



# The C. and P. Call



VOL. VI NO. 12

WASHINGTON, D. C.

DECEMBER, 1935

## TELEPHONE OR WRITE FOR FREE NEW BELL ALMANAC

1936 EDITION OF ANNUAL PUBLICATION READY FOR PUBLIC

Phone Or Send Coupon Below To Business Office For Your Copy

Bigger and better than ever, filled with new and interesting information. The 1936 edition of the



Telephone or send coupon for your copy of the new Almanac.

ever-popular Bell Telephone Almanac is off the press early this year and is now ready for distribution.

A copy will be sent to you, free of charge, for the asking. Just fill out

**BUY**  
CHRISTMAS  
SEALS



**FIGHT**  
TUBERCULOSIS

and mail the coupon below, or telephone the business office, ME trolopolitan 9900, extension 2172.

In addition to historical facts about this country, sidelights on the development of communication, and a fascinating rebus for younger readers, the Almanac will contain data on sunrise, sunset, moonrise and moonset, and temperature data for many principal cities.

The coupon is at the right. Your telephone is at your elbow. Either will bring you a copy by return mail. Act now!

**LATEST WASHINGTON DIRECTORY DELIVERED THIS MONTH**

New Cover And Hundreds Of Added And Changed Listings Mark Latest Edition

The Fall-Winter Telephone Directory is delivered, 261,000 strong, between December 9th and 14th. If you failed to get your copy during this period, please telephone ME trolopolitan 9900, ask for Directory Delivery Service, and one will be sent promptly.

The new directory has a different and distinctive cover, and contains thousands of new and changed listings. Everyone is

urged to consult the new book before calling in order to avoid errors which disturb both the maker and the receiver. Make



An attractive new cover marks the new telephone directory, out this month.

a list of numbers frequently called in the space provided on the first inside page.

**CLIP THIS COUPON — MAIL TODAY!**  
(or telephone ME trolopolitan 9900, extension 2172)  
MANAGER, The C. and P. Tel. Co.  
725 13th Street, N.W.  
Please send me a copy of the new Bell Almanac.

NAME

ADDRESS

## The C. and P. Call

Published Monthly by The  
Information Department  
of  
THE CHESAPEAKE AND  
POTOMAC TELEPHONE  
COMPANY

In the interest of its  
patrons.

CARL H. CLAUDY, JR.,  
Editor

Please telephone or mail all  
communications to your  
Local Manager

### "I Am The Telephone"

"I am the telephone, friend of rich and poor alike. My body is brass and my heart, gold. My arms reach around the world and enfold it in my bosom. Through them courses electricity, my life-fluid. I speak all languages.

"Mine is the voice of commerce and romance. I transact business for the millions and convey the love notes of the world. I announce glad tidings of weddings, births, graduations, promotions. It is my equal duty to echo when a sob vibrates into the night.

I am the voice of man . . . amplified, magnified, ramified.

"Routine is not beneath my dignity. I will order a limousine and a bag of salt in the same breath. I will send for a doctor, or summon a priest. I will make hazardous the work of the prowler, and peaceful the slumber of all. A word from me, and the community's firemen leap into action.

"I am the telephone, companion of the many. I am a friend to the lonely, to the shut-in. I send the traveler on his way with the assurance that I shall keep watch in his absence; that I shall notify him in an emergency; that I shall take to him the voices of his loved ones (and his to them), though sea and mountain separate them.

"My credo is service . . . you have but to ask. I am the telephone!"

T. Harry Thompson In  
Sales Management Magazine.

### New Bank Collection Agencies Added

Recently added to the banks at which telephone bills may be paid are two branches of The City Bank, the Georgia Ave. office at 3608 Georgia Ave. and the Southeast office at 8th and G Streets, S. E. A complete list of such banks will be found in the introductory pages of the telephone directory, and on the back of your bill.

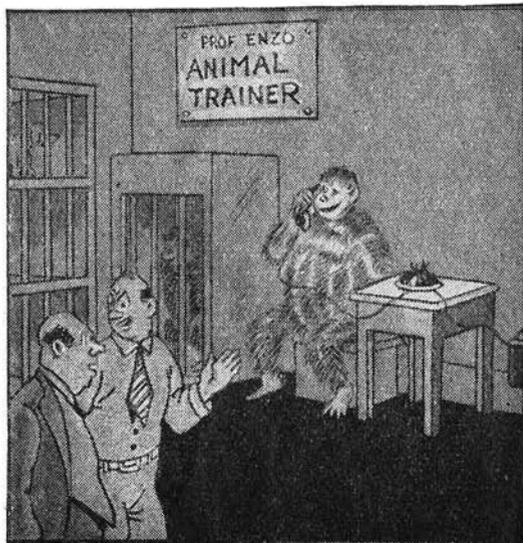
### Deadlock!

*Two Scotsmen dined out together. After the waiter brought the check, the two sat and talked for a couple of hours. Then the conversation failed and they smoked a while in silence. At 1 a. m. one of them got up and telephoned his wife.*

*"Dinna wait any longer for me, lass," he said. "It looks like a deadlock!"*

### Don't Mention It.

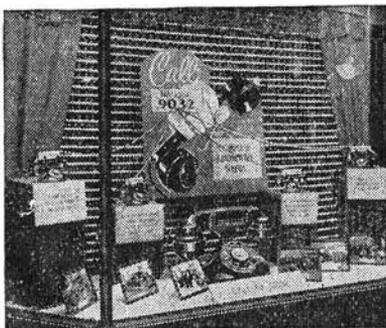
By Ed Reed



*"It was a big mistake teaching him to use it! He's made four long distance calls to the New York Zoo already!"*  
Reproduced by special permission of The Washington Post.

## A Window Display That Increased Calls Five Times

This attractive display in the window of the Capitol Serocenter, 261 Constitution Ave., is credited with increasing the average number of calls per day from 5 to 27 "We feel this will tend to increase our business," writes F. R. Washington, manager, "as well as make it more convenient for our customers."



## EQUIPMENT FOR DEAF AVAILABLE AT PUBLIC TELEPHONES

Four Centrally Located Points Have Pay Stations With Amplifiers For Hard Of Hearing

At four locations in Washington are public telephones equipped with special amplifiers for the hard of hearing. No additional charge is made for the use of this equipment and many whose hearing is impaired find perfect satisfaction in using these telephones. It can also be installed on a private telephone at small cost. The four locations are:

The Telephone Company, 723 13th Street, N.W.  
The Willard Hotel, 14th and F Streets, N.W.  
The Mayflower Hotel, Conn. Ave. and DeSales Street.  
The Union Station.

## XMAS GREETINGS BY TELEPHONE QUICKEST, MOST PERSONAL

Voice-Visits With Home Folks Almost As Good As Being On The Spot

Christmas time is telephone time!

When old times, old memories, come back with poignant clarity during the holiday season, renew them by a voice-to-voice visit with family and friends.

### Face-To-Face

Though the miles may be many, though snow and ice make them seem doubly distant, the telephone can vanquish distance in a trice — and

## FOURTEEN CALLS

When Johnny Businessman found out for dinner he'd be late,  
He telephoned his faithful spouse to say she needn't wait.  
But spouse was at the movies, so he called a friend next door,  
And asked her to relay the word when spouse returned once more.

The friend decided that the night was made for bridge; she called  
Two other girls whose husbands at the shop were likewise stalled,  
And asked them—each said "yes", then phoned her husband to explain  
Her whereabouts and when to come, because it looked like rain.

The hostess meanwhile called a store and ordered stuff to eat,  
Then telephoned to Johnny's wife and told her of the treat.  
And Johnny's wife called hubby back and told him of the plan.  
Then phoned the cleaner for her dress, so she'd look spic and span.

The cleaner called the dye works, who soon called back to say  
The dress was almost ready and would be sent out that day,  
Then the cleaner called the lady back and told her not to worry,  
And that he'd call a messenger and send it in a hurry.

The dress was sent, the food was there, the ladies met at eight,  
And when the game was over, not a husband came in late.  
Yet no one realized that had she lacked a telephone,  
Each lady would have spent the time both lonesome and alone!

—C. H. C., Jr.

bring you practically face-to-face.

And the best thing about it is the low cost. Out-of-town calls, always low in cost, are cheapest of all after 7 p. m., when the night rates go into effect. Try a call for auld lang syne—you won't regret it.

## Get Your Copy!

On page 1 is a coupon which will bring you a copy of the new 1936 edition of the popular Bell Almanac without charge. If you prefer, just telephone the Business Office, ME tropolitan 9900, extension 2172, and a copy will be mailed promptly.



## The CALL'S... RANIUM RUSHER COLUMN

### Double, Double, Toil and Trouble

*An amoeba (an ignorant and depraved little beastie) seated in the middle of a plate, divides himself in two, after which each half again divides in two, and so on. At the rate of one division every second, the plate is completely covered at the end of a minute. How long did it take to cover half the plate?*

\* \* \* \* \*

You could cover your household tasks in at least half the time it now takes if a handy extension telephone were located in kitchen or bedroom to lessen steps and save energy. A trial will convince you they're worth many times their small cost. Telephone your order to the Business Office today.

#### Solution to Nov. Problem

Jack, Sack, Sock, Soak, Soap, Slap, Slag, Slug, Plug.

### Trouble? Misunderstanding? Explanations? (Or Even Praise?) TELEPHONE! (no charge)

We are always glad to get letters from our customers, no matter what the trouble is. But, better still, telephone.

It's always a *free call* to the Business Office. You can call us up at any time about anything in connection with your telephone service and be perfectly sure that you'll get the same attention as though you came in person.

### Shopper-1935



*This year's style in Christmas shoppers saves time and energy by telephone.*

### Portable Telephones In New Beauty Salon



*In the recently renovated and modernized Beauty Salon in the department store of Woodward and Lothrop, Washington, portable telephones in all booths give a final touch of convenience and luxury. Patrons are thus assured of not missing important calls while receiving the attention of the store's expert operators.*

## TELEPHONE BIG HELP TO HURRIED CHRIST- MAS SHOPPERS

### Holiday Buying Season Brings Telephone Into Prominence As Step And Time Saver

The proverbial weary Christmas shopper, arms loaded with bundles, drooping with fatigue, has become a thing of the past with the growing popularity of shopping by telephone.

At this busiest buying season, wise gift seekers save much time and energy by scanning the ads carefully, and then inquire, shop, eliminate, choose, and buy by telephone.

### Numbers Advertised

Merchants are almost always glad to accept telephone orders and deliver them. They know their customers often prefer this method, and they make it as easy as possible by including their telephone numbers in their advertisements, their letter and bill heads, on their trucks, in their window displays and in the Classified Telephone Directory—The Buyer's Guide.

Be sure of the number. Be sure of what you want. And call at once.



# The Grand B. Call



VOL. VII NO. 2

WASHINGTON, D. C.

FEBRUARY, 1936

## NEW REDUCED OUT-OF-TOWN TELEPHONE RATES POPULAR

### WEEKEND AND PERSON-TO-PERSON NIGHT RATES AFFECTED

Substantial Savings To Subscribers Result From Lowering Long Distance Charges

A reduction in out-of-town telephone rates, announced January 15, has proved exceedingly popular, to judge by the number of additional calls placed in the new periods since that date.

The reduction affected person-to-person calls placed at night and all day on Sunday, and also station-to-station Sunday calls.

Night and Sunday person-to-person calls where the day rate for three minutes is 55c or more are now reduced from 9% to 35%, and three-minute station-to-station calls over 35c placed at any time on Sunday take the regular night rates, which means a reduction of from 12% to 45%.

These reductions afford new opportunities to hold

### Reunion on Christmas Eve



Seated at the telephone are Mr. and Mrs. Daniel Dahle of Washington, D.C. At the other end of the wire are Joseph Dahle, Springfield, Massachusetts, and Mr. Harold Dahle, father of Daniel and Joseph, who was talking

from Gothenburg, Sweden. The call was made December 24.

This is one of the few conference calls involving transatlantic points ever made, and proved very satisfactory to all who participated.

family reunions at low cost, to talk to old friends far away, to extend congratulations or remember anniversaries—in a word, to keep in touch with those whom distance has placed out of sight but not out of mind.

For the rate to anyone, anywhere, at any time—ask Long Distance.

### HEAD OF BANKERS' LIFE CO. ADDRESSES BRANCHES BY PHONE

Eight Cities On Toll Conference Circuit Hear G. S. Nollen Talk From Des Moines

A feature of the annual branch office sales meeting of the Bankers' Life Co. was a telephone address by G. S. Nollen, president, from Des Moines, Iowa. Loudspeakers at each of the eight cities amplified Mr. Nollen's words so that the entire sales and office forces could hear the talk.

In Washington the call was received at the offices of the firm's local manager, E. P. Kern, in the Southern Building.

Employees were not told of the call until the circuits were actually in operation, and the surprise of hearing their president's voice added materially to the occasion.

### Example of Rates Under New Schedule Washington, D. C. to New York, N. Y.

(3-Minute Connection)	
Day station-to-station rate	\$1.05
Night and Sunday station-to-station rate	.60
Day person-to-person rate	1.40
Night and Sunday person-to-person rate	.95

## The C. and P. Call

Published Monthly by The  
Information Department  
of

THE CHESAPEAKE AND  
POTOMAC TELEPHONE  
COMPANY

In the interest of its  
patrons.

CARL H. CLAUDY, JR.,  
Editor

Please telephone or mail all  
communications to your  
Local Manager

### Partners In A Great American Business

There are 850,000 owners of Bell System securities. They are typical Americans — some young, some middle aged, some old. They live in every part of the nation.

One may be a housewife in Pennsylvania. Another a physician in Oregon—a clerk in Illinois—an engineer in Texas—a merchant in Massachusetts — a miner in Nevada — a stenographer in Missouri — a teacher in California—or a telephone employee in Michigan.

For the most part, Bell System stockholders are men and women who have put

aside small sums for saving. More than half of them have held their shares for five years or longer.

More than 650,000 of these 850,000 security holders own stock in the American Telephone and Telegraph Company—the parent company of the Bell System. More than 225,000 own five shares or less. Over fifty per cent are women. No one owns as much as one per cent of the stock of A. T. and T.

In a very real sense, the Bell System is a democracy in business — owned by the people it serves.

\* \* \* \*

More than 270,000 men and women work for the Bell System. One person out of every 150 in this country owns A. T. and T. securities or stock and bonds of associated companies in the Bell System.

### And Vice Versa

*Mark Twain remarked of the telephone, when in its infancy, "The day will soon come when the telephone will bring you the voice of the man across the street as clearly as though he were in San Francisco!"*

## Phones "Yes"



*Polly Walker, popular musical comedy actress, who accepted a proposal of marriage by telephone from New York to London.*

### ACTRESS ACCEPTS PROPOSAL BY OVER- SEAS TELEPHONE

**Polly Walker, Musical Comedy Star, Weds Physician Who Popped Question By Telephone**

Polly Walker, musical comedy actress, accepted a transatlantic proposal of marriage by telephone from her now husband, Dr. Frederick Moran, Melbourne physician. Miss Walker was in London at the time and Dr. Moran in New York. She sailed the following week and was married in the Little Church Around the Corner, in New York.

## New Central Offices

Two new central offices, JA cskon and Ridge, have recently been placed in operation. They serve subscribers in the Aurora Hills section near Clarendon, Virginia. JA cskon numbers may be dialed direct from Washington — calls to Ridge numbers should, however, be placed with the operator.

## A. T. & T. HANDLES STOCKHOLDERS' IN- QUIRIES BY PHONE

**Unique Replies Well Received At Rate Of 1,000 A Month; Additional Questions Prompted**

In keeping with the recent trend to greater use of the telephone, the A. T. and T. Co. has been experimenting with answering written inquiries from stockholders by this means.

An average of over 1,000 calls per month has been made since the plan was put into effect, covering a large part of the eastern seaboard. Reactions have been very favorable and in many cases additional questions have been answered on the spot.

## HOW COME?

How doth the busy housewife  
In these helter-skelter days?  
She never seems to hurry now;  
She must have changed her ways.  
How doth she get her day's work done,  
Her errands and her chores,  
At butcher shop and grocer  
And at distant downtown stores?  
She never seems exhausted  
Though she covers miles and miles.  
She greets her family evenings  
With her face suffused in smiles.  
She has a lot of leisure now,  
To call her soul her own.  
How doth she do all this, you ask?  
Forsooth, by telephone!

—R. G. H.

## NEW RADIO MICROPHONE DEVELOPED BY BELL TELEPHONE LABORATORIES

Non-Directional Type Can Pick Up Sound Regardless Of  
Location

A diminutive microphone, no larger than a dynamic in operation, and

On the top of the slender wand-like object in the center of the picture is the new microphone. It reproduces perfectly the sounds directed at it from all sides and angles by the four musicians.



billiard ball, with special acoustic properties, is a recent development of the Bell Laboratories, research organization of the Bell System.

according to radio experts, marks the greatest advance in microphone development in years. The photo illustrates how the sound can be picked up from almost any location.

## Window Display That Featured Telephone



This window display in the office of the Terminix Company, termite control firm, featured the telephone number and the firm's willingness to furnish estimates by telephone.

"We feel that the display was highly beneficial," wrote Mr. Lou L. Brown, president, "in that it increased our telephone calls and we also anticipate future benefits in the form of inquiries resulting in Terminix contracts."

## Planning To Build?

Be sure to include provision for built-in telephone conduit in the plans for that new house. For free advice on this subject, call MEtropolitan 9900 and ask for "Architects' and Builders' Service".

In calling out of town, "person-to-person" means that you will talk only to a certain person at the distant telephone, whose name you give to the operator.

"Station-to-station" means that you will talk to anyone at the distant telephone.



## The CALL'S... CRANIUM RUSHER COLUMN

### A Smoker's Dilemma

*A snow-bound trapper, out of cigarettes, discovered a total of 36 stubs in his cabin. Finding that a whole cigarette could be made from six stubs, he made and smoked—how many?*

\* \* \* \* \*

Great as must have been his satisfaction, it could not be compared with that which a telephone call to an old friend back home is sure to bring. And with the recent reductions in the cost of calling, this pleasant and friendly way to keep in touch is now within the reach of everybody. Try a call back home tonight after 7 p. m., or anytime on Sunday, when the lowest rates are in effect.

#### Solution to Jan. Problem

The net profit was \$20. (Details of method of solution will be sent on request).

## "Where Have You Been All My Life?"



"I've always had a telephone—but I never got half the use out of it I do now.

"Why, I can remember when I used to get dressed and plod all over the place to do all sorts of things that the telephone now does for me.

"So many of my friends have telephones now that I call up more about parties, sick friends and just to chat.

"Then of course I shop a lot by telephone. I got the idea of telephone shopping from the advertising of the stores I deal with. They certainly know what pleases us women!"

### Safety First

*An excited man called the insurance office. "I'd like to insure my car against theft. Can I do it over the telephone?"*

*"No", came the answer, "we'll have to send a man over".*

*"Well, you'd better hurry," the man replied, "because a thief is trying to start it now!"*

## As Easy As That!

*As kitty nonchalantly dials the number of her catnip supplier, the doubtless meditates on the ease and convenience of this Machine Age in which shopping by telephone has replaced stouper and more arduous methods.*



## OVERSEAS XMAS TELEPHONE TRAFFIC SETS NEW RECORD

Total Of 360 Conversations  
Between America And Foreign  
Points Made On Holiday

Overseas telephone calls handled through the Bell System's radio telephone stations broke all records on Christmas day with a total of 360 conversations between North America and every quarter of the globe.

Calls on Christmas Eve likewise reached a new peak with 148 conversations.

The longest call was between Philadelphia and Sydney, Australia, a distance of 14,000 miles. Scores of distant lands figured in the traffic—Europe, Africa, India, the Far East, South and Central America—as well as ships at sea.