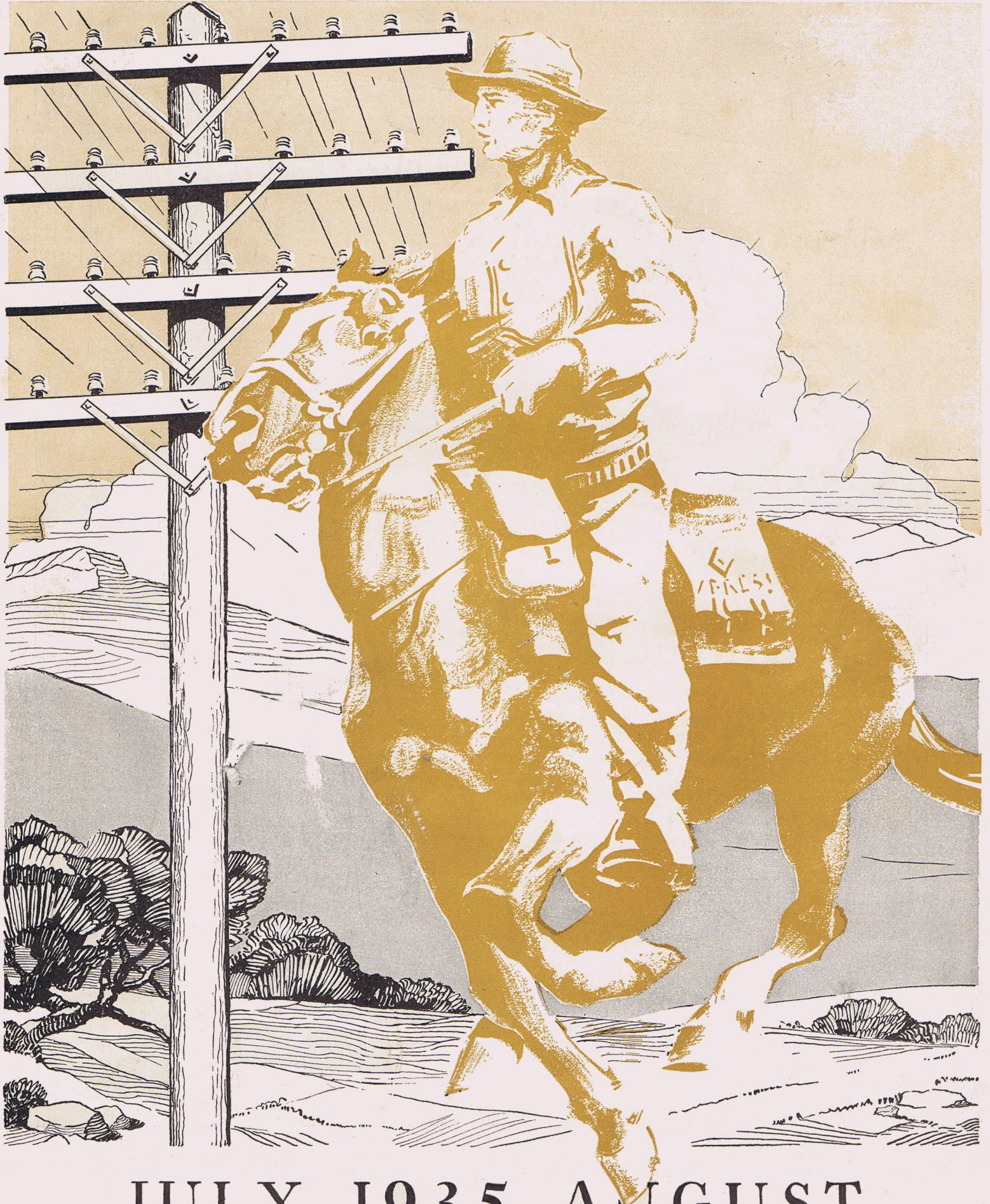


THE PACIFIC TELEPHONE MAGAZINE



JULY 1935 AUGUST

The HARVEST MONTHS Are Here!

Now arrives the time of year when extra sales effort will bring us in the maximum of station gains. A glance at the little chart below, showing the monthly trend for the company as a whole, will indicate what a genuine *sales opportunity* the Autumn season represents.

Let's seize this opportunity with renewed vigor! Station growth is one of the fundamentals of our service to our customers and our communities. A little over five years ago Mr. Powley reminded us, in that inspiring pamphlet entitled "A Clarion Call to Action—Salesmanship":

"TO SELL effectively and constructively in the interest of our customers and our company is the answer to this call! . . . Premier Salesmanship on the part of every individual will bring results. . . . Through such an effort we will not only make our service more convenient and valuable to our customers, but we will more effectively play our part in meeting our responsibility to those we serve. . . ."

"In every sale we make we want it so valuable to the customer that he will desire to retain the service permanently, and he will only release it when his *real* need for it has been fully served. What an opportunity is presented to us daily to show our customers the value, convenience, and comfort of the service we have to offer! Every one of our representatives in his daily contact with the public can make a real contribution to the customer and our business by making it clear what adequate telephone service means. . . ."

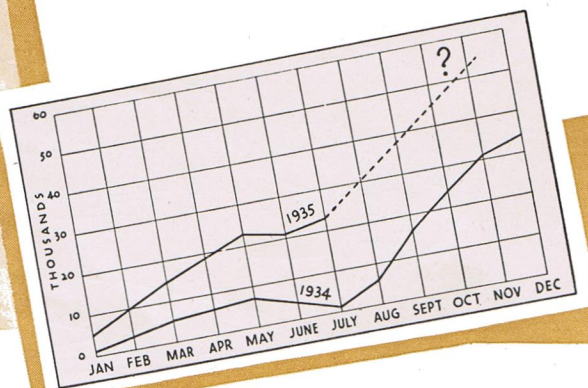
"Every Customer Service Activity, including telephone arrangements, Regrades, Improving Local Completion, Studies and Interviews, is an opportunity calling for Action! . . ."

We have traveled a long road since May 1, 1930, when those sentences were published, and the years have demonstrated the truth and worth-whileness of every word. Now, with the most favorable selling months before us in this, our best selling year since "A Clarion Call" was issued, let's prove again that "To sell effectively and constructively in the interest of our customers and our company is the answer to this call!"

Let's prove again that we agree whole-heartedly with Mr. Powley's view that "Everybody's business is usually nobody's business, but this organization has proved many times that in our family this is a fallacy. It is everybody's business in our company right now to champion the Sales Job."

Salesmanship is fundamental in the company's operations.
Our best opportunity of all 1935 is now before us!

Let's Each Do His or
Her Share!



Here He Comes! — There He Goes!



The Story of the Pony Express and How It Took the Message Through



WHEN the gold seekers of '49 first came west, and for several years thereafter, *communication* — which in those days meant letters from home — was a matter of weeks by ship. Four- and six-horse stagecoaches banged and rattled across country toward the end of the '50's, and they traveled fast, too, for storms and Indians were generally after them; but still it took two and a half to three weeks to get a letter from the settled States to California, and even longer to the "Oregon country" that stretched away indefinitely northward.

Communication. How could it be speeded up? There occurred to certain old-timers a daring idea. Why not put a string of fast horses along the whole 2,000-mile stretch between the Missouri River and the Valley of California, and a corps of hardy, courageous young riders, and hurl that mail across prairies, mountains and deserts with the speed of a horse race?

The idea occurred to several pioneers, and was given a sketchy trial by one mail contractor named George Chorpensing, but the real, organized Pony Express actually got down to business about a year before the Civil War.

The early weeks of 1860 were full of mysterious movement of men and horses over many sections of the West. Several hundred mounts, gristle and rawhide all through, were being picked up and shifted about: spring-steel bunches from the Sac-

ramento; rough-haired cayuses from the ranges about Great Salt Lake; fast, strong thoroughbreds from the pastures of the Missouri. This buying and shifting of horses was the performance of the Central Overland Pony Express Company. Its backers, Russell, Majors & Waddell, were well-to-do government freighting contractors of Fort Leavenworth, Kansas.

Plans were sweeping. The firm had a stage line from Leavenworth to Denver. With the overland mail to carry, involving a million dollars a year from the government, they could extend their stagecoach line to Salt Lake and the Pacific. A coach line existed between St. Louis, El Paso, Yuma, and San Francisco, but the Kansas operators wanted to show Congress and the nation the greater speed and directness of their "Central Route," the route of the Overland Trail. Argument between southern and central pathways for a daily overland stagecoach mail, they felt, had lasted long enough. Time for a showdown had come. A real demonstration that the nation couldn't forget.

All depended on the pony.

Before setting out on their new duties, the riders—as hard, tough, capable a batch of youngsters as ever forked a horse—took the following remarkable oath:

"I do hereby swear, before the Great and Living God, that during my engagement, while I am employe of Russell, Majors & Waddell, I will under no circumstances use profane language; that I will drink no intoxicating liquors; that I will not quarrel or fight with any employe

of the firm; and that in every respect I will conduct myself honestly, be faithful to my duties, and so direct all my acts as to win the confidence of my employers. So help me God."

Fresh from their crusaders' oath at the knee of Col. Majors, their chief, went the riders. They were lithe, light, supple as whiplashes, leathery as their small flat saddles. They and their blacks, whites, roans, bays and chestnuts, their hard, fast pintos and their slant-eared buckskin and calico cayuses were distributed among 190 relay stations along the enormous front. Although called "ponies" the mounts were real he-men's horses—able to stand all the gaff that could be offered.

In March of 1860 the newspapers of the West, Middle West and Atlantic States announced that the Pony Express would whisk letters through from the Coast to railheads on the Missouri, or in the reverse direction, in ten days. As there was a telegraph from San Francisco to western Nevada, telegrams across the unwired portion would be carried through in nine days—a time later cut to eight. The Pony would in effect be a "wireless" traversing the gap between the Missouri River and the Sierra, and beating stagecoaches and steamships by nearly two weeks. It would be a permanent horse-race through all kinds of battle and ambush, up and down mountain grades, over swollen streams and through sandstorm and gale. An ever-pounding steeplechase at a headlong gait with the whole width

of the Far West for a racecourse. Could it be done? Veteran stagemen wondered.

Escorted by a cheering throng, the first Pony from San Francisco trotted to the Embarcadero and sedately rode for Sacramento on the river boat. He set forth on the evening of April 3rd, and his duties were light. But not so his successors.

Out of Sacramento, where the steamboat from San Francisco docked next morning, dashed rider Harry Roff—mounted on a milk-white bronco that did not long stay white. Twenty miles in 59 minutes, and to horse again. Fifty-five miles in 2 hours, 59 minutes, with one more change between. At Placerville he flung the letter packet to "Boston," who streamed with it for the summit of the Sierra Nevada. Sam Hamilton was waiting at Friday's station near Lake Tahoe. Fifteen hours and 20 minutes out from the river-landing and the letter-express was 285 miles from the Golden Gate. On, Haslam! On, Kelley! Four days out from San Francisco the mail-express was pitched into Salt Lake City. On, Thatcher! On for the Missouri River.

As the hard-pounding pintos, calicos and buckskins lashed east, they passed Billy Richardson, Alex Carlisle, Johnny Frey and other Paul Reveres on their frothy mounts flashing west. The first westbound horse, out of St. Joe with twilight of April 3rd, had become Number 71 when the mail stormed into Placerville at 2:30 p. m. of April 13th. A cavalcade of happy citizens escorted Sam Hamilton and his roan down the last few miles, throwing such jubilant dust that horse

and rider could scarcely breathe; but in they came. Guns boomed and speeches spouted, but the next mount and rider did not wait to hear. Sacramento was won at 5:30. Flags and bunting waved. The legislature had adjourned to honor a lathered mustang, who passed, all mane and tail, for the river-landing. "Morning readers scarcely believed their eyes," exulted the *Sacramento Union*, "when they read 'news' from the great Pike county nation and other civilized countries east, that was news only nine days old." Ten and a half days from the banks of the Missouri the 75th four-footed bearer of the saddle-express sprang ashore from the tooting river boat *Antelope* at San Francisco. Bonfires blazed on the Plaza. Engine companies and the band turned out. Inhabitants cheered until their throats hurt, then did what any pioneer would do when his throat gave trouble. The particular horse whom destiny had chosen to travel from one hay barn at Sacramento to another at San Francisco may have wondered what the racket was about, but "He was the veritable Hippagrif who shoved a continent behind his hoofs so easily; who snuffed up sandy plains, sent lakes and mountains, prairies and forests whizzing behind him like one great river rushing eastward," said the *San Francisco*

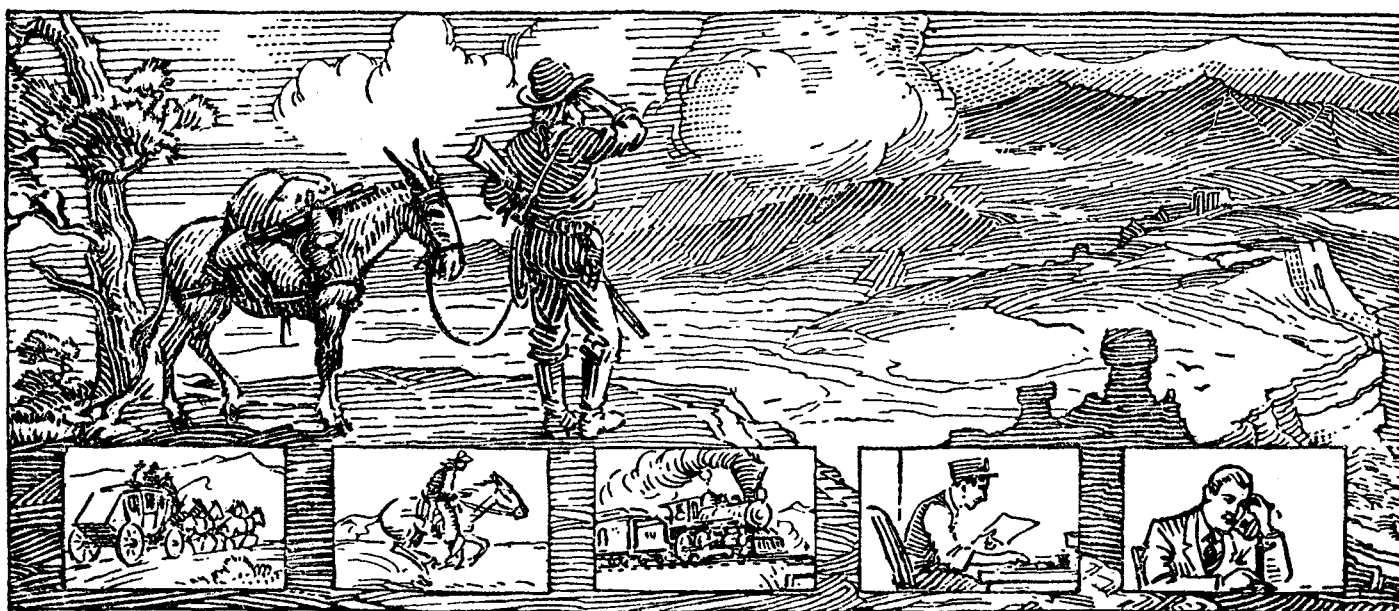
Bulletin, and "The greatest excitement prevailed," reported the correspondent of the *Sacramento Union*, "after which the various parties who participated in the celebration adjourned, pleased with themselves and the rest of mankind, and the Pony Express in particular. All took a drink at their own expense."

For several trips the pony plied the rat-a-tat of his hurrying hoofs, while the West cheered and eagerly absorbed his weekly budget of news—more interested at the moment, if old newspaper files are to be believed, in John C. Heenan's 42-round victory in England over Tom Sayers for the heavyweight championship than in the dread approach of Civil War.

Then the pony's hoofs slowed down. On May 30, 1860, they temporarily ceased. "The Pony Express has not yet been heard from, and it is much feared that this little animal has been captured by Indians." Not quite; route agent Ruffin reported in next day from east of Carson: "I have just returned from Cold Springs—was driven away by the Indians who attacked us night before last. Three men at Dry Creek station have been killed, and it is thought the Roberts Creek station has been destroyed."

Three days later Sam Hamilton arrived at Carson from Sand Springs, 60 miles off in the desert, bringing stock and men. East of Sand Springs silence reigned; all was cut off. The stations straddled the only waterholes of wandering bunches of predatory Utes, Shoshones and Bannocks, and each was guarded by only two or three white men. Soldiers

Through the mail stage, the pony express, the railroad, the telegraph and finally the telephone, year by year, mile by mile, the Pacific was brought nearer to the Atlantic. Westerner and Easterner today are separated only by the few inches which each must move his hand to reach the telephone. As transcontinental distances have shrunk, the value of the West and East to each other has multiplied many times. The telephone has created enormous national values by helping to give accessibility to all parts of the country, no matter how remote.



were turned out. In a couple of weeks the Express was running again. Ben Ficklin, its manager, affirmed grimly that henceforth "the more the Indians interfere, the faster the pony will travel." The pony's resumption came in time to bring news of Douglas' nomination against Lincoln and the disruption of the Democratic party.

So the pony, all mane, tail, snort, fire and streaking rawhide, continued to play the busy telegraph key of his pounding hoofs. The average stretch to a rider was 50, afterwards 100 miles a day, with fresh mounts each ten or a dozen miles and just a few seconds allotted to shift saddle. At any moment day or night there were 30 or 40 horsemen reeling off the vivid western cyclorama where wagons of emigrants still wandered. Clad in buckskin shirt, light trousers, jockey cap or slouch hat, and very occasionally girt with a brace of pistols but almost always with a heavy bowie knife, through rain and sleet and sunbeam and starlight they pounded. The *mochila* or leather pouch under their legs contained at most 20 pounds of mail, at \$5 the half-ounce.

Adventure along the way? Galore. Bill Cates, dashing westward with President Buchanan's last message, was scarcely out of Leavenworth City before bidding his cayuse to lay back its ears and outrun whooping Arapahoes and Kiowas. "Pony Bob" Haslam west of Salt Lake found the whole Piute-Shoshone-Bannock system of nations assembled for his personal and private massacre, and dashed through with a yell. Reese Hawley, wondering why a relay station in eastern Nevada was so dark, entered and stumbled over the keeper's murdered form; darted out to hear the hoofbeats of his stolen horse grow fainter. But he picked up his pouch and carried it afoot—"the message had to go through." Station keepers in Egan Canyon near the Nevada-Utah border were captured and compelled to cook bread before taking the tomahawk special for the happy hunting grounds; but they cooked it so tastily that the braves gorged themselves into stupor and permitted United States cavalry to ride up in the nick of time. Jay Kelley entered a quaking asp forest where the last man ahead had been shot; hurtled through with lines thrown over the neck

of his horse and rifle at full cock. Howard Egan charged full tilt into a hostile Nevada Indian camp, filled the night air with his yells and pistol shots and sent the warriors scurrying while he galloped through—later to learn that the encampment was there for the precise purpose of stopping an express rider to see what he was carrying in such a hurry.

Fortitude? Plenty. Egan again, riding out from Salt Lake City, added his brother's stretch to his own as a special favor; returned from this double tour to find his successor missing, so on with the mail again—total, when he finally spilled from saddle, 330 continuous miles. Fourteen-year-old Will Cody, not yet at the stature he would some day attain as Buffalo Bill, turned in 320 miles in 21 hours, 40 minutes. Young Will again, finding his relief slain, spurring on for a record total of 384 miles. Jim Moore, after 140 miles, clattering up to Old Julesburg near the Nebraska-Colorado corner, finding his relief ill, and within ten minutes heading back again for the whole almighty stretch. Bob Haslam ripping across western Nevada, finding the station a torch and his relief a cinder, and indomitably coursing on—total, over 300 miles.

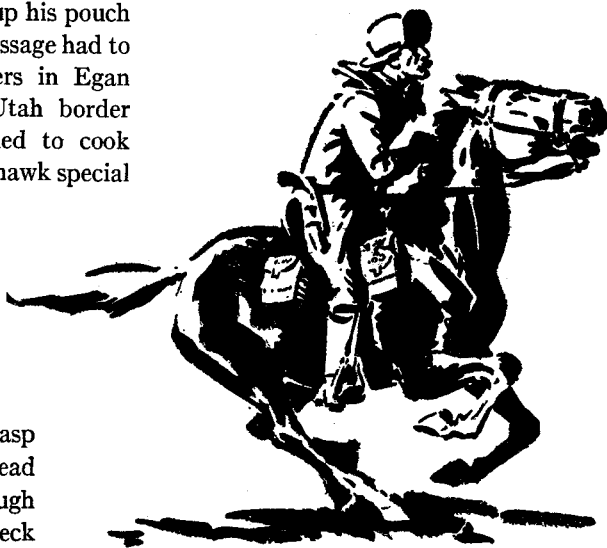
Speed? Bill James, 18-year-old Virginian, reeled off 120 miles of sagebrush in 12 hours, including stops. Jack Keetley, another of the hard-to-stop breed, did 300 miles in a few minutes under 24 hours. Seventeen-year-old Don Rising in southern Nebraska gave them something to shoot at with a continuous gait of 20 miles an hour, twice established. The over-all record, turned in by the whole

westbound 75 with the news of Lincoln's election—was 6 days, 17 hours from St. Joe to the Pacific. That meant 8 and a half days from the moment the news was known at New York and Washington.

Near the close of the winter a terrific storm swept the Pacific Slope. Wires were down, bridges washed out, roads blocked, valleys turned into lakes. Snowslides in the Sierra obliterated all semblance of a trail. The Express was three days crossing from Carson to Sacramento. Its rider was compelled to abandon horse high at Yank's station and foot the 13 miles to Strawberry. Being more at home with stirrups than snowshoes, he was presently down on his hands and knees. Frostbitten and tormented he made his way, bearing dispatches on his back saying that "Reports favoring the evacuation at Fort Sumter still prevail."

In April, Fort Sumter fell. Lincoln called for volunteers. The Civil War was on. Now, as never before, the pony was an important bearer of news. He brought tidings of Bull Run; of the dark hours of the Union; of the necessity for loyalty between the Far West and its sorely-stricken motherland. Due to war, and also in no small degree to the pony's demonstration, the central or Salt Lake pathway to the Coast was chosen for an overland stagecoach mail, and the existing route through Texas and Arizona abandoned. It was not the daily stagecoach, however, which put the pony out of business, though his days were numbered. It was the cost of keeping him going, and the advancing wires of the overland telegraph. In the last half of its career the Pony Express was operated by Wells Fargo and Company's express.

Fifteen years later the Telephone was first publicly demonstrated, and in 1915 the continent was spanned for the first time by the human voice. For hundreds of miles, Bell System telephone wires today parallel the scene of the brief but spectacular career of the Pony Express. Instantaneously, human speech flits back and forth where once courageous young men charged gamely and rode furiously. "The message *MUST* get through"—and get through it does. All hail to those who took it through—the couriers of the four-footed express of 1860—and all hail to the capable, conscientious, stout-hearted telephone army of 1935!



"What's Doing?"

The Telephone Reporter Takes Another Look Around

VARIETY is the spice of this Telephone Reporter job. We found that out in getting together our piece for the May-June issue of the Magazine. There were a lot of good times to write about and, best of all, telephone people told us they liked the story—which is spice enough for any scrivener.

What with picnics, baseball games, golf tournaments, fishing trips, parades, parties and dances, there is no lack of material for this month's "What's Doing?" article. That this is true is due almost solely to the enthusiasm with which correspondents in all parts of the Coast covered events in their vicinities. Their colorful stories make us feel as if we had actually taken part in every activity; although to do so would require that we have both Seven-league Boots and Aladdin's Carpet—and we have only a pair of plain number eights.

Yes, it has been a busy summer, so come on, Gentle Reader, let's see what *has* been doing!

Capital Club Capers

A hearty acceptance of proffered pickles, baked ham, olives, potato salad, pop and watermelon at the recent Capital Club picnic in Sacramento, failed to affect our correspondent; in fact, he had such a good time that he did well to take notes. The following gives an inkling of what went on:

In the first event, a golf tournament on the municipal course, C. C. Buettner of the Stockton Golf Club won from 34 competitors by a score of 83-20-63. At the other end of the town 30 marksmen vied in shooting the elusive skeet and, when it was all over, a three-way tie was shared by Ben Eizinger, Fred Held and Wally Hetherington, with a score of 21 out of a possible 25; they drew lots for the prize and Ben won.

The picnic proper was held at Sportsman's Park on the banks of the American River. Races, games, dancing and contests of every description kept things at

a high pitch. . . . A typing contest, under the supervision of Miss M. E. Vermette, was won by Mrs. Audra Watts of the division plant department with a total of 69 words a minute. . . . In the supervisor's "shoeless" race, Harry Britton, Stockton district commercial manager, won, but was closely pressed by Ben Brown, division plant manager.

Contestants asked that we withhold the score of the ball game won by the Stockton Bell Club from the Capital Bell Club, as it went into too many figures. . . . The 1414 K Street men puffed and groaned to a tug-of-war victory over the 1411 J Street gang. . . . In the hand-line contest, Earl Howsley proved his superiority by winning first prize from a large field of entrants. . . . Andy Battenberg and his crew of expert dispensers rated a prize for their commissary work, and President Joe Waxon and Chairman Wally Hetherington medals for staging such a successful affair.



Refreshments being served by, left to right: Gus Specht, Jack Naves, Mike Adams.



Capital Telephone Club Picnic: Entrants in typing contest, standing left to right: C. Waller, A. Alderson, A. Watts (winner), N. Harlow, V. Haug, I. Zube; front row left to right: J. Nicol, C. Weber, J. Watts, D. Andrews.



Tug-of-War, just before it started, 1414 K Street vs. 1411 J Street.



Baseball—Stockton Dugout (above). R. King, Sacramento pitcher, feeding a fast one (extreme left), with which H. Britton, Stockton, connects (left).

Take Curtain Calls

The dramatic club of the Portland T. E. A. A. (Telephone Employees Activities Association) recently gave a "Spring Theatrical Event" in the auditorium of Benson High School, which was applauded by an audience of 800 happy people. Carl Appelgren was master of ceremonies, and plant's Oscar Muralt directed a fine orchestra.

Following a mind-reading act by the transcription bureau's Alice Backus, and traffic's Ruth Campbell, the general commercial's Chuck Seavey flashed some sleight-of-hand, during which spectators held their watches.

There were two dramatic skits. The first was called "The Return of Henry Douglas, or Who Cares?" and found able interpretation by commercial's Alan Kinser and Stanley Bacon, plant's Andy Kullberg and Joe Hertsche, and traffic's Eva Kelsey. These accomplished thespians

purposely forgot their lines; the curtain went up too soon; the lights went off and on without reason; and three overtures were played to insure atmosphere.

The second skit had a hospital ward as its scene, and it was short and hilarious. The cast: Commercial's Agnes Carey, Helen Reimer and Alan Kinser; traffic's Etta Sylvester, Helen Palmore and Helen Campbell.

Float On

The fact that he was seated on a soft granite curbstone failed to dim our correspondent's appreciation of Seattle's Fourth of July parade, for the telephone float won first prize in the commercial division. The float was designed by Charles Engledow and V. O. Rockett of the directory production staff, and constructed in our plant shop by M. B. Grubb and his assistants. Young women of the traffic department gave the float ani-

CLOSE-UPS OF THOSE WHO HELPED WIN THE PRIZE: (1) Germaine Content (Long Distance) vivacious in her French costume. (2) Lois Hopkins (Long Distance) in the role of sunny Italy. (3) Marie A. Wimpee (Long Distance) looks the part of a Scotch lassie. (4) Ann Rickers and (8) Mable Warren of Sunset Office, Seattle, demonstrated on the float how bell ringers aroused interest in 1776—and could again in 1935. (5) Lorene Hanes (Long Distance) as Miss Columbia, and (7) Josephine Scarlett (Kenwood Office) as Uncle Sam typified the spirit of Independence Day when the float moved through crowd-lined streets. (6) Ruth Boyden (Main Office), "Weaver of Speech," held the lines radiating from the big Blue Bell to "all parts of the world." (9) Jessie Kunilholm (Long Distance) as Miss China at the telephone. (10) Gertrude Bilodeau (Main) was bubbling over with Dutch smiles. (11) Grace McLaughlin (Long Distance) as an Irish colleen.



FIRST PRIZE WAS AWARDED THE TELEPHONE FLOAT (BELOW) IN THE COMMERCIAL DIVISION OF THE AMERICAN LEGION FOURTH OF JULY PARADE AT SEATTLE—The float combined "the Spirit of '76" with that of '35, contrasting the bell ringers of that far day with those who can "ring bells" today "To Anyone, Anywhere, Anytime."





These Cottage Grove operators took part in the "Bohemia Days" celebration. From left to right, they are: Ethel Miller, Armorer Miller, Lenora Langston, Myrtle Neet and Olive Brown.

mation and added beauty by being passengers. H. A. Follett proved adept as a float driver.

Much of the framework of the Independence Day float had been used for the telephone float in the Kent Lettuce Festival parade. L. W. Ross of the administration department supervised the planning and preparation of the floats for both events.

Bohemia

About 20 miles from Cottage Grove, Oregon, are the old Bohemia Mines, which made history in the '90s by producing a vast amount of ore. People in Cottage Grove hold rich memories of the mines, and recently the local American

Legion post sponsored a celebration known as "Bohemia Days," re-enacting the life of boom mining days. The telephone operators of Cottage Grove entered into the spirit of the day and built a float for the big parade. Their entry won the grand prize!

△

Honorable mention was given our entry in the Grand Floral Parade of Portland's 1935 Rose Festival. Left to right on the float are Evelyn M. Cruikshank, accounting department; Dorothy Duff, plant; Charlotte Rohn, commercial.



Golfers Celebrate

The Southern California Telco Golf Association wound up its spring season with a rapid-fire business meeting and a swell dinner dance. During the evening R. H. Marwick, general plant manager, awarded the N. R. Powley trophy to C. J. Clark, plant department, winner of the championship flight of the spring tournament. Other flight winners: R. S. Thrift, accounting; E. A. Burke, building service; B. K. Brown, installation; J. L. Cory, engineering; M. H. Sinram, traffic; L. B. Piatt, maintenance; and E. Saunders, directory. J. T. Cryan, commercial, was runner-up of the championship flight.

Unanimously elected as officers for the coming year were: Paul Deutsch, general personnel manager, president; W. W. Bunton, general plant, vice-president; and M. E. Gibson, plant engineering, secretary-treasurer.

Oregon Athletics

Continuing their last year's record, a team of accounting and traffic employees won the interdepartmental Portland telephone employees' softball league championship, by defeating the engineers 5 to 4 in the final game. . . . The telephone softball team has won two out of three games in the Portland Industrial Association. The players: Stewart Martin, C. Quirk, Carlos Steele, Ted Leaf, Joe Quirk, W. Schwenzer, W. Howells, J. Olney, George Lindbergh, and Bill Padie. E. C. Hickman is manager.

The golfing hall of fame was entered, on June 9th, by Stanley E. Stewart, commercial results supervisor, Portland, when his tee-shot on the 14th hole of the Alderwood course, dropped into the cup. It is reported that Stewart's reactions to this hole-in-one were heard four miles away. This he denies.

Portland's Walnut office is proud of the golfing prowess of its Edith Anthony. Last year Miss Anthony won the golf tournament. This year she won the championship flight of the Portland women employees' golf tournament, by defeating Emily W. Woodward, long distance, last year's runner-up.

The women's golf tournament play started on June 10th with 24 entrants. Two flights were arranged—a championship flight and a second flight. Winner of the second was Gertrude E. Young, who defeated Roberta Hudson in the final matches.

Bakersfield At Sea

We felt sorry for the finny denizens of the deep, or, in plain American, the fish in the Pacific Ocean, when the Black Gold Bell Club of Bakersfield embarked on its recent fishing expedition. Just how many—if any—of the 16 telephone men, who piled onto the launch at Balboa Beach, became seasick is not recorded. They sailed south for 35 miles before happening upon a school of barracuda and yellow-tail. Then the fun began. Gamey fish were caught as fast as lines could be cast. L. S. Richards, traffic superintendent,



At the Repeaters' Annual Meeting held recently in Seattle. Left to right: M. R. Geddes, F. E. Robison, W. M. Olson, Carl Smith, W. H. Reilly, F. S. O'Donnell, and J. S. Durance.

tells us that yellow-tail spoil a fellow for any other kind of fishing.

A Good Time Was Had . . .

Santa Catalina Island is a two-hour boat ride from the mainland, but it seemed like two minutes to Southern California telephone people on their fourth annual excursion to this popular resort center. As the steamer entered Avalon Bay, the telephoneers were delighted to see a speed boat, flying the Bell System flag, and with a welcoming committee aboard. The greeters: J. R. Stephens, San Pedro district traffic superintendent, and Mrs. Stephens; P. W. Scates, San Pedro traffic assistant, and Mrs. Scates.

The day's events included speedboating, horseback riding, glass-bottom boat

trips, excursions, golf and bridge. . . . An entire floor of one of the hotels was reserved for outing participants. . . . In the evening a dance in honor of telephone people was given.

Originally sponsored by members of the plant department of the Los Angeles suburban district, the outing has now become a yearly event to which employees in all departments look forward. The committee for this year's event: T. L. Hoag, G. C. Pierce, Bert C. Reese and J. H. Moore, all of plant; and J. R. Stephens of traffic.

Oregon Jottings

House-warmings seem to be the thing in Oregon. Mrs. Minnie Livingston, Bend chief operator, recently entertained members of her force at a party in her new home. Telephone selling was a favorite topic of conversation; bridge and a late supper provided recreation . . . In Astoria

RECEPTION COMMITTEE who greeted the crowd as their steamer entered AVALON BAY. Left to right: Mrs. J. R. Stephens, Mrs. P. W. Scates, J. R. Stephens, P. W. Scates, and the Catalina Mermaids.



fellow operators surprised Mrs. Ruth Butler with a house-warming, but played "safety-first" by having their bonfire weiner roast out of doors. . . . Telephone people of St. Helens, on July 2nd, surprised combinationman H. A. Balensifer with a party at which he was presented with a 20-year service emblem. But he wasn't the only emblem recipient present, for a ten-year pin was given Mrs. Edith Cooper, and a five-year pin to Miss Lucile Marquis. W. S. Wade, district traffic manager, and H. L. Davenport, manager, both of Portland, made the presentations.

. . . Miss Emma Hieb, stenographer in Portland's transcription bureau, likes to win contests and *does*—plenty of them. She recently won an electric refrigerator and a silver medallion in a slogan contest. But that isn't all. Earlier this year Miss Hieb won a wrist watch in a radio contest; and a check for \$50.00 as fourth prize in a limerick contest held by a nationally published magazine. . . . Miss Constance Smart, Salem operator, recently won two oratorical contests in connection with her student work at Willamette University. The contests, held at Linfield College, in McMinnville, were the Fifth Intercollegiate Invitational Forensic Tournament, and the State Old Line Oratorical Contest, respectively. Miss Smart's oration for each event was entitled "The Serpent in Our Midst," and dealt with the menace of whispering campaigns. Her fellow employees are proud of Miss Smart, not only because of this recognition of her ability but also because she is one of the telephone family.

Miss Bernice Clairmore, formerly a stenographer in the transcription bureau, Portland, and now a Los Angeles telephone employee, was recently entertained in Portland by her former associates. The party was given at the Sign of the Rose tearoom, and was attended by: M. Armstrong, R. Avery, R. Biehn, H. Bell, M. Braunsten, M. Daugherty, F. Dietderich, M. Dodge, H. Johnsen, V. Morast, E. Oliver, N. Opheim, F. Ortman, Z. Paris, L. Pancich, M. Reiersen, O. Smith and D. Steimle.

Prosperity Club Party

When the Prosperity Club of the East Bay's Piedmont office gives a party, it lives up to its name, for good times are booming. The most recent event, attended by a large group of fellow-workers, was given by Miss Marjorie Garretty in honor of Mrs. Violet Bogan, Mrs. Amy McNeil, and Miss Esther Backman. A feature of the evening was the arrival of "Screen Stars" and characters from the Sunday funny pages. Lola Wyatt as Mae West; Hilda Elliott as Shirley Temple; and Ella Samuels as Elmer Blurk won prizes in close competition with Annie Rooney, Felix the Cat, Sadie Thompson, and Bunky. Other guests took the parts of dancing girls, gigolos and desperadoes. . . . Winners of games were Frances Gillick, Irene Jones, Helen Williams and Gertrude Trimberger.

Oregon Picnics

More than 275 employees of the Willamette Valley district and their friends



Constance Smart, Salem, Oregon, operator, who recently won two oratorical contests.

enjoyed an all-round day of fun at their annual picnic in Benton Park, near Junction City. The group was made up of people from Salem, Eugene, Albany, Corvallis, and several smaller exchanges. . . . One of the largest telephone picnics ever held in southern Oregon took place recently at the Elks' grounds in Medford, when 175 employees and their families converged from Ashland, Klamath Falls, Grants Pass and Medford. All departments were represented. The program included foot races, pole races, egg races, and a tug-of-war. A series of kittenball games was won by the Medford team, captained by Mabel Sherwood; the prize, a loving cup given by Medford toll test-room employees, was presented by C. E. Jordan, Portland district equipment superintendent. Guests included L. E. Clyde, district traffic manager, and R. B. Bacon, district commercial manager, both of Eugene.

Eastern Oregon employees were to hold their picnic at Pine Cone, but when the chosen Sunday proved a wet one, they moved the event to the Odd Fellows temple at La Grande. About 150 employees and their families attended from Walla Walla, Milton, Weston, Athena, Pendleton, Baker and La Grande. The "picnickers" proved adept at transforming outdoor events to indoor sports, and at having as good a time as if the sun were shining. "Out-of-town" guests included: W. S. Wade, district traffic manager, and J. H. Turnbull, district equipment superintendent, both of Portland.

"A good time was had by all" as you can well see by the happy smiles at this party given by the Prosperity Club of East Bay's Piedmont office.





Surprise

While Miss Ione Gilbert knew she was to receive a 30-year service emblem, we'll wager she was surprised by the big party with which her associates in the Long Distance Auxiliary Department, Los Angeles, celebrated the event.

K. H. Colley, district traffic superintendent, presented the six-star emblem to Miss Gilbert, who began her telephone career in Reno, Nevada, where she served successively as operator, clerk, supervisor and chief operator. In 1913, Miss Gilbert was transferred to Los Angeles, and shortly afterward entered the long distance department there. She is a member of the Southern California Pioneer Chapter.

Present at the party were: Mary Ellison, Ruth Donnelly, Lettie Rasure, Myrtle Hibbard, chief operator, Ellsie Campbell, June Small, Verna Crow, Alma Strickland, Muriel DeWitt, Helen Noone; and R. F. Fields and R. P. Lowe, traffic assistants.

These Bend, Oregon, operators enjoyed a pleasant evening at the home of Mrs. Minnie Livingston, chief operator. Seated at table, left to right: J. Schon, H. Nystrom, L. Kimsey, B. Welshons, F. Jackson, E. Hale, F. Hall. Standing, left to right: Mrs. Mothershead, mother of L. Kimsey; E. Metcalf, F. Bembry, R. Steidle, G. Johnson, C. Mulcare, R. Hallyburton, M. Livingston.

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Hostesses

Employees of the East Bay's Piedmont, Humboldt and Olympic central offices recently held "open house" in their building. They invited friends and acquaintances and devoted their own time to entertaining them and conducting them through the offices, which were gaily decorated with flowers. As a feature of the day, Miss Madeline Gordon, who had the highest sales record for the month of May, was presented with an exquisite bouquet.

Salt Water Derby

Plans have been announced for the first Telephone Men's Salt Water Fishing Derby at Norma Beach Park on Puget

Sound, near Edmonds, Washington. Arrangements are under the direction of G. P. Lynch or George R. Peach, business office, Seattle.

"Comrade" Wins

Carl H. Bolin of Seattle, motor vehicle superintendent in the Washington-Idaho Area, with his cruiser, *Comrade*, was declared the winner among 93 contestants of the 150-mile power boat race from Tacoma, Washington, to Nanaimo, B. C.

This contest is unique. It is attracting nation-wide and world-wide attention. The race is won by the navigator whose performance over the entire course most nearly coincides with the predicted log which he has filed with the judges. During the entire race he has no timepiece and is not permitted to check or compare his progress with his forecast.

Mr. Bolin is commodore of the Queen City Yacht Club of Seattle which was sponsor for the contest in 1934. Entry in the 1935 race was also made by Don

As we might have looked had there been telephone service in '49, Ventura employees celebrating the recent city-wide Fiesta of Days of the Golden West are (left to right): H. H. Manson, line assigner; Mrs. W. J. Lawler; G. B. Bamford, central office repairman; W. J. Lawler, testboardman; E. W. Parrish, chief toll testboardman, and T. E. Davis, central office repairman; Ethel Bass, chief operator; Margaret Petersen, commercial representative; Marian White, operator; Dorothy Oliver, typist; Ruby Elam, Marianne Havens, Bobbie Lill, Lyda Keefer, operators; Edythe Kleny, commercial representative; W. C. Bruce, senior switchman; S. C. Wilkes, plant service foreman; C. J. Burt, transmission man.





A mock wedding was the high spot of a recent party given in Glendale by the Plan of Representation central office committee to the entire traffic department force. Those in costume include Marie Walsh, the bride; Amy Linganfield, the groom; Rosemond Barnum, the minister; Lorraine McGroth and Mary Simmons, the bridesmaids, with carrot bouquets. Mae West, played by La Verne Williams, nearly disrupted the wedding by laying claim to the groom, but with the aid of the bride's father, Celine Meyer, it all ended happily.

Hill of the plant department, Seattle, with his cruiser *Donalio*. Roy Coy, plant department, Seattle, served as an able judge in the event.

Congratulations

Forty-two were there. The occasion? A demonstration of regard and of appreciation to Mrs. Luciel Kragen, chief operator, Evergreen-Skyline-Bayview. It was her anniversary of 20 years of service begun at Spokane, Washington, in 1915.

A delicious luncheon was served in the operators' dining room and it can be truly said that the success of the affair, both from a culinary and artistic viewpoint, was through the efforts of the above mentioned forty-two.

After the luncheon, Mrs. Kragen was



Carl Connell, salesman Yakima business office, as a delegate to the National Convention of the Junior Chambers of Commerce held at Columbus, Ohio, won second award for the Yakima Junior Chamber in the National Achievement Contest.

presented with her four star emblem, after which an impromptu reception was held. She received quantities of flowers and congratulatory messages.

Wins Award

Carl Connell, of the Yakima Business Office, won second award for the Yakima Junior Chamber of Commerce in the National Achievement Contest, a feature of the Junior Chamber's National Convention held at Columbus, Ohio. Mr. Connell attended as one of two delegates sent by the Yakima Chamber.

In the contest a delegate from each of the 131 cities represented was allowed four minutes in which to present to the assembly what he considered his organization's greatest achievement for the past year. Mr. Connell spoke for Yakima.

It was a happy group that turned out for the telephone company picnic at Benton Park, Oregon, in June. Employees from Salem, Albany, Corvallis, Eugene and surrounding communities made up the group.



Meeting a Friend Face-to-Face

In Person and by Telephone

Mr. Powley Discusses the Philosophy of Our Business With the Men and Women of Four Areas

SPEAKING before a gathering of some 350 telephone people at San Diego on August 6th, and before another 150 at Santa Ana the afternoon of the same day, Mr. Powley brought close to the southern boundary of our territory a message that has been presented in recent weeks to thousands of telephone people in all four areas.

The organization whole-heartedly accepted the message as expressing the fundamental principles and philosophy underlying the conduct of our business—the spirit of *fair play* in our relations with one another both inside and outside the telephone family.

The message Mr. Powley brought was in amplification of his statement addressed to the personnel of our organization dated January 16, 1935, and appearing in the February issue of *The Pacific Telephone Magazine*.

The interest in that statement and the response to its appeal, both from inside and outside the organization, were genuine and spontaneous. Requests for “more” flooded in. Mr. Powley received literally hundreds of invitations to address groups in all parts of the region we serve. In particular he was desirous of meeting and talking with telephone people, and accepted as many of these invitations as was physically possible. An interesting way was arranged for him to go before thousands of other telephone men and women. That was by loud speaker over long distance telephone lines, with the face-to-face clearness which the telephone provides.

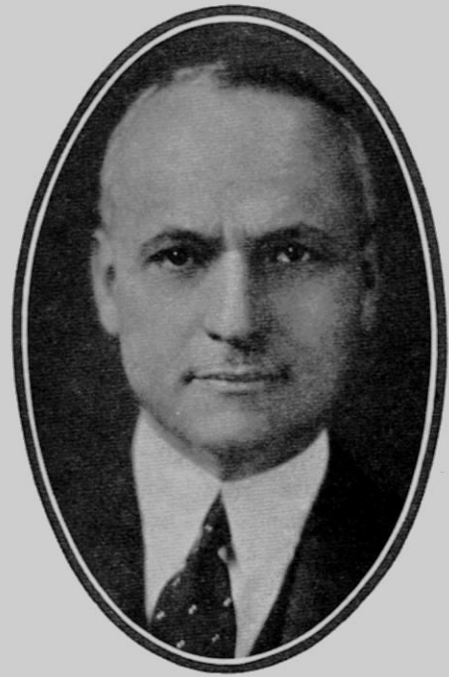
On May 23rd, Mr. Powley addressed personally the supervisory people of Los Angeles and nearby exchanges at the Telephone Company clubhouse in Los Angeles. The attendance of 1,225 was so

great that the group had to be divided and one meeting was held in the morning and the other one that afternoon. Coming to the meeting in anticipation of a discussion of telephone service and problems, the hundreds of supervisors were surprised and inspired to listen for an hour to a discussion of the less concrete but none the less important problems of life itself.

In the course of a trip through the Oregon and Washington areas, April 29th to May 6th, Mr. Powley stopped at Eugene and Salem in company with E. D. Wise, Oregon vice-president and general manager. A high spot of the visit came when nearly 300 telephone men and women, comprising practically all of the supervisory force in Oregon, gathered in a Portland auditorium to meet and hear him. On this occasion Mr. Powley's definition of philosophy as simply “love of truth”; his appeal for honest search for the truth; his fundamental discussion of “appearances” vs. “realities,” and that we always dig sufficiently deep to reach the sturdy foundation of reality; his definition of success and happiness as not being material, not being necessarily financial, but as living up to the best that is within us; and perhaps most of all his advice to work with a man's strength rather than his weaknesses, made a deep impression.

From Portland, Mr. Powley journeyed to Spokane, where he was met by I. F. Dix, vice-president and general manager for the Washington-Idaho area. He talked before supervisory members of the organization from all sections of the Eastern District, covering Eastern Washington and Northern Idaho.

Leaving Spokane early the following morning, Mr. Powley and Mr. Dix drove



PRESIDENT N. R. POWLEY

to Walla Walla. En route they called at our central offices in Colfax, Dayton, and Waitsburg, where as in Walla Walla, Mr. Powley talked personally with telephone groups in each exchange.

From Walla Walla they drove to Pasco and called on the telephone folks there. Continuing to Yakima, and after spending a pleasant hour at the Yakima telephone building, Mr. Powley and Mr. Dix resumed their trip, going through Snoqualmie Pass over the Cascade Mountains and reaching Seattle that evening after a drive of about 500 miles.

Next morning, Mr. Powley spent at the Seattle Telephone Building. In the afternoon he addressed an assembly of over 300 members of the supervisory force from all parts of Western Washington covering the Western and Southern District of the area.

At the request of the local people, Mr. Powley amplified his February message. He talked for over an hour. He received at the close a spontaneous tribute of applause that left no doubt as to the profound and inspiring impression of his message.

After his visit in Washington he returned to Portland, spending the day before leaving for San Francisco. At noon he spoke briefly at the Members' Forum luncheon of the Portland Chamber of

Commerce. Mr. Powley concluded with a brief mention of the telephone business; the fact that it was built on an ideal of service and that it was the earnest desire of every telephone man and woman to dedicate their efforts to honesty of purpose, quality in performance and at all times to render a service dependable in its excellence.

On June 11th, with all of Northern California and Nevada as an "assembly hall," the president of our company addressed the largest gathering of its kind ever held on the Pacific Coast. Mr. Powley's voice, carried over telephone wires and reproduced through amplifiers, was heard by 4,670 employees in 48 locations in 31 cities throughout the Northern California Area. The immediate place and audience were provided by the Capital Telephone Club's get-together at Sacramento.

It was a unique occasion, one of the high points of the year 1935. Telephone reports of "fine," "O. K.," "excellent," "quality and transmission O. K.," were received in Sacramento, even while Joseph M. Waxon, president of the Capital Telephone Club, was giving the first talk on the program. Listeners next heard the voice of M. R. Sullivan, area vice-president and general manager, who presented Mr. Powley to his audience.

Mr. Powley's talk was both informal and spontaneous. At times, it seemed as if he were thinking aloud. His thoughts centered on how to solve current problems so as to promote the welfare of the people in the business. His words wove a pattern which clearly portrayed his philosophy of life, and the ideals underlying the business, as seen through that philosophy.

It may be of interest to list the various locations where groups of employees gathered. In Sacramento, every one who could find room crowded into the club rooms, but there were in addition large audiences in the business office and the toll test room. San Franciscans congregated at nine locations, including the auditorium of 140 New Montgomery, which was crowded to capacity; the club room on Fell Street; the Patenco Club room at 445 Bush Street; and the rest rooms of Bush, Market, Randolph, Montrose, Graystone, and Mission central offices.

The East Bay locations were: a large auditorium in downtown Oakland; the rest room of Fruitvale office; the business office at Berkeley; and the rest room in the Berkeley central office building.

Employees gathered in our commercial offices in Richmond, Vallejo, San Rafael, Auburn, Santa Rosa, Eureka, Marysville, Reno, Modesto, San Mateo, Salinas, Santa Cruz, and Martinez.

Telephone club rooms were the scenes in Chico, Stockton, and Fresno. Toll test-rooms were pressed into service in Redding, Elko, Tipton, Merced, Palo Alto, and San Luis Obispo. Bakersfield people met in the district equipment superintendent's office. San Jose employees flocked in such numbers that four rooms were filled in their headquarters building.

If it were physically possible to have looked in on each of these 48 groups, the visitor would have been impressed with the serious response of telephone people to the stirring message from their president. The men and women of all departments were given a new conception of their vital importance in applying the ideals of the Bell System to their daily

work, with intelligent understanding, generosity, thoughtfulness and helpfulness; in actually practicing their own philosophy of life.

Everywhere in the course of his heart-to-heart talks the principles enunciated by Mr. Powley were received with understanding and enthusiasm. Some typical comments:

"Mr. Powley expressed an appreciation of his employees that will be remembered, and he stated a philosophy of life that every one can follow." . . . "His stress on the soundness of the organization and future opportunities open to all is the most encouraging thing I've heard." . . . "It enlarged upon his earlier message and was applicable to any business and any walk of life . . . the truest philosophy of life . . . it showed a real desire to bring the top side closer to all employees . . ."

"The emphasis he placed upon truth and sticking to facts will help me greatly in my day-to-day work." . . . "All with whom I have come in contact who heard the talk have been inspired to a determination to carry on with courage, honesty of purpose, solid beliefs and higher standards of excellence." . . . "Our president gives the feeling of dynamic, sincere leadership imbued with the spirit of fair play."

In this fine spirit will the work of our lives go forward! In the words of Mr. Powley's message in the February issue of the Magazine: "The character of our men and women is such that there can be no question of our cohesively moving forward in a relationship that bespeaks loyalty to an inspiring cause and dedication of effort in upholding the fine Ideals and Traditions of a Great Public Service."

"In the last analysis, any institution is exactly what the men and women connected with it make it. The character of a man is what the individual makes it; the character of a Company is what all the individuals in the organization make it and, thanks be, our Company has a character—a distinctively fine one—because the men and women of our business are of the caliber and stability of which such character is made.

"What a tribute it is, not only to our own people but to those we serve, that we offer a service

through an organization that is known by its solid character embodying as it does, honesty of purpose, quality in performance, and dependability in its excellence. We take pride in playing our full part in meeting every responsibility which character imposes—fine citizenship, good neighbors, being helpful to the other fellow and carrying forward all of our work on sound and constructive ethical considerations."

- From Mr. Powley's Message in the February issue.

From the Bell Laboratories

New Coaxial Cable Which Can Transmit 200 Telephone Conversations To Be Used In Trial Installation



THE new type of cable system, of which the American Telephone and Telegraph Company plans to make an experimental installation between New York and Philadelphia, as announced in a recent petition to the Federal Communications Commission, represents a radically new development. It employs a new type of cable circuit known as a "coaxial" circuit, and embodies a number of other unique features, such as new types of repeater and terminal apparatus, all of which are developments of the Bell Telephone Laboratories. The system is capable of transmitting a band of frequencies about a million cycles in width and of utilizing this band either for a large number of telephone or telegraph circuits or for television transmission.

Progress in the Laboratories on this development has reached the point where it is deemed advisable to carry out an actual installation in the field in order to obtain experience with such practical problems as cannot be explored in the laboratory. Thus the telephone company is preparing to make this new type of system available for future public use either for telephone and other message services, or for television transmission. Television circuits provided by systems of this type might be used, for example, in connecting together television broadcasting stations in the different cities in much the same way that telephone lines are now used for interconnecting the radio stations which broadcast sound programs. The future commercial application of systems of this type will depend upon a great many factors, including the demand for large

The form of coaxial cable that will be installed experimentally between New York and Philadelphia. It contains two high-frequency channels, one for use in each direction, and two "quads" of ordinary, paper-insulated conductors, for control and signaling circuits.



groups of additional communication facilities or for circuits for transmitting television, and will necessarily be a gradual process.

This recent development of the Bell Telephone Laboratories makes it possible to transmit some 200 or more telephone conversations over a single circuit formed of two coaxial conductors. This contrasts with the four telephone conversations which can be transmitted over a single open-wire circuit with the aid of the carrier current multiplex systems now in use on many long distance routes. The new system also makes possible for the first time the transmission over a cable type of circuit of television images of good definition.

Each coaxial circuit consists of an outer copper conductor in the form of a tube, within which a copper wire is supported by a series of rubber disc insulators, the intervening space being filled with air or nitrogen gas. Besides acting as a conductor the outer tube serves to shield the transmission path from undesirable external electrical influences. In the New York-Philadelphia installation a lead

sheath cable of $\frac{7}{8}$ -inch diameter will be placed in existing cable ducts. This cable will contain two coaxial circuits, one for either direction of transmission, these being supplemented by eight paper-insulated wires of the type now used in telephone cables.

The repeaters which are used to overcome transmission loss or attenuation will be placed approximately ten miles apart. There will be at each point only a single repeater, this being capable of amplifying the entire group of 200 or more telephone channels or the single television circuit. The repeaters will be remarkably stable and free from distortion effects. A novel feature is that most of them will not be placed in buildings as is the present practice but will be mounted in or near the cable manholes where they will function for long periods of time without attention.

It is hoped that the various parts of this experimental cable system will be in place by the first part of 1936. Tests under actual operating conditions will be made when the installation is completed. It is estimated that the total cost of the installation will be about \$580,000.

Their Cars, Too, "Must Get Through"

Experiences of Southern California Messengers on Their Runs

THE story of messenger service dates far back in our history; back to the swift running American Indian, the Pony Express, the homing pigeon, and to many another.

The modern telephone company messenger's job is somewhat different from these, but the amount of territory covered, the difficulties of traffic and weather, and the experiences of the road all make an interesting story.

This is what those who do this work think about it:

One of the most characteristic questions asked us is what do we carry on our trips to make it worth while to run a daily panel delivery automobile service, covering the offices from San Fernando Valley on the north to San Diego on the south, a distance of 160 miles, and from San Bernardino on the east to the ocean on the west, a distance of about 100 miles, with a total mileage of almost 1,000 miles a day for the eight cars on this service. The answer to this is best given by saying that about the only thing we do not carry is the heavier telephone equipment which cannot be put into a panel delivery car. Light construction material, subsets, rush

By M. L. COX

OFFICE SERVICE SUPERVISOR
LOS ANGELES

△

teletypewriter and other equipment for "hurry-up" orders, as well as reports, toll tickets, bill stubs, and many other things little and fairly big that keep the business going, comprise the regular daily load. This enables the plant forces to order any kind of material or equipment almost any place in the Southern California Area and secure it within 24 hours' time.

One trip covers about 185 miles every night and includes Pasadena, Glendale, and the eastern part of Los Angeles city and county. Every night another trip takes in San Pedro and Long Beach and all of the telephone offices south and west of and including Los Angeles city.

The longest trip of all, however, is the daily trip between Los Angeles and San Diego, serving all the offices between these two points. This trip totals 260 miles a day, or almost 100,000 miles per year. In fact, the first car to make this run traveled 100,000 miles in the first

nine months, including considerable service on one of the night routes. On this trip, of course, we have two or three messengers who take turns in handling the run on different days.

Thus the delivery is made, and made on time; the public gets quicker and better service; and then, too, there are frequent opportunities to do friendly acts. For instance, while making the trip to San Diego, one of our messengers overtook a runabout with two girls in it. One of the girls carelessly threw a lighted cigarette over her shoulder, but instead of falling out of the car, it landed in the rear of the runabout, setting fire to the contents. The girls soon noticed the smoke, stopped the car, and jumped on the rear end in an effort to save what they could. In the meantime the messenger grabbed the fire extinguisher from his car and went to their assistance. One of the girls, however, in attempting to pull her suitcase out of the fire, put her foot too close, and as the suitcase came out, it caused the rest of the luggage to blaze up higher, burned the girl's dress and singed her. After extinguishing the flames, the messenger turned his attention to first aid for the girl.

Another time one of our messengers, while driving along, suddenly saw a girl in the car ahead, the engine blazing. By the time he arrived she already had the hood raised, and he was able to grab the Pyrene and extinguish the flames without even taking time to get out of his own car.

A messenger of ours once remarked that one of the benefits he received from his trip was the training it gave him in careful driving. He left Glendale for Los Angeles one night when a coupe passed him at a high rate of speed and had no more than cut in front of him when it hit a hay truck, standing in the road, with no lights. He was just barely able to avoid striking the coupe and, of course, went back to the scene of the accident as soon as possible to see what help he could

Today's Pony Express Riders—16 "up and coming" Los Angeles men who "deliver the goods" in daylight and darkness, in fair weather and foul—but it always gets through. Back row, left to right: Frank Jordan, Donald Hendrix, Robert Earl, Glenn Patchen, Baird Glasscock, Reed Miller, Jack Napier. Front row, left to right: Charles Hovey, William Bell, Charles McCormick, Albert Coburn, Richard Mead, Edward Cairns, Bernard Vogel, Bernard Fahy, Woodrow Dixon.



give. The driver was beyond aid. The messenger said that after that experience he needed no warning for safety-first driving.

Another messenger related an incident which took place on the San Diego trip. Two ladies in a sedan passed him, and just as they cut in ahead of his car, two other drivers, racing from the other direction, hit the sedan and turned it over. One lady's arm was broken, and our driver was again able to use to advantage the first aid training he had received. He applied a temporary splint until the ladies could get to the doctor. They were profusely grateful. He was glad, too, that he had slowed up a bit to let them have the right of way.

The avoidance of accidents on these long runs has been gratifying. In fact, in the total distance of over 200,000 miles traveled, we have never had an accident with another car or pedestrian.

Except for incidents similar to the foregoing, one would think that such drives would become monotonous, but it is the incidents along the trip which make them interesting. One of the messengers said that the main reason he likes these runs is because they are so varied. He likes the Mission at San Juan Capistrano and he enjoys thinking of the history of the Old Town, of Ramona's Birthplace, and other landmarks. The San Diego Exposition stretching for a mile or so along his route makes an interesting spectacle. He said that he enjoys seeing the orange groves, the Santa Anita Race Course in season, the ocean and the palisades, the quaint Spanish town at San Clemente, the ducks and duck hunters south of Oceanside, and the airport at San Diego. He relates that the biggest scare he ever had was one morning at La Jolla when he heard several loud explosions right near the car. There was nothing in sight anywhere, until he finally looked overhead and saw two airplanes having a "dog fight." Then there was the little old lady who used to be sitting in a vine-covered cottage on a knoll just beyond San Clemente. She would wave to the messengers and seem to look forward to their passing. Farther down he would regularly meet an Indian apparently just coming back from a hunt in the early morning, with a few arrows in his hands and his trophies thrown over his shoulders. Occasionally these experiences are interspersed with a real sand



Where once trod the Padres the Los Angeles-Riverside messenger car skims along and comes to a stop beside Mission San Gabriel, founded in 1771.

storm around San Bernardino or a dense fog along the ocean and once in a long while a snow storm in the orange groves near Riverside gives variety to the routine but highly necessary job of a messenger. So it goes—"the message must get through" and so must these boys who are helping to "get messages through." It is all a part of the job of the "most telephone service and the best."

In fact, not so long since, the San Diego Commercial Department called the writer and stated that the president of the San

Diego Exposition wanted certain equipment installed at the Exposition the next morning, Friday. As it happened to be 4:30 p. m., on Thursday, and there was no equipment closer than Los Angeles, the Exposition officials were delighted when we told them that we should be glad to accommodate them, and they wondered how we could give such quick service. It seems that they had seen some of this equipment on their trip East, and they were very anxious to secure an immediate installation.

A Hobby That Became a Home

Toy trains, hooked rugs and astronomy are the hobbies of some telephone employees. Home renovating is the interesting and profitable hobby of at least one other—interesting because it converted a small, run-down suburban dwelling into an attractive, modern home, and profitable because it won for its "rider" a first prize in a renovation contest.

It was approximately four years ago that O. B. Mathiesen, Portland commercial representative, and his wife, decided to occupy permanently the small place they owned in the country. The house, admittedly, wasn't an object of beauty or comfort, but it was surrounded by trees and shrubs and had other advantages that appealed to them. Besides, they said, it would be fun to fix the house up to suit themselves. And that is what they did.

Little by little the house took on a changed appearance. Doing all the work themselves in their spare time, they added

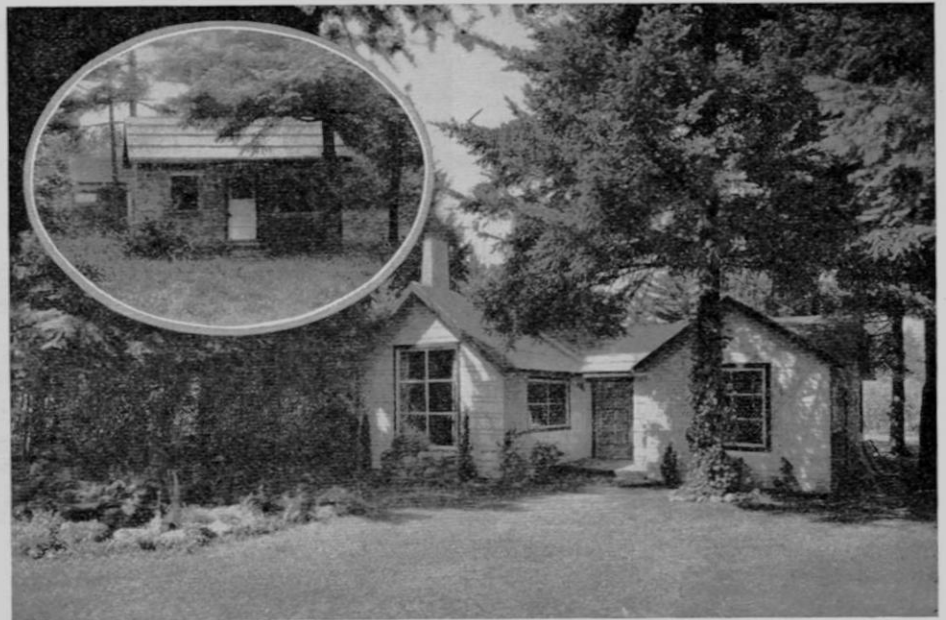
a room here and another there, refinished and enlarged the old rooms, covered the exterior with shakes, built a fireplace from natural stone gathered on week-end trips to the mountains, and applied paint inside and out. The yard was landscaped.

When the renovation competition was announced last summer the Mathiesens were ready with more plans. While their efforts up to this time had transformed their house from a tiny three-room weather-beaten dwelling to a comfortable and attractive five-room home, they were not quite satisfied.

The first move was to add a gable to enlarge the size of the dining room. The interior walls were covered with an insulation board and finished with attractive, knotty pine. The living room walls then were finished in knotty pine wainscoting to match the dining room, while the remainder of the walls and the ceiling were covered with insulation panels. Maple

flooring, re-milled from lumber secured by Mathiesen at a low price from a dismantled building, was laid; a new closet and doors were provided and other improvements were made, including small alcoves set in the walls of the living room, each containing a lighting fixture. The exterior of the house was re-painted in white with a green trim. A flagstone porch was added.

When completed, the house was a model of comfort and efficiency, having a distinctive early American atmosphere about it that lent distinction and charm. Their work was awarded first prize in the renovation contest and was made the subject of an interesting article in the *Pacific Retail Lumberman* magazine. The house has been favorably commented on by lumbermen and builders.



The Hobby That Became a Home—The O. B. Mathiesen house before remodeling (Inset) and after.

Yakima Celebrates Its 50th

By L. F. BISHOP
MANAGER, YAKIMA

THE entire Pacific Northwest became interested in Yakima's 50th Anniversary, celebrated recently, and sent 60,000 visitors to help Yakima make its Frontier's Days Celebration an outstanding success. The program responsible for so unusual an interest in a celebration that originally was to have been only for "home folks," was the re-creation of frontier days as they were lived in the great Northwest about the year 1885, including whiskers.

The Yakima City Commissioners en-

acted an ordinance making it unlawful for any male resident to shave after a date far enough ahead to assure abundant hirsute adornment when the celebration took place. Those not complying were hauled before the "Court of No-Appeals," where fines and appropriate sentences, including loss of liberty, were ordered by the "Court." Even visitors were not immune.

President N. R. Powley and Vice-President and General Manager I. F. Dix, Washington-Idaho Area, while passing

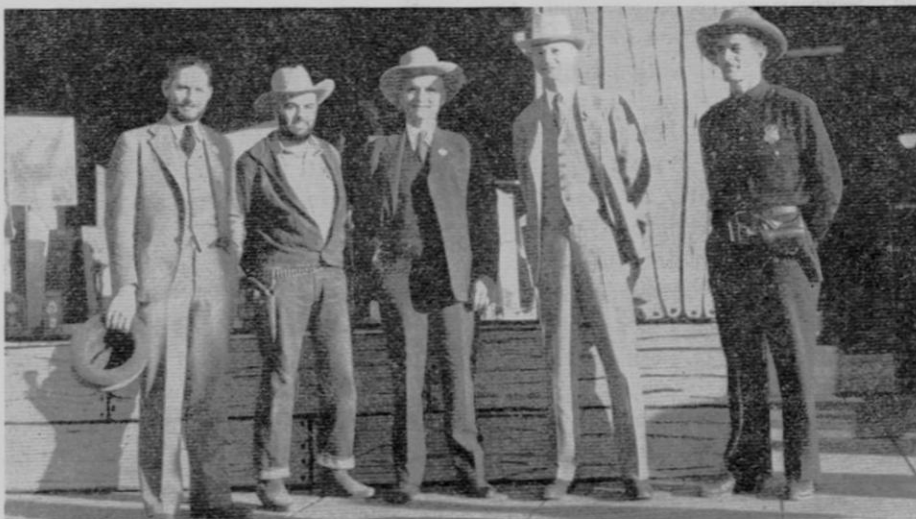
through Yakima before the celebration, became victims when they were put into a police car by three bearded policemen and, with the siren open, speeded to the police station, where fines were paid and the "culprits" photographed.

The costumes worn by our people; gingham and calicoes by the women, with poke hats and sunbonnets in styles both epochal and picturesque, and the be-whiskered men, helped to develop publicity for the celebration. This, of course, is characteristic of the co-operative spirit of telephone people wherever there is a community activity deserving of support.

The Frontier's Days Celebration has come and gone. But it may be interesting to reminisce for the benefit of those who were not there. There were parades with more than a thousand Indians from the Yakima and Umatilla tribes; there were old ox teams, prairie schooners, stage coaches, wagon trains, outriders, old scouts and cowboys and cowgirls who used more than 4,000 horses in the lines of march. There was the pageant depicting Indian traditions and folk lore. The commercial aspects are mainly of local interest. But there were other developments that may possibly be of interest.

It was demonstrated that the past few years have not destroyed the indomitable courage that dominated the old pioneer spirit and conquered the western wilderness; more specifically, the converting of over 300,000 arid acres of sagebrush

"Happy to meet you gentlemen and sorry we have no 'whiskers'" said Mr. Powley and Mr. Dix. Left to right: Ray Derby, Dick Lang, city patrolmen; N. R. Powley, president of our Company; I. F. Dix, vice-president and general manager, Washington-Idaho Area, and Leo Gaudette, city patrolman.



(Continued on following page)

Advertising Constantly Supports Your Selling Efforts

The important and always human story of what the telephone does for people, how it benefits them in countless ways, and what sound value it represents in relation to its low cost, is one that our company is ceaselessly engaged in telling.

We are telling it, as individuals, to our acquaintances whenever opportunity arises. But the message that 25,000 people carry constantly to thousands of other individuals is being augmented continually in another way.

That is, by advertising. A single advertisement, appearing in all the daily and weekly publications on our list, is spread before 4,700,000 newspaper purchasers and perhaps twice that many potential readers. By word and picture, we try to help prepare our prospects for the Telephone Salesman.

The advertising is, therefore, closely tied in with our selling program in a logical and well-planned manner. While we emphasize the features of our service from time to time that have the most seasonal appeal, such as Residence Toll service when people are planning vacations or when special family days are on the calendar, we do not neglect the other major features. In advertising, we make all practical use of posters, window displays, vehicle and booth cards, bill enclosures, and whatever else will help us to achieve success. Sales aids that were tied in with the "Telephone Ahead for Reservations" theme this summer, and some current exchange service advertising, are shown on pages 20 and 21.

With approaching autumn, and the quickened interest that people take in home development at this time of year, the "non-user" market will afford an exceptional opportunity. By this term we refer to homes that have no telephones. It shall be our purpose to show, among other themes, the protection and convenience which telephone service brings; its great value compared to its low cost; the aid telephone service is to securing employment; the savings it effects in time and money; the protection it gives; the contacts with friends and relatives; the privacy and other advantages that come of having one's own telephone. Toll and other services will also be given their usual emphasis.

Our stock in trade covers a wide range for customers' selection. We not only have a wide range of Primary Services such as Individual Lines, Party Lines, Extension Sets, Private Branch Exchanges, Trunk Lines, Public and Semi-Public Services, but we have many Auxiliary and By-Product Services. The range is comprehensive and the Selling Possibilities are great. Each service offered has a direct appeal and is designed to serve the particular needs of a customer. The Auxiliary and By-Product Services include Wiring Plans, Order Table Positions, Directory Listings, Classified Listings, Telephone Typewriters, Leased Lines and many others. Every one of us should be familiar with these services and should be on the alert to sell any one of them which will be of real use to our patrons.



Left—Members of Telephone Family who took part in Yakima's 50th—Left to right: A. Glidden, C. P. Cushen, B. B. Reynolds, plant; L. F. Bishop, commercial; A. A. Carvell, E. Petzel, R. Bohannon, E. Murray, B. A. Lemon, W. J. McPherson, G. Thompson, J. Walker, W. Martin, C. Sutor, C. A. Dudley, H. Black, Y. Moore, R. E. Davidson, G. Hall, A. J. Merritt, plant, and C. Connell, commercial.

Below—Left to right: Aimee Mason, Lillian Tussler, commercial; Irene Helmer, Ruth Johnson, Priscilla Ackley, Margaret Compen, Ida Remley, Leah Crawford, Florence Hafso, Charlotte Cunningham, traffic; Daisy Ayres, commercial; Gladys Bridges, Marjory Casebolt, Margaret Ford, Edith Benjamin, Catherine Short, traffic, and Francise Caldwell, plant.

(Concluded from preceding page)

into Yakima Valley farm and orchard land "richer than the Valley of the Nile." It was demonstrated that any community, big or small, can unite in a common purpose and, pulling together, cut its cloth into a pattern of its own choosing. Best of all it was demonstrated that even in troublesome days we should not take ourselves too seriously for the real joy of living is just the fun that comes from being alive. Yakima's 50th Birthday Anniversary was indeed a success!



Advertising CONSTANTLY SUPPORTS *Your* SELLING EFFORTS

ENJOY *carefree* HOLIDAYS

TELEPHONE

LOOK FOR THE FAMILIAR PUBLIC TELEPHONE SIGNS

CALL AHEAD — KEEP IN TOUCH WITH HOME

Reservations at your next stopping place are desirable. We shall be glad to make them for you by telephone. The cost is small.

"WE'RE SORRY, SIR
EVERY ROOM IS TAKEN"

*Why don't you
telephone ahead?*

A TELEPHONE CALL to hotel or resort will give the management every opportunity to have your accommodations ready and waiting for you. How much inconvenience and travel expense that saves! It is easy to call ahead and the cost is small.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY
444 Bush Street Telephone GA8field 9000

IT PAYS TO TELEPHONE AHEAD

Saves you inconvenience and unnecessary travel expense.

**Have you
TELEPHONED
AHEAD?**

Have you made sure of hotel and resort reservations? This is a bigger travel year than any for several years past.

The vacation resorts and hotels of the "outdoor country" want to please you. By telephoning ahead you give the management every opportunity to have your accommodations ready and waiting for you.

How much inconvenience and travel expense that saves! It is easy to call ahead and the cost is small.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY
444 Bush Street Telephone GA8field 9000

SAVES TIME
REACHES LOVED ONES
GETS BUSINESS
GIVES PROTECTION
IT RUNS ERRANDS

CALLS STORES
HELPS FIND WORK
BRINGS NEWS
CALLS FRIENDS
COSTS LITTLE

YOU KNOW that the Telephone does these things for people in general. But do you realize that telephone service of your own will have all these values, and many more, for you? Have you ever thought about the high cost you may be paying for doing *without* telephone service? The time you may be losing, the energy you expend, the opportunities you may be missing, the actual outlay soon running into dollars that such inconvenience costs?

Do you realize that, among the varied types and kinds of telephone service available, one is directly suited to your needs?

May we send a representative to tell you the complete story? We are at your service.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY
444 Bush Street Telephone GA8field 9000

HOW ARE ALL THE FOLKS AT HOME?
SURE! I'LL REPORT FOR WORK TOMORROW

OH, WHAT WONDERFUL NEWS!

JIMMY IS HURT — COME QUICKLY
I HAVEN'T HEARD YOUR VOICE IN AGES!
PLEASE MAKE MY APPOINTMENT AT NINE
THERE! THOSE ERRANDS ARE DONE

DOCTOR, WHAT SHALL I DO?

ALONE in the house, a mile at a window. You turn to your doctor as you telephone, "I'll be right over." Friends, how are they? You let your telephone take you straight sides. Hearts are united, ties strengthened.

These are only a few of the countless things a telephone can do for people. May we tell you more about what it will do for you? May we explain the various kinds of service, one of which is suited to your needs? The coupon below will bring a representative to your convenience.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY
Please send a representative to tell me more about telephone service.

Name _____
Address _____
Call on (date) _____ at (time) _____

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY
444 Bush Street Telephone GA8field 9000

He telephoned ahead.

WE SAVED A ROOM FOR YOU — MR. JONES — JUST THE ACCOMMODATIONS YOU ASKED FOR

He took a chance.

SORRY, MR. BROWN, MAYBE THE ELLINGTON MIGHT TAKE YOU — FOUR BLOCKS NORTH AND THREE BLOCKS WEST...

IT PAYS TO
TELEPHONE AHEAD
FOR RESERVATIONS

**IT PAYS TO
TELEPHONE AHEAD
FOR RESERVATIONS**

THIS IS A "TRAVEL YEAR"

Telephoning saves inconvenience, annoyance, and unnecessary travel expense. The cost is small.

ENJOY *carefree* HOLIDAYS

LOOK FOR THE FAMILIAR PUBLIC TELEPHONE SIGNS

TELEPHONE

CALL AHEAD — KEEP IN TOUCH WITH HOME

**CALL AHEAD
FOR RESERVATIONS**

TELEPHONING SAVES INCONVENIENCE AND UNNECESSARY TRAVEL EXPENSE

IT PAYS TO

Telephone Ahead

FOR RESERVATIONS

Telephoning saves inconvenience, annoyance, and unnecessary travel expense. *The cost is small....*

THIS IS A "TRAVEL YEAR"

Hats Off to the Past—and Coats Off to the Future

General Sales Conference Sets the Course—Full Steam Ahead

DECIDED progress has been made, but no job is done so well that it cannot be improved."

"We now know that the fundamentals of sales work are wrapped up in the fundamental policy and structure of the business."

"The philosophy of our sales work ought to be that we sell because what we sell is of far more value than the price paid."

"We do not want sales drives or sales campaigns with ballyhoo. That merely puts on sporadic pressure and is not sustaining. A good man does not work sporadically. He works with intelligence and enthusiasm steadfastly applied. That is the way our company seeks to maintain its selling effort."

"In our business we ought to have just as keen or a keener sales sense than we would have in a competitive business. Nobody in even these trying years is criticizing us for poor service because we lack competition. If we can maintain this sustained quality in service, we can maintain it in sales."

"We work with all our brains to be sure that what we do will help our people and enrich their lives, maintain service standards and give our stockholders a fair return. On that basis there is not anything more effective than sales for producing good net revenue."

"We need sales to improve revenues and we also need sales in order that we can improve service. We need sales because telephone service is a community asset. We need sales in order to balance the peaks and valleys of our construction program. We need sales because sales are one of the foundations of company morale."

"In dealing with other people—which is what selling is—you should have a developed perspective of the whole job. The way to develop in a job is to learn more about it all the time. You haven't time? But you have time to live. How do you want to live, if not by growing? It is surprising how much you can learn about anything, including the telephone business, in 15 well-spent minutes a day."

"Get the other fellow's point of view."

"In selling, personality is worth its weight in gold even at the old standard. If you have it, it must be cherished. If you haven't it, it should—and can—be developed."

"Misfortune never hits a man because he is a hard worker."

"Think of our heritage. Think of those who have gone before and made our job possible."

"If we can catch the inspirational philosophy of real selling, which is just doing something for somebody else and forgetting our own aggrandizement, we shall be justly entitled to the title of a real public servant, and what can be finer?"

"The keel of the sales ship is laid. Now let the ship rise in all its majesty."

In these and hundreds more such nuggets of truth, President Powley gave guidance and inspiration to the General Sales Conference that was held at San Francisco on June 10-11. It was a widely-attended conference with representatives of sales and commercial activities of all areas present. The representatives were there to bring to one point the aggregate of practical field selling experience, and to bring back to those they represented the new ideas, new enthusiasm and new material that would make more real than ever our slogan, "Every telephone man and woman a telephone salesman."

The conference was a brass-tacks meeting. It was summoned and presided over by Mr. H. K. Taylor, company sales manager, and thoughts were presented which will be of great and lasting help to every telephone man and woman in our ranks of 25,000 volunteer salesmen.

Mr. Fleager, operating vice-president, drove many of the brass tacks home with well-directed facts showing the progress we have been making in station recovery, and warning of the summer let-down which was already beginning to be felt—a net loss of 131 stations have occurred in the first week of June. With hard work and enthusiasm, however, he believed that the general trend of 1935 could be maintained and that the end-of-the-year result would show gratifying progress. He

added the encouraging information that we have been making consistent progress in toll revenue every month this year.

Mr. Sullivan, vice-president and general manager, Northern California Area, warmly seconded Mr. Powley's plea for selling on a sustained basis. He pointed out that selling effort, far from conflicting with service, good operating practices or sound personnel work, in reality dovetails with every phase of our business and is one of its basic necessities.

Mr. Taylor, who has recently attended important Bell System sales gatherings, voiced the new approach to the whole sales job, which is to deal with the prospect as a *communications advisor* equipped to explain why telephone service will benefit that prospect, and what kind of service he should have. Approaching a prospect in the "Want to buy a duck?" spirit, placing the burden of analysis and understanding on the prospect, is neither sound nor effective salesmanship. Knowing what we have to sell, and studying how best to apply our services to the needs of the customer, is genuine service—helpful to the customer and the community and of lasting value to the company.

Sell in a constructive way. Put yourself in the prospect's place. Show him step-by-step what the telephone will do for him. Explain to him how valuable it is. Present the facts about its *value*,—its worth as compared with its low price. Know what we have for sale. Know and speak with the conviction of practical knowledge. Know that selling, based on such a sound approach, is one of the fundamental ways of carrying forward the ideals of the Bell System.

Such was the gist of this important meeting—a meeting giving new life and new vitality to all our sales activities.

Not one person in attendance but voiced or felt gratitude and admiration for the great sales job that has so far been done.

As one representative of our wide-flung telephone organization said, "Our hats are off to the past and our coats are off to the future!" In that spirit will the important work go forward.

A Newspaper Plant And Its Telephones

WITH military precision and consequent minimum of confusion, the transfer from the old plant, at First and Broadway, to the new, at First and Spring streets, was accomplished between midnight and dawn yesterday—.”

Thus were readers of the Los Angeles *Times* of July 1st apprised that the oldest newspaper in Los Angeles was being printed in a beautiful building marking more than a half century of development and service to Southern California.

Telephone people can readily appreciate this complex cutover, involving not only telephone service but newspaper service as well. The telephone, ever since its inception, has been a friend and necessary adjunct to the press and the improved service established for the new *Times* plant is in keeping with the advances made by the newspaper itself. The new *Times* building, adjacent to Los Angeles' Civic Center, is within a block of the old location used since 1887 and ranks as one of the finest newspaper buildings in the world.

The observer who inspects the telephone system of the building finds both the ordinary and the unusual in telephone arrangements. Preliminary planning of the system was begun as early as 1932 with telephone company representatives and engineers. Today there are 7,000 feet of conduit and 53 miles of telephone wire in service at the *Times* plant. Serving the various departments are 212 telephones and 113 central office lines. A re-

Los Angeles "Times" Moves Into New Quarters

cent check shows that there are more than 810 calls in one hour during the busy period. The new switchboard is under the supervision of Miss Bertha Harris, chief operator, who has been with the *Times* for more than 24 years and who, like other telephone women, fully understands the "Spirit of Service." Operators at the switchboard include Mrs. Louise Miller, with 12 years of service at the *Times*, Miss Betty Ela, Mrs. Thelma Boles, and Mrs. Goldie Gortikov.

The telephone service cutover for the *Times* was a major job for Los Angeles telephone people. Due to an uncertainty as to the moving date, only one week was available for issuing all orders and completing the work. The job, however, went through on schedule, co-operation be-

tween the departments of the telephone company being matched by that given by the *Times* personnel.

Members of the Los Angeles telephone family who had major responsibilities in connection with the new *Times* telephone system included B. F. Hall, C. J. Wedig, and C. E. Johnson of the chief engineer's department; G. E. Crocker, business exchange salesman of the commercial department; V. McMillan, supervising foreman, J. B. Fisher, foreman, and J. D. Lumsden of the district installation forces; M. M. Graves, supervision foreman, and Harry M. Clark, foreman, of the plant maintenance forces; L. M. Buck, district plant engineer, and C. F. Thornburgh, engineer, who assisted him. The traffic department was represented at the *Times* by Ann Maguine and Alma Wamser, P. B. X. supervisors, and D. W. McNaugher, traffic assistant.

Leading into this great newspaper center is practically every communication service which the telephone company offers the public. In addition to the central office lines, switchboards, and all types of the ordinary instruments, there are the various leased lines, telegraph circuits, teletypewriter circuits, the circuits used for the Wirephoto, and a special service arrangement for the classified advertising department.

Incoming calls for the young women who



New home of the "Times" at First and Spring Streets, Los Angeles. Fifty-three miles of telephone wire have been installed in this modern newspaper plant which contains 284,000 square feet of floor space.

do the classified solicitation work are registered by both a buzzer and a red signal light at each desk. Eighteen positions of order board are required to handle the incoming voluntary classified advertisement sales and service calls. In the editorial department special booths, in which reporters may make telephone calls and not be bothered with the noise, have been provided.

Down in the composing room the "makeup man" has his important telephone over which he receives as high as 100 calls per edition as he arranges the

layout of the paper as it goes to press. The *Times* generates its own electrical energy to run its press, its lighting system, and for its other electrical requirements. It is difficult to conceive of an emergency in which the *Times* could not continue to be published.

When the lamps at the old switchboard at First and Broadway faded out at 2 o'clock the morning of the cutover, the signal lights on the new four-position switchboard in the new building blinked reassuringly — indicating a big job well done, well planned, and well co-ordinated.

"Aircraft and the Law"

DURING the three decades which have elapsed since the pioneer airplane soared briefly over the sand dunes at Kittyhawk, on the North Carolina seacoast, hundreds of regulations, statutes and judicial decisions have been made by practically every country in the world. Even a shelf of books would today be helpful in "boiling down" this voluminous material into workable order. A single book should, therefore, be considered ideal.

Such a book has been written by Harold L. Brown of the general traffic department, San Francisco.

Brown has produced in *Aircraft and the*

Law a book which won the grand medal award of the Aero Club of France for the best writing on the subject of aviation during the year 1934. Written in plain words and stripped as far as possible of legal verbiage, this 359-page volume is characterized by a readable style which makes it appeal not only to persons engaged in aviation pursuits, but also to "groundlings."

The author's interest in this subject goes back to war years, when he was a military aircraft pilot in Canada, Texas, and overseas, with the rank of first lieutenant. Active in aeronautical circles on

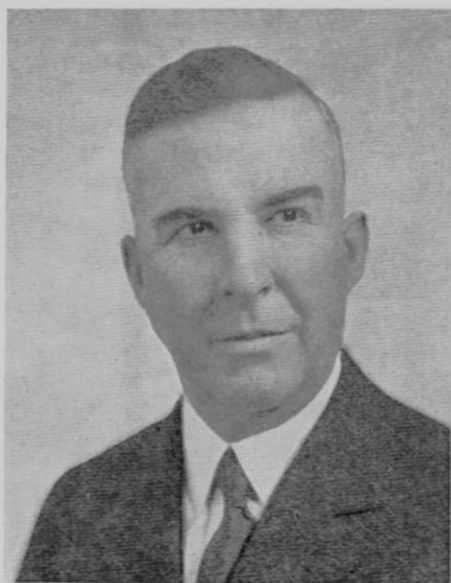


Milton D. Walkup, who was appointed Division Plant Manager, Coast Division, July 1, succeeding J. J. Moore, who is retiring from active service.

the Pacific Coast, he noted a lack of books on aviation law, and in 1926 proceeded to write one.

To obtain as complete data as possible, Brown personally visited authorities in the air ministries of several European countries, and at the League of Nations headquarters at Geneva, Switzerland, all of whom extended him every courtesy. A copy of *Aircraft and the Law* has been presented by Mr. Brown to our company Library in San Francisco.

Ben S. Read, Notable Telephone Executive, Dies at Atlanta



BEN S. READ

BEN S. READ, president of the Southern Bell Telephone and Telegraph Company and former president of our neighbor the Mountain States Telephone and Telegraph Company, died on July 23rd at Atlanta, Georgia, after a year's illness.

Mr. Read was a former president of the Telephone Pioneers of America and was known to a host of telephone people, many of whom he trained for successful careers in the industry which he served for 45 years.

Ben S. Read was born in Carthage, Tennessee, in 1876—the same year that revealed to the world the new invention known as the telephone. He went to work for the Cumberland Telephone and Telegraph Company at the age of 14 and his life from then on was devoted to the telephone business. Through his devotion to the business, to the public, and to his co-

workers and by virtue of his outstanding ability, he consistently rose through the various levels of telephone organization. Beginning at the bottom of the ladder, he progressed through a wide range of managerial positions in different localities in Kentucky and Tennessee. Later he was division superintendent of Mississippi and Louisiana. In 1912 he was made general manager of the Bell Company in Missouri and afterwards became general manager of the Missouri and Kansas Telephone Company. He was elected president of the Mountain States Telephone and Telegraph Company in 1919, remaining five years. His kindness, affability and administrative ability in every post, bringing him to the presidency of the Southern Bell Company in 1924, endeared him to many thousands of telephone people.

A New Harbor... and Telephone Service

By G. M. WATSON

ENGINEER, PLANT DEPARTMENT,
SANTA ANA

SOME 40 miles southeast of Los Angeles on a long, narrow peninsula, are the towns of Balboa and Newport Beach. The side of the peninsula away from the ocean borders on a bay which at high tide is of considerable size. At low tide, however, a large portion of the bay becomes mud flats which are not only unpleasant from the standpoint of marine decay but reduce navigation to a minimum.

Years ago, traffic thereabouts consisted of fishing boats and the only evidences of habitation were a few huts where those who gathered the ocean's bounty mended their nets and rested between voyages. Now, however, the entire beach is built up in rather substantial homes, and some business buildings. During the summer season there is a great exodus from nearby cities to these localities.

Hundreds of small boats of all sizes and descriptions move around the bay, safe from the ocean's powerful waves. But the City of Newport is ambitious. As a result, a great transformation is taking place in the mud flats at Newport Beach. Large quantities of material are being dredged and jetties are beginning to extend out toward the ocean. The plan is to provide a large pleasure harbor capable of accommodating some of the larger yachts whose owners are anxious to find a haven for their craft. Upon completion, adequate facilities will be provided for races, regattas, and many other kinds of maritime pleasures and festivals. The entire bay is to be dredged to depths varying from 10 to 20 feet with a long wide channel, large anchorage areas and turning basins. Some idea of the size of this project may be drawn when it is considered that eight and one-half million cubic yards of material are to be removed from the bay and deposited along the ocean front.

Three huge dredges are at work in the bay removing the materials at a rapid pace. These dredges with their cutters

and spuds, together with the kindred equipment, barges, cranes, pontoons, guys, and anchors, have given engineers of the Southern California Telephone Company something to think about and consider with great care. Our company has four large exchange telephone cables in the bay. There is also an important combined toll and exchange cable, some 4,000 feet of which lies within an area which has to be dredged from a mud flat above water, to minus 15 and 20 feet below the low tide mark. Quite obviously, for reasons of economy, the cables cannot be removed from the bay entirely. The cost of sinking them lower in their present position is also prohibitive.

The only alternative is the one being

followed—to remove them temporarily out of danger from the dredgers. This is being done by raising the cables, attaching floats to them and moving them, without the slightest interruption to service. After completion of the dredging of the areas in which they will ultimately be, they will be floated into position, lowered to the proper elevation and charted.

The problem has its complications as such jobs always do. There are several dredges in operation and several companies operating at the same time, in adjacent areas. In other words, when a cable is moved out of one location into another, if the greatest care is not taken, it is like the old adage of "out of the frying-pan into the fire." It is our job to see that the whole thing goes off without a hitch, and especially without any slightest interruption to the service of our customers. This, of course, is being done and is but another example of what is constantly in the forefront of the minds of telephone people, "The message must get through."

An Historic Event

IMMEDIATELY after the around-the-world telephone conversation between Walter S. Gifford, president of the American Telephone and Telegraph Company, and Theodore G. Miller, vice-president in charge of the Long Lines Department of that company, which was described in the last issue of the Magazine, the Smithsonian Institution asked Mr. Gifford to

give the telephone instrument he used on this occasion to the U. S. National Museum in Washington. Mr. Gifford consented and directed William Chauncy Langdon, historical librarian of the company, to take the instrument—Dynamic Transmitter No. 1219, with the hand receiver—to Washington and deliver it to Dr. Charles G. Abbot, the secretary of

The presentation of a history-making telephone to an historic institution—the "Around-the-World Telephone" goes to the U. S. National Museum in Washington. Left to right: Alexander Wetmore, Charles G. Abbot, W. C. Langdon, Mrs. Elsie May Bell Grosvenor, Gilbert Grosvenor.—Photograph courtesy of National Geographic Society.



the Institution, on his behalf. The presentation took place on May 16th.

Very appropriately, Alexander Graham Bell's daughter, Mrs. Elsie May Bell Grosvenor, and Dr. Gilbert Grosvenor, president of the National Geographic Society, were present in the Regents' Room, as also were Dr. Alexander Wetmore, assistant secretary, and 12 others of the scientific staff of the Smithsonian.

After a few informal remarks to the effect that the demonstration of April 25th was not anything like as important as the opening of telephone service to a new country, since the Company did not anticipate any great demand from people in adjoining rooms to talk with each other around the world, Mr. Langdon said, in delivering the instrument to Dr. Abbot, that when the telephone first reached out toward its foreign field it had to be physically carried across the ocean by Alexander Bell; and that then the

telephone was simply the personal interest and activity of one individual, its inventor, whereas now it is the *raison d'être* of a close-knit organization of 273,000 men and women in this country alone.

In accepting the instrument Dr. Abbot said that he was interested to note that the whole miraculous progress summed up by this gift had taken place within his own lifetime, and characterized the instrument as symbolic of the fact that distance on earth had now been annihilated. He then signed the formal receipt for the instrument, and Dr. Wetmore, and Dr. and Mrs. Grosvenor signed as witnesses.

The instrument used by Theodore G. Miller on April 25th has been placed in the Bell System Historical Museum at the Bell Telephone Laboratories, where an example of every advancing step in the technical development of the telephone is permanently preserved and exhibited.

enterprising city on the north bank of the Columbia River. The interior and the equipment are in keeping with the outside appearance.

Among those on active duty participating in the cutover were E. S. Bomstead of the traffic department, with Eva G. Freeberg, night chief operator, and Louise E. Reed and Mary M. Burling, operators, completing final calls through the old switchboard; W. C. Perham, traffic chief, with Miss C. Ducich, chief operator, and Georgeann G. Borgan, Adelia S. Elkins and Margaret C. Abernathy, operators, connecting the first calls through the new board.

The following plant men performed the actual cutover from the old office to the new: E. S. Albaugh, plant staff assistant; J. C. Applegate, installer-repairman; R. W. Baker and S. K. Beck, central office repairmen; H. W. Huser, combinationman; C. C. Jackson, installer-repairman; R. H. B. Keller, combinationman; C. H. Ligier, central office repairman; E. F. Nervik, R. E. Rockwell and F. T. Taylor, P. B. X. installers; P. E. Temple, central office repairman, and F. Martin, wire chief.

Members of the plant supervisory force also participating actively in the performance of the cutover included: C. R. Gould and T. W. Davies, district equipment superintendents; H. H. Holz, district maintenance superintendent; P. M. Anderson, chief testboardman; C. M. Brown, installation foreman, and A. K. White, chief line assigner.

Manager F. W. Sinclair was host to Mayor Ed Hamilton, who formally pulled the first cords bringing the new office into life. Other prominent citizens were guests of the occasion and showed keen interest in the cutover.

The three district managers, L. J. Conlin, commercial; M. F. Pugh, traffic, and T. M. Prince, plant, together with J. H. Mackenzie of the Western Electric Company, were present and gave a helping hand.

As a public dedication of the new building an Open House was held for three consecutive days in July. Citizens to the number of 3,973 passed through the central office and congratulated Vancouver telephone men and women.

The attendance was representative of the entire community. One of the most interested of all visitors was a man who had been a continuous resident of Van-

Not a Single Call Interrupted

IT WAS a flawless cutover. Veterans of the telephone and Western Electric service said in all their experience they had never seen one so perfect.

When the new Vancouver, Washington, office was put into service just before 11:30 P. M., Saturday, June 15th, not a single call, local or long distance, was interrupted. At an instant when the old board became momentarily clean of all connections the signal was given and the cutover was accomplished.

Not a single call was interrupted, not a single case of trouble developed in the equipment during or following the cutover. When the mayor of the city pulled the cords that brought the new office into life he did as good a job as had been done and was being performed by the plant and traffic forces and by the Western Electric crew.

After more than 28 years in a one-story frame and corrugated iron structure, rented quarters, the telephone office now occupies a company-owned building architecturally so attractive as to command widespread favorable comment from the citizens of this historic and



New telephone building, Vancouver, Washington, as it looked for the "Open House" held in July.

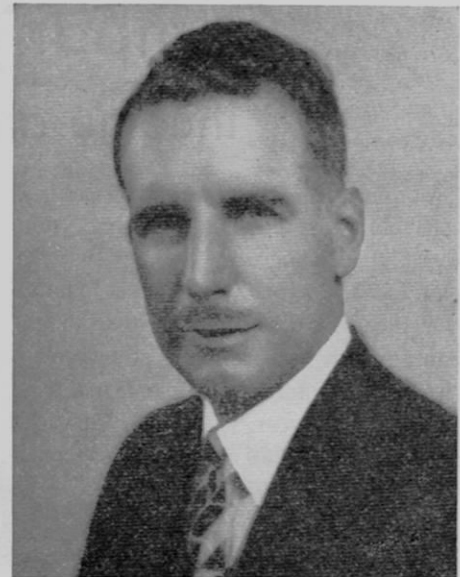
couver since 1850, when he was brought there as a two-year-old child, 26 years before Bell demonstrated the telephone and 43 years before the Vancouver exchange was established.

Another interested visitor was a man who had read law in 1892 and 1893 in the office of the late Judge McCredie, who put through the first telephone call from a subscriber telephone to the original Vancouver central office switchboard in the old Columbia Hotel, early in 1893.

From such old-time residents to eager youngsters with eager curiosity as to what makes everything work, the guests who responded to the Open House invitation of the men and women of the Vancouver telephone organization expressed pride in the new building and surprise at what they learned of the facilities and skill required to furnish their telephone service.

The Open House committee, including F. W. Sinclair, manager, as chairman, Miss C. Ducich, chief operator, and F. Martin, wire chief, had the whole-hearted and enthusiastic co-operation of every man and woman in the Vancouver organization. They were assisted by representatives from the various departments of the district office in Tacoma and by others from neighboring exchanges in the district.

The attendance was noteworthy in view of the time when the Open House took place during warm days with long summer evenings when many people were out of town and when schools were not in session. The date was determined by the fact that it was the earliest available



Effective July 1st, Vice-President F. J. Reagan announced the appointment of J. C. Gray (left) as assistant vice-president, personnel matters; and F. H. Silcock (right) as assistant vice-president, information and publicity.

period following the cutover. The number of visitors exceeded the number of stations in the exchange by nearly 700. The

attendance represented more than one-fourth of the Federal Census population of Vancouver in 1930.

Sales Leaders Feted

NINETY-FIVE members of the San Francisco long distance organization met recently at the Dawn Club for a dinner to do honor to the sales team which had won first place for the first half of 1935. The winning team, captained by Miss Marie Ganong and her team of ten members, had made 43 sales. There was real competition among the teams for the honor of first place, as the second place

team had made 41 sales and the third place team had made 40 sales.

Mrs. Bella Jensen, chairman of the Employees' General Committee, Plan of Representation, Traffic Employees, an active telephone seller, presided. Mrs. Jensen called on Miss Ganong to tell how her team had been successful in winning first place. Miss Ganong explained that one factor was every member of her team having made one or more sales.

S. Kellar, division traffic manager, E. N. Hicks, district traffic superintendent, and Mrs. Edna Ryan, long distance chief operator, spoke briefly of their appreciation for the sales performance and commented on the splendid spirit which was animating all the toll people.

Miss Loretta Daly, TWX chief operator, stated that the toll people should look out for the TWX team during the second half of the year. Mrs. Annie Vise, sales supervisor, reviewed some of the highlights of the sales work for the first half of the year and discussed plans for carrying on sales work during the latter part of the year. Mrs. Jensen as toastmaster, brought the meeting to a close with her own commendations to the sales leaders.



Visitors were very much interested in the switchboard and how telephone calls are handled behind the scenes.

Company's Six Months' Showing Income and Station Results Summarized

WHILE we experienced the usual seasonal loss in telephones during June, thereby reducing the five months' net gain of 22,724 to 20,774, for six months, the June loss was, nevertheless, an encouragement because it was so much less than the red figures for the same month in the preceding year. For June, 1935, the net loss was 1,950 in comparison with 5,006 for June, 1934.

The reduction in the June loss in stations and the over-all gain for the first six months of the year are encouraging and reflect the splendid sales work on the part of the entire telephone family who have effectively contributed to our station showing. The station results this year to date shown on the chart on the inside of the front cover are a clarion call to all of us to champion the sales job and take advantage of the "Harvest Months" ahead.

In the first half of this year the con-

nects outnumbered the total in the same period last year by 10,390. In the first six months of 1935 there were disconnected 8,730 less telephones (including change of address) than in the first six months of 1934. In that same period of 1933, 88,403 more were taken out than in the first half of this year.

The following table gives the total inward movement (connects) and the total outward movement (disconnects) for the first half-year periods of 1935, 1934, and 1933:

	1935	1934	1933
Total inward movement	222,552	212,162	220,073
Total outward movement	201,778	210,508	290,181

Both local and long distance traffic were greater in the first half of this year than they were in the same half of 1934, and this increase brought a corresponding gain in our total gross operating revenue of 5.3%. Local service revenues increased 3.9% and long distance revenues

increased 8.8%. Total operating revenues for the first six months of 1935 amounted to \$46,798,529* or an increase of \$2,364,456 over the same six months of 1934.

In the first six months of the year total operating expenses including taxes amounted to \$36,715,169, an increase of \$1,514,965 or 4.3% above the corresponding six months of last year. This increase in expense, while due partly to increased business, is mainly due to increased wage payments to our line operating forces.

Net income after dividend requirements was \$300,364. While we are making progress in the long uphill course that will be required to repair our depression losses, continued station gains and widening usage of our service are vitally necessary in our regaining the ground lost in the past several years.

*Includes \$200,900 which may possibly be refunded, in whole or in part, to subscribers in the State of Oregon in the event of an adverse court decision.

New Sales Appointments

THE appointment of William E. Russell as general sales manager for the Northern California Area was announced, on June 6th, by S. L. King, general commercial manager. Mr. Russell began his telephone career in 1924 in the San Francisco business office and subsequently worked as a salesman and as commercial supervisor in the district office. Transferred to the office of the general commercial supervisor, in 1926, as commercial methods engineer, he was engaged for nearly two years in methods and practices work.

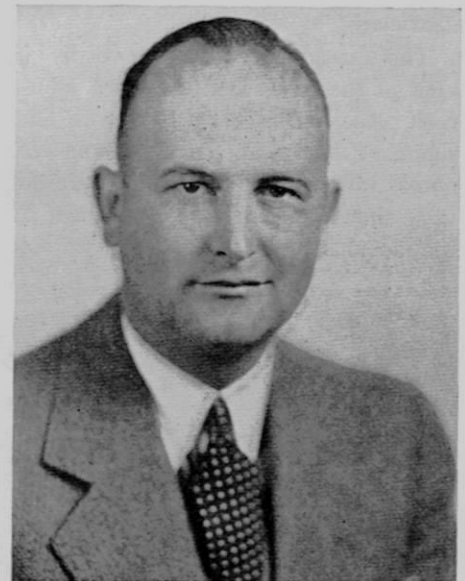
In 1928, he was appointed sales problems engineer in the newly-formed sales section, and was prominently associated with the introduction of the employee sales plan and the development of the sales organization. Two years later he became sales manager of the East Bay Division, and shortly thereafter sales manager in the San Francisco Division.

Mr. Russell brings to his new position the added benefits of experience gained in business office, district, division and

general office work. He is well known for his capabilities and intense interest in sales work. Coincident with Mr. Russell's appointment, new sales managers were named for three divisions of the Northern California Area.

Frank H. Case, sales manager of the Inland Division for the last three years, was assigned to the East Bay position. Arthur S. Hieronymus was transferred to the Inland Division from San Francisco, where he was a staff assistant in the general sales office. Emile D. Maloney was transferred from the East Bay Division to the San Francisco Division. Duncan McKnight was assigned to the Coast Division from the position of staff assistant in the general commercial department.

In order to facilitate the administration of sales work within and between departments and between areas, the following appointments have also recently been made: Washington-Idaho Area: A. C. Schwartz, plant sales supervisor; A. D.



WILLIAM E. RUSSELL

Golden, traffic sales supervisor. Oregon Area: W. R. Kinser, plant sales supervisor; W. C. Fisk, traffic sales supervisor. Northern California Area: L. N. Roberts, plant sales supervisor. C. A. Bowes, traffic sales supervisor. Southern California Area: G. L. Duffey, plant sales supervisor; A. L. Hellberg, traffic sales supervisor.

Salt Water Telephone Men

By O. W. JOHNSTON

PLANT STAFF ASSISTANT
SAN FRANCISCO

Lashing cable to barge preparatory to cutting cable on deck—Left to right: C. H. Schuster, O. H. Tallmadge.



YES, we have Salt Water Telephone Men. Let's take a trip with them on the cable barge *Pacific* during restoration work on a typical submarine cable failure. For this trip we will take the failure of the San Francisco-San Rafael, AB-1, submarine cable, which occurred early this year.

This cable is 11,711 feet in length and crosses the waters of San Francisco Bay at the Golden Gate, extending from the beach at the army airport, known as Crissy Field, in San Francisco, to Horseshoe Cove in Marin County. It contains 320 pairs of wires. This wire is protected by a $\frac{3}{16}$ inch lead armor sheath, which, in turn, is protected by a layer of jute and steel wires $\frac{1}{4}$ inch in diameter. This, in turn, is covered by another layer of jute and steel wires $\frac{9}{32}$ inch in diameter. The two layers of steel wire are wound spirally on the cable. The outside diameter of the cable is $3\frac{3}{8}$ inches and the composite weight is 20 pounds per foot.

The first indication of trouble was noted by an operator who found several circuits dead. The toll testboard man was notified and upon testing found that a total of sixty-four had failed. This information was given to the cable maintenance force at 10:35 P. M. on a Saturday. From this time on things began to happen. By 11:00 P. M. a complete crew was on the job, consisting of two cable testers at the centralized cable test desk, a splicing

crew at the garage ready to go, and a man at the Point Cavallo "B" box. The splicing crew was dispatched to Crissy Field with orders, "Look for a ship riding at anchor in the cable area, and examine cable for a parted splice in the submarine manhole."

One cable-tester began work with a man on the toll main frame, while the other worked with the man at Point Cavallo "B" box. Soon the splicing crew on the beach reported that the cable in the submarine hole was intact and that no irregularities were in sight. A test indicated the trouble to be approximately 4,400 feet out from the Crissy Field submarine load hole. Further tests confirmed this original location. Upon consulting a United States Coast and Geodetic Survey Chart it was determined that the fault was beyond the point where mud bottom changes to rock and that it was in the main ships' channel in 25 fathoms and where tidal currents run with great speed.

In the meantime toll testboard men were busy switching all circuits in the affected cable to another cable of similar design and construction, which runs parallel to the faulty cable. As the old saying goes: "It is better to have your eggs in two baskets than in one." Therefore, when our engineers planned this submarine route, two cables, known as the AB-1 and AB-2, were laid, either of

which in case of emergency is capable of accommodating all working circuits. Under normal working conditions each cable carries a portion of the working circuits, and a cutover plan is arranged so that in case of failure of either cable, the main underground splices on both ends may be opened and by following the cutover plan, all defective circuits are made good by transferring them to the remaining good cable.

The next morning, two splicing crews, one at Crissy Field and one at Horseshoe Cove, were at work transferring all the working circuits from the AB-1 to the AB-2 cable. At 5:00 P. M. of this day the AB-1 was dead and the work of making repairs could start.

The launch *Telephone* set out and a survey was made of the relative position of the two cables. From this survey was determined the points of crossover of the cables, and the condition of the bay bottom with respect to mud and rocks. To many, this work of relocating a cable lying on the bottom of the Bay is a mystery, although in actual work it is very simple and goes as follows:

Tone is impressed on certain conductors in the cable which it is desired to locate, and a submarine detector is drawn along the floor of the Bay with a $\frac{3}{16}$ inch bronze tiller rope. Current generated in the exploring coil upon being amplified by vacuum tubes becomes audible in a

receiver. When the coil is drawn in close proximity to the cable containing the impressed tone, the tone is transmitted to the windings in the submarine detector and to the ear of an observer at the surface. Sextant readings are then taken on known landmarks, and the actual route of the cable so determined is posted on a chart. After these tests were made, the cable barge *Pacific*, manned with a well-trained crew, was towed to the waters off Crissy Field Beach. In the meantime, the launch *Telephone* had successfully grappled for the defective cable, and when the barge arrived, the grappling hook line was passed from the launch to the barge and the defective cable raised to the deck.

The first splice in this cable is approximately 1,500 feet from the Crissy Field shore line, and, as it was desired to cut the cable at this point, it was underrun to the splice and cut. By cutting the cable at this splice it was not necessary to disturb the set-up of cables in the Crissy Field loading manhole, nor was it necessary to excavate the shore end from the sands of the beach. The San Francisco end of the submarine cable was sealed and attached to a marker buoy and lowered over the side. After this, the end toward Marin County was attached to the barge reel and certain of the pairs attached to an ingenious device which makes it possible to place trouble tone on defective conductors in order that when the trouble comes aboard, it can be detected. Speaking of the barge reel, it might be well to give its dimensions. It is 43 feet in circumference and 14 feet across, being operated by steam power.

After the end of the cable was securely lashed to the reel and the defective conductors connected to the trouble tone, picking-up operations were commenced, which were favored by calm seas and clear weather. A large tug boat stood by as the barge slowly made her way along the cable route, her forward motion obtained by the pull exerted on the cable being taken aboard the barge reel. In this manner 1,400 feet of cable was taken aboard without undue difficulty, and at this rate it appeared that the trouble would soon be found. The cable tester was anxiously awaiting the change of tone in his telephone receivers which would indicate the exact location of the trouble. Then, as if Father Neptune objected to the removal of the cable from the floor of the Bay, the cable refused to

budge as it was deeply buried in the mud and clay of Presidio Shoals. Increased tension was placed, which caused the cable to move slightly, but still it was coming under strain. The cable, held taut from the barge reel to the floor of the Bay, was coming aboard at the rate of approximately ten feet per hour. This condition continued until finally even with extra strain placed, the cable refused to come aboard and further strain was sure to cause serious damage to the cable itself. The existing strain was maintained and the action of the barge rising and falling in the small ground swells served to break the cable free from the bottom.

As additional cable broke free, it was taken aboard the barge reel. This continued until approximately 150 feet of additional cable was picked up. Sextant readings were taken, and it was determined from these, and the United States Coast and Geodetic Survey Chart, that the barge was directly over a heavy mud bottom and to break the cable free from this formation would require slow maneuvering to prevent damage. The battle was on. Slowly the cable came aboard and another 50 feet was gained. Then another hazard was faced—weather conditions. The time was 5:30 P. M. Wind coming up. Ground swells running heavily. Strong run of flood tide. The ground swells became so severe in their action that the strain placed on the cable, if allowed to continue, would cause it to break. Cable was therefore paid out to a point which allowed the barge to rise and fall with the swells without undue strain.

At 8:30 P. M. ground swells subsided.

The wind had decreased. Calm and slack water obtained, which is an ideal condition. Operations were again resumed, and the cable was picked up to the point where we had previously been forced to stop due to heavy ground swells. Steam was applied to the reel engine and very slowly the cable broke away from the mud and shortly after came up very easily, but not for long. After about 250 feet of easy going, the cable again tightened and came up under heavy strain. Midnight. For the past three hours the cable had been coming aboard at the rate of approximately five feet per hour. Time for a change of crews. Soon the running lights of the launch *Telephone* appeared from starboard. Crews were changed.

As the dawn of the next day broke, the barge was still attempting to break the cable free from the bottom. Soon it was apparent that no more cable could be picked up without possible damage to the cable already on the barge. Orders were then issued to pay off the cable to the last splice taken aboard. The cable was cut, the deep water end sealed and buoyed off, and the barge towed to the Crissy Field Beach where the cable on the barge reel was laid off in shoal water along the beach, one end indicated by a marker buoy and the other anchored to a dock. The barge was then towed to the deep water end of the cable, which was picked up and made fast to the reel. Additional power was placed on the barge reel and a steady pull exerted on the cable. Foot by foot the cable broke free and came aboard, and at 6:00 P. M. the barge was approximately 300 feet from the location of trouble. Inch by inch the steam

Cutting out defective cable—Left to right: Standing, rear, L. F. Mick; kneeling, G. A. Loney, E. R. Zirkle, J. F. Barnidge and, standing, A. N. Sparr.



power overruled the holding power of the mud, and, with only 200 feet to go to reach the trouble, the cable broke free from the bottom and came aboard. The armor was no longer coated with hard black mud, but showed signs of having laid on rock bottom.

Up to this time the weather was in our favor, but soon fog came rolling through the Golden Gate and in about five minutes all was enveloped in a blinding mist. Added to this was the mournful moan of sirens recently erected on towers of the Golden Gate Bridge as a warning to navigators. Soon the fog became so dense and wet that rain clothes were brought out and a tent quickly erected to protect the cable-tester. Work was continued, and at 8:00 P. M. the tester sang out, "Hold it!" He stepped from his shelter and made a hasty check of the cable close to the barge reel and again at the point where the cable came over the stern of the barge. This test indicated that the trouble was on deck. A few more tests were made and the trouble was determined to be in a ten-foot section, which was marked out. Happy smiles from everyone and the crew jumped to the work of lashing down the cable preparatory to opening the sheath.

Two men were dispatched on the launch *Telephone* to Point Cavallo in order that they might be ready to test with the barge as soon as the cable was opened. They were a strange looking pair of telephone men garbed in their sou'-wester hats, slickers, and hip boots, their only visible tools being a manhole pick for use in gaining access to the load hole at Point Cavallo. Soon they were landed and started their trek of a mile along the beach to the submarine manhole. In the meantime the cable on board the barge was opened. The ten-foot section of defective cable was cut out and soon a talking line was established with the men at the Point Cavallo manhole. A 100% check test of the cable indicated a few scattered cable pairs in trouble. Then the thought in everyone's mind: "How much more cable will have to be picked up to clear those pairs?" Test readings soon answered this question when the results showed the defect to be 53 feet out. This length was picked up, cut out, and the cable again tested. This time it was absolutely o. k.

A close inspection of the ten-foot section of cable revealed that it was slightly

smaller in diameter than the rest of the cable, and one steel armor wire was broken out of place. After the sheath was opened, it was found that practically all the conductors had been pulled apart, the paper insulation broken, the bare copper wire showing. It appeared that a tremendous pull had been exerted on the cable, but there was no visible evidence of a ship's anchor having fouled it in any way.

As the trouble was now clear, the work of relaying the cable to Crissy Field manhole was undertaken. The log of work performed indicated that approximately 1,500 feet of additional cable would be required in this operation. Emergency stock records indicated this amount to be on hand at the barge base; therefore, the end of the cable toward Point Cavallo was sealed and a 2,000-foot length of steel wire rope attached to the cable. The cable and steel line were then laid on the floor of the Bay and a marker buoy attached to the shore end of the steel line. This bit of strategy was necessary in order that the marker buoy would be placed in a location where it was less likely to be struck by passing ships, as would have been the case had it been placed at the end of the cable which was in the main ships' channel from the Golden Gate.

The barge *Pacific*, under tow of a tug, headed for the barge base, and the crew at this time took advantage of a slack period for a nap. When the barge arrived at its base, 1,600 feet of emergency stock was taken on board the reel, and the barge was again towed to the waters off Crissy Field Beach. Soon the end of the cable previously laid in shoal water along the beach was picked up. Anchors were set out, and all made in readiness for splicing the emergency stock cable on the barge reel to the length of cable lying along the beach. Heavy rains. Sea calm. The rain came down and the crew was again wearing slickers and hip boots. A tent was set up over the proposed splice and soon splicing operations were under way.

Upon completion of the splice, some ten hours later, the length of cable lying in shallow water at Crissy Field Beach was taken on board the barge reel, the buoy attached to the 2,000-foot length of steel wire rope taken aboard and the line taken in until the Point Cavallo end of

the cable was reached. Weather had cleared by this time and a regular Golden Gate sunset was taking place. Soon the cable on the barge reel on the Point Cavallo end was set up for splicing. At 7:00 A. M. the following morning this splice was completed and the cable ready for relaying to the Crissy Field shore.

In order to lay a submarine cable in a straight line, it is necessary to have as near a slack water condition as possible. Current tables were consulted, which indicated that slack water would prevail at 8:30 A. M. and as it was time for breakfast all retired to the galley where a good breakfast of ham and eggs was had.

At 8:20 A. M. laying operations were commenced. A 275-horsepower tug pulled the barge along the predetermined course while the barge engineer, by regulating the speed of the barge reel, maintained the proper tension on the cable being laid. Arriving at the end of the cable, the barge was slowly brought to a stop. During the laying operations, two men with sextants read angles to known landmarks. These readings were later plotted on a map which indicates the route of the cable. After the end was reached, a 100% check test of the cable to Point Cavallo was made. This revealed the cable to be clear of trouble; therefore, it was sealed and lowered to the floor of the Bay and marked with a buoy. The tug hooked her towline to the barge and soon was under way to the barge base, arriving there at 2:00 P. M., Friday. All hands were released for the week-end for the barge had been at work for a full week.

On Monday morning the barge was again towed to the Crissy Field Beach where the final splice was made and completed at 4:00 A. M., Tuesday morning, after which the cable was gently lowered into the waters of the Bay. The lowering lines, however, were kept on the cable until 4:30 A. M. when three piercing light flashes from the loading hole at Crissy Field Beach indicated to the skipper that the cable tested o. k. The barge answered the light signals with a blast of her whistle and the lines tied to the submarine cable were taken aboard and again the barge was towed to her base. So ended another good job well done. And all with the absolute minimum of interruption or delay to the telephone calls that go under the Bay at this point.

With the Pioneers

WHEN the San Diego Council of the Southern California Chapter No. 28, Telephone Pioneers of America, decided to hold their annual meeting at the California Pacific International Exposition in San Diego on June 22nd, the management of the Exposition named the day in their honor "Telephone Employees' Day," and invited all telephone people to attend.

Almost 300 Pioneers were welcomed to the evening meeting in the Hospitality Building by A. E. Scott, outgoing chairman of the San Diego Council. The program included a talk by Paul Johnson, engineer, in charge of the Telephone Exhibit, on interesting things to see at the Fair, and a talk by A. L. Littig, general traffic manager.

R. N. Patchen, newly-elected president of the Southern California Chapter, then inducted S. C. Goldnamer as chairman of the San Diego Council, and welcomed the following members: Mrs. Hazel Martin, Coronado; John M. Elder, El Centro; H. C. Millheiser, Los Angeles; Misses Bonnie Taylor, Irene Bent and Della Tillery, and Mrs. Margaret E. Kerber, all of San Diego.

Ladd Annual Meeting

An enthusiastic audience of 400 members and friends were in attendance at the George S. Ladd Chapter's annual meeting held in June. Results of the annual election: R. E. Power, president;

E. E. Perkins, vice-president; Miss Daisy Woodworth, secretary - treasurer; Mrs. M. C. Alfonso, member of executive committee—three-year term.

At the conclusion of the business meeting, Northern California's vice-president and general manager, M. R. Sullivan, was presented and responded with appropriate and interesting remarks. Mr. Sullivan's address was followed by a program of versatile entertainment, which included the Girls' Glee Club. Then members and friends enjoyed dancing and later refreshments.

During the "eats" musical selections, both vocal and instrumental, were enjoyed with a little community singing ever and anon.

Members and friends went home with praise to the chapter for a most enjoyable evening and looking forward to just as enjoyable meetings in the future.

Charles B. Hopkins

With the most largely attended picnic in the history of the Charles B. Hopkins Chapter, Telephone Pioneers, the new 1935-36 entertainment committee of the chapter inaugurated its program at McKinney's Beach, Lake Wilderness, near Seattle, in July. Between 1,700 and 2,000 telephone men and women and

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Newly-elected presidents of Pioneer Chapters—Left to right: Robert E. Power, George S. Ladd Chapter; C. E. Mong, Charles B. Hopkins Chapter; O. C. Hoff, Oregon Chapter No. 31; R. N. Patchen, Southern California Chapter.

their families joined with the pioneers in celebrating the occasion.

A golf tournament was much enjoyed and brought a large turnout. C. O. Myers, J. Birt, O. T. Stephens, H. Matthews, A. Meicho, C. V. Angove, Frank Frisk, H. A. Wade, H. Olson, J. Edwards, H. W. McCaffrey were winners in the various divisions and events.

Judges of the field sports events included Messrs. I. F. Dix, G. L. Larson, E. L. Breene, R. D. Sheldon and C. E. Rogers. Baseball was a late afternoon contest between one team captained by I. F. Dix and another by C. E. Rogers.

The entertainment committee under the leadership of C. A. Foley which had charge of the picnic included C. E. Mong, W. R. Bainbridge, W. C. Barbour, Mrs. Evelyn Moser, Miss Margaret Lynch, Miss Martha Saunders, Miss Ada Skirls, H. A. Stimmel, C. D. Wilson, L. F. Gehres, C. O. Myers, E. A. Miller, C. W. Hurd, L. P. Hubbard, J. F. Kiernan, W. C. Ford, W. G. McKinney, Fred Baum, Murray Geddes, S. E. Barr, R. C. Judkins, F. J. Dunphy.

More Elections

O. C. Hoff, general plant engineer, Oregon Area, was named president of Oregon Chapter No. 31, Telephone Pioneers of America, when results of the annual election were announced at a Pioneer luncheon at the Nortonia Hotel in Portland recently. Other new officers are



Floyd James, general clerk, plant department, vice-president; W. R. Millar, state auditor, secretary; and Clyde D. McCall, plant staff assistant, treasurer. Members of the executive committee are L. P. Bennett and W. J. Linklater, plant, and Hawes B. Judy, traffic.

New Officers

C. E. Mong of Seattle, succeeding R. D. Williamson, was installed as president of the Charles B. Hopkins Chapter, Telephone Pioneers of America, at the annual dinner meeting in the Edmond S. Meany Hotel, Seattle, in June.

Also elected was M. T. Bateman of Port Angeles, vice-president, succeeding E. A. Miller, and T. M. Prince of Tacoma, member of the board of trustees, succeeding Carleton Hayes. W. R. Bainbridge was re-elected to the post of secretary-treasurer which he has held continuously for many years.

An outstanding feature of the annual dinner meeting was the presentation of the Vail Medal awarded to J. J. Widitz for his courageous action in saving several persons from drowning in Lake Washington last year. The presentation was made by I. F. Dix, vice-president and general manager, with a few happy and appropriate comments which expressed the sentiments of the 250 telephone men and women present who took pride in the recognition extended Mr. Widitz.

Mr. Williamson as retiring president presided during the program of the evening, and then turned the gavel over to Mr. Mong with the announcement of the election result. The committee chairmen making brief reports included George Dunnovan, program; G. E. McConaughy, visiting the sick; H. V. Van Horn, history; and W. C. Barbour, membership.

The musical program of unusual merit was presented by members of the telephone organization including J. H. Kendall, piano; J. A. Duffy and Geo. Nelson, banjo; J. C. Van Skiver, accordion; Miss Mildred Lavett, violin; Miss Geraldine Smith, piano accompanist; Miss Alice McFerrau, soprano, and J. K. Hanson, tenor.

Bay Bridge Excursion

Nautically speaking — and when the day was over they were all speaking nautically — there was a whale of a good time

A Momentous Day

THREE Seaside, Oregon, operators, Mrs. Sarah Louise Raw, Mrs. Celia M. Callahan, and Miss Marjorie White, recently added a momentous event to the storehouse of their memories. Each is now the proud recipient of a Vail medal presented personally by the Hon. Charles H. Martin, governor of Oregon. The presentation ceremony took place in the governor's office at Salem, the state capital. Among those present were E. D. Wise, vice-president and general manager for Oregon; Ferd Prince, general traffic manager; W. S. Wade, district traffic manager; J. A. Brunold, Astoria commercial manager; H. V. Collins, Salem district commercial manager; Miss Daisy B. Hayden, Salem, member of the Regional Committee of Award; the Governor's secretary, Mr. William Gosslin.

aboard the steamer *City of Sacramento* on July 28th, when a happy throng of 1,000 made up of members of George S. Ladd Chapter No. 27, Telephone Pioneers of America, with their families and friends, enjoyed a Bay Bridge excursion.

The event was a combination outing and educational tour of San Francisco Bay with the two massive bridges now under construction as the points of interest. Talks by renowned bridge authorities, music and dancing enlivened the proceedings aboard, while the steamer circled the blue, sunlit waters of the bay.

Headed by Robert E. Power, president of the chapter, the East Bay contingent boarded the *City of Sacramento* at 10:30 A. M. in Oakland. The boat then cut across to San Francisco where the San Francisco, Peninsula, and Marin and Sonoma county contingents scrambled aboard amidst vociferous cheers from the now veteran passengers.

Following a welcome to the excursionists by Mr. Power, the steamer slowly traversed the route of the San Francisco-Oakland Bay Bridge. A vivid description of the bridge was here given by Ralph W. Hutchinson, associate bridge construction engineer, Department of Public Works, State of California. Mr. Hutchinson's talk was broadcast by loudspeakers to all parts of the boat. His clear, interesting narrative on the prog-

The ceremony was a happy finale to a story that had its inception in October, 1934, when a windstorm of hurricane proportions, accompanied by a drenching rain, hit Seaside, Oregon, coastal metropolis. Early in the morning a particularly heavy gust toppled over the chimney of the Seaside office and blew in the large front plate glass window. The chimney crashed, tearing a gaping hole in the roof. It was in this flooded, windswept office that the three girls continued telephone service for eight hours before repairs could be made and relief obtained. It was truly an act of noteworthy public service.

In Salem the girls, thrilled beyond words, were presented to Governor Martin by Mr. Wise. Details concerning the Vail awards and the act which brought them to the girls were explained, then Governor Martin made the presentations.

ress of this gigantic project was a real treat.

Refreshments were served while the steamer cut back toward San Francisco and followed the shoreline out to the site of the Golden Gate Bridge. Here another highlight of the trip occurred when H. Clay Bernard, director of public relations of the Golden Gate Bridge and Highway District, explained the construction of the span which is to connect San Francisco and Marin County. His talk also was a memorable one and the listeners could well envision the completed structure atop the two lofty steel towers already erected.

A six-piece orchestra provided music for dancing. The children also enjoyed their fun and frolic. Special refreshments were provided them by the thoughtful committee and they made short work of the ice cream and soda pop.

Meanwhile the steamer followed the Marin shoreline to Carquinez Bridge and then returned to the home ports. The passengers disembarked about 3:30 P. M., everyone a satisfied customer and bridge expert.

It was a noteworthy day and all credit is due to the committee of 35 of which P. T. Mackie was chairman, and to E. H. Kinney, first past-president, who originated the idea of the excursion, and actively assisted in the arrangements.



These Have Served Company and Community Long and Well Awards for May and June, 1935



MARTHA EMERY



STANLEY E. CRICHTON



CHRISTINE METTLER



BERNARD H. JAEGER



ELIZABETH F. HANNON

McTAMANY, EDWARD F.,
San Francisco

CRICHTON, STANLEY E.,
San Francisco
HESS, STANLEY H., San Francisco
JAEGER, BERNARD H., Oakland
MILLER, FRANK L., Oakland
VOGEL, LEONARD J., Los Angeles

COLE, CHARLES F., San Francisco
EWING, ROY E., Mill Valley
FARRINGTON, FRANK C.,
San Francisco
GISH, BYRD, Oakland
JORDAN, CHARLES E., Portland
NIXON, HARRY M., Los Angeles
O'NEIL, ANDREW J., Los Angeles
WILSON, FRANK R., Los Angeles

BISHOP, GEORGE W., San Francisco
CHARLES, THOMAS, Santa Rosa
COUTTS, ANDREW B., Fresno
DENMAN, DENTON O., Portland
DOLAN, WALTER L., San Francisco
ELLIOTT, GEORGE P., San Francisco
GITTERE, RALPH R., Oakland
KING, STANLEY L., San Francisco
LEACH, FLOYD E., Portland
MARSHK, ALBERT W., Santa Cruz
McCORMICK, CHARLES J.,
Pasadena
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RICKMAN, ELSIE, Portland
SCHWARZ, RUTH, Tacoma
SHARPE, GENE, Inglewood
SIXTA, KADINE, San Bernardino
SLOAN, HARRIET, Oakland
SMITH, ELDORETTA E.,
San Francisco
STEFFEY, MARTHA, San Francisco
ST. JOHN, ELEANOR J., Seattle
TAPPER, GERTRUDE S., Los Angeles
TELFORD, CLARE D., Ramona
THOMAS, DOROTHY E., Los Angeles
TUGGLE, AMY O., Seattle
VAN SICKLE, DOROTHY E.,
Los Angeles
VICTOR, LENA M., Salem
VISHNEVSKY, LILLIE M.,
San Francisco
WAGGONER, VERDIE, Stockton
WEBSTER, MILLIE E., Chico
WEBSTER, PAULINE A.,
San Francisco
WEERS, ELEANOR M., Seattle
(Continued on page 37)



MARIE M. KILPATRICK



ORLEY H. GILBERT



FRANK L. MILLER



GENERAL H. BLAKE



HANNA M. CROWLEY

Sally Peeks and Speaks



WE HAVE had occasion, recently, to give a little time to profound meditation on something or other, and we have come to the conclusion that the best way to achieve immortality of a sort is to Start Something. We have had a reputation for just that

ever since we started things and got stood up in the corner or whacked with the parental carpet slipper, but the more we think of it the better we like the idea of starting something. Take the man who started chain letters, for instance—nobody knows exactly who he was, but it must make him laugh to think of the results. Anyhow, we decided to start a couple of whispering campaigns of our own. The first one is called Take-Your-Vacation-Seriously . . . and here's our platform!

When the happy time arrives, there is one of two things in your mind. (1) You want to REST, and I mean it's a wonderful thought. Get Away From It All, and collapse on a beach or a sun porch and be as



absolutely selfish and stuffy as you please. Don't talk to anybody if you don't want to . . . don't bounce up and want to "help" any more than you have to . . . just read and sleep and sun tan and *think!* If you're lucky enough to have friends who will undertake you for a fortnight with the above stipulations, you're lucky indeed. I did it. For one solid week—seven

days and seven nights, I growled at people and slept 18 hours per day, and ate. My table conversation consisted of "Please pass the butter," and "No, thank you." My friends put me out of sight whenever there were callers, and socially I was like something kept locked in the attic. But at the end of the week I had gained eight pounds, a wonderful tan, and the disposition of an angel! I pass this tip on for what it is worth.

(2) If you feel as though you would like to have a bang-up good time, my suggestion is that you really make it a gay affair. Let your vacation mean the emergence of an entirely new personality . . . from a business woman to a carefree and time-free somebody for two weeks. Stick to your type, fashionably speaking, in selecting vacation clothes. I find that a new shade of lipstick does big things for morale. Of course if you read your fashion notes, you know that summer make-up is necessary . . . a darker powder, a lighter cream, and a gay, gloriously vivid lipstick with more orange than red in it . . . red will turn purplish against a tan. Practically no eye make-up, even though you may usually use it. A bit of cream or vaseline on your eyelids will give you a moist, wide-eyed look guaranteed to pay off in admiration!

In either case, that is, whether you want to rest or play for your vacation, be smart about it! Don't come back more tired than when you left, or groaning with burnt shoulders and assorted aches and pains. If you don't feel like Queen of the May when you come back, it means you didn't make your vacation all it might have been . . . and that's unforgivable. Decide exactly what you want out of your two weeks . . . if you suspect you're getting into a rut, plan something daringly outrageous just to give yourself a jolt! If you possibly can, go away either to rest or play . . . the change will help you to "be not yourself," which isn't a bad idea.

I'm getting warmed up to spreading propaganda, and here's another campaign, equally suitable for now, during or after your vacation. It's a Clean-Up-Your-Handbag movement, and it has

arisen from my own personal mortification. I climbed on a streetcar the other day, with much creaking of these old joints, wormed my way inside and was just getting seated when catastrophe overtook me . . . my bag fell out from under my arm, and its inside horrors were spread out to the public view. I used to have a grandmother who insisted on my having my adolescent underpinning in fine order all the time. When I wanted to use a safety pin instead of sewing on a button, she'd say, "But suppose you were in an accident and had to dash to a hospital—think what they'd say when they saw a safety pin!" And the incredible humiliation of that thought sent me meekly to the sewing basket. I had the same feeling when, out of one small handbag, emerged in chaotic disorder the following: a coin purse, a broken mirror, a lipstick-stained hanky, a compact, a lip-



stick, a comb, a checkbook, several cards, a messy looking scratch-pad and a pencil stub. Not a glamorous item in the lot! I slunk off the car making resolutions.

Here are a few tips I picked up in research for the Clean-Up-Your-Handbag campaign. First of all, tiny pads of lipstick tissues, the size of a match case, are to be had at drugstores to the glory of neatness and immaculate handkerchiefs! I stick my lipstick tissues and comb in the same pocket provided in most bags for the mirror. I keep my lipstick in my coin purse so I don't have to fish frantically in the bottom of my bag. Scratch-pad, pencil and checkbook in the back pocket, and compact in the center.

We've been waiting a long time for something to get wildly enthusiastic about in the world of Art and People Who Do Things. We've finally found an outlet for our energies in the dramatic perform-

ance of Elisabeth Bergner. She sort of crept into the scene last year in "Catherine the Great," but her "Escape Me Never," recently released, is a superb indication of genius. The play itself is a little insignificant . . . that might sound presumptuous coming from me, but quite a lot of People Who Know have said so, too. The point is that from the first minute, the character of this tiny person with her mobile face and her funny, round dark eyes completely dominates your heart and mind. You find yourself watching every move she makes . . . some critic said she breaks your heart with a gesture of her hands. I hope you'll all see "Escape Me Never," or rather, see Bergner, which is, after all, what you will not only see, but feel!

Vacation reading calls for something rather light and vastly diverting, but you'll feel better, mark my words, if you pick out something worthwhile. Lists of best sellers are helpful, and your librarian, if she knows her stuff, can give you brief résumés to be taken with a grain of salt. In another few months everyone of any consequence is going to have read "The Forty Days of Musa Dagh," but it has Anthony Adverse dimensions in page numbers, and for that reason I wouldn't try to do it on your vacation. It is the story of a courageous group of Armenians who fortified themselves on the mountain of Musa Dagh against the Turkish invasion. It's founded on fact, is very worthwhile and exceedingly well written . . . and if I were you I'd save it for week-ends and evenings. If you have no objection to giving your sensibilities a slight jolt, there are good vacation-reading possibilities in John O'Hara's "Appointment in Samarra," or in one of the books of Thorne Smith. "Turnabout," or the new "Glorious Pool." Smith's books are very light, very sophisticated, and utterly, gayly insane. "Appointment in Samarra" is easy reading, and there is a lot more to it than the actual story . . . you get the theme from the prologue which is an anecdote lifted from an unpublished story of Somerset Maugham. If you enjoy, as I do, really poetic prose, and stories of the soil and people who live close to it, you'll love "Now in November," by Josephine Johnson. Someone says it's the kind of prose Emily Dickinson might have written . . . beautiful appreciation and sensitive expression of natural beauty which offsets

the feeling of futility one has for the main characters. Also recommended: "National Velvet" and "Green Light."

Beauty tips that save money and get results: Bulk packages of cotton kept in the bathroom cupboard are indispensable! Use a hunk of cotton instead of a powder puff—a clean one every time results in no blemishes and the powder goes on better. Also nip off a piece of cotton for astringent, lotions, etc. The best possible astringent for dry skins is pure witch-hazel from any drug store. A bottle of

boric acid kept in your bathroom, and used night and morning with an eye cup, will rest your eyes and keep them shiningly bright. And don't forget dark glasses when you're sun-tanning . . . saves wrinkles and crowsfeet before your time!

Sally

(Continued from page 35)

WHITE, EILEEN F., Portland
WILLIAMS, MABEL D.,
San Francisco
WIPNER, EDITH C., San Francisco
WRIGHT, MILDRED E., Mill Valley

★ ★

ALWICK, BEULAH E., Portland
AMANN, MARGARET A., San Jose
AMORE, AGNES C., Oakland
ANDERSON, JEAN M., Seattle
ARCHIBALD, ZAIDA M.,
San Francisco
AWDE, AMANDA, Yakima
BACHELOR, ALINE B., Tacoma
BEASLEY, ALICE, San Pedro
BECKER, LEAH J., Pasadena
BILCDEAU, GERTRUDE, Seattle
BOLENDER, SADIE L., Olympia
BOSSARD, LEONA B., Los Angeles
BRENDLEIN, AMY W., Bremerton
BROWNFIELD, EVELYN E.,
Los Angeles
BURNS, ANNA M., Seattle
CAMERON, ETHELYN, Los Angeles
CAMPBELL, DOROTHY P., Stockton
CARN, SOPHIA, Pasadena
CLARK, BONNIE L., Long Beach
COBB, FRANCES J., Seattle
COLLARD, EDNA F., Los Angeles
COLLINS, FLORENCE E., Oakland
COLLINS, RUBY, Los Angeles
COOPER, EDITH J., St. Helena
CORTNER, ADA O., Tulare
COTTLER, LEOTTA S., Tacoma
CRAWFORD, DOROTHY M., Seattle
CRAWLEY, ELIZABETH, San Francisco
CURRAN, ALBINA G., San Francisco
CURRAN, GENEVIEVE E., Berkeley
DANIELS, LAVINA L., Seattle
DAVIES, ELSIE M., Oakland
DICKERSON, BEULAH A.,
Los Angeles
DURBIN, ROSA B., Santa Ana
EVRINE, LOIS S., Palo Alto
FAVRETT, BELVIDERE, Seattle
FARNHAM, AGNES, Sacramento
FRICKE, GLADYS M., Los Angeles
GANN, GLADYS G., Los Angeles
GARNETT, GLADYS E., Los Angeles
GAUTHIER, INDRRA F.,
San Francisco
GOFFREY, EVELYN L., Longview
GOBBEL, EVELYN C., Burbank
GRAY, JOSEPHINE C., Campbell
GROSS, MARGUERITE K.,
San Francisco
HACRON, JEWELL, Seattle
HATCH, MARGORIE A., Vancouver
HAZELTINE, EDNA M., Pasadena
HECKS, MILDRED M., Monterey
HILL, MADGE, Portland
HINCKLEY, LOIS D., Los Angeles
HOCKING, META, Vallejo
HUBLER, KATHERINE, Portland
HUNT, HELEN G., San Francisco
JAMISON, DOROTHY E., Anaheim
JOHANSON, RUTH H., San Jose
KYATING, DOLORES A.,
San Francisco
KEYS, LILLIAN V., Los Angeles
KOPFES, JANE E., Tacoma
KROLL, OLIVE L., Sacramento
LEFEBVRE, EFFA H., St. Helena
LOPEZ, ANNA C., Oakland
LUDFORD, MAYDAY, Vallejo
MACHADO, MARY V., Santa Cruz
MCCELLAND, JENNIE, Portland
MCDOWELL, DOROTHY,
San Francisco
MESSNER, LALESTA M.,
Sacramento
MILLS, RUTH M., Portland
MIRANDA, JULIA A., Fresno
MUSCUTT, LINA L., Bellingham

NICHOLS, MAYME O., Corona
NOZICA, ANNETTE, Sunnyvale
NUNES, DOLORES, Sacramento
O'BRIEN, ANNA C., San Francisco
O'NEILL, JOSEPHINE R., Seattle
PARROTT, VELMA L., Oakland
PAVOLA, HELEN E., Tacoma
PETATA, JULIA V., Spokane
PIFFER, NORMA, San Francisco
PINNELL, VADA E., Los Angeles
PRATT, MAUDE E., Bellingham
PRESTON, RACHEL, Oregon City
PROCTOR, GAYENA J.,
San Francisco
RAINEY, ELIZABETH G., Seattle
REED, EULA C., San Diego
REID, GLADYS M., Los Angeles
KINCK, OLIVE, Santa Monica
ROBINSON, DOROTHY A.,
Los Angeles
RYAN, AGNES V., Los Angeles
SELLMAN, ELSIE, Sacramento
SIMMONS, ETHEL F.,
San Francisco
SOMMERS, JANE, Nevada City
SPILLMAN, GELLIE M., Pasadena
SPINDLER, IRMA, Lewiston
STAATS, ALVCE V., Pasadena
STUDD, MABEL K., Los Angeles
SULLIVAN, LORETTA E.,
San Francisco
SULLIVAN, LOUISE, San Francisco
SUSNOW, ETHEL, San Francisco
THORPE, DOROTHY M., Pasadena
UPCRAFT, LUCILLA, Long Beach
WALKER, LELA K., Yakima
WALKER, RUTH M., San Jose
WATERS, SADIE J., Bakersfield
WEBSTER, KATHRYN, Los Angeles
WEST, VESTA P., Spokane
WILLIAMS, JEAN, Los Angeles
WILSON, EVELINE L., San Pedro
WINGATE, MAMIE, San Pedro

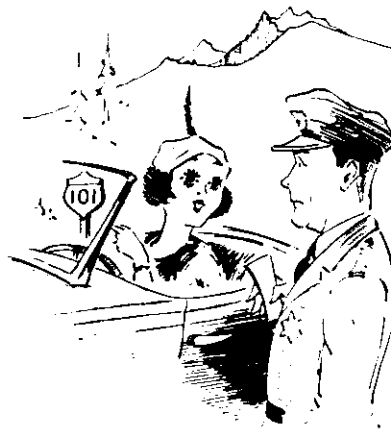
★

AMEY, MYRTICE M., San Pedro
BAISANO, CLARA A., Tacoma
BEEBEE, ALBERTINE M., Berkeley
BLUME, GERTRUDE A., San Diego
BRENTLINGER, RUTH I.,
Los Angeles
BROPHY, ELEANOR M., Modesto
BRUMMAM, BERYL E., Los Angeles
BUNDRETT, IRENE, Enumclaw
CALLISON, VIRGINIA L., Spokane
CALVERT, BERTHA J., Atascadero
CAPEHART, ELLA B., Tacoma
CARROLL, SADIE M., Alhambra
CASTO, ANNA M., Oxnard
CAVANAUCH, MILDRED A.,
Woodland
CHAPTON, CHARLOTTE E.,
Los Angeles
CLARK, NAOMI M., Los Angeles
COLEMAN, FRED A., Alhambra
COMASKY, ELIZABETH M.,
Stockton
CONDON, CATHERINE B.,
Los Angeles
COTTINGHAM, ELIZABETH, Modesto
DEGUIRE, GERTRUDE N., Roseburg
DENNEHY, ALICE L., Modesto
DESSERT, JUNE R., Los Angeles
ELAM, RUBY-MARIE, Ventura
ELMO, MALVINA M., Suisun
FAIK, MINNETTA L., Long Beach
FARACI, ROSE M., Sacramento
FARRELL, ELLA K., Spokane
FERGUSON, VIRGINIA E.,
Culver City
GANTNER, GRACE M., Fresno
GASPAR, RUTH, Berkeley
GENTLE, JOSEPHINE M., Riverside
GRIFFITH, ANN M., Warrenton
HANSEN, DOROTHY E., Newman
HASS, CLARITA K., Los Angeles

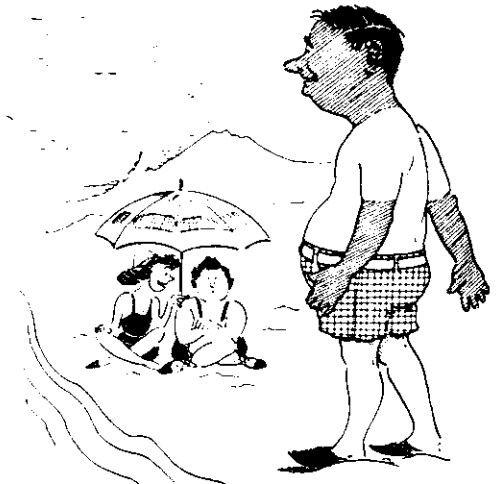
HAYDEN, ALVCE G.,
San Bernardino
HENRY, BESSIE M., Fresno
HENSON, GLADYS E., Los Angeles
HIGGINS, DOVIE E., Antioch
HURST, DELLA M., Los Angeles
JACKSON, CLARA A., Dayton
JACKSON, RUTH E., Oakland
JIMMERFIELD, ALICE, Ashland
JOHNSON, ELIZABETH H.,
Los Angeles
JUDD, LILLIAN E., Los Angeles
KELLY, CATHERINE M., Pasadena
KIENEY, EDYTHE B., Ventura
KIRBY, LONITA L., Portland
KNIGHT, EDNA B., Los Angeles
KNIGHT, HELEN F., Pasadena
KOKOTEK, VIOLA E., Los Angeles
LAMBERT, EMILY C., Los Angeles
LANIGAN, EMILY E., San Mateo
LAVIGNE, BLANCHIE B.,
Los Angeles
LINDSAY, HELEN E., Vallejo
LYNSKEY, TERESA E., Wilmington
MALLOY, ANN, San Diego
MARQUIS, LUCILLE E., St. Helena
MC CARROLL, ALICE G.,
San Francisco
MCCHESNEY, FAY E., Oakland
MCCHESNEY, BLANCHE,
Los Angeles
MCHENRY, LEONA B., San Jose
MEGINNESS, CLARA M., San Jose
MOCKEL, FAULSE, Salinas
MORGAN, EDITH A. M.,
San Francisco
MORRELL, AGNES A., Los Angeles
MORRELL, MAY, Los Angeles
MORTON, GERTRUDE L.,
Los Angeles
MURRAY, ILLA E., Los Angeles
NADEAU, SIMONNE M., San Diego
NEWCOMER, FLORENCE E.,
Oakland
NISH, MARIE, San Bernardino
NOONE, MARGARET A., Los Angeles
PARRY, ROZELLA A., Los Angeles
PATTON, PRUDENCE E.,
Sacramento
PULLIAM, JESSIE L., Los Angeles
RECTOR, HELEN M., Oakland
REGLING, ANNA E., Los Angeles
REMY, LUCILLE L., Los Angeles
REYNOLDS, MILDRED C.,
Port Angeles
RICE, ANNA M., Oakland
RICE, BESSIE I., Escondido
ROSS, INEZ I., Oakland
ROUNTREE, MILDRED L., Oakland
RUSSILL, MARY L., Burbank
RYAN, EDITH A., Seattle
RYAN, NATHA G., Sacramento
SCHLEY, SARA E., San Pedro
SCHNELL, LUCILLE L., Los Angeles
SENNER, ALMA M., Sacramento
SENER, ANDIE B., Richmond
SHANKS, ESTELLA M., Glendale
SHEARMAN, ELIZABETH M.,
Los Angeles
SHORT, NORMA L., Lemoore
SJOQUIST, MARGARET J., Stockton
SMITH, MARIE J., San Diego
SMOOT, PAULINE, Fresno
STEIN, ETHEL, Los Angeles
STEWART, PATRICIA, Los Angeles
WALKER, ROSA V., San Jose
WAYDA, EDNA, Los Angeles
WHITMAN, WYOLA L., Los Angeles
WIDMAN, MARY W., Alhambra
WIGLESWORTH, GLADYS A.,
Placerville
WINGARD, LUCILLE M.,
Sacramento
ZERBE, HAZEL M.,
North Hollywood



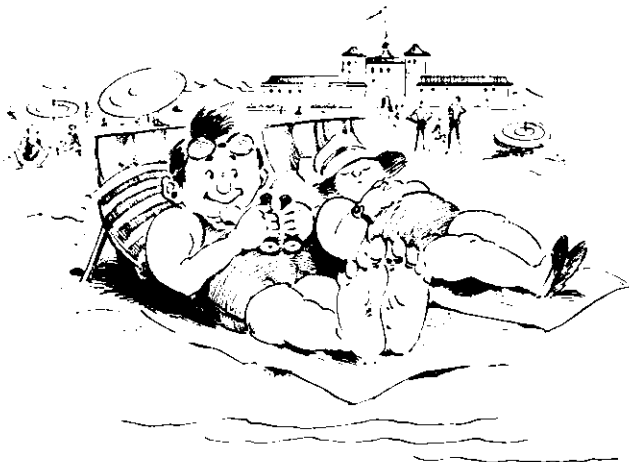
"I'M TERRIBLY SORRY, THERE'S NOT A DROP OF GASOLINE ON THE PLACE; BUT IF YOU'D CARE TO USE OUR TELEPHONE, YOU'RE QUITE WELCOME."



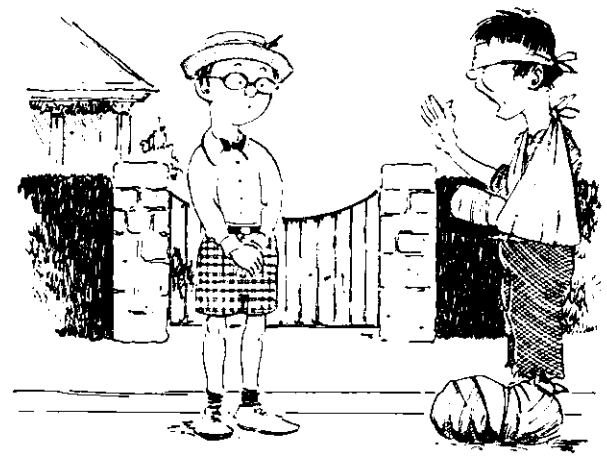
"BUT, OFFICER! THE SIGNS ALL ALONG DISTINCTLY SAY 101, WHILE I WAS BARELY DOING 80."



"YOU'LL NEVER BELIEVE ME, MATILDA, WHEN I TELL YOU THAT THIS IS THE FIRST SUMMER FRANK HAS EVER BEEN TO A PLACE WHERE HE COULD GET BATHING AS WELL AS HIS GOLF."



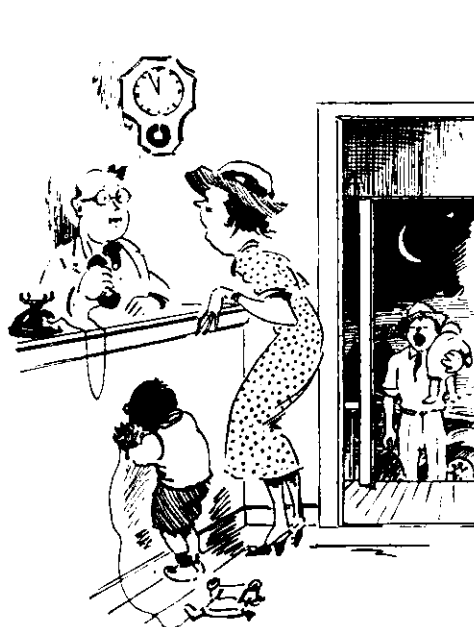
"BETWEEN YOU AND ME, I'D RATHER GET A GOOD SLEEP AT NIGHT, THAN NAP ON THE BEACH IN THE DAY-TIME LIKE MA DOES."



"AW! SHUCKS -- THE CAMP WHERE I WENT HAD YOUR SUMMER-PLACE BEAT A MILE, I BET WE HAD TWENTY TIMES MORE THINGS TO DO."



"OH! MISTER, COULD YOU EXPLAIN TO ME WHAT TROUT-FISHERMEN MEAN BY 'FLY-CASTING'?"



"I'M DREADFULLY SORRY, MADAM -- I JUST THIS MINUTE RESERVED THE LAST ROOM WE HAD, ON THE TELEPHONE."



"BOY! OH! BOY! BUT A THREE DAY'S GROWTH CERTAINLY CHANGES A FELLOW'S APPEARANCE"

San Diego Exposition Visitors Enjoy Bell System Exhibit

OVER 255,000 visitors to the California Pacific International Exposition at San Diego have received cordial welcome at the exhibit designed and installed by the Bell Telephone Laboratories in the Hall of Telephony adjacent to the Palace of Science and Photography. Returning visitors have praised its splendid personnel, its educational and instructive features and have commented on its popularity. It takes prominent place among hundreds of displays brought from all parts of the country.

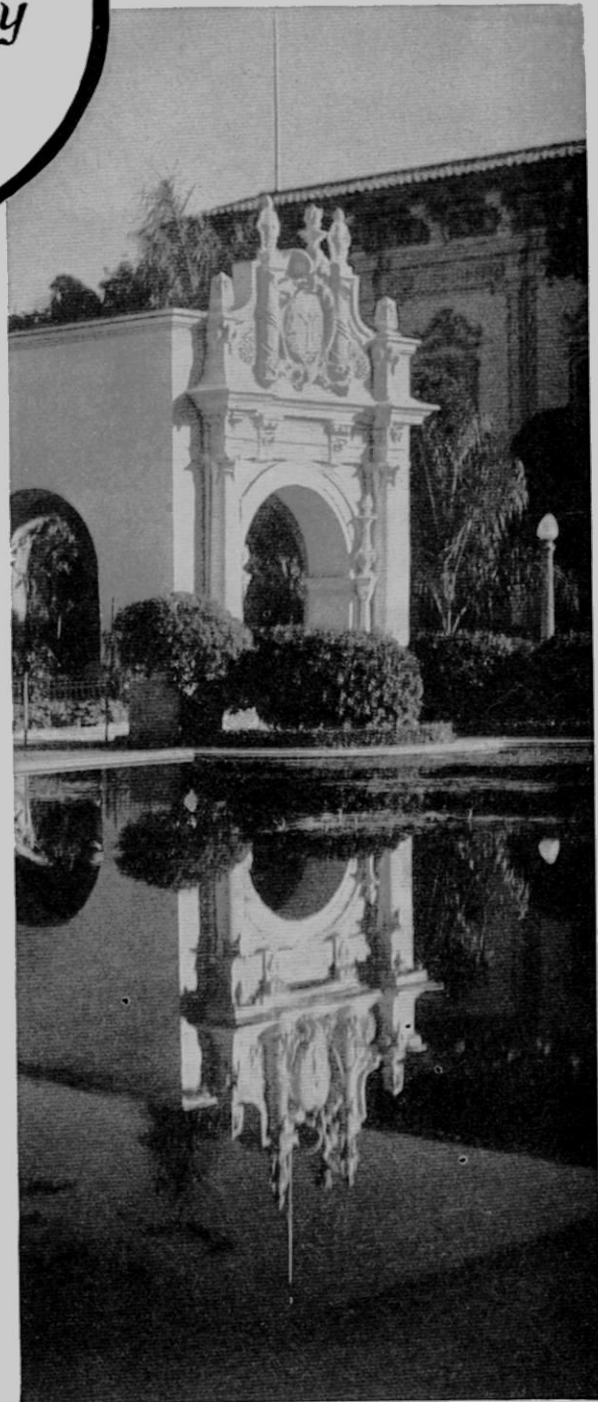
The demonstrations daily bring to the visitors a first hand knowledge of three of the most interesting of recent developments—the “voice mirror,” the oscilloscope, and “scrambled speech.”

The “voice mirror” is accomplished by a mechanism which records a person’s voice on a steel tape by a magnetic process. Literally you talk to yourself. First you talk to the telephone and then, five seconds later, the telephone talks to you. It gives back your own words just as they sound to others. You have difficulty believing them to be your own, but since as many as 26 others may be listening, both to the voice while it is being recorded and while it is being played back, you are assured that your voice really sounds that way. You don’t know how your voice really sounds until you’ve had personal experience with the “voice mirror.”

The oscilloscope changes the tones of your voice into a visual wave form. As one sees his own voice waves he can readily imagine vocal teachers of the future testing and correcting a student’s voice on a scientific basis. The oscilloscope gives engineers an opportunity to visualize that which previously has been available only in audible form.

Scrambled” or “inverted speech” as demonstrated at the Exposition enables the public to try for themselves the device used to insure privacy on transoceanic telephone calls. One discovery which the demonstrators have made is that at least one name, spoken into the microphone comes out as another English name. “Paul Johnson,” comes out of the apparatus sounding much like “Kay Francis.”

Majestic trees, beautiful flowers, artistic shrubbery, impressive architecture, shaded mirrored vistas by day and soft colorful lights by night—these are a few of the lasting impressions of the Exposition—but to members of the telephone family, interested always in the advancement of telephony, the Bell System exhibit will remain a source of information and inspiration.



The San Diego Exposition has a charm, a dignity, and a grandeur that make vistas like this long remembered.



"I'd like to buy a Telephone Call"

WHEN you call a telephone number on the other side of town, you are making an important purchase. You say in effect—

"Give me the use of some miles of wire in a cable under the street, a section of switchboard and all the other equipment needed in the central office. I shall need one kind of current to carry my voice and another to ring the bells that signal the other party. I may need the services of an operator or two. I want all your equipment to be in perfect working order so that my call is clear and goes through without interruption. I would like this all arranged to connect me with my party instantly—and at a cost of a nickel or so."

Telephone people are asked to do this millions of times a day and find nothing unusual in the request. But to do it at the price you pay for telephone service—in fact, to do it at all—has taken the most skilful and unremitting research, engineering and organization.

Telephone service in the United States is the most efficient, dependable and economical in the world.



More than one-half the telephones in the world are in the United States although this country has only 6% of the world's population. Fifty years of progress under the Bell System plan of operation have brought the telephone within reach of all.

BELL TELEPHONE SYSTEM