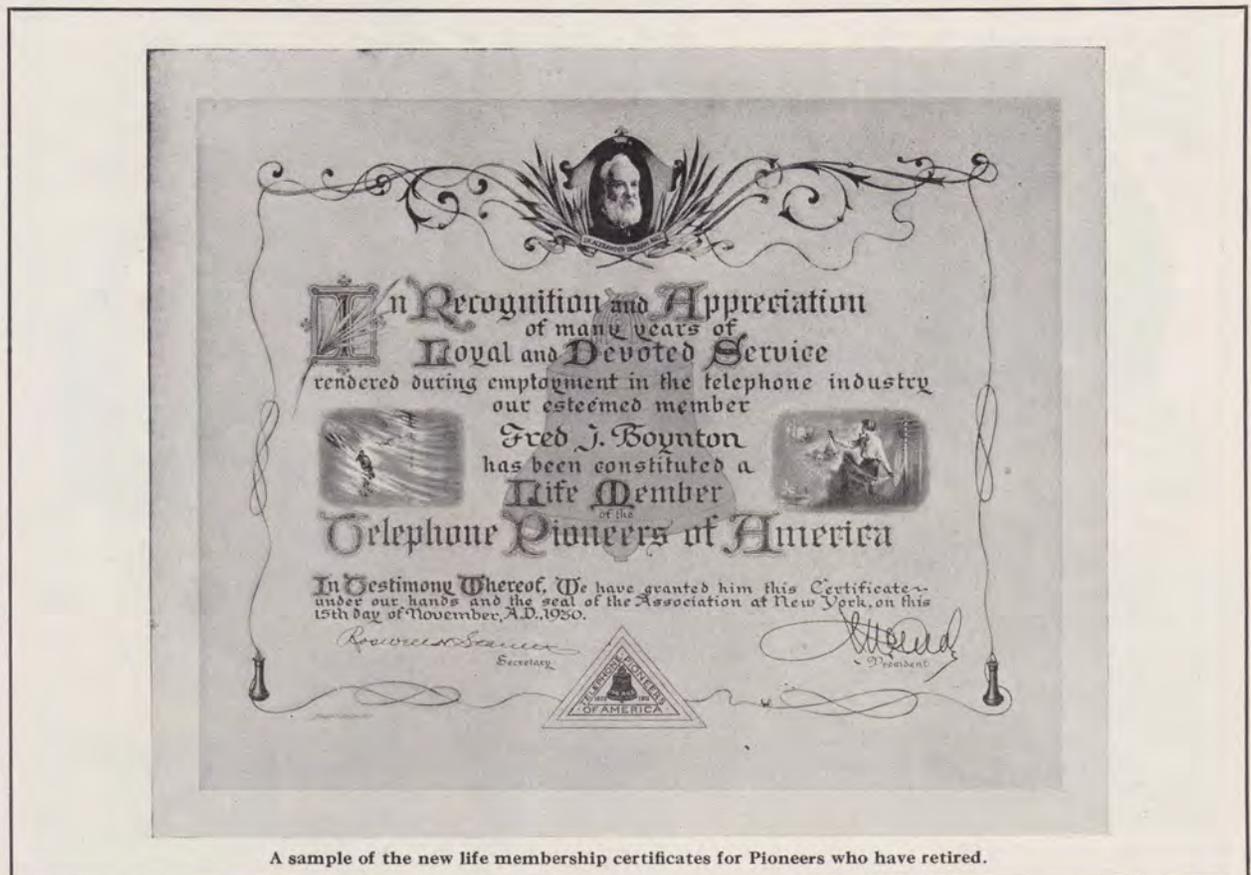
"A member in good standing, upon retirement from active telephone service and having been granted a pension by the company, shall have conferred upon him, life membership in the association."

The accompanying reproduction shows the certificate issued to Fred J. Boynton, secretary-treasurer of Thomas Sherwin Chapter, Telephone Pioneers of America. Mr. Boynton needs no introduction to telephone people. He has been identified with Pioneer activities for a number of years and has a wide acquaintance throughout the Company.

Besides the certificate an identification card which is a facsimile of the certificate, in a convenient size to carry in a pocket-book, has also been sent to each member eligible. Both certificate and card are sent from the national headquarters of the Telephone Pioneers of America which is located in New York.

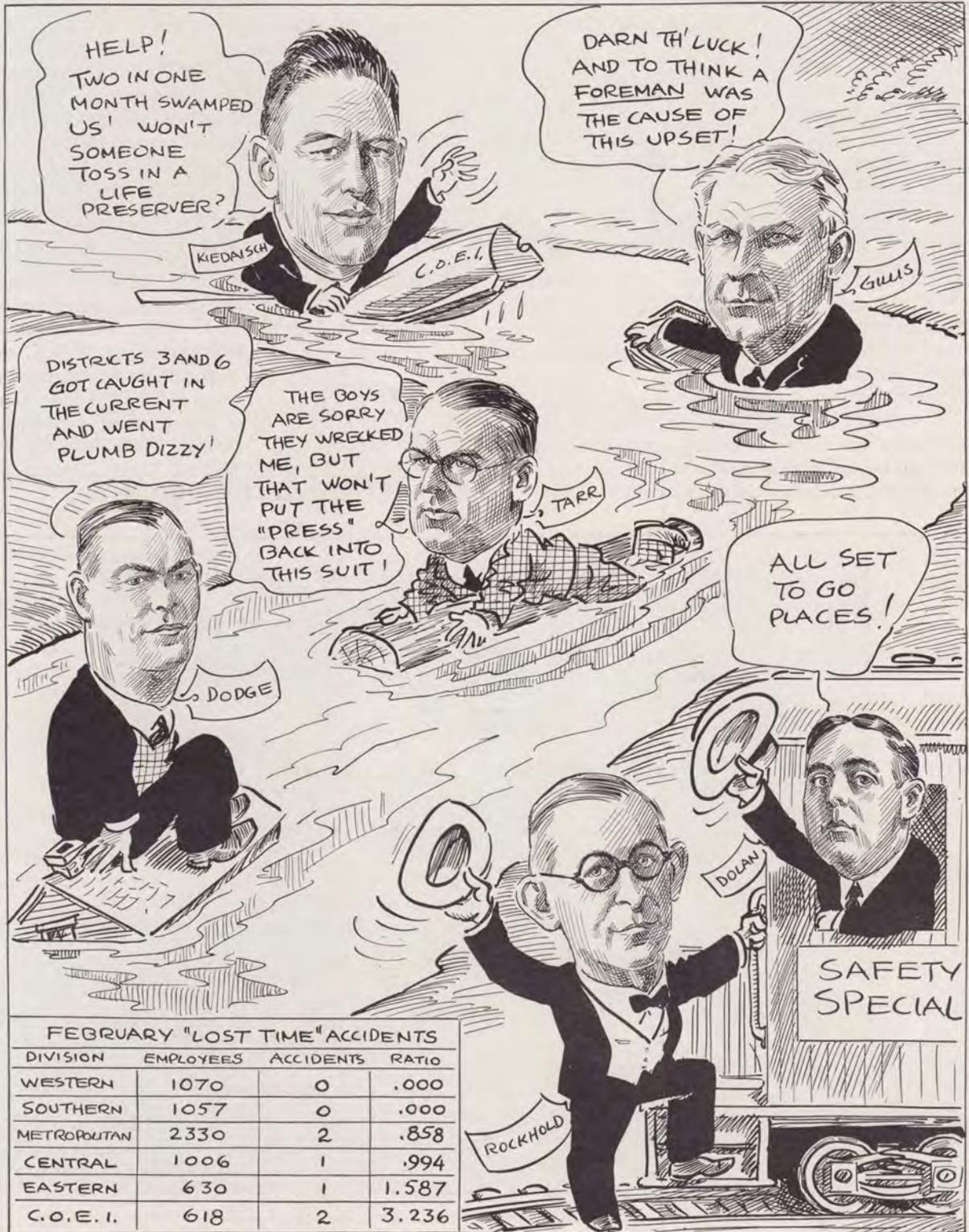
New Members for Sherwin Chapter

THREE new members were admitted to Thomas Sherwin Chapter No. 14, Telephone Pioneers of America during February. They are: Beatrice M. Beausejour, P.B.X. operator, State House, Boston, Mass.; Harry P. Chase, General Accounting Department, Boston, Mass.; and Charles Nelson, Traffic Department, Rochester, N. H.



A sample of the new life membership certificates for Pioneers who have retired.

The Accident Freshet Upsets Four, as "Old Man River Just Keeps Rolling Along"



HELP!
TWO IN ONE
MONTH SWAMPED
US! WON'T
SOMEONE
TOSS IN A
LIFE
PRESERVER?

DARN TH' LUCK!
AND TO THINK A
FOREMAN WAS
THE CAUSE OF
THIS UPSET!

DISTRICTS 3 AND 6
GOT CAUGHT IN
THE CURRENT
AND WENT
PLUMB DIZZY!

THE BOYS
ARE SORRY
THEY WRECKED
ME, BUT
THAT WON'T
PUT THE
"PRESS"
BACK INTO
THIS SUIT!

ALL SET
TO GO
PLACES!

FEBRUARY "LOST TIME" ACCIDENTS			
DIVISION	EMPLOYEES	ACCIDENTS	RATIO
WESTERN	1070	0	.000
SOUTHERN	1057	0	.000
METROPOLITAN	2330	2	.858
CENTRAL	1006	1	.994
EASTERN	630	1	1.587
C.O.E.I.	618	2	3.236



Gordon S. Croft, left, and Gordon S. Burdick, right, Installers, who while working in Natick, Mass., recently, aided a victim of gas poisoning and probably saved his life by their quick action and knowledge of First Aid.



Central Division

Associate Editors

FRANK H. PARKER, *Traffic*
245 STATE STREET, BOSTON
WILLIAM J. HURLEY, *Plant*
MANCHESTER, N. H.

ARTHUR HINDLE, *Plant*
245 STATE STREET, BOSTON
ALONZO J. WARD, *Commercial*
245 STATE STREET, BOSTON

Installers Save Gas Victim

While installing a telephone at 36 East Central Street, Natick, Mass., on February 20, Gordon S. Croft and Gordon S. Burdick rendered assistance to Arthur Ayvazian, a tailor at that address, which probably saved him from serious consequences resulting from gas poisoning.

Mr. Ayvazian was working with pressing equipment heated by gas. At the time he was overcome, Croft had gone to the truck to obtain some material and Burdick was working in the cellar. When he returned, Croft found Ayvazian overcome and lying on the floor and his assistant Mr. Curtin was at a loss to know what to do. With the help of Curtin, Ayvazian was carried outside where Croft administered treatment and ammonia inhalants. In the meantime Burdick called the Gas Company and reported the occurrence.

Mr. Ayvazian soon returned to consciousness, but was very sick. He was made as comfortable as possible by our employees whom he lauded for their kindness and aid.

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Portsmouth Operator Praised

Carrie Paige, night operator at Portsmouth, N. H., was thanked in the pages of the Portsmouth *Herald* of February 6, for the excellent service she rendered in notifying the Fire Department of a fire in the home of W. H. Riley, Mr. and Mrs. M. M. Seaward and Richard Seaward at 3.10 A.M. on February 2.

Valentine Party at Lynn

The Lynn Traffic girls held a Valentine Party on January 29. A pleasing program was arranged, the principal number being a one-act comedy, entitled "Silence, Please!" The parts were taken by Catherine Murphy, Louise Davis, Frances Dervin, and Bernice Kilbourne.

Other entertaining features were songs by Vera Fuller and Gladys Rourke, readings by Claire Fenton, tap dancing by Vera Daye, and an Apache dance by Helen Flaherty and Catherine Murphy.

Edith Reynolds was Master of Ceremonies, Evangeline Ryder coached the play and Vivian Gillespie acted as accompanist. Bouquets were presented to all those who took part in the program.

After the program general dancing and

games added a great deal to the success of the party.

The guests were W. E. Bevins, district superintendent of traffic, and Mrs. Bevins, V. P. Mathers, traffic manager, and Mrs. Mathers, and Edward Richardson, traffic manager.

△ △ △

Charles Higgins Sales Leader

We present this month Charles Higgins, Substation Installer of Lawrence, star salesman of the Lowell District Plant Department, who made 167 sales with total revenue of \$5,338.00 for the year 1930.

Some time ago, the district plant superintendent and the Lawrence wire chief were discussing the possibilities of Plant sales and had agreed upon a bogey of four sales per day, when Charlie Higgins happened to join the discussion and said he could make eight sales per day, and he showed that his word was as good as his bond.

Charlie knows people and their habits. He has had a well rounded experience, having sailed the seven seas, suffered shipwreck three times, and lived in the Great Northwest of Canada.

Charlie first tackled the job of checking the E. L. O. P. forms and this gave him the great opportunity for salesmanship. He approached the customers with the idea



Ethel Gonya, Division Force Bureau; Marie L. Brennan, Chief Operator; and Anna Clancy, District Instructor, in front of our Walpole, Mass., exchange.



Charles Higgins of Lawrence, substation installer whose total sales for 1930 amounted to \$5,338.

that they needed the telephone service and convinced his prospects that he was right. He handles the orders for removals and disconnects and practices his persuasion to perfection in this field. He has rare ability in collecting final bills and securing a deposit with an order for a higher grade of service than that he calls to disconnect.

Charlie's identification badge is a combination test set hanging out of his pocket. This allows him to enter any home, office or store and commence his sales talk without any loss of time, often before a professional salesman could get an answer to the ring of a front door bell. Charlie carries a priceless memorandum book at all times and jots down any new building job in progress, residential or business, finds out the prospective owner and closes the order for telephone service on the spot. A moving van at a building is an invitation for him to find out who is moving and where, and how soon will they need their telephone connected.

Mr. Higgins is a modest Substation Installer and declines to say how many sales he will make in 1931, but is confident that he will beat his record for 1930.

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Calls for the Kingfish

George Stevens, our manager at Salem came in for a good deal of joshing on the occasion of "Andy Brown's" trial. Andy of the famous Amos 'n' Andy team was being sued by Madam Queen for breach of promise. "De Kingfish of the Mystic Knights of the Sea," one George Stevens, was called to take the stand. After this episode was over our George Stevens was kept busy with telephone calls from people asking for the "Kingfish," and for his views, not only on the trial but on many of the topics of moment in the press.

Mr. Stevens entered into the spirit of the thing and did his best to satisfy his in-

quisitors. The calls kept him busy for quite some little time.

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An Unusual Sales Opportunity

Mrs. Celia Soucy of the Traffic force at Nashua, N. H., is deserving of a good deal of credit for putting over a sale of a main station and a hand set under very trying circumstances.

On Sunday, February 15, Mr. and Mrs. Soucy took a ride after coming from church. They were driving on the Dunstable Road, and while going up a hill which was very icy, the chains would not hold and the car started to slide back. It struck an unprotected culvert which twisted the car around and in some way, wedged them in between a huge rock and tree. If it had not been for the rock, they would have dropped over a thirty-foot embankment.

Seeing a house near by, they went in to telephone to a garage for help, but alas, no telephone. Mr. Soucy went further on to the next house while Mrs. Soucy waited



Edward L. Richardson (right), traffic manager in the Salem District, with his brother, enjoying winter sports at Hanover, N. H.

and talked telephone service with such telling effect that she made a sale.

Fortunately, the car was only slightly damaged. This is indeed a splendid example of making the most of a sales opportunity. The stage was all set and a perfect illustration was at hand. Mrs. Soucy did the rest.

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No Voice Necessary to Dial

Manager Irving W. Rolfe of Gloucester, Mass., was recently giving a demonstration of how to use the dial telephone to some of the Rockport, Mass., school children. He suggested a boy and girl in the front row come up to the platform and show the audience "How to dial." He asked the boy to dial the telephone number of the girl. To his surprise the boy informed him that he could not talk as he had "laryngitis." Manager Rolfe hesitated for a moment and

then informed the audience of the situation, emphasizing to them that it was not necessary for this boy to talk in order to dial the girl's number.

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Claremont Did Good Sales Job

The Claremont Area Traffic and Plant employees take their hats off to no other area when it comes to sales results for 1930. Here are some of their records:

The Traffic employees made 282 direct sales and had 37 prospects sold for a total yearly revenue of \$6,954. Their leader Myrtie Gowdey, Claremont Chief Operator, made 43 direct sales and had 7 prospects sold for a yearly revenue of \$1,414. Mary Sullivan, Hanover Chief Operator, ran a close second with 43 direct sales and 14 prospects sold for an annual revenue increase of \$1,183. Edith Nichols, Claremont Supervisor, was third with 56 direct sales and 4 prospects sold. These three employees think their records will stand competition.

While the Plant employees trailed their Traffic sisters they were not far behind and every member of Wire Chief Roberts' force made at least one sale and the annual revenue sold per employee was \$387. A record to shoot at. They made 264 direct sales and had 18 prospects sold for a total annual revenue increase of \$5,413.

The Traffic and Plant departments with their co-workers, the Agents, sold \$14,088 additional annual revenue in 1930.

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Alfred S. Thomas

Alfred S. Thomas, for 19 years an employee of this Company, died at his home in Peterboro, N. H., on February 28. He came to work for our Company April 4, 1912, in Dublin, N. H., as night operator and repairman. He was transferred to Peterboro May 29, 1914, as night operator, and he continued in that capacity until the time of his death.

During his lifetime, he performed a great



ALFRED S. THOMAS

many acts of public service, notably one on October 16, 1929, when two Boston & Maine freight trains collided at a point 2 miles from Peterboro. The collision resulted in the killing of three men and the injuring of five. Mr. Thomas hastened to the scene of the collision, and at the risk of serious injury, and under conditions which would have completely disabled most men, worked all day and part of the night bringing together the dismembered bodies of the men, as well as clearing the tracks for through trains, and helping to clear the state highway which was also blocked by the wreck. For this public service he was awarded Honorable Mention by the Vail Medal Committee.

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Linemen Aid Accident Victim

John McMasters and Alexander O'Brien employed in the Wire Chief's force at Portsmouth, were probably instrumental in saving a man's life recently when they rendered first aid to a victim of an automobile accident at Kittery, Maine. In fact this seems more conclusive when it is recalled that the party injured, who proved to be F. G. Foley, representing a commercial house in Lewiston, Maine, called upon Plant Superintendent Macdonald at Manchester, shortly following the accident to personally acquaint him with the invaluable service rendered him by McMasters and O'Brien and who in his opinion were largely responsible for saving his life.

Mr. Foley was traveling on the Post Road in Kittery, in the direction of Portland when a machine traveling in the opposite direction skidded across the icy road striking the car operated by Mr. Foley, forcing him against a tree at the bottom of a ditch, and rendering him unconscious. He received severe lacerations of both legs.

McMasters and O'Brien who were stringing wire about 200 feet away were attracted to the scene by the crash occasioned when both machines came together and immediately pulled the victim from the wreckage. Placing him on a blanket, our employees restored him to consciousness; subsequently stopping the flow of blood from wounds in both legs and afterwards applying surgical dressing to the injured parts. So expert was the treatment rendered



Alex O'Brien, left, and John McMasters, Portsmouth linemen, who saved an automobile accident victim from serious consequences.

that Mr. Foley was able to return to Portsmouth on a conveyance solicited by McMasters who also arranged to have the wrecked car towed to a neighboring garage.

Incidentally, it was also brought out that the accident happened in an isolated section, and according to members of the State Police Department, the victim would probably have expired through the loss of blood before other help had arrived.

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George Joy Continues to Sell

Nothing can ever eradicate the Bell System "Spirit of Service" and this was never better exemplified than in the case of George Joy, retired Commercial Representative of our Lynn, Mass., business office.

George is now in business in Lynn as an auctioneer and constable and Manager John F. Gannon, of Lynn, states that hardly a week goes by without several direct sales from George and, if we but knew, he probably adjusts or satisfactorily explains many other telephone customer problems.



George Joy, retired, shown at his desk in Lynn, where he is now a constable and auctioneer.

Running Is His Side-Line

In a previous issue of TOPICS we related the story of Homer Beaudet of Concord, who has the delicate side-line of painting in oils. It was subsequently brought out, however, that other employees in his profession also have side-lines of merited distinction. Take the case of Henry Murray. Henry is a lineman in Foreman Livingstone's construction crew working out of Concord, New Hampshire, and besides practicing the duties of this occupation finds time to engage in the arduous task of long distance running. Henry has been running for over 16 years, holding a number of records and several times placing well up with the leaders in the annual Boston Marathon. During his running career Henry has engaged in over 100 races and is in possession of an amazingly large number of silver loving cups as evidence of his ability.

Besides winning first honors in recognized marathons in several parts of the state, he holds the unofficial records for both walking and running the 18 miles between Manchester and Concord.



Henry Murray is a hustling lineman at Concord, N. H., and his trophies show that he is also a hustling marathoner.

Our Employees Real "Neighbors"

That the employees in the New Hampshire District are possessed of a friendly nature is evidenced from the following incidents regarding aid given by our employees in relieving others in difficulties.

In traveling over the road between Concord and Pittsfield on a very cold day, Mel Finan and crew, members of Wire Chief Newton's force, came across an elderly woman making vain attempts to crank a car. She was nearly exhausted and with the refusal of the car to start in addition to a frozen radiator, her condition appeared pitiful. Our men, however, immediately went to her assistance, started the car, got her turned around and made sure that she could get to her son's home about half a mile along the road.

Supervising Cable Foreman Sam Center was the principal in a similar incident. It seems that Sam had to go to Newport, New Hampshire, from Concord. He was delayed at the last minute so that he was an hour late in getting started, making it a sure thing that he would be late in getting back to Concord. In spite of this delay, however, he halted when he found two women in a car off the road, dug the car out of a snow bank and started them off. Both of the women were elderly and were very profuse in their thanks for the help given by Mr. Center.

Another recent case coming to our notice concerned Line Foreman Ralph E. Preston and his construction crew which rendered invaluable assistance in rescuing a cow in Allentown, New Hampshire. Foreman Preston was approached by a Mr. Batchelder, about quitting time one day, soliciting his help in retrieving a cow which had become perilously imprisoned in a drain ditch at the far end of his pasture. From the cow's position it was evident that she had been imprisoned in the ditch for several hours before the owner had been acquainted with the trouble. All efforts by the owner to extricate the animal failed due to the

(Continued on page 695)



This group of installers is responsible for the installation of dial equipment at Hyannis, the "mother" office for the Osterville community dial office.

Central Office Equipment INSTALLATION DEPARTMENT

Associate Editor, PIERCE DONOVAN

Hyannis Office Getting Dials

The installation of the new Community Dial Office at Osterville has stirred things up in its neighboring town, Hyannis, where there are a lot of rearrangements and modifications being made. In order to work in harmony with the new Unattended Community Dial Office, Hyannis is acquiring dials and dial cords on all 25 toll positions, 20 special toll dialing multiple, 10 special intercepting multiple, 40 additional toll miscellaneous multiple, 10 information equipments, 40 zero trunk equipments, 20 dial toll trunk equipments, dial local trunk equipments, and 5 ringdown intercepting trunk equipments.

The crew at Hyannis is made up of quite a mixture of installers. They seem to be drawn from many of the other jobs throughout the entire area. Bill Moore is running this job with the following men just now: A. S. Cooney, E. J. Gallagher, H. E. Hebert, J. W. Hendricks, J. H. Hopkins, F. L. Kraft, A. R. Lacey, N. B. Mooney, W. L. McGuinness, G. G. Nichols, F. C. Orcutt, A. E. Richards, P. N. Walsh, W. J. Walsh, and G. E. Winchester.

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Plymouth Is Growing

In historic Plymouth the Telephone plant is expanding slowly but surely. We wonder what the Pilgrims would think if they could look upon their landing place of 1620 as it is today, and if they could see the remarkable advance in communication facilities. A. N. McCauley and his boys working there now have little time to think of the historic prominence of the spot for they are con-

cerned only with the work occasioned by the line and station growth. Assisting A. N. McCauley at Plymouth are J. R. Howell, V. D. Tyer, E. H. Edson, and Les Dion.

Due to the recent and anticipated growth at Plymouth, the boys are installing 80 subscribers' multiple, 20 outgoing trunk multiple, 100 answering jacks, a standard trouble position, 2 No. 13 local test desks, constant voltage alarm circuit, and new battery elements. In connection with this installation the roof of the switchboard is being raised along the entire stretch of board.

It is necessary at this time to install coin collect equipment in connection with the proposed change of the Plymouth area from post payment to prepayment operation. It is interesting to note that the No. 13 Local Test Desk at Plymouth will also serve in testing the Manomet office. The use of

the constant voltage method of charging storage batteries should result in the saving of about 25 per cent in power consumption over that used while charging by the constant current method. Incidentally the reduction in overcharging materially increases the life of the battery elements.

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Town Job for Angus MacNeil

Angus J. MacNeil of the C. O. E. I. Staff was the recipient of many congratulatory comments from his co-workers on March 3. It seems that Angus had been elected the day before to the Planning Board of the Town of Wellesley. This was somewhat of a surprise to his friends in the office for no previous mention had been made of his nomination.

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Equipment Bowling Strong

The bowling alleys and pin boys are getting the ride of their lives this season, while the Equipment Bowling team is striving to maintain its five year lead. For five years now Team No. 1 of this Department has been the leader of the league and now finding themselves trailing the Cable Team, they are certainly burning things up. The members of this championship team realize that first place again this year will entitle them to permanent possession of the General Manager's Cup.

Although this team is now running in second place, they feel that there is still a good chance to emerge victors. It is almost certain that Equipment Team No. 1, will come out no worse than second, for they have a lead of seven victories over their nearest trailer to date. This being the case they are reasonably sure of winning the Division Cup which goes to the team finishing in second place.

The status of the leading teams in the first week of March, was as follows:

	Won	Lost
Cable	74	18
Equipment No. 1	72	20
Gen. Acct'g	65	27
Equipment No. 2	65	27
Southwest	53	35



These men, left to right, A. N. McCauley, J. R. Howell, V. D. Tyer and E. H. Edson, are installing additional facilities at Plymouth.

At this time the scores of the Equipment Team individuals is as follows:

D. J. Alexander	97
Geo. W. Pierce	96
W. J. Glynn	95
J. H. Lang	94
A. Chabott	94
S. Cate	93
N. T. Long	92

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Boston Sender Tandem

Since the first week of October the C. O. Equipment Installers have been constructing the plant that will function as the new Boston Sender Tandem. This project consists of a sender tandem office with trunks and terminating equipment in over eighty offices. Every Metropolitan Division Office is affected as well as a number of offices located outside in both the Northern and Southern Areas. It is designed to handle traffic both to and from these manual, panel and step-by-step offices, and is capable of completing traffic on a double tandem basis with another tandem. This new tandem office will replace, in its entirety, the present Boston Manual Tandem.

This new system should afford substantial savings in operating expenses and also effect improvements in service. It is of such design as to be readily adaptable to the gradual replacement of manual offices by dial offices.

The Boston panel tandem project involves not only the installation of the tandem office itself, but also installation work in nearly every connecting office. Tandem traffic is completed at the present time in panel offices by means of cordless tandem incoming selectors. Sender Tandem requires the use of full mechanical incoming selectors and, therefore, increases the amount of these selectors required in each office. A number of cordless selectors are being converted in practically every Metropolitan Division panel office to the full mechanical type.

In connection with this project at Harrison Avenue, the new "Call Announcer" feature has been installed. This new feature is one of the first of its kind ever to be installed



The men in charge of the installation of the Boston Sender Tandem equipment. Left to right, standing: Don Kirby, Pat McCarrick, George Theall, Bob Biggs, Phil Kressen, Seated: George Murphy and Leo Nihan.

in the Bell System. The call announcer machine consists of a revolving drum in 14 sections, each section carrying a strip of film containing a voice reproduction of one of the digits 0 to 9 or the four party line



D. J. Alexander who is leading the pin toppers in the Equipment Bowling League.

letters. Its function is similar to that of the "Movie-tone." Associated with these sections are the proper light sources, photo-electric cells and amplifiers necessary for reproduction. When the sender receives an

indication from the selected terminating trunk, that the "B" operator is ready to receive the call, the sections of the drum corresponding with the digits of the called number are connected in proper sequence to the trunk for a sufficient time to permit enunciation of its digit or letter. Human voice reproductions are thereby obtained on the called number. There are three of these call announcer machines in the new Sender Tandem office at Harrison Avenue.

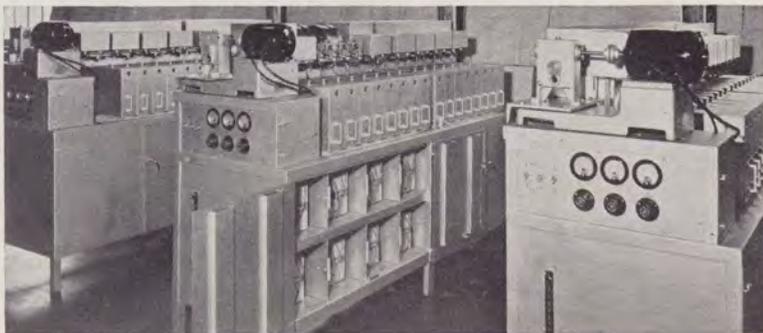
This entire project is expected to require 1,523 man-weeks and has been allotted an interval of 30 weeks for installation. Its magnitude can be more fully appreciated if we consider that it involves the installation of 75 frames and over 3,000 selectors, 65,105 feet of power wire and 1,729 cables aggregating over 179,000 feet.

With a force of about 70 men Phil Kresser is running this job to a successful cutover in May, assisted by Foremen R. W. Biggs, George F. Murphy, Don Kirby, Leo V. Nihan, and P. H. McCarrick. The service of supply is being well handled by Jim Sheehy. Supervising Foreman George Theall is contentedly watching progress, and with District Superintendent C. I. Ingalls, is keeping a finger on the pulse.

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Personals

When installers decide to get married nothing can interfere, it seems. Recently Bill Healy was all set for the big event and everything was running according to specifications until the very eve of his wedding. Then Old Man Accident decided to pay him a visit—then, of all times. Bill was driving around, making many of the necessary preparations for his big plunge, when his machine was side-swiped by another as it bumped off a third. The fellow who bumped Bill turned turtle, and our benedict was just thanking his lucky stars for the mere shaking up, when a fourth machine piled into him from the rear. However, we think that all the cars in the state couldn't stop this boy, for the wedding took place the next day.



The three "call announcer" machines at Harrison Avenue are the first installed by our Company. Soon our operators will be hearing the "golden voice" of these machines.



Left: Landing the cable which was recently placed in Mount Hope Bay, connecting Bristol and Portsmouth, R. I., on the Portsmouth side. Right: Bringing the cable ashore at the Bristol end.

Southern Division

Associate Editors

WM. E. GEARY
PLANT

LAURA M. WEBER
TRAFFIC

LOUISE G. SHAW
COMMERCIAL

Cable Laid in Mount Hope Bay

By L. H. BROW,
District No. 2 Plant Engineer

The placing of another important submarine toll cable by our Company took place on February 23. On this occasion Narragansett Bay which cuts into the small area allotted to the State of Rhode Island and Providence Plantations was spanned to link Rhode Island, from which the state derives its commonly used designation, with the mainland at Providence Plantations.

The city of Newport located at the southern end of Rhode Island is at present dependent, for its toll service on two heavily loaded open wire toll lines from Fall River and Wickford respectively. Because of their necessarily exposed locations these open wire lines have been subject to breaks during severe storms and for several years the need of more adequate as well as more dependable toll facilities for this important center has been apparent.

The present project of which this submarine cable is a part is a natural outgrowth of these conditions and connects Bristol, R. I., already reached by an all-cable route from the north, with Newport by means of an all-underground toll route.

On completion of the field survey and construction plans by the District No. 2 Plant Engineering Force, the planning and co-ordination of the submarine cable job was carried forward by A. R. Clarke, District Plant Superintendent; H. G. Grush, of the Engineering Department in Boston;

P. W. Brouwers, Southern Division Plant Engineer and D. J. Condon, District Construction Supervisor.

Mr. Grush was able to bring to bear the experience gained on previous undertakings of this nature and his suggestions aided materially in planning the operations.

The Merritt, Chapman & Scott Corp. handled the cable and accordingly the 4,000 feet of full size single armored submarine cable, 3.8 inches in diameter and weighing nearly twenty pounds to the foot, was shipped to New London to be transferred from

the two large reels to the deck of the lighter "Aggressor" and spliced preparatory to laying. The cable was received February 16, and this work was done under the personal supervision of Mr. Condon. Splicing was under the direction of Cable Foreman Henry Cowgill with S. M. Evans, C. W. Dowler, J. J. Larvin, and L. W. Lees as splicing force and G. L. Rosberg as tester.

All was in readiness to proceed on February 20, but rough weather delayed the towing of the "Aggressor" to Narragansett Bay until February 22, when she arrived at Newport with the tugs "Westerly" and "Crickett."

February 23 dawned clear and cold with a fresh west wind blowing as the "Aggressor" was maneuvered into place at the edge of deep water about 1,000 feet from the Portsmouth shore between Mussel Bed Light and the Mount Hope Bridge.

Telephone communication was established between the "Aggressor" and the shore and all was in readiness for landing the cable.



View on the deck of the lighter which was used in the laying of the cable in Mount Hope Bay. At the right may be seen the cable brakes which regulate the paying out of the cable.



Left: The lighter out in the bay engaged in the work of laying the cable. Right: The field telephone connection on shore from which orders from the lighter were received. Supervising Foremen H. L. Buteau and W. J. Ryan (at the telephone) are keeping in touch with the lighter.

The long pull ashore, including 300 feet across a salt marsh immediately in back of the beach, was accomplished by winch power supplied by Line Foreman G. J. Halverson's truck while he and his crew handled the landing of the cable which was floated in by means of steel oil barrels lashed to the cable.

Operations at this end were under the direction of Supervisory Line Foreman W. J. Ryan.

At 12.45 P.M. all was in readiness for the run across on the slack flood tide. This operation was accomplished in about forty-five minutes including a stop in midstream while the cable was removed from the brakes, and the splice swung overboard with the aid of the boom derrick. A feature of this splice was the use of a heavy sleeve joint instead of the conventional overlapping of the armor wires. Work on the "Aggressor" was under the supervision of Mr. Condon and the cable was handled by Line Foreman W. J. Carney and his gang, assisted by the lighter's crew under the direction of Captain Smith.

On the Bristol side the "Aggressor" was brought within a hundred feet of shore and the end of the cable was quickly pulled

ashore by winch power supplied by another line truck. Supervisory Line Foreman H. L. Buteau was in charge at this end and the landing was handled by Line Foreman W. H. Grant and his crew.



John W. Gordon became District Manager of District No. 4, recently.

Division Plant Superintendent J. J. Dolan and District Superintendent A. R. Clarke exercised general supervision over the entire job from their station aboard the "Aggressor."

The careful planning in preparation for this job was fully justified by the excellent results obtained. Each step was carefully mapped out in advance and with each man at his post it was possible to carry through the entire operation without confusion or delay.

Work is now being pushed on other sections of this toll project which includes 9 miles of buried tape armored cable. These additional toll facilities consisting of 12 quads and 6 pairs of 16-gauge and 124 quads of 19-gauge cable, will be available for the summer season of 1931.

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John W. Gordon Goes to Brockton

John W. Gordon who has been supervisor of training on the staff of the General Commercial Supervisor, Southern Area, was appointed District Manager of District No. 4, with headquarters at Brockton, on March 16, succeeding Thomas C. Cochran who was transferred to the Metropolitan Division.

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Combine for Charity Dance

The seven offices in Providence including Broad, Angell, West, East Providence, Toll, Gaspee-Dexter-Plantations and Central Information Bureau have united in arranging for a big dance which is scheduled for April 30.

The chairman of each Central Office Committee is a member of the general committee which has the dance in charge. They have already planned to make this one of the biggest telephone parties ever held in Rhode Island.

Rhodes-on-the-Pawtuxet, one of the biggest and most popular dance pavilions in Rhode Island, has been reserved for this monster telephone dance.

The charity work which the telephone people started before Christmas has gone on ever since that time. Both men and women have given generously in order



These girls, chairmen of the Employees' Representative Committees in the Providence offices, are the general committee in charge of the big telephone dance to be held April 30. They are, seated, left to right: Anna Ring, West; Dorothy Garvey, East Providence; Gertrude Kenney, C. I. B.; and Katherine Dugan, Toll. Standing: Irene Sheriden, Broad; Julia Wall, Ga-De-Pl; and Gladys Clark.



These construction clerks in the Southern Division have charge of the material disbursed and recovered, time sheets, and the various records required in the construction forces. Left: District No. 2, Timothy A. Sullivan, S. R. Hawthorne, and George Gauthier. Center: District No. 4, F. B. Smith, planner; J. S. Smith, S. F. Burrill, and seated, A. L. Ryder. Right: District No. 1, Eugene Cretella, Edgar R. Williams, and Walter C. Goodman.

to assist the unemployed. The girls' "Sunshine Funds" have been used largely for charity work. The proceeds from this dance will be divided among the several offices, added to the "Sunshine Funds" and the continuance of the excellent work they have been doing will be assured.

The committee in charge of the affair consists of Irene Sheriden, Broad; Julia Wall, Gaspee-Dexter-Plantations; Gladys Clark, Angell; Anna Ring, West; Dorothy Garvey, East Providence; Gertrude Kenney, Central Information Bureau; and Katherine Dugan, Toll.

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Howard T. Quimby

Howard T. Quimby, connected with the District No. 1 Construction forces, died at his home in North Providence, on February 14. Mr. Quimby had been in the service of the Company in Providence for nearly 25 years, serving in the Traffic, and Plant Departments. He was highly respected and popular among his associates. Mr. Quimby was a brother of George Quimby, veteran C. O. Repairman in Providence.

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Construction Clerical Forces

The handling of the time sheets, recording of material disbursed and recovered, and the various reports and records required from the Construction forces, is handled in the Southern Division by a separate clerical force, under the direction of a Supervising Clerk reporting to the District Construction Supervisor. The Clerical force also assist the District Planner in his work of scheduling and programming the outside plant projects handled in each District.

Each District Construction office has a Supervising Clerk and two assistants. It is the usual practice for one clerk to handle the work reports of the line and cable placing forces and the other to take care of the splicing forces. This results in more accurate and efficient handling and dispatching of the work reports to the Division Auditor.

In District No. 1, Eugene Cretella is Supervising Clerk, assisted by Walter C. Goodman and Edgar R. Williams. "Gene"



The District No. 3 construction clerks. Left to right: Albert La Brode, John C. Lynch, and Maurice A. Paradis.

has been in the service for nearly nine years, all of it in the Construction Department. Like his colleague, "Monty" Ryder of Brockton, "Gene" enjoys considerable of a reputation as an "Investment Counselor" and can pick 'em coming and going. Edgar

Williams has been in the service for eight years and was connected with the supply forces for several years. Walter Goodman has over 18 years to his credit and has been connected with plant accounting work throughout his long service.

Clerical work of District No. 2 Construction office is supervised by S. Raymond Hawthorne, who has acquired 17 years of service and was with the Supply forces prior to this assignment. He is assisted by Timothy Sullivan and George Gauthier.

Down in New Bedford, headquarters for District No. 3, Albert LaBrode supervises the clerical work for George Campbell's construction outfit. Albert has been with the Company for nearly nine years. He is assisted by John C. Lynch and Maurice A. Paradis.

In District No. 4 whose headquarters are at Brockton, Mass., Joseph S. Smith supervises clerical activities associated with Colin MacDonald's force. "Joe" has eight years of service in the Construction Department and as has already been mentioned in Topics is an equestrian of note. With the



The high rollers in the Ladies' Telco Bowling League. Seated, left to right: Mary O'Brien, Mary McGrath, and Viola Atkin. Standing: Grace Dalton and Esther Peterson.



The community dial class held recently in the dial school in Providence. Left to right: Richard Carr, wire chief at Brockton; William W. Roberts, supervisor of central office methods; J. A. Phillips, district inspector, District No. 2; C. A. Cooke, district inspector, District No. 3; W. H. Sanford, wire chief, Hyannis; J. L. Fitzpatrick, service foreman, Brockton; and standing: L. H. Hutchinson, instructor.

advent of spring, his colleagues at 49 Pleasant Street expect to see the horse tied up in front of the building most any day.

"Joe" is assisted by Austin L. ("Monty") Ryder and by Sumner F. Burrill. "Monty" has 20 years of service and has filled clerical positions in the Accounting offices at Brockton, New Bedford and Providence, previous to this assignment. The boys have bestowed the title of "Securities Investment Counselor" unofficially on "Monty," his ability to diagnose the market being nothing short of uncanny, in which respect he has something on the rest of the group. Sumner Burrill has been with the Company since 1922, and has had experience with the line Construction forces and in the General Accounting office at Boston.

Frederick B. Smith, Planner in District No. 4, has never been formally introduced to the public. This is a good opportunity to put the spotlight on the "Skipper." He has been on this assignment nearly a

year and started his career as a lineman back in 1924. He has handled assignments

PLANT SALES — SOUTHERN DIVISION, FEBRUARY, 1931			
	Interviews	Sales	Revenue
District No. 1	280	258	\$3,551
District No. 2	332	298	4,608
District No. 3	277	221	3,578
District No. 4	187	164	2,063
Division Force	26	18	1,454
So. Division	1,102	959	\$15,254
Bogey for February Revenue			\$10,595
Increase over the bogey		44%	
Increase over February, 1930		24%	
Increase over February, 1929		129%	
Direct Sales		817	
Revenue from Direct Sales		\$10,090	
Employees participating		27.5%	of Total Empl.

at New Bedford, Providence and Bangor, Maine, as well as at Brockton. "Skipper" is acquiring considerable of a reputation as

a golfer, his experience as planner being considerable help in this respect, even though it has been said that his pencil sometimes makes up for what he lacks in his clubs.

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New Plant Ratings

The following Plant employees have recently qualified for advanced ratings: District No. 1, "A" station installer, E. J. O'Rourke; facilities assigner, Harold Omerod, W. H. Roberts, H. C. Schaab, J. M. Weekes, E. L. Norcross, J. J. Lyons, Jr.; District No. 2, journeyman splicer, J. H. Janson; lineman, Marshall Grand, Omer Tellicr; facilities assigner, Frank Fenner, H. C. Taylor, A. C. Hoyas, R. E. Hulme, L. A. Lowell, R. N. Pettigrew; District No. 3, journeyman splicer, Robert Stewart, Jr.; facilities assigner, H. F. Williams, W. A. Jenney; District No. 4, lineman, J. J. McCarthy; journeyman splicer, Fred Mason.

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Providence Bowlers Busy

In the Ladies' Telco League at Providence, the teams now line up at this writing as follows:

Team	Won	Lost	Average Pinfall
Pay Rollers	72	16	424
Force Bureau	65	23	414
Division Plant	58	30	404
Division Cashier	55	37	395
Central Information Bureau	48	44	390
General Accounting	30	62	377
Division Engineer	29	63	372
Supply and Buildings	3	85	348

High Team Total is held by Pay Rollers with 1,389, High Team Single also by the Pay Rollers with 510. Individual High



The new offices at 110 Main Street, East Greenwich, of our Plant and Commercial forces serving that town. The office on the left is occupied by Wire Chief McGuinness and that on the right is occupied by Manager Ray and his staff.



Vera MacAdam, for a number of years Assistant Chief Operator at Pawtucket, has been appointed District Instructor of District No. 2.



Helena Owens who was recently made Central Office Instructor in the Perry-Blackstone office at Pawtucket.



Mildred Martin, recently appointed Assistant Chief Operator of the Perry-Blackstone office in Pawtucket.

Single (143) and Individual High 3 strings (347) go to Mary O'Brien of the Pay Rollers, while Grace Dalton also a Pay Roller holds the Individual High Average of 98.

In the Men's Telco League, the boys stand as follows:

Team	Won	Lost	Average Pinfall
Facilities	68	12	514
Maintenance	66	14	519
Western Electric	64	20	500
Division Plant	61	23	498
Commercial	58	14	511
Installation	56	28	495
Dial System No. 1	42	42	482
Perry-Blackstone	38	38	477
Disb. Accounting	37	47	475
Amer. Tel. & Tel. No. 1	36	36	477
Cable	32	44	467
District Engineers	32	44	462
Amer. Tel. & Tel. No. 2	19	65	430
Dial System No. 2	18	62	446
Advertising	7	73	442
Record Engineers	7	77	429

High Team Total is held by Maintenance (1,703) and High Team Single goes to Facilities (638). Dave Graham holds the Individual High Single with 171 pinfall. Clarence Nordquist has the Individual High 3 strings of 395 and Fred Scott is Individual High Average roller with 111.

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New Building at Sharon

Construction is now under way on the new telephone building at Sharon, Mass., located on land purchased recently by the Company on High Street in that town. The building will be of frame construction, one story high and of Cape Cod Colonial design. The building will house the new community dial office that will replace the present magneto equipment now in leased quarters.

The present office serves over 800 stations

in a community made up largely of Boston business men. Sharon being on the main line of the New Haven R.R.'s Boston-Providence line, is growing steadily as a residential town for those whose business interests are in New England's metropolis.

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"A Full House" at Brockton

The comedy, "A Full House," presented February 16, by the traffic people at Brockton and directed by Jean Connell, Division Employment Supervisor, was a big success both socially and financially.

The play showed to "a full house" which was generous in its applause. The many funny situations brought long intervals of mirth to the audience.

Telephone people from nearly every section attended the play. Each was

satisfied that it was an evening well spent.

Following the play dancing was in order and there was much handshaking and much talking things over as the play had afforded many an opportunity to get together with acquaintances whom they had not seen for some time.

The proceeds of the affair will enrich the girls' "Sunshine Fund," which is being used for charity. The Brockton office has done some fine work this winter buying food, clothing, and fuel for needy families. The people are justly proud of an excellent play, but even happier over the added revenue which will allow the continuance of their charitable work.

The cast came in for a good deal of praise. Each one did his part in fine style. The whole performance showed that many hours

(Continued on page 688)



The Employees' Representative Committee at Brockton who had charge of the recent play and dance which netted a good return for the "Sunshine Fund" which the girls have been using to aid the unemployed. They are, seated, Margaret Dunphy and Gladys Lingham; standing, Ann Ward.



The Dining Service force gathered at the Hotel Westminster to honor John H. Shea, one of their number who has retired after nearly forty years of service with the Company.

Metropolitan Division

Associate Editors

M. B. DOWNEY, *Plant*

J. H. MASON, *Commercial*

MARY C. MULLEN, *Traffic*

John H. Shea Retires

After nearly forty years of service with the Company, John H. Shea, Dining Service Buyer, has retired.

On entering the service of the Company, Mr. Shea was employed in the old Tremont office. Following that he held the position of Manager at the Beach Exchange and later was attached to the supervisory force at Main. Prior to his retirement, Mr. Shea was connected with the Dining Service Department as Buyer.

At a dinner held in his honor at the Hotel Westminster on March 10, Mr. Shea was presented with a gold watch by his associates in the Dining Service Department. He received another surprise when, on the day of his leaving, his Telephone friends, outside of the Dining Service Department, presented him with a purse of gold. Flowers, fruit and other appropriate remembrances were sent him by his many friends.

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Benefit Bridge Well Attended

Employees in all Departments of the South West District staged a bridge and whist party March 9, in the Brookline Town Hall, Brookline, Mass., in aid of the family of a former employee loved and esteemed by all who knew him, who died two years ago.

The hall was taxed to its capacity and there were about two hundred tables of bridge which was conducted by Al Crowley, John Kane, and Timothy F. Murphy and ably assisted by a group of young ladies

from the Traffic, Plant and Commercial offices.

More than one hundred and twenty-five prizes of unusual variety and value, all of which were donated, were awarded the winners.

The first prize was won by Edward Russell and was presented to him by Selectman Philip G. Bowker of the Town of Brookline. The second prize was presented by H. B. Crawford, President of the Telephone Workers' Credit Union. Other members of the Board of Directors of the Credit Union assisted in presenting the prizes.

Many officials and other employees of this Company came from Greater Boston to assist in this worthy cause and as a result of large attendance and support given to the Committee in charge, a goodly sum was realized.

The committee was as follows: Anna M. Doherty, Chairman; Charles F. Donahoe, Anna Manning, Mabel G. Shea, Mildred L. Brennan, Elizabeth Dalton, Ann Ryan, Gertrude O'Brien, Helen Toohill, Betty Burke, Julia Holland, Betty Connors, Rose Logue, Anna O'Brien, Dorothy Aldrich, Timothy F. Murphy, John B. Powers, Joseph P. Flynn, Al Crowley, Marty Reynolds, Henry Ridgway, John Kane, Elmer Harrison, and G. R. Roberts.

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Tribute to "Barney" Hagan

A tribute was paid to B. J. "Barney" Hagan, March 12, at the Dorchester Plaza,

when the genial "Barney" was the honored guest of some 250 of his co-workers who desired to show their regard for him and to wish him well at his new duties in District No. 1.

All gathered at the festive board at 6.30 p.m. and after enjoying the eats, listened to remarks by the district heads, H. C. Baker, J. R. Queeney, Paul MacFarland, Bill Kelley, I. V. P. of the I. B. T. W., and F. W. Ramsey, Plant Superintendent, District No. 2, all of whom brought out the fact that "Barney" the old-time ballplayer still knew how to play ball in his daily contacts on the job.

A pleasant fact was that "Barney's" mother, father and wife were able to be present to see the manifestation of regard for him. Barney's father is the well-known Barney Sr., of many years with the Company.

Beautiful bouquets of flowers were presented to the mother and wife and to Barney was presented a Governor Winthrop desk.

After the banquet and reception dancing was enjoyed until midnight.

The committee who arranged this pleasant affair consisted of Eddie McSweeney, Mary O'Toole, Helen Wilkinson, Ambrose Donahue, George Hicks, Joe Rein, Bert McKenzie, Charles Carroll, Ethel Kelley, and Joseph DeCaro.

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Traffic Sales Get Good Start

Our sales work for February is going merrily along with every indication, judging from the January and February results to date, of meeting our Sales Objectives for 1931.

Now is the time for every one to show "Sales Mindedness" which will be productive of a large volume of sales, and incidentally this state of mind should be productive of sales posters, sales stories and all forms of sales reminders to help keep us



These girls of the Northwest Traffic District are the sales supervisors in their various offices. They were chosen for their interest in sales work and their sales ability. They have received special sales training, and are largely responsible for the fine record of the Northwest District.

"up on our toes" to grasp every sales lead and opportunity.

Sales results for February: Central District, 32; South Central District, 19; South Shore District, 29; Southwest District, 71; Northwest District, 27; Toll, 3; Division Staff, 19.

Let us strive for an outstanding record in 1931, with at least one sale by every Traffic employe in the Metropolitan Division. This does not mean an average of one sale per employe but an actual accomplishment of one sale per employe. We know many of our people will make more than one sale so the average per employe will be more than one.

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Penny Sale Brings the Dollars

You should have seen the pennies that were collected at the Penny Sale at 325 Harvard Street, Brookline, on February 10. The sale was held for the purpose of showing team work for a former employe.

Many beautiful and useful articles were donated by the Plant, Commercial and Traffic departments, such as door stops, alarm clocks, kitchen utensils, candy, wearing apparel, lamps, towels, bed linen, groceries, and last but by no means least, a pair of hip rubber boots.

Tim Murphy served as announcer and did a good job at it. Everybody heard everything that he had to say without a great deal of trouble, and there was no question as to just what he did say. His stentorian tones made each bit of information clear as a bell.

Among those present were: J. F. Burns, district traffic superintendent; H. W. Ellis, district plant superintendent; A. W. Frostholt, district commercial manager; T. H. Mahoney, district traffic supervisor, M. J.

McGrath, maintenance supervisor; E. McGinnis, unit manager; R. Davis, unit manager.

The proceeds of the affair amounted to \$200.00. Everyone was satisfied that the party was a social as well as a financial success. The crowd remained to a late hour and seemed thoroughly content with the outcome of the party. Much credit is due to the committee in charge who worked for a long time arranging the party so that its success would be assured. The committee was made up of: Constance Grant and Helen Buckley, Commercial; Mary O'Brien and T. F. Murphy, Plant; and Edith Bellman, Traffic.

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Southwest District Aids Needy

During the month of January the Plant, Traffic and Commercial people voluntarily agreed to assess themselves ten cents each week for the four weeks during the month. As a result, more than \$100.00 was realized and some 25 families were the recipients of aid from the Southwest District. This aid was greatly appreciated, as was evidenced by the many letters of thanks received by the District people responsible for the distribution of the funds.

Names of needy families were furnished by employes of the District who were familiar with facts of every case.

The Committee in charge of collection and disbursement of funds was composed of Timothy F. Murphy, Chairman; Edith H. Spellman, Helen E. Buckley, Constance M. Grant, Mary O'Brien, John W. Dillon, Henry Hoeckle, William Harris, Joseph Dooley, Benjamin Malatesta, Thomas Reddington, Frederick O'Neil, Joseph Dente, William T. Skinner, Russell Dimmock,

Joseph Steenbruggen, George Flynn and Stillman A. Hardy.

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Traffic Engineers

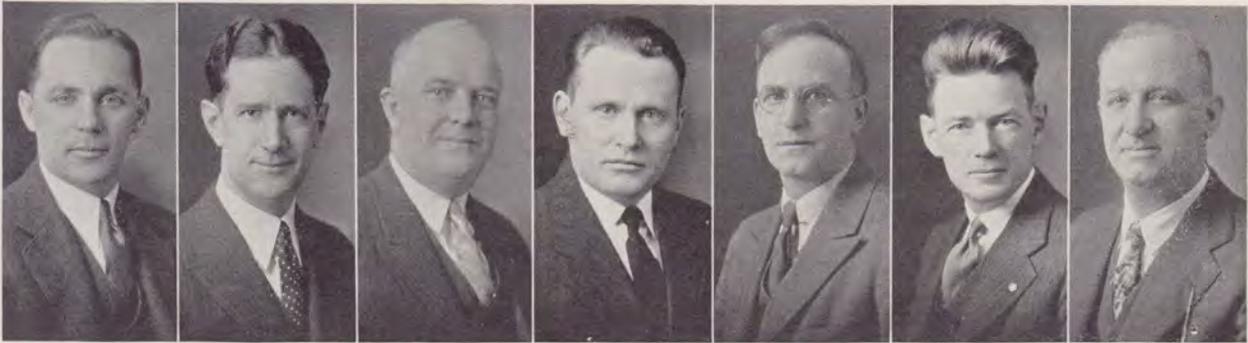
DO YOU KNOW?

THAT—A separate line of trunk switchboard is to be put into service at Hyde Park about the middle of April. This board will consist of three sections and include four positions of the new type automatic display call indicator equipment.

THAT—Team keys have been completed on the subscribers' positions in the Arlington, Belmont, Braintree, Everett, Granite, Hingham, Hyde Park, Lexington, Malden, Melrose, Mystic, Newton North, Parkway, Reading, Stoneham, Waltham, West Newton, Weymouth, Winchester and Woburn offices and either one or two additional pairs of cords placed on the positions at Belmont, Braintree, Granite, Jamaica, Melrose, Mystic and Reading. This additional equipment was made necessary by the long holding times experienced on certain classes of calls with the resulting cord congestion.

THAT—Seven additional sections of inward and one section of tandem switchboard are now being installed in the Boston Toll Office in preparation for the Summer business. These additions will necessitate a complete new night operating arrangement.

THAT—Reorder signal equipment has been completed in nineteen of our manual



These men were affected by the recent changes in the Plant Department of the Metropolitan Division. They are, left to right: Thomas J. Walsh, Frank E. Hudson, Joseph D. McLaughlin, Bernard J. Hagan, John A. Chisholm, Timothy J. Crowley, and John H. Katzenberger.

offices. This equipment has also been recommended for fifteen other offices with the work to be gradually completed during 1931.

THAT—A secretarial type of switchboard is under consideration for installation in the Professional Arts Building which is to be erected in the rear of the Copley-Plaza Hotel about September 1st.

THAT—The abnormal high tide caused trouble in eight trunk cables in the Metropolitan Division.

THAT—Lafayette is to be established in Hubbard with the next directory, when about 1,000 Hubbard lines will be changed to Lafayette, a name change only being involved.

THAT—One of the largest and most complicated line assigning jobs ever handled in Boston is now under way. Lines from Capitol, Devonshire, Haymarket-Bowdoin, Richmond, Liberty, Hancock and Hubbard will be changed to the two new dial units, Capitol and Lafayette.

THAT—The Capitol office takes its name from the State Capitol which is in the Capitol-Lafayette area.

THAT—The Lafayette office takes its name from General Lafayette of Rev-

olutionary fame, and that the house occupied by General Lafayette, on his last visit to Boston, when he attended the laying of the corner stone of Bunker Hill Monument, is still standing at the corner of Beacon and Park Streets.

THAT—Work on the Capitol and Lafayette dial units in the new Bowdoin building is in full swing.

THAT—The Sender Tandem office has progressed to the testing stage.

THAT—On February 1, at 9 A.M. the Devonshire office, with dial equipment located on the eighth floor of the Harrison Avenue building, was cut into service with 673 lines.

THAT—There were 2,220 additional lines cut into Devonshire on a day-to-day basis.

THAT—The name "Devonshire" was chosen in honor of the first employee of the Bell System, Robert W. Devonshire, now retired.

THAT—The Devonshire unit consists of 18 positions which were added to the Hubbard "A" Board, 8 Line Finder Frames, 8 District Frames, 4 "A" District Frames, 5 Incoming Frames, and 4 Final Frames.

THAT—A curious feature of the Devonshire office is that it has 85 senders in-

stalled to care for the high calling rate of the coin service. This is an unusually large number of senders for an office of this size.



Plant Organization Changes

Changes in the Metropolitan Division Plant Department, affecting Districts No. 1 and 2, went into operation on March 2.

In the Central District No. 1, Timothy J. Crowley is appointed Outside Installation and Maintenance Supervisor; Frank E. Hudson is appointed Central Office Supervisor; Bernard J. Hagan was made Facility and Test Supervisor. All of the above named persons report to the District Plant Superintendent of District No. 1. In addition the following appointments were also made effective March 2: Lawrence E. Cantwell, P.B.X. Supervisor, reporting to the Outside Installation and Maintenance Supervisor; Joseph D. McLaughlin, Installation Supervisor, reporting to the Outside Installation and Maintenance Supervisor; John J. McDonough, Repair Supervisor, reporting to the Outside Installation and Repair Supervisor; Wallace Lenox is appointed Chief Repairman at Haymarket-Bowdoin and John H. Katzenberger is appointed Chief Repairman at Richmond-Blackstone.

The following changes occurred in South



These men have gone to new positions due to the recent changes in the Metropolitan Plant organization. They are, left to right: John E. Fitzgerald, John I. Hyland, Lawrence E. Cantwell, William Howard, Harry D. Farren, and John McDonough.



The changes in organization in the Metropolitan Division finds these men on new jobs. They are, left to right: Augustine J. Long, Chester L. Crawford, Hollis E. Gray, Wallace Lenox, John F. McCarron, and Joseph A. Murphy.

Shore District No. 3: Thomas J. Walsh is appointed District Central Office Supervisor; Joseph A. Murphy is appointed District Supervisor of Outside Installation and Maintenance; John E. Fitzgerald is appointed Supervisor of Installation and Maintenance, Area No. 1, reporting to District Outside Installation and Maintenance Supervisor; John I. Hyland is appointed Supervisor of Installation and Maintenance, Area No. 2, reporting to District Outside Installation and Maintenance Supervisor, and Harry D. Farren is appointed Senior Testman, reporting to Supervisor of Outside Installation and Maintenance.

Three changes were made in District No. 5 — Northwest District: William Howard is appointed Wire Chief in charge of Arlington, Belmont, Lexington, Lincoln and Waltham Central Offices; John F. McCarron is appointed Chief Repairman in charge of Prospect-Somerset Central Offices and Hollis E. Gray is appointed Chief Repairman in charge of Charlestown Central Office.

John A. Chisholm is appointed Supervisor of Training, reporting to the Division Employment Supervisor.

Chester L. Crawford is transferred to the Staff of the Division Employment Supervisor as an Instructor on Training Activities.

Augustine J. Long is transferred to the staff of the Division Plant Supervisor as P.B.X. Inspector.

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John L. Barry

John L. Barry, combination repairman in Reading Exchange area of the North Shore District, died suddenly, the victim of a heart attack, on March 1. Mr. Barry was on a visit to his son, who is attending school at Lenox when his death occurred.

His entire service with the Company was spent in the North Shore District where he was well known to all of the telephone people, who regret his sudden death.

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Martin F. Keough

The death of Martin F. Keough on February 10 was a severe shock to his many friends throughout the Company.

"Marty" entered the service of the Company on September 2, 1921, in the Buildings Department and was assigned to the old Milton Office. In 1924, when the old Milton building was abandoned, he was transferred to the new Milton office, where he remained until his death.

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A "Show-you-how" Story

This short story might help us to complete a sale, and show the new subscribers that we are always willing to assist them.

One of our men stopped at a gas station in a Company car. While he was there a man noticed the bell on the car, and came over to him to inquire about installing a new telephone. He did not understand about the classes of service, and did not know where to go to apply for service.

Our man got busy right there and then, and explained about the classes of service. He also informed the man that he could take the order. Needless to say, the new subscriber was pleased. It saved him time and the trouble of going to the Business Office.

Thus a sale was completed that might have been postponed from time to time, and that brought more revenue due to the *Sales Spirit* that our man had.

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Save Drowning Man

The sight of an elderly man falling off the dock while Cable-splicer J. F. O'Connor and his helper Joseph E. Lynch were working on Dover Street, Boston, at about 3.40 on the afternoon of January 21, brought them to his assistance and with the help of other workmen who were occupied nearby, they saved the man from drowning.

The man was face down in the water when O'Connor and Lynch arrived at the scene. They managed to get a noose over the head and shoulders of the man, but each time they tried to get him up the noose slipped. They beckoned to some workmen on a dredge, and the men came in a row boat and fastened the rope around the victim so that O'Connor and Lynch were able to pull him to the dock which was twelve feet above the water line.

Our employees then dispatched some one to get the aid of the Firemen or Police or whom ever might be available quickly. In the meantime they applied the prone pressure method of resuscitation. After about twenty minutes of steady work the man began to show signs of life.

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John E. Wheelock Retires

A few of the old associates of John E. Wheelock presented him with a travelling bag at a dinner held in his honor on the occasion of his retirement from the Company on February 3, after 37 years' service.

He entered the employ of the Company in Burlington, Vermont, in the summer of 1893, as a lineman and worked in the Construction Department, later becoming a foreman.

In 1910, he came to Boston and went to work as a lineman in what was then known as the Somerville District.

In 1926, he transferred into the newly organized Reconstruction Department where he continued to work until his retirement.

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P. T. Barbrick Retires

Pont Tillis Barbrick, employed for the last year in the Reproduction Plant of the Metropolitan Division, retired from active service on February 28, after thirty-three years' service.

Mr. Barbrick was tendered a good-will reception in the office of Division Engineer Nelson where many of his friends gathered to wish him well and witness the presentation of a token of appreciation by his friends and associates in the Division Plant Engineer's organization. This was done with appropriate remarks by Mr. Nelson.

Mr. Barbrick entered the service of the Company on February 2, 1898, and has made a host of friends in the Construction and Installation Departments where he was variously employed as Groundman, Lineman, Sub-foreman and Wireman.

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John G. McKenzie

John G. McKenzie, a combination repairman in Chelsea, Mass., died on February 9,



Fred G. Peare, on the eve of his retirement, was honored by nearly a hundred of his friends and associates in the telephone business at a dinner held at the Chamber of Commerce. Mr. Peare has had forty years' service with the Company.

at his home in that city. The death of Mr. McKenzie was a distinct shock to his friends and associates. He died in his sleep.

Mr. McKenzie entered the employ of the Company in 1898, and was employed in the construction department until 1904, when he was transferred to the maintenance department where he worked until his death.

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Fred Peare Retires

Nearly a hundred of Fred G. Peare's friends assembled in the dining room of the Chamber of Commerce on February 26, to pay tribute to Fred on the eve of his retirement.

After a splendidly served meal, an hour of entertainment was provided by the Capitol Trio, interspersed with community singing by the banqueters, with Charlie Maxwell at the piano. Jimmie Murphy of the Cable Placing Department, assisted by Bert Lowney at the piano, pleased those present with his singing. George P. Vaccarest and Arthur J. "Sandy" McCarron also contributed to the evening's enjoyment by their singing.

Toastmaster "Duke" Richards paid tribute to Fred's loyalty and the good will of the men in the Company toward Fred, which was certainly attested by the presence of so many of his friends at the dinner.

General Plant Manager C. N. Tasker, who attended, spoke about the early days of his service, during which time he made many pleasant contacts with Fred.

Representing the older employees, Frank R. Starkey, now retired, but for many years an intimate associate of Mr. Peare, added his praise to that already paid the honored guest. Jim Flanagan referred humorously to those early days when he and Mr. Peare had much in common.

Charlie Ames, in the name of Fred's many friends, many of whom were unable to be present, gave Fred a handsome pipe set.

During the greater part of his forty years' service, Mr. Peare was in the financial end of the business, being for a number of years the Division Plant Cashier of the Metropolitan Division. When this function was transferred to the Treasurer about a year ago, he was assigned to the Staff of the Division Employment Supervisor on employment activities.

Denis Wieseman

Denis Wieseman, a manhole stripper in the Metropolitan Division, died suddenly on February 9.

"Dennie" entered the service of the Company on June 17, 1907, and has since that time worked throughout the division as a manhole stripper.

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Organization Changes

The following organization changes in Metropolitan Commercial became effective on March 16.

G. B. Learned was appointed Assistant to the Division Manager.

T. C. Cochran is appointed District Manager in the Central District.

B. K. Way becomes General Training Supervisor, Southern Area.

C. F. Hammond is appointed Manager of the University-Porter exchanges, in the North West District in place of B. K. Way who has been appointed General Training Supervisor, Southern Area.

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H. C. Monroe Receives Radio

H. C. Monroe, who retired July 1, 1930, from the Directory Advertising Department, was pleasantly surprised February 12, when the Directory Advertising salesman presented him with a seven-tube radio set. Mr. Monroe, who has been shut in due to illness, was very happy over this gift which will help to make the time that he will be convalescent much more enjoyable.

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Plant Sales Leaders

High liner for plant in February in total sales was John P. Ward, Sub-Station Installer, First Central, whose 86 sales totalled \$832.20 annual revenue. Mr. Ward was high-liner in January but appears in the star role in February with a total 2½ times greater than last month, a very fine showing and his total number of sales has only once before been exceeded.

Second high number of sales was made by Martin J. Fleming, Sub-Station Installer, First Central, whose 72 sales totalled \$555.00 annual revenue. Mr. Fleming was tied for second place in January but his

results this month were 3 times greater than last month, also a splendid showing.

Honorable mention for number of sales is also due to George R. Cresser, Sub-Station Installer, First Central, 53 sales and Alexander B. McNabb, Sub-Station Installer, First Central, 52 sales.

The above four men with a combined total of 263 sales accomplished the results noted while engaged on special work, the selling being a side issue but splendidly carried out.

High revenue was \$1,956, made by William R. Senior, P.B.X. Foreman, First Central.

"Bill" has not before appeared in our Star cast but has many times been the means of bringing in a lot of desirable sales and he felt this month that it was about time to let the Juniors know that the Seniors were perfectly capable of holding their own.

Second high revenue was \$1,359.12 made by James E. Gordon, Field Engineer, First Central District.

Few months go by that Jim does not turn in a respectable sales total for no opportunities are allowed to get by him to improve the telephone service of those with whom he contacts. Appearing in the All-Star cast is old stuff to him.

Leading lady for plant in February was

**METROPOLITAN DIVISION
Plant Sales for February, 1931**

	Employees Making Sales	Per Cent Making Sales	Annual Revenue
Div. Supt.	1	20%	.84
Div. Employment Supt.	0	0	0
Plant Supt. (Office)	7	10	22.08
First District	104	29	64.92
Second District	34	18	17.90
Third District	64	31	38.35
Fourth District	57	28	38.62
Fifth District	90	54	72.43
Sixth District	70	40	79.11
Div. Plant Supt.	1	2	.03
Div. Plant Eng.	12	7	24.82
Supt. Const. (Office)	2	9	6.27
Wiring	42	39	16.26
Aerial	7	6	7.23
Cable Placing	10	15	5.37
Splicing	9	3	5.88
Supt. Bldgs., M. V., & Sup. (Office)	0	0	0
Supplies	0	0	0
Motor Vehicles	6	20	2.25
Buildings	0	0	0
	516	21%	\$402.36

(Over 22½% of Plant Employees participated in February.)



These people are the leaders in the Metropolitan Plant sales work for February. They have amassed a record that is inspiring others to greater efforts. Left to right: John P. Ward, William R. Senior, Irene MacDonald, James E. Gordon, and Martin J. Fleming.

Irene MacDonald, Clerk, Line Assigning, Northwest District, whose 19 sales totalled \$660.00 annual revenue, which included 18 stations saved, \$651.00 annual revenue. The splendid job done by Miss MacDonald this month breaks several records. It is, by far, the highest total ever made by a Plant leading lady in both number of sales and revenue and, which is of even greater moment, is the highest total of stations saved ever recorded in one month by any Plant employee, man or woman, since the inception of employee selling. As it requires several new stations to offset every station lost or disconnected, the value of Miss MacDonald's fine work is greatly appreciated by all interested in Station Gain. Much could be written of her initiative, her methods and her follow-up but suffice it to say, her sales accomplishment will have, it is believed, important bearing on future handling of O-orders.

Incidentally, Miss MacDonald's efforts so far enthused her "gang" that the North West Line Assigning force came through with 100% making sales.

So we say, "Some Leading Lady!"

SOUTHERN DIVISION

(Continued from page 682)

of careful preparation had been spent in rehearsing. The hearty laughter and the applause of the audience was a most eloquent expression of satisfaction.

The Employees' Representative Committee had charge of publicity, tickets and general arrangements for the affair. They are due much credit for its success. The committee is made up of Margaret Dunphy, Ann Ward and Gladys Lingham.

The cast was as follows: Parks, a butler, Ragnar Lind; Susie, a maid, Mary Eamon; Ortilly Howell, a bride, Irene Christian; Miss Winnaker, her aunt, Jean Connell;

Daphne Charters, her sister, Florence Burke; Nicholas King, a crook, Cecil Henderson; Ned Pembroke, Jr., Donald Walton; George Howell, a bridgeroom, Paul Kirvan; Swensen a police sergeant, Obic Olander; Jim Mooney, a policeman, Chester Smith; Mrs. Fleming, Irene Turner; Vera Vernon, a show girl, Helen Demenkow; Mrs. Pembroke, Ned's mother, Marie Clifford.

△ △ △ Plant Notes

A 750-A P.B.X. was recently installed at the plant of the Premier Thread Company at Pawtucket, R. I. The sale was made by Adelbert Wilkinson, Pawtucket installer, and "Wilky" also made the installation, assisted by F. C. Cooper, under the supervision of "Bill" Crabb, installation foreman.

This in itself is all in the day's work, but the following letter from the President of the Premier Thread Company shows how plant salesmanship and plant quality of work bring an unusually favorable comment from a subscriber. W. E. Mahoney, the President of the firm, writes as follows to the Company:

"We are writing you at this time regarding your recent installation of telephones in our plant. Wish to advise you that this system installed for us is operating even better than our highest expectations. The simplicity of operation and the service which it gives us are highly satisfactory.

Regarding the installation we wish to say that the men you sent here, Mr. Wilkinson and his assistant, not only did what we consider a very high class piece of work, but also their co-operation in explaining the workings of the system, as well as their willingness to be of assistance in every manner, is certainly a credit to your organization.

"If any of your subscribers are interested in seeing this system in actual working condition, we would be very pleased to have you show them our plant, and the manner in which it operates."

It is interesting to note in this connection the favorable reaction of the public generally to the 750-A type P.B.X. Mr. Wilkinson showed that he is not only a capable installer but a good salesman as well.

At Fall River, Mass., the Berkshire Spinning Company, in a letter to the Company, commend us for prompt installation of service and for fine quality of workmanship. Their letter in part states — "It gives us great pleasure indeed to be able to tell you that we are entirely satisfied with the fine work that was done in the wiring of our telephone system and wish to thank you for the same." The Berkshire Spinning Company desired to replace a 30-line board with an 80-line, on account of additional extensions required at their Fall River Plant. They further asked that this be done as quickly as possible.

Through the co-operation of the various departments particularly the Division supply organization the subscriber was given the desired service on the date requested. Installation was made by Tommy Yates and L. S. Field of the F. R. Installation and they have received much commendation for their excellent workmanship and general neat appearance of the job, especially considering the time in which it was accomplished.

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Warren M. Smith

Warren M. Smith, a retired plant employee of the Southern Division, died at his home in Providence, R. I., on March 7. Mr. Smith entered the employ of the Providence Company in January, 1907, and was retired on pension on February 19, 1928. He was connected with the supply forces in Providence throughout his 21 years of service.

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An emergency telephone system is to be installed in Switzerland which will cover the famous mountain routes of the country and which, it is expected, will be a great aid to motorists in time of emergency.



Fred G. Peare, on the eve of his retirement, was honored by nearly a hundred of his friends and associates in the telephone business at a dinner held at the Chamber of Commerce. Mr. Peare has had forty years' service with the Company.

at his home in that city. The death of Mr. McKenzie was a distinct shock to his friends and associates. He died in his sleep.

Mr. McKenzie entered the employ of the Company in 1898, and was employed in the construction department until 1904, when he was transferred to the maintenance department where he worked until his death.

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Fred Peare Retires

Nearly a hundred of Fred G. Peare's friends assembled in the dining room of the Chamber of Commerce on February 26, to pay tribute to Fred on the eve of his retirement.

After a splendidly served meal, an hour of entertainment was provided by the Capitol Trio, interspersed with community singing by the banqueters, with Charlie Maxwell at the piano. Jimmie Murphy of the Cable Placing Department, assisted by Bert Lowney at the piano, pleased those present with his singing. George P. Vaccarest and Arthur J. "Sandy" McCarron also contributed to the evening's enjoyment by their singing.

Toastmaster "Duke" Richards paid tribute to Fred's loyalty and the good will of the men in the Company toward Fred, which was certainly attested by the presence of so many of his friends at the dinner.

General Plant Manager C. N. Tasker, who attended, spoke about the early days of his service, during which time he made many pleasant contacts with Fred.

Representing the older employees, Frank R. Starkey, now retired, but for many years an intimate associate of Mr. Peare, added his praise to that already paid the honored guest. Jim Flanagan referred humorously to those early days when he and Mr. Peare had much in common.

Charlie Ames, in the name of Fred's many friends, many of whom were unable to be present, gave Fred a handsome pipe set.

During the greater part of his forty years' service, Mr. Peare was in the financial end of the business, being for a number of years the Division Plant Cashier of the Metropolitan Division. When this function was transferred to the Treasurer about a year ago, he was assigned to the Staff of the Division Employment Supervisor on employment activities.

Denis Wieseman

Denis Wieseman, a manhole stripper in the Metropolitan Division, died suddenly on February 9.

"Dennie" entered the service of the Company on June 17, 1907, and has since that time worked throughout the division as a manhole stripper.

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Organization Changes

The following organization changes in Metropolitan Commercial became effective on March 16.

G. B. Learned was appointed Assistant to the Division Manager.

T. C. Cochran is appointed District Manager in the Central District.

B. K. Way becomes General Training Supervisor, Southern Area.

C. F. Hammond is appointed Manager of the University-Porter exchanges, in the North West District in place of B. K. Way who has been appointed General Training Supervisor, Southern Area.

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H. C. Monroe Receives Radio

H. C. Monroe, who retired July 1, 1930, from the Directory Advertising Department, was pleasantly surprised February 12, when the Directory Advertising salesman presented him with a seven-tube radio set. Mr. Monroe, who has been shut in due to illness, was very happy over this gift which will help to make the time that he will be convalescent much more enjoyable.

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Plant Sales Leaders

High liner for plant in February in total sales was John P. Ward, Sub-Station Installer, First Central, whose 86 sales totalled \$832.20 annual revenue. Mr. Ward was high-liner in January but appears in the star role in February with a total 2½ times greater than last month, a very fine showing and his total number of sales has only once before been exceeded.

Second high number of sales was made by Martin J. Fleming, Sub-Station Installer, First Central, whose 72 sales totalled \$555.00 annual revenue. Mr. Fleming was tied for second place in January but his

results this month were 3 times greater than last month, also a splendid showing.

Honorable mention for number of sales is also due to George R. Cresser, Sub-Station Installer, First Central, 53 sales and Alexander B. McNabb, Sub-Station Installer, First Central, 52 sales.

The above four men with a combined total of 263 sales accomplished the results noted while engaged on special work, the selling being a side issue but splendidly carried out.

High revenue was \$1,956, made by William R. Senior, P.B.X. Foreman, First Central.

"Bill" has not before appeared in our Star cast but has many times been the means of bringing in a lot of desirable sales and he felt this month that it was about time to let the Juniors know that the Seniors were perfectly capable of holding their own.

Second high revenue was \$1,359.12 made by James E. Gordon, Field Engineer, First Central District.

Few months go by that Jim does not turn in a respectable sales total for no opportunities are allowed to get by him to improve the telephone service of those with whom he contacts. Appearing in the All-Star cast is old stuff to him.

Leading lady for plant in February was

**METROPOLITAN DIVISION
Plant Sales for February, 1931**

	Employees Making Sales	Per Cent Making Sales	Annual Revenue
Div. Supt.	1	20%	.84
Div. Employment Supt.	0	0	0
Plant Supt. (Office)	7	10	22.08
First District	104	29	64.92
Second District	34	18	17.90
Third District	64	31	38.35
Fourth District	57	28	38.62
Fifth District	90	54	72.43
Sixth District	70	40	79.11
Div. Plant Supt.	1	2	.03
Div. Plant Eng.	12	7	24.82
Supt. Const. (Office)	2	9	6.27
Wiring	42	39	16.26
Aerial	7	6	7.23
Cable Placing	10	15	5.37
Splicing	9	3	5.88
Supt. Bldgs., M. V., & Sup. (Office)	0	0	0
Supplies	0	0	0
Motor Vehicles	6	20	2.25
Buildings	0	0	0
	516	21%	\$402.36

(Over 2½% of Plant Employees participated in February.)



Manager Ira P. Watson and Supervisor Madeline B. Taggett shown in the manager's office in our new Bangor building which was recently opened to the public. Work is now going on in the building preparatory to the dial cut-over in the near future.

Eastern Division

Associate Editors

EDWARD I. HERBERT, *Commercial*

GEORGE H. HODGKINS, *Plant*

THORNTON L. C. BURNELL, *Traffic*

45 FOREST AVENUE, PORTLAND, ME.

New Business Office at Bangor

A large number of people attended the opening on February 9 of the new business office located at 59 Park Street. Counterless in type with ample room and light, walnut furniture, and modern electrical fixtures it has a richness of interior much admired by its many appreciative visitors.

The main entrance opens into a glass enclosed vestibule with a door on the right for the use of patrons wishing to make payments, while a door to the left serves those customers who desire to transact business with service representatives.

A separate room houses the service order writers where every attention has been given to assure a maximum of light. Two rooms have been used for customers desiring sequence call service, with another for counting public telephone receipts.

An item of considerable interest located in the main office is a demonstration unit which shows the functions of a dial system call. This working model shows each operation through the various switches as they will take place in the central office when completed. Telephones are connected so that the public can familiarize themselves with the simplicity of making calls from a dial telephone.

On the opening day Manager Ira P. Watson was presented with several large baskets of flowers by prominent Bangor concerns and business men and was kept busy greeting his many friends.

Commercial Changes

Rupert Irvine, who met with singular success in the Lewiston non-user canvass, has been transferred to Portland where a new canvass is getting under way.

W. J. Weeks who has been located in Biddeford is now in Portland to give Irvine some competition.

W. P. Menneally, who has made an enviable record in Bangor selling dial P.B.X.'s and leading the division on scheduled business interviews for many months, has been transferred to Portland and rounds out the trio who hope to establish a record sales job among the non-users.

F. G. Shaw replaces Menneally as full time salesman in Bangor.

B. O. Atwood will fill the place vacated by Mr. Shaw as collector at Bangor.

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A Good Job Finished

Manager Bryant M. Patten of Lewiston wrote "Finis" on a non-user canvass report dated March 6. He probably sighed with relief because the work had been going on for 127 days — surely, he smiled with satisfaction as he glanced at the final results. Three thousand people had been told of the value and comfort that a telephone would add to their homes. Two hundred and nine—or 7% of the total—agreed with our men and now are proving to their own satisfaction that their claims were justified.

Six Commercial men had helped with the

job, some of them for a few weeks only. One man, Commercial Representative Irvine, had given some of his time to the job each week since the canvass began. Irvine was surely the star of the job. He talked with just 1,000 housewives in Lewiston who were without telephone service and 74 of them liked the picture that he painted and arranged for service.

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Our Seal Harbor Office

Our Seal Harbor exchange in charge of Mrs. Alice Wood, serves one of the most beautiful spots on the Maine coast. Seal Harbor is located on the island of Mount Desert and claims many famous summer colonists among whom are John D. Rockefeller, Jr., and Edsel Ford.

The exchange has a one-section magneto board. In the summer the little office is a beehive of activity, as it is the quickest and most satisfying door to the outside world from the island.

The system of new roads which is in the offing will make this more and more a Mecca of tourists who are lovers of Maine's beautiful scenery. More tourists will mean more need for telephone service and Mrs. Wood and her assistants are always ready to be of service to the community both as telephone people and otherwise.

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Westbrook Leads Division

The Eastern Division has a great many fine salesmen in the Plant, Traffic, and Accounting Departments but when one looks for a "team" Westbrook Plant far outdistances the others. Wire Chief Cousins has five team mates and each of them is well over the 300 mark in points scored. Among them is the Division Leader, J. C. Sanborn. They all sell "service to fit the needs" — anything from a hand set to the cordless switchboard with 3 trunks and 9 stations which Mr. Cousins sold last month.



Ralph W. Cousins who is one of the star salesmen at Westbrook. Mr. Cousins recently sold a cordless switchboard.

The following list gives the standing in this 100% efficient organization: J. C. Sanborn, 1,492; F. B. Brown, 801; R. W. Cousins, 606; Miss R. I. Nielsen, 572; R. C. Scribner, 396; and H. F. McIntosh, 324.

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Girls Aid Unemployment Fund

Our Waterville girls are doing their bit to aid in the unemployment situation. Besides the usual acts of kindness to their fellow-workers who have been ill, they have donated \$50.00 from their "Sunshine Fund" to the Unemployment Relief Fund which is being administered to the needy of the city.

Waterville girls, in common with telephone people in the area in which we operate, are proving to the public most conclusively that the Telephone Company and its people live up to their motto "Service First" whether it be telephone service or any other kind of service that the community needs.

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New Plant Ratings

The following men recently received new ratings: R. L. Strout, R. T. Emery and R. L. Gardiner, sub-station repairmen, Class "A"; Carroll M. Cleaves, head lineman; Deless M. Watts, lineman; Harry W. Clark, cable splicer; H. L. Batty, journeyman cable splicer; and Philip F. Reidy, cable splicer, Class "B."

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Demonstrates How to Sell

Margaret Welsh, who is Sales Supervisor of the Forest Sales Committee, not only teaches sales practice to her people, but demonstrates in a most effective manner just how to go about making sales. Miss Welsh at the present time has 391 points for her sales efforts, and was awarded one of the pen and pencil sets for sales proficiency.

That illustration and demonstration are great aids to the sales teacher, Miss Welsh



Margaret Welsh, Forest Sales Supervisor whose demonstrations of how to sell have been of the practical kind. She practices what she preaches.



This beautiful and homelike dwelling houses our Blue Hills, Maine, office. It is situated near Blue Hill Bay, one of Maine's fine vacation places.

has proved. Her people are becoming thoroughly sales-minded and are not letting any sales opportunities get away from them. They are out to set a stiff pace for their teacher, so that she'll have to look to her laurels.

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Operators of '88 Entertained

Portland entertained Mrs. Cora Plaisted and Mrs. Sadie Wood who were two of its first women employees, on February 16.



Left, Mrs. Cora Plaisted, and right, Mrs. Sadie Wood who were two of Portland's first women telephone employees.

They entered the employ of the Company in 1888, when the exchange was situated at 24 Exchange Street. The board at that time was a ten-position Williams type board, with one position used for toll.

When Mrs. Plaisted and Mrs. Wood were operators Portland had 380 lines, serving 800 customers. Most of the subscribers were located within the city limits. There was, however, one line serving five South Portland customers and another serving three subscribers in Westbrook.

Portland had eight toll circuits at the time. There was one each to Lewiston, Brunswick, Portsmouth and Cornish and two each to Biddeford and Boston.

Mrs. Plaisted's sister, Mrs. Amy Allen, was the first woman operator ever employed by the Telephone Company.

The visitors found much to marvel at.

The intricacies of the equipment, the growth of the operating practice, the development of the technique and the training necessary to become an operator now, were of great interest to them.

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Our Blue Hill Office

The Blue Hill office serves a very important summer section of the Maine coast bordering Blue Hill Bay and is one of the State's beauty spots. The office is in charge of Mrs. Hannah Richards, who has scores of friends among the telephone-using public.

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Everybody is Selling

Everyone in the Eastern Division — Plant, Traffic, Disbursement Accounting, Revenue Accounting — seems to be taking advantage of the sales opportunities that present themselves. The adoption of the All Employee Sales plan about a year and a half ago shows sales by 411 Traffic people, 255 Plant people, 25 Accounting people.

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Mrs. Anne E. Sanford

Mrs. Anne E. Sanford, for the past six years Chief Operator of the Moosehead Telephone and Telegraph Company, died on March 7, after a short illness, with pneumonia.

Mrs. Sanford's death came as a distinct shock to the community which she has served for more than twenty-three years. She entered the telephone business immediately after she graduated from the Foxcroft Academy and has been associated with the telephone business ever since. Her long years of service made her particularly well-known in her own community and her acquaintances with telephone people throughout Maine were many.



S. Eva Allen, service representative at Lewiston, who recently completed thirty-five years of service with the Company.

Completes Thirty-Five Years

S. Eva Allen, Service Representative at Lewiston, received the congratulations of her fellow workers March 9, in observance of her thirty-fifth anniversary of employment.

In this time she has made many friends both within and without the ranks of telephone workers having served as operator, supervisor, commercial cashier and service representative.

Miss Allen says that the great storm of March 1, 1896, which destroyed both bridges connecting Lewiston and Auburn, deprived her of one week's service, as the telephone forces were so occupied in giving emergency service that they could not be bothered with neophytes.

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Banquet to George B. Leighton

George B. Leighton of Waterville, who retired recently after thirty-eight years of service, was rendered a reception on February 19, by his telephone associates.

Odd Fellows Hall was appropriately decorated in the national colors as a token of the month in which two of the country's greatest presidents were born.

The gathering represented all of the sections in which Mr. Leighton had worked and many other parts of Maine.

During his thirty-eight years of service, thirty of which were spent in Waterville, Mr. Leighton became a familiar figure to the public. The tributes he received were not limited to his co-workers in the Telephone Company. Many tributes came from those whom he has been serving all these years.

The speakers were W. P. Stanyan, D. J. Desmond, of Portland, William Hinckley of Bangor and P. J. Bell also of Bangor. Concluding his remarks Mr. Bell presented Mr. Leighton with a big red leather lounging chair with foot rest and Mrs. Leighton with a beautiful bridge lamp. Mr. Hinckley, president of the I. B. T. W., in finishing his

talk presented Mr. Leighton with a handsome white gold watch and chain as a tribute of esteem from the men in the I. B. T. W. Mr. and Mrs. Leighton while visibly affected by these expressions of good



George B. Leighton, of Waterville who retired recently, was honored with a party by his friends and associates in the telephone business on February 19.

will, warmly thanked their friends for the kindness shown.

George Bernhardt arranged a pleasing program which consisted of the renditions by the Boys' Club Harmonica Trio, and several boxing matches put on by members of the Boys' Club.

Out-of-town guests were L. P. Graffam of Gardiner, R. A. L. Colby of Gardiner, F. E. Day of Newport, Robie White of Augusta, P. J. Bell, A. G. Williams, D. J. Sullivan, N. E. Barker, W. T. Hinckley, Thomas Cronan of Bangor, Francis Keene, Elinor Hall, Pearle Johnson of Fairfield, D. J. Desmond, Emery Winslow of Portland, Phoebe Folsom, Hazel Sawtelle, Ella

Cole, Ruby Cochran, Evelyn Snell of Oakland, J. E. Hayes of Belfast, W. E. Fickett, C. W. Alexander, Perley Sweetland, Harvey Oliver of Augusta and Gladys Weston of Oakland.

The committee in charge of the reception was composed of Clarence Emery, chairman; Dan Bowie, Charles Keith, Ellis Sanborn, Mrs. Harold Strout, Mrs. Clara Bernhardt and Mrs. Arthur Johnson.

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A. T. & T. Co. Stockholders Numerous

There are more holders of American Telephone and Telegraph Company stock than people living in any one of the following states: Arizona, Delaware, Idaho, Montana, Nevada, New Hampshire, New Mexico, Utah, Vermont or Wyoming.

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"What do you do for sea-sickness?"
"Just what everyone else does."

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Safety Notes

Richard S. Stevens, one of our First Aid instructors in the Bangor District, is doing great work instructing some of our new men in First Aid in that District.

Guy F. Merrill of Rumford, formerly of the Maine Telephone Company, did a wonderful piece of work in training thirty-five men in First Aid. Upon examining these men, C. H. Lavigne, Division Safety Supervisor, stated that Mr. Merrill's classes had been trained in a very thorough manner and his accomplishment was a credit to the division. All of the men that were examined had a very deep interest in Safety.

Chester C. Stevens, First Aid Instructor in the Lewiston Exchange, is conducting classes for the American Red Cross and Boy Scouts in Lewiston.



Guy F. Merrill of Rumford trained thirty-five men in First Aid recently and all of his students passed the tests with flying colors.



The Springfield Central Office Maintenance Association enjoying a night of bowling. With coats off, sleeves rolled up, and determination written all over their faces, it looks as if the boys were going to conduct quite an assault on the pins.

Western Division

Associate Editors

MAURICE S. BLAISDELL
SPRINGFIELD

GEORGE PARKER
RUTLAND, VT.

Springfield C. O. M. A. Notes

The entertainment committee of the Springfield Central Office Maintenance Association sponsored a military whist party at the Longmeadow Community House on February 27, attended by a large gathering. Luncheon was served directly after the last hand was played. The party was such a success that those present are requesting another party, and the committee have decided to sponsor one each month.

The new Bangor, Maine, dial exchange should be well equipped with capable machine switchmen as in addition to Harold Morgan who left early in February, Springfield has sent John Shea, Raymond Babineau and Howard Drew who have already taken up their new duties in the Bangor dial office. Although the Association is sorry to have such honored members depart, it is glad that they have their chance for advancement and as a token presented them each with bill-folds beautifully engraved.

The Bowling League ended up its season with the Connectors consisting of Capt. Foley, Sanderson, Hathaway and Young winning first place. Bill Julian took the prize for high singles. Gene Flagg gets the prize for high 3-string total. The Selectors consisting of Spongberg, Capt. Bowler, Fred Williams and Bill Felch were the winners of the prize for 3-string team

total. About \$40.00 was collected for the prizes and the committee has elected to hold a banquet at which time the prizes will be distributed. We would also like to mention that Gene Jenness who did not win any prize deserves honorable mention as booby as he held average for the season of 56.

High single-string goes to Julian, 124; high 3-string to Flagg, 355; and high-team average, 3-string, 1,187. Final scores as follows:

	Won	Lost	Average
Connectors	36	12	750
Line Finders	26	22	550
Selectors	24	24	500
Repeater	18	30	350

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Pass First Aid Tests

The following employees passed the Red Cross First Aid examination during February.

Carroll S. Holmes, Robert R. Sproul, Delmar Rhinesmith, Irving W. Hathaway, Andrew B. Phelan, William H. Felch, Earl T. Roberts, Arthur L. Dexter, Carmelo Mazzaferro, Antonio Cavallo, Antonio Marturono and Joseph Lombardo at Springfield. Edward T. Sheridan of Springfield was the instructor.

Stephen P. Shannon, Ernest A. Saben, Shirrell H. James, Harry Laduke, George Elian, James S. O'Reilly, Dominic Jacovelli,

Owen Drum, Leo Lanzilotti, Mike March and Fred C. Rourke at Worcester. Joel L. Hodges of Worcester was the instructor.

Edmond J. Lynch, Daniel J. Dunn, Jr., James B. Roden, Wilfred L. Cadman, Lucius E. Dubois, Alexander C. White, Earl C. Fredenburg, George L. Streeter, Paul M. Kellogg, Robert D. Fuller and Edwin N. Johnson at Pittsfield; Clarence A. Parrish, Richard Reed, John B. O'Hara, Edward P. Brown and Ruby Feldblum at Great Barrington. Frank R. Camp of Pittsfield was the instructor.

All of the groups were examined by Ralph A. Tyler, Division Safety Supervisor of Springfield.

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Meeting of Local No. 3

Despite the inclemency of the weather a very enthusiastic meeting of Worcester Local No. 3 was held on February 19.

Division Employment Supervisor W. S. Mason gave an interesting and instructive talk on sales and urged all of the men to



E. H. Coolidge, former "Topics" associate editor, 7,500 feet up, in California, is seen at what was once a telephone. Mr. Coolidge is enjoying the famous sunshine of the West Coast.

make an especial effort to do everything possible to increase revenue by bringing in new business.

John O'Connell, a State highway inspector, spoke of the necessity of safe and sane driving on our overcrowded roads. He also took time to answer many questions which the gathering put to him. His talk proved a great interest to the assembled group most of whom have occasion to drive Company cars and many of whom have cars of their own.

A musical program was enjoyed after which a buffet lunch was served. The entertainment committee received much praise for an excellent program as well as a good lunch. The committee consists of Chairman F. Kinney, W. R. Jones, J. M. McHugh, L. Naughton, and J. Savage. President A. L. Laverty presided.

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Wagner New Clinton Manager

Elmer A. Wagner became manager of our Clinton office on March 9, succeeding J. F. Couming who goes to Worcester as a member of the staff of Manager C. J. Abbott.

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William W. Denning

William W. Denning, Division Supervisor of Central Office Power, Springfield District, died in his home, 32 Marsden St., March 3, after a two months' illness.

Mr. Denning entered the employ of the New England Telephone and Telegraph Co. in 1905, later going with the New York Telephone and Western Electric Companies on central office installation construction and as an inspector of central office equipment. In 1915 he came to the Fitchburg District as an installer of central office equipment and continued on this work until 1924, when he was transferred to Springfield. Later he was appointed Division Supervisor of Central Office Power.



WILLIAM W. DENNING



C. W. Preston of Barton, Vermont, is shown with the first telephone that ever operated in that town. He connected it himself in 1873. Carl E. Merrill, our manager at St. Johnsbury, is shown using a modern handset.

Mr. Denning was a member of the William J. Denver Chapter No. 20, Pioneers of America; Masonic Lodge at Bath, Me.;

teacher in the Rutland High School, held the position of cashier during her entire term of service. She has witnessed many changes, among them the change from a business office with only herself as attendant to one with three people, and an exchange employing eight operators to one that employs more than fifty.

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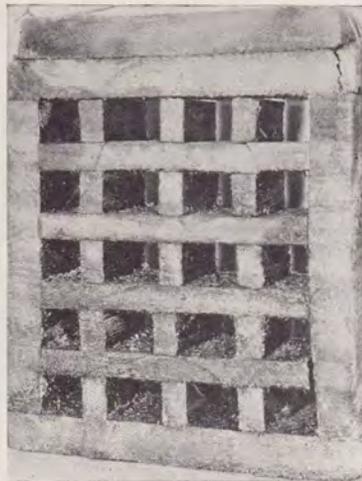
First Telephone in Barton, Vt.

C. W. Preston of Barton, Vermont, has the first telephone that was ever operated in that town. It is still in good condition and has recently been on display in the window of the *Orleans County Monitor*, in Barton.

The instrument is composed of a turned wooden and tin ring about four inches in diameter, across the opening of which is stretched a thin material similar to that used on a drumhead. A copper wire from the center of this diaphragm ran to a little receiver and transmitter which was placed a few hundred feet away. Transmission was effective up to the range of the instrument. The wire was prevented from pulling through the parchment-like diaphragm by being knotted through a copper cent. This copper cent served the dual purpose of anchor and "thumper." When one wished to attract attention at the distant station he tapped the copper cent with a pencil or anything else that was handy.

Mr. Preston first installed this crude telephone in 1873, and used it between his house and his place of business. For the time it was satisfactory. It operated on mechanical waves. Alexander Graham Bell's electric telephone first transmitted words on June 2, 1875.

The instrument, according to Mr. Preston was bought in Waitsfield, Vermont.



Telephone men in Springfield are interested in a wooden electric light conduit which was unearthed recently by workmen. The conduit had been in the ground forty-four years and was in good condition.

American Institute of Electrical Engineers and the local chapter No. 4 of International Brotherhood of Telephone Workers.

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Agnes P. Fanning Retires

Mrs. Agnes P. Fanning who for thirty years has been employed in the business office at Rutland, Vermont, retired on March 1.

Mrs. Fanning, who previous to entering the employ of the Company in 1901 was a



Members of the Worcester Bowling League at one of their recent matches. The league has been particularly strong this season with some of the best bowling of recent years being displayed.

Telephone Bowling League

The Telephone Bowling League is going along at a great pace. There is much rivalry among the teams, but the Local Test outfit seems to have a comfortable lead on their nearest opponents the Line Construction team. With eight matches lead and a pin-fall of two thousand more than the runner-up, Local Test is beginning to feel kind of "cocky." The Construction gang intimate that the leaders aren't out of the woods yet and that they had better watch their laurels.

Team standing, 3-9-31.

	Won	Lost	Pinfall
Local Test	59	21	27,359
Line Constr.	51	25	25,002
Plant Office	41	39	25,668
Com'l Office	36	40	23,016
Cable Dpt.	32	48	25,122
Toll Test	28	52	25,092

Averages: G. McCarthy 98.5, Nash 93.3, Bennett 93, Shannon 92.7, J. J. McCarthy 95.5, Fleming 90.5, MacCrealy 90, Cunningham 90, Bacon 90, Lawton 89.7, West 89.5, Harrop 89.4, Farnsworth 89, Woodward 87, Fanning 86.4, Sheehan 86, Shurtliff 86, Hart 85.5, St. Germaine 85.5, Kane 85, Leary 84.6, Danforth 83.9, Donohue 83.3, McNeil 83, H. Greenwood 82.5, F. Baker 82, O'Melia 81, C. Greenwood 80.2, Harrington 76.5, Sargent 75.

Records: High single, G. McCarthy, 158; high 3-string single, G. McCarthy, 381; high-team single, Line Constr., 497; high 3-string, Plant Office, 1,435.

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New Building at Holyoke

Work has started on our new building at Holyoke which will house the new dial equipment which is soon to serve the people of Holyoke.

The building will be completed by

November 1, after which the Company will begin installation of the equipment. The new office will go into service in November 1932, and when it does, Holyoke telephone users will obtain their calls automatically by dialing.



The officers of the Worcester Telco Bowling League. Left to right: Carlson, president; Sheehan, secretary; West, vice-president; and Woodward, treasurer.

The building, which is designed after the modern style of architecture, will be of pleasing appearance, and a real addition to the buildings of the city. Its dimensions are 93 feet on Maple Street and 88 feet on Essex Street. The structure is so planned that additions, both vertical and lateral, will be possible when required, but the present three stories and a basement are expected to take care of the telephone needs of Holyoke for a number of years.

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Sleet Storm Hits Rutland

A sleet and wind storm of unusual velocity hit Rutland, Vermont, on March 8, and wreaked havoc on our poles and cables in the Rutland Area. The toll service in that vicinity was completely disrupted, and there were more than 1,500 stations out of service the next morning.

A greater portion of the trouble was due to the trees blown across wires and cables, affecting both the toll and local service.



Left to right: McCarthy, Kane and Nash of the Worcester bowling league lined up to assault the pins.



A view of some of the damage done in Rutland, Vermont, by the sleet storm which visited there on March 8.

Between Rutland and Middlebury, over 200 toll poles were blown down across the highways and in the vicinity of Rutland more than 150 exchange poles were blown down by the heavy gales of Sunday.

Sunday night Acting Plant Superintendent Pillsbury started a group of men with covered wire to Rutland. Early the next morning the various crews under the direction of Acting Maintenance Supervisor Smith and Acting Wire Chief Flynn started out to repair the damage and restore the local service.

The toll service was restored two days later under the direction of Supervising Foreman Pierce. The local service was practically all restored five days later.

The following exchanges were affected: Rutland, with 600 customers out of service, Pittsford, with 100; Brandon, with 250; Bennington, with 300; Fairhaven, with 100; and about 150 in the other exchange areas.

The worst of the toll breaks were in the vicinity of Brandon, where the wires were literally blown from the poles. The work of restoration was greatly handicapped because of the impassable condition of the roads which were blocked with snow-drifts from ten to fifteen feet deep. In many cases it was necessary to make detours around fallen trees and general debris from the storm.

In and around Brattleboro about thirty

toll poles were damaged by the wind. Foreman Parker with his crew had the service restored the following Monday.

The damage throughout the rest of the state was comparatively light. The storm center seemed to be the Rutland Area. The Plant forces did a good job getting the service restored as they had many obstacles to overcome in the way of snow, fallen trees and poles, and particularly hard traveling on some of the highways.

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Employees Committee Dines

The retiring Employees' Representative Committee of the dial office, the newly elected committee and a few invited guests met at the Bancroft Hotel, Worcester, for a supper-social on February 26. The purpose of the meeting was to express appreciation for the work of the retiring committee and to welcome the new group. The regular monthly business of the meeting was also transacted.

Those present were Gladys Hoey, Julia Curran, Nora Carroll, Celia Higgins, all members of the old committee; Katherine Reidy, Grace Floody, Bessie Shilladay, Florence Roach, Katherine Melvin, members of the new committee; and S. A. Jones, Mary Moriarty, Lucy F. Donlon, L. F. Shurtleff, F. V. Moulton and H. F. West.



The new Employees' Representative Committee at Worcester. They are, left to right: Florence Roach, Katherine Reidy, Grace Floody and Bessie Shilladay.

CENTRAL DIVISION

(Continued from page 675)

hind legs of the cow being bound hard under a tree stump at the bottom of the drain. Foreman Preston quickly sized up the situation, however, and immediately set up the derrick which forms part of the truck equipment, applied a few wraps around the body of the cow and with the use of the winch rope quickly succeeded in raising it from its precarious position. The men were tendered the thanks of Mr. Batchelder for their assistance and were informed that but for their help he would have suffered the loss of one of his best cows.

Leo F. Mallon, a lineman in the Concord area, also gave willingly of his services in a vain attempt to save the life of a construction worker who died as a result of a cave-in on Gully Hill, Concord. According to Mallon he was passing in the vicinity of Gully Hill where road work was being done when his attention was attracted to a large crowd that had gathered at a certain point on the new state right-of-way. Investigation showed that three construction workers had been buried by a cave-in, that two of them had been rescued and efforts were being made to locate the remaining victim. Quickly seizing a shovel, Mallon started to dig with the other members of the rescue party and, following ten minutes of feverish digging assisted in locating and removing the body to a point where a policeman, who had been delegated to the scene, started to apply the prone pressure method of artificial respiration on the victim. Following a protracted application of this method, without any response, the policeman was forced by utter exhaustion to suspend his efforts at reviving the victim and it was at this point that Mallon received the permission of the medical doctor, who was directing the rescue, to continue the artificial respiration. For more than an hour Mallon worked on the victim without success whereupon the doctor pronounced him dead. According to one who happened to be at the scene of the fatality, Mallon demonstrated an expert knowledge of the artificial methods employed and was the subject of much favorable comment from the witnesses.

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Myrtie E. Heald

Myrtie E. Heald, for over twenty-eight years an employee at our Manchester, New Hampshire, business office, died March 6, at her home in Manchester.

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An average of 70,000 long distance telephone calls are made daily in the Provinces of Ontario and Quebec, Canada.



The Payroll and Voucher gang, with friends of the Disbursements Accounting force, had a merry time at a Valentine party held recently at the headquarters of the Alexander Graham Bell Post, American Legion.

Accounting Secretary Treasurer

W. E. FARQUHAR

Associate Editors

P. H. COBB

"Payroll and Voucher" Party

The Payroll and Voucher Division, aided and abetted by several of the General Disbursement Accounting force, gathered at the headquarters of the Alexander Graham Bell Post, American Legion, on February 12, and proceeded to enjoy a pleasant evening with F. W. Tucker and H. G. Berquist as especial guests.

No party is a success without something to eat, so that was the first order of the evening. A catered supper was served at 6:30 P.M. and nobody complained of being hungry after the dishes were cleared away.

An entertainment followed, consisting of piano duets by the Kearns Sisters, tenor solos by the "Telephone Favorite" William J. Kearns and a Pianologue and tap dancing by the Murphy Brothers. General dancing was enjoyed until midnight. The elimination dance was won by "Budd" McCully and "Bill" McCarthy.

The committee that was responsible for arranging this affair was W. A. Donahoe, chairman, assisted by W. J. Butts, Mary E. Kearns, Marie McDonnell, Mary Henry, Viola Ornell, Dorothy Richards, Dorothy Stewart, Robert E. Williams, Frank Rowland, Jr., Treasurer, and A. E. Whiton, who was Honorary Chairman.

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Centadacs Elect Officers

On Tuesday, February 16, the Centadacs of the Central Division Disbursements

Accounting Office held their annual election of officers. A review of the previous year's activities was gone over revealing the organization to be in very good shape financially after a most successful social season. The retiring President, Kenneth Weston, installed the new officers as follows: Arthur Crafts, President, and an office committee consisting of Verda Johnson, Dorothy Fallon, Anna O'Sullivan, and Gwenfrud Hamer.

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S. S. S. — Whatever That Is

The girls in the Machine Billing section of the Springfield Revenue Accounting Office have recently formed a club designated by the secret insignia of "S. S. S." The club held a Valentine party at the home of Marion Riley in Westfield. When they arrived they found the house very artistically decorated in pink and white and also found unique favors at each member's place around the table. A delicious luncheon was served.

After luncheon there were games and singing, after which the business of the club was disposed of. Combining business with pleasure, the initiation ceremonies were performed. Charlotte Rice became a full-fledged member, entitled to all the benefits and liable to all responsibilities of the club.

So well have the girls guarded the "motto" of their insignia that it is doubtful if it shall ever be known outside of its members. This brings to mind another organization, which by the way also con-

sisted of "Sweet Springfield Sisters," who chose their insignia as "N. B. B. O. O." To the uninformed who were inquisitive enough to inquire as to the meaning of the motto, they were simply told that it was "nobody's business but our own," which would usually add to their curiosity.

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Valentine Party

A Valentine Party was held by the Western Division Disbursements Accounting Associates at the Strathmore Inn, Woronoco, February 16.

Leaving the office at five o'clock, the members made the trip by bus to the Inn. Upon arriving a turkey supper was served with all the fixings, after which dancing and games were enjoyed. Everyone entered into the fun and at 9:30, when all left for home, Mary Cramer and Michael Coyne carried prizes for the highest honors.



Yvonne LeBlanc, who has recently taken over the duties of Toll Sorting Supervisor at Springfield, is one of the star bowlers, and one of the most active girls in the office.

Winter Sports on Holiday

About thirty girls from the Boston Revenue Accounting Office decided that the "double holiday" was the proper time to hold their winter sports party. A bus was chartered and the party left Boston February 21, for Durham, N. H., arriving there about 5.50 in the evening. After supper a sleigh ride to Dover was enjoyed and incidentally the girls lent their support to two local basket ball teams engaged in a game. The next two days were taken up with skiing, coasting and skating, and the girls enjoyed themselves to the utmost. There were no mishaps reported, but from the popularity of strong liniments and lotions, it is evident that they entered into the sports most strenuously.

The party left for home Monday afternoon and after "bucking" snowdrifts most of the way, they arrived in Boston after midnight rather tired but satisfied that they had a wonderful time.

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Accounting Notes

The Salem Revenue Accounting Associates held a very successful penny sale at the office on March 2. There was a great deal of enthusiasm shown and, although some of the girls and the men spent all of their pennies and didn't win a thing, they didn't complain. Sandwiches and coffee were sold which helped to swell the receipts. Over \$40.00 was made for our fund.

The Salem Revenue Accounting Office bowling team has been having a little activity lately. In their match with the United Shoe Machinery girls, they lost by 2 points and they lost to a strong team from the Beverly Gas & Electric Office on March 5, by 30 pins. The girls are working hard in preparation for the coming Telephone League matches.



These "Winter Sports" somewhere in New Hampshire are: front row, left to right, Helen D'Amato and Mae Holland. Second row: Helen Holland, Marion Lyons, Gert Collins, Ruth Bracelon. Back row: Peg Fay, Mary Leary and Mary Carroll.

Treasurer's Office Has Party

The Employees of the Treasurer's office gathered at a social party on February 12, at the "Lido Venice" where dinner and dancing were enjoyed followed by a theatre party at the Shubert where the musical play "Nina Rosa" was showing. The party comprised Treasurer O. J. Ives and Mrs. Ives, R. E. Crosby and Mrs. Crosby, Gilbert Weston, Walter Bartlett, George Hynes, Martha Allen, Doris Ballou, E. P. Vernon and Mrs. Vernon, John Cook, Kenneth Murray, Anna Scanlon, George Ruffin, Ruth Baisley, Charles Porter, L. Ruchione and Mrs. Ruchione, Geraldine MacGregor, Harriet Holland and Bernice Brower.

They had as their guests, former Treasurer John Balch and Mrs. Balch.

Personals

We are happy to extend a cordial welcome to Catherine McGann who has joined our family at the Providence Revenue Accounting Office.

Since "Al" Brickett has joined the ranks of the benedicts he is fast becoming proficient in economic arts. His latest episode turned out to be rather a "hot bargain." Al attended a fire sale and purchased a "Smoking" jacket.

The "Nit-Wits," composed of Providence Revenue Girls, and their "B.F.'s" held a bridge party at the home of Florence Lemay. After the bridge, the prizes were awarded and the guests enjoyed dancing and refreshments.

After working seven years in the Salem Revenue Accounting Office, Marion Silver resigned. Marion has gone to Canada to live and on leaving the office, was presented with a purse of gold and personal gifts from her friends and associates.

Robert Westermark, Division Auditor of Disbursements, is wearing a big smile these days, the reason being a "Baby Girl."

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Challenge Bowling League

A challenge issued by the General Books divisions to the various departments at 50 Oliver Street, to engage in a bowling match with them resulted in a very spirited campaign. Acceptances were received from eight departments with assurances that each department felt confident that they could easily defeat the "General Books" team. Matches were arranged and the final game was rolled on February 3. It appears that the "General Books" team took them all for a "ride" with the exception of the "Secretary's" team who had the honor of being the only team to conquer the "mighty



Left: Mary Carroll is taking Mae Holland for a ride, and Mae likes it. This triangle while not of the "eternal" type is, none the less, interesting. Left: Peg Fay. Right: Mae Holland. Flat: Gert Collins.



The Met-Acco Club gathered at a recent party in honor of the retirement of Edythe L. Wallace who has completed 30 years of service.

challenger." The following shows the results of these games:

Match No.	Opponents	POINTS		PINFALL	
		Op-ponents	General Books	Op-ponents	General Books
1	Methods Division	1	3	1,225	1,249
2	Statisticians	1	3	1,205	1,244
3	Treasurer's Office	1	3	1,199	1,229
4	General Disbursements Accountants	1	3	1,252	1,270
5	Payroll and Voucher Division	1	3	1,211	1,229
6	Tax Division	0	4	1,258	1,396
7	Secretary's Office	3	1	1,310	1,302
8	Connecting Company Books Division	0	4	1,145	1,272

High Strings

Match No.

1	Don Childs	103
2	Warren Eldridge	110
3	Don Childs	118
4	Warren Eldridge	104
5	Edward Simonian	94
6	Don Childs	116
7	Warren Eldridge	93
8	Warren Eldridge	104
1	Carl Russell	96
2	David Rost	106
3	John Cook	98
4	Frank Sanders	93
5	William Butts	96
6	Thomas Dougherty	97
7	William Byrne	112
8	William Green	106

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Revenue Girls Take Rivals

A three-string bowling match between the girl's teams of the Boston Revenue Accounting and the Southwest Commercial offices, resulted in a victory by 89 pins for the Boston Revenue girls. The totals were as follows:

Boston Revenue		Southwest Commercial	
G. O'Sullivan	233	A. Brosnahan	235
E. Roberts	229	E. O'Rourke	209
C. Cotter	273	M. Wynn	217
A. Sullivan	258	E. Connors	242
C. Hayes	234	A. Shaw	235
Total	1,227	Total	1,138

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Party to Edythe L. Wallace

A farewell party was tendered Edythe L. Wallace, by the Met-Acco Club, at the Hotel Westminster on February 17. Mrs. Wallace, before her retirement, was connected with the Traffic Payroll Unit of the Metropolitan Disbursement Accountings Office. The entire party, of nearly one hundred,

proceeded to the Pink Room, where they enjoyed dinner with music furnished by Duke Herland's Orchestra of Winthrop.

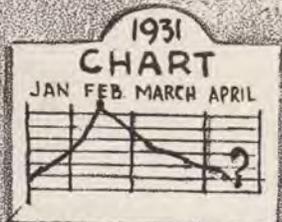
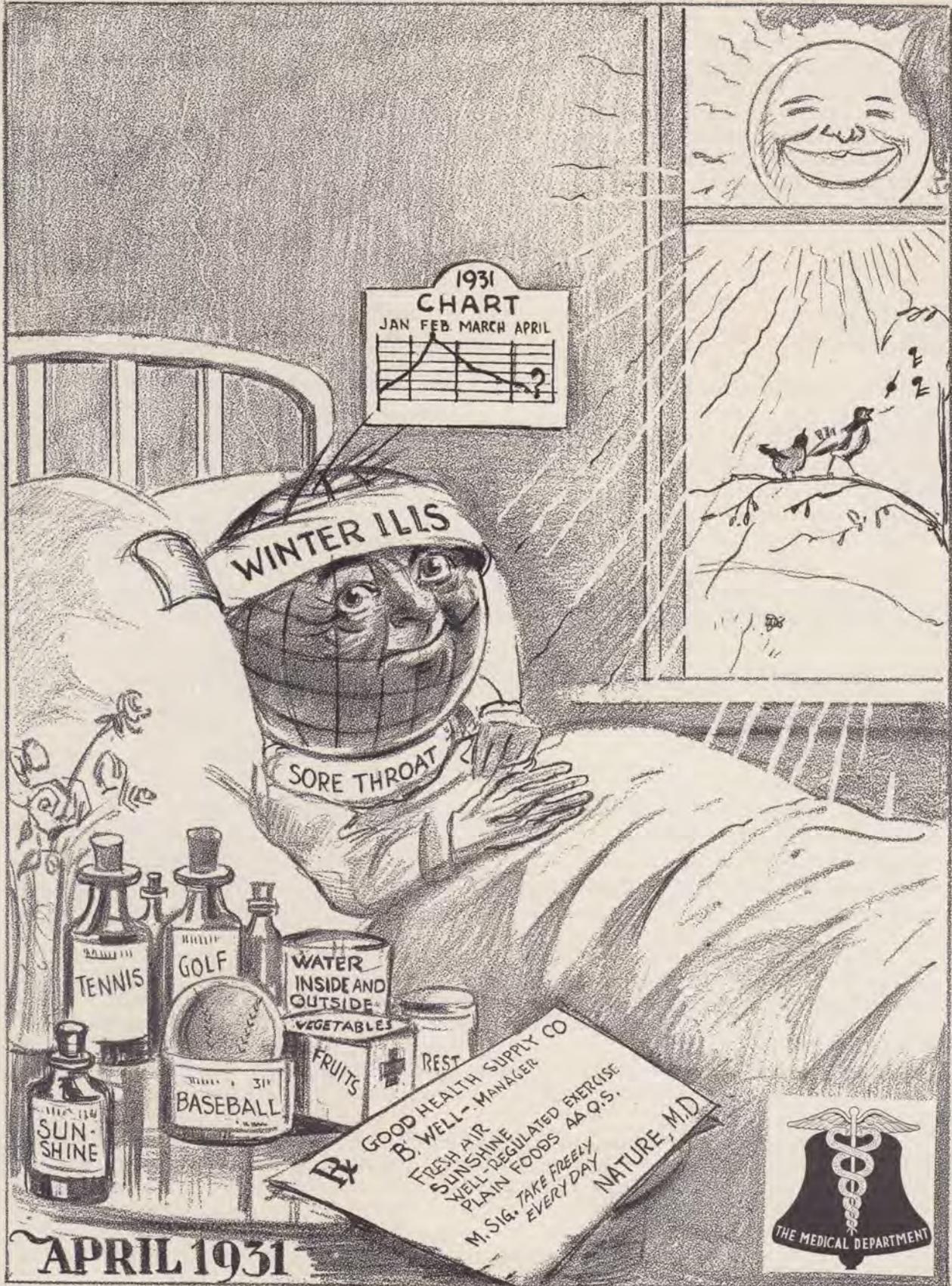
Abbie Rogan entertained the gathering with several songs, and "Duke" Richards recited two poems, "To the Girl who will Take my Place" and "My First Long Trousers." William J. ("Bill") Greene, Supervisor of the Payroll Unit, was called upon by President "Joe" McCarron for a few words. Mr. Greene's brief speech was concluded by a presentation to Mrs. Wallace of a purse of gold in behalf of the members of the Met-Acco Club. Dancing followed immediately after.

The committee in charge were President "Joe" McCarron, James Murphy, Anastasia Walsh, Nellie O'Brien, Margaret Colford, Thelma Bass, Rose Mackey and Agnes Conroy.



Central Division Disbursements Accounting Associates officers. Standing, left to right: Arthur Crafts, president; Dorothy Fallon, Gwenfrud Hamer. Seated: Verda Johnson and Anna O'Sullivan.

CONVALESCING



WINTER ILLS

SORE THROAT

TENNIS

GOLF

WATER
INSIDE AND
OUTSIDE

VEGETABLES

FRUITS

REST

BASEBALL

SUNSHINE

Rx GOOD HEALTH SUPPLY CO
 B. WELL - MANAGER
 FRESH AIR
 SUNSHINE
 WELL-REGULATED EXERCISE
 PLAIN FOODS AA Q.S.
 M. SIG. TAKE FREELY
 EVERY DAY
 NATURE, M.D.

APRIL 1931



There is No Standing Still

THE Annual Report of the American Telephone and Telegraph Company for 1930 shows that the Bell System experienced a reasonable growth during 1930 despite the general depression in business conditions.

The following comparisons between 1929 and 1930 for the Bell System (which comprises the American Telephone and Telegraph Company and its 24 associated companies), and for the American Telephone and Telegraph Company, itself, gives some idea of the magnitude of the System, as well as of its growth during 1930.

BELL SYSTEM STATISTICS

	1929	1930	Increase during 1930
Total Assets	\$4,228,000,000	\$5,000,000,000	\$772,000,000
Plant Investment	\$3,671,000,000	\$4,043,000,000	\$372,000,000
Total Operating Revenues	\$1,071,000,000	\$1,104,000,000	\$33,000,000
Taxes	\$83,468,000	\$86,291,000	\$2,823,000
Number of Telephones	15,414,000	15,682,000*	122,500
Number of Central Offices	6,396	6,585	189
Miles of Wire	69,519,000	76,248,000	6,729,000
Average Daily Telephone Conversations (Local and Toll)	64,173,000	65,298,000	1,125,000
Payments under Employees' Benefit Plan	\$7,553,000	\$7,803,000	\$250,000

*Telephones for 1930 include 145,500 acquired during the year by mergers, purchases, sales, etc., in addition to the 122,500 shown in the increase column.

AMERICAN TELEPHONE & TELEGRAPH COMPANY STATISTICS

	1929	1930	Increase during 1930
Total Stockholders	469,801	567,694	97,893
Average Shares Held	28	32	4
Bell System Employee Stockholders (Included above)	90,000	100,000	10,000
Average Shares Held per Employee	9	10	1
Dividends Paid per Share	\$9.00	\$9.00	—
Net Earnings per Share Available for Dividends (after Interest Charges)	\$12.67	\$10.44	—\$2.23

Of especial interest among the achievements of the past year was the opening of service from the United States to some 1,350,000 additional telephones in eastern and southern Europe, to more than 450,000 telephones in Australia, and to about 400,000 telephones in South America and Mexico — making communication with 2,200,000 more telephones in foreign countries available to Bell System subscribers.

In anticipation of the continued economic growth of the country and an even more rapid growth of the telephone business, over \$15,000,000 was spent last year for development and research for future improvements.

This amount of \$15,000,000 spent for development and research is the largest sum so spent in the history of the Company. Likewise the increase of over 97,000 in the number of stockholders exceeds that of any previous year. The increase of \$372,000,000 in the Plant investment was slightly less than in 1929, but much greater than in any other preceding year.