



INTEREST — DESIRE — ENTHUSIASM — ACTION

THE ABOVE written in acrostic style gives an insight as to what is back of the "Idea" in the "Big Idea" demonstration in connection with Los Angeles commercial service work.

The success the "Big Idea" has enjoyed to date is due entirely to the "Interest," "Desire," "Enthusiasm," and "Action" of the employees engaged in this work. Eighty-four equipment moves were made by the transportation forces during November, and over 134 demonstrations were presented before a total attendance of over 34,588—a record that is truly remarkable and well worth recording.

During December, even with the holidays considered, a great number of programs were presented, but January, 1924, will be a record month for the "Big Idea," as one may judge with twenty-two moves the first week, twenty-seven the second, and fifty the third week.

A number of dates for the program were solicited, but following the presentation of every program requests are received for it. The "Big Idea" troupe has visited high schools, colleges, department stores, elemen-

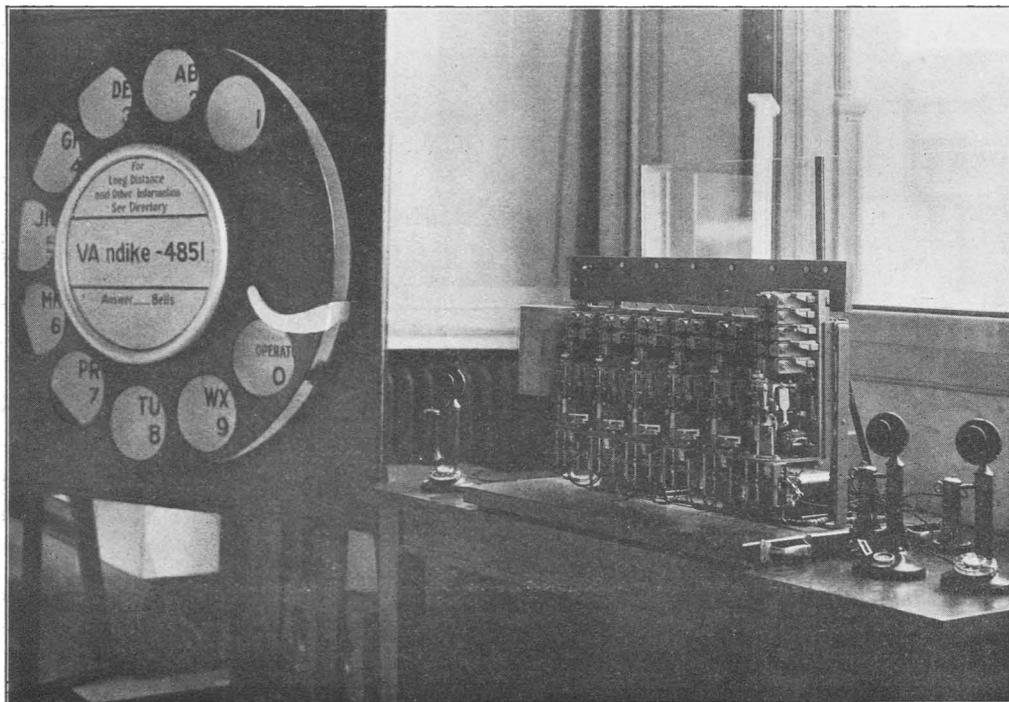
tary schools, intermediate schools, noon-day luncheon clubs, state societies, fraternal and secret orders, improvement associations, ladies' clubs, church brotherhoods, and American Legion posts.

The program is so arranged that it is truly educational and entertaining, and equipment used is so arranged as to permit its use in most any kind of hall and can be set up for demonstration without any stage requirements, as the boards were constructed to depict typical telephone street scenes and a miniature city served with a complete but miniature telephone system of four central offices, two of the manual type of operation, and two machine switching offices. Though miniature, the system is fully equipped with every unit of mechanism necessary to demonstrate the steps required to transmit and complete calls as they are interchanged in Los Angeles under the present method, and also equipped to demonstrate the method that will be employed in the interchange of calls between the different types of instruments at the conclusion of the present expansion project March 29, 1924.



THE "BIG IDEA" ORGANIZATION, LOS ANGELES

Standing, reading from left to right: R. L. Sawyers, supervisor of demonstrations, commercial; W. B. Gardner, L. A. Park, Mary Rose Clark, commercial; I. B. Nelson, plant; Miss Grace Hedrick, accounting; G. L. Atkinson, commercial; Miss Converse, principal operators' school; D. T. Smith, Miss Myrtle Vanatta, E. C. Largey, commercial; Miss Dorothy McDonald, instructor operators' school; W. C. Piper, commercial; Miss Marie Kluge, traffic; D. R. Jennings, plant. Seated, reading from left to right: Ethel Stehle, Mrs. Rilla Fagg, Miss Grace H. Field, Miss Olive Hahn, traffic; Miss Vera Crawford, Miss Genevieve Richards, installation; Miss Marie Thurston, Mrs. Florine Ransome, traffic; Miss Lilian Chancer, plant stenographic; Miss Katie Haas, traffic.



Small machine switching demonstration set similar to sets used in elementary school programs. In the schools the center of the dial is blank to permit the use of chalk or crayon; students on the stage write in number, then mark out the first two figures, replacing them with the new central office name, writing the first two letters in capitals.

Miss Dorothy McDonald, instructor in the operators' school, and Miss Marie Kloss of the traffic department explain and demonstrate in a very clear manner every type of call.

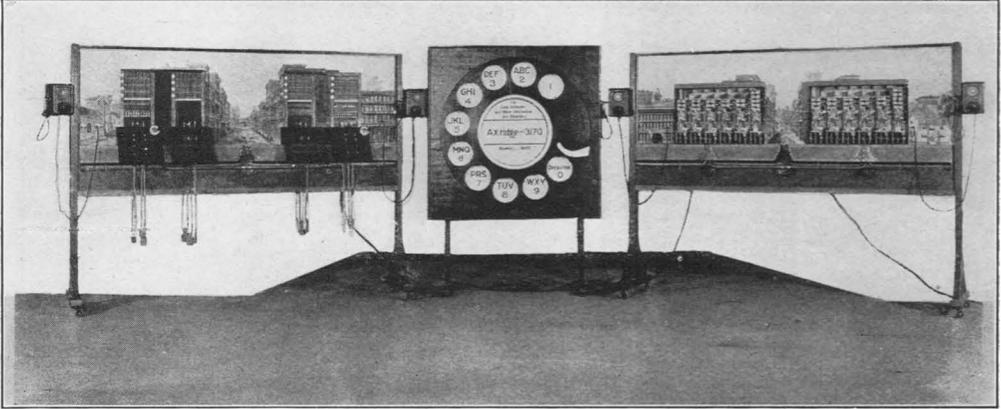
To show outside plant and show the nature of the work of each department of the company, a series of motion pictures were prepared by the "Big Idea" people; the pictures tell a story of small beginnings and of constantly increasing growth, including a brief history and views of the plant in Los Angeles from the first exchange in 1879, with eight telephones, to the present day, with the exchange comprising twenty-nine central offices, serving 220,000 telephones, over which 1,500,000 calls are handled daily, with over 8300 employees back of the telephone in Los Angeles.

The entertainment features of the program consist of real entertainment. Vocal and instrumental selections are rendered by employees who have volunteered their services for the good of the program, and are deserving of praise, for their best efforts are in the "Big Idea."

The little sketch, "Forty Minutes From

Olive Street," is doing a great work. It has caused thousands and thousands to smile and laugh, and in Los Angeles—the third city in building during 1923, where everyone is so busy every minute of the day—a good laugh is worth a great deal. The "Big Idea" back of the sketch is two homes supposed to be in different areas of the city and located approximately forty minutes from the nearest telephone central office. One husband wants to call the other, and after being informed on the use of the telephone, calls, visits the other household, is called and told to come home, etc. Torn directories, wrong numbers, busy calls, and courtesy are shown with quite a bit of domestic felicity.

To supplement the "Big Idea" program, small machine switching demonstration sets are used in elementary schools, exhibits in trade shows, show windows, etc. Over ninety schools have been visited to date demonstrations being given by Misses Olive Hahn, Grace Hatfield, and Mrs. Rilla Fagg of the traffic department. The demonstration has been very well received in every school visited and the teachers have been exceptionally interested, asking after the program



DEMONSTRATION EQUIPMENT USED IN CONNECTION WITH THE "BIG IDEA" PROGRAM

for the students to prepare papers on the demonstration. To aid the children, a large dial about four feet in diameter, a replica of the dial on the regular machine switching telephone, is used, with the center of the dial blank, surfaced, however, to permit the use of crayon or chalk. Students are called on the stage at the beginning of the demonstration and write in the center of the dial a six-digit number and dial the number on the large dial, then the number is dialed on the regular telephone, as the operation, correct use, etc., is explained by the demonstrator. To illustrate clearly the manner in which the

present numbering plan is to be simplified, the students on the stage mark out the first two figures of the six-digit number in the center of the dial, and write the new central office name, writing the first two letters in capitals.

The school demonstration requires about twenty-five minutes' time, and in Los Angeles, where the growth every semester exceeds the capacity of the new school buildings, two or three demonstrations are required in nearly every school to appear before the enrollment in the fourth, fifth, and sixth grades.



TRAFFIC EMPLOYEES' CHRISTMAS TREE PARTY, HILLCREST OFFICE, SAN DIEGO,