

TELEPHONE AUGUST TOPICS 1917

J. G. B.



"SERVICE FIRST"
IN THE NAVY

FOR LIBERTY AND GOD

In glory majestic, immortal,
The Light of the World in her hand,
Liberty stands at the portal
That leads to the Beautiful Land.
And up through the battle-scarred ages,
Out of the Beast's black thrall,
Led by their heroes and sages,
The nations have answered the call.
Though flayed and betrayed and defeated
In the mists of the centuried night,
They have cherished the dream till they greeted
The rapture of freedom and light.
And there on the heights they have plighted
This vow of the conquering brave:
"Till as brothers all men stand united
The free shall unshackle the slave!"

* * *

The despot smites, the Finger writes,
And through the quivering air
A message comes on throbbing drums
That call the free to dare.
The thunders crash, the lightnings flash,
Day drags on leaden wings;
'Tis thus the sun shall sink upon
The Twilight of the Kings!

Take heart! Take heart! Oh ye who smart
Beneath oppression's rod!
Free millions rise to sacrifice
For Liberty and God.
The land that Freedom blest at birth,
With flaming weapon drawn,
To save a crushed and trembling earth
Comes striding with the Dawn!

Stanley J. Quinn, in the
New York Tribune

TELEPHONE TOPICS

ISSUED MONTHLY BY THE NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY AND DISTRIBUTED, WITHOUT CHARGE, TO ITS EMPLOYEES AND TO THE EMPLOYEES OF CONNECTING COMPANIES

PUBLICATION OFFICE, 50 OLIVER STREET, BOSTON



Good News

At a regular meeting of the Board of Directors held July 17, 1917, it was

RESOLVED: That pending action by the United States Government making provision for the dependent families of its soldiers and sailors, this Company will provide temporary financial aid to the dependents of employees who, with leave of absence from the Company for that purpose, have entered or do hereafter enter the military or naval service of the United States during the continuance of the present war, such aid to be subject to the following regulations:

1. The Employees' Benefit Fund Committee is authorized to make allowances to dependents of such employees in such amounts and for such periods as it may determine, according to the merits of each case and with due regard to the ability of such dependents wholly or partially to support themselves.

2. The maximum allowances to all dependents of any one employee shall not exceed two-thirds of his last rate of pay from the Company.

3. The allowances to all dependents of any one employee, plus such employee's pay from the United States or any State, shall not in any case exceed his last rate of pay from the Company.

4. No allowances will be made to dependents of any employees while such employees are receiving full or part pay from the Company.

5. These regulations are to provide for the exigencies of the situation pending a more permanent plan which it is expected will be provided by the Nation or through a national fund, and all payments provided by these regulations may be terminated at any time at the option of the Company.

6. All payments under these regulations will be charged to the expenses of the Company and not against the Employees' Benefit Fund.

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When Duty Calls

"I want to tell you that the drafted man who does his duty is on the same plane of honor as any other man who does his duty. There is no stigma attached to being drafted. But those who are registered or not registered, who do not do their duty, who do not make every possible effort to serve, are not on the same plane of honor as the drafted man. Escaping the draft doesn't relieve you of your duty to serve. That's the way to look at the draft."—*Theodore Roosevelt*.

Mr. Roosevelt is right. There is no dishonor in being drafted. It is the most democratic

method possible of selecting those best fitted to fight for their country. It places the rich man and the poor man, the banker and the laborer on an equality before the law. There has been a covert effort to make it appear that men drafted to serve in the army are but slaves lashed to a duty from which they shrink. This is far from the truth, although, of course, it may make its appeal to some individuals.

The draft has many perplexing corollaries such as the establishing of a state's quota on its population rather than on its citizenry. Our large centers of population comprise consider-

able percentages of aliens. They are not obliged to fight for us, and yet we are obliged to fight for them; or rather, because of their presence in our state, we are obliged to furnish a larger quota of soldiers than would otherwise be necessary.

We may expect rational adjustment of all these problems, however, and that these thousands of young men thus summoned by law will respond to the call for service in a way that will make them worthy of the best traditions of American patriotism.

* * * * *

Women's Help in War Time

Richard Brinsley Sheridan didn't have the present moment in mind when he wrote:

"Here's to the maiden of bashful fifteen;
Here's to the widow of fifty;
Here's to the flaunting, extravagant queen;
And here's to the housewife that's thrifty."

Nevertheless, repeat the last line; it's very apropos.

"Thrifty" means economical, saving, careful. These are days when every woman ought to be all of these things. Herbert C. Hoover, the man who directed the great food campaign that kept the people of Belgium and France from starvation, has been named as food administrator by President Wilson, and Mr. Hoover is asking not only the "housewife that's thrifty," but every woman in the land, to co-operate with him. Every "woman," is further defined as one sixteen years of age and over.

Despite all the planting that has been done, we are going to see hard times, next fall, unless we begin now to conserve food. We must raise enough food to feed not only ourselves, but, to a considerable extent, to feed our Allies, also.

* * * * *

The Value of a Cheerful Personality

E. W. Porter, manager of the telephone system in this section, brings good cheer wherever he goes, no matter whether there is sunshine outside or not. He was a caller at the editor's desk Monday, and is one of our many ever welcome visitors, a man who has formed the habit of viewing life in a cheerful light and going about the duties of life hopefully. Business men of the present day, more than ever before, appreciate the man who has learned the lesson perfectly that with the sowing of a smile and pleasant word they reap remembrance; while with the sowing of a scowl they reap weeds. There is always a high market value for the man who knows how and invariably transacts his business as if his work was a real pleasure.

The above clipping from the *Foxboro Reporter* is a nice little compliment to Manager Porter of Milford. It indicates, moreover, the mental attitude of the average business man. Come in with a smile and a pleasant word and he's glad to see you, even though he does not say so.

If they can't get food they can't fight, and if they can't help us fight we've got just so much additional fighting to do. It is plain, then, that it becomes our duty to help feed these Allies.

Women can do effective work in the conservation of food. Conservation is as important as production; sometimes more so. Mr. Hoover points out that what we throw into the swill pails would go a long way toward feeding some of the small countries, like Belgium. He also emphasizes the importance of a diet list that will enable the occasional substitution of other grains in order to cut down the use of white flour and thus conserve the supply of wheat.

We hope every woman has registered, or will register, in Mr. Hoover's food conservation campaign. It is a patriotic duty to do so. It does not require any special effort or self-denial. It simply involves a willingness to co-operate to the extent that one's circumstances will permit. "Mony a mickle maks a muckle" as the Scotch proverb puts it. If each of us contributes our "mickle" in this way we are by that much helping to win the war.

Come in with a grouch and a grumble and he wishes you were in Jericho or some other place, although politeness will restrain his tongue from telling you so. The world is more or less on edge just now and for obvious reasons, therefore, a strong, optimistic, unruffled and good-tempered personality is one that represents a substantial business asset. This little editorial note is worth printing, therefore, not merely because it says a good word for one of our organization, but because in doing so it outlines a fundamental truth that is worth the consideration of everyone. There are no two ways about it—"The voice with the smile wins."



NAVAL RESERVES AT RECEIVING SHIP "COMMONWEALTH PIER" USING PUBLIC TELEPHONES

Public Telephone Service for the Naval Reserves

"YOU don't know what a comfort it is to be able to telephone to the folks at home,"—and the white-clad naval reserve at the Commonwealth Pier spoke earnestly and with conviction. "Many a night when I am here away from home I jump to one of those telephones and call up the folks. It cheers me up as nothing else can." Additional public telephones were installed at the Commonwealth Pier in a day for the use of the reserves and are located in the middle of the second floor or in nautical terms on the main deck. Eight 50-A stations in booths comprise our equipment as far as public telephones are concerned and the 2,500 men located at the Pier keep them pretty busy. The first bunch to arrive at the Pier

were local boys, and after their quarters were assigned to them and they had a chance to look the place over they called the folks at home on the telephone.

When the boys from the west and the Great Lakes station arrived our toll business from the public telephones started to increase until today, with the Pier filled with some of America's best young men our public telephones are busy at all hours. According to an officer of the Naval Reserve the service furnished by our operators is tip-top and the boys appreciate the opportunities for telephoning furnished by our Company.

At Bumkin Island in Boston Harbor we have another public telephone that is used extensively by the naval reserves.

NORTH SHORE OPERATORS IN RED CROSS WORK

THE traffic employees of the Lynn exchange are very busy with Red Cross work. The interest seems to be increasing every day. On their reliefs, and often during their supper and dinner hours, they are busy making bandages. About twenty girls are members of the Red Cross Association, and forty-two have completed a First Aid Course. Some time ago they collected \$19.75, and are again planning to make another donation to the Red Cross Association.

At Salem and Gloucester the operators have also been doing some sewing for the Red Cross on their reliefs.

QUICK WORK BY NEWTON WEST OPERATORS

THE Home Guards of Newtonville were mobilized recently in 45 minutes by the aid of the operating force in the Newton West office. The mobilization call was first given out at 5:30 A. M. The Misses Cecelia MacDonald and Martha Barwise were the operators on duty. The commanding officer of the Guards put in more than 100 calls and the two young ladies on the job proved equal to the occasion, as no additional operators were summoned to assist them.

Many favorable comments on their exemplification of Service First were made to a member of the publicity department who is a member of the Guards.

Common-Sense Economy

BY F. C. MUNROE, COMMERCIAL ENGINEER

An illuminating article by F. C. Munroe, Commercial Engineer, based on some recent studies, showing what may be termed the "Unconscious Waste," and pointing out how apparently trivial items form enormous totals. The moral is obvious, especially at a time when waste of any kind is not merely stupid but criminal.

IF "A" has an income of \$1,500 a year, spends \$1,400 a year, receives fair value for each dollar expended, and *wastes absolutely nothing*, then he is practicing true economy. If "B" has an income of \$50,000 a year, spends \$45,000 a year openly, decently and helpfully, receives fair value for each dollar expended, and *wastes absolutely nothing*, then he too is practicing true economy. True economy is not parsimony. The large income carries its obligation of large expenditure. The test of economy lies not in the gross amount of expenditure, but in its relation to income, in the purposes for which it is spent, in the value received, and *in the avoidance of waste*.

Both "A" and "B" then, are practicing true economy. They both apply the same principles of planning, purchasing and preventing waste. They differ only in their methods of securing economy. "A" and his wife, with their relatively small income, look after every detail themselves. "B" and his wife, with their very large income, must delegate to others the oversight of details, *trusting* those who handle their materials and supplies *not to waste them* and depending upon general oversight for their protection.

These two families have their exact parallels in the small and large business organizations. The New England Telephone and Telegraph Company is a *very* large business organization. Its gross income for 1917 will be nearly twenty-four million dollars. Its economic problem is the identical problem of "A" and "B," namely—to live within its income, to get fair value for each dollar expended, and *to waste nothing*. Its expenditures must be made through the hands of over 14,000 employees. Every single employee from the latest office boy to the president has a hand in disbursing this great income. The oversight of details must be delegated. To a great extent *every individual employee must be trusted* to show economical judgment and must be *put upon honor* to use the Company's property and supplies with the same scrupulous care that he would employ in the handling of his own cash.

When times are good the natural tendency is toward carelessness and hence toward waste. When times are bad the compelling necessity arises to conserve, to be orderly and to prevent waste. If, however, an individual, a business organization, or a whole community has been living carelessly and wastefully over a span of years, it is difficult at a given moment to turn sharply about and begin to practice orderliness and thrift. Everybody knows that to be so from personal experience.

Upon our country has come a compelling necessity to observe order and thrift. Out of our abundance we must feed, clothe and supply millions across the seas in order that a great common cause for civilization

may be carried forward to success. To accomplish this, "A" with his \$1,500 a year, "B" with his \$50,000 a year and the New England Telephone and Telegraph Company with its \$24,000,000 a year must all conserve their resources and above all things *prevent all forms of waste*.

How We Can Prevent Waste

How is the New England Company to prevent all forms of waste? Let it be said that it is not a careless and wasteful Company. It plans its expenditures carefully, lives within its income, gets value and tries to establish all possible methods to prevent waste. Like "A" and "B" it practices true economy but like them also it unconsciously follows the inevitable human tendency to scrutinize petty details less carefully when everything is clear ahead.

The burden of preventing waste is upon the shoulders of the 14,000 employees. *Collectively*, through the annual budget, they will plan careful expenditure of the Company's income but *individually* they must guard against waste in every form.

Waste is an insidious foe. It comes in many garbs and leads us to do things carelessly that we would not do as constructive acts. We would not for anything take a cent wrongfully, nor destroy another's property, but carelessly, unconsciously, through bad judgment if you like, many times in a year every one of us—all 14,000—wastes or destroys some petty article furnished by the Company, of little value alone, but of very appreciable value when multiplied thousands of times. It is against this insidious foe that we of the New England Company must fight in order that we may do our share toward making our country's great wealth produce a sufficient surplus to provide for those who fight for us abroad.

Let us then consider some of our tendencies toward waste. A short time ago a very careful study of the expenditures of the Commercial Department for forms, stationery and general office supplies of all kinds was made covering a six months' period from December, 1916, to May, 1917, inclusive. Total costs were found by districts and reduced to unit costs for comparative purposes. All the supplies were divided into two classes, one class having a disbursing relation to the number of accounts handled and the other class having a relation to the number of employees using the supplies. In the first class were such supplies as forms, letter paper and envelopes, carbon paper and stenographers' note-books, and in the second class such supplies as pens, penholders, pencils, scribbling blocks, erasers, rubber bands, gem clips and blotters. In all there were about fifty different articles listed. The comparative costs were as follows, the names of the districts being omitted:—

Expenditures for Six Months from December, 1916, to May, 1917, inc.

	Class No. 1 Cost per 1,000 Accounts	Class No. 2 Cost per Employee
District No. 1	\$11.99	\$2.84
District No. 2	12.80	3.56
District No. 3	14.45	4.13
District No. 4	15.26	3.63
District No. 5	15.72	3.77
District No. 6	16.03	3.62
District No. 7	17.61	4.06
District No. 8	18.00	3.45
District No. 9	18.72	3.24
District No. 10	19.03	5.11
District No. 11	20.95	2.88
District No. 12	24.31	3.74

Here are differences so wide as not to be explainable on any other basis than that one district uses greater care, more economical methods than another. Differences in local conditions will always affect costs somewhat, but that one district should spend \$11.99 per 1,000 accounts and another \$24.31, and that one district should spend \$2.84 per employee and another \$5.11, cannot be successfully defended on the plea of "differences in local conditions." The gross amount of money involved was about \$11,000 or, on an annual basis, \$22,000. *Think of it—\$22,000 spent in a year by only one department of the Company for the dozen and one petty articles that come to our desks and go into our stationery cabinets without much more trouble than merely saying that we need them.* If the disbursements of all districts of the Commercial Department for these petty articles were on the basis of the most economical district, as shown in the tabulated statement, the annual saving would be about \$8,000, or, an annual expenditure of \$14,000 instead of \$22,000. Such a saving is worth a little care in ordering, a little care in use. If we multiply this by the potential savings in other departments—for who can doubt that the same studies made in other departments would disclose conditions comparable to those found in the Commercial Department—the saving to the Company would be considerable.

In 1916 the total cost incurred by the Company for these petty articles and for current postage, exclusive of envelopes and postage for mailing subscribers' bills, was about \$160,000. Including these latter and also the cost of directories, the Company spent for postage, printing and stationery in 1916 about \$400,000. *Among other things the employees used 260,000 pencils, 36,000 pounds of scribbling blocks, 11,000 binders, 123,000 blotters, 17,000 erasers, 175,000 pens, 800 pounds of rubber bands, 14,000 finger pads and 4,800 dustless dusters.* There is no excuse for dust around, anyway! The cost of forms of all kinds, standard and non-standard, is estimated to be not less than \$60,000 and the consumption of letter-paper sheets reached the pleasant little total of 1,635,000 sheets.

If we 14,000 employees give a little of our subconscious attention every day to the job of cutting these totals down, we shall all be surprised at the ease with which our habits of use can become more

thrifty without in the least impairing the effectiveness of our work. For example, *the response of the several districts of the Commercial Department to the comparative costs quoted was immediate and gratifying.* The tabulated statements were sent out to each district so that everybody could see exactly how he compared with other districts. Reductions in requisitions were noticed at once. At the end of another six months a second statement comparable with the first will be sent out. Nobody likes to stand at the foot of the class and so all are making it a real part of the supervisory job to look after forms and office supplies and see that excessive amounts are not ordered and that articles are not wasted. Perhaps a similar study by other departments may result in a gross saving to the Company that will be noticeable.

I think it was a Congressman from Texas who once asked the now historic question "What is the Constitution between friends?" I think of that question when I am informed that we 14,000 employees used 700,000 gem clips in 1916. What is a gem clip between friends? I have as much use for gem clips as anybody and I haven't called for a new supply in five years. When a half-dozen gem clips come along on one bunch of letters, I take off four or five and save them for my own use. To be sure, if four or five unnecessary gem clips had not been fastened to that correspondence when it reached me, my own supply would not have been replenished. But the main point is in the careless use of the gem clips by the several people who sent that correspondence along—why use six gem clips when one or two will do? And think of using in one year 800 pounds of rubber bands! Think also of 36,000 pounds—18 tons—of scribbling blocks! Can you imagine what 800 pounds of rubber bands in one pile would look like? I can't. Can you conceive of 18 tons of scribbling blocks?

Further comment is needless. The vast amounts of these many articles that we use every year speak for themselves. Who doubts that a large percentage of saving in all of them can be made without the sacrifice of an ounce of efficiency? Rather with a gain in efficiency for whatever produces order and thrift inevitably produces more successful habits of work and living.

The next time directories are issued, "Mr. Manager," don't order more than your needs require in order that you may be prepared for unexpected requests. Your idea of being prepared is good and you may be embarrassed some day if you have to refuse a directory, but remember that these are war times and that directories cost money. We all want to keep the fundamentals of our commercial service as good as possible, but the extras and frills we must dispense with. What reasonable citizen can complain?

Common sense is necessary even in economy. Some clever person has written the paraphrase—"Oh, Economy, what crimes are committed in thy name!" We cannot spend an hour of valuable time to find a way to save a rubber band or a gem clip, but we can and must spend time to create for ourselves orderly and economical ways of working and living. If we do that, the rubber bands and gem clips will take care of themselves.

(To be continued.)

Service First in Ayer

PRESIDENT SPALDING and General Manager Driver are frequent visitors to Camp Devens at Ayer these days and have expressed pleasure at the excellent spirit of Service First that is being shown by all concerned in this large emergency job.

Some day in the future 30,000 men representing a part of the United States army will be in training at this camp, the Soldier City of Massachusetts, and perhaps they will realize and appreciate the wonderful job that our Company did in providing telephone service, first for the use of the contractors in preparing the camp and after that for the government.

The camp is situated from one-half to three-quarters of a mile from the railroad station above the level of the town, in the "New Englandness of New England," as it was called by one of the army officers, with the majestic peaks of Mount Wachusett and Mount Monadnock looming up on either side. When the sun seemingly sinks below the distant hills of Townsend and Shirley, the adjoining towns to Ayer, tired crews of plant men drop their climbers, hammers, ladders and other paraphernalia into the big motor truck that is waiting, and drive back to town, conscious of the good day's work completed and satisfied with the knowledge that they are doing their part in "Service First" for their Country and for their Company.

Less than two months ago Ayer was the quiet country town so often found in New England, with a telephone exchange furnishing service to five hundred subscribers. Today with a training camp well under way, the Ayer central office is one of the most important telephone exchanges in the country. The switchboard has been more than doubled in order to provide facilities, and the force of operators practically trebled, the additional force being recruited from Clinton, Fitchburg, Worcester and Springfield. The operators' rest room has been converted into an operating room in order to provide service.

Part of Our Construction Work

When the Fred T. Ley Company, the contractors who are building the camp, arrived on June 15, four telephones were ordered, and the first installation on the camp grounds was made in one hour. The other three installations were completed in short order. The first detachment of army officers that were assigned to the training camp on June 15 ordered ten special lines installed, and this work was completed on June 18.

In order to furnish service at some of the locations for the government, it was necessary to run paired wire for more than a mile. On June 19 the Ley Company placed its order for a switchboard and on June 25 a one-position board with ten trunks and thirty branch stations was in and working. As this type of board was found to be inadequate, a two-position board and order table were ordered, and this installation was completed on June 28. To provide service from this board to the Ayer central office, it was necessary to set nineteen poles and run sixty

sections of wire along the Worcester, Nashua and Portland road. Also nineteen sections to the board. All this was completed in a day, which shows clearly the efficiency of the Western Division plant force. Public telephones and a police system were installed by our plant men under the direction of District Foreman George L. Nash, who was in charge of the outside construction.

General Manager Rogers of the Ley Company, in speaking with the TOPICS representative, said: "Your Company is to be congratulated on the efficient manner in which the telephone problems of this camp have been met and solved. Every morning Manager Jackson calls me on the telephone and I give him orders for the telephones I want installed that day, and I have yet to be disappointed. Although the camp is but partly completed, I am absolutely certain that we can rely upon the telephone company to do its part."

The building of the telephone exchange on the camp grounds is being rushed at top speed. A twelve-position board serving more than five hundred branch stations will be connected to the Ayer central office and with direct toll circuits will be installed on a site that overlooks the entire camp. The building will be constructed of wood, and will be heated in winter from the enormous heating plant that the government is building.

Our Operators' Quarters

Both President Spalding and General Manager Driver realized the importance of clean, comfortable and homelike quarters for our operators, who are to be stationed either at the camp exchange or the Ayer central office, and as a result Division Superintendent of Traffic Hayden was instructed to make suitable arrangements for housing the operators. After a careful survey the large Moses estate, one of the most comfortable in town, with its house and beautiful grounds, was selected. The house is shown in our central picture of this issue and has fourteen large and airy rooms, and will accommodate twenty-six people. It overlooks the entire surrounding country, including the Nashua River valley and the Groton school. Miss Helen Gile, a graduate of Simmons College and for a number of years in charge of the restaurant service of the public schools in Fitchburg, will be the house mother. In addition to supervising the preparation of meals for the operators, she will also provide suitable entertainment and recreation, which will be to the best interest of the girls.

Netatco Hall has been decided on by the operators as the name for their new quarters. The naming of the house was the result of Division Superintendent of Traffic Hayden's offer of a five pound box of candy to the girl selecting the best name. Various names were submitted, but after all had been read it was the unanimous choice of the girls that to take the initials of our company—N.E.T. & T. Co.—was most appropriate. Mr Hayden certainly picked out an

excellent location, and the operators who are fortunate enough to be sent to Ayer are to be envied. Proper conveyances will afford transportation to and from the exchange. A piano will help enliven the hours that the operators are not on duty and everyone will be made to feel at home.

Manager Harold F. Jackson and the commercial force at Ayer, co-operating with Wire Chief H. E.

Farnum and his force, together with Chief Operator Margaret J. McCarthy, and her operators have worked incessantly since it was decided to establish the military camp at Ayer, and deserve a great deal of credit for the efficient manner in which they performed their duties. The spirit of "Service First" was never more clearly exemplified than in the work now being performed at Ayer, Mass.

Telephone Tinklings from Ayer

MANAGER Jackson of Ayer, who is over six feet tall, and District Traffic Chief Harvell, who is of rather diminutive stature, make a great team traveling together. Nevertheless, they cover a lot of territory and accomplish the results.

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The contractors and government officials at the camp have the highest praise for our men, plant, traffic and commercial, for the manner in which they have performed the work of furnishing telephone service.

* * * * *

Division Supt. of Plant Keller has had an opportunity to study military life in its varied phases, so that the boys in Company E of our Signal Corps will profit by his observations.

* * * * *

Captain D. B. Small of Company E of our Signal Corps was a recent visitor to the Ayer Camp and with his first lieutenant Division Supt. of Plant Keller gave the training camp a thorough inspection.

* * * * *

The operators are greatly pleased with their home in Ayer and as one of the girls said it is just like boarding school.

The public telephones installed on the Camp grounds are being used a great deal. As the toll charge from Boston to Ayer is but 25c., the opportunity for calling home is taken advantage of by the workmen, the most of whom live in or near Boston.

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It is an enormous task to get out the various bills required by the government in connection with telephone service. Division Revenue Supervisor Atkins at Worcester and his force are delivering the goods.

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J. G. Patterson, chairman of the War Service Committee of our Company is another "live wire" that is actively connected with furnishing service to the government at Ayer.

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Some of the plant boys who are within the ages for selective draft have been picking out the locations where they would like to set up their tents if called, and they have picked some locations.

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An army truck loaded with telephone poles to a cityite would be a novelty, but to the townspeople of Ayer it is a common sight.

ARCHIVE CLERK GONE TO WASHINGTON

LAUREL M. DUPONT, index clerk in our archive department, has volunteered her services in response to the call from the Department of War at Washington for assistance in arranging its correspondence files and left Boston, July 14, to assume her new position. Miss Dupont is enabled to offer her services through her familiarity with the subject system of filing correspondence as installed in our company nearly ten years ago, and recently adopted by the War Department of the United States, after an investigation of the various filing systems in use by large corporations throughout the United States.

HOW SHOULD SHE KNOW

TO the new Swedish girl the telephone was a source of wonder. However, after much careful observation, she concluded that she was fully qualified to act, and responded when the next ring came.

"Hello," came from the receiver.

"Hello," answered the girl, flushed with pride at being able to give the proper answer.

"Who is this?" continued the voice.

"Aye don't know," explained the maid. "Aye can't see you."—*Ex.*

STATEMENT OF SUBSCRIBERS AND OFFICIAL STATIONS JUNE 30, 1917

THE NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY	Connected During Month	Disconnected During Month	Transfers	Net Gain	Total June 30, 1917
Main Stations	21010	7501	6 73*	13503	436362
P.B.X. Stations	1931	322	8 33*	1617	83520
Extension Stations	1857	853	2 39*	1002	56766
Total Company Stations	24798	8676	0 79*	16122	576648
Service Stations	103	9	0 0	94	1726
Private Line Stations			0	9	3188
Connecting Stations			0	11651	62414†
Total			79*	4556	643976

*Adjustment to agree with an inventory of stations.

†Does not include 2481 stations of the Granville Telephone Company and its connecting companies located in the State of New York, nor 288 stations of the Hill Line connecting with the Northern Telephone Company of Vermont (a connecting company of the New England Telephone and Telegraph Company) which are located in Canada.

Young Wife (at home)—"Hello, dearest."

Husband (at the office)—"Hello, who is it?"

—*Clipped.*

Don't Growl—Kick!

By JAMES H. COLLINS

This will tell you how to complain gracefully—and effectively. A valuable talk on constructive criticism.

TELEPHONE TOPICS is indebted to the editor of McClure's Magazine for permission to use the following article by James H. Collins with illustrations by Harry Townsend, which appeared originally in the May issue of McClure's.

IT was a nasty, dripping night. A dozen passengers were waiting for the New York surface car at that corner, and crowded on, presenting transfers. The conductor was waiting for them. His eyes shone with anticipation of fun. As each transfer was offered he waved it aside.

"Not good on this side of the street," he declared. "You'd ought-a got on over on the other crossing. Fare, please!"

Each passenger growled when he learned that his transfer was not good. Some of them tried to argue with the conductor; but the latter listened in sceptical amusement, like a man listening to an argument against gravity.

"Aw! It's a rule of the company," was his retort, and that seemed as final to him as the proposition that what goes up must come down.

In the end, though they all growled, they all paid another fare, and as the conductor took the money, triumphantly, it was clear that this rule of the company afforded him much diversion—he liked to watch its beautiful and infallible workings.

"I'll change that rule!" said one passenger, a man with his wife, as he handed over a dime. This struck the conductor as being about the funniest thing he had ever heard.

"A fine time you'll have, then," he commented, "changin' a rule of the street-car company!"

The humor of it impressed him every time his eye fell on this iconoclastic passenger.

"Changin' a rule of the company!" he chuckled, again and again.

A dozen blocks, and most of the growling passengers had forgotten. But the man with his wife had not. He put his rejected transfers carefully away, and jotted down the number of the car, the conductor's number and the time.

Next day he wrote to the Public Service Commission asking why a mere difference in sides of a street made transfers worthless at that crossing. The facts were set down without anger, the transfers enclosed, and attention called to the comparative safety of the far crossing as a place to alight from one car and board another.

The Public Service Commission answered at once, saying it would investigate, and a couple of weeks later wrote that the street-car company had modified its rule, making transfers good on both sides of that street.

This was a constructive complaint.

Nobody knows how long people had been growling about that rule, yet doing nothing further. The Public Service Commission had never had a complaint before, and the street-car company was probably astonished

to learn that its rule, made originally for some sound traffic reason, was not giving the public pleasure.

Talk with anybody in the management of a public service corporation, a railroad company, a city de-



"A fine time you'll have then," he commented, "changin' a rule of the street car company."

partment, or any other institution that serves the public, and you will find that the average American will growl, but he seldom complains. When something is wrong in the complex routine of our daily life he will argue the matter with a ticket-seller, or a meter-reader, or a city employee. They have no authority to set things right. But he will not go to the trouble of sending an orderly complaint to officials, with names, dates, facts. Least of all does he suspect that he owes a duty to the community in such matters.

Sometimes he holds his anger long enough to write to the newspapers.

The average American uses the newspapers about as a malicious small boy uses his mother in getting even with his brothers. He tattles to them. If something goes wrong in the routine of life he tells the editor about it, relieving his feelings by vague scolding. His letter gives no names, dates or facts upon which anybody anxious to set matters right could act. He puts in a lot of purely gratuitous views about the rottenness of city government, and the trusts, and existence in general. To make the letter more intangible, he signs himself—Indignant Taxpayer! There is a vague notion in his mind that he has somehow brought the whole affair into the court of public opinion, and that public opinion will now take care of it. His letter is about like the Bushman's prayer to some evil god, to please make life very uncomfortable for some other Bushman—psychologically, the mechanism must be the same.

Corporation and public officials will all tell you that they find this vague, anonymous scolding one of the



"In desperation he telephoned to the police."

hardest problems in running a city department or a public service company. No matter how hard they work to get things right, and create good will, this vague ill feeling is at work under the surface, and is hard to bring to the top, in the form of definite complaints, upon which one can act.

How often one reads in the newspapers of a big city, where people live in flats and apartments, the scolding anonymous newspaper complaint about noisy neighbors. Usually there is the suggestion that stringent laws be passed to keep the man upstairs quiet. But no facts, no name or address, nothing to take hold of.

Like as not, there is a law already, and somebody ready to enforce it.

A tired editor could not get to sleep one night in his New York apartment because some fellow across the area was busy hammering at a late job of home carpentering. In desperation, he telephoned to the police. There was not much hope of getting relief. He did it as a last resort, and expected to be told that the

fellow over the way had a constitutional right to hammer as much as he pleased in his own home. But to his astonishment, the police were interested. They asked for his name and address, and the location of the noise, and thanked him for calling it to their attention. Within twenty minutes a uniformed patrolman appeared and told the disturber he was violating a city ordinance. Next day, a policeman called on the editor, asked if the matter had been followed up to his satisfaction, thanked him again, said there was a law against all noise after a certain hour at night, and assured him the police were glad to have specific information to help enforce it.

It really pays to stop growling, and kick!

An intelligent complaint will often clear up difficulties for you, and also be a real service to the community.

But you must know how to gather yourself for a kick, and how to land it in the right place.

First of all, of course, there must be something definite to kick about.

Your telephone or electric light bill suddenly seems unreasonable. Or you have five minutes to buy a parlor car ticket, and there are eighteen people ahead of you at a single window in the big terminal, when other windows might be opened; and you cannot get a seat. Or you pay a quarter to see a movie film, only to find, when you are inside, that there are no seats, and people are standing in the aisles.

Such happenings are matters of fact, so the shrewd thing to do is get the facts about them—the time, the place, the number of people who were standing, and so on. Just assume that you were going to be called into court, and have facts upon which you can testify.

Then, the next best step is—forget to grow angry! Most of the irritation over such happenings comes from your own assumption that it will not be much use to complain, that corporations are soulless and greedy, public officials corrupt and indifferent, that the system in general is wrong, and all against you, and that nobody will do anything about it anyway.

As affairs are run nowadays, this is a false assumption. Corporations really have souls, public officials actually try to serve, the system is much better than the average fellow knows, and constantly being improved under difficulties that he has never heard about, and somebody is probably waiting to attend to him in this very matter.

Just assume that Mr. Somebody is waiting, even though you send your complaint to the company. For, tomorrow you may receive a call from him, and find him a regular human being, and you would certainly be sorry if you had written a pert letter, reflecting on his ability or honesty.

A factory superintendent in Brooklyn got so angry over lighterage charges that he wrote a sizzling letter to the Interstate Commerce Commission, denouncing the railroads, the government, and life in general. As soon as it was mailed, he forgot it, having found an outlet for his anger. Imagine how he felt a week later when he received a reply, saying the matter had been investigated, and would be most carefully taken up.

Could he come in tomorrow and meet the president of a big railroad system, and talk it over?

When you are ready to write your letter, it is good policy, if nothing else, to be courteous—even a little smooth! Don't say that you feel sure the corporation is soulless—say that you believe the company is trying to give the public good service. Don't say you know beforehand no attention will be paid to your letter—say you realize that there are many chances every day for details to go wrong in a big business, and never noticed by the company officials, and that you believe they will be glad to hear of your ex-



"Your electric bill suddenly seems unreasonable."

perience, and have an opportunity to improve the service.

A letter like that will bring results, and probably bring you better ideas of the company and service about which you are complaining.

One of the greatest difficulties corporations have to deal with nowadays is lack of general understanding of their complicated systems and organizations. Misunderstandings arise because the man in the street does not know what lies back of his telephone, his electric fan, his monthly commutation ticket, his water meter. Least of all does he know that ingenious safeguards have been devised to protect him against errors and injustice.

A clerk living in a city suburb had a party-line telephone at home—that is, a telephone on a line used by several other subscribers. Suddenly he began to find

long distance connections charged on his bills, though he had never had such service. Some years before, this had happened, while he lived in another neighborhood. He had assumed then that the company was squeezing money out of him unjustly, and that he stood no chance fighting a big corporation. So his way of dealing with the problem had been direct and simple—he moved away and beat the telephone company! Now the company was robbing him again, apparently, and he was afraid to protest, on account of the past. He paid the bills several months, and worried about them.

One day, downtown, at lunch, he was introduced to a telephone man, the manager of a big exchange. After lunch, a party went with him to see what the inside of a telephone exchange looks like. And what he saw was astonishing. Like most people, he had thought of "Central" as the whole telephone company, and mentally pictured her as chewing gum, and gossiping, and taking her own time about answering calls. One thing in all the equipment struck him as particularly fair—the way they counted each subscriber's messages automatically, and the care that was taken to prevent errors.

"Say, there's one thing I wish you'd explain to me," said the clerk, taking the manager aside. Then he told him all about those messages for which he was paying at home.

"Somebody on your party line is crooked," said the manager. "We'll be glad to look into that."

A watch was set, and every message originating on that party line traced to the proper subscriber by electrical means. In a few days the company had proof that long distance messages from one telephone were being charged to another. Ultimately, the dishonesty was run down, and the thieving subscriber made to pay for all messages he had had in the past. The company adjusted matters with the innocent clerk, and this action led him to pay his telephone bills of several years before.

In both cases his troubles were due entirely to keeping silent—a letter with the facts, sent to the company, would have secured the same investigation and adjustment.

Your complaint to the electric light, gas, telephone or express company will probably touch some kink in service that has been standardized in the same way. It may be a new experience to you but it is an old one to these companies, and methods of investigation have been made almost automatic. Corporations in the public service field operate on such a slender margin that even the saving of a two-cent stamp in sending you a receipt each month is an item in net profit. So they have been compelled to build service on a basis of good average performance. The average is maintained so well that probably but two or three customers out of a thousand will have reason to complain each month. When these customers do complain, however, the company can afford to go to considerable lengths in investigating, because either the service is really at fault, or the customer has run onto something he does not understand, and it is worth while to enlighten him.

The investigation can be made very thorough, for the company has elaborate records and equipment to make it so. You may take your telephone off the hook a thousand times, and know nothing of the way each message is kept track of by "Central." But if a question of fact about one of your messages came up in court, the company's records would be first-rate evidence, and have been used in that way with startling effect. So with the express company. The driver hurriedly scribbles a receipt for your package, and it looks very vague. But if anything happens to your shipment, these hasty scrawls make it possible to trace it clear across the continent, even though it is an item that brings the company hardly a nickel profit.

You think your electric light bill is too high this month—it does not seem possible that you used ten dollars' worth of current in January. You say so in a letter. The electric light company does not maintain that you burnt that much "juice." It takes the stand that you appear to have done so, according to its best devices for measurement, but it will investigate. Then the machinery it brings to bear may give you a liberal education in the art of keeping track of trifles.

First, there will probably be a meter test. Only one meter out of five about which people complain in New York City is found to be wrong, and only one of those five is running fast, against the customer—the other four are slow, against the company! If there is doubt about the test, the customer can appeal to the Public Service Commission. If the meter is correct, then the difficulty will be traced further. The company can attach a special meter so delicate that it records every incandescent light turned on, day or night, and give the hour, and the length of time it burnt. This will often furnish a clue to wasted current—servants have been careless in leaving lights on, or the scrubwoman in an office building will light a whole floor while she empties the waste-baskets. The gas and electric light companies deliver their commodities to your premises, measure them as they go in, and are then more or less helpless in the way you use them. Your fixtures are defective, perhaps, and cause waste. You blame the company for such waste, without thinking of this fine line of ownership, and the company can only help you locate the trouble and give advice for prevention. But it is willing to go to considerate lengths in that, because its moderate banker's profit depends on getting you back into the majority of satisfied customers.

Ten or fifteen years ago there was real indifference in the matter of complaints on the part of many corporations. But the corporations have paid for their sins in state regulation, ill-will, hostility. Today, they are anxious to be good. Indifference to complaints was largely poor organization, anyway. Now they are organized to handle trouble. The dissatisfied customer, formerly a nuisance, has been turned into an asset. When he learns how fair a corporation can be, he tells others. The corporations are not only working hard to create good-will through courteous handling of complaints, and the correction of misunderstandings, but are taking steps to inform the whole public about their methods, thus forestalling unfounded complaints.

A gas company in the Middle West took advertising space in the daily papers some months ago and announced that it would answer there, day by day, any questions the public wished to ask about its methods. With a business serving eighty per cent of the homes in its community there were many opportunities for misunderstanding. The company would clear up any knotty point that the public raised, and answer all criticisms.

Letters began to come in immediately. Many of them were of the anonymous growling kind which appear in newspapers. Indignant Taxpayer got right on the job, and wanted to know why the company's stock was watered, why it charged eighty cents a thousand cubic feet for gas when it was a notorious fact that gas could be made for twenty cents a thousand feet—and so on, and so on.

Indignant Taxpayer's letter was printed, just as he wrote it, and then, in plain business terms, the company replied. To show its financial standing it gave a statement of stock issued, capital paid in, actual physical value of plant, and so forth—a complete answer to the watered stock myth. In the matter of twenty-cent gas, it explained how different qualities of gas were made, how the standard was regulated in that city by state law, and how the twenty-cent article, a water gas, giving only a blue flame, could be used for little else than manufacturing purposes.

What this corporation did, really, was to stake out a twenty-four-foot prize ring in the newspapers, and offer to meet all comers. Indignant Taxpayer climbed into the ring instantly, full of battle—for years he had been simmering with anonymous animosity against the gas company. The company parried all his solar-plexus blows, and foul punches, and then gracefully permitted him to leave the ring with his life, his dignity, and his good looks. The public stood by, acted as referee, enjoyed the show, and incidentally learned a lot of useful facts about the gas business.

It pays to kick!

Americans are apt to be lax about it. They submit to what looks like injustice. It may be only a mistake. They suffer silently, in the belief that an individual stands no chance of being heard by a corporation. Then, when things seem to be getting too bad, they bring into existence something like the state regulating bodies that have been formed the past decade, and employ them to adjust little private troubles at perfectly stunning public cost, matters that might be adjusted just as well by asking the corporation about it—matters that, very often, the corporations are now trying to get into the open, and clear up to everybody's satisfaction.

In effect, much of our public service regulation amounts to bringing up forty-two centimeter guns to knock down a pig-sty. What we need is a disposition to take up the small troubles ourselves, and do our share toward correcting the routine of a complicated scheme of material existence. The corporation is ready to co-operate in most cases. If it isn't, then there are the forty-two centimeters and the high explosive shells.

"Emergency" Calls

By MISS MARGARET E. GURVIN

THOUGH we strive to attain all possible perfection in the handling of our subscribers' calls, we have gone a step beyond this goal in establishing a special practice for our operating force to follow under certain circumstances.

The class of calls known as "emergency" calls has been designed to assist in securing prompt aid from physicians, hospitals, or ambulances in sudden illness or accident, calls for the police or fire department, rioting where the militia must be called out, fallen wires endangering public safety, broken water and gas pipes, and cases where a majority of the public would be inconvenienced by the temporary crippling of transportation or lighting facilities.

Such calls, which largely concern cases where life or death hang in the balance, are despatched with special supervision, insuring that everything possible is done to secure the desired result.

The word "emergency" is the magic pass-word which causes precedence to be given these calls above every other type of call, and our method has been so advertised that the public is familiar with our policy and derives the advantages we place at their disposal.

Unfortunately, a broader interpretation of the word "emergency" has been adopted by a few people who consider as within this classification calls necessitating immediate communication for various purposes such as the making or cancelling of business or social engagements, reaching a party at an appointed time, securing at once a party line which is busy. These people make their own interpretation of the word "emergency" to overcome what otherwise might result to them in inconvenience.

Such a use of the word "emergency" results in an abuse of the practice. Not only is the real intent and

purpose of the method thwarted, but the results desired may not be accomplished at the particular time the service is vitally needed, as was demonstrated recently in one of our exchanges.

A user of a party line was asked by another person on the line to give way for the despatch of an emergency call. Similar request had been made to some extent before from the same telephone, and this other party had graciously given up the line for such use, later to her chagrin finding that the word "emergency" had been used as a ruse to secure the line to the other person's exclusion. The vow was made then and there that the next request for the line "emergency" would be denied.

When the next request was made, a genuine emergency call existed. A physician attending the subscriber who had been using the word "emergency" as a ruse, wished to obtain the services of a second physician. He stated the case to the other party on the line but argument was of no avail. The line finally was obtained, but the spark of life had gone out ere the second physician arrived. Of course, strenuous complaint followed, and our investigation brought out the circumstances noted.

This is a case with two morals. First, our emergency call practice should not be abused by anyone. It may seriously weaken the entire structure on which it is founded, and, by making it impossible to discriminate between genuine and "fake," defeat its very purpose like the proverbial cry of "Wolf."

Second, the subscriber or operator should treat as genuine the pass word "emergency" whenever given, reporting to the proper officials of the company any abuse of the method which may be cared for after a case arises.

Order by Telephone

M. A. WHITNEY, president of the Springfield Retail Grocers' and Provision Dealers' Association, wrote the *Springfield Union* as follows:

The time has come for all to effect every economy possible in the distribution of foods. Many men will be enrolled today for the defense of our country. Many more are needed on the farms to prevent a threatened food shortage. Every man available will be needed for some important work. There must be no wasted effort.

In the matter of ordering her food supplies every housekeeper will doubtless feel it a patriotic duty and privilege to co-operate in any rearrangement that may be deemed necessary. We respectfully suggest the following for those not already accustomed to these methods:

1. That they volunteer to give their orders by 'phone instead of to an order clerk. It takes an average of about seven minutes for an order clerk to secure an order, including time spent in going from house to house. It takes an average of about two minutes to

receive an order by 'phone. Help to save the five minutes. One young woman in the office will take as many orders as three order clerks.

Let's help to save the men for other service.

Probably three-fourths of the orders of most grocers are received by 'phone, and one-fourth by order clerks, so that the method of ordering by 'phone seems to have grown in favor in recent years. Enroll today as one of your grocer's telephone customers.

2. That they give complete orders each day, ordering all that will be needed for that day, as early in the day as possible. By giving the complete orders for the day at one time the delivery of many small orders that involve much time and expense will be obviated, and a rule in vogue in some cities to deliver no orders of less than 50 cents in value will not be necessary here.

It is estimated that it costs at least five cents to make a delivery, however small. It will at once be evident that the grocer cannot afford to deliver orders for a few cents' worth of goods.

Flag Raising at Beach Exchange

A FLAG raising in one of the most cosmopolitan sections of Boston was held at the Beach exchange on June 28, by the operators and plant men. An audience of more than 250 including telephone employees, packed Oxford street in front of the exchange making traffic practically impossible. The exchange is located in the Chinatown section of the city and several celestials were among the appreciative audience. The exercises opened with a patriotic overture by an orchestra and this was followed by a few introductory remarks by District Traffic Manager Cameron who was master of ceremonies. Vocal selections were rendered by Miss Ruth Fay and Miss Betty Bethell of the operating force. Miss Bethell sang the following original composition to the air of "America, Here's My Boy"—

Ten thousand operators sitting side by side,
 Ten thousand operators, whose loving pride
 Will keep them at their post through warring strife
 And there are some who'll even give their life.
 America we'll answer calls for you
 America you'll find us staunch and true,
 With our headpiece and transmitters
 Service First Girls will be no quitters.
 America we'd like to be to you
 Your hope, your pride, your joy,
 You'll find us every ready

With tempers always steady,
 America, here we are."

The flag was unfurled by Miss Mabel Connolly, the senior supervisor of the exchange. Past Department Commander John E. Gilman of the G. A. R. was the speaker of the occasion and he said in part:

"It is my good fortune to be invited here today to say a few words before you young ladies and gentlemen of the Telephone Company and I bow to the wonderful display of patriotism that the employees of your company have exemplified in this hour of our nation's trouble. I only wish that all business concerns possessed the same spirit that you do. You young ladies who are operators are doing your bit for your country and you can do more in time to come by your words of encouragement and urging the young men of your acquaintance to enlist.

"That flag which you have unfurled today is the flag of the free and I know that everyone of you within the hearing of my voice will honor it; respect it; fight for it—Yes, even die for it, but will never do anything to dishonor it."

Division Superintendent of Traffic Whitcher made a few patriotic remarks on the service the operators were doing the country. The interesting programme closed with a recitation by Miss Rose Sullivan and as a finale the entire gathering sang "America."



STONEHAM'S REST ROOM

Stoneham is one of the latest bungalow types of exchanges. Its rest room is fitted out in excellent taste and provides every comfort for our operators.

Gathering News by Telephone

ONE evening recently a TELEPHONE TOPICS man dropped into the office of the Rutland *Herald* to watch the work of collecting news by telephone from practically every city and town in the state, over two leased circuits, each in use for thirty minutes six nights every week.

While he sat chatting with H. L. Hindley, editor of the paper, a telephone bell tinkled a few seconds before nine o'clock. Expecting the call, Arthur Granger, state editor, came quickly from an adjoining room, seated himself at a desk containing a special telephone set and a typewriter, and adjusted a double receiver over his head.

"Circuit number one is ready," said an operator, while Granger was placing copy paper in his machine. Immediately he signalled with one ring the waiting correspondent at St. Johnsbury, who commenced to dictate news stories without delay or interruption. Eight minutes later, the correspondent at White River Junction was signalled. Then in turn news was received from Bellows Falls and Brattleboro.

After an interval of fifteen minutes, the same process was continued over circuit number two, connecting St. Albans, Middleboro, Montpelier and Burlington.

"How does it work?" asked the TOPICS man.

"Fine," replied Mr. Hindley. "We have

been collecting news over these circuits for six months and every night get from fifteen to thirty live stories from our correspondents. We have been at it long enough now so that there is no delay at either end. Each correspondent expects to be called at about the same time every night and has his stories written out for immediate dictation. Previously they have collected the news from all the towns in their territory from other correspondents.

"Then a great deal depends on the intelligence and speed at this end. Granger knows the state like a book, is quick on the typewriter, and doesn't interrupt by asking questions. When a correspondent starts a story of little value, Granger stops him at once. After all the stories are in he edits, corrects and

heads each before sending them to the composing room.

"One of the main secrets of success in using the telephone to transmit news stories is the ability of the man at the receiving end of the line to take stuff without 'breaking,' just as the telegrapher does. In a good many cases when an unfamiliar word comes, the receiver stops to ask to have it repeated, and sometimes to have it spelled. In our system nothing of this sort occurs. If the receiver is not exactly clear as to a certain word, he keeps on taking, believing that the context will describe the word. If it does not,

of course he asks the necessary question. When the persons at the sending and receiving ends of a telephone line have learned this elementary principle, the task of sending a large volume of copy in a very short space of time is simplified to the last degree.

"Correspondents are held responsible for all the news in their districts, and our telephone service is supplemented by the regular news letters which arrive during the late afternoon or evening.

"We find that this system means more news, better deliveries of news stories, more pay for the correspondents and is really cheaper and better than the old way when correspondents sent news by telegraph or over the regular toll circuits at irregular times. This has been

brought about by splendid co-operation.

"The times set are not absolute, as correspondents may overlap or use up each other's time more or less, but correspondents at these eight terminals expect a call from the *Herald* about the time indicated and are ready to dictate their news stories or read them from a story written out in advance. The time is short for each terminal, and the stuff is ready to 'shoot' as soon as the bell rings.

"We began collecting news this way on December 12. Some time before then I submitted to Manager Walley a list of the large cities and towns with which connections would be desired, and the circuits were marked out.

"Circuit No. 1 is open from 9 until 9:30 P.M., and



Howard L. Hindley dictating legislative report from his bedroom in Montpelier, Vt.

terminals have been installed at St. Johnsbury, White River Junction, Bellows Falls and Brattleboro. Correspondents in adjoining towns having stories to be sent by wire file them with terminal correspondents before the wire opens.

"Circuit No. 2 is open from 9:45 until 10:15 P.M., and terminals have been installed at St. Albans, Middlebury, Montpelier and Burlington. Correspondents in adjoining towns file wire stories with terminal correspondents before the wire opens.

"News from Bennington and surrounding towns we receive over the regular toll circuits. When the legislature is in session, I am in Montpelier and every night send my stories over the telephone circuit which is kept open after all the correspondents have finished."

When the TOPICS man was leaving the editor opened a drawer in his desk and handed over the following printed arrangements of the circuits, showing the time when each terminal correspondent may expect to be called, the name of each correspondent and the adjacent territory for each terminal:

Circuit No. 1

9 P.M.—**St. Johnsbury, Gertrude Menut**, Correspondent: In addition, Newport, Island Pond, Barton, Lyndonville, Hardwick, Wells River, Newbury, Republican local territory. **One Ring.**

9:08 P.M.—**White River Junction, H. C. Jamason**, Correspondent: In addition, Windsor, Woodstock, Bethel, Sharon, Royalton, Hartford, Rochester, Stockbridge, Landmark local territory. **Two Rings.**

9:15 P.M.—**Bellows Falls, W. C. Belknap**, Correspondent: In addition, Springfield, Chester, Saxtons River, Westminster, Times local territory. **Three Rings.**



Harry C. Shaw taking legislative report in the Rutland Herald office Rutland, Vt.

9:23 P.M.—**Brattleboro, N. H. Arnold**, Correspondent: In addition, Putney, Townshend, Newfane, Londonderry, Wilmington, Vernon, Reformer local territory. **Four Rings.**

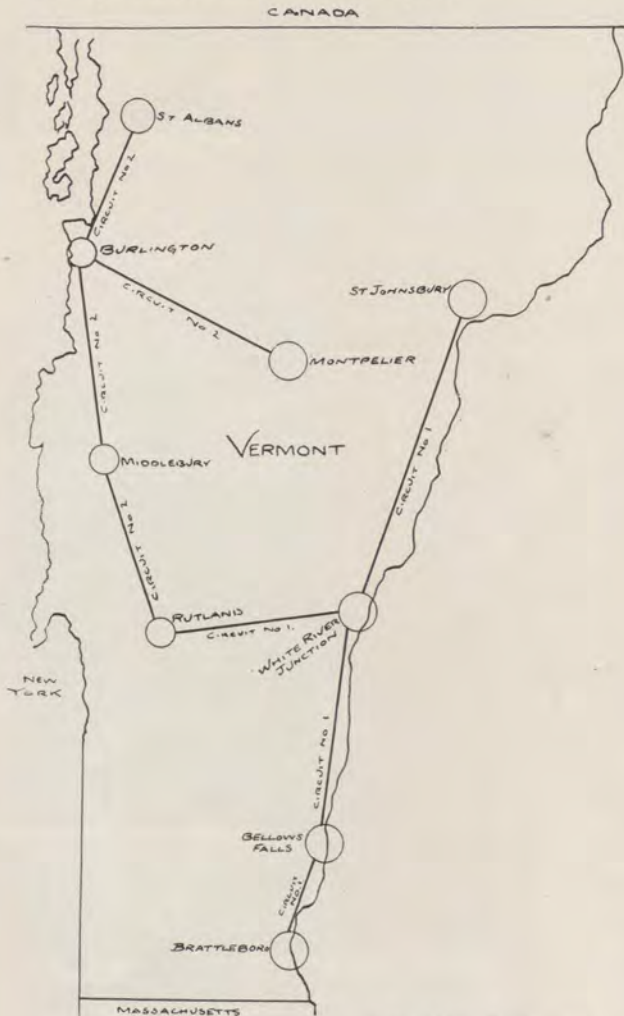
Circuit No. 2

9:45 P.M.—**St. Albans, Lena E. Hamilton**, Correspondent: In addition, Swanton, Enosburg Falls, Richford, Bakersfield, Fairfield, Highgate, Grand Isle, Sheldon, Georgia, Fairfax, Messenger local territory. **One Ring.**

9:50 P.M.—**Middlebury, J. O. Howarth**, Correspondent: In addition, Vergennes, New Haven, Bristol, Cornwall, Weybridge, all Addison county and local territory of Register, Herald and Enterprise. **Two Rings.**

9:57 P.M.—**Montpelier, C. De F. Bancroft**, Correspondent: In addition, Barre, Williamstown, Chelsea, Plainfield, Marshfield, Middlesex, Waterbury, Stowe, Northfield, Moretown, Roxbury, Randolph, Argus and Barre Times local territory. **Three Rings.**

10:06 P.M.—**Burlington, Frank L. Freeman**, Correspondent: In addition, Essex Junction, Winooski, Shelburne, Hinesburg, Underhill, Cambridge, Morrisville, Hyde Park, Free Press local territory. **Four Rings.**



Map of circuits used by the Rutland Herald in collecting news

"Stories breaking later at night are forwarded by toll line directly to the *Herald* office, but every effort is made to clean up the day's news stories over the leased wires.

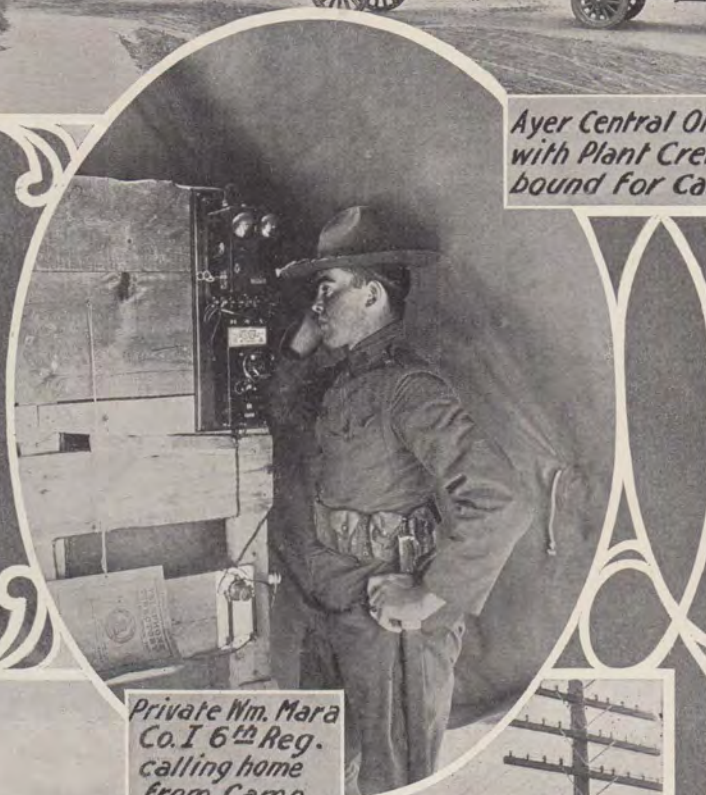
"This does not interfere with stories sent by mail by correspondents at terminal offices, but all such stories are checked up at the time assigned for the leased-wire service, and additions or alterations made as necessary.

"All correspondents are paid full rate for news which they originate, and terminal correspondents receive in addition 25 per cent for receiving and forwarding stories from correspondents in adjacent towns.

"SERV A



*Ayer Central Office Exterior,
with Plant Crew and Poles
bound for Camp grounds*



*Private Wm. Mara
Co. I 6th Reg.
calling home
from Camp
grounds.*



*Moses Estate
at Ayer, where
Operators
will live.*



*Pole line on Camp grounds, 19 poles set
in one day.*



*Where our exchange
located. Building oper*

ICE FIRST *in* AYER



*Ayer Operating Room,
with Plant Force making
additions to the Board.*



*Army Truck with
Telephone Supplies
enroute to Camp
grounds.*



*on the Camp grounds will be
ations are well under way.*



*View of 6th Reg. Camp from proposed
Camp Exchange.*

Telephone Information? Yes

And We Furnish Other Information As Well

"YES, this is Information," said the operator to the calling party. To her surprise, the deep masculine voice that came over the wire said, "If I drop four quarters in this telephone can a friend of mine in Providence collect it? I know I can telegraph a dollar or more at any time."

Miss Information explained very carefully that "it can't be did" and the subscriber was satisfied.

"This is but one of the many amusing and sometimes pathetic questions that the Information operators on Main and Fort Hill Information have to answer in the course of a day's work," said Supervisor M. Audett to a TOPICS representative recently.

"Every day some one of the girls gives me something new for our 'Log Book,' which rivals the Foolish Dictionary or any similar book for humorous sidelights of human nature. Here are some of the questions we have to answer, so you can see we have to be up to date in practically all things:

"What county is 18 Tremont street in?"

"How many liquid quarts in a gallon?"

"Where can I get a man to clip my dog?"

"What is the number of that telephone at 7 Blank street that is ringing and nobody answers it?"

"How do you spell sense as in common sense?"

"Please tell me, Miss Information, to settle a bet, how do you spell the color—gray?"

"Asked for telephone number of the United Steam Ranger—wanted the U. S. S. *Ranger*."

"I want the telephone number of the man who makes Smax pies."

"Can you tell me a good place to hire a dress suit?"

"A place to board a baby."

"Where can I get a good lobster salad without going to a hotel?"

"N. Y. calling for Mayor Curley's initials."

"Have you a bear on India street?" (Subscriber wanted The Bayer Company.)

"What is the name of the mayor of Brockton?"

"What is the population of Mexico City?"

"What are the names of the Chinese gods," was a question, and after finding out the operator told the party Confucius and Buddha.

"A place where I can buy squirrels."

"When are straw hats called in?"

"How many acres in Boston Common?"

"Where is Ostend?"

"Was Police Commissioner O'Meara born in Canada?"

"Where can I get \$3.00?" (The operator didn't know.)

"What time does the sun set today?"

"What year did Queen Victoria die?"

"Where can I hire a colored maid?"

"What date was the first electric car run in Boston?"

"Can you tell me a man who can write a play?"

"Can you tell me if Thomas Bailey Aldrich is a writer?"

"Whose funeral is now going down School street?" (Party was advised to call King's Chapel, where they obtained the information.)

"Of course, practically all of this is outside of telephone business, but we are Information and the public presumes we can answer anything, so there you are. The best part of it all is that we do answer most of the questions to the satisfaction of the inquirer."

"I CAN" AND "I WILL"

LAST month, on our outside cover, we quoted a verse from Emerson as follows:

"So nigh is grandeur to our dust,
So near is God to man,
When duty whispers low 'Thou must,'
The youth replies 'I can.'"

John B. Moore of the General Accounting Department returns the page to us with this verse of his own composition:

"The boast 'I can' sounds good indeed,
But how much better still,
In this our country's hour of need
Are the earnest words 'I will.'"

It strikes us that that is the very thought that Mr. Emerson implied. We didn't quite read his thought as a mere boast. We interpreted it to mean that he could and would do what duty told him he should do. However, all these poets have to have their licenses. We can still retain our liking for what Mr. Emerson wrote and, at the same time, find a hearty approval for the sentiment that animates Mr. Moore.

METROPOLITAN DIVISION OPERATORS ASSIST THE NINTH

COLONEL LOGAN of the Fighting Ninth says the Metropolitan Division operators are a bunch of live wires and the officers and men of the regiment endorse his statement. All through the Division parties, dances and entertainments have been held for the benefit of the regiment. Back Bay, Dorchester, Roxbury, Brighton, Brookline, Dedham, Wakefield, Norwood, Bellevue operators and operators from other exchanges have secured substantial sums for the soldiers by means of entertainments. At each of the parties Colonel Logan, with officers and men of the regiment attended and made short addresses of patriotic nature.

Division Superintendent of Traffic Whitcher in speaking of the girls' patriotism said: "I am proud of the operators in the Metropolitan Division for their zealous work in behalf of the Ninth Regiment. I have had the pleasure of attending some of the parties that have been held and their success is a credit to an army of girls who are doing their bit for their country in more ways than one."



OPERATING ROOM AT LYNN EXCHANGE

Lynn Has an Envious Record

"THE Lynn operating force, from the chief operator, Miss Francoese S. Landry, to the newest 'recruit' amongst the students, are justly proud of the service record they have made during the past three and one-half years," said District Traffic Chief Benjamin recently.

"Service observations have been made in Lynn every month during this time, and the average rating, year by year, is as follows:

1914	Rating 95.9
1915	Rating 96.
1916	Rating 89.9

1917, January to May, inclusive, Rating 96.3

"The service criticisms for the same period averaged per month as follows: 298 in 1914, 255 in 1915, 317 in 1916, and 272 in 1917. The efficiency during these 41 months has been but four times below 95 per cent, and has been twenty-two times over 100 per cent.

"That the above figures may be fully appreciated, a few facts regarding the Lynn office are necessary. Lynn is a city of 110,000 population, and is one of the large shoe manufacturing centers of New England. It is but twelve miles from Boston, and certain parts of the exchange area (Swampscott, Phillips Beach, Beach Bluff, and Clifton) form a part of the North Shore summer section. There are a number of large summer hotels, the two largest being the New Ocean House and the Preston House. In addition, many people spend the summer months in these localities.

"The office is on Oxford street, in the centre of the business district, and the present switchboard of forty-five positions was installed in November, 1912 at which time an addition was made to the building. On May 31, there were 6498 lines and a total of 11,76

stations, a gain of 1914 since January, 1914. There are direct call circuit trunks to all the central district offices and many of the suburban, the others being reached via Tandem. Many of the North Shore offices are also connected. In all, calls to seventy-nine exchanges are handled by the Lynn operators. It is quite a proposition for a student to familiarize herself with all these points and the routes used. That there are many calls is evidenced by the following figures for 1917: Total good A-B tickets handled in January, 111,755; February, 110,503; March, 97,744; April, 119,138; and May, 109,976. The total for five months is 549,116.

"On June 1, the operating force numbered 119, divided as follows: chief operator, assistant chief operator, 8 supervisors, 5 senior operators, matron, assistant matron, instructress, chief operator's observer, 3 clerks, trouble operator, and 96 A-B, information, and student operators.

"The chief operator, Miss Francoese S. Landry, entered the employ of the Company September 4, 1900. She advanced through the various grades until she was made chief operator May 15, 1910. Miss Landry has but one motto, 'Service First,' and this spirit, combined with her ability as an executive and organizer, has played a most important part in bringing her office to its present efficiency.

"Miss Landry is ably seconded by her assistants, Uila Turner, assistant chief operator, Agnes Murray, instructress, Josephine Anzelo, chief clerk, and the capable and efficient supervisors and senior operators. In fact, the entire operating force pulls together in such a way that a rating below 90 in Lynn has come to be looked upon as a real calamity."

Somerville Plant Flag Raising

DISTRICT officials and many employees on Friday noon, June 22, were present at a flag raising at the Somerville telephone exchange arranged by the plant department. The flag was unfurled from a pole on the Pearl street front of the building by Miss Bertha M. Allis, chief operator. Master Cleon Hopkins played "To the Colors"; Miss Eleanor J. Conley, a supervisor, read an original patriotic poem, and the assemblage sang the "Star-Spangled Banner" and "America." Francis H. Hanson, unit wire chief, was master of ceremonies. Light refreshments were served in the exchange building at the conclusion of the programme.

President Warren C. Daggett, of the board of aldermen, who represented Mayor Z. E. Cliff, began his remarks by requesting all operators who (were they men) would today voluntarily enlist in the military service of the country to raise their right hands; every operator's hand was uplifted in reply. Continuing he said, in part:

"Although you cannot bear arms to a foreign battle-

field, or serve as war nurses and chauffeurs, in your daily work you render necessary and very valuable service to the country and humanity. You are soldiers of the vast army of public service workers. When great and small calamities result in the loss of life and property, and injury to your fellow man, it is the faithful telephone operator who first notifies the civic authorities, military, police, firemen, hospitals, doctors and nurses.

"When death, illness, accident, fire or burglar invade the home or place of business, whose aid is first invoked? The telephone operator. We have known of operators who have risked their lives by remaining at their post of duty—the switchboard—midst fire and storm while they summoned aid and warned others of their danger. The valor of your craft has been nobly demonstrated in the past and will be in the future. The bravery of telephone operators has been equal to the courage of soldiers holding trenches against the onslaught of a powerful and resourceful enemy. The value of your faithful public service cannot be adequately portrayed in words."

FLAG RAISING AT MEDFORD

THE employees at the Medford exchange gave a practical demonstration of patriotism Friday evening, June 22, 1917, by participating in a flag raising held on the lawn in front of the building.

A large throng gathered on both sides of High Street shortly after 7:30 to witness the ceremonies, which began with an address of welcome by Stanley W. Ingalls, Unit Wire Chief, followed by prayer offered by the Rev. Dwight W. Hadley.

The singing of the Battle Hymn of the Republic by the employees of the Medford Exchange followed, after which Old Glory was raised on the new flag pole. Miss Ruth B. Wheeler, one of the operators at the exchange, had the honor of breaking out the colors. She was assisted by Walter Joy of Company E, 5th Infantry. Miss Wheeler's recitation "To the Flag" met with great applause.

Mayor Haines in a short address outlined true American patriotism. "We must follow this grand old flag to a greater and nobler civilization," said the Mayor. "We must realize what the flag, the emblem of our country, stands for. If we do our duty, each and every one of us, Old Glory will take an added lustre."

The exercises closed with the singing of the "Star-Spangled Banner" by the entire assemblage.

SMITH EARNS HIS PAY

The gov'nor: "That's my wife on the phone, Smith. You won't need to reply only when she says, 'Are you still there, Henry?' then answer, 'Yes, pet.' If she's still talking when I get back from lunch, I'll relieve you."

MR. DRIVER VISITS SOME OF THE EASTERN MASSACHUSETTS EXCHANGES

AT the invitation of Division Superintendent Parker the General Manager recently visited the "Cape Exchanges" of the Eastern Massachusetts Division. Starting from Lowell early in the morning the following exchanges were visited on the first day — Brockton, Whitman, Rockland, Hanover, Marshfield, Duxbury, Kingston, Plymouth, Manomet, Sagamore, Dennis, Barnstable, Orleans, Wellfleet, Provincetown and Chatham. On the second day the exchanges at Harwich, Hyannis, Cotuit, Buzzards Bay, Mattapoisett, Fall River and New Bedford were visited.

Conditions were generally satisfactory and Mr. Driver was especially pleased with the new "bungalow exchanges" at Dennis, Chatham and Mattapoisett.

THE STORY BACK OF OUR COVER

"COMMONWEALTH PIER" is what the operator, who is an enlisted Naval Reserve, says when answering the calls at the Receiving Ship in Boston.

Commonwealth Pier is the headquarters for the Naval Reserves in this section of the country and the operators on duty are true exponents of Service First. Hundreds of in and out calls are handled every day from all points including the Navy Department at Washington.

Lieutenant Commander McSheehy, every inch an officer and a gentleman is in charge of the receiving ship and he insists that the switchboard at the Pier be handled in the most efficient manner. Service First in the Navy is as important as in any branch of the government.



MALDEN'S REST ROOM

Malden has one of the cosiest rest rooms in the Metropolitan Division. The cretonne used for draperies and chair cushions match perfectly, making the color scheme ideal

Would You Give Yourself a Job

IF you applied to yourself for a job—would you get it?

Think it over.

Just be "boss" for a few minutes—then check up your record for the past month as an employee.

Remember now, it's your money meeting the payroll.

Have you, as employee, filled your hours with productive, conscientious labor, or have you been too busy watching the clock?

Have you produced enough in that month to make you a profitable investment?

Have you put your shoulder to the wheel—forgotten petty differences and difficulties—or have you put sand in the bearings?

Have you asked questions and improved—or have you been too wise to learn?

Have you analyzed what you are doing, and why, or have you used instinct instead of reason, and got an indifferent and methodless result?

Have you allowed your mind to become poisoned with anger, worry or envy, and, by so doing, contaminated and reduced the efficiency of others?

Have you gone through the month, a vision of pay day the oasis in your desert of work? And have you let that vision shut out from view all else in the day's work that would build you to a size where you would give yourself a job?

Or, have you been heart and soul in the work—on the job every minute with a breadth of vision that made of the desert of work an oasis of opportunity?

Check up. Be truthful. Would you give yourself a job?

—Exchange.

Changes, Promotions and New Ratings

COMMERCIAL DEPARTMENT

Metropolitan Division

William A. Farr, who was appointed Acting Commercial Representative for the Stoneham, Wakefield, Reading and Woburn territory on June 1, entered the employ of the Company as a bookkeeper in March, 1907. In July of the same year he was transferred to the Collection Department of the Metropolitan Division and remained in that capacity until the change in the functional organization of the Commercial Department in August, 1914. He was then assigned as a Collector in the North Suburban District until his present appointment.



WILLIAM A. FARR

TRAFFIC DEPARTMENT

Metropolitan Division

Elizabeth A. Ambrose, from senior operator to supervisor, Boston Toll.

Esther A. Dwyer, from senior operator to supervisor, Boston Toll.

Nellie E. Kennedy, from senior operator to supervisor, Boston Toll.

Mary Wallace, from senior operator to supervisor, Boston Toll.

Charles F. Donahoe, from assistant traffic manager, 2d Central, to traffic supervisor, Metropolitan Division.

Mabel M. Sullivan, from supervisor to assistant chief operator, Cambridge.

Louise Hoffses, from senior operator to supervisor, Winthrop.

Joseph Marr has been appointed traffic representative in the Somerville District vice Howard Fall now in the United States Military service.

Eastern Massachusetts Division

Miss Mary L. Healey was advanced to senior operator at Natick, Mass., to take the place of Miss Marcella Doherty who resigned to take P. B. X. position.

Alice M. Allen, from senior operator to supervisor, at Brockton.

Laura H. Washburn, from senior operator to supervisor, at Brockton.

Lucy E. Marshall, made senior operator in charge, due to resignation of Grace Graham, at Bryantville.

Mary Medara, from senior operator to supervisor, at Plymouth.

Miss Abbie Scott, of Lawrence, Mass., has been promoted from senior operator to supervisor.

PLANT DEPARTMENT

Mr. L. W. Abbott, Supervisor, having entered military service, Mr. D. R. Hawley is appointed acting supervisor.

Metropolitan Division

Division Superintendent of Plant Wright and his office force are now located in Room 602, 245 State street, which will be the headquarters of the Metropolitan Plant Division.

The offices of the Superintendent of Construction and the Superintendent of Buildings will, however, remain in their present locations, viz., at 25 Allerton Street, Roxbury, and Room 407, 125 Milk Street, Boston, respectively.

The following employees have passed examinations during the month of June:

Linemen: Felix R. Nourie, James H. O'Brien, Macy V. Saunders; *Line Repairmen:* William R. O'Connor, Wallace Lennox, John J. McCarthy; *Grade "C" Installer:* James E. Lake; *Grade "A" Substation Repairmen:* Charles T. Mitchell, S. A. A. Rossi; *Splicers:* James D. E. Hallberg; *Head Splicers:* Anthony Thonnes, James A. Ellsworth, Walter E. Hill, Howard L. Corbett.

Western Division

Mr. R. H. Keller, division plant superintendent, Western Division, having entered military service, Mr. H. L. Jones is appointed acting division plant superintendent.

Eastern Massachusetts Division

The following have qualified for first-class ratings:

Linemen: Edgar R. Wright, Ezra S. Meals, Robert S. Davis, Philip T. Kent, Wm. H. Glover, Michael J. Hayes, John W. Murphy, Henry J. Wardick, Clifton A. Wood, Wilfrid M. Clare, Harlan S. Foss, Arthur Bolio, Philip F. Murphy; *Line Foreman:* Herman E. Perkins; *Repairman:* John J. Neilan; *Testmen:* Thomas F. Keavey, John E. Burke, Jr., David E. Roche; *Central Office Repairmen:* Edward C. Porter, Harold F. Tuxbury, W. A. Emerson, Edward B. Hadley, Ralph W. Roberts; *Class "A" P. B. X. Repairmen:* Delmont A. Miller, Charles A. Cook; *Class "A" P. B. X. Installers:* Vincent J. Gates, Dennis J. Kelley.

"JOE" CASSIDY BECOMES A BENEDICT

JOSEPH W. CASSIDY of the engineering department of our Company and Miss Theresa M. Gallagher, formerly a Brookline operator, were married on July 3 at St. Lawrence's Church, Brookline. "Joe" is well known through out the Company's territory as one of the staff that examined the different applicants for the Signal Corps. For the present Mr. and Mrs. Cassidy are making their home at Winthrop. Mr. Cassidy is a private in the Signal Corps attached to headquarters and is awaiting orders.

Telephone Workers' Credit Union

THROUGH the courtesy of our Executive Officers, the Telephone Workers' Credit Union has been assigned a permanent office in Room 105, 125 Milk Street. The officers and board-of-directors are confident that eventually the Credit Union will be one of the most prosperous in the State, and to accomplish this they will need the co-operation of all the department employees in the form of subscription to shares. At the close of business on Saturday, July 21, the Credit Union had loaned to the employees of the Company something over \$3,500. They will soon be in a position to handle all applicants and urge everyone to purchase at least one share in the Credit Union. This is a most worthy cause and there is always someone waiting for each dollar paid in. The Credit Union is earning 12% on all money loaned which guarantees to all share holders good returns on their investment. To those who have bought shares in the Credit Union belong the credit of the appreciation felt by the employees who found

it necessary to borrow. Treasurer Friedman said recently, "We have tried to extend our best treatment to all and the appreciation expressed by those who have used the Credit Union has proved that we have succeeded in this large family or ours, to be of great benefit. The new office will be open from 9 A.M. to 5:30 P.M. and a clerk will be in constant attendance. Applicants for loans and sale of shares will be received at the office, payments will be received by the clerk and credited whether received in person, by mail or through your local receiving teller. Do not send coins or bills through the mail but use a money order. Payment to your local receiving teller is recommended. Payments made by mail will be at the expense of the sender. Use the deposit slips when payments are made by mail or messenger, the same will be stamped paid and returned to you as a receipt. All mail should be addressed to Treasurer Telephone Workers' Credit Union, P. O. Box 3545, Boston, Mass. For telephone communications call Main 2822."



NEW JAMAICA REST ROOM

The usual policy of the Company has been followed in the appointments of the new Jamaica rest room. Inexpensive furnishings of washable cretonne, rattan furniture covered with the same material or stuffs in plain colors equally durable and India Drugget rugs are the principal decorative features that lend a softening and homelike atmosphere to the quarters and give due consideration to the physical, mental, and social conditions of the traffic forces.

Roxbury Unit's Farewell to Soldiers

THE men and women employed in the Roxbury and Jamaica Plain exchanges gave a farewell reception on Thursday evening, July 12, to eight employees of the Roxbury unit who have been or are to be called into the government service in the signal reserve corps, the militia or the naval reserve. The spacious recreation yard of the exchange was beautifully lighted for the occasion, and about 200 persons were present by invitation of the committee, which consisted of the Misses Agnes Roach, Elizabeth Murphy, Lillian Doyle, Helen Gallagher, Laura M. White, Nellie E. Ronan and Messrs. J. F. Fleming, Jr., J. J. Gately, Charles E. Carroll and William Craig.

The telephone orchestra furnished music for the occasion and the entertainment program also consisted of readings by Miss A. Murray, bugle calls by G. A. Wilson, vocal selections by the Misses A. Murray and K. Cratty, and dances by the Misses H. Connor, D. Perry, E. Morrill, C. Jones, C. Pike and A. Tuttle. Thomas Roach of the Jamaica Plain exchange acted as master of ceremonies, and in a very effective speech announced the presentation of toilet sets to the eight men called for service from the Roxbury unit. The toilet sets were presented by Unit Wire Chief George F. Backus.

Vice President Longley and a number of the department heads were specially invited. Mr. Longley was asked to make a few remarks in behalf of the company, in the course of which he dwelt upon the seriousness of the existing situation, the fact that these men called for service were fighting for us as well as for themselves, and if sent abroad would be more effectively fighting our battles than if they waited on the defensive here. He said the Company was proud of the patriotic spirit shown by its representatives in the government's service, and expressed hope that he might be privileged to welcome them all home again after the war had ended in the only way it could end—in victory for the United States and peace for all the world.

The eight members of the Roxbury unit thus honored by their associates were: Arthur W. Horton, William Bradley, Walter D. Dunn, James H. Fitzgerald and Elmer O. Wallster, who are in the Signal Reserve Corps; James F. Bowers, who is in the Naval Reserves; Sergt. William J. Coulter of the Sixth Massachusetts Regiment, N. G.; and Sergt. Mark H. King of A Company, Ninth Massachusetts Regiment, National Guard.

Splicer's Life Saved by First Aid

BECAUSE Cable Splicer George A. Garland thoroughly understood the first aid principles that our Company wants everyone of its employees to understand, he was able to save the life of a fellow worker, Albert L. Dinsmore, another cable splicer, on July 2. Mr. Garland was working near the corner of Dorchester avenue and Fenno street, Dorchester, when Guardsman Campbell called to him that Dinsmore, who was working in a manhole, was "out" with gas. Mr. Garland rushed to the manhole and found the victim lying unconscious, his face pale, covered with perspiration, and his hands folded under his chin. Having in mind all the time what he should do in First Aid cases, Garland carried Dinsmore to the roadside and stretched him out in the shade of a tree. For more than twenty minutes he applied first aid principles to the victim, Dinsmore, looking for foreign matter in the victim's mouth, and while Guardsman Campbell held the patient's tongue out, worked incessantly applying artificial respiration until regular breathing was restored. In the meantime, Dr. John F. Ahern had been summoned to attend to Dinsmore. Mr. Garland had accomplished the results, however, and the physician was not necessary. Without a doubt

Dinsmore owes the saving of his life to Mr. Garland, who modestly declines all credit, and it was only on appeal to his superiors that TELEPHONE TOPICS was able to get the story. The work of Mr. Garland made such an impression on Dr. Ahern that he wrote the following to Chief Line Conduit Foreman Tarr:

"The following incident impels me to write you this letter.

"On July 2 about 10:30 A.M. I was called to attend Albert L. Dinsmore who was overcome by gas, while working in a manhole located on Fenno Place, Dorchester. On arriving there I found that his fellow worker, George A. Garland, had so efficiently applied first aid treatment that my services were entirely unneeded.

"There is no doubt but that the first aid instructions received, and the prompt application of the knowledge gained from them by the last-named man, resulted in the saving of a human life.

"I, therefore, take this opportunity of both commending the New England Telephone & Telegraph Company for their humane policy of giving first aid instructions to their employees, and sincerely congratulate them in the successful result that has been attained, as proved by the above incident."

"do it right the first time, then we won't have any bad dreams"
John J. Carty



Additional Sidelights on Liberty Bond Subscription

PRESIDENT Spalding's co-operation with the Liberty Loan Committee of New England was of such material assistance that in appreciation of his services Secretary of the Treasury McAdoo wrote Mr. Spalding the following personal letter:—

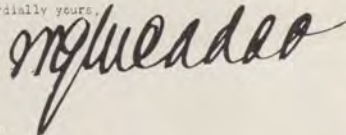
July 2, 1917.

Dear Mr. Spalding:

Permit me to extend to you my hearty thanks and deep appreciation of your assistance and cooperation in connection with the Liberty Loan. The great success of the loan could not have been accomplished without the effective aid of such patriotic citizens as yourself and the other members of the Committees organized for the purpose. It was a service of genuine patriotism.

With kind regards, I am,

Cordially yours,



Mr. Philip Spalding,
c/o N. E. Tel. & Tel. Co.,
119 Milk Street,
Boston, Mass.

* * * * *

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"100 percent of the commercial employees at Northampton, Mass., took Liberty Bonds," said Manager Guy C. Emerson. "We do not feel that we did more than we should, but are a little proud in knowing we did so well."

* * * * *

Fifty-one employees of the Holyoke, Mass., exchange subscribed for sixty-two Liberty Bonds.

The thirteen employees of the plant department subscribed for one or more of these bonds.

When the call came for subscription to the Liberty Loan, Pittsfield answered with its usual enthusiasm, and the telephone employees' response was the best of them all. The team captained by Manager W. I. Mellen, under the division of Public Utilities, was proof enough, in that it distanced all teams under this group.

There was no thought for the high cost of living, no hesitancy to save the dollar already half spent. The response was spontaneous with the request. Linemen with large families, girls with dependents, alike contributed with no thought of self, just the wish to do their bit or more if possible.

One hundred and six men and girls took approximately seven thousand dollars in bonds. More than fifty per cent of the employees signed the applications, many for bonds of one hundred dollars or more.

If all people or groups could give as well, proportionately to their means, as our fellow workers did, many a war can be waged and won, if it is money that turns the tide. "Give 'til it hurts," and that is what they did, for dollars that are hard earned are the ones that count.

Eighty per cent of the employees of the commercial office at Springfield, including the employees in the western division office, bought Liberty Bonds. Sixteen out of twenty employees bought bonds amounting to \$1200. The employees invariably considered this a first-class investment and took great satisfaction also in knowing that by buying these bonds, they were helping to do their bit for their country. Their only regret was that they could not invest more in bonds.

WAR SERVICE DEPARTMENT DOES ANOTHER GOOD JOB

THE War Service Department of our Company has received another well deserved commendation from the United States Coast Guard. At the request of the government, a series of maps for their use were prepared and the excellent work performed by all departments that co-operated with the War Service Department in this work was indeed gratifying. General Commercial Superintendent Brooks of the American Telephone Company wrote Mr. Whitney of our Company as follows:

"The United States Coast Guard desire to express its thanks to the New England Telephone & Telegraph Company for the maps prepared by the New England Telephone & Telegraph Company for Coast Guard purposes.

"The Coast Guard state that the maps were evidently prepared with great care and their excellent work is thoroughly appreciated."

In scandal, as in robbery, the receiver is always as bad as the thief.—*Chesterfield.*

A PUBLIC TELEPHONE AGENT'S GRIEVANCE

WHEN the Gloucester collector was making his rounds early this summer, he was approached by a female public telephone agent in one of the smaller towns in this exchange thusly:—

"Mr. Collector, I surely am glad to see you for I have been waitin' some time for you to call as I wanted to ask you just one question in connection with my public telephone."

"Well," said the collector, smilingly, "go ahead and ask it."

"You know old Dr. D—, who lives down the road a piece?" she said inquiringly. "Well, he persists in comin' here and usin' this here telephone to call some place in Boston and he always reverses the charge to the other end. He calls so often and stands there at the telephone so long that you can see the hole in the rug which he has worn.

"Now what I want to know is, can I refuse to let him use this telephone? If I can't, please tell me just where I get off at in this deal."

The collector was a diplomat, so the doctor is still passing calls at the same old place.



LORD NORTHCLIFFE AND PRESIDENT VAIL AT MR. VAIL'S OFFICE IN NEW YORK

Lord Northcliffe Was Guest of President Vail

LORD NORTHCLIFFE, the distinguished British publisher and publicist, accompanied by several British army officers and his secretarial staff, was the special guest of President Theodore N. Vail at the headquarters of the American Telephone and Telegraph Company at 195 Broadway, New York, on Thursday July 12th.

After an informal reception in President Vail's office participated in by many officials of the Bell System, the guests were escorted to the directors' room where they were entertained with a series of demonstrations over the transcontinental line, together with motion pictures illustrating phases of the work of construction of the longest telephone line in the world.

The demonstration was in charge of Major John J. Carty, Chief Engineer of the Bell System. Lord Northcliffe occupied the head of the Directors' Table, and each guest at the table had two small telephones for listening, so that one or both ears could be used,

as desired, and for Lord Northcliffe there was provided, in addition to these two telephones, an ordinary standard desk telephone set.

At ten minutes past eleven, a few minutes before the scheduled time, the transcontinental telephone line extending from New York to San Francisco was connected to Lord Northcliffe's telephone.

Before the line was turned over to Lord Northcliffe for his first conversation across the continent from the Atlantic to the Pacific, Major Carty made a very remarkable preliminary trial of the line which was witnessed by all of those present. In rapid succession he called up engineers at New York, Pittsburgh, Chicago, Omaha, Denver, Salt Lake, Winnemucca, and San Francisco, and had a brief conversation with each of them. Each gave a report of the weather at his station. The temperature was remarkably even at the time, the lowest being 60 at Salt Lake, the thermometer registering 70 at New York and San Francisco. East of Chicago all reports were "cloudy

weather," but from Omaha west all was clear and the sun was shining. At Salt Lake Mr. Horth reported that he could clearly see from his window the mountains covered with snow glistening in the sun. Mr. Twist at Winnemucca in the Sierra Nevada region, said that all the signs pointed to a very hot day and that on the day previous the temperature had reached 110. Every one looked at a watch and saw it was 11.15 in the morning in New York as Mr. Hunter at San Francisco was telling them it was only quarter past eight at the Golden Gate.

Following Major Carty's preliminary test, which interested the visitors greatly, Lord Northcliffe took the telephone and talked to San Francisco. After a preliminary conversation, Lord Northcliffe asked the telephone engineer there to send to the San Francisco newspapers the following message which he dictated over the telephone:

"When I last visited California I found that you had in your beautiful country a great number of English and Scotch people. I suggest that they get together and organize for recruiting and also for strictly observing the food regulations issued at Washington."

Lord Northcliffe also asked that his compliments be presented to certain personal friends of his in San Francisco whom he named.

There was further conversation with San Francisco by Major Carty, and then there came over the wires across the continent clearly and with unimpaired

Using a modern receiver in one room and the old telephone in another room, speech was transmitted and heard in the modern telephone, although very indistinctly and faintly. Then modern amplifying apparatus was added to the circuit and the sound from the old telephone, although indistinct, proved loud enough to be heard in all parts of the room.

A copy of this old model telephone is now being prepared and suitably inscribed for presentation to Lord Northcliffe by Mr. Vail, as a souvenir of the occasion.

Mr. Vail had already presented Lord Northcliffe with a miniature model, a shade more than an inch long, of the latest form of telephone receiver. It carried a gold plate bearing the inscription "To Lord Northcliffe from Theodore N. Vail." Northcliffe himself heard speech through it. It is even capable of transmitting as well as receiving speech, but like the old model, when used for transmitting it needs a little help from some modern telephone amplifying devices connected into the line.

Lord Northcliffe not only heard speech but saw it, by looking into an oscillograph which reproduced in a wavy line of light the motions of the telephone diaphragm. Photographic records of this vibrating beam of light were taken. These records show in visual form the words "Lord Northcliffe," "Vail," "The Times."

Lord Northcliffe saw in the laboratories endurance tests on telephone transmitters, on electric batteries, on switchboard lamps and on electrical mechanism of many kinds. The other exhibitions were sections of modern telephone cables, each containing twenty-hundred wires enclosed in a lead sheath having outside diameter of only 2 5/8 inches.

The entire party were the guests of the Western Electric Company at a luncheon which was served in a suite of rooms occupied by the heads of the Engineering Department, Mr. Thayer presiding as chairman for the Company. Among Lord Northcliffe's guests were Brigadier General W. A. White, Lieutenant Colonel Campbell Stuart, Captain Paul F. Sise, well known to all Western Electric people by his connection with the Northern Electric Company at real, and members of Lord Northcliffe's special staff.

Besides those mentioned there were present the following officials of the American Telephone and Telegraph Company: W. Murray Crane and John L. Kingsbury, Directors; U. N. Bethell, Senior Vice President; N. C. Kingsbury, Vice President; James H. Wilson, Vice President; A. A. Marsters, Secretary; J. H. Guernsey, General Counsel; G. D. Milne, Treasurer; C. G. DuBois, Comptroller; J. J. Carty, Chief Engineer; B. Gherardi, Engineer of Plant; J. H. Wilson, General Manager; F. A. Stevenson, General Superintendent of Plant; J. L. R. Van Rensselaer, General Superintendent of Traffic; F. H. Ell and H. F. Thurber, Vice Presidents of the New York Telephone Company; Newcomb Carlton, General Superintendent, Western Union Telegraph Company, and Frank A. Vanderlip, President, National City Bank.

How Subscribers See Us

ASSIST IN RAISING \$75,000

COMMERCIAL Representatives Bigelow and Rollins in Roxbury assisted materially in enabling the Roxbury Boys' Club to secure the \$75,000 necessary to pay off the mortgage and other indebtedness during a campaign conducted recently. Both of our men were on teams that secured large amounts for the fund and each received the following letter of appreciation from President Victor A. Heath of the Club:

"The writer wishes to thank you personally, on behalf of the Executive Committee and Campaign Committee, for the splendid work and service you rendered during our Roxbury Boys' Club Campaign and each one of these two thousand boys would be glad to personally express their appreciation to you if it were possible.

"Assuring you that it was a pleasure to be associated with you in this work."

ALDERMAN DAGGETT PRAISES SOMERVILLE OPERATORS

IN last month's TOPICS the Somerville operators on parade were a feature. Alderman Warren C. Daggett, who is, by the way, a staunch friend of the operators, wrote the following to Miss Allis, the chief operator, as an appreciation of the operators' part in the parade:

"Dear Miss Allis:—Both personally and as president of the Somerville board of aldermen, I through you to thank the operators of the Somerville exchange who marched in the 'Flag Day' parade thereby added much to the success of the affair. Their patriotic spirit, and also their excellent telephone service, is highly appreciated by those in close touch with the workings of the exchange. If the parade could have got along without telephone service during the parade hour, I know that every physically fit operator would have been in line. Those who were there made a fine showing and the populace is proud of their patriotism.

"To divert, again I sincerely thank the local operators for the courteous, obliging and prompt service they invariably favor me with. I never miss an opportunity to tell telephone users that the Somerville service is not excelled by any exchange in New England.

FLAG RAISING AT ARLINGTON

A FLAG raising was held at the Arlington Exchange on Tuesday, June 26. Comrade Leonard D. Bradley of Post 36 G. A. R. raised the flag while the pupils from the Russell School and Exchange employees, who were off duty at this time, pledged allegiance to the flag.

Comrade Bradley made brief remarks and the exercises closed with the singing of the Star Spangled Banner by all present.

ARLINGTON OPERATORS ASSIST CALIBAN

OUR operating force at the Arlington Exchange rendered valuable assistance in assembling recruits for the recent production of Caliban at the Stadium. Helen M. Kennedy, an Arlington subscriber who was a member of Assembly Committee on Caliban, wrote the Arlington Chief operator as follows:

"Dear Miss Gaffney:—

"Please accept my sincere thanks and appreciation for the courteous and most efficient manner in which your operators have assisted me in assembling recruits for 'Caliban.'

"What I thought would be a task proved to be a great pleasure through their wonderful co-operation."

PRAISE FOR PITTSFIELD

OUR operators at Pittsfield did good work in an accident case recently. As a token of appreciation Mrs. M. O. Robinson, a Pittsfield subscriber, wrote the Pittsfield Chief Operator as follows:

"Will you kindly extend to the telephone operators my sincere thanks and appreciation for the splendid service which they rendered at the time of my son's death. They responded so quickly and tried in every way to aid me in reaching my friends and relatives,

Wakefield Operator Saves Boy's Life

THERE was no school on Saturday morning, June 23, for Raymond Powell, Bertram Mills and another boy in Greenwood, near Wakefield, Mass., so they went out into the woods to find play that would interest them. Walking along the road one boy dared Raymond to climb a high electric light pole, which carried lines with a power of over 22,000 volts. When Raymond had climbed to a considerable height, the power leaped at him in such a manner as to severely roast his arm and scorch a part of his side, and he fell from a short way up the pole to the ground. Still conscious, he rose to his feet, and, supported by Bertram the three boys began a painful journey toward the town, one boy deserting the pair before they had gone far. Little Raymond—and this story is one of small boys of eight and nine years of age—urged his companion, upon whom he was leaning, to go home alone, saying, "You go on home, Bert, it's a mile to my house, and I'm going to die

any way, so you just go on home." But the other little hero refused to desert the injured pal, and assisted him to his own house, and then to the house of a neighbor, Mrs. Anderson, who has a telephone, which she at once used to call for help.

The chief operator, Edith J. Widell, of the Wakefield central office, called all of the doctors on the office list—in fact, every doctor in Wakefield—only to find that none was at home or reachable, so she thought of a doctor who had retired from practice, and, upon calling him secured his promise to go to the boy at once. He had no automobile, but, upon going to the street, discovered the electric light truck there, practically commandeered it, and sped to the boy's assistance. The thoughtfulness of the operator has probably saved the life of Raymond, and in her heart she will always remember that moment when the spirit of her Good-Samaritanship spurred her into an act of "Service First."

A Wise Old Bird

A SUBSCRIBER in Belmont reported that every morning about 5:30 A.M. our cable box which is on a pole in front of her house made such a racket that it woke up the whole family. She said that this trouble had continued for about a week before she made a report of it.

An inspection of the cable box was made. It is of the tin can type No. 8 B. W. E. terminal and appeared to be in perfect condition. The cover fitted tightly and an inspection the box refused to emit the horrible sounds which each morning at a certain hour persisted in disturbing the peaceful slumberers nearby.

It was explained to the subscriber that we were unable to find any trouble with the cable box and she was asked to report again if the disturbance continued.

The following day she reported that during the early hours she had again been awakened and that she had peered through the curtains. She said that she could see nothing unusual although she felt sure the sounds, which had continued for several minutes at intervals, were coming from the box.

A repairman who lives a short distance away was instructed to be on the job armed for any emergency on the following morning at five o'clock. He was advised to lay in wait in the shadow of the house so that the "Spook" would not become alarmed and omit its morning performance. Shortly after he arrived and while standing near the house with his eyes glued on the box, there suddenly burst forth a piercing, terrifying rat-a-tat-tat, rat-a-tat-tat-rat-a-tat-tat. At first he could not see what was causing the noise, but after cautiously crossing the street where he could see the other side of the pole, he perceived a woodpecker perched on the suspension strand and rapping away for all he was worth on the tin can box. The repairman became curious and watched the bird which after rapping on the box hopped onto a pole step under the box and calmly began to partake of its breakfast which consisted of spiders which had been frightened by the rapping and had run out of the bottom of the box. The spiders' webs in the box were destroyed and we have had no further complaints from the subscriber.

AIN'T IT 2 BAD

A GOOD-natured subscriber in Burlington, Vt., forgot to pay his residence telephone bill for May and received a form 80. A few hours later the bill was paid and the subscriber enclosed a dollar for the Red Cross dance held by the operators. On the bottom of the form 80 he wrote:

"Deer Sur—

i think it awrful hardharted to skare a por old mans so. no muny, no frens, no hom. aint it 2 bad—
U ougt 2 Hav a hart."

Service First in Hot Weather or Cold

"92 IN the shade 1 P.M., July 31, 1917," and the clerk in the Weather Bureau, on the top of the Boston Post Office hung up the receiver, after giving the above answer to a subscriber in the Main Exchange. "Don't walk — talk" was printed on some advertising that our Company issued at one time, and that is just what the public did during the hot spell recently. If John Jones, a subscriber in Fort Hill, wanted to talk with Sam Smith, whose office was a few blocks away, did he walk? Well I guess not! He took his telephone, called his good friend Smith, and, at the same time, enjoyed the breezes of an electric fan with his feet on his desk.

Now, what about the telephone operators who handled the exceptionally heavy traffic during the hot weather? A telephone exchange is not the coolest

place in the world, although our Company does everything possible to make it comfortable for the operators, and, during the recent three day hot spell, the operators in the Metropolitan and other divisions were right on the job in spite of the heat at all times. The toll business was at its height, particularly on calls to Maine and the North Shore, as a number of the subscribers were making arrangements to get away at once and called the various hotels in order to secure reservations. The local traffic also increased considerably, causing unusual loads in the various exchanges. Our operators, however, are enthusiastic "Service First" exponents and realize that it is on just such occasions that our slogan "Service First" holds good as well as during the zero weather of December.

Arlington Operator Does Good Work

ON July 15 the Arlington Gas Light Company had some trouble in one of their gas mains which almost cut off service to some of their consumers. Miss Anna Mahoney, a senior operator who was on duty, was appealed to by one of the consumers and the trouble was fixed by her prompt attention to the call. Business Manager F. A. Woodhead of the Arlington Gas Light Company wrote General Supt. of Traffic Bowen regarding the incident as follows:

"So pleased is the writer with the action of one of your employees in assisting this Company to remedy a serious case of trouble on last Sunday, July 15, that the matter is brought to your attention, since the writer's experience has been that such cases are unusual and certainly are of merit.

"About one o'clock last Sunday, there developed some trouble which almost cut off the service of some of our consumers. These consumers were unable to reach our man who should have been on duty at his home, and they appealed to your chief operator, and she on her own initiative located one of our other employees by telephone, got him to go out on the trouble, and even called the consumers again on the phone and told the individual consumer

that our employee was already started to repair the trouble.

"She handled the whole thing so well and so carefully that we were enabled to resume satisfactory service in a very short time. The thing that most appeals to the writer is that your employee should have taken such an interest as she really was not required to do. It rendered your service of help to us, and our consumer, to the advantage of all concerned.

"The writer has been given to understand that your employee to whom we are grateful is Miss Anna Mahoney, located at the Arlington exchange. These facts are brought to your attention, for we think they are worthy, and we trust that you will extend to Miss Mahoney our appreciation of her service."

To which Mr. Bowen replied as follows:

"I thank you very much for your letter of appreciation of the service rendered by Miss Mahoney of our Arlington office. I am sure that Miss Mahoney did a very good job, and I am glad to have you take the trouble to let me know about it.

"Service of this kind is part of the public service we are trying to render.

"I am sending your letter to Arlington for Miss Mahoney's attention."

A NEW ONE

IT so happened that a well known junk dealer of Framingham, wanted his business listing to appear in the telephone directory without increased expense over the residence rate. He called the manager's office and wanted to know how he could get "Junk Dealer" listed without extra expense. He was informed that it would be possible only at a business rate. Not satisfied with the answer he said,

"Mr. Telephone Company, let's compromise; you can take out the street address if you will let me put in my business at the same price."

Another Sidelight on Government Ownership

A COLLECTOR'S job does not alone consist of collections according to Collector E. A. Lovejoy, of the South Suburban district who gave the following interesting article to a representative of TELEPHONE TOPICS recently:

"A subscriber called me one day and said, 'I am going to take you at your word—you told me that if there was anything you could do for me you would be glad to do it. Now I want some telephone information, can you give me a night this week?'"

"These words coming to me over the telephone in a voice which I did not recognize made me think quickly. I realized that on several occasions I had used practically this phrase.

"After making an appointment to call the next evening no time was lost in endeavoring to locate the reason why Mr. Subscriber would wish telephone information. I found that about three weeks previously we had denied telephone service to Mr. Subscriber on account of non-payment of a bill and while adjusting this matter with him ascertained the fact that he was a strong advocate of government ownership of telephone service and I could not resist the opportunity to say a few words in behalf of private ownership.

"The next evening found me on my way to Mr. Subscriber's home and wondering how it was all going to end. On entering his house I was introduced to his son and four other young men who constituted the High School Debating Society and its instructor. They had the negative on the question—'Be it resolved that telephone service under government ownership would improve the service and reduce its cost.'

Government Ownership—Its Faults

"I not only spent that evening but a few more in trying to assist and convince the team that it was on the best side of the question and had practically all the arguments. I endeavored to show them where government ownership meant new heads of departments whenever there was a change in the government the same as in Great Britain having eight different men at its head in about twenty years, which allowed practically three years' tenure for each man, hardly enough to learn the rudiments of telephony, let alone give efficient service; that all managers' positions and other larger salaried positions would go to those who had performed valuable service in politics. All employees would be in the same position as post office clerks and letter carriers are now, without any opportunity to advance to higher positions on their ability. When you remove the opportunity of advancement you also eliminate efficiency.

"Government ownership would also bring into use all kinds of instruments and equipment as in France at the present time. France now has practically 200 different types of instruments and it has taken the French Telephone Users' Association six years of campaigning to bring the Administration to adopt the central battery system. In Great Britain and France, also in Canada the telephone service is operated at a

loss each year. The Province of Manitoba a few years ago took over the telephone system and the politicians told the people that government ownership meant cheaper rates, better service and a large surplus to decrease taxation. Manitoba has up to this time lost more than \$500,000 directly in her telephone system. The service has depreciated and other troubles have arisen.

"In England telephone service is sold in advance, thus giving you local service only, should you desire to talk over a long distance from your own telephone you are requested to go to a public pay station or it becomes necessary for you to deposit a large sum to cover the use of same in advance. Bills are rendered in advance and if not paid before your advance payment has expired the service is immediately discontinued without further notice.

"The cost under government ownership would be greater than at present. Government ownership means a greater number of employees, less curtailment of expenses, with a decided increase of waste in material. When you compare the service and cost in other countries under government management with service in this country under private ownership there is practically nothing to compare. Private ownership of telephone service today is private only inasmuch as it is private capital invested under regulations of Public Service Commissions throughout the states in which they do business. Under these facts, why is it necessary for the people to assume the enormous expense of purchasing these plants and operating same when they already possess the power to control their operation. The officers and employees of private companies are men who have grown up with the business and have made it a life's study. Promotions come from the ranks to men who know telephony in all its branches and are qualified to assume these positions without loss of efficiency in the service. It has one system throughout the land, with standard equipment, employs a field of trained men who anticipate the wants of the future and who add only the best to its service. It gives you service before asking for payment and unlimited in its extent of allowing long distance calls.

"The greatest pleasure I received from the work of assisting in this debate was not in hearing the award of the judges to the negative nor in accepting thanks of our subscriber who had previously been an advocate of government ownership but in the fact that to each of us comes opportunities to bring our subscribers in closer touch with the Company."

ROCK-FRY AT PITTSFIELD

DID you ever go to a Rock-Fry? No? Well the Pittsfield Telephone Social Club did on July 8 and had a fine time. Martin Kelly of the local force was in charge of the Fry and kept things moving for the benefit and amusement of every one present. Local talent furnished the excellent entertainment which was part of the Fry in addition to the good things to eat.



NEWTON NORTH DINING ROOM

By remodelling the building at Newton North a spacious dining room has been made. A novel table covering of washable cretonne with glass top has been provided assuring neatness at all times.

BRIGHTON OPERATORS ENJOY BANQUET

IN order that all operating employees might attend, a banquet was held in the terminal room of the new building in Brighton at 10 P. M., on May 31. Arrangements were previously made for relief operators to cover the night trick. During the banquet favors were given out which created merriment for all. An interesting programme was arranged and consisted of a prophecy read by Helen Harney, recitations by Margaret Cunningham, and songs by Bessie Murphy and Ella Flaherty.

After the banquet dancing was enjoyed, as well as the old games our mothers used to tell us about.

The guests of the evening were District Traffic Manager John H. Gordon, and Mrs. Gordon, Traffic Representative Myron C. Williams, and Mrs. Williams.

HELLO—L. O.—L. O.—L. O.!

We have just discovered a bigger fool than the man who knows it all. He is a fellow who will argue with him.

* * * * *

Here is our most important lesson in Geography. The City of Happiness is situated in the State of Mind.

It is always the simple things that are mysterious.

* * * * *

Stretching the truth doesn't make it last longer.

* * * * *

The man who makes a suggestion for the betterment of the business in which he is employed, even if he is dead wrong, is worth two of the chap who does as he is told and plays safe.

* * * * *

To convince, you must believe.

* * * * *

It may take ambition to start a man developing his ability, but simple common sense will keep him at it.

* * * * *

If you're the man who wants but little here below, you'll get what you want.

An optimist makes two "ha ha's" grow, where before was only a "huh."

* * * * *

When a business is young it requires nursing; when it is old it needs watching; but young or old, there is never a time when it does not need pushing.

—London Opinion.

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MANUSCRIPT COPY FOR TELEPHONE TOPICS

Should be in the Boston Office not
later than the 10th of each month.

NOTICE TO CONTRIBUTORS

All manuscripts which are submitted for publication in Telephone Topics must be signed by the writer, together with his address.

Manuscripts may be written on any paper; a standard form is in stock, No. 275, which can be obtained on requisition.

Typewritten manuscripts should be written in double or triple spacing, with an inch margin on both sides.

All words should be spelled in full; and all persons' first names should be given in full.

PHOTOGRAPHS

On the back of photographs submitted for publication should be written the subject of the picture, where and when it was taken; and, in the case of group pictures, the correct full names of each person, reading from left to right.

The person sending the photograph should write his own name and address on each copy submitted.

Photographs should not be rolled for mailing.

THE ROAD TO FRANCE

By Daniel M. Henderson

(This is the poem that won the \$250 prize given by the
National Arts Club)

Thank God our liberating lance
Goes flaming on the way to France!
To France—the trail the Gurkhas found!
To France—old England's rallying ground!
To France—the path the Russians strode!
To France—the Anzac's glory road!
To France—where our Lost Legion ran
To fight and die for God and man!
To France—with every race and breed
That hates Oppression's brutal creed!

Ah, France—how could our hearts forget
The path by which came Lafayette?
How could the haze of doubt hang low
Upon the road of Rochambeau?
How was it that we missed the way
Brave Joffre leads us along today?
At last, thank God! At last we see
There is no tribal Liberty!
No beacon lighting just our shores!
No freedom guarding but our doors!
The flame she kindled for our sires
Burns now in Europe's battle fires!
The soul that led our fathers west
Turns back to free the world's oppressed!

Allies, you have not called in vain!
We share your conflict and your pain!
Old Glory, through new stains and rents
Partakes of Freedom's sacraments!
Into that hell his will creates
We drive the foe; his lusts, his hates!
Last come, we will be last to stay—
Till Right has had her crowning day!
Replenish, comrades, from our veins
The blood the sword of despot drains
And make our eager sacrifice
Part of the freely rendered price
You pay to lift humanity—
You pay to make our brothers free!
See with what proud hearts we advance—
To France!

THEODORE N. VAIL'S PLEDGE

"We shall spare neither efforts nor expense to meet the demands on us—first for military preparedness and next for urgent commercial service."

That is the pledge made to the government by Theodore N. Vail, president of the American Telephone & Telegraph Company. It is admitted that the telephone and telegraph will cut a big figure in the nation's defensive operations.

Throughout the United States the forces of this great system are responding like "minute men" to the call of their leader and their country.—*Public Service.*



Answering the Nation's Call

IN this "supreme test" of the nation, private interests must be subordinated to the Government's need. This is as true of the telephone as of all other instrumentalities of service.

The draft for war service which has been made upon the Bell System is summarized in a recent Government report.

Government messages are given precedence over commercial messages by means of 12,000 specially drilled long distance operators all over the country.

The long distance telephone facilities out of Washington have been more than doubled.

Special connections have been established between all military headquarters, army posts, naval stations and mobilization camps throughout the United States.

As the war continues, the demands of the Government will increase. And the public can help us to meet the extraordinary conditions by putting restraint on all unnecessary and extravagant use of the telephone.

More than 10,000 miles of special systems of communication have been installed for the exclusive use of Government departments.

Active assistance has been given the Government by the Bell System in providing telephone communications at approximately one hundred lighthouses and two hundred coast guard stations.

Communication has been provided for the National Guard at railroad points, bridges and water supply systems.

A comprehensive system of war communication will be ready at the call of the Chief Signal Officer, and extensive plans for co-operation with the Navy have been put into effect with brilliant success.



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

One Policy

One System

Universal Service