Western Electric News

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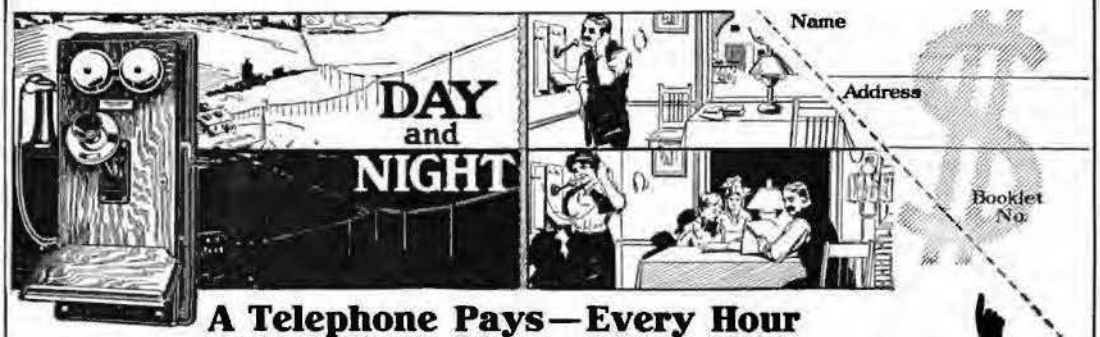

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Address

Booklet No.

A Telephone Pays—Every Hour

It pays in MONEY. It pays in PLEASURE. It pays in TIME SAVED. Put in a telephone, and you can talk to your friends' homes in the evening for a social chat, or get the doctor *quick*, or call for help. You will never feel lonely or "away off" if you have a telephone. In the daytime you can call up the town and find out latest prices for crops, order supplies, ask the railroad about shipments, or talk over matters with neighbors. Why be isolated, cut off from everybody, when a

MAIL THIS COUPON. IT'S WORTH DOLLARS TO YOU.

Western · Electric
Rural Telephone

will put you "next door" to everybody, and save long drives through cold and wet. A FEW DOLLARS buys all this convenience. A FEW DAYS' TIME will put up the telephone line. A FEW WORDS written on the coupon (above) will bring you all particulars. MAIL THE COUPON for our Rural Telephone book, then interest a few of your neighbors. You can all join together, get the simple equipment, and *put it up yourselves in spare time.* Thousands of farmers have done this. Write your name and address on the coupon, paste it on a postcard, and mail to our nearest house, and we'll send the book AT ONCE.

WESTERN ELECTRIC COMPANY

Manufacturers of the 7,500,000 "Bell" Telephones

SOUTHERN HOUSES:

Atlanta, Richmond, Savannah, New Orleans, Cincinnati, St. Louis, Kansas City, Oklahoma City, Dallas, Houston

EQUIPMENT FOR EVERY ELECTRICAL NEED

One of Our Southern Rural Telephone Advertisements

This Will Appear During March in Farm Journals Throughout the South Having a Total Aggregate Circulation of More Than 2,000,000 Copies

Western Electric News
PUBLISHED ONCE A MONTH FOR THE EMPLOYEES
VOLUME III, No. 1 MARCH, 1914

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A History of the Nippon Denki Kabushiki Kaisha

And Its Connection with Japanese Telephone Development

By K. Iwadare, Managing Director

IN the year 1877 a Japanese brought home from America a magneto telephone, which is the first record of the introduction of the art in Japan. Shortly after this, the telephone was used by the Osaka Police, some of the circuits being 30 miles in length and often as many as ten instruments being connected in series on a single iron wire circuit. In 1883 a private company was formed to exploit the use of the telephone commercially, but little was accomplished, as the Government hesitated until 1889 to take up this work as a Government monopoly. In 1888 Dr. S. Oi, until recently Chief Engineer of Telegraphs and Telephones in the Imperial Japanese Government's Department of Communications, was sent abroad as a student by his government, to make a special study of telephone development. After spending about one year in Europe and America investigating telephone development, he returned to Japan in December, 1889, and recommended the adoption of Western Electric systems.

KUNIHITO IWADARE
Managing Director, Nippon Electric Co.

Dr. Oi brought back with him one 100-line standard board and three 240-line series multiple Western Electric boards. It was very difficult at first to secure subscribers, and when the government telephone service was started in December, 1890, there were only 200 subscribers in Tokyo and 40 in Yokohama. The growth was slow at first, and by 1895 there were only 2,913 subscribers' stations. However, the demand rapidly increased from that time on, until at present Japan has about 200,000 telephone subscribers, while a large number of applicants are waiting for telephones. The growth of the telephone exchange business during the two decades from 1890 to 1911 is strikingly apparent from the following statistics:

On April 1st, 1890, there were 2 telephone exchanges, serving 359 subscribers' stations, over 100 miles of subscribers' pole lines. On April 1st, 1900, there were 25 telephone exchanges, serving 19,203 subscribers' stations, over 1,332 miles of subscribers' pole lines. On April 1st, 1911, there were 856 telephone exchanges, serving 157,167 subscribers' stations, over 6,033 miles of subscribers' pole lines.

MAIN BUILDING OF THE TOKYO FACTORY

The war with Russia compelled the Government to stop the work altogether for the time being, but the public demand for the telephones kept on increasing, and in cities like Tokyo and Osaka an applicant would sometimes pay 600 to 800 *Yen* to buy a

EXECUTIVE STAFF OF THE NIPPON ELECTRIC COMPANY. FROM A PHOTOGRAPH TAKEN EARLY IN 1913

telephone station from a subscriber already connected.

Prior to 1895, Tokyo commission merchants represented the Western Electric Company in Japan, during which time, however, there was little or no telephone business to be had, as standard boards and Gower-Bell telephones, with battery calling, were made either in the government's shops or in local factories. Early in 1895 the Western Electric Company appointed me their agent for Japan, and one year later Mr. Thayer visited the country to investigate the possibilities of business. At this time tenders were called for by the government, the orders subsequently coming to us, for four branching multiple switchboards, two for Osaka, seventeen sections in all, which arrived in September, 1897, and two for Tokyo, twenty sections in all, which arrived about the middle of the following year. Magneto telephones, with solid back or Delville transmitters, made by Antwerp, had been by this time substituted for the old Gower types.

NEW WING OF THE TOKYO FACTORY, ERECTED IN 1913

It seemed advisable, however, to have more permanent arrangements for handling the Japanese business and, on Mr. Thayer's return to America, the Western Electric Company's first representative, W. T. Carlton, was sent to Tokyo, in 1898. At this time the Japanese laws did not allow of the participation of foreign capital in local companies, so that, in October, 1898, the *Nippon Denki Goshi Kwaisha,* or, in English, the Nippon Electric Company, was formed as a limited partnership between Takeshiro Mayeda, the present sales manager of the company, and myself, to handle the business. The following were also employees of this first company and are with the Nippon Electric Company to-day in the capacities noted: S. Naruse, cashier at Tokyo; C. Hamada, in charge of shop buying at Tokyo; and M. Hosono, cashier at Osaka.

We bought a small shop which was manufacturing motors and generators. The plant consisted of thirteen small buildings, with a total floor space of 28,000 square feet, and containing about 75 machines, of which 50 were small lathes. With this equipment Tokyo started its manufacturing career. Purchasing a going concern enabled the company to start competing at once for some of the small telephone work which was being done in the country at the time, and it was not long before the rapid advance of the company required that new and more suitable quarters be found.

On July 1st, 1899, when the Japanese laws had been changed, a limited liability company, under the name of the *Nippon Denki Kabushiki Kwaisha*, or, in English, Nippon Electric Company, Ltd., was formed, with a capital stock of $100,000 fully paid. It was the first company in Japan to be formed under the new laws and revised treaties allowing the participation of foreign capital in Japanese registered companies.

A JAPANESE ROADSIDE TELEPHONE BOOTH

The first government appropriation for extending the telephone service started in 1896 and continued for seven years, the total amount expended being $6,500,000. During these years the company was very busy. The greater part of the equipment bought by the government was imported apparatus from Europe and America, and we received a good share of the business, as the Japanese government early determined to follow approved American practice. Practically the only work done in the Tokyo shop in the earlier days was repairing.

In November, 1899, a new site, in the same section of the city as the original shop, was purchased, and the nucleus of the present plant constructed. From that time on the plant has constantly increased. Additional land has been purchased, further buildings, both for manufacturing and for warehousing, have been constructed, and the work has increased until today about 1,000 people are employed by the company. Several years ago a branch was opened in Osaka, at which stocks are carried. Sales offices, with small merchandise stocks, are also maintained in Seoul, Korea, and Dalny, South Manchuria.

THE BUSINESS SECTION OF TOKYO, SEEN FROM THE ROOF OF OUR FACTORY

The second government appropriation for telephone extension work began in April, 1907, the amount voted by the Diet being $10,000,000, to be extended over a period of six years. At the present time, however, there is little telephone business, due to the retrenchment policy which the Japanese Government has been pursuing for the past year, and which will probably be continued for some time.

The Nippon Electric Company serves a territory comprising the entire dominion of the Japanese Empire, in which are included the islands of Formosa and the lower half of Saghalien, and on the Asiatic continent, Korea and the Liao-tung Peninsula in Manchuria.

As will have been inferred, the largest customer of the company is the Japanese government, which operates all the telephones in the Empire. We also, however, do a large business in both imported and "made in Japan" electrical material, and are recognized as the largest electrical jobber, as you use the term, in Japan. A few lines of electrical supplies are made in our Tokyo shop, such as lamp sockets, shade holders, and snap switches.

The rapid growth of electric lighting and power applications has created a large demand for supply materials, and made home manufacture much more profitable. Remarkable progress in manufactures is noticeable both in quality and price, and this fact has reflected upon the market conditions to a great extent. The high customs tariff rate levied on imported goods, coupled with the tendency of the Japanese to use articles of domestic make in preference to foreign goods, are other causes that favor local manufacture. Thus Tokyo's "Not Western Electric" business is gradually giving way to "Not Nippon Electric."

Our plant is specially constructed to withstand earthquakes. General practice in Japan favors one or two-story buildings and all of our shop buildings conform to this practice. The warehouses, however, are three-story buildings, with low ceilings. The conditions at Tokyo often make it advisable to erect small buildings for special work, and there are many of these buildings in the plant, for instance, for oil and varnish storage, for wood drying, for the service and maintenance department, for lumber and junk storage, and for employees' lunchrooms.

Each year several graduates of the Higher Technical School, Tokyo, are engaged, and these men are given edu-

cational courses in the shops before they are assigned to permanent positions. This is much the same policy as is followed in America.

We have sent many of our employees to America, some on a trip of inspection, to see the manufacturing and business developments there, and others to spend some time at Hawthorne and at New York in preparation for specialized work at Tokyo. I personally visited America last summer, and have made several visits previously to America. Mr. Mayeda, our Sales Manager, who was in America during November and December, 1913, made a trip around the world in 1906, spending some time in America. Mr. Nakayama, our Chief Engineer, spent two years in America some years ago in shop and engineering investigations, and also made a short visit to the States in the autumn of 1912. These are but a few of many instances which could be named.

Four of our employees recently completed student courses at Hawthorne, namely, Messrs. Ota, Hirai, Yamamoto, and Takanami, all of whom received training for special manufacturing work at Tokyo. More of these students will follow, for we are interested in keeping in touch with the refinements of telephone manufacture and in maintaining our reputation for the highest quality of manufactures.

Of the men who have represented the Western Electric Company at Tokyo, L. E. Sperry, who succeeded Mr. Carlton from 1900 to 1903, is no longer with the Western Electric Company. F. H. Leggett, Mr. Sperry's successor from 1903 to 1906, is Pacific District Manager of your company at San Francisco. He was followed by R. C. Dodd, now Superintendent of Installation at Hawthorne, from 1906 to 1909; F. W. McIntyre, no longer with the Western Electric Company, from 1909 to 1912; L. N. Rider, now Stores Manager at London, from 1910 to 1913; F. E. Kochendorfer, Shop Adviser, 1911 to 1914; V. C. Falt, Tool Department, 1910 to 1913; and P. K. Condict, formerly Far Eastern Manager, now Foreign Sales Manager. Mr. Condict was the only exception to the three-year rule, for he was at Tokyo six years, from 1907 to 1913.

The Americans now at Tokyo are F. B. Gleason, successor to Mr. Condict; J. W. Foard, transferred in November, 1912, from New York to succeed Mr. Rider; and Messrs. Hart and White, cable experts.

Western Electric Apparatus at the Craftsman's Exhibit

A COMPLETE line of Western Electric Household Helps has been placed on exhibition in the Craftsman's Building in New York, where several floors are devoted to permanent exhibits of everything needed to build and furnish a home. This exhibition has been instituted to aid the homebuilder by showing him how the various materials and appliances will look in actual service. Some of the booths show complete interiors of homes, while others show construction materials.

Our exhibit represents the interior of a room, and displays under actual service conditions vacuum cleaners, inter-phones, electric washing machines, all manner of heating devices, and various other kinds of electrical appliances. Our exhibit is very advantageously located, and is in charge of a competent demonstrator, who is thoroughly familiar with the workings of the appliances shown.

Western Electric employees and customers who may be in New York will find not only our exhibit, but the entire Craftsman's Building, well worth a trip of inspection. The building is located in New York's uptown shopping district, in 39th Street, just east of Fifth Avenue.

THE SOCIETY FOR ELECTRICAL DEVELOPMENT

THE Society for Electrical Development, an account of which appeared in the January NEWS, will begin active work early in March. With a membership to date of 1,292, and with its minimum fund of $200,000 already subscribed, the Society now begins its task of educating the public to "Do It Electrically."

Chicago

New York

Los Angeles

The Credit Man and His Problems

By M. A. Curran, General Credit Manager

BIG business has often been called prosaic, and uninteresting except from a pecuniary standpoint. How many appreciate the humor, pathos and romance that the Company meets and reflects through its Credit Men? In this country alone, conducting business in every part of it, from the capital cities to the isolated farm and ranch, the credit man meets every phase of our great national development, and must analyze the personal equation in every instance.

The credit man, in quarters where he is least known, is considered a cold proposition, but there is more practical kindness, tempered with judgment and discretion, in his make-up than the average man seems to believe. In the course of his work he meets many situations which are throbbing with human interest, and upon them, with a skillful pen, volumes of best sellers could be built. The cases I have in mind are innumerable, and a few picked up at the different houses may be interesting.

A man came to the credit man at one of our houses and confided in him that he was going into the electrical contracting business and wanted a line of credit. He was very frank in his statement of his affairs. His assets consisted of $200, a kit of tools, some courage, and twenty years' experience as a journeyman electrician. His principal liability was heart trouble (a doctor had just advised him that he had to give up climbing over buildings); he was also wearing his arm in splints, having broken it two weeks before by falling from a ladder during a dizzy spell.

He had several small contracts, but his cash would be required for payrolls, and he needed $1,000 on 60 day credit to get started. He had to support a wife and five children, and on the face of things certainly did not look like a good risk. He had applied to three other concerns, and had been turned down. Our credit man telephoned several responsible people in his home town and learned he bore a very good personal reputation, and decided he was honest and experienced, and certainly game. He reviewed his contracts, found them binding and with responsible people, checked over his costs and found that the contractor would make a profit, and seeing he had further good contracts in prospect, approved a $600 order at once.

A month afterward he visited the contractor's work; the architects and owners were satisfied, and the credit man arranged with a local business man for a guaranty of $1,000 and agreed to extend an additional $1,000 credit without security. With this $2,000 line of credit the customer's work immediately expanded, and the credit man continued to review his contracts and help him on his collections. In six months he was doing a fine business and making money. He then concluded he could run the business without any help, but in three months' time he was in to see the credit man again with a bundle of papers and a worried look. His bookkeeping had been rudimentary, and he didn't know where he stood. The credit man spent some time in going over his figures; they went downtown and bought a small set of double entry books, and the credit man opened them for him, with instructions how they were to be kept and a month-

Atlanta

San Francisco

Boston

Philadelphia

Buffalo

Denver

Richmond

New York

Salt Lake City

St. Louis

Seattle

Chicago

ly trial balance taken. The contractor's wife kept these books, and the credit man visited them at the end of the first month and helped them get the balance. From that time on it was easy; the contractor consulted the credit man from time to time, and often said that he could hardly wait until the end of the month until he got that balance off.

This account was opened just a few years ago, and his 1913 business was 200 per cent. greater than 1912, with a prospect of a similar increase in 1914. We are now selling him without any guaranty.

In another case a farmer's telephone company had been organized, but dissension had arisen between the members shortly after the completion of the line, and the majority of the assessments had not been paid. They owed us a considerable balance, and the secretary asked the credit man to come down and see if he couldn't arrange their affairs. It was a very cold day when the credit man took the afternoon train, arriving at this little village at eleven o'clock at night. There was neither station nor hotel, not even a platform, the trains stopping on signal at a cross-road. He alighted, and the train moved on. There wasn't a soul in sight. It was bitterly cold, and he walked around for a few minutes, whistling and calling, but all the houses were in darkness; not even a dog barked. Finally he noticed a lantern hanging on the whistling-post; to the lantern was pinned a note reading:

Western Electric Credit Man:

Take this lantern and go to the third white house up the track, where you will get a bed.

He took the lantern and found the house, on the door of which was another note:

Walk in. Please sleep on the parlor lounge.

In the morning his host, after a generous breakfast, took him to the general store, where the meeting was held. Some of the members came twenty miles on horseback; they were of many nationalities, few of them spoke English, and hardly any of them understood the others' different tongues. After considerable eloquence the credit man sensed that a number of them wanted to back out for entirely patriotic reasons. The line, of course, was a party line. The credit man took a piece of chalk and on the wall of the store drew a rough map of the country and the lay-out of their telephone system. Each of his statements had to be interpreted into the different languages by the most intelligent member of each faction. Eventually they agreed that the telephone was too im-

New York

New York

Kansas City

Omaha

Dallas

Chicago

New York

Cleveland

Atlanta

Pittsburgh

portant a necessity, particularly in view of the isolation of their homes; and admitting that the telephone plays no favorites among the languages, they agreed to remain an intact organization, and each man paid up his share.

There was another electrical contractor whose career was similar to the one just mentioned; after several years he invested all his earnings in a piece of real estate which increased his credit standing, and his business expanded even faster. Later it developed that there was a serious flaw in his title, and after some litigation he lost everything. He had made some bad debts in his business, and was forced into bankruptcy with hardly any assets.

This man was honest, industrious, and capable, and had developed on the confidence and assistance of the credit man. His failure, which cost both of them considerable, was one of those daily tragedies for which philosophy seems to be the only balm. Of course, there are also cases where the credit man does not recognize the moral or other premises for credit favors, but these are in the minority, his inclinations being those of assistance rather than resistance.

1913 has been a particularly trying year. The disasters in the different parts of the country in the spring, followed by the droughts, money stringency, and other unfavorable elements, have called for unusual discernment and moral courage on his part to help deserving accounts over tight places without being imposed upon. Instances in illustration of this point would be too numerous to mention, but in nearly every case there are the features of intensely human drama.

Our organization, the trade, and our credit men have been developing a closer personal acquaintance these few years past, with mutual benefits.

The credit man has been called, among other things, the statesman of commerce, and other high-sounding and well-meant titles. I have found him a human being with a big problem, courageously working it out on an altruistic basis.

Minneapolis

Cincinnati

A Record-Breaking Installation Job

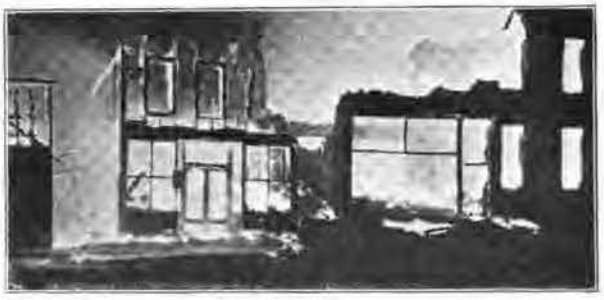
By F. B. Evers, Installation Department, Omaha

ABOUT half past nine o'clock on the night of January 20th, G. K. Gann, Traffic Superintendent of the Lincoln (Nebraska) Telephone & Telegraph Company, advised me that he wished the Western Electric Company to handle the restoring of switchboard service at the Greenwood, Nebraska, exchange, which was then being destroyed by fire. T. C. Rice, of the telephone company's engineering department, and Inspector R. W. Harper, were immediately detailed to locate some of our men. They canvassed every theater and billiard parlor in the city (Nebraska laws require bars to close at 8 P. M.), until they had located three men.

We at once secured a one-position, 150-line magneto switchboard from the telephone company's stock. This we rewired, including wiring signals and cutting and forming the main distributing frame cables. The board, together with protection for the lines, was then crated, and with it Messrs. Harper and E. F. King boarded a fast midnight express train to the scene of the fire, arrangements having been made with the Burlington Railway to have the train make a special stop at Greenwood.

Before daybreak our installers had the switchboard and main distributing frame installed complete, and tested out in readiness for the telephone company to attach their outside cables. This they completed about 11:30 A. M., and were giving service at noon of the same day.

The fire destroyed practically the entire business district of Greenwood, and the equipment was installed in the rear of the Farmers' National Bank, which was thought to be out of the fire region. About 4 A. M., however, while our work was in progress, the building caught fire, and but for some quick fire fighting by our men would have been destroyed.



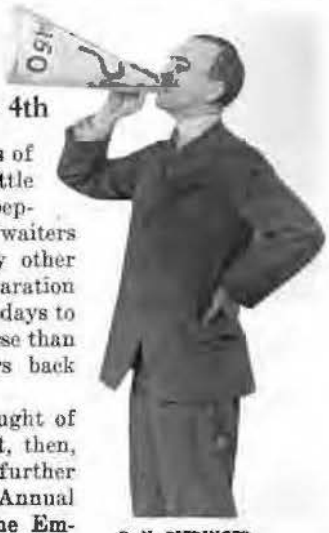
THE BURNED BUSINESS BLOCK IN GREENWOOD, NEB.
From a photograph taken by Mr. Evers during the course of the fire

The accompanying photograph shows what remained of the old exchange building when our men reached the scene.

All the men left town the night of the 21st, service having been interrupted but one-half day. Local telephone officials expressed themselves as being highly pleased with the service rendered by our installers.

THE GREAT BIG BANQUET

Fifth Annual Event Held at Hawthorne, February 4th



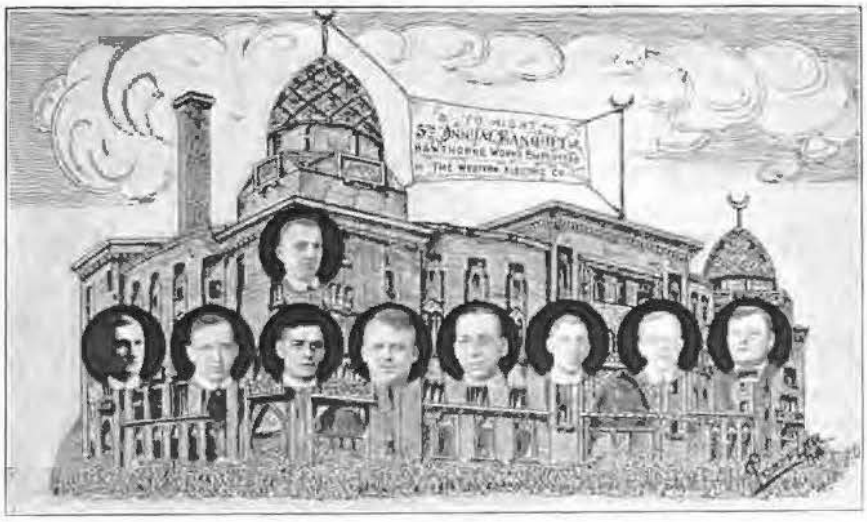
P. N. RIEDINGER

LTOGETHER, now! Rah—hold on; we can't yell here. The banquet is over. This isn't Medinah Temple. But say, didn't we make some noise down there? You're right (as the sanity commission said when they discharged the man under examination).

Who's that asks "What d'yuh mean, banquet?" Turn over on the other side. You're getting restless and we're afraid you'll wake up. Say, where do you live? Oh, that's different. You see everybody in Chicago knows that *the* banquet this year means the Fifth Annual Banquet of the Hawthorne Employees of the Western Electric Company. Big title, eh? Well it was a big banquet—a *great big* banquet—*a whopping big* banquet—a *da*— (excuse our enthusiasm). We'll stop right here. It is going to get us into trouble with the dictionary if we try to find a word to describe the size of that banquet. Here—we'll give you some statistics and maybe you can supply the word yourselves:

The attendance was about 2,000 good men and true, with an appetite and a half apiece; total 3,000 appetites. To feed them the caterers supplied 1,200 pounds of chicken, 900 pounds of beef tenderloin, 20,000 oysters (nice, big, juicy ones), 25 bushels of potatoes, 360 cans of peas, 50 pounds of mushrooms to make sauce for the beef, two gallons of sherry—(Huh? Oh, that was only to put in the gravy)—salad enough to fill three barrels, 6 baskets of green peppers, 100 bunches of celery, 2,000 rolls, 350 loaves of bread, 140 pounds of butter, eight boxes of oranges, eight boxes of apples, 20 gallons of pickles, 20 gallons of olives, 200 gallons of coffee, 50 Roquefort cheeses, 15 boxes of crackers (*of course* not the 5-cent size!—great big wooden boxes), 100 gallons of ice cream, $100 worth of assorted cake, 20 gallons of ketchup, 20 gallons of vinegar and a few other little items such as sugar, salt, pepper, etc. One hundred waiters fed the multitude. Sixty other persons helped in the preparation of the food. It took three days to get the dinner ready. Worse than cooking for the threshers back home, wasn't it?

And now have you thought of that word yet? All right, then, let's let it go without any further amplification—the Fifth Annual Banquet of the Hawthorne Employees. That tells the story to those who were there. They will never forget the event. Those who weren't there missed it—that's all. There is no use in trying to describe it adequately for them. Still, maybe we can give them some idea of it.



ARRANGEMENTS COMMITTEE, HAWTHORNE BANQUET

F. J. Sheridan, Chairman

Left to right:—A. J. Babcock, M. H. Decker, P. M. Marshall, W. C. Adams, L. H. McClure, G. Mathison, E. B. Torland, J. E. Moravec

In the first place, there were no "dead ones" there. Songs and yells from the various departments kept things well stirred up. The Western Electric Orchestra also played, but it had a hard time making itself heard through the cheering. The plant departments, the engineers, the tool-making department, the students and others made their presence known by their numbers and enthusiasm. Of course, the students, fresh from school, had the advantage of recent training in the rah-rah stuff, but they had to cling to their laurels with both hands to keep them from being snatched away by some of the other groups.

The cheer-leader of the evening was G. C. Krenning, one of the students, a former cheer-leader at Oberlin. He climbed up with the band, took off his coat and got down to business. Take another look at his

S. B. ROSE

H. M. CHURCH

WM. RANDALL

picture there and you'll see that he knows how to stir them up.

The banquet programs contained three pages of choruses from popular songs, so no one could plead ignorance of the words as an excuse for not joining in the singing. Everybody knows that the lack of a voice is no excuse at all for keeping out of a good fellowship chorus. But the main difficulty with the singing was not in getting the fellows to sing, but in getting all of them to sing the same tune at the same time. When a crowd is so large that it requires a banquet hall as big as all out-doors it is quite a man's size job to get the last fellow to singing on a piece before the first man is through. At that, though it doesn't make much difference whether you are singing the right piece or not just so you sing, so we all joined in and made lots of noise, which is as much as can be said for some of the much more pretentious singing inflicted upon the public. Besides the songs the programs contained a list of winners in athletic events during the past year at Hawthorne, a couple of pages of "roasts," the menu and a list of the evening's speakers and the banquet committee. The cover and the attractive page headings, which received much favorable mention, were the work of X. W. Loeffler, of the publicity committee, who expended much time and care in their preparation. The results were certainly worthy of his efforts.

THE HAWTHORNE BANQUET PUBLICITY COMMITTEE
R. Calvin K. Roewade, Chairman X. W. Loeffler
E. E. Novotny H. C. Quigly

Special caps were worn by the general merchandise departments, the tool-makers, the engineers and the students. The latter group wore dunce caps to signify that they don't consider themselves in the "know it all" class, but are with us to learn. The Western Electric spirit they displayed showed that they are apt pupils, for they certainly have picked up a lot of it in a short space of time. You can get an idea of the latest styles in banquet caps by an inspection of the accompanying cuts. S. B. Rose shows the general merchandise department's preference. H. M. Church is demonstrating the engineers' bonnet. William Randall displays a style suitable for the tool-makers only, as it bears their department number upon it, while P. N. Reidinger, of the educational department, is displaying a combination cap and megaphone which has met with considerable favor among sporting fans.

Banners and other devices were displayed by many of the departments. A number of them are shown in the accompanying illustrations. The New York men recently acquired by department 2360 had a banner of the same design as the one from that department shown here, but bearing the legend, "New fellers from the old shop." The Works Laboratory had on their table a chemical retort labeled with their department number. Balloons, aeroplane tops and paper streamers made things lively near the general merchandise delegation. A neat calling card was at each plate bearing "Greetings from the plant departments." Rattles, tin horns, and other ear-splitting devices voiced the presence of other groups for several blocks. Yes, it was a lively crowd. When the big feed had been put where it would do the most good the company adjourned to the auditorium, where other treats had been prepared for them by the Arrangements Committee. And right here is a good place to say a few words in appreciation of the work

of the men largely responsible for the success of the great Western Electric evening. The banquet was under the general direction of the Central Committee, which delegated active charge of the work to the Men's Club. The main duties under this organization devolved upon the Arrangements Committee and the Publicity Committee of the Club. The Arrangements Committee first selected the Hotel Sherman as the scene of the festivities, under the assumption that the attendance would reach about 600. When they began to push the sale of tickets, however, they saw that they had underestimated the banquet enthusiasm, for as soon as they got well in on the job they found that twice 600 tickets would be insufficient. Then the Publicity Committee got to work, aided by the new Western Electric printing plant, and the thermometer placed on the restaurant to record the hot scramble for tickets began to try to knock the top off of its tube. That meant more work for the Arrangements Committee, for soon the ticket sale far surpassed the accommodations of the Hotel Sherman. In this emergency the committee, with the co-operation of the Company, secured Medinah Temple, with a banquet hall capable of holding 3,000 people and an auditorium seating 5,000. And now, we'll just adjourn to that big auditorium, as we started to do, and see what's going on there.

In the first place there were the cigars, and they *were* "first place" cigars, too. Then S. S. Holmes (not "steamship" Holmes—"good fellowship" Holmes), the toastmaster, made a short speech which demonstrated that his devotion to the grand old cause of fellowship has not waned. He was followed by H. F. Albright, general superintendent, who was greeted by a standing audience that cheered him for several minutes. He only spoke a few words, drawing attention to the significance of the gathering, comprised as it was of one in every four male employees of the Hawthorne Works—a record which probably could not be duplicated by any other industrial plant in the country.

J. W. Bancker, assistant general superintendent, who was down on the program for the presentation of medals to winners of athletic events at Hawthorne during the past year, neatly side-stepped his speech with a statement that the list of winners could be found on the first page of the program and therefore there was no need for him to keep the show waiting while he repeated them.

Then came the "mammoth show—a stupendous production of seven all-star acts," opening with "Black and White," novelty acrobats (the "Yoo-hoo Girls"), and closing with a burlesque act, the "Choo Choo Girls." There were no "chasers." Everything was good. Curtis and Hebard (two more girls) entertained with comic songs. The "Acme Four" was a male quartet of high ability. Frank Bush told a lot of good stories in German, Yiddish, Irish and "Coon" dialect. Fred Sosman sang several character songs and Mr. and Mrs. Natalie Ferarri gave a very pleasing exhibition of society dancing.

And then the first thing we knew the happy evening was over and there was nothing to do but go home, with the words of the engineering departments' song ringing in our heads:—

By thy railroads ever going,
Oh! Hawthorne, Oh! Hawthorne,
There's a shop that's ever growing,
Oh! Hawthorne, Oh! Hawthorne.
There's an echo on the breeze,
Like a busy hive of bees,
And the words it says are these,
Oh! Hawthorne, Oh! Hawthorne,
And the words it says are these
Oh! Hawthorne.

Oh, you Hawthorne! You *know*. Sixth Annual next year. *Be* there? Meaning *us?* You know it!

An Electrical Cottage

THE Chattanooga (Tenn.) Light & Power Company have recently opened a permanent demonstration building, known as the Electrical Cottage. They have secured a new bungalow, had it wired, and have invited various electrical manufacturers to install permanent exhibits of various current consuming devices, such as stoves, irons, fans, washing machines, vacuum cleaners, lighting fixtures, and the like.

Our Atlanta house was requested to send a representative to demonstrate Western Electric Sturtevant vacuum cleaners, and W. J. Whaley, of the local sales department, spent a week at Chattannoga, demonstrating the No. 1, No. 2 and No. 3 types.

Upon his arrival, Mr. Whaley found that there had been a delay in the formal opening of the Electrical Cottage. However, he installed the cleaners in the show window, and gave morning demonstrations, which attracted widespread attention, and resulted in several sales and numerous inquiries.

Mr. Whaley writes to the NEWS as follows:

"While in the city I was requested to make a speech before the Central Presbyterian Church upon health and the sanitary condition of the home, and how to overcome the possibility of illness by the use of vacuum cleaners and electrical heating and cooking. I am to-day in receipt of a letter from the chairman of the Board of Stewards to the effect that they have decided to buy a Western Electric Sturtevant cleaner.

"I find that our vacuum cleaners will attract attention if the parties are at all interested in sanitary cleaning devices."

Some Impressions of the Western Electric Company in America

By F. A. Windt, Assistant Sales Manager, Antwerp

WITH the United States it is the same as with Rome. Once you have had the fortune to visit them, you desire to see them again. In September, 1906, I finished my American apprenticeship in the telephone business under Messrs. Crawford, Danner, and Harper, in Chicago, Clinton Street, and made Antwerp my headquarters. Since that time, I have longed for a second visit to America, partly for sentimental reasons and to a great extent for reasons of a personal ambition, to look once into the great American organization of which during three years I had been an insignificant part in the States. My experience in the different departments of the Antwerp house increased in me the desire to come in touch with the people who are so greatly contributing to the success of the Western Electric Company.

F. A. WINDT

My expectations were rather high, for from my personal recollection I knew the tremendous growth of the Company. When Mr. Crawford hired me in 1904, there were about 40 draftsmen in the telephone equipment division; while at the time I left Chicago there were about 200 or 250 equipment draftsmen reporting to Mr. Harper. I remember my pride in having had an all-round experience in the division, as I had to check all kinds of drawings, from key shelves to assemblies, from cable racks to cable measurements, whereas later my fellow draftsmen have been specialized, one checking only front equipments, another rear views or frames, etc. I had naturally no opportunity to look into some other branches of the Company's organization.

All that I have seen on this trip in New York and Hawthorne has been up to my expectations. In order to illustrate my impression of my visit, it will be sufficient to say that during my stay in Chicago, when taking the elevated from downtown to Hawthorne, and starting to read the *Tribune*, I invariably read Mr. Hyde's daily editorial, entitled "We Will," as "W. E. will"—so much has the Western Electric filled my mind. It is not necessary to say that I came to New York an enthusiastic Western Electric man, for I believed already in quality of Western Electric apparatus, as we have a good training in Antwerp in that regard. Mr. Minor and Mr. Christoffel's enthusiasm on this point is contagious, and we all know in Antwerp that the aim of our Antwerp house is, and always has been, quality.

What I have learned, however, on this trip is that Western Electric men are men of high business qualities, and this I claim without restriction. It is often heard that, in a good organization, high efficiency is due to methods more than to men. My opinion, however, is that the efficiency of an organization is due to men more than to methods. In a progressive organization, good methods are supplanted by better ones. Our American organization is the best example of a progressive organization. There is no theory of infallible authority, but, in every branch of the organization, an active search after more efficient methods. This is the key to the Western Electric success.

Incidentally, I might say that I was very glad to see that all those employees whom I knew when working in Chicago, and of whose ability I had the best opinion, occupy now, without exception, important positions. I do not pretend that this certifies to my good judgment, but it certainly shows that promotion in the Western Electric Company is the consequence of efficiency, and is the secret of the Company's success.

When, in his talk to the prize salesmen, Mr. Swope stated that the Company's total sales of $77,000,000 in 1913 are greater than those of any year in the past, and that at the same time the percentage of gross profit has increased, I was not much surprised. Indeed, any increase in the total sales might, under conditions, mean hard work, but combined with increased gross profit means always intelligent work on the part of the salesmen and of the management. And it is the extreme intelligence of the applications of the methods which is bound to impress anybody who has the privilege to study the Western Electric organization.

A very gratifying fact for a member of the European organization visiting the States is to note that due importance is now given by all the influential heads of the Company to foreign houses. I judge this, among other facts, from the extreme willingness I have found with all members of the organization to give me information I have asked for, and the sincere fellowship extended to me by everybody. I have been very glad of this, as I hope that our foreign business will steadily increase in future. We in Antwerp are very optimistic about this. Personally, I wish that more stress could be laid upon the business abroad, making it better known in this part of the world that there are branches of our business scattered in the important centers of Europe which have made the fame of the Western Electric telephone system universal. In short, I hope that you in America will believe in us as we do believe in you.

NEW YORK

J. J. Raftery, Correspondent

SOLILOQUY

Tell me not, you gray old-timers,
Salesmen's lives are all a dream,
For with plugging I am weary,
And things are not what they seem,
Hours are long and times seem dreary,
As I hike from town to town,
Swapping tales with others weary,
Getting nothing but a frown,
Oft I'm called up by the office,
With the mandate, "Please come in,"
And I go in fear and trembling,
Wondering of my latest sin;
Well, I must be up and doing,
With a heart for any fate,
I'll still keep plugging, still keep digging,
Or the boss will me berate.

New York house profits remind us,
We should make ours upward climb,
And when New Year's comes 'twill find us—
I cannot end this—words won't rhyme.

TO A. L. P.

To write a pun upon your name,
Will fill me quite with glee,
But I can't, because there is no word,
To rhyme with Piz-zini.

From the New York *American*, Monday, Feb. 9, 1914:

"London, Feb. 8.—Burton F. Babcock, of Syracuse, N. Y., announces the discovery of a means of transmitting thought direct by wireless.

"'A few hundred volts of wireless, controlled into a small, strong and continuous current *a few inches in diameter*,' he writes, 'will not only convey sound in the form of ordinary conversation but will transfer thought from brain to brain.'"

How horrible to contemplate the consequences should there be a hole in the ohm shifter and a large ampere 8 inches in diameter leak through, or if the hoopendasher slipped off the apex. Truly, "electricity is a wonderful thing!"

R. F. S.

People sometimes speak slightingly of the benefits of a college education. We take exception. Ed Higgins, our Connecticut salesman, with three years of academic experience on the rough path of salesmanship, in a recent controversy with the office over a motor, wrote a memorandum to G. B. Macpherson as follows:

"To a certain extent the effect of synchronous pulsation of the resistance coincides with that of reactance, since a pulsation of reactance when unsymmetrical with regard to the current wave introduces an energy which can be represented by an 'effective resistance.'"

Mac hasn't got it yet.

PHILADELPHIA

L. R. Browne, Correspondent

THE SERVICE MAN'S WAIL

Tune: "Everybody Loves a Chicken"

You ask me why that young man's brow
Wears such a dreary frown,
If you would learn the reason why,
Just simply stick around.
Stroll in some morning early,
When we're opening up the mail,
Watch Hallstrom read a letter through,
Then hear him start to wail.
He'll grab that young man quick,
And then he'll start to kick.

Chorus

Everybody's always kickin',
Every single little thing that goes awry;
All the errors, whether small ones,
Whether grave or simply "fall" ones,
Blame on the "Service" guy.
Everybody loves to keep a kickin'
And that is why you'll hear the cry
When service men draw nigh:
"Kick, kick, kick, kick, kick, kick, kick,
Kick-kick-kick-kick-kick-kick-k-i-c-k.
What shall we do, will they never get through,
Everybody's always kickin'."

With telephones and telegrams and letters by the ton,
His desk is buried, covered, swamped and every single one
Is from some irate customer who wants to know just why
The order which we said last week would be shipped "by and by,"
Has not yet come to hand;
And so he joins the band.

Chorus: Everybody's always kickin', etc.

L. R. B.

This is a humdrum world. Life runs along in the same old groove day after day. We see about the same faces on the street-cars in the morning and when we arrive at the office, we hang our coats in the same old place and seat ourselves to the prosaic task of opening mail, adjusting the same old complaints and applying the grease of diplomacy to the squeaking wheels of business.

A few days ago, though, when we were busily engaged in endeavoring to figure out a line of argument to use in inducing a customer to accept two gross of snap switches which had been substituted on his order for a barrel of batteries, we sensed the nearness of an unusual presence, and glancing up from our work, we looked into the smiling countenances of Messrs. W. S. Sisson, of the D. & W. Fuse Company, and Louis DuCloos, of the Walpole Tire & Rubber Company.

BANQUET OF THE KANSAS CITY SALES CONFERENCE

All of which means, Mr. Editor, that we have slipped in one of those forbidden "visits" items, and have got away with it.

Oh, well, it's our birthday, and we feel lenient.—Ed.

"Jim" Savage and "Sid" Greenfield, of our local sales department, have had signal honors thrust upon them of late. Both have been appointed members of the local Jovian degree team. The selection is particularly happy, as both of them have the reputation of being "regular devils."

SAN FRANCISCO

C. L. Huyck
Correspondent

Golf is the official game of the Pacific Coast electrical fraternity, and the cup of cups, the *ne plus ultra*, is the jobbers' trophy, which is played for every three months and is held by the winner until the next tournament. We are proud that it has now been in the possession of Western Electric men for a full year. Mr. Leggett, Pacific Coast Manager, captured it in February, 1913; Mr. Burger, Los Angeles Manager, in June; Mr. Brainard, Seattle Manager, in September, and Mr. Leggett, again, in December.

Oh, you Hawthorne! Wasn't it rather forgetful, when we particularly said the order was for a *schoolhouse*, to send us an HA-4 simultaneous ringing, talking and listening panel, labeled "In Case of Fire in the Hotel open this Door and ring Guests by pressing Lever to Right"? However, the language uttered by the principal, when he saw it, qualified him for a day or night clerk anywhere.

What do we think of the News? Well, for instance, the last issue was delayed by storms and railroad tie-ups, and the number of inquiries about its non-appearance on schedule time certainly indicated the interest taken in our paper and the part it has come to play in our activities. Always new and surprising, and broadening and helpful, too, we anticipate its appearance each month and read it with pleasure.

Who was that king of Prussia who specialized in six-foot grenadiers? Was it Frederick William the First? No matter; but we were going to say that the last bunch of Hawthorne prize winners looks like a photograph of his first platoon, or else of an All-American football team particularly strong in centers, guards, and tackles. It was decidedly a eugenic convention.

E. C. Estep, the maker and unmaker of budgets, while here early in February, approved, among other things, the amount of construction now progressing at the Panama-Pacific Exposition.

KANSAS CITY

W. J. Laufenberg
Correspondent

The annual sales conference of the Kansas City house was held at the Coates House, beginning Wednesday morning, January 21st, and closing on January 24th.

This conference was composed of window displays of specialty lines, each specialist making his own display in the most attractive manner, after which our famous critics, Messrs. Uhrig and Talmage, would pass on each for final approval.

The first day, Wednesday, was devoted to the opening of the question box, which resulted in a great discussion, bringing out many points of interest.

Thursday was the day for the specialists to give talks on their lines and displays.

On Friday, the "Wise Men from the East," whose factory lines we represent, came and told us of their vision of future hopes and possible realizations, if we dig up the earth and plow into the rich ones.

On Saturday morning Mr. Uhrig read Mr. Thomson's paper on advertising. In the afternoon the contractors and dealers from the city and nearby towns were invited in to see our exhibits.

Last, but not least by a great deal, was the banquet given in the evening. There were seventy-six present, our salesmen, heads of other departments, contractors, dealers and representatives of factory lines.

This was the first banquet of its nature ever held by Kansas City, and it was a great success in every way.

G. C. Cullinan, manager of our St. Louis house, came over to see how Kansas City does things, and to obtain some advance information for his organization.

Does anyone remember when the tunes were written to which the songs in the Western Electric song book are supposed to be sung? If anyone does, he deserves an old age pension.

Geo. A. Antrim was one of the prize salesmen who went to Hawthorne at the last conference. He figured himself such a winner that when he arrived home he won a lady, Miss Hattie Still—not from the Western Electric ranks.

C. E. Vandel, our credit man, is the watch-dog of the treasury; in fact, he is even afraid to let his chair out of his sight for fear it might take on extra legs and walk away. For extra precaution he has it fastened to the iron supporting beam with a log chain and padlock, much to the merriment of his numerous customer friends.

BOSTON

D. A. Chase, Correspondent

The Weco organization has made its appearance in our Boston shop with a vim that augurs success. Permit us to note the first fruit of their endeavors in victories at the first indoor meet of the local telephone societies. Our winners were:

Bailey, Conners, Coughlin, and Zutt; mile relay race.

Anderson, second place, 300 yard dash.

Anderson, second place, high jump.

Bailey, third place, mile run.

Our athletes were matched against well known college and local amateur performers.

BOSTON'S TRACK TEAM

Our first annual dance, on February 18th, was held to raise funds for the baseball treasury. We anticipate a team that will warrant the attention of the Federal magnates—wish we could play you, Hawthorne.

We modestly suggest that we are *some* bowlers here at Boston, the Western Electric team being tied for first place in the local candle pin league with the Telephone and Western Union contenders. Matches are being bowled on a 27-week schedule, and if we can only beat out the Wire Chiefs, we can place a real cup in our trophy room.

Does a liberal claim policy pay? We think so. Note as evidence, this extract from a Bangor correspondent:

"We are very much surprised at your giving us full value for condulets returned to you, as they had been in our stock a very considerable time. We hate to accept a money credit, after you have used us so very well, but money is tight in Bangor. We hope to re-open our account very soon."

The sincerity of the regret expressed throughout the Boston organization at the loss of B. S. Culp as a coworker, truly attests the friendship he has created. Boston bids him *bon voyage* in his new venture. We have respected Mr. Culp as a superior, and we liked him as a fellow helper in any endeavor for Western Electric welfare. We are most fortunate in the return of W. H. MacCrellish to the organization.

FROM THE BOSTON GIRLS

Mr. W. A. Wollf, New York, Take Notice:

Mr. Ward Scranton, the "American Beauty" electric iron representative, called on us recently and expressed regret that the girls in the sales department bowling team were called Western Electric "Sunbeams." Mr. Scranton guggested that Western Electric "Beauties" would be a fitting parallel to the team name of our adversaries, the Western Electric Belles.

While we could not be induced to change our name (speaking strictly from the team standpoint) when Mr. Scranton made his suggestion, we could not help reflecting on the thrust that we *might* have received from the all powerful pen of W. A. Wollf, had we chosen such a sobriquet.

E. M. T.

DENVER

M. Cassedy, Correspondent

San Francisco has evidently discovered a new way of cutting down expenses. In closing the books a difference with the Company books was unearthed by the accounting department between Salt Lake, Omaha, and San Francisco. After digging around a while San Francisco discovered that it was up to them to adjust. The following telegram was accordingly sent to us by San Francisco: "You advise New York San Francisco adjusts difference."

Good idea, 'Frisco; we'll try it on Omaha.

E. F. L.

We congratulate E. R. Finch, of the comptroller's department, who was with us to close the Salt Lake City and Denver books, on the preservation of his calm demeanor and unfailing good nature during his short stay.

H. H. A.

CHICAGO

H. L. Grant
Correspondent

IF

If you can choose with firm determination the line of work you're qualified to do;
If you can stick to this with clear decision and do your work as from a partner's view;
If you can always boost and keep on boosting when weak ones doubt and less-determined fail;
If you can work and smile in spite of knockers and by your very faith offset their wail;

If you can see the Rolling Stones move elsewhere and make allowance for the things they say;
If by the little set-backs you're not humbled but toward the future let your vision stray;
If as you near success you keep your balance and do not totter with the goal in sight;
If you can gather power in your progress and be not buried by its very might,

It matters not what trade may be your calling,
It makes no difference if it's small or great;
It may be farm or mine or manufacture,
It may be railroad, finance or the State.
Decision—Courage—Faith—Enthusiasm—
These are the tools with which success is won,
And if—with these—you chance to be with Western,
Then—you are just the man for us—my son.

G. I. S.

HYSTERIA IN RUBBER STAMPS

Some of our Western Union friends have recently asked that their material be delivered

NOT LATER THAN *as soon as possible.*

This inspired one of our stock maintenance clerks to stamp up an order

DELIVER *at once,* NOT BEFORE. J. M. P.

CHESS CONTEST

We accept Antwerp's challenge and have forwarded our first move—King's pawn to King's fourth. A. H. B.

MAKING THE COLUMN

In Chicago's *Tribune,* you have heard of the "Line"?
They won't use their own stuff when they can get mine!
In Detroit's *Free Press,* you've heard of the "Chat"?
With my hands tied behind me, I can make that.
But when Editor Grant takes a squint at my stuff,
He throws it right out—one glance is enough.
So, Harry, unless this appears in the NEWS,
I shall help poor New York, for they need it. Now choose.

A. R. M.

M. S. G. inquires if the board of editors did not make a mistake in running the Spurling lion story in the February number instead of the NEWS for April 1st.

ELECTRICITY BY THE BOTTLE

"1-10-1914. Kyserike NY R. R 1—
West Electric Cure. Co—
Dear Sir please send me prices on your electricity in a bottle if you make them yet as i have had one of them some time ago pleas answer By return mail—
and Oblige— J. C. ——."

On January 20th Mr. Wm. H. Thomas passed out cigars on his new son Clifford.

SALESROOM CHANGES

The arrangement of the salesroom at Clinton Street was radically changed on February 1st. The sales department which formerly occupied the entire room has been arranged on the south side of main aisle. The non-associate service department, including stock maintenance, buying, order writing, service, and claims, has been located in the same room just north of main aisle. The non-associate record room has been located just west of sales room. With the credit department, sales department and the non-associate service department in immediate touch with each other, we are expecting a considerable increase in efficiency.

MINNEAPOLIS

R. F. Geeseka
Correspondent

Arlington, Minnesota, probably enjoys the unique distinction of being one of the few towns, if not the only town in the United States, which can boast of having an assistant chief engineer of its electric light plant chosen from the ranks of the fair sex. The accompanying picture shows Miss Elfie Luhring on duty during the evening run. This young lady does all her own firing, "cuts out" or "parallels" the generating equipment as the service demands, with no assistance. She is considered as efficient and perhaps more careful of the machinery under her supervision than her male colleagues.

An electrical bowling league has been organized in Minneapolis, consisting of six five-men teams selected from the employees of the Western Union Telegraph Company, the Northwestern Telephone Exchange Company, the Minneapolis General Electric Company and the Western Electric Company. At the half-way post the Western Electric team leads the league.

LOS ANGELES

F. E. McKeever
Correspondent

Beginning January first, we originated a plan of our own of holding bi-weekly conferences between the various members of the local stores departments. The purpose of these meetings is to discuss plans for savings and efficiency in stores management.

The meetings so far held have been successful, and we have already derived much benefit from them.

During the recent rainy season the basement of our building "sprung a leak." We keep a big stock of several thousand dollars' worth of meters in this part of the building, which would be ruined immediately if they were to get wet.

With the aid of a couple of "cholos," on night and day shift we kept the water swept into the elevator shaft, and removed it from the place by carrying it out in pails.

For the information of our Eastern friends the so-called "rainy" season is not as bad as it sounds. With three hundred sixty days of sunshine in a year there are few days left for rain. We seldom see rain at all from March to November.

Our "Hans Wagners," "Ty Cobbs" and "Cy Youngs," together with the other smaller stars, have been playing baseball regularly every Saturday afternoon all winter.

DALLAS

BIRTHDAY GREETINGS FROM TEXAS

O. T. Hazelton
Correspondent

On the NEWS' gorgeous covers worthy
subjects are displayed,
But the ones which enlighten us are
'neath its covers laid.
May the breezy newsy items from the
houses never cease,
And the path of the editors be one
of ease and peace.
Upon the scroll of old '13 "success"
has been inscribed;
To make '14 a better yet the Fates
have all been bribed.
So come readers, lend a hand some items to indite;
For the editor's best efforts are vain unless we write.

Eddie Abbott, our bright little salesman who represented us during the sixth conference of prize salesmen at Hawthorne, formally met his match while there, in being introduced to Mr. Know-it-all, the dummy. Eddie's quietness since his return has been the subject of considerable comment.

Readers who think of Texas as a land of perpetual warmth will be interested to hear that our thermometer fell from seventy degrees to ten degrees above zero in about twelve hours.

E. F. Haling, formerly of the Kansas City sales department, has been transferred here, occupying the position of supply sales specialist for our house.

ECHOES OF THE ATLANTA TRIP

On January 24th an early start was made by the husky eleven from the Dallas house (all W. E. salesmen are husky from carrying the light weight catalogs and 2 K.W. generators, not to mention a couple of everything made by Bryant & Perkins; in addition to which it is said that Mr. Russell also carries a thirty-five foot cedar pole for a cane and delights in telling a customer about his grandfather using it for a night stick when he was on the Podunk Police force). The party occupied a special car.

Enroute, Mr. Russell was the official information bureau. He could answer any question, from where all the battles of the Civil War were fought to when the new general catalog is coming out.

Mr. Murph was found over in the corner of the depot with a very dejected looking countenance. When asked about it, he informed the bunch that it had cost him $1.25 to get a little breakfast, and that that was all he had counted on spending during the entire trip.

Our real, honest-to-goodness high-brow was Mr. Baldwin, who took a box at the French Opera in New Orleans. When asked the name of the opera he didn't exactly know, but thought it was something about Meyer's beer.

CINCINNATI

J. F. Dohan
Correspondent

The local correspondent, abetted by those with literary tendencies, believes that Cincinnati does not receive due recognition, so hurls the following defi at New York and Chicago. Our game is now to meet all comers, and if we don't have a few of them jumping to the "Federals" we'll miss our guess.

It's not a case of sour grapes, but honest it's a fact
You'll notice every issue of the NEWS
Will print some stuff that's pretty punk, but if it comes
from "Chi,"
It's ten to one the editors will use.

The same thing goes for dear New "Yawk", but then it
fills the space;
The articles they write we would besmirch.
No matter what we send from here, the editors will chase,
And leave poor Cincinnati in the lurch.

What we propose to do is this, we're open to a test:
We'll let them choose the subject to discuss.
Just put your thoughts in poetry and do your level best—
We'll bet we'll be the leaders in the fuss.

The Western Electric policy of progress seems to have been assimilated by the NEWS, for marked improvement has been noted in every issue. The subjects treated by our experts in their particular lines are read with interest, not only by the Western Electric employees, but by some of our best customers, who have requested copies. For an example, we in Cincinnati sent copies of the NEWS to some of the prominent railroad people in this territory and received acknowledgments highly complimentary to the editors. Further to emphasize the interest manifested here, our allotment of the January number was not received, and the writer was besieged with inquiries as to when we would receive them. Many examples could be recounted, but what's the use. Everybody recognizes quality, and the NEWS is saturated with it.

AMONG THE ENGINEERS

NEWS OF THE DEPARTMENT FROM NEW YORK AND HAWTHORNE

NEW YORK

ENGINEERS' MEETING

On January 23rd R. L. Jones of the research branch addressed the engineers on "Sound Vibrations in Telephone Apparatus." Mr. Jones pointed out the similarity between the laws of sound and those of electricity and showed their close relationship in telephony. He then described in detail a recent study of the telephone receiver, and explained how its rather complicated actions had been successfully analyzed by means of new experimental methods. The results of this investigation were interpreted by the aid of numerous mathematical formulæ, and were plotted as curves, which were shown by lantern slides.

"The Practical Solution of the Printing Telegraph Problem" was the subject of the paper that A. F. Dixon read before the engineers on the evening of February 20th. Mr. Dixon described in detail the apparatus and circuits used in the various printing telegraph systems, and explained how it had been found to be commercially possible to meet the requirements of practically all classes of telegraph service. Mr. Dixon explained the most recent improvements in the apparatus that have been made by the Western Electric Company. He stated that commercial trial installations of these printers have proved in under widely different conditions, and that the most interesting trial had been installed on the New York-Boston circuit, where eight printers are operated simultaneously over a single wire at a very high rate of speed.

HAWTHORNE

The following men have been selected for the committee on arrangements of the Hawthorne Engineers' Society of the Hawthorne engineering departments for the following year: W. E. Viol, 2482, chairman; C. L. Osgood, 2487,

RETIRING COMMITTEE ON ARRANGEMENTS, HAWTHORNE ENGINEERS' SOCIETY
W. C. F. Farnell (Chairman), Dept. 2471
G. A. E. Tech, Dept. 2487 S. M. Wilson, Dept. 2481

member for two years; R. P. MacLaren, 2481; O. Edelman, 2483; R. P. Ashbaugh, 3470.

The retiring committee consisted of W. C. F. Farnell, chairman; S. M. Wilson and G. A. E. Tech. The various activities of the society have included lectures by its own members and by members of the Chicago Telephone Company, the Western Union Telegraph Company, and the New York engineering department, as well as the annual engineering departments' picnic. The committee is to be congratulated upon the success which has attended its efforts during the first year of the existence of the society.

HAWTHORNE ENGINEERING SOCIETY

As the accompanying poster shows, the Hawthorne engineers have been seeing things again. What is more, they have been hearing things, and things well worth the hearing. On January 19th W. F. Smith gave a talk before the society on "Submarine Cables." Now a submarine cable has connected to it a long tale and an interesting one. Consequently, as Mr. Smith had by no means exhausted his subject at the first lecture, he was prevailed upon to continue it on the evening of the 26th.

When Mr. Smith is booked again, though, it will be as "foreign talent," for he has been transferred from Hawthorne to the New York engineering department. He left for New York on January 30th. The evening of the 29th he spent with his friends of the Hawthorne engineering departments as their guest at a farewell dinner given at the Kuntz-Remmler Café. During the year and a half he has been at Hawthorne Mr. Smith has made a great many firm friends, who were naturally sorry to part with him.

J. Harper, a fellow wanderer from the "tight little isle," gave a very happy farewell speech and presented Mr. Smith with a pipe as a remembrance from his Hawthorne friends.

NEWS FROM HEADQUARTERS

Some Items of Interest from the General Departments

GENERAL SALES DEPARTMENT

W. A. Wolff
Correspondent

A CONGRATULATORY YAWP.

Two years
Three cheers
And a tiger, too—
Hats off to you
While we enthuse
A bit, O NEWS!
You are sure some grand little sheet,
We guess you're pretty hard to beat.
Why, when we think
Of that fool gink
(And his name is legion
Right in this region)
Who told us with an air of scorn—
"Why man, as sure as you've been born,
They'll never be able to make it last;
It'll be dead before a year's gone past."
Gee, it made us hot
And we'd rather not
Recall
Quite all
The things we said
To that mutton-head
With his fatuous leer
And his manner drear.

But what's the use of recrimination,
Two years have gone to their expiration
And the NEWS, —
To confuse
All the knockers who swore
It would be no more—
Comes along every month getting better each time:
Why it's only just now that it's reaching its prime.
"Well, granted," you say,
"But does the thing pay?"
Oh, gee
You should see
How the faces all shine
When it comes down the line.
It's like an old friend
From beginning to end.
You may read
A short screed
'Bout some chap in Seattle,
And that sort of prattle
Makes you feel
That a real
Bond exists between you
And that other chap who
Lives thousands of miles way out in the West;
It looks as though that is a pretty good test
Of whether or not
The NEWS hits the spot.
Every one, be he here or in some foreign land,
Regards it as if 'twere a shake of the hand
From all of the others—
Twenty thousand odd brothers
And sisters,—who, too, the world over, feel
That to them it is making the selfsame appeal.
Does it pay?
Oh, say,
Fade away.

W. A. W.

As might be expected, original things originate in the advertising department. The latest mad waggery comes from Bill Lindsey. Here it is:—

Harry (the hall boy): Mr. Lindsey, there's an advertising solicitor outside to see you.

W. D. L.: What paper is he from?

Harry: The *Horseless Age*.

W. D. L.: Trot him in.

We have seen T. R. George, the well known receiver of farewell banquets, about whom Hawthorne has been printing so much slush in recent issues of the NEWS. Even at that, he seems to be a mighty decent sort of chap.

ON DUTY AND OFF

Ladies—gentlemen will not be interested—ladies, say we, behold the smiling features and gayly caparisoned form of Patrick Monahan, the guardian of the portals. See him first in all the glitter and glory of blue and gold in which he awes the unsuspecting visitor to our West Street castle, and then gaze upon him in his fearfully fascinating frock,—a veritable charmer.

PAT

DON PATRICIO

Pat in his official uniform is dazzling enough, but Pat in his Sunday harness—Boy! page Messrs. Hart, Schaffner and Marx!

GENERAL MERCHANDISE DEPARTMENT

J. H. Hellweg, Correspondent

Quotation from a Chicago letter: "This demand is outrageous, and we cannot stand for it or our customer." Too bad they have to deal with a man who gets on their nerves like that.

Mr. Fairless, now sales manager for the Northern Electric & Manufacturing Company at Winnipeg, stopped at Hawthorne for a day recently, to get acquainted. He was enthusiastic in his praise of the works restaurant.

The general merchandise department prides itself on the assistance it gives the distributing houses in the disposition of overstocks. We were unable to do anything for Cincinnati, however, when they recently asked us to take off their hands 533 gallons of canned soup. Manager Chopard was afraid that the Hawthorne employees would strike if any but their favorite home-made soups were dished out to them.

We got an order for some special plugs from Philadelphia recently, and found on the back of one of the accompanying blue-prints a note that some one had tried vainly to erase. It read: "Franklin 1182. Ask for Ethel." Hello, Central; long-distance, please.

G. E. Toohey has been transferred from New York to the Hawthorne branch of the general merchandise department. Mr. Toohey was the last of the old guard to leave New York, which now has no representative of this department.

Our packing department is installing a new standard package conveyor, which will be described in a future number of the NEWS.

EDUCATIONAL DEPARTMENT

A MIGHTY FINE YOUNGSTER

P. N. Riedinger
Correspondent

We extend our hearty congratulations to the strong and healthy young NEWS on this, its second birthday. We have strained our ears in vain for the sound of an unfavorable criticism about you. Seeking knowledge that others may become learned, seeking humor that others may laugh certainly is a great purpose. We sincerely believe that your feet, although as yet very young, will tread the pathway of still greater success.

ASK YOUR MUSIC DEALER TO PLAY THIS RECORD FOR YOU

The dictagraph tells the following tale on a student who was trying to make a "record" for himself:—

"Dictated by K." (Yes, K is correct. He wastes two more letters in spelling it, but K's the name.) "Interhouse to Philadelphia, order 852,618. Refer - your - letter - number 177,415 - no - referring - to - my - letter - no - that's not right - I mean - re - fer - ring - to - your - revised - schedule - no - wait a minute - I mean - my revised - er - er - let's see - - -."

We wanted to preserve a copy of that letter in the archives, but K's boss wouldn't let the stenographer tackle it. He was afraid she would become so proficient by the time she had mastered it that she would apply for a transfer to the Berlin house, where, according to the February NEWS, the typists just eat up such words as *Vierwaldstätterseesalondoppelschraubenpostdampferact - ienkonkurrenzgesellschaftsbüroangestelltenerholungs - heim.*

AND THIS IS TRUE, TOO

It happened at Hawthorne. A "chaser" at the telephone was vainly trying to convince a member of the shop order department that an order had been edited incorrectly. Finally, angry from much unsuccessful argument, he held the copy of the order before the transmitter and exclaimed, "Here you fool; look at it and see for yourself."

The senior students in the electrical and mechanical engineering courses of Iowa State College, in charge of Professors Meeker and Norman, and 125 students from the Chicago Technical College were recent visitors at the plant.

We have listened to many interesting and instructive talks during the past few weeks. A. W. Hitchcock, plant chief inspector, spoke on "Fire Prevention and Protection;" W. C. Adams, engineering department, on "What the Engineering Department Does to Insure the Quality of Our Apparatus;" G. Houts, engineering department, on "Problems in Cabling Telephone Companies;" Professor T. G. Alford, Purdue University, on "Manufacturing Thought, or How to Think Straight;" J. Danner, equipment engineer, on "Equipment Engineering Problems."

ONE CLAPP THAT DOESN'T WANT AN ENCORE

P. F. Clapp is the most polite engineering student in captivity, and we can prove it. Noticing Miss Melissa Maffinney standing in a crowded elevated train he beckoned to her and gallantly arose from his seat. Before Melissa could reach the spot a fellow standing near slipped around Clapp into the seat. And he didn't even say "Thank you," either. Straps for women!

Some of our manufacturers have passed from the educational age to the business age and have left for the following regions: E. C. Accola (Colorado), T. A. Shops, engineering of methods department; L. L. Brown (Kansas), C., R. & I. Shops, shop order department; V. Halliday (Michigan), T. A. Shops, shop stores department; L. D. Gilbert (Rose Polytechnic), C., R. & I. Shops, tool designing department; L. W. Pardee (Michigan), chief clerk's staff; C. W. Paul (Arkansas), T. A. Shops, new and changed apparatus division; D. E. Wallengren (Nebraska), T. A. Shops, inspection department.

MAKING SALES BY MISTAKE

THE Company's magazine advertisements, some of which are shown every month in the NEWS, are naturally productive of a great many inquiries to the distributing houses. The advertising department recently tested the efficiency of the houses in answering such inquiries and following up prospective customers by "planting" a number of fictitious inquiries through various individuals whose addresses were known to the general department.

These resulted in some rather bad breaks by some of the offices, and prompt attention was called to these mistakes. As a result, when the houses discovered that these tests were being made, they took steps to see that in the future information shall be sent to inquirers not only promptly, but properly.

A curious "come-back" from one of these "planted" inquiries is reported by Boston. S. F. Phelps, New England Manager for the Singer Sewing Machine Company, wrote to the Boston house, at the request of the advertising department, asking for informatiaon and prices regarding vacuum cleaners.

The Boston office promptly sent literature on that subject, and also, by mistake, a *contractors'* bulletin on how to install inter-phones. Mr. Phelps did not buy a vacuum cleaner, but he became interested in the interphone bulletin, and Boston has just closed an order for an eight-station system.

If those Boston people can sell goods even when they don't mean to, what couldn't they do if they'd really try!

HEARD IN THE SHOPS

ACTIVITIES OF THE MANUFACTURING DEPARTMENT AT HAWTHORNE

WHO'S WHO AT HAWTHORNE

Who knows what seams you have to rip to take a man apart, and how to set a busted hip or mend a broken heart? Who keeps nice pills—green, blue or pink, to feed you when you're sick, and when your system's on the blink will let you take your pick? Who gets his X-ray hickey out and looks right through your clothes and sees that you've been eating kraut or didn't darn your hose? Who hands out health to Hawthorne hordes and drives pain off the block? Come on, now; strain your vocal chords, Zabokrtsky! Yep. It's Doc.

CROSS TALK IN THE C. R. & I. SHOPS

Some wag in department 3150 started a collection the other day to buy flowers for V. N. Jared, who had left a sign on his desk reading, "Gone to the other side."

C. W. Robbins sent a box of cigars to the raw material laboratory of the cable plant recently in appreciation of some extra efforts they had made to get some work out for him. He intended them to be smoked, but that raw material inspection group is a bunch of wise old owls and they analyzed them instead. The report they sent to Robbins read as follows:

Description of sample.—So-called "seegars."
Manufactured by.—Cabbage & Co.
Samples submitted by.—C. W. Robbins.
Kind of inspection required.—As given below.

Per cent woody substances—Excelsior, 20; sawdust, 10. Per cent rags—15. Springs, 25 grams. Explosives—Gunpowder, 5 grams; dynamite, 6 grams. Per cent moisture—25. Per cent nicotine—29.5. Per cent ash—0.50. Total per cent impurities—100. Smoke—None.

Remarks.—Absolutely none.

There is a purchasing department at the Works and we suppose it is all right to abbreviate it to "purch. dept." when you're in a hurry, but where in Hawthorne would *you* look if you were the member of department 3026 who got this order: "Old stock. See Mr. Goodere, Pure Dept."?

No, this bowl and goblet are not pieces of old Indian pottery unearthed while excavating for new buildings at Hawthorne. The rubber plant was experimenting with some new manufacturing process and this was the result. The goblet is a No. 122 receiver case that didn't believe in vaccination, while the bowl is a thick sheet of hard rubber that tried to go and come at the same time.

PREHISTORIC POTTERY FROM THE CABLE PLANT

NOTES FROM THE T. A. SHOPS

Order your musical comedy from your mail order house and get the advantage of city prices.

Accola was recently holding forth at the methods group table in the restaurant on the subject of comedians. "Now I saw Montgomery and Ward in 'The Scarecrow,'" said he, "and I didn't think much of the show, either."

"Well, you know, Accola," remarked Townsend, "they've only got about half the show they had before Sears and Roebuck began playing the outlying villages."

"Old 'Gene Estep, the well known specialist in associate business" mentioned in the February NEWS, may by virtue of his insignificant 25,078 miles of travel per year claim the presidency of the Homeless Wanderers' Club, but he couldn't even qualify as a member of the Holmes Wanderers' Club. W. R. Newcomb and U. S. Ford, ultimate inspectors of central office equipment of S. S. Holmes' staff, each traveled over 40,000 miles in 1913 and visited 140 towns. They wouldn't even think of turning in a bill for mileage on such a small trip as Mr. Estep took. You can go almost that far for a nickel in Chicago now, since the through routing went into effect on the street car systems.

Fourteen Indians from department 2016, led by Big

Chief Crane, held their semi-annual pow wow at the Boston Oyster House on January 20th. After the feed the tribe took in a "little gaiety" and bowled over a few at Mussey's. Medicine Man "C-B" Carlson and Half Breed Jacques Ennis during the evening made a scientific investigation of what puts Milwaukee on the map and reported that it is no better than the St. Louis product and, of course, not to be compared with the Chicago brews. The only absent warrior was Little Chief Smoocher, who was detained in his wigwam.

"The eternal feminine" again, as old Johann Wolfgang von Goethe used to say when his wife had hysterics because he wouldn't buy her a new spring hat. Here is the way the fair stenographer copied it: "Cost of casting of composition containing 7 tin, 90 zinc, 3 alimony, $11 per thousand."

Alimony, Clarisse, as you doubtless know, is either gold or silver, but antimony—ha, that's an entirely different metal again.

MARRIED

December 23, 1913.—W. J. Murray, Installation Foreman at Los Angeles, to Miss Hattie E. Leighton, of Santa Ana, Cal.

December 24th.—Roy A. Wykoff, department 4510, Hawthorne, to Miss Ethel Halblieb.

December 27th.—C. E. Ritter, Installation Foreman, New England district.

January 17, 1914.—George M. Stahnke, department 2149, Hawthorne, to Miss Ida Hildebrand.

January 19th.—F. J. Kempf, department 2130, Hawthorne, to Miss Doherty, of Washington, Ind.

January 21st.—Frank Gulch, department 2325, Hawthorne, to Miss Agnes Witkowki, department 2174, Hawthorne.

January 28th.—W. E. Bremmer, department 4700, Hawthorne, to Miss E. Pederson.

January 28th.—Miss Agnes Wojtys, department 3307, Hawthorne, to Joseph Pawlak.

February 2d.—John R. Fitzimmons, installation department, Omaha district, to Miss Irene Severins, formerly with the Lincoln Tel. & Tel. Company.

BORN

January 2d.—To Mr. and Mrs. T. Hondek (department 2325, Hawthorne), a daughter.

January 28th.—To Mr. and Mrs. J. C. Schmutzer (department 2061, Hawthorne), a son.

February 5th.—To Mr. and Mrs. A. O. Avery (department 2098, Hawthorne), a daughter.

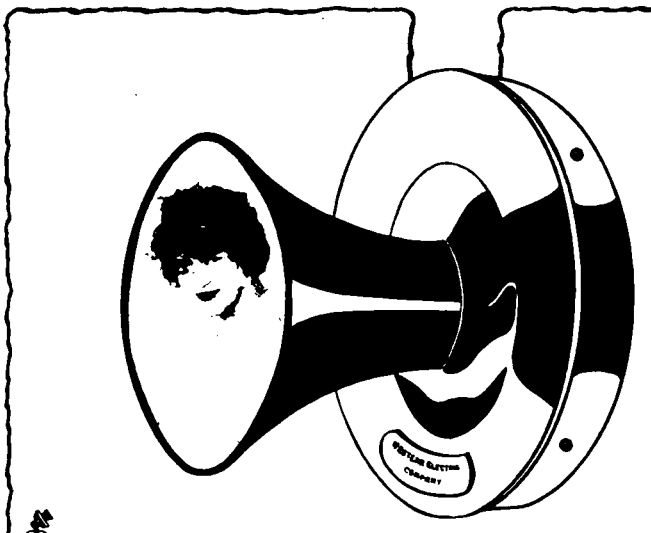
February 11th.—To Mr. and Mrs. K. E. Sutherland (department 2144, Hawthorne), a daughter.

Office Boys, Do You All See This?

See what strenuous methods the Hawthorne editors of the NEWS are employing to get the Hawthorne office boys to contribute to the coming Office Boys' Number.

TO ARMS, OFFICE BOYS AT HOME AND ABROAD! DON'T LET THAT HAWTHORNE CROWD BEAT YOU! SEND IN *YOUR* CONTRIBUTIONS AT ONCE! THERE'S NO TELLING HOW SOON THAT OFFICE BOYS' NUMBER MAY BE ANNOUNCED. DON'T BE CAUGHT NAPPING.

OFFICE BOY, ON THE PHONE, PLEASE



THIS IS THE WESTERN ELECTRIC NEWS SPEAKING

HAVE YOU WRITTEN ANYTHING YET FOR THE OFFICE BOY NUMBER OF THE W. E. NEWS? WELL, WHY HAVE'NT YOU? YOUR NUMBER WILL BE PUBLISHED JUST AS SOON AS YOU LADS SEND IN ENOUGH STUFF.

YOU SURELY WANT SOMETHING OF YOURS IN THE OFFICE BOY NUMBER. GET UP A FEW CONTRIBUTIONS AND DROP THEM INTO THE BOX. WE'LL FIX THEM UP FOR YOU READY TO PRINT.

MAKE A PICTURE OF THE BOSS.

WRITE A POEM ABOUT THE STENOGRAPHER.

TELL US THE FUNNY THINGS THAT HAPPEN TO YOU IN YOUR WORK.

PUT OVER A FEW WHEEZES ABOUT THAT KID IN THE NEXT OFFICE.

ANYONE WHO IS OR HAS BEEN AN OFFICE BOY IS INVITED TO CONTRIBUTE.

R U A OFFICE BOY?
R U A X-OFFICE BOY?
R U A LIVE?
WE'RE FROM MISSOURI. SHOW US!

HAWTHORNE EDITORS OF W. E. NEWS.

INSTALLATION DEPARTMENT JOTTINGS

LOS ANGELES

HOW SOME MEMBERS OF THE INSTALLATION DEPARTMENT IN LOS ANGELES SPEND THEIR LEISURE MOMENTS

C. C. Adams
Correspondent

One of the recreations that life in Southern California holds for its residents of the hardier mould, is that of mountain "hiking." About Los Angeles, and easily accessible by means of a very complete system of interurban railways, are scores of beautiful mountain cañons, many of which are occupied by camps.

H. H. Erikson, a member of the installation department at Los Angeles, with several companions, has constructed a permanent camp in an isolated cañon back of Mount Lowe, about 23 miles from Los Angeles. Here, on Sundays and holidays, they and their friends forget their workaday worries (including the color code) and revel in the beauties of nature.

LAYING THE FOUNDATION OF THE CABIN

The camp is located above 3,500 feet above sea level, in a grove of pines, close to a clear mountain stream. The cabin, views of which are shown in the accompanying illustrations, presented considerable difficulties in construction. For instance, in order to gain access to the cabin site, it was necessary to cut a trail up the almost vertical side of the cañon, for a distance of one and one-half miles. This in itself was a tremendous task. Further, all material and furnishings, which represented a total weight of nearly five and one-half tons, had to be carried about two and one-half miles to the camp site on the backs of Erikson and his friends, as the trail was too steep to use burros for this purpose.

While the building of the cabin and trail occupied a good many Sundays, Erikson and his companions feel that they are more than rewarded by the benefits derived from the pleasures of their beautiful mountain retreat.

NEW ENGLAND TERRITORY

Foreman Harry Zutt was a member of the relay team that won first prize at the athletic meet held by the Plant Chapter of The New England Tel. & Tel. Co. at Mechanics Hall, Friday night, February 6, 1914. Mr. Zutt received a silver loving cup for his efforts.

SAN FRANCISCO

R. E. Headley, Correspondent

The crew shown in this picture are remodeling the old and installing new power equipment. When complete, the power plant will have a generating capacity of forty-five

INSTALLATION CREW AT TELEPHONE COMPANY'S WEST AND FILLMORE EXCHANGES, CORNER PINE AND STEINER STS., SAN FRANCISCO
Job Foreman L. A. Moore is in the lower row, right-hand corner.

K. W. and a storage battery capacity of 7,240 ampere hours at twenty-four volts.

The West and Fillmore telephone exchanges have an operating equipment of eighty-four subscriber positions and thirty-four trunk positions, and furnish between ten

THE COMPLETED CAMP NEAR MOUNT LOWE

and eleven thousand subscribers with telephone service.

The exchanges are located only a few blocks south of the grounds where the Panama Pacific International Exposition will be held in 1915. The West exchange is at present furnishing telephone service for the construction companies working on the buildings for the fair.

F. B. Evers
Correspondent

OMAHA

Though boast is not our every aim,
This little boost we'd like to frame.

January 28, 1914.

W. J. Goggin, General Foreman,
Western Electric Company,
Omaha, Nebraska.

Dear Sir:

As you are aware, the new Lincoln toll board was cut into service January the seventeenth. This cutover was accomplished with very little trouble and in a manner highly satisfactory to the telephone company.

The installation consisted of forty-two positions, comprising toll, farm and information boards for use in connection with the Lincoln automatic exchange.

I wish to extend our thanks to the Western Electric Company and to your Mr. Pierce, Evers, and the various installers on this job for succeeding in giving us a board that we have every reason to be proud of.

Yours truly,

[*Signed*] GEO. K. GANN,

Traffic Superintendent, Lincoln (Neb.) Telephone and Telegraph Co.

WHAT'S A "WHO'S IT?"

A YOUNG lady of foreign birth found employment with a family in a modern apartment house. One day the following conversation was heard between her and a fellow country-woman while they were working on the rear porch:

Friend: "Hilda, how you like your new job?"

Hilda: "Fine. We have cemetary plumbing, elastic lights, and a who's it."

Friend: "A who's it? What's a who's it?"

Hilda: "Why, there's a box thing on the wall, and a bell rings, and you take a little round thing on a string, put your ear on it, and say 'Hello,' and somebody says 'Hello,' and then you say 'Who's it?' "

—R. F. G., *Minneapolis.*

SPEAKING OF HITCHING POSTS

Bell Telephone Co., Montreal, Canada.

GENTS: A Rural Phone Co. is trying to form to serve 60 families and we want to connect with you. Our nearest point of contact with you is at iron bridge. May we hitch on there, and if so name your terms and reply to yours respectfully, J. A. B———

Hawthorne Men's Club Activities

YOU join the Men's Club to enjoy the smokers, the wrestling matches, the "good fellowship" gatherings and other entertainments; that is, because you love a good time. And when you get in you find there is yet another side to the club—the educational features. In the fall the educational committee started the evening courses in electricity and magnetism, shop practice, telephone practice and shop mathematics—"just like down town" except that you don't have to pay a lot of tuition and get in return a mass of inapplicable theory. Everything taught here has a direct bearing on your daily work.

Those night courses were quite an accomplishment, and the educational committee might well have rested on its laurels, but it isn't that sort of a committee. "Nothing to do but work" is not a complaint with them. It is their idea of a good time. Consequently, as soon as the evening courses were well under way, they busied themselves arranging for a series of lectures for the club members. These lectures will cover business and technical topics of interest to Hawthorne men, but they will not be "technical" in their presentation.

The first of the evening series was given by H. N. Tolles, of the Sheldon School, February 13th, in the restaurant building. "Human Efficiency, or the Trained Man Wins" was the topic. Mr. Tolles has had a wide and varied business experience, upon which he drew for interesting illustrations of the points he brought out. The lecture was illustrated.

The evening talks are begun early—5:45. As they only last about an hour they keep the audience but a small portion of the evening, allowing them to reach home in ample time to keep other engagements.

There is also an opportunity for those who like to enjoy their noon hour in a profitable manner. A number of illustrated talks have been arranged to start at 12:20 sharp in the lecture room of the educational department (room 13 on the second floor of the general merchandise building). The first of these was given February 17th on "The Telephone—How it Works." This was followed on February 24th by a second on "The Transmitter—What Makes It Talk." Two more are scheduled for March—"The Receiver" on March 3rd, and "The Induction Coil" on March 10th. These little talks are enjoyable, as well as educational. All you have to do is sit back comfortably and let the man explain those points you have always wanted cleared up. He takes all the work; you take the rest.

Wrestling is a very popular sport with Men's Club fans and the bouts on February 27th drew the usual large number of spectators. Many of the contests were decidedly interesting. Ed. Smith, sporting editor of the Chicago *American*, acted as referee.

The club dance will be held some time in the latter part of April. Better speak to the young lady now and have her keep an open date for you. Or play it safe and speak to several of them, in case the first gets a chance to go with a more handsome man. If you have ever been at one of these dances you will take care not to miss this one. If you haven't, come out and get acquainted with one of the gay events that make life worth living.

FOREIGN NOTES

SOME ITEMS OF INTEREST FROM ABROAD

GENERAL

On January 20th four officials of the Royal Hungarian Post & Telegraph Administration arrived at New York, having been sent as a commission by their Government to investigate the telephone, telegraph and postal business in the United States. These officials were:

THE VISITING HUNGARIAN TELEPHONE OFFICIALS
Left to right:—O. von Fejer, E. Kaiser, A. E. Ledeczy, B. E. de Paskay, A. de Tersztyanzky

Otto von Fejer, Counselor of the Royal Hungarian Post and Telegraph Administration, Budapest.

B. E. De Paskay, Plant Superintendent, Royal Hungarian Post and Telegraph Administration, Budapest.

Eugene Kaiser, Vice-Director of the Telephone Centre, Budapest.

A. De Tersztyanzky, Engineer, Royal Hungarian Post and Telegraph Administration, Budapest.

As they had only three weeks for their visit in this country, their investigations were naturally hurried. About two weeks were spent in New York, principally in investigating telephone conditions. The Commission also stopped for a day at Buffalo, and three days at Chicago, where they spent some time at our factory at Hawthorne and in investigating the telephone and postal business. From Chicago they proceeded to Washington, where two days were spent in studying the postal service and also the telephone work in that city.

On February 10th a dinner was given to these distinguished officials at New York, by the Western Electric Company. C. O. Mailloux, President of the American Institute of Electrical Engineers, M. I. Pupin, Professor of Electro Mechanics, Columbia University, and A. E. Ledeczy, Engineer of the Royal Hungarian Post and Telegraph Administration, taking a student course with the Western Electric Company, were also guests at the dinner, in addition to officers of the American Telephone & Telegraph Company and of the Western Electric Company.

Mr. von Fejer, in an interview just before sailing, made the following statement for the WESTERN ELECTRIC NEWS:

"I have been greatly impressed by the magnitude of the telephone business in the United States. It has been a great surprise to us to discover the extent to which the telephone has been developed as a vital necessity for business and private use in your country. We did not believe it possible that telephone service could be so efficiently managed as we have found in your large cities. The promptness with which operators answer calls and the very small number of errors are remarkable.

"We spent a most interesting day at the Western Electric Company's factory at Chicago and we were greatly surprised and impressed by the enormous scale upon which the work is being carried on, the methods which you have for efficiently operating this plant, and especially the great care which is taken in testing all of your products before they are allowed to leave the factory. The quality of your manufactures is superior to any that we have seen.

"We have greatly appreciated the courtesies which have been extended to us in your country, and we have been benefited by our visit."

LONDON

A. S. B. Fletcher
Correspondent

A basket ball league has been formed at the London house, comprised of a management staff of six ladies, representing different departments, and some fifty members.

Complete equipments have been purchased for indoor and outdoor use, and as soon as the league is being run under full club conditions the whole concern will become affiliated with the London Athletic and Social Club.

Great enthusiasm has been shown in the formation of the league, and when the works management gave the committee permission to use a large hall attached to the works, a body of volunteers undertook the

task of cleaning and decorating the place, all of which work was done in evening times after working hours. The ladies donned overalls and showed no hesitation in mount-

ing ladders and wielding hammers or paint brushes in the good work, with the result that the players have a fine room about 120 feet long by 80 feet wide for their free use.

The management of the league is in the hands of: Miss E. Bills, drafting department; Miss Coquelle, engineer of methods department; Miss Wickendon and Miss Stark, blue print department; Miss Owen, stenographers' department, and Miss Malcolm, punch press department.

A LONDON ALPHABET

W for Woolwich, where London's Works are.
E is our Energy, quite above par,
S is the Scent with which they disinfect us;
T are the Telephones, Oh! dear Lord protect us!
E is Eight thirty; about then one starts.
R are the Raises—Oh! how the shock smarts.
N is the "Number, please," that softens our hearts.

E also is Emptiness, felt just before noon;
L what the chaser gets, who sighs for the moon.
E is the Earth he reaches, when junk starts so soon.
C the Compliments (!) he gets—the boss calls the tune.
T is for Things that get lost in the stores—
R ats is the chief excuse. C. R. what's yours?
I indispensable man—do you know the guy?
C is what he can't do—he's blind in his "I".

C is our Company—its name is the Western;
Of it none will say "may its shadow grow less(tern)."

Last Lap, Mr. Editor, don't use your blue lead*
To cross out the fun in the verse you've just read.
"Dry up, young feller," did you say? "Nuff sed."

H. B.

*Not this time; but *don't* let it happen again.—Ed.

LONDON ATHLETIC AND SOCIAL CLUB

HOCKEY SECTION

One of the most interesting features of the London Athletic and Social Club is the extraordinary measure of success achieved by the hockey section. Other sections

LONDON WESTERN ELECTRIC ATHLETIC AND SOCIAL CLUB HOCKEY SECTION

Top row (left to right): F. A. G. Pope, F. Winchcombe, A. E. Walter, J. B. Hill.

Bottom row (left to right): H. H. Woodcock, A. D. Linzell, J. Lemon, G. A. Murley, R. E. Smith.

have their hey days, but Dame Fortune seems to have reserved the greater portion of her favors for the hockey side. The record at present reads:

Matches played	16	Matches lost	1
Matches won	14	Total goals for	95
Matches drawn	1	Total goals against	36

With an experimental team this result is exceptional, in spite of the fact that the opposition has sometimes proved lamentably weak. The team seems to have fallen in with the Western Electric idea of standardizing, the score in the majority of matches showing a total of six goals in favor, with the opposition alternating between two and three.

Much of the success has been due to the good feeling existing among the members of the team under the leadership of G. A. Murley.

Now, then, other sections, let's hear from you.

PITCHER.

ANTWERP

The following appeared in a recent issue of the German comic paper *Fliegende Blätter:*

OVERHEARD AT THE TELEPHONE

"This is Mr. Smith."
"Which Mr. Smith?"
"Number 10507."

G. J.

BEST STAR ORDERS OF INTEREST, JANUARY 12TH TO FEBRUARY 7TH

FIRST GROUP

Chicago

FIVE hundred thirty thousand Siemans white flame arc lamp carbons 7/8 x 12 inches.

R. C. Kearsley.

SECOND GROUP

Dallas

Eleven thousand feet of 400-600 pair type TS, and 31,500 feet of 50-200 pair type TA cable, and miscellaneous material.

Office.

THIRD GROUP

Pittsburgh

Two million feet of wire, ranging in size from No. 14 to 1,000,000 CM.

E. S. Stickle.

THANK YOU!

I HAVE had occasion to note carefully a great many similar publications, and am glad to advise you that I think your WESTERN ELECTRIC NEWS is one of the best I have seen for some time.

C. F. REDDEN,
General Sales Manager, Maxwell Motor Sales Corporation.

JOBBERS MEET AT WASHINGTON

THE electrical jobbers held their quarterly meeting at the Hotel Raleigh, Washington, D. C., February 17th–19th. Western Electric men in attendance were: A. L. Hallstrom; J. L. Ray; W. P. Hoagland; H. W. Hall; Paul Joyslin; H. G. Knoderer; E. H. Peterson; T. A. Burke; H. L. Grant; J. A. Pizzini; E. W. Rockafellow; M. A. Oberlander. One of the sessions of the meeting was addressed by Congressman Oscar Underwood.

Western Electric News

PUBLISHED MONTHLY — FOR THE EMPLOYEES

BY THE WESTERN ELECTRIC COMPANY

H. B. Thayer, *President*
W. P. Sidley, *Vice-President and General Counsel*
Gerard Swope, *Vice-President and General Sales Manager*
J. W. Johnston, *Treasurer*
G. C. Pratt, *Secretary*
H. A. Halligan, *Vice-President*
A. L. Salt, *Vice-President and Gen. Purchasing Agt.*
H. F. Albright, *General Superintendent*
C. E. Scribner, *Chief Engineer*
R. H. Gregory, *Comptroller*

Office of publication and address of President, Secretary, and Treasurer, 463 West Street, New York City.

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Matter intended for any given issue must reach New York not later than the 12th of the preceding month.

Volume III — March, 1914 — Number 1

BUILDERS OF BUSINESS

ELSEWHERE in this issue appears an article by M. A. Curran, General Credit Manager of the Company, relating to a phase of the business and a class of distributing house officials about whose work little or nothing is known by the majority of the employees—the Credit Men.

These individuals are responsible for the extent to which our customers may buy from us without paying cash when the goods are delivered, and for the collection of bills from such accounts; and upon their judgment depends in a great measure the extent to which the Company can safely operate on a credit basis.

The Credit Man occupies a most difficult position in the distributing house organization. On the one hand, he is under pressure from the sales department and the individual salesmen to be liberal in the extension of credit, and thus assist them to secure a large volume of business; on the other hand, he is checked by his conservatism and the knowledge that he is in effect allowing others the temporary use of the Company's resources, for the conservation of which he is mainly responsible. More definite than that, he has as a guide certain fixed standards that have been determined on the basis of the Company's experience. Somewhere between these two considerations he must steer a safe course consistent with sound business practice, encouraging business where encouragement is what is needed, and discouraging extension where conservatism on the part of the customer is advisable. In the best sense, therefore, the Credit Man is a real builder of business.

Mr. Curran's article is well timed, and his praise of the Company's able staff of credit men is amply deserved.

OUR SECOND BIRTHDAY

IT hardly seems possible that a whole year has passed since this NEWS of ours was celebrating its first birthday. And now here it is, arrayed in its best typographical dress, ready for a second birthday party.

And who shall say that our infant has not grown? When the NEWS began its career, in 1912, it was a 24-page paper, with a circulation of less than 19,000. By now, it is a real, 32-page magazine, with a circulation list averaging nearly 28,000 a month.

If the NEWS is bigger and better than when it started, then all who have contributed to its columns must feel well repaid for their labor. From the beginning, this has been a magazine *for* the employees, and *by* the employees. Its pages have been readable because they were filled with items of news and other contributions on almost every phase of Western Electric activities in all departments of the company, and gathered from all over the world.

In selecting the material for each number the editors have been guided by a desire to produce a well-balanced magazine—one of interest to all types of readers. This test frequently makes it necessary to hold over contributions, sometimes for several months. If, therefore, you send in an article, don't think that it has fallen by the wayside merely because it does not appear within a month or two. The contribution that would be superfluous in one issue may be indispensable three months hence. In general, the editors aim to publish every contribution as soon as it can be used to advantage. But the best contributions always take precedence.

The NEWS is starting its new year by showing portraits of several of its correspondents from the distributing houses and general departments, in order that its readers may meet, face to face as it were, the people who are responsible for the breezy news items that go so far to make its columns entertaining.

In general, the NEWS plans in the future to show more pictures of Western Electric employees who have accomplished something especially creditable and noteworthy, both in and out of working hours. If a fellow employee does something that you consider exceptional, let us all hear about it. Send his picture, and an account of what he has accomplished, to the NEWS.

A word, then, as to the future. This is your paper. It needs your support and contributions more now than it ever did; for it has a standard to maintain, from which it must not fall. If you think the NEWS of 1913 was an improvement over the NEWS of 1912, try to do your share toward making Volume III better than either of its predecessors.

THE transfer of O. E. Stevens to the sales department necessitates his resignation from the NEWS editorial board as representative from the engineering department. Mr. Stevens' successor on the board will be P. M. Rainey.

Employees' Pension, Benefit and Insurance Fund Notes

DEATH OF FRANK A. FULTON

WESTERN ELECTRIC friends of Frank A. Fulton were grieved to hear of his death on the 21st of December, 1913. Mr. Fulton's health had been failing gradually for about a year, and the end was not entirely unexpected. He was 38 years old and had been with the Company for over ten years.

FRANK A. FULTON

His first position was in the tool drafting department at Clinton Street. Later he was transferred to the power apparatus drafting department for a short time, and then to the C. R. & I. shops' tool drafting department, which was under his charge for a number of years. In April, 1911, he was appointed master mechanic of the C. R. & I. Shops.

Although Mr. Fulton was a quiet, uneffusive man, somewhat reserved is his manner, he had many friends and admirers who recognized his sterling qualities and loved him for them. His loss is deeply felt at Hawthorne.

Mrs. Fulton sends the following note to Mr. Fulton's friends in the Company:

I have no words to express all my gratitude and thanks.

Sincerely,

[*Signed*] MELISSA B. FULTON.

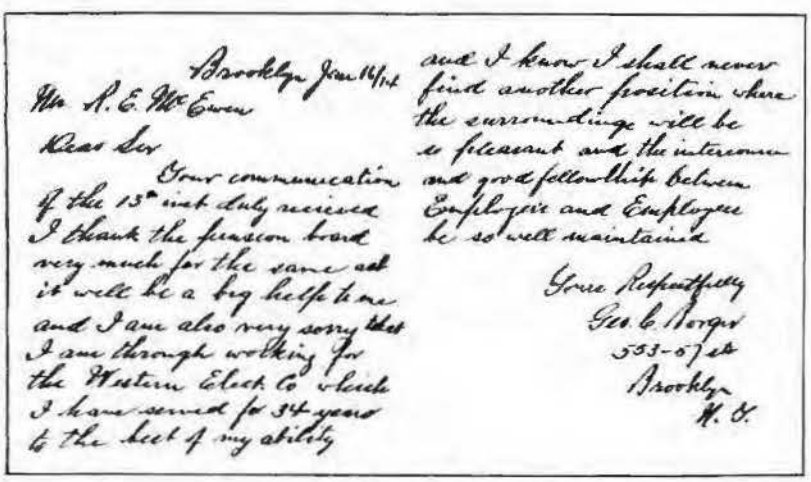
THE NEWS is taking advantage of the records kept of employees receiving benefits under the "Company Plan" to keep its readers informed of friends and acquaintances who have recently been incapacitated for work.

G. E. Rucker, of the general merchandise department, who has been with the company fourteen years, has been off since November 28th, on account of sickness. His condition is improving, however, and he hopes to be able to return to work soon.

John Thomas, of the telephone shop stores department, a Civil War veteran, who has been thirteen years with the Company, is still ill at his home. Mr. Thomas has had a long siege of sickness, lasting since the 22d of last July.

A. P. Shoen, of the switchboard cable department, had a fall while roller skating, and as a result has been unable to work since October 11th.

Vito De Bartolo, who has been a Western Electric man since October, 1901, and who is now employed as a furnace tender in the brass foundry, was recently burned on the left ankle while taking a crucible out of the furnace. Mr. De Bartolo has been laid up since December 10th, but he expects to get back to work again soon.



Brooklyn Jan 14/14

Mr. A. E. McEwen

Dear Sir

Your communication of the 13th inst duly received I thank the pension board very much for the same as it will be a big help to me and I am also very sorry that I am through working for the Western Elect. Co which I have served for 34 years to the best of my ability and I know I shall never find another position where the surroundings will be so pleasant and the intercourse and good fellowship between Employer and Employee be so well maintained

Yours Respectfully
Geo C. Borger
553-57 st
Brooklyn
N. Y.

MR. BORGER'S LETTER OF APPRECIATION

GEORGE C. BORGER

To the Members and Employees of the Western Electric Company:—

I wish to express my grateful acknowledgment of your many manifestations of kindness in my hours of bereavement and during all the sickness and trouble; also for the substantial benefits and all the numerous kindnesses.

IT is a pleasure to reproduce in facsimile a letter from George C. Borger, who retired on a pension in January, 1914, after 34 years of service. Mr. Borger started work with the Company in 1880; he was a well known and popular member of the old New York Shop organization.

Untechnical Talks on Technical Topics

The Dry Cell and Its Uses

PREVIOUS talks have described the operation of the subscriber's telephone set, and the differences between the circuits of local battery and common battery sets have been pointed out. The local battery sets, which are most frequently used on rural telephone lines, must be equipped with batteries to supply current for energizing the transmitters. In the early days of the telephone various types of wet cells were used for this purpose, but they gave trouble because the liquid "electrolyte" had a tendency to cause corrosion of the connections in the set; considerable work was involved in the installation of new cells when the old ones were worn out, and frequent attention was also required to keep the cells in working order.

FIG. 1

The so-called "dry" cell did not have these objectionable features, and was therefore found to be much more suitable for use in the local battery telephones. At the present time this is one of the principal uses to which the dry cell is put.

Fig. 1 is an illustration of the familiar Blue Bell cell, while Fig. 2 shows its general construction, which is typical of that of other types of dry cells. It consists of a cup of sheet zinc (A) having a lining of a thick piece of paper (B), similar to blotting paper, with two discs (CC) of this paper in the bottom of the cup. In the center of this cup is placed a carbon rod (D) and all the space between this rod and the paper lining is filled with a mixture (E) known as the "depolarizer," although more commonly spoken of as the "filler" or "mix," which consists of several chemical materials. This mixture is packed in tightly, by a special machine developed for the purpose, to within about one inch of the top of the zinc cup. The paper lining (B) is then folded in from all sides toward the carbon rod and flattened down in order to prevent any possibility of the depolarizer touching the zinc cup, as this would short circuit the cell. A layer of clean dry sand or sawdust (F) is placed above the lining on top of which is poured a seal of pitch (G) from 3/8 to 1/2 inch in thickness, completely filling the zinc cup. Binding posts (HH), attached to the zinc cup and to the end of the carbon rod, are supplied to connect the cell into a circuit. Before shipment from the factory the cells are placed in the familiar cardboard cartons as shown in the Fig. 1.

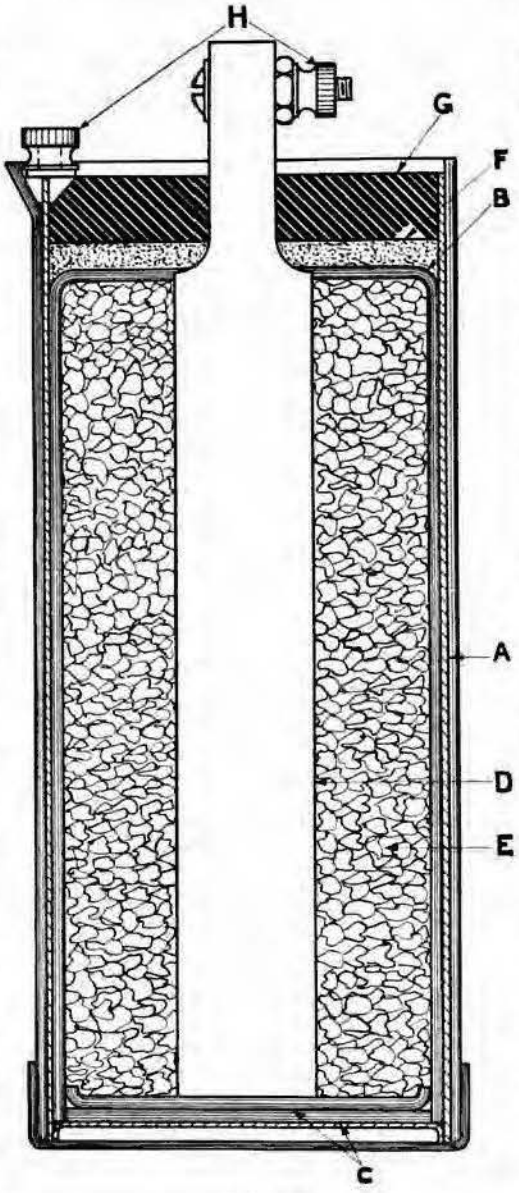


FIG. 2

The depolarizer consists of a finely pulverized mixture of carbon and a chemical called "manganese dioxide." These are first mixed together dry and are then moistened with electrolyte. The electrolyte usually consists of water in which are dissolved two chemical salts, ammonium chloride (commonly called sal ammoniac) and zinc chloride. The depolarizer, when moistened with the electrolyte, resembles the moulding sand used in foundries, both in dampness and appearance.

The principle involved in the action of the dry cell is the same as that which was explained in the preceding talk on wet cells, namely: when two electrodes or plates of dissimilar metals, or other materials which will carry current, are dipped into an electrolyte, or exciting fluid, an electric pressure, or voltage, is established between the two plates; and if the plates are connected together with a wire, an electric current will flow through the wire from one plate to the other. In the dry cell the zinc cup forms one electrode and the carbon rod surrounded by the depolarizer forms the other electrode, the two being separated by the paper lining of the zinc cup. The electrolyte in the depolarizer soaks through the paper lining and attacks the zinc, enabling the cell to deliver current. When the cell is connected into a circuit, current flows from the binding post on the carbon electrode through the circuit and back to the binding post connected to the zinc electrode. The dry cell has a voltage of approximately 1.5 when new.

Although it was stated above

that one of the principal uses for dry cells is in telephone instruments, they also have other uses in the telephone field, such as for furnishing ringing current in small exchanges where pole changers are employed to ring the subscribers' bells; for testing the telephone lines coming into an exchange; and for the operation of interphone or house telephone equipments. Dry cells have also replaced to some extent gravity and other types of wet cells for furnishing the operators' talking current in small exchanges. Dry cells are also used extensively for other purposes, such as the operation of bells or other signals, the ignition of gas engines, etc. The large variety of uses for dry cells has led to the development of different types, each of which is suitable for a particular class of service.

The Exhibition Sales Conference at Atlanta

THE third exhibition sales conference of the Western Electric Company was held at the Hotel Ashley, Atlanta, January 26th to 30th, and was attended by the thirty salesmen who cover the territories of our Atlanta, Richmond, New Orleans and Dallas houses.

Through the courtesy of the hotel management, the ballroom on the eleventh floor was given over for our headquarters. There thirty-two exhibits were placed, representing twenty-nine different manufacturers, in addition to our telephone, miscellaneous supply and general advertising exhibits. The conference was conducted in general along the lines of those held last year in New York and Chicago.

During the week the work of the conference was supplemented by various informal evening gatherings. These included a smoker on Monday evening, a Jovian Rejuvenation and banquet on Tuesday evening, and a banquet on Thursday evening.

On Thursday afternoon P. L. Thomson, Advertising Manager, gave an illustrated talk on "The Relation of Advertising to Sales."

On Friday, the exhibits were thrown open for inspection by customers and friends of the company.

M. A. Oberlander, Assistant Supply Sales Manager, had charge of the details of the conference, assisted by a committee consisting of Messrs. E. J. Wallis, T. A. Burke, W. J. Drury, H. W. Hall and A. G. Kingman.

Other representatives of the general department who attended were: G. K. Heyer, Railway Sales Engineer; H. H. Montague, Power Apparatus Sales Department; H. P. Marshall, Pole Department, and F. D. Killion, Supply Department.

CHANGES IN ORGANIZATION

W. H. MACCRELLISH has been appointed Stores Manager at Boston.

B. S. Culp has been appointed Stores Manager at Chicago.

G. R. Slater has been assigned to special stores work in the Central District.

O. E. Stevens, of the Engineering Department, formerly in charge of the Physical Laboratory at New York, has been transferred to the General Sales organization reporting to E. W. Rockafellow.

Our 1913 Sales 8 per cent. over 1912

SALES of the Western Electric Company for the year 1913 were approximately $78,000,000, an increase of some $6,000,000, or over 8 per cent. over the 1912 sales of $71,727,329. In 1911 sales amounted to $66,211,975. Business in 1913 was pretty close to the estimate made at the beginning of the year.

As a result of business activity and unusual conditions in the middle West, due to floods, orders in the early part of the year ran at a much higher rate than that shown for the full year, but in the latter half of the period business fell off very considerably. However, an increase in sales of over 8 per cent. is no mean gain for the twelve months.

The company added upwards of 4,000 customers last year, bringing the number to approximately 36,000. The increase in business was quite general with customers of the various classes, sales being made to the Bell companies and telephone concerns outside of the Bell system as well as many thousands of customers for electric light supplies. The increase in business applies to central stations and also contractors, despite the decrease in building during the last year, but there was a slight falling off in the business with railways, a not unnatural development under the circumstances.

The export business of the Western Electric Company in 1913 was the largest in the history of the company, notwithstanding the conditions in Mexico.

To increased efficiency of the company's management, considering the unsatisfactory business conditions prevalent throughout the country during the latter part of last year, must be attributed considerable of the growth in the gross business of the company.—*Wall Street Journal.*

SOME PROPHECIES COME TRUE

AMONG the old papers which appeared at Clinton Street, when the record room was cleared out, was the accompanying poster, which was printed in 1847 to advertise an exhibit of what would now be considered electrical toys. At the time this poster came out the devices referred to were only prophecies of what has since been realized in the development of electrical apparatus.

Mr. Barton stated that Mr. Farmer was not connected in any way with the Western Electric Company, but was an early inventor, who exhibited his devices in the east. He added that Mr. Farmer probably worked up more inventions ahead of his age than any other man he knew of.

Some of the wording on this poster is interesting. The reference to an "elegant car" probably foreshadows our modern Pullman. "The magnetic ring which will defy the strength of any two men to separate its halves when *under the influence* of electricity" suggests our departed friend, Carrie Nation.

"The submarine battery will be introduced, showing the safety with which vessels can be blown up and castles demolished at any distance." Evidently Mr. Farmer foresaw the present day suffrage movement in England!

ANOTHER REMARKABLE BANQUET

ON Monday, February 16th, the New York members of the board of editors of the WESTERN ELECTRIC NEWS tendered a farewell luncheon to O. E. Stevens, the retiring representative from the engineering department. Covers for four were laid in Mr. Thomson's palatial office on the ninth floor of the West Street building. The room was a dream of beauty. The walls were hung with photographs of Western Electric sales conferences, while a canopy of steam pipes and automatic sprinklers overhead completed a decorative scheme that defies description.

Some faint idea of the magnitude of this affair may be gathered from the following list of the supplies furnished by the New York lunch club: 4 plates, 4 cups, 4 saucers, 4 spoons, 4 knives, 1 fork, 1 mustard spoon, 1 quart of coffee, 8 oz. sugar, 1 pint of hot milk, 1 oz. cream, 2 oz. chicken, 3 oz. ham, 9 loaves of bread, 5 canned peaches (the guest of the day got two), 83 pieces of cake (½ lb.), 6 olives, 3½ paper napkins. The arrangements committee, consisting of John, the waiter from the lunch room, deserves great credit for the successful manner in which the entire banquet was planned and executed. The menu follows:

Potage à la Poulet, Campbell
En Tasse
Sel Olives Heinz Poivre
Sandwiches à la Poulet, Crankshaw
Sandwiches à la Jambon, Ingénieur
Moutard Gülden
Café au Lait à la Stevens
Sucre Domino de Cristal
Peches Confits en Saison Gateaux Drake
Cigarres Isolés

After luncheon several members of the board made short speeches commenting on the quality of the news items from the engineering department, and Mr. Stevens responded in a few well chosen words. Other messages were received over the telephone during the course of the luncheon from various members of the sales and engineering departments and from advertising solicitors of any number of trade papers and magazines.

All who were present declared it to be one of the most successful functions ever held on the ninth floor.

Sunshine Tells The Tale

You know how sunlight, streaming through the windows, shows the dust-filled air of a broom-swept room. You know that, no matter how thoroughly you sweep and "dust," in a few minutes the flying dust resettles on furniture, floors and fixtures, and floats in the air you breathe.

What a bright contrast is seen in the home "washed with air" by a

Western Electric Sturtevant Vacuum Cleaner

Such a home welcomes sunlight, for all dust and dirt is *drawn out* of each room—banished—by the powerful, steady suction of a miniature strong wind. And the only effort required is to pass the light, handy nozzle over the article or surface to be cleaned. No sweeping. No dusting. No backache. Any nearby electric light socket furnishes the power.

Every home, small or large, can have a Western Electric Cleaner exactly the right size to keep that home "spick-and-span." There are many models, both portable and stationary, priced from $47.50 to $400.

Write for our sunlight book, "The Clean Way to Clean." Full of cheer for every housewife. Ask for book No. . It will be sent free.

There is an opportunity for agents to represent us in some unoccupied territories.

WESTERN ELECTRIC COMPANY

Manufacturers of the 7,500,000 "Bell" Telephones

New York	Chicago	Kansas City	San Francisco
Boston	Pittsburgh	St. Paul	Denver
Philadelphia	Cleveland	Minneapolis	Salt Lake City
Buffalo	Cincinnati	Omaha	Los Angeles
Richmond	Indianapolis	Houston	Oakland
Savannah	St. Louis	Dallas	Portland
Atlanta	Milwaukee	Oklahoma City	Seattle
New Orleans			

EQUIPMENT FOR EVERY ELECTRICAL NEED

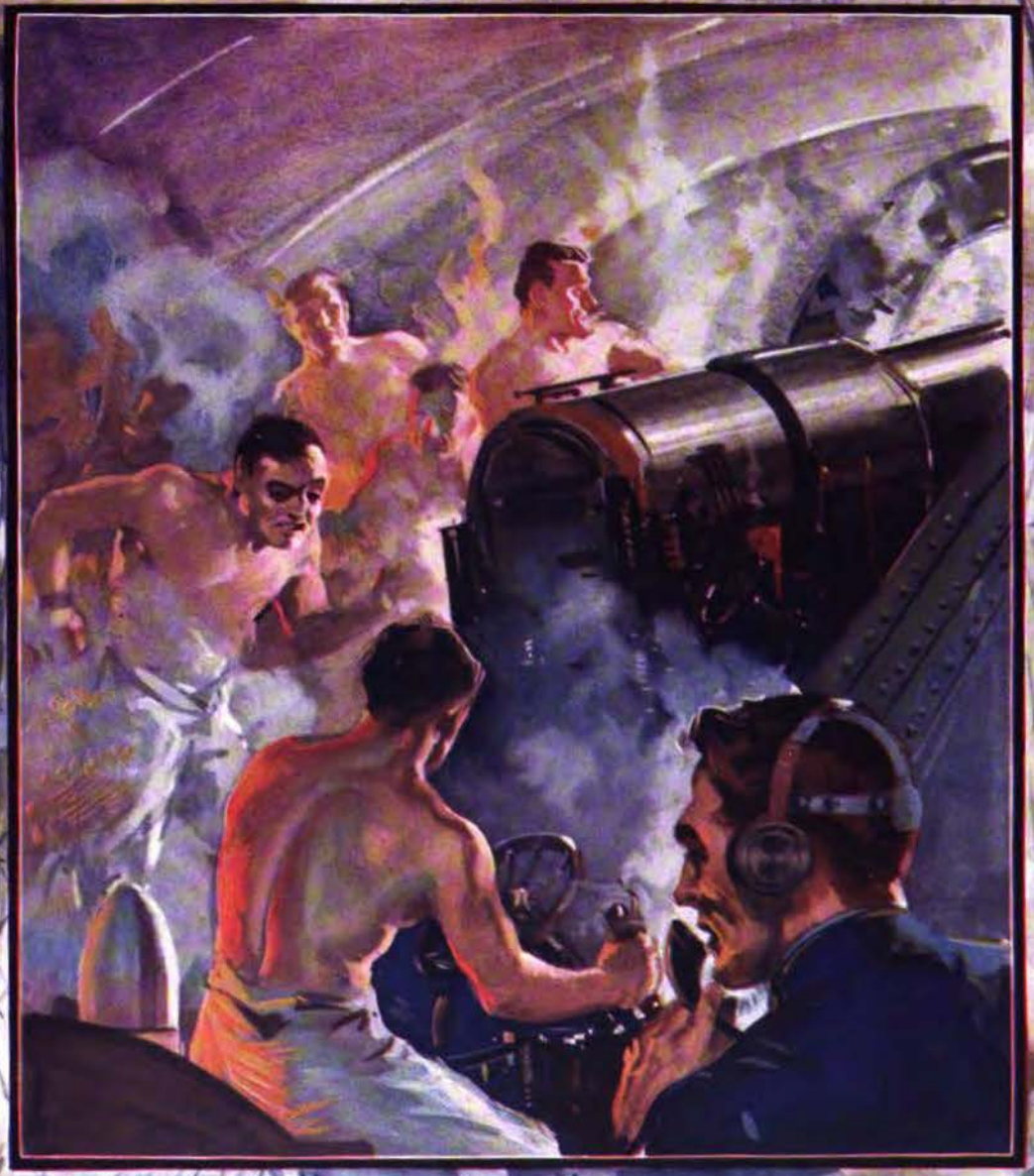
Another Vacuum Cleaner Advertisement, Which Will Appear During April in 13 Magazines, Having an Aggregate Circulation of 1,787,000 Copies

Another Forerunner of Our Summer Fan Campaign

A Front Cover Advertisement for a Recent Issue of the "Electrical World"

Western Electric News

THE NEW YORK
PUBLIC LIBRARY
ASTOR, LENOX
TILDEN FOUNDATIONS



Vol. III, No. 2 April, 1914

The Comfort Link Between Rooms or Floors.

You can easily have this home convenience

A home telephone from upstairs to kitchen. Costs but a trifle. Can be put up by anyone, without marring the walls. A clear-speaking little instrument which carries your directions without loss of time or waste of strength. Stops useless running up and down stairs and loud calling through the rooms. In every well-ordered home it is just as necessary as the door bell, and just as easy to install. Nothing complicated about it. Nothing to get out of order. Always ready for use. Of the same high quality as all "Bell" telephones. The pictures show

Western · Electric Inter·phones

installed in bedroom and kitchen, and indicate how neat and satisfactory they are.

This two-station set costs only $15, complete, ready to put up. You should be able to get it at your local electrical dealer's store. If not there, we will supply you direct at the same price.

We also make Inter-phone sets, for use where it is desired to connect more than two points in the house, or about the grounds.

Upon request we shall be glad to send you our illustrated booklet, "The Way of Convenience." Ask for booklet No. .

There is an opportunity for agents to represent us in some unoccupied territories.

WESTERN ELECTRIC COMPANY

Manufacturers of the 7,500,000 "Bell" Telephones
463 West St., New York
Houses in All Principal Cities of the United States and Canada.
Agents everywhere
EQUIPMENT FOR EVERY ELECTRICAL NEED

A Home Inter-phone Advertisement that will appear in a representative list of popular magazines during April and May

Western Electric News
PUBLISHED ONCE A MONTH FOR THE EMPLOYEES
VOLUME III. No. 2 APRIL, 1914

The Purchasing Department—Its Function and Organization

By A. L. Salt, Vice-President and General Purchasing Agent

IN previous issues of the NEWS reference has been made to the function which the Company performs as purchasing agent for the Bell System, and concerning this end of our business and the arrangement under which we buy materials for our own use, the NEWS has asked me to say something.

It is entirely unnecessary to say that efficiency in this part of our business is equally essential with efficiency in engineering, manufacturing and selling, all of which are closely related, like links in a chain, weakness in any one tending to offset the strength in the others, thus reducing the working efficiency of the entire organization. Little does it matter how well our apparatus may be designed and manufactured or how competent our salesmen, if our raw materials are not bought to good advantage. The cost of the finished product will then be so high as to make it impossible to compete with others in similar lines of business or market the product except at a loss.

It is essential for any manufacturer to buy at prices which are right, but it is doubly so for the Western Electric Company because of the function it performs in buying for the associated and other companies and the trade we serve in the capacity of the country's largest electrical jobber.

Albert Lincoln Salt

Two fundamental and closely related reasons for our supremacy in the buying field, are the requirements of our Manufacturing Department for our own account, which places us in line as a large buyer able to command the most favorable markets, and the recognition of the principle of centralized purchasing, when to our own requirements we add those of the telephone companies throughout the United States. This, like so many other divisions of our business, has been a growth, beginning many years before we entered into our first supply contract with the Bell Telephone Company of Philadelphia, under which we took over their purchasing. In the days prior to that arrangement, which has now been generally accepted by all the operating associate companies in the United States, we sold to them in competition with all suppliers the larger part of their requirements. Gradually, a large business was built up, and in course of time we became the largest purchasers and distributors in this country of copper wire, iron and steel wire, messenger and guy strand, crossarms, pole line hardware and the other materials which are essential parts of the telephone plant.

With the increase in the volume of business, involving purchases of many millions of dollars annually, a general purchasing department became necessary in order to secure the full benefits of quantity purchasing, which is organized and specialized under the General Purchasing Agent. He has reporting to him the following:

a—Assistant General Purchasing Agent at New York, in charge of specialists in buying: 1, telephone supplies; 2, telephone directories, stationery and office supplies; 3, materials used by our foreign allied factories.

b—Assistant General Purchasing Agent at Chicago, in charge of: 1, telephone supplies obtained from western suppliers; 2, materials used by the Hawthorne Works.

c—Buyer of timber products, such as poles, crossarms, pins and brackets.

d—Buyer of general electrical supplies, such as battery supplies, line construction tools, guy anchors, tapes and compounds.

Supplementing the work of the General Purchasing Department are local buyers at the distributing houses, who make all local purchases for emergencies, or those which are too small to be referred to the General Department. These local buyers also serve as scouts for the General Purchasing Department, advising it of all sources of supply in their territories for these principal purchase items, together with market prices and the capacity and ability of the suppliers to make deliveries. From time to time the General Department inspects the work of the local buyers, so that their methods and efficiency may be maintained at a uniformly high standard.

At intervals a list of our principal purchases is made up, the items on the list contracted for by the General Purchasing Department, and deliveries apportioned among the distributing houses in accordance with their requirements.

There is an important branch of this department that is likely to be under-estimated by the casual observer—the Printing and Stationery Division. The duties of this division involve the supervision of all purchases of commercial printing, telephone directories, stationery forms, office machines of all classes, office furniture, and general office supplies, both for the Western Electric Company and the associate companies. The division is designed to serve as a clearing house for information and advice, first, as to the standardization of this class of purchases, and second, as to the grouping of purchases with a view to reduction in cost.

To the average employee this class of purchases may seem relatively unimportant, and yet, if there were no effort at standardization, if these purchases were made separately, the result would be the loss of many thousand dollars which are now saved every year.

In contracting for a supply of materials, the location of a manufacturer and his ability to maintain his production are considerations equally as important as reasonable prices. Indeed, absolute dependability is very often a greater consideration than price. When telephone lines are down and service to a community is interrupted or destroyed, a favorable contract for copper wire with a manufacturer a thousand miles away is of minor importance, compared to immediate shipment from a nearby source. The ideal toward which we work is to find manufacturers who, by operating at full capacity, give us a maximum production at a minimum price.

Under this policy we have established relations with suppliers in all parts of this country and in some foreign countries. Having a number of sources of supply enables us to make prompt shipment of similar commodities, which not only safeguards a continuous supply of material but also insures the maintenance of fair prices.

In order to check market prices of fabricated materials and assure ourselves that they are consistent with market prices of raw materials, charts and statistical records are maintained showing the differentials between the prices of raw materials and the finished products. We find that these differentials continue nearly constant. No contract is ever executed until its terms and conditions have been carefully scrutinized, market conditions considered, and its price compared with the past price, the price a year ago, and the lowest price on record. At different times our cost prices to the associated companies have been under investigation by public service commissions, and it has been found that these prices have been as low or lower than any prices paid by other corporations for similar commodities.

Let us consider for a minute the effect of quantity purchasing in distributing large consignments of material expeditiously. Take, for instance, last year's destruction of property by cyclone at Omaha, by sleet in Chicago, and by fire and flood in Ohio and Indiana. Had it not been for the multiplicity of contracts covering all the materials necessary for replacements in emergencies, the associated companies would have been confronted with high prices and slow service; while it would have been impossible to have secured anything like the volume of specification material required.

In connection with this question of specifications, it should be noted that our ability to buy in large quantities at satisfactory prices is greatly assisted by uniform types of material which have been adopted by the Bell System. The adoption of standard specifications on most of their needs has also served to extend widely the field of competition on these so-called "principal purchases." These specifications are prepared by the engineering department of the Western Electric Company with the co-operation of manufacturers and, once finished, are usually accepted as standard by all manufacturers.

But we need not go into 1913 for striking examples of the assistance which centralized purchasing renders at times of need. Take the two recent blizzards in the East, which caused greater damage to telephone and telegraph lines than any other storm on record. A detailed account of our work during this time will be found on another page.

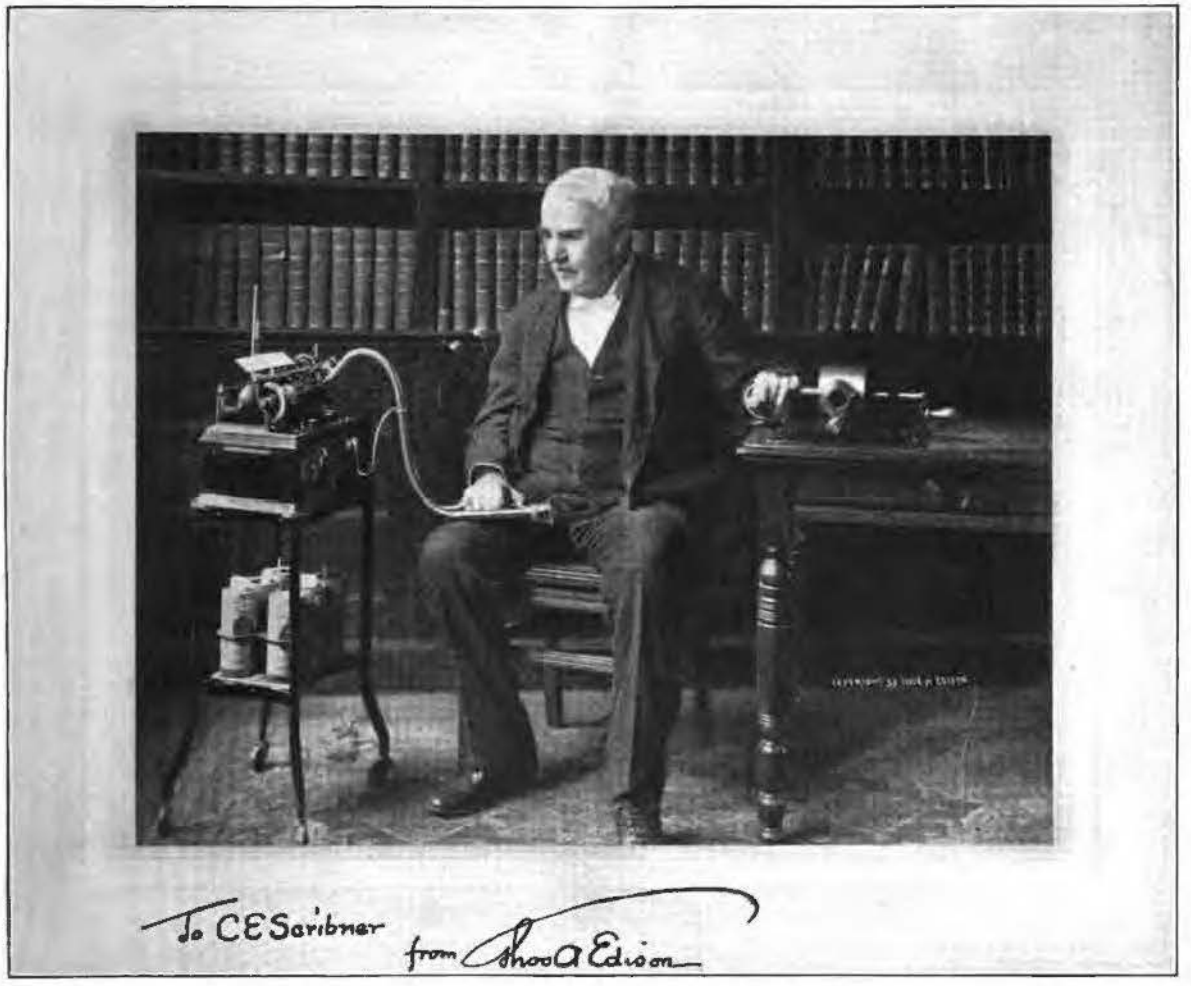
It seems to us that we never could have accomplished what we did had it not been for our scheme of centralized purchasing, under which we are in touch with every legitimate source of supply and are able to ship from the nearest supplier, effecting large savings in both time and money. In recognition of the earnest co-operation of all suppliers we have sent them a letter of appreciation, and in return have been assured that they are always ready to do everything possible for us.

Under extreme conditions like these, when the demand for materials exceeds the supply, it is a fact that prices increase, but under contracts with suppliers we are in a position to distribute everything needed at normal prices; consequently, by reason of this arrangement the companies having contracts with us were able to meet the emergencies without having to pay any increased prices, over and above what we would have paid under normal conditions.

The value of centralized purchasing, as recognized by others, is brought out quite clearly in the report and recommendation of Comptroller Prendergast to the Board of Estimate and Apportionment in the City of New York, in which it is shown that there are under that government 120 different departments, bureaus, boards, commissions and offices, in the various heads of which is vested the power to purchase supplies. In no two departments are the methods and customs the same. There is no uniform system of making, recording and accounting purchases; each department is a law unto itself. No central records

are maintained showing the relative cost of supplies bought by different departments. Each proceeds in utter ignorance of what the other is doing. The experience and knowledge acquired by one department is of no practical value to another.

On the other hand, the industries and public utility corporations with a reputation for good business management, almost without exception, have centralized their purchasing work, and through a system of open tenders under standard specifications they have purchased the required quantity of material of satisfactory quality at minimum prices.



A New Portrait of Thomas A. Edison

THIS photograph of Thomas A. Edison, presented to C. E. Scribner, Chief Engineer of the Western Electric Company, shows the inventor sitting between his original model of the phonograph, made about 1878-9, and his latest diamond-point model of 1913. Mr. Edison gave the picture to Mr. Scribner as a souvenir of a visit Mr. Scribner made to the Edison laboratories a few weeks ago.

Those who saw Mr. Scribner's article in the NEWS for February, 1913, will remember that Mr. Edison was closely associated with the Western Electric Company for several years. The solid back transmitter of his design, made and sold by us as early as 1878, was the direct forerunner of the instrument as we are familiar with it. Indeed, the transmitter of to-day still follows, in fundamental principles, the original Edison model.

One of the two original samples of the solid back transmitters, made by Mr. Edison himself, may be seen in the exhibit room at New York, where, also, has been hung the portrait reproduced above.

An Inspector Measuring Poles

Loading a Log Train

A Traveling Conference

Pole Conferees Hold Sessions on Trains

UNLIKE most conferences, the Western Electric pole conference held during the week of February 1, 1914, was not held at any given place. The party met in Chicago, and from there left for a tour of inspection of various pole yards and logging camps in Minnesota and Wisconsin.

On Sunday evening, February 1st, after dinner at the Chicago Athletic Club, the conferees left for St. Paul, Minn. There were present Messrs. E. W. Rockafellow, R. A. Griffin, J. C. Kirkpatrick, F. B. Uhrig, A. F. Crosby, W. Mueller, H. L. Grant, A. E. Beling, G. E. Cullinan, H. N. Goodell, and A. Brown. Owing to the size of the party a special car was chartered for the entire trip.

Ready for a Fifteen-Mile Drive

Arriving at St. Paul Monday morning the party proceeded to South St. Paul to inspect the concentrating pole yard of the National Pole Company. This is one of the largest yards of its kind in the country, carrying an average stock of at least 100,000 poles. Paul Joyslin joined the party at St. Paul. After luncheon the party inspected the yard of the Valentine-Clark Company, at Minnesota Transfer, and then proceeded to Minneapolis, where they visited our Minneapolis house.

Leaving Minneapolis Monday night, the conferees arrived at Gemmell, Minn., 9:30 Tuesday morning. Here they rode fifteen miles in sleighs, over a logging road, to a logging camp in the heart of the woods. After an excellent dinner prepared by the camp cooks, the party saw the entire operation of making poles, from the cutting of trees to hauling of the finished poles into the concentrating yard at Gemmell. A description of this process will be found in the NEWS for December, 1913.

Wednesday morning was spent in the yard at Gemmell, watching the poles being unloaded, inspected, sorted, and decked. In the afternoon the first regular session of the conference was held on board the car. Mr. Griffin acted as chairman at this and the subsequent meetings. After an address by the chairman, papers were read by Mr. Mueller, on "How to Sell Cedar Poles, Satisfy Customers, and Settle Claims," and by Mr. Uhrig, on "The Best Method of Interesting Salesmen in the Pole Business." These were followed by a general discussion.

Messrs. Griffin, Beling, and Kirkpatrick

On Wednesday evening the party arrived at International Falls, where they inspected the saw mills of the International Lumber Company and the paper mills of the Minnesota & Ontario Paper Company.

The conferees left International Falls early Thursday morning, and held a second session on the train. During the forenoon they stopped at Gravel Pit to inspect the pole yard there. Mr. Crosby, of the American Crossarm Company, addressed the

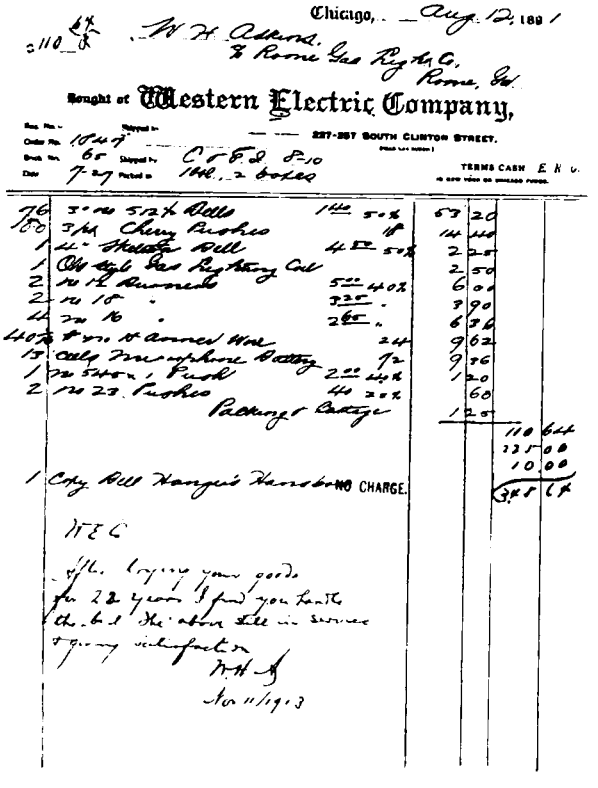
conference. Arriving at Kelliher, Minn., the party visited the pole yards of the National Pole Company and saw the operation of the steam log skidding machinery used at that point in getting out logs. The afternoon session was given over to talks by Mr. Grant, on "Possibilities for Pole Business with Syndicates, Public Service Companies, and Central Stations," and by Mr. Beling, on "Co-operation Between the General Department, the National Pole Company, and the Local Houses," with a general discussion led by Mr. Rockafellow. At 7:00 P. M. the party reached Bemidji, Minn., where they spent the evening.

Friday morning, the sixth, the conferees reached Superior, Wisconsin, and visited the yard of the National Pole Company at Itasca, Wis. On Friday afternoon they arrived at Duluth. The last session of the conference was held on Friday evening, en route from Duluth to Chicago. Arriving at Chicago the conference adjourned Saturday morning. All of the managers and sales managers present were greatly impressed with the magnitude of the Company's pole resources, and enthusiastic over the prospects for pole business in 1914.

An Interesting Souvenir

A Western Electric Invoice Twenty-Three Years Old

THE old bill head shown in the illustration was sent to Southern District Manager E. J. Wallis by W. H. Adkins, of the Southern Bell Telephone Company. Mr. Adkins' note on the bottom of the bill reads: "After buying your goods for 22 years I find you handle the best. The above still in service and giving satisfaction. W. H. A., November 11, 1913."


Chicago, Aug. 12, 1891

W. H. Adkins.
Rome Ga.

Bought of Western Electric Company,

227-237 SOUTH CLINTON STREET.

TERMS CASH E. R. G.

Packing & Cartage

1 Coy. Bell Hanger Hambone NO CHARGE.

W. E. C.

Mr. Adkins, I enjoy your goods for 22 years I find you handle the best. The above still in service and giving satisfaction.

W. H. A.
Nov 11/1913

The initials E. R. G. opposite "terms cash" are those of E. R. Gilmore, now assistant treasurer at Chicago, who was a billing clerk at the time.

Mr. Adkins was manager of the Western Union Telegraph Company at Rome, Ga., in 1867. He continued in this capacity until about 1896. In 1876 he visited the Centennial at Philadelphia, and saw the telephone, and in 1878 he built a line out of Rome, Ga., three miles long, which was perhaps the first long distance line in Georgia. In 1896 he left the position with the Western Union and went to the Southern Bell, with which he has been connected ever since.

Mr. Wallis writes: "There is a very interesting story connected with this line that Mr. Adkins built in 1878, and I have asked him to tell it in his own words. Mr. Adkins is so warm a friend of the Western Electric Company that it is always a pleasure to introduce him to our people; and I shall be glad of this opportunity to extend his acquaintanceship in the Western Electric Company through the columns of the NEWS." Mr. Adkins' story follows:

The method of signaling at that time was by means of a bell and batteries. The line was to be about three and a half miles long. It was put up on porcelain knobs. The batteries used were a modified form of Le Clanche battery, the carbon being hollow and round. The zinc went on the inside and was insulated at the top by a porcelain ring, and at the bottom by a round rubber ring. The rubber ring happened to be the same size as the porcelain knobs, which were used as insulators. The lineman asked me what these rings were intended for and I told him they were to be used as cushions on the back of the porcelain knobs. As I had three or four miles of poles, the rings, of course, soon gave out. I telegraphed for 300 more rubber rings, and Jesse Bunnell (whom many of us remember), from whom I bought the batteries, replied, "What do you want with 300 rubber rings? Shipment contained one ring for each cell or battery." It then dawned on me what the rubber rings were for.

Having used all of the original shipment of rubber rings as cushions for my porcelain knobs, the question was, how could I get these rings again without letting the lineman know of my mistake. After holding up the work for two or three days, the lineman asked me if the rubber rings had come, and I replied, "No, those darn Yankees don't know any more about building lines than we do. You go up the poles and take off all of the knobs and get the rubber rings, and put the knobs back without the cushion and they will work just as well, and I will guarantee it." The lineman had his doubts. He said, "Those Yankees are might smart folks, and they usually know what they are doing." The joke finally leaked out, and I was called "Rubber Ring" for a long time—especially by Bunnell.

An Australian's Impressions of America

By Eric Unmack, San Francisco

Mr. Unmack

IT is now just eighteen months since I left Sydney and made my first really long ocean voyage to America, a distance of some seven thousand miles, and a trip of more than twenty-one days. Honolulu was the first American port I stopped at, and it is well called "the Garden Spot of the Pacific." Travelling twelve days without a stop and without seeing land of any description and then suddenly to come on this paradise on earth set as a gem in the Southern Seas, so far from civilization and yet so perfect in itself and environments, makes one stop and wonder why we must still continue to live in big cities.

It was at Honolulu that I first noticed the American custom of having no fences to houses, there being no division whatever between two properties and the sidewalk cutting right through the front lawn. This is vastly different from our Sydney residences, where each house has a neat little stone wall and iron fence around it or a well-kept green hedge. Both plans have their advantages and disadvantages, however, though when one gets accustomed to it I think I prefer the American idea. Another thing that seemed strange to me were the P. A. Y. E. cars, or as we call them in Australia, "trams." We do not have these "Pay as you enter" cars at home, though no doubt they are an excellent idea.

One of Australia's Bathing Beaches

From Honolulu it took our boat another five days to make Vancouver, B. C., and I was glad, in spite of the most enjoyable trip across, to feel my feet on dry land once more. Starting from Vancouver the next morning I made Spokane, Seattle, Portland and last but not least "Sunny San Francisco." Here I was at last, my hopes and expectations of many years come true, landed in this great and glorious country, the land of liberty, the United States of America.

The transcontinental and other railroads here particularly attracted my attention, inasmuch as they are all run by private companies, whereas in Australia all railroad transportation is Government owned and operated. The private companies compete against one another, which is to the advantage of the public, and all have branches and connections tapping the country along the main traffic routes. Privately owned railways offer more facilities and conveniences to the general public than Government owned railways.

The sleeping cars amused me very much the first time I travelled on them, especially the American custom of putting everyone, men and women, in the same car. In Australia all trans-continental and other railways have either separate sleeper cars for ladies, or else there is a division in the one car, one end for women and the other for men. The passenger rates in both countries are much about the same, but the cost of living in this country is undoubtedly very high as compared to Australia. Young men appear to hold responsible positions more early in life here, and I imagine their correspondingly higher remuneration enables them to handle the relatively higher cost of living.

Another comparison I note is the vast number of soft woods that are used in this country for work which is intended to stand hard wear and tear, such as poles, sleepers, wharves, steps and the like. The world famous Australian "Iron Bark" hard wood is used for all such work and grows in the thickly wooded forests in profusion. I have seen wharf piles removed from salt water after twenty years' service as good as the day they were first put down.

The Sydney House of the Western Electric Company, though its business is not of the same magnitude as here, is well to the fore, its chief competitors being local and English houses. American products, however, are fast finding favor there and it is not a very discriminating purchaser who will order other goods than Western Electric—the "mark of quality."

In conclusion I would ask my readers to kindly turn to the map in Mr. Rider's article in the July, 1913, number of the News, where in the bottom left hand corner they will observe Australia itself. Although exactly the same size as the United States, Australia is very sparsely populated. The population of the whole country barely equals that of New York City (5,000,000), and one can perhaps realize what tremendous opportunities await the Western Electric Company in such a young country.

Manufacturing Foremen's Beefsteak Dinner

"BUT doesn't a foreman have lots of privileges?" we asked in our ignorant innocence.

"Oh, yawss indeed!" was the answer. "He has the privilege of lying awake nights planning how to get work done, of tramping back and forth about 16 miles the next day to see that it is done right, of explaining to 5,000 clamoring kickers why that job they're going to bring in 'the first thing tomorrow morning' can't be gotten out for them by yesterday afternoon. Aside from that he hasn't an earthly thing to do except write a couple of hundred reports, dictate a pile of letters, hire a few dozen new men, get somebody over to fix that motor that's gone wrong and take a bawling out from his boss for every bone-head trick done by anyone in his organization."

Scenery—Deep, hopeless melancholy, completely surrounded by gloom.

"But," we ventured, "how about that manufacturing foremen's dinner February 21st?"

(Quick shift on that scenery, there! Put in that rose garden drop. Turn on the sun. Ding-ding. Up with your curtain!)

Cover of the Menu

There they are. Take a look at them. Did you ever see foremen look happy before? Say, that certainly was one whooping big time. But, hold on—we'll tell you about it.

It was a beefsteak dinner, if you know what that is. If you don't you want to get next to one right away. The participants were the manufacturing foremen and their superintendents, with a few guests from associated organizations. You can tell which are the superintendents by looking carefully at the picture—and then asking somebody who knows them to point out who is which. Otherwise you can't find them, for they are all mixed in with the rest of the boys.

There were present men who have grown "old and grey—or bald" (as Geo. Du Plain remarked) in the service of the company—W. H. Weber, 1875; J. J. Ludwig, 1878; L. G. Simon, 1881; Wm. Merz and G. E. Wildbore, 1882; Wm. Culley and C. A. Malmros, 1883; G. J. Du Plain, 1884, and on down to the late comers who have joined in the past few years.

Hawthorne Chiefs Forget Their Worries

After the dinner William Merz introduced C. F. Pierce, the toastmaster of the evening. A foreman has to be equal to any job and Mr. Pierce made good by presenting a glittering galaxy of star entertainers such as is seldom seen on one bill. Speeches were made by Wm. Weber, J. J. Ludwig, Wm. Culley, George Du Plain, George Pierce, A. B. Peterson and H. F. Albright.

We wish we could print the speeches in full—William Weber's tales of the old days, William Culley's grievances against the upstart metal sub-sets, George Du Plain's "knocks," and the rest. By the way, George has been putting over that modest violet stuff so successfully these many years that it was a distinct surprise when he slipped out from behind the mossy stone and showed himself to be a born orator. But George hasn't time to go into the silver-tongued business. He says he is letting his hair get thin so he can meet the "spec" requirements for the position of general superintendent. One thing we really must print, though, is William Culley's original poem. Mr. Culley has used 17,500,000 feet of lumber and 700 barrels of glue in making subsets for the Company, and certainly a record such as that justifies any man in bursting forth into song. Here is the poem:

1

Seven million sub-sets
Standing in a row,
I take it, go to make
Quite a little show.

2

Seven million sub-sets.
They were made by me,
William Culley, for the
Western Elec. Company.

3

Seven million sub-sets—
Doesn't it sound fine?
Wood or iron sub-sets,
That's *my* record, MINE.

4

Seven million sub-sets.
What have you to say?
Seven million sub-sets
Up to the present day.

After the regular speakers had finished Mr. Pierce called upon the unprepared for remarks. Some of these caused considerable hilarity by their endeavors to make their words behave. Mike Quigley told a ferry story—how to get from Christopher Street ferry to some other point in New York City. If it takes as long as it took Mike to tell it you'd better not try to make the trip with only two weeks vacation to spare.

Of course, they sang. Of course, they told stories. Of course, they smoked. Of course,—(sh! this in your ear)—of course, they had a little cold tea. And of course they will all be there next time. OF course!

Yes, a foreman *does* have some enviable privileges.

A Western Electric Agent in Carson City, Nevada

TO most Americans, Nevada means deserts, abandoned mines and divorcees. There is a distorted strata of truth underlying this fallacy. There are certainly deserts, as many a choking tourist can testify; the spacious days of the Comstock silver lode and the later Goldfield boom are but traditions; the Reno colony covers many a page of our choice Sunday reading. But these are superficial aspects. The fact is that Nevada is striding ahead faster than most of her sisters.

Display Window of the Nevada Telephone Supply and Construction Co.

Electricity, in its various phases, has vastly benefited the development. Electric-lighted towns are sprinkled among the mountains; telephone lines are strung across sage-brush levels; electric motors are pumping water to replace alkali dust by green fields.

The greater part of the state lies in San Francisco territory and is a land of scattered and isolated towns, expensive to travel, so that it is necessary to appoint responsible agents and make them efficient and capable. George Schneider, San Francisco power apparatus specialist, has done most of this work, and his shining example is the Nevada Telephone Supply and Construction Company of Carson City, managed by Alfred Karge; not only a Bell Connecting Company, but a dealer in supplies and fixtures, pumping plants, and a preacher of the electrical gospel.

Messrs. Karge and Schneider have had many interesting experiences while engaged in this alluring missionary work. They have visited the adjacent farmers, who are a picturesque lot of oldest inhabitants, and have demonstrated the pale face's magic to young braves of Uncle Sam's Indian Schools and withered old warriors of emigrant days. A few weeks ago the Carson City Chamber of Commerce honored Mr. Karge by an invitation to read an original paper before them, "Some Notes on the Introduction of Electrical Machinery and Telephones into China."

Mr. Karge has done wonders with his sparsely settled district. It seems to have no "saturation point."

C. L. Huyck, San Francisco.

AROUND THE CIRCUIT

GOSSIP GATHERED BY THE DISTRIBUTING HOUSE CORRESPONDENTS

BOSTON

D. A. Chase
Correspondent

Members of the local Telephone Society listened with pleasure and profit to the paper on "The Western Electric Company's place in the Bell System" which Mr. Swope read at its recent meeting. The general comment and favorable criticism gave evidence of a clearer interpretation of the Western Electric Company's aims and functions.

The Western Electric Company organization of the Boston shop is showing a lot of zeal in accumulating funds for the support of a real ball team. A recent dance was most successful and various other projects of high finance are under way. Incidentally, Hawthorne won't see any warmer contests than we anticipate between the teams of the Boston shop and stores departments.

Will some one in Chicago kindly inform us if B. S. Culp has yet erected his portable house on Michigan Boulevard, also, if he can run the "1920 model Fiat" so generously donated at that farewell banquet?

AN EMPTY JOKE

Loquacious but ignorant friend to W. E. Salesman: "But don't you find a lot of competition with this man Vacuum, who advertises cleaners so widely these days?"

The standard methods of warehouse and packing convenience have resulted in marked efficiency in handling our stock. We refer especially to the overhead loft for empty boxes, the standard excelsior bins, and the roller chute to shipping room. No small feature is the labor saving resulting therefrom.

Stores Manager MacCrellish gave a most interesting address to the Telephone Society of Rhode Island on "Supply Methods" of the Western Electric Company. This society is composed of members of the Providence Telephone Company, the most recent of the associate companies to whom we are rendering supply service. Mr. MacCrellish's elucidation of our methods was indeed favorably received, and is bound to result in a greater co-operation with the Providence people.

NEVER AGAIN!

Correspondents Take Notice, You Are Being Watched

To the Editor of the News:

Sir:—Last month two of the houses, resorting to that time-worn dodge of disguising an advertisement in the form of would-be news, slipped one over and reported "visits" to their houses.

'Smatter? Is the editorial staff weakening, or did you have something at that banquet for Stevens that you didn't mention in the NEWS?

Yours truly,

OLD DOC ESTEP.

SAN FRANCISCO

C. L. Huyck
Correspondent

We have organized the Weco Club. To Wesley Todt came the noble inspiration and nine immediate charter members made him their charter president. This was in December of last year. Since then the club has grown amazingly, like one of those mango trees exhibited by East Indian jugglers—a twig, a leafy bush, and then a tree bending with golden fruit—all within a few moments. Our club's age cannot quite be told by the clock though, for it is now a vigorous, healthy organization of some four months and eighty members.

We rented accessible quarters in the business district and embellished them with neat hangings and furnishings. The same building also contained a hall for dancing, and here was given our jolly house-warming. This success encouraged us to attempt something larger, and the result was the third of the now famous Western Electric dances, and probably the best yet.

All this was fine for the "fussers" and "co-eds," but the sporting members clamored for a chance, and got it—in the shape of a pool tournament. C. H. Johnson, purveyor of cedar poles and fragrant wood-preserver, won the first class championship by defeating Messrs. Orrick and Lunn in close matches. This tournament was also held in the club building, which seems to be as full of wonderful things as Robinson Crusoe's island.

A stag dinner, a smoker and a basket picnic are now *en train*. The fellows meet one another companionably, and the effect cannot be otherwise than broadening and stimulating. In our best toastmaster manner, your correspondent wishes "Success and long life to the WECO Club."

During the course of a letter on line material tests, which contained many technical terms seldom heard in cozy corners, one of our salesmen cited that certain guy rods were "snapped like packthreads." He received the order. In re-reading the correspondence, he found that the stenographer had rendered it "pie-crust."

There was a buyer with a sympathetic soul!

PITTSBURGH

W. A. Wayman, Correspondent

This year's Telephone Boosters' meeting, held at the Pittsburgh Office February 19th and 20th, ran true to form. It proved to be, as advertised, the biggest, best and busiest "Boosters' Boom" of them all. One hundred and fifty boosters, representing one hundred different companies, "registered in" during the first morning. Each received a booster's badge and a Western Electric watch fob, and thus decorated they gathered in the meeting room on the fourth floor. This room was fitted up with a full line of switchboards and telephone apparatus in operating condition for the purposes of practical demonstration.

The session opened with an address of welcome by Manager Dunn. Both morning and afternoon were given over to instructive talks on timely subjects, such as "Government Ownership of the Telephone," "Reports Required by Public Service Commissions," and "Bookkeeping," and semi-technical talks on "Locating and Clearing Trouble," "A Review of the Latest Types of Telephone Apparatus," etc., by Telephone Specialist E. L. Hawkins.

The banquet that evening was an occasion of fun and good fellowship. After the dinner came a varied program, including moving pictures: "Spinners of Speech"; stereopticon views and a lecture on "The Marvels of a Telephone System"; and stereoptieon views of foreign countries taken by a telephone booster. The evening was enlivened with music furnished by several members of our local force. We are glad no representative of the Metropolitan Grand Opera Company was present to note the way those Western Electric boys "tickled the ivories" and warbled sweet songs. They are gifted in so many lines that we should hate to lose them.

The second day proved to be busier than the first. At the outset, Sales Manager J. L. Ray explained to the boosters many ways in which the Western Electric can help and assist them, and gave an outline of our sales policy. Later the visitors were taken on a trip of inspection around the warehouse.

A greater part of this second day was spent in demonstrating the various pieces of apparatus with particular reference to tests for clearing up trouble. A booster stated during the open discussion which followed that his most serious difficulty was in subscribers holding the line more than five minutes. Many remedies were suggested; among others, and perhaps the funniest, that the operator should be instructed to "turn the howler loose on them" after a notification that they had exceeded the time limit; another suggested to "cut them off on purpose," and a third that the operator should tell them "to hang up or the wire chief would cut off their 'phone."

At the meeting a desire was expressed to know how it is possible to carry on three conversations over two pairs of wires. This was fully explained by the use of large diagrams showing clearly the working of the phantom circuit.

Ninety per cent. of those attending were with us from the beginning until the hour of adjournment on Friday afternoon. Many orders were left with us during the week, and prospects for switchboards, telephone sets, selector sets and many other items.

The meeting concluded with a theatre party on Friday evening.

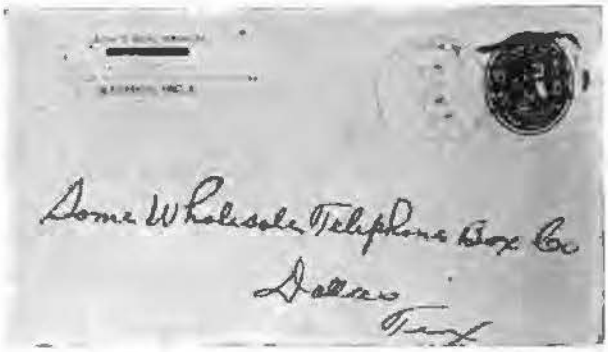
DALLAS

O. T. Hazelton
Correspondent

If convenient we should like to have the NEWS published daily from May 1st to October 1st this year. It's very hot here in Dallas during that period, and the wind from Chicago's column in the NEWS would help so much.

Ross Cummings, who is the most modest man in Texas, as well as being the best salesman in the country, finished fourth in Sunbeam business for 1913. Ross says that Chicago and New York may have had a license to beat him last year, but that Pittsburgh hadn't. He anticipates hiring a hall soon to explain what he is going to do this year (Sometimes Ross reminds us of Chicago's column).

The mailing department hands us the envelope you will see below. Uncle Sam knows us, anyway. L. M. Miller, telephone specialist and native Texan, says that the advertising department will do well to change our trademark in Texas so as to include "Telephone Boxes."



H. P. Stewart, our supply service man, has gone to Florida for a short vacation. When the weather began to get down to forty degrees, he packed up and started out to find a warmer spot. We don't blame him very much, as the severe weather of the past two weeks has caused intense suffering hereabouts, Ross Cummings being forced to wear his collar one entire day, while several of the ladies had to don long sleeves. It was awful!

The following comes from our head bookkeeper, who says he can write funny stuff if called upon, and will be glad to contribute more of this stamp if so desired:

"SANITARY! Sanitary, that's the word. The stores manager has started a sanitary crusade and has called upon every one to assist in keeping the building clean. Our desks have been arranged in a uniform manner and the aisles are wide enough to pass through without hanging your pockets on someone's chair. Cuspidors are a thing of the past. Our brass ones are polished up and used as flower pots. The bookkeeper, who has used tobacco for twenty years, has cut it out, and it is possible to go right up to his desk now.

Some armature coils in our returned goods section bring to our attention possibly more vividly than do the daily

papers, the actual conditions in Mexico. The plant of the mining company to which these coils were shipped, was destroyed by the insurgents, the loss running into millions of dollars. The owners have a weakness for the Western Electric trademark, and it is very likely that we will be remembered when the plant is rebuilt.

E. A. Brehm has accepted the challenge of Mr. Schenck, of the Antwerp engineering department, to play a correspondence game of chess, and has sent in his first move.

Our house closed at noon on the 19th of February—Dallas Day. This was in order to give the employees a chance to attend the sixth national corn exposition. Mention must be made of the great electrical exhibits, which were illuminated by thousands of Sunbeam Mazda lamps.

We enclose a photograph of our manager at rest after a fairly successful morning down on the coast, seventeen

ducks on his left arm, and three Canadian geese and two brant on his right. He says he had a bad get-away, or he might have secured three more to complete the bag.

WOMAN'S PAGE

The stenographic department wishes to express its appreciation of a good job—that of fastening those phonographs in the main office to dictation tables, having a rack built along the wall in which to place the shaved records and all other conveniences, thus placing the responsibility for keeping fresh records, etc., in other hands. Already the frayed nerves of the stenographers are quieting down!

Our bachelor maids must be training to join "General" Rosalie Jones' army on its frequent tramps from New York to Albany or Washington. One Sunday afternoon they walked to Cement City and back—a distance all told of over ten miles; the next Sunday afternoon they walked to White Rock and back, a distance of over sixteen miles. They are now scheduled for Fort Worth, a distance of thirty-two miles. Such little jaunts as these are a mere bagatelle to them! Do any of our sisters from Boston or New York want to take them on?

CHICAGO

H. L. Grant
Correspondent

FARMER LINES

"Wal, I'll swan," 'lowed Deacon Jones,
"They's still inventin new fangled foams;
They sold me one tother day.
Folks *aire* excited daown our way;
You know that foam's so loud en clear
That Mandy reckons haow she kin hear
Everything sed, and the side whispers tew,
'Thout getting narvous as she uster do.
Et first it war a newsense more er less
That aire little button yew got tew press,
But Mandy's smart en got onto it
En now she kin lissen en sit en knit,
'Cause I got a foam with a head receiver—
Figgered ez haow it would relieve her
From standin all day ez she uster do
Holdin the receiver en mouth piece tew.
Them Thirteen Seventeen W. E. foams
Aire jess the thing fer country homes
When yew push that button en say Hullo
T'other feller sez: 'Don't holler so.'
Yew know Lem Miller—Ole Skinflint Lem?
By gum, he's agettin one o' them!
En when Lem buys, its a recommendashun
'Cause he's ez stingy ez all tarnation."

SI GREEN (J. A. K.)

HISTORICAL BLUNDERS—NO. 1

During the days of power apparatus manufacture at Hawthorne an unusually large equipment came up for the United States Government in Chicago. All bids were required to be in by noon on a certain Thursday, and all bidders were required to furnish certified checks.

Hawthorne, however, failed to get cost figures to Chicago until Thursday morning, so that this bid developed into one of those eleventh hour rushes that make sales managers gray haired before their time. At twenty minutes to twelve Chicago's salesman rushed off for the government building. He would have arrived under the wire except for a string of three boats and an open draw bridge. As it was he landed at purchasing headquarters five minutes late. Explanations and pleadings were of no avail. His bid (which amounted to $48,000) was thrown out.

Imagine his surprise when the tabulation was read off. The lowest bid was $56,000, and the other bids ranged up to $67,500. In the rush an error of $10,000 had been made and we had been saved by a "draw." J. H. G.

ST. PATRICK'S

The 17th of March again rolls by,
When, of our crew a goodly bunch make gay,
Rooney, Hogan, Gleason and the rest
Of Ireland's pride, we hail you and make way.

W. M. G.

WHY SALES EDITORS STAY OUT LATE

Jan. 30, 1914.

"Deaire Seaire. We have made a mistake in sending leter.

The Catalogues No. 7864 is a Catalogues and it is a bulletin Catalogues. this Catalogue is made up of a series of bulletins and if that's the one you have it's the latest! I due not no a corden to nomber. 1764. and a corden to yeare it is not latest and it now 1914.

You have no name off oure ferm name. Well to tell the truth We never bought ening frome you, and theire be no dought that you never heard off us!

probly you are wandering if we are some small Conersen.

We aint. We travel all over United States an Construcon work.

and We are no store contractor. at all. so travel over and land jobes as we go.

We be very glad to recive youre catalog of 1914. to 1915. you 2 yar catalog that Covers hole line of metirel Electrical stock.

send the discount sheet a long of neat prices

and be glad to place you an order?

remain veryest truley, B————."

The 1914 Chicago Sales Conference was held on March 4, 5, and 6, and ended with the annual sales dinner at the La Salle Hotel on Friday evening, March 6th.

PHILADELPHIA

EVER MEET NOURSE, OUR BUYER? NO? COME ON OVER

Air: "Good Night, Nurse"

L. R. Browne
Correspondent

There's a chap
Whose name perhap
Is quite well known to some of you—
A charming fellow he is, too.
And people say
That right away,
Each new girl that we employ
Falls a victim to this boy,
And every night some dainty little beauty
Will pass his desk and whisper,
"Good night, Cutey."

Chorus

"Good night, Nourse,
Every day I like you better,
Good night, Nourse,
Cupid's bound me with his fetter.
Please, dear, say the rest, or I fear
I shall stay here year after year.
Does your heart beat for me a little stronger?
Days are short, but the nights are so much longer,
So when comes the morning I'm that much worse,
Gee! but I'm impatient!
Good night, Nourse."

A tale they tell,
I know it well,
Of when he landed here in town,
And started in to look aroun'.
He'd gone a square
When, I declare,
Fully half a score or more
Maidens fair were shedding gore
Over who should have him for her lover;
Nourse was scared, and quickly
Broke for cover.

Chorus

"Good night, Nourse," etc.

L. R. B.

CLEVELAND

Sixth City

E. W. Shepherd
Correspondent

Editor! Don't forget the "Sixth City" part of that heading. If there is any reader who doesn't know where the "Sixth City" is, he has never been near Cleveland. That little booster is just like the tail to the kite. Besides, "every mother's son" of us, all eminent citizens, have adopted the bellows for pushing that kite higher. Look out, Boston! We are letting out the string.

Perhaps some of our readers haven't heard of the place or at least didn't know it was on the Western Electric Map. If you will get out your strong glasses and refer to the map you will find Cleveland among those "telephone our nearest house" branches. And remember that our territory covers all of Ohio that Cincinnati and Pittsburgh did not acquire by either Squatter Sovereignty or Divine Right.

The Cleveland organization includes many old Western Electric men extending from New York to Denver, and from Atlanta to Minneapolis. We haven't developed any poets or real jokesmiths so far, but you will no doubt, hear more about them in the future. Possibly a Kipling or Bill Nye will develop in our midst.

Yes, he's a new correspondent.—Ed.

Did Dallas think it was alone in its glory
When it could write nothing but "inventory?"

ST. LOUIS

F. W. Cherry
Correspondent

E. V. Adams, railway telephone specialist from New York, recently spent two weeks in Saint Louis territory, assisting very materially in securing an order for seven railway telephone dispatching circuits to be used by one of the Western railroad systems. Through the personal efforts of Mr. Adams, we were able to get the entire apparatus shipped and the bulk of the circuits in operation very promptly after receipt of the order.

There was an attendance of fifty-eight at the last school conducted by the Saint Louis specialists. F. B. Uhrig, District Manager, addressed the school on February 17th.

MAYOR A JOVIAN NOVITIATE

Mayor Henry W. Kiel of St. Louis was "rejuvenated" with forty-nine others at the last rejuvenation of the Jovian Order of Saint Louis. G. E. Cullinan, our manager, is statesman, at the head of the state organization. There are 700 members in Saint Louis alone.

A. E. Howard
Correspondent

NEW YORK

A contribution in the Philadelphia column of the March issue of the NEWS starts off as follows: "This is a humdrum world. Life runs along in the same old groove day after day. We see about the same faces on the street-cars in the morning and when we arrive at the office, we hang our coats in the same old place," etc., etc.

We wonder why Ed. did not omit the caption "Philadelphia," and head the column with this contribution. Such an existence as the one pictured could be experienced in only one city in our beautiful country, anyhow.

Just think what a wealth of words the visit of two manufacturers brought forth from Philadelphia! It's a good thing nothing *real* happened.

Our idea of zero in contributions is the paragraph in the Chicago column of the March NEWS, relating to Salesroom Changes. Where's Chicago's credit department now, by-the-way? That is considered a very important department by some, and we are just a little curious to learn where it is now located.

TO ———?

While distributing the morning mail, I heard him swear,
and say,
"Another note from up-the-State! About three every day."
Then he held up a little note, such as you seldom see—
A billet-doux, all scented, that brings one ecstasy.
He cried in tones convincing, "This is the last I'll pass!
His mind is centered on that town, and on that country
lass."

I am the greatest guy
That looms before the official eye;
I am a figure so immense,
It shocks some people's second sense,
To see me greeted with a cheer,
When in the office I appear.
My simple name in colored lights,
Ain't flashed across the sky o'nights,
But ladies fair greet me with smiles,
And try on me their latest wiles,
Up-State, in office, on Broadway,
All eyes my splendid form survey.
Each order, as I send it in,
Is turned down by Rice with a grin.
The boss, he pans me every day,
For ignoring memos gone astray.
But I'm the guy that knocks on wood,
And goes it while the going's good.

W. E. Rice wishes to announce that owing to expressions of dissatisfaction from some Jersey townspeople regarding last spring's western concert course, the following lecture course has been secured for the spring of 1914. Tickets may be obtained at Gee's.

Glen Ridge, March 17th:—
"A Tour of Twenty Towns a Day," by Pop Shanks; Lantern Slides.

Newark, March 28th:—
"The Isolation of Newark from New York and Its Effect on Business," by A. M. Case.

East Orange, April 10th:—
"The Electrical Village," by W. T. Walker.

Montclair, April 15th:—
"Readings from Tennyson and Shakespeare," by G. B. Macpherson.

Hackensack, April 23rd:—
"The Use of Vacuum on the Green," by A. W. Hartigan.

OUR PLATFORM

Office hours, 10 to 3.
A stenographer for each of us.
Lunch at the desk on rainy days.
A box of cigars for personal use.
Saturdays off.

RELIEF

Macpherson's now an optimist and never more will knock,
Hubbard's got some crossarms, a large and complete stock.

A SALESMAN'S WAIL

Let me tell you that quite often our hopes are on the wane;
Let me tell you that frequently we're very near insane;
Let me tell you that our results all portend a blighted fate,
And that in many other things we're never up-to-date.
But, although our finances and efforts may be lax,
We're not the guys that worry
'bout
the
In-
come
Tax.

LOS ANGELES

The shortest visit on record was made by E. C. Estep in February. Time: 2 hours, 45 minutes.

Have you read, on page 9, the Old Doc's peevish remarks about "visits"?—ED.

F. E. McKeever
Correspondent

A clever salesman recently edited his own order as "1-W. E. Cat." His good intention was to deliver a general catalog. The messenger boy wanted to know if we were going to sell the office pet.

The sales department unanimously decided that instead of devoting a whole evening to sales conferences, they would in the future hold these monthly meetings on Saturdays, beginning at 7:00 A. M.* We shall probably have to report later on the seven o'clock part of the decision.

*Why stay up so late?—ED.

During the latest visit from Jupiter Pluvius, who gave Southern California no lack of moisture and caused no little damage to property, we were called upon to deliver 55,000 feet No. 17 copper clad wire to the Santa Fe Railway Company and the Pacific Telephone Company, on emergency orders, within a few hours' time. We were rather proud of ourselves that we had the stock and were able to deliver the goods.

As a means of "rapid transit" between the office upstairs and the shipping room below, we have constructed what is known as the "pipe line." The equipment consists of 3-inch iron conduit, through which orders are drawn by being placed in a tin receptacle.

A return call push button and bell gives the signal for operation. The system is a great time saver.

KANSAS CITY

W. J. Laufenberg
Correspondent

On closing a deal with a farmer who had been appointed president of a Rural Telephone Company, and who was acting as buyer, Mr. Murphy, our Oklahoma salesman, filled out the contract in duplicate form, asking the gentleman to sign. The latter hesitated to put his signature on the contract for a while, until Mr. Murphy assured him it was not a lightning rod deal. After he had finally been persuaded to sign, the carbon copy was handed to him. The look of astonishment that came over his face almost paralyzed the audience.

"My friend," he exclaimed, "I signed a white paper with a black pencil; this is red with a blue signature!"

When Mr. Murphy could get his breath he explained everything.

ATLANTA

W. J. Whaley
Correspondent

On the evening of March 3d the Telephone and Telegraph Society of Atlanta turned the society over to the Western Electric Company for entertainment.

The society is trying to get members of each company in the Bell interests in Atlanta to take charge of the meeting for one evening and show what they can do as entertainers.

The attendance was as large as the society has had, and everyone expressed great appreciation of the various features of our entertainment. It was further said by prominent members of the society that the Western Electric Company had established a bogey with this entertainment, which was better than the society had yet had; and that the Western Union Company, the American Telephone and Telegraph Company and the Southern Bell Telephone and Telegraph Company would have a very difficult time in getting up anything nearly as good.

SUMNER BURT CROUCH

Born, July 26, 1884; Died, March 9, 1914

WITH profound sorrow, the St. Louis office records the loss of its sales manager, Burt Crouch, who met death on the morning of March 9th, in the terrible fire that consumed the Missouri Athletic Club, and destroyed more than thirty lives.

Burt Crouch was born on July 26, 1884, and entered the employ of the Western Electric Company at Kansas City June 15, 1905. He was later transferred to St. Louis where he served in various capacities in the sales department, and left in July, 1910, to join the sales force of the Union Electric Light & Power Company. Later he accepted a position with the Westinghouse Lamp Company, New York City, but again returned to the Western Electric Company in June, 1913, and at the time of his death, headed the sales department at the Company's St. Louis house.

He was an enthusiastic Jovian, a member of the Elks, and also of the Missouri Athletic Club, where he made his home. He is survived by his mother, Mrs. W. C. Crouch, and a sister, Mrs. L. Du Bois, both of Kansas City.

Mr. Crouch was known to a wide circle of electrical fraternity. His friends were legion, and he numbered among them some of the most prominent electrical men not only in Saint Louis, but throughout the country. In every application of the term, he was a self-made man who, solely by his own determined efforts, supplemented by night study, had risen from selling newspapers to a post of trust and responsibility.

His future was assured, and his loss a heartfelt sorrow to his friends and associates.

A Record Blizzard

What Was Done by the Western Electric Company in the Most Serious Emergency that They Have Ever Been Called Upon to Meet in the East

ON Sunday morning, March 1st, the territory embracing the cities of New York and Philadelphia, a semi-circular area of approximately one hundred miles in extent, was visited with a record blizzard. It is said that the blizzard of '88 was more severe, but when one looks back and recalls the few telephone lines then in existence, one may safely say that, from a telephone and telegraph standpoint at least, the present storm was the worst that ever visited the Eastern district. Following as it did, immediately after another extremely heavy snow-fall, the results of which were still seriously interfering with the handling of freight and express shipments, the blizzard of March 1st made the task of shipping emergency supplies an enormous one. The eastern trunk lines were not in a position to give us information regarding the location of cars for the reason that their own telegraph lines were down. It was therefore necessary in some instances to send men out along the line of the railroads to locate cars and have them forwarded to destination.

Amount of Damage

The American Telephone & Telegraph Company has thus far reported that on its lines 3,000 poles went down; the Western Union lost 2,100 poles. The New York Telephone Company lost 3,000 poles and had 40,000 telephones out of commission as well; and Philadelphia territory 1,100 poles. Considering the fact that the long distance telephone and telegraph lines out of New York in the storm affected territory carry the heaviest loads in the country, a fair idea can probably be gained from these figures as to the number of miles of wire, crossarms, etc., required. As the NEWS goes to press, the end of our emergency service does not appear to be in sight, as is evidenced by an order received on the evening of March 16th for an additional 5,000 miles of bare copper wire.

Beating the First Call

The New York service department anticipated that emergency service would be required. Several hours before the first call came in, the force had been gathered together by telephone, and men and trucks were waiting at the warehouse when the first emergency calls came through at 7 o'clock Sunday evening. Meanwhile, Philadelphia had assembled its gangs and was beginning to make shipments to its customers. From that time on, the calls were practically continuous, especially at New York, where the forces were divided from the start into three gangs, each working on eight-hour shifts. Up to the present (March 18th), the New York and Philadelphia warehouses have been open continuously for more than two weeks, or since the first call was received, arrangements being made to serve hot lunches and coffee to the men.

Material Shipped

Up to March 17th, about 1,500 emergency orders have been handled. The accompanying table shows the principal items shipped on these orders:

SUMMARY OF EMERGENCY SHIPMENTS MADE UP TO MARCH 17TH

250	carloads of poles, weighing	13,000,000	lbs.
16,000	miles of wire, "	2,300,000	"
14,000	crossarms, "	750,000	"
50	miles of cable, "	270,000	"
50	miles of strand, "	60,000	"
1,000,000	lbs. hardware, tools, tape, connectors, etc.		
200,000	insulators.		

Total weight of all emergency shipments, approximately 16,500,000 lbs.

Co-operation from Suppliers and Railroads

The early orders were shipped from our local emergency stocks during the first twenty-four hours, and thereafter the Associate companies were taken care of by prompt deliveries which we were able to make by applying orders against the general stocks which the Company maintains at the factories of our various suppliers. At the same time, suppliers started their factories on a day and night schedule to replenish these stocks.

The pole department got its men into the field at once, and in spite of the severity of the storm, the depth of the snow, and the difficulty of communication, we have shipped 250 carloads of poles aside from a large number delivered by teams.

In order to take care of our copper requirements, the National Conduit & Cable Company put two barges at our disposal. These barges ran continuously between Hastings and New York City, and they enabled us to take care of not only our stock shipments but the material which went direct from the boat to destination. Other direct shipments were handled by the wire mills in New Jersey. In fact, all our suppliers assisted us at all times, nights and Sundays included. One firm employed autos to make heavy deliveries throughout New Jersey when express deliveries would not get the material to destination in time.

After our stocks of rubber boots were exhausted the stocks of the principal rubber companies in New York were drawn upon so long as they held out. It was necessary to get one truck-load of boots from the Goodyear warehouse on Sunday, March 8th, and our warehouse man, who secured a truck and went after this shipment, was arrested, as well as the driver, for taking goods out of the warehouse on Sunday without a permit. After explaining the emergency to the police, they were allowed to complete the job.

The demand for rubber gloves was enormous for the first three or four days. As all rubber gloves must be inspected under high voltage, it was necessary to send inspectors to the warehouse of the factory to make an examination of the gloves there. As fast as a lot of fifty were examined, they would be rushed to the electrical testing laboratories by taxicab, put through the electrical

The Remains of the Dover-Netcong Trunk Line, at Dover, N. J.

Telephone Wires Down Along the Tracks of the Central Railroad of Ne

tests, brought to the warehouse by taxicabs, and sent to the field by messenger boys. In this way 350 pairs were distributed in one afternoon and evening, between the hours of 4:00 and 10:00 P. M.

The demand for splicing compound was so great that our stocks and the factory stocks were soon exhausted. Two shipments each day were made from the factory, one leaving on an express train about noon, and another at 10:00 P. M. Arrangements were made with the express company to deliver this tape to our warehouse within an hour after it arrived.

The demand for copper connectors was taken care of by express shipments each day from the factory. A shipment of one ton of connectors left Cleveland at 3:00 P. M. each day and arrived at the Grand Central terminal at 11:30 the following morning. The American Express Company rushed the connectors in by a special automobile, which was held waiting for the train's arrival. On the 14th, however, it developed that the factory was going to run short of No. 8 connectors. Late that night New York got in touch with our buying organization at Hawthorne, which arranged with a Chicago factory to start work on Sunday morning to turn out connectors. Daily express shipments started on the following morning.

Lighter Leaving Hastings, N. Y.

Unusual Incidents

An automobile, headed for the Hoboken express station with a shipment, was stalled near the ferry. The driver sent his helper back to report that he could not proceed. A man immediately went out, and, entering a nearby saloon, hired several habitues of the place to take enough material off the load to allow the truck to go on.

It was apparent that the New York stock of crossarms would not last until a shipment could arrive from Norfolk, Virginia. So an order was telephoned to the Boston house, which loaded 1,500 arms on the Metropolitan Line steamer; they reached New York at noon the following day.

View of the Morristown-Dover Trunk Li

At 1:10 A. M., March 2nd, Philadelphia received an order for Easton, Pa. The shipment weighed 10,000 lbs. and was delivered by us to the U. S. Express Company at 2:10 A. M. for the first passenger train, which was scheduled to leave at 5:30 A. M. The express company was unwilling to put material on this train, claiming that the Philadelphia and Reading Company would not permit it. We prevailed on the railroad company to take material as far as South Bethlehem. We then had a man go alone with the shipment to make sure that it got to its destination. He was

Unloading—Lowering Coils

Jersey. A Typical View of the Destruction Wrought to Telephone Lines

Looking East Along the Rockaway River

Wire Into W. E. Wagons

delayed at South Bethlehem for four hours, until our shipper finally prevailed on the Lehigh Valley Railroad to load the material on their work train. This train arrived two hours ahead of the regular express. The Lehigh Valley Railroad sent two men with the material to help unload.

On Monday, the 2nd, a rush order for Lansdale, Pa., was received at Philadelphia. We found that we had only 38 minutes in which to catch the express leaving the Reading Terminal, three and one-half miles away. We got in touch with the express company's officials and were able to hold the train at Columbia Avenue, a local passenger station, for five minutes, which allowed us to load the 3,000 lbs. of material and make delivery to job 24 miles distant from Philadelphia in two and one-half hours after order was received.

In the ordinary course of our work, we do not perhaps fully realize the extent of the co-operation that exists between the various departments of the Company. All of us may look back with real pride upon what has been accomplished during the past month. The general purchasing, traffic, pole, and service department worked together day and night, without the slightest friction.

Scene at Mountain and Union Avenues, Bound Brook, N. J.

The Verdict

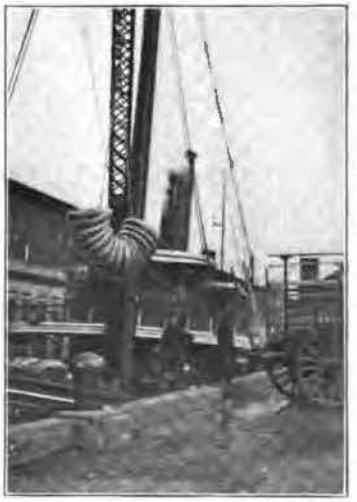
NEW YORK TELEPHONE COMPANY

March 16th, 1914.

Western Electric Company,
Mr. E. P. Clifford, Manager,
463 West Street, New York.

Dear Sir:—

The sleet storm which began on Sunday, March 1st, continuing through Sunday and into Monday, played havoc with the outside plant of this Company, particularly in the New Jersey and Hudson Divisions; in the former approximately 30,000 subscriber stations were put out of service and 3,000 poles went down. This at once made necessary a very heavy demand on your people for supplies,—I think without doubt the hardest task that has ever been put upon any branch house of the Western Electric Company by any telephone company. Our people have worked night and day to restore service and this has made necessary night and day work on the part of your people to provide us with supplies. The fact that supplies in tremendous quantities have been promptly obtained, that your people have risen to the emergency and have been willing uncomplainingly to work night and day to give us service is worthy of special commendation and I take this opportunity to express our appreciation of this concrete illustration of what real co-operation between the Western Electric Company and the Telephone Company means. We are not yet through with the storm, but I feel that in view of past performance, additional material will be forthcoming as promptly as it is required.



Unloading Coils of Wire by Derrick

Yours very truly,

[*Signed*] G. C. ALLEN,
General Superintendent of Plant.

WESTERN UNION TELEGRAPH COMPANY
Eastern Division

New York, March 17th, 1914.

J. B. Odell, Esq.,
Telegraph Department,
Western Electric Co., New York.

Dear Mr. Odell:—

I want to express my appreciation of the excellent service rendered by the Electric Company to the Telegraph Company in the material deliveries following the storm break of March 1st.

We have called on you both day and night for emergency shipments, often designating trains on which materials must be placed, and I know of no case in which such schedules miscarried.

I realize the difficulties under which this service was rendered during the first few days, especially as it involved cable and other heavy materials, and the efficient service performed by the Electric Company materially aided us in our work of restoration.

Sincerely yours,
[*Signed*] M. C. ALLEN,
Div. Plant Superintendent.

THE WESTERN UNION TELEGRAPH COMPANY
189 Broadway

New York, March 14th, 1914.

Mr. E. P. Clifford,
Western Electric Company, New York.

It gives me pleasure to subscribe to the promptness and efficiency with which emergency shipments for this Company were handled during the past few weeks, as the result of the recent storms in the Eastern Division.

[*Signed*] W. G. HIGGINS,
Superintendent of Supplies.

THE DELAWARE AND ATLANTIC TELEPHONE AND TELEGRAPH COMPANY
11th and Filbert Streets
Philadelphia, Pa.

March 7th, 1914.

Western Electric Company,
Mr. J. D. Kennedy, Manager.

Gentlemen:—

Early on Sunday afternoon reports of scattered trouble began to arrive. Along about five o'clock, the reports becoming numerous, it was decided to call on Mr. McQuaide to inform him that the Western Electric Company's services would be required, although at that time the various workmen needed were already reporting at the warehouse for duty, which afterwards proved to be very long and tiring, filled with many discomforts and many trying experiences.

We are informed that Messrs. Reed, Cann, Coller (who served as P. B. X. operator), Keiger and McQuaide, together with yourself and many of the porters, packers and collectors were on continuous duty until midnight Monday and that some of the men camped for that night on any material that offered a space for a few hours rest until work would begin again early on Tuesday morning.

On Monday morning, bright and early, Mr. Swayze was in this office at our service. His visit, made on his own initiative, proved to be necessary as many poles were broken and needed replacing.

Orders for poles for several points given late that day were loaded the following day; orders for poles all being loaded within one and one-half days. This was what one would call service "de luxe."

Possibly one hundred and fifty requisitions for material were advanced by telephone during the past week. Some of the orders ranged from a 25-lb. package of sleeves to a solid carload of wire, crossarms, or wire material. All were dispatched in record time and not one delay has been experienced due to failure to receive the material on scheduled time.

A plentiful stock of material was on hand at all times to meet the emergency calls.

The supervisory force of the division is extremely grateful for the efficient service that you and your subordinates have rendered during the past week.

Please extend to each one of your men and women who were engaged in the tiring work of the past week, our most sincere thanks for the excellent work that they performed.

[*Signed*] H. C. KUNKEL,
Plant Superintendent.

THE BELL TELEPHONE COMPANY OF PENNSYLVANIA
Executive Offices
1230 Arch Street, Philadelphia, Pa.

Mr. E. P. Clifford, Eastern District Manager,
Western Electric Company,
463 West Street, New York.

My dear Mr. Clifford:—

Replying to your letter of March 5th, relative to the storm emergency service of the Western Electric Company, the heavy demands for material which were made upon the Philadelphia house were filled without delay. The emergency organization did just what we expected of it—a good job. There are no special cases which it is necessary to bring to your attention at this time.

I thank you for your interest in the matter.

Yours truly,
[*Signed*] L. H. KINNARD,
Vice-President and General Manager.

THE CHESAPEAKE AND POTOMAC TELEPHONE COMPANY
108 East Lexington Street
Baltimore, Md.

Mr. E. P. Clifford, Eastern District Mgr.,
Western Electric Company,
463 West Street, New York, N. Y.

Dear Mr. Clifford:—

In reply to your letter of the 5th inst., I am pleased to advise you that we have experienced no difficulty in obtaining material from your company incident to repairing the recent storm damage.

The situation in this territory is now practically all cleaned up and it will therefore be unnecessary for us to avail ourselves of your kind offer of assistance.

Thanking you for your interest in the matter, I am,

Yours very truly,
[*Signed*] M. H. BUEHLER,
2nd Vice-Pres. and General Manager.

At Last!

HOLD, readers: attention! Give ear while we mention a fact that will give you extravagant joy: The NEWS's next issue, its editors wish you to note, will sing praise of the bold office boy.

So set the bells ringing; start dancing and singing. Let whistles blow shrill, and the brassy bands play. Come, wave the bright banner, and bang the pianner—the Office Boy's Number is coming in May!

Last call for the cartoon contest! Remember, entries must reach New York by the 10th of this month.

Born

FEBRUARY 23d.—To Mr. and Mrs. Christen (department 2360, Hawthorne), a son.

To Mr. and Mrs. F. V. Young (circuit laboratory, engineering department, New York), a daughter.

To Mr. and Mrs. J. H. Bell (engineering department, New York), a daughter.

MARRIED

February 7th.—Louis M. Altman, department 2321, Hawthorne, to Miss Matilda Zemke.

Aged 14—Graduated from Public School at Washington, Mo.

Aged 17—Graduated from Washington Manual Training School

Aged 21—A Graduate of Washington University

Aged 27—Sent to Germany by Diesel Motor Company

A Late Portrait, Taken While He Was at Hawthorne

Born Oct. 15, 1870 EDWARD PUCHTA Died Feb. 24, 1914

WHEN a man like Edward Puchta is taken by death our new grief always questions the wisdom of Providence. At first sight these doubts seem reasonable enough. Why should the mean man, the selfish man, the cruel man, the narrow man be spared, while the friend whom we love is taken? Does even the hand of the Master err sometimes? And while we beat with puny impotence against the walls of our ignorance, at last we stumble on the door leading to the truth. After all, was he not fit and ready to answer the call? He had lived his life well. He had grown broad and kind through his appreciation of the things that really count. He had been honest, just and charitable. He had gained the love and loyalty of a great proportion of his associates and the respect of all. What can a man do more?

Edward Puchta was born October 15, 1870. After graduating from the public schools and the manual training school at Washington, Mo., he entered the mechanical engineering course at Washington University, St. Louis, Mo. He earned his tuition during the last two years of his course by teaching classes in the university. At the age of 21 he graduated with high honors.

His connection with the Western Electric Company began in September, 1894, when he entered the drafting department. He left the Company in March of the following year, but returned again in March, 1896, and remained until November of '97, when he left again to take the position of assistant engineer with the Diesel Motor Company. In connection with his work for this company he spent four months in Europe.

At the end of two years Mr. Puchta again returned to the Western Electric Company in September of 1899 as chief draftsman. He was made assistant to the late Mr. Sage in August, 1901, and was given the title of assistant superintendent of the Clinton Street shops on January 1, 1905. Later he was made assistant superintendent of manufacturing at the Hawthorne works. In the early days of the WESTERN ELECTRIC NEWS Mr. Puchta was selected as head editor at Hawthorne and he did invaluable work in helping to get the paper under way. On September 1st, 1913, he was transferred from the manufacturing branch to take the newly created position of assistant superintendent of the employment and welfare branch. Mr. Puchta by reason of his kindly nature was peculiarly fitted for his new work. He took a deep personal interest in the cases that came to his attention and his tactful sympathy brought comfort to many in the time of sorrow.

Edward Puchta

Mr. Puchta was married in Chicago on the 8th of April, 1903, to Miss Kathryn Enfield, who survives him.

There are a few men whose humanity is so large that it embraces everybody—men "with malice toward none; with charity to all." Their broadminded faith in their kind brings to them in return a love and loyalty that never falls to the lot of most of us. Such a man was Edward Puchta. A mere business acquaintance with him was a source of pleasure; a close personal friendship was a privilege to be sought for. It is a pleasant thing to hear the hearty ring of appreciation in every voice that speaks of him.

May we all live lives as truly successful. May we all die as sincerely mourned.

"Despite what men say in their blindness,
Despite all the follies of youth,
There's nothing so kingly as kindness
And nothing so noble as truth."

HEARD IN THE SHOPS

ACTIVITIES OF THE MANUFACTURING DEPARTMENT AT HAWTHORNE

WHO'S WHO AT HAWTHORNE

Who knows a phoney dollar's stunts as you know 2 and 2? (Just try to pass one on him once and find out what he'll do.) Who hands us out the bull—What?—Hold! Just let us finish, please. That last word's "bullion." (*Not* soup—*gold.*) *Now* where's your little wheeze? Who is it trains the ghost to walk and gladden all the shop? (You'd have to put your watch in hock if ever he should stop.) Who spends the money like a plute, yet doesn't waste a cent? Well, when you're ready, Gridley, shoot. Yep; John Sharp. He's the gent.

HAWTHORNE CHESS CLUB

In a match of 25 tables played on February 24th with the Kenwood Chess Club, Hawthorne lost by a score of 17½ to 7½. In spite of the defeat our men feel elated over their showing, as the Kenwood club is the strongest in Chicago, while the Hawthorne club is the youngest.

The handicap match among the members of the local club was won by James Shalleross, the loser being Stanley Chylinski. Runners up were C. W. Root and J. L. Harrington.

Hawthorne has accepted the challenge issued by the chess club of our Antwerp house and published in the February issue of the NEWS.

The club recently purchased 22 sets of chess men and 20 boards.

CROSS-TALK IN THE C., R. & I. SHOPS

An example of how the benefit fund really can benefit during time of need, is illustrated in the case of Miss Celia Zoun, employed in department 3307 as a solderer since November 18, 1909. About October 20, 1913, Miss Zoun, who is alone in Chicago, was taken suddenly and seriously ill with appendicitis, requiring immediate operation. She was compelled to remain two weeks in a Chicago hospital and seven weeks in her room at the Y. W. C. A. During the time of her sickness the Western Electric hospital nurses made four visits, and the Company benefit equaled the full amount of her average piece-work earnings for the total period. One can easily picture the relief of mind of an employee who can, after such a siege, return to work without the burden of debt and doctors' bills usual where no benefits are provided.

Miss Anna Christensen was appointed gang forewoman on switchboard cord finishing in department 3307, February 10th, to succeed Miss Katherine Butcher, deceased.

There is no elevator in the cable plant, so Pat, one of our truckers, was compelled to carry a carboy of distilled water up three flights to the textile laboratory. He arrived panting and very much disgusted. "Say," he queried, "if youse mollycoddles up here can't dhrink nothin' but wat-ther, whoy the divil don't yez put in a poomp?"

Inspectors from department 3302, including J. J. McCarthy, Howard Deans and C. Cada, were "stumped" at a recent banquet by the word "consommé" right at the top of the menu. They will try anything once, though, so they took a chance. When the stuff arrived in cups they added cream and sugar and tasted it. Then they called the waiter. "Look here," they remarked firmly, "you can't put this stuff over just because you've got a French name hitched to it. If you haven't any decent tea in the place bring us each a cup of milk."

The other day Berry and Marshall rudely tried to change F. W. Willard's firm conviction that the No. 37 single silk covered wire made up in the C., R. & I. shops is the very best in the world. "Why," they declared, "it can't hold a candle to the wire made by New York."

F. Wad. got right up on his hind legs and pawed the air at that. He insisted on having samples of the superior wire produced forthwith. "All right," said the others, "we'll pick five spools right out of stock shipped from New York and give you a glance at the best ever."

When the samples arrived next day F. W. took one good look at them and then grabbed his telephone. "Marshall?—Are these the samples you want us to admire?" he exclaimed gleefully. "Well, they look good to us, all right. They are the best that can be made. What? Sure, I'll admit they can't be improved on. But just take a look at the labels. You'll see they were made in the C., R. & I. shops on our order No. 373428 and shipped to New York last September, and—Hello! Hello! Say, Central, what did you cut me off for?"

"I didn't cut you off," protested Central. "The other party hung up."

NOTES FROM THE TELEPHONE APPARATUS SHOPS

We have often wondered what all of those bothersome change orders were for. Recently one came through which solved the mystery. It read: "Reason for Change—To facilitate trouble in mounting number plates."

A bowling match on February 21st between departments 2307 and 2305 resulted in a victory for department 2307 by 158 pins. Kozak, Stasik, Burke, Brandt and Hayes bowled for the winners, 2305 being represented by M. Whermeister, Dobka, Kuehan, Spetke and P. Whermeister.

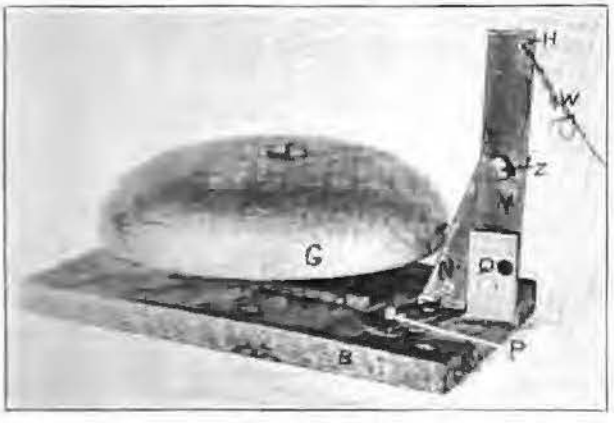
The engineering inspection department recently read the shop inspectors a learned lesson in an "M. A." note regarding cabinets for storm cords. "The cord fasteners," they said, "shift sideways for enough to touch. This," they added severely, "is apparently due to the wood being blinged with too large a tool." C. N. Frazee, who was cast for the goat's part, was humiliated—deeply humiliated, for to tell the whole shameful truth he didn't even know what "blinged" meant. He called H. C. Quigley, who also didn't know, but promised to look it up. H. C. searched his dictionary, searched his friends, searched his soul. Everywhere—solid ivory. He passed it up to Pruessman, who passed it up to the master mechanic, who passed it up to—well, just "too." Then they dug out the specifications, and sure enough, there it was:

NO. 49 DRILL, 5/16" DEEP BEFORE ASSEMBLING FOR P-107712

That's what comes of corresponding with a dozen different girls at once. A fellow gets so he only reads the postscripts.

YOU CAN MAKE THIS AT HOME, BOYS

Any bright boy who has a good command of language, such as may be obtained from any teamster, can make himself one of these Ziska zingers at home. The zinger was designed for use as a time gong at the Men's Club wrestling matches, but it would make a nice ornament for a blind asylum. As can be seen by the sketch, no mechanical



The Ziska Zinger

ability is required to make one. All you need is a piece of wood, a couple of brass strips, a few screws, an old gong and the nerve. First screw the brass strip *A* to the base *B* and attach gong *G*. Then take strip *N* between the teeth and bend it into the shape shown. Attach it to the base by two screws if you have them. If not substitute a wooden peg *P* for one screw. To the third piece of brass *Y* fasten the clapper-weight *Q*. Poke your finger through it near the top and in the hole *H* thus formed fasten the wire *W*. *Z* is a nut. (No, we are not getting personal; we are referring to the sketch.) It is fastened to the pivoting bolt on which the clapper swings.

By pulling the wire *W* and causing the clapper to hit the gong you can get nearly as good a tone as if you struck it with the head of a spike held in the hand in the old-fashioned way. A boy who is handy with tools can make this beautiful and useful toy in about half an hour, although it took John a week to work out the design in its present perfection.

H. Beautiful Johnson's wife went away recently and he decided to surprise her by raising a mustache during her absence. We might mention incidentally that on her return she never noticed anything was wrong until he got up and told her. But that is not the story. During the first week of anxious waiting another blemish appeared on H. B.'s face. To a friend's anxious inquiry he explained that it was due to an ingrowing hair.

"Ingrowing hair?" asked the friend. "What causes those?"

"Well," explained Johnnie, "this was a hair that intended to join my moustache, but when it came out and looked around it felt so lonely that it crawled back in again."

Best Star Orders of Interest, February 9th to March 7th

FIRST GROUP

Chicago

ONE complete central office equipment, consisting of 5-section No. 1 switchboard, 2,200 common battery lines, 60 rural lines, chief operator's desk, wire chief's desk, main and intermediate distributing frame, and miscellaneous material.

C. R. White and R. A. Barnard.

SECOND GROUP

Kansas City

Two carloads of weatherproof copper wire.

A. D. Barber.

THIRD GROUP

Richmond

One No. 125 kva generator, 3 panel switchboard, 7 transformers, 214 street fixtures, 35 street lighting standards, 7,000 feet fibre conduit, 800 poles, and miscellaneous material. (Initial order for a new central station.)

R. H. Bouligny.

Next Month, Remember!

HERE'S a sample of the good things awaiting you in that Office Boy's number of the NEWS:

Dear Ed.

Enclosed you will find a little poem and a few jokes, which I would like to subscribe for the Office Boy's Number. The poem isn't very big but I gues it isn't bad for a starter. As for the jokes I can send you any number of jokes every month so as you will have some in each month's NEWS. Hoping to see these in next month's NEWS I am, Yours sincerely,

DICK THE OFFICE BOY.

ONE OF THE JOKES

Mr. V:—Say Dick have you seen Arthur.
Dick:—Arthur who.
Mr. V:—Our Thermometer.

More of these next month.

ACTIVITIES OF THE HAWTHORNE MEN'S CLUB

ADVERTISING is a great thing. Why, if some correspondence school men should fill a window up with alluring placards offering (for the small sum of $40) about one-half the instruction the Men's Club gives free, Uncle Sam would have to wear his shoes off carrying their mail. No, don't get that idea, either. The Men's Club isn't an "uplift" movement. Neither is it running a college. Essentially and all the time it is a social club. But it has its educational features for the benefit of the ambitious, and it does seem that those features alone ought to bring every live fellow in the plant into the club.

Winners of Preliminaries in Wrestling Contest, March 2, 1914
Left to Right: Varon, Schmidt, Holub, Coombs, Halles

Take those little noon-hour talks, for instance, given on Tuesdays from 12:20 to 12:35 in the lecture room on the second floor of the general merchandise building. What is the use in spending your noon hour playing checkers when you could just as well enjoy yourself listening to an interesting speaker, who would clear up for you the confused ideas you have always held regarding "how that doggoned thing worked, anyway?" The transmitter, the receiver, the induction coil, the condenser and other important telephone apparatus have furnished the material for these talks. You see it is all "live stuff"—matter you are interested in.

But, hold on, here! Ye scribe is getting away from his job. He isn't supposed to scold you for passing up a good thing, but every time he thinks of it he just gets so gosh-dinged disgusted that—But honest, now, that's all. No more scolding. Back to the job of reporting some of the good things we had in March.

There was the big wrestling meet on the 2nd, the industrial motion pictures on the 6th, "the best in comic and dramatic films" on the 13th, and S. S. Holmes' lecture on the 20th, besides the noon-hour talks. A roller skating carnival booked for the 27th at Madison Garden had to be called off, owing to the inability of the rink manager *to furnish* ENOUGH SKATES.

Moving Pictures

The moving pictures shown on March 6th were of exceptional interest to Hawthorne men. The films were special ones, which are not given in any of the moving picture theatres. Some of the things shown were the making of steel rails, experiments with liquid air, some commercial uses of electro-magnets, the analysis of motion and the "cutting" of steel beams with the "knife of fire" (an oxy-acetelene torch).

The Wrestling Contests

About 750 men turned out to see the wrestling on the evening of the 2nd and were well entertained by some very good matches. Here are the particulars, which we were unable to get into the NEWS last month owing to the late date of the meet:

There were 21 contestants, divided into five classes. Mr. Stratis could not draw a partner in the preliminaries, as there was an odd number of contestants in the heavyweight class, so he was placed in the semi-finals. Ed. Smith, sporting editor of the Chicago *American*, acted as referee; C. J. Malmross, chairman of the central committee, was time-keeper and H. J. Sheridan, chairman of the entertainment committee, was master of ceremonies.

Winners of Finals in Wrestling Contest, March 2, 1914
Left to Right: Oakes, Ruben, Thuerich, Voores, Nomas

The list of events and winners follows:

125 Lb. Class

Preliminaries.—W. Hallas, Tapping Dept., vs. G. Chiasis, Milling Dept.; winner, Hallas; time, 5 m.; hold, Half Nelson. J. Nomas, Plating Dept., vs. D. Gray, Key Assem. Dept.; winner, Nomas; time, 15 m.; decision.

Finals.—Winner, Nomas; time, 1:20; hold, Chancery and Cross Lock.

135 Lb. Class

Preliminaries.—J. Howe, Coil Insp. Dept., vs. S. Voores, Tapping Dept.; winner, Voores; time, 3:20; hold, Reverse Body and Arm Lock. R. L. Coombs, Educational Dept., vs. R. Smith, Polishing Dept.; winner, Coombs; time, 6:50; hold, Cross Body Lock.

Finals.—Winner, Voores; time, 5:20; hold, Cross Body Lock.

145 Lb. Class

Preliminaries.—H. Dusil, Sub-Set Assem. Dept., vs. A. Thuerich, Educational Dept.; winner, Thuerich; time, 1:15; hold, Scissor and Wrist Lock. J. Holub, Part Assem. Dept., vs. G. Schmidt, Cable Drafting Dept.; winner, Holub; time, 8:30; hold, Wrist Lock.

Finals.—Winner, Thuerich; (Holub concedes).

158 Lb. Class

Preliminaries.—F. Schmidt, Sub-Set Assem. Dept., vs. A. Stipek, Jobbing Dept.; winner, Schmidt; time, 3:50; hold, Body Scissor and Wrist Lock. B. Ruben, Lead Cable Insp. Dept., vs. N. Hirsch, Power Bd. Assem. Dept.; winner, Ruben; time, 3:00; hold, Half Nelson and Wrist Lock.

Finals.—Winner, Ruben; time, 6:35; hold, Reverse Nelson.

159 Lbs. and Over

Preliminaries.—O. B. Oakes, Relay Assem. Dept., vs. C. Olson, Packing Dept.; winner, Oakes; time, 4:30; hold, Body Scissor and Chancery. E. Rupp, Sub-Set Assem. Dept., vs. S. Varon, Rec. Assem. Dept.; winner, Varon, 1:10; hold, Chancery.

Semi-Finals.—R. Stratis (Bye), Stores Dept., vs. O. B. Oakes, Relay Assem. Dept.; winner, Oakes; time, 7:35; hold, Cross Body and Arm Lock.

Finals.—Winner, Oakes; time, 15; decision.

Other Events

The entertainment on the 13th was exclusively popular in its nature and consisted of the best comic and dramatic films that could be procured. The club's own moving picture machine is used in these entertainments.

S. S. Holmes gave an illustrated talk March 20th on "The Necessity for Inspection." Of course it was good. Mr. Holmes showed by striking examples how very necessary it is for the Inspection Department to hold the shops strictly to specifications on some points which, to the manufacturing departments, often seem trivial. For example, one of our relay armatures stands in a vertical position on a knife edge resting in a slot in the relay pole-piece. In milling the knife edge on this armature, a small burr is often left by the tool. Mechanically, this defect seems absolutely unimportant, but it is, nevertheless, able to do enormous harm magnetically—so great harm, in fact, as to render the relay worthless while the burr remains. A burr on the knife edge prevents the armature from resting evenly in the slot, and from returning to exactly the same position each time it operates. The variation in the contact between the relay and the iron of the pole-piece and the change in the distance of the armature from the core produces large differences in the magnetic reluctance of the circuit. That means that the current in the relay coils will have to change through wide limits in order to make the relay operate at all. But in actual use the current through the relay is constant and the relay adjustment must be such that it operates on that current always, and not just occasionally. Therefore, the inspection department returns the part to the shops to have the burr removed, not just to make a little trouble, but to prevent an enormous amount of it. Equally striking examples were brought forward to show the necessity for raw material inspection. Talks of this sort go far in getting the departments to work together in harmony. Nothing gets on a man's nerves worse than thinking somebody is trying to cause him needless annoyance, and no man can enjoy his work while afflicted with such a grouch. You owe it to yourself to get out to talks like this. Mr. Holmes is very easy to listen to. It is of no use now, though, to regret the fact that you missed this talk. Make up your mind that you won't be sorry next time.

Future Fun

Be sure to pay up your dues for April. There are going to be big times and you don't want to be left out. April 3rd is the date of the big three-ring event—a combination business meeting, picture show and smoker. It is easy to get into the club smokers if you know the password. If you don't, call up S. S. Holmes and he will give it to you. Knowing Holmes, of course, your guess will be that it is "good fellowship." And as long as you have guessed it you will have no trouble passing the guards, so come along and thaw out.

Prof. W. D. Scott, of the psychology department at Northwestern University, will lecture on April 10th. His subject is "Psychology and Modern Business Efficiency." The lecture will be well worth hearing. Psychology sounds formidable, but it is really a nice, genial, interesting subject, which has to suffer because an unfortunate name has been wished on it. Presented by an interesting speaker, it is extremely fascinating. Take this chance of getting acquainted with it and you won't shy the next time it is mentioned.

There is no fool like an April fool. If you don't believe it, come to the "District School" on the second floor of the restaurant building April 24th. Local talent will give an exhibition of plain and fancy foolishness that will make your sides ache for the rest of the month. Laugh! It's good for the digestion.

Some time in the latter part of April we are going to have another smoker, mixed with moving pictures and served with good-fellowship. You may feel that we use "good-fellowship" oftener than strict literary rules would permit, but, if you do, just come out and get saturated with it yourself and see how much better you will feel. Whoopee! Good-fellowship! Yip!

And that dance is coming off in May. What's the use of more words?

No Voltig Atall

Western Electric Co., San Francisco:

DERE hous. Yurs of the 21 reseeved and dooly noted. Yu hev nodowt miskompreehendid mi furst leter in wech i axd if yu cud tel me wott was the mater weth mi electrik milkin machine wech as yu wel no I perchesd from yu last febrari. Now ez i tole you in mi last kumunukashun, the pesky motr gits allfiren hot and smoks lik a stac o hay on fire but that haint the wurst the wurst is thet the milck gits to biling redhot and taint no gud fer sale. Now yu axd me ef my voltig wuz of proper presur but i kaint remember ez u sent me *any* voltig *atall.* U also axd me us i iled the motr reglarly i shud say i doo. i hev used all the salud oil wech mi wif hed and i rubd the durn critter al over from tup too botum. i will wate too her futhr frum u.

Yurs in kiness.

C. R. K———.

NEWS FROM HEADQUARTERS

Some Items of Interest from the General Departments

GENERAL SALES DEPARTMENT

W. A. Wolff
Correspondent

ANTE SPRING

'Tis with saddened hearts and yearning
That our eyes are straining, burning
Towards the season when the birds
again will sing;
When the blossoms on the trees
And the zephyr's gentle breeze
Once more herald the approach of
balmy Spring.

Then will joy unbounded flow
From us mortals here below.
With a song of praise we'll make the welkin ring.
We will welcome with a shout
Bleak and dreary Winter's rout,
And with rapture hail the advent of the Spring.

For with snow, and slush, and slime
We have had a helvatime—
In the country it might be another thing;
But here, when the snow is down,
It takes on a rich, deep brown,
And the streets soon look like freshets in the Spring.

From Bethune Street to the ferry,
Ankle deep our feet we bury
In the melting slush the first sun's rays will bring;
While the passing wagons spurt
On our clothes the juicy dirt
That from every foot of roadway seems to spring.

Then the youngsters, cute and spry,
Who infest the streets nearby,
In their gentle way must have their little fling;
So soft spheres of rich brown snow
Down our necks they've learned to throw—
Do you wonder that we love the gentle Spring?

W. A. W.

There seems to be no closed season for general sales department wit. There is always a bit effervescing somewhere—as witness this from Dave Werner:

Some days ago, after closing time, he and his side partner, John Alphabet Colgan, were discovered smoking long brown objects having scintillating golden bands around them. In our characteristic, jocular way, we approached and asked: "Aha, having a little smoke on John?"

"Oh," replies Dave offhandlike, "Colgan's merely showing me the ropes."

One hears many things that one is not supposed to hear, especially when one walks up to a stenographer to ask her to take some dictation and then accidentally overhears a conversation between her and her neighbor.

A case in point occurred the other day, when one fair type banger said to another, "Do you know why X is like Huerta?"

"No," replied her friend, "why *is* he like Huerta?"

"Because," replied the first, "he is the worst dictator in the Western hemisphere."

E. J. Reilly of the power sales department may be heard at odd moments crooning to himself strains of wondrously soothing melody as he wanders through the halls of the building. The proud young father—yes, it's a girl—is practising lullabies.

It is passing strange to note how mental habit will influence one's viewpoint. Speaking of the modern dancing—and who is not?—we overheard one of the engineers of the physical laboratory saying that he had observed most of the dipping being done with the right leg, with a subsequent over-development. He thought every dance should be perfectly reversible. Fancy reducing the beauty of unconscious poetry of motion to a laboratory science!

George, the lightning-footed Mercury of the files, had a curious commission thrust upon him the day of the general sales committee dinner. He was commissioned to visit several bakeries to catch flies for use in demonstrating the sensitiveness of a new transmitter to be exhibited to the diners. Poor George was so flustered that he could only say, "Gee, if I go in one of them places and ask for flies, they'll send me to the batty house."

It has been suggested by a long suffering member of the department, who modestly wishes his name suppressed, that a home be established for old and meaningless rubber-stamp phrases.

The following are proposed for membership:

Inherent defects.
Question of policy.
Unforeseen difficulties.
To facilitate manufacture.
We are wondering.
Latest developments in the art.
Adaptability and reliability.

GENERAL MERCHANDISE DEPARTMENT

J. H. Hellweg, Correspondent

Yes (unanimous decision), harmony is the right idea, but a superfluity is worse than a scarcity, especially to a NEWS correspondent. Bob Goodell, who incidentally juggles all such harmonious jobs as inventories, claims and billing, says he has nothing to contribute on account of the absolute harmony and lack of scandal in his department. Here is a chance for some of our branch house friends to land on Bob while he is busy fondling the dove of peace.

SERVICE

Chicago says: "Service? There ain't no such animal."

Cleveland says: "We're glad there is a long distance telephone to Hawthorne. It saves postage and writing

up orders. Telephone tolls? Yes, but look at the service we get."

Boston says: "It's the first time they have been after me since I got my new job, so please give me rush service. I have a family to support."

Cincinnati says: "We're ashamed to ask for it, but we need the goods."

Denver says: "No need of it. We only sold 36 batteries last week."

Atlanta says: "What d'yuh mean, service? Or is it only *our* orders you fall down on?"

Philadelphia says: "How do you get time for your regular work when you have to handle so many emergencies for us?" That means they are going to ask for something. Just watch. Yes, here it is: "And please rush the service for us a little on this order. Extra urgent case."

Minneapolis says: "Nothing doing here just now. Wait until the snow is gone. 'They also serve who only sit and wait.'"

In our youthful folly we used to consider "Make haste slowly" even more stupid than the usual run of proverbs, but we find it is accepted by the authorities. Chicago sent us an order the latter part of February which read: "Delivery May 1, 1914—RUSH."

There was a large person named Merrick,
Who could build up huge stocks 'thout a derrick,
One day there was grief, they took in a reef,
And the cuts then made Merrick hysteric.

Mr. Printer, will you do something for us? Please set this up in your prettiest red type:*

We received a recent letter from New York commending Hawthorne Service! !

Yes, honest; it's true. We can show you the letter.

*All out of red; how would black do?—PRINTER.

Ex-Student Desmond is back at Hawthorne to assist in the new and changed apparatus division. His old friends are glad to see him back.

EDUCATIONAL DEPARTMENT

THE ELECTRIC CLUB

P. N. Riedinger
Correspondent

About 35 of the first year men at Hawthorne have organized what is to be known as the Electric Club. A ten-room house located within a few blocks of the plant has been chosen as a home. The club is controlled entirely by its members and is run on a strictly business basis. Its purpose is to establish a pleasant abode for as many new students as the house will accommodate, and to assist other Western Electric men who are strangers to Chicago to secure accommodations.

The organization consists of a board of directors, composed of 10 charter members, as follows: W. E. Saylor, president; E. L. Rudd, vice-president; B. O. Templeton, secretary; G. T. Ford, auditor; H. D. Bruhn, H. C. Herrick, G. C. Joseph, J. Keller, R. B. Simon, C. H. Achenbach.

Mr. Welsh, of our engineering development department, laid the foundations for the club and acted as its manager until he was transferred to New York. Smokers and dances have been planned to enable the Electric Boys to make light of their troubles.

Hopkins, commercially inclined, thought a jaunt with Moustache Krenning on a suit buying expedition would prove to be of educational value to him, but, alas, Hop gained only some embarrassment.

Let the parties concerned talk for themselves.

Krenning (to clerk)—"I would like to look at some suits."

Clerk (glancing at Hopkins)—"We have just the right suit here for your boy. This way, please."

After absorbing Hawthorne knowledge for a year, a number of slide rule manipulators and circuit untanglers, commonly known as engineers, have lately been given a chance to ply their trade. Some have been retained at Hawthorne and others have been transferred to New York.

To Hawthorne Engineering Department:

Equipment Branch—G. C. Joseph, Ohio Northern University; R. H. Kreider, Pennsylvania State; G. T. Ford, University of Tennessee; E. R. Cooke, Kansas State; H. Cunningham, Mississippi A. & M. College; S. D. Saunders, Kentucky State University.

Development Branch—R. E. Royer, Purdue University; W. A. Southwick, University of Maine; F. B. Livingston, Kansas Agricultural.

To New York Engineering Department:

Inspection Branch—W. R. Mackintosh, University of Vermont.

Research Branch—C. H. Parker, Brown University; B. B. Webb, Union College; C. H. Zierdt, Pennsylvania State.

Development Branch—J. E. Ash, University of Maine; E. A. Fuller, Colorado Agricultural; J. T. Lowe, Kentucky State University; C. M. Welsh, Ohio State University.

Among the recent visitors to the educational department have been Professors Henderson and Shanklin, from the Hammond public schools; W. Bachrach, commercial supervisor of Chicago public schools; and the senior engineering students from Ohio Northern University, Ada, Ohio, in the charge of Professor T. J. Smull, dean of engineering.

From our lecture platform F. W. Willard, technical superintendent of the C., R. & I. shops, has spoken to us on "Problems in the Manufacture of Lead Covered Cable"; H. MacGuyer, of the D. & W. Fuse Company, on "D. & W. Fuses"; S. L. Harding, superintendent of production, T. A. shops, about interesting problems along clerical and production lines.

Antwerp-Chicago Chess Match

ANTWERP'S move in reply to Chicago's opening move (P-K4) is P-K4 (king's pawn to king's fourth), or, in German notation, e2e4. By next month the NEWS will have a diagram installed, so the readers may watch this match at their ease, and grow old in comfort.

FOREIGN NOTES

SOME ITEMS OF INTEREST FROM ABROAD

GENERAL

E. C. Platt, Jr., of the European organization, is spending a few weeks in this country. Mr. Platt was formerly assistant comptroller.

J. H. Bell and A. T. Dixon of the engineering department at New York are in London on Company business.

LONDON

A. S. B. Fletcher
Correspondent

A holiday fund has been started for the London employees by the management, with the result that contributions are being paid in at the average rate of £100 ($500) per week.

The deposits, with interest, are withdrawable either at vacation time or at the close of the vacation period.

The whole fund, as proved by the contributions, has become most popular, and the action of the management in promoting the scheme is greatly appreciated.

LONDON NURSERY RHYMES

By H. Barnett—Output Department

Jack and Jill went through the mill, a-chasing generators;
When they came out of the mortuary,* they needed respirators.

*The Boss' office—so called because of the numerous "inquests" that are held there daily.

Simple Simon was a pie, until he touched on cable.
His output's hundred miles per day—at least that's Kelsey's fable.

Little Jack Horner sat in a corner; thought he'd have some fun.
He put plugs in his ears to hear himself speak—
And *his* day's work was done.

Little Bo-Peep began to weep, all over her sheets of typing;
When questioned why—such a pitiful cry! 'Twas over the boss's writing.†

†Well, let's see you think up a better rhyme.

BRACE UP!

Don't sit round with hanging lip; that is sure to floor you.
Try to get a better grip on the work before you.
Put some ginger in your words when you greet your neighbor;
Throw your trouble to the birds. Get right down to labor.
And you'll notice every day
Things will all come right your way.

Stop your kicking against hard times! Get a hustle on you.
Skirmish round and grab the dimes, if the sovereigns shun you.
Croaking never bought a dress—
Fix your peepers on SUCCESS!

Stop your kicking, get a hold of the wheel and turn it.
You can never handle gold 'less you try to earn it.
Brush the cobwebs from your eyes! Stop your weak repining
And you'll notice that the skies always will be shining.
If you've got no nerve to try—
Creep away somewhere, and die.

E. KING, *Sorting and Messenger Div.*

THE WHITE SOX-GIANTS GAME AT LONDON

A Letter from A. E. Reinke, of the European Engineering Department

MY dear T——: I am going to take the time to tell you something about the baseball game which I saw the other day in London, when the "Giants" and the "White Sox" played an exhibition game before 20,000 people.

The day was sunshiny for London, which means that the catcher could just barely get the outline of the fielder through the light summery haze. It made it difficult to judge the distance, but at least the men could get the direction, due to the white uniforms. These latter seemed to be particularly amusing to the English, who are accustomed to see even football players appear in very light and airy costumes, more suitable for sprinting 100 yards.

The crowd was as enthusiastic as could be expected where about ninety per cent. had not the faintest notion of what was going on. However, fair catches of difficult flies were always appreciated and heartily applauded. Many of the people in the grand stand left before the game was over, presumably to get a cup of tea; whereas the more sporty crowd in the bleachers stayed to the end, apparently enjoying the game more every minute.

As a rule, the English were undoubtedly impressed by the high development of the game and the great skill exhibited by the players. Again, they were truly dazed by the high speed of the plays and the concentration of the game, particularly those English who are accustomed to the ordinary genteel flow of a game of cricket, with its occasional intermission for a cup of 5 o'clock tea. For this reason, such fine points as "double plays" usually passed by unnoticed. On the other hand, a "home run" made by one of the players, who knocked the ball into the grand stand, brought a large volume of applause, but it was not exciting enough to make people jump out of their seats.

Altogether, we Americans thoroughly enjoyed the game, particularly those of us who had not seen a good exhibition for a number of years. The game was well played, and, to my mind, was a good example of baseball as it is played at its best in America.

A. E. REINKE.

Hawthorne Girls Hold a Banquet "All Their Own"

Rah! Rah! Rah! Who are we?
We are the girls of the G. M. D.

CUPIDS and Kewpies, ribbons and hearts, ferns and flowers adorned the College Room of the Hotel La-Salle on the evening of St. Valentine's day. The girls of the general merchandise department at Hawthorne were holding their first annual banquet.

Forty-three of them, with their chaperon, Mrs. L. B. Poole, entered the room and found their places at the tables, and the fun began. The room resounded with their yells, and how they yelled!—just like college fellows. Between courses they sang, and laughed over the clever toasts. Here Miss Gorny proved herself a most worthy toast mistress.

The tables were removed and the floor cleared for dancing, which the girls enjoyed until Miss Christie announced the program.

PROGRAM

Reading		Pearl Colwell
Piano Solo		Jennie Sandberg
Song and Dance	Alma Bouchard, Eugenia Verrill, Helen Gorny, Florence Christie	Elsie Schander accompanied by Lillian Johnson
Reading		Jennie Benson
Dance		Elsie Schander and Rose Safer
Solo		Margaret Milliken
Prophecy		Ruth Eveleth

Miss Colwell gave her reading, an amusing college story, in such a delightful manner that she was called upon for another. The next number revealed to those who heretofore had known Miss Sandberg only as a typist, her talent as a pianist also. The song and dance proved such a success that the performers were called back by the persistent cheers of their audience. Miss Benson proved herself an apt impersonator in her reading.

Then the Misses Schander and Safer danced the Hesitation and Butterfly so gracefully that we think they must have been brought up on Milton's L'Allegro, where he says: "Come and trip it as you go, on the light fantastic toe."

Miss Milliken rendered her vocal solo in a most pleasing manner, and the girls say that they will not be surprised to find her some day on the opera stage, fulfilling her prophecy. The fortune telling concluded the program and left some of the girls anxiously awaiting 1924, while others from the number are hoping for a more brilliant future than their prophetess foretold.

New York Engineering Notes

ENGINEERS' MEETINGS

On March 6th H. C. Egerton, of the transmission laboratory, read a paper on "Announcing Equipments." Mr. Egerton described in some detail the work that has been done in developing loud-speaking transmitters and receivers. The paper was illustrated with lantern slides.

On March 20th R. L. Hartley, of the research branch, addressed the engineers on the subject of submarine telegraphy. Mr. Hartley pointed out the fact that the relatively high capacity of submarine cable as compared to that of land lines necessitates a special code and special apparatus. Those present came away with a keener appreciation of the problems confronting the engineer who is attempting to develop a superior system for submarine telegraphy.

Stenographer (*preparing to take dictation in private office*): Oh, don't stop smoking on my account.

Boss: Er—I—I thought you might dislike the smell of tobacco.

Stenog.: Oh, is that cigar tobacco?

F. V. Young, of the circuit laboratory, who probably holds the world's record for the number of times he has changed his residence, has been formally dubbed the "King of the Movies."

Western Electric News

PUBLISHED MONTHLY — FOR THE EMPLOYEES

BY THE WESTERN ELECTRIC COMPANY

H. B. Thayer, *President*
W. P. Sidley, *Vice-President and General Counsel*
Gerard Swope, *Vice-President and General Sales Manager*
J. W. Johnston, *Treasurer*
G. C. Pratt, *Secretary*
H. A. Halligan, *Vice-President*
A. L. Salt, *Vice-President and Gen. Purchasing Agt.*
H. F. Albright, *General Superintendent*
C. E. Scribner, *Chief Engineer*
R. H. Gregory, *Comptroller*

Office of publication and address of President, Secretary, and Treasurer, 463 West Street, New York City.

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Matter intended for any given issue must reach New York not later than the 12th of the preceding month.

Volume III — April, 1914 — Number 2

WHERE IS YOUR RESERVE FUND?

"I WONDER what would have become of me if it hadn't been for my pension?" This was the remark of one of our veteran employees who recently retired. Upon investigation, it was found that this man, who had been receiving good wages steadily for more than twenty-five years, had not a cent to show for it. He did not squander his money; he simply spent all he got. His savings were not swept away by sudden misfortune; he never saved. To-day he is solely dependent upon the pension that he receives from the Company.

Suppose this man had been employed by some company that had no pension system. Suppose he had been discharged, for cause. He may well wonder what would have become of him.

Every bank and every well-managed corporation maintains what is known as a "reserve fund." Into this fund go some part of the profits. When times are hard, when the inevitable rainy day comes around—there is always this reserve upon which to draw.

Why not start a reserve fund of your own? The habit of saving is an easy one to form, and it is astonishing how quickly a considerable sum will accumulate from the systematic laying aside of even a small amount.

For example, if you put aside fifty cents every week, at the end of twenty years you will have saved $520. But do not merely lay the money aside; put it in a savings bank, and let it work for you. That fifty cents a week, at 4 per cent. compound interest, will amount in twenty years' time to $774.

A pension is a splendid thing for any of us to look forward to; but the prospect of a pension is no reason why we should not on our own account make provision for the future.

A GREAT ACHIEVEMENT

BE sure to read the account in this issue of how the Western Electric organization made emergency deliveries last month during the blizzard that paralyzed telegraph and telephone service throughout eastern New York and New Jersey.

The mere listing of the amount of material we delivered is eloquent proof of the Company's resources at such a crisis; but resources alone would not have been sufficient to accomplish what was done during the first two weeks of March. It was the spirit and loyalty with which our organization worked that enabled us to rise to the emergency as we did.

As Mr. Salt points out this month, in his interesting article on the purchasing department, service such as our customers received from us in this emergency could not have been possible were it not for the supply contract relationship under which we serve them. Could better evidence be had of the great advantages of the supply contract.

A DOUBLE LOSS

IT is fortunately seldom that the NEWS is called upon to chronicle the death of two Western Electric men so widely known and so generally esteemed as Edward Puchta and Burt Crouch. Theirs is a loss not alone to the company which they served so well, but to all of us who were privileged to call them our friends.

A REAL COMPLIMENT

ON page 5 you will find the picture of a bill rendered by us to one of our customers twenty-three years ago. In a note on the bottom of the bill Mr. Adkins calls attention to the fact that most of the apparatus enumerated is still in satisfactory operation. Here is another eloquent tribute to that "Western Electric quality" of which we are all so justly proud.

AN ENTERPRISING AGENT

THE article on another page describing the work of one of our agents in Nevada reflects credit not only upon our distributing house representative for the relation he has built up, but upon the enterprise and good merchandising ability of our customer. In fact, his window display, both in point of completeness and attractiveness, would do credit to any Western Electric agent in the country.

Can other houses show evidence of agents so enterprising and enthusiastic?

Don't forget the "News" cartoon contest. You still have time to compete. Mail your entry in time to reach New York by April 10th.

Employees' Pension, Benefit and Insurance Fund Notes

DURING the month of February there were four deaths of employees whose length of service with the Company qualified them under the insurance features of our plan.

Miss Katherine Butcher

Katherine Butcher, assistant forewoman in the cord finishing department of the cable plant, Hawthorne, died suddenly February 9th of hemorrhage of the brain. Miss Butcher entered our employ March 12, 1897, as a cord solderer, and was promoted to her last position in 1907.

John Golden, a watchman at Hawthorne, who had been in the employ of the Company nearly fifteen years, died of apoplexy on February 22nd, after an illness lasting only a week. For about a year prior to his death Mr. Golden was assigned to the gate at the Manufacturers' Junction freight house. Previously he was stationed at Gate No. 1, where he became well known to the many who passed through this busy entrance. His congenial personality will be missed by his many friends.

Charles J. Trowbridge, who for many years had been an elevator operator at Clinton Street, Chicago, died February 22nd, of pneumonia. Mr. Trowbridge as an operator of the passenger elevators had become a familiar figure at Clinton Street, and will be missed by the many employees of this organization.

Edward Puchta, whose death is noted elsewhere in this issue, died February 25th.

Henry Fasholz, an employee of the Plant Department at Hawthorne, with a continuous service record of more than twenty-five years with the Company, was placed on the pension roll March 1st.

IRON FOUNDRY, HAWTHORNE

Tom Murray, a "chipper" in department No. 2350 (employed 15 years), slipped on the icy pavement near the works on Friday morning, February 6th, and fractured two ribs. He was rendered assistance by some fellow employees and brought to the Company's hospital. Three weeks later he was again back in the foundry in his usual capacity.

CARPENTERS' DEPARTMENT, HAWTHORNE

Since the beginning of February Ed. Marcy, of department No. 4930 (employed 26 years), has been in the hospital where an operation was successfully performed. His many friends will be glad to know that he is now on the rapid road to recovery.

A TRIBUTE

To the Western Electric Company:

I received your check amounting to my husband's year's salary for which I deeply and gratefully thank the Western Electric Company. It is a noble thing for a corporation to do for a widow of one of its employees, and I sincerely hope you will continue to do the same for others who are unfortunate in losing one of their loved ones. Owing to so many things that have called for my immediate attention in the last few days I neglected writing this note of appreciation before this time, but the thought of the deed of good spirit and kindness the Western Electric Company has done for me has never once left my mind, and I am positive I can never show you appreciation enough.

Thanking you again, I remain,

Sincerely yours,

EMILY JANE TROWBRIDGE.

Chicago, March 3, 1914.

A Telephone of Seventy-five Years Ago

BY L. JOSEPH, ST. PETERSBURG

Readers of the NEWS may be interested in the following, which recently appeared in a St. Petersburg daily:

In 1839 the *Severnaia Ptschela* ["Northern Bee"], a paper of those days, inserted an advertisement describing a new practical application of a physical experiment, somewhat as follows:

"Suppose you are comfortably seated at your desk in your private office, and your wife is busy in her boudoir, which may be situated either in the adjacent room, or several rooms away, or even on a different floor. Now it may happen that you wish to talk to your wife, but are too lazy to budge from your seat, nor do you think it advisable for her to come all the way down to meet you, and at the same time you are not at all anxious to encourage your servants' curiosity.

"In order to surmount this difficulty run a neat looking cord, the same as you would do for an ordinary bell, from your office to her boudoir, and behold. You become a wizard. You can talk across twenty rooms and there is no one to overhear you!

"The witchcraft is all concealed in the cord, which contains a thin rubber tube. Both ends of the cord are provided with cups, which are applied either to the mouth or to the ear, according as you may wish to talk or listen.

"Similar cords can be used to connect the inside of a carriage with the coachman's seat by which means you will be able to transmit your orders without lowering the window or shouting yourself blue in the face.

"Isn't this a fine invention? Can you appreciate the pleasure of talking from the second or third floor of your house to a man on the street without raising your voice and letting everybody else in on your conversation? Just drop a cord down from your window and talk to your friend below. * * *

"One *arschin* [28 inches] of this cord costs 5 Roubles and can be bought of Messrs. Kirschten, of this city."

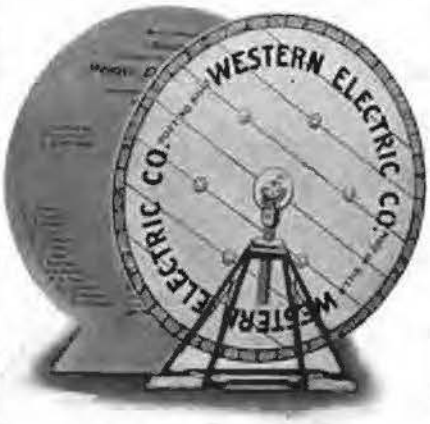
We are told this type of magic cord is now obsolete and "out of stock."

Annual Dinner of the General Sales Committee

THE General Sales Committee had its sixth annual banquet at the Engineers Club, New York, on the evening of March 10th, with 33 in attendance, including the members of the committee and, as guests H. B. Thayer, President; H. A. Halligan, Vice-President; R. H. Gregory, Comptroller; C. E. Scribner, Chief Engineer; J. W. Johnston, Treasurer, and E. C. Platt, Jr., of the European organization.

Vice-President Swope and the heads of the four main divisions of the sales department each gave a brief account of the results of business in 1913, while Mr. Thayer spoke in congratulatory vein of the past and optimistically of the future.

The entertainment of the evening included a demonstration of various kinds of apparatus from the New York laboratories, among other things, a demonstration of the wireless. Antennæ had been placed at the top of the building and a wireless operator was present in the banquet room translating the press messages as they were received throughout the evening. By courtesy of the Thomas A. Edison Company, a demonstration was given of Mr. Edison's new diamond point phonograph. Members of the Committee contributed additional musical entertainment during the evening, the following song proving to be the hit of the occasion:



One of the Menu Cards

Mr. Swope's Leather Medal

Air—"Captain Jinks of the Horse Marine"

I'm Captain Swope of the Sales Comit',
I run this good electric ship,
I drive my men with the crack of the whip,
I'm Captain Swope of the Western.

Zip, bang, away we go,
More coal, steam's low,
More speed—not so slow,
That's the way 'test 'em.

These good lads they are my crew,
They all have passed the fire through,
I recommend them, sir, to you
As worthy men of the Western.

Zip, bang, etc.

We've captured millions seventy-eight,
The seventy, sir, will pay the freight,
I'll keep the rest to compensate
My gallant crew of the Western.

Zip, bang, away we go,
Profits up—expenses low,
Operating ratio,
That's the way I test 'em

And now we're off for another trip,
This time we'll strike a faster clip,
Now all together, boys, Hip! Hip!
Hooray! Hooray! for the Western!

Vice-President Salt was unable to be at the banquet, but in his absence he sent Mr. Swope a leather medal and a letter of congratulation for the sales department, for 1913 sales.

The Telephone on a Battleship

THE drawing on the cover of this month's NEWS illustrates the use of the telephone as an aid in directing the firing of the big guns of a battleship. In the upper left-hand corner of the picture may be seen the range finder's station on the top of one of the steel cage masts of the ship. The picture in the center represents the interior of one of the 12-inch turrets.

One of the officers aloft, known as the "spotter," operates the range finder, by looking through which he determines the distance of the target—or of the enemy, in war time. He communicates the range to the other officer, who may be seen wearing a breast transmitter and a head set, and who telephones the information down to the fire control station, which is deep in the hold of the battleship. The officer of this station in turn telephones the range to the captain's battle station, which is located up on deck, near the conning tower.

The chief fire control officer now telephones to the various turrets, directing the gun crews as to the proper elevation and rotation of the guns in order to hit the mark. The actual firing of the guns is all done by electricity, from the captain's battle station, the work of the gun crews being confined to loading, aiming, and cleaning.

Probably no agency contributes more to the perfection of operation of the modern battleship than the telephone. Thanks to the telephone, our big turret guns are now aimed from the mast, and fired from the deck. That such a system is efficient is evidenced by the world's record for big gun firing—held by an American ship—of eight hits in eight shots (moving target) at a distance of six miles.

Western-Electric

On Every Highway and By-way

these reels of

LEAD COVERED CABLE

bear silent witness to the universal satisfaction resulting from its use.

Best for overhead lines and indispensable for underground construction.

Send for Catalog Bulletin No. 19.

WESTERN ELECTRIC COMPANY

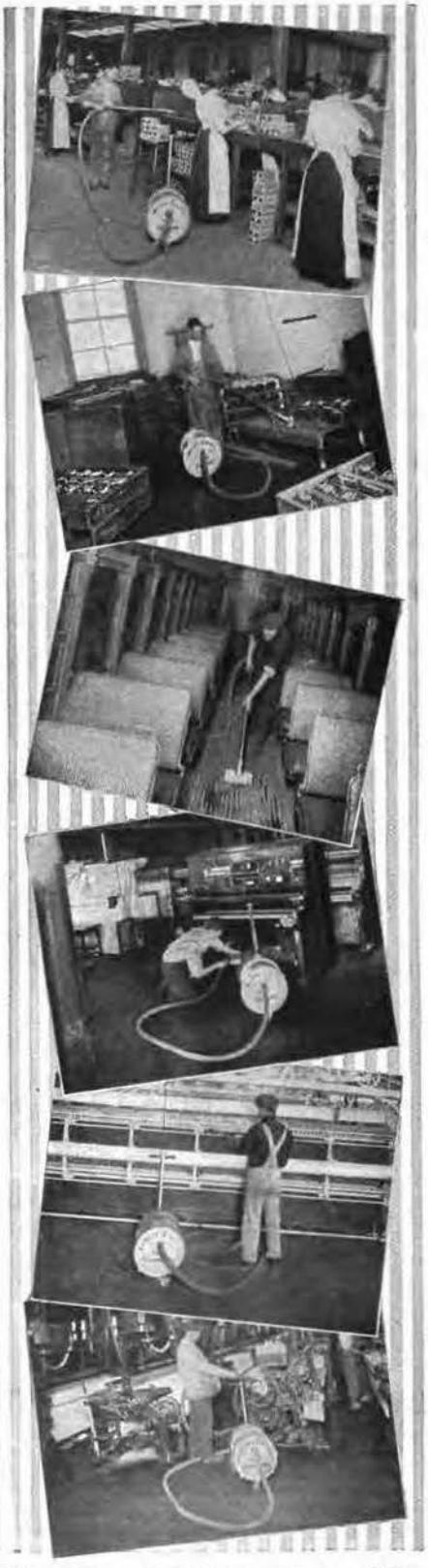
Manufacturers of the 7,000,000 "Bell" Telephones

New York	Atlanta	Chicago	Kansas City	San Francisco	Montreal	London
Boston	Savannah	Milwaukee	Oklahoma City	Oakland	Toronto	Antwerp
Philadelphia	Richmond	Cincinnati	Denver	Portland	Winnipeg	Berlin
Pittsburg	St. Louis	Indianapolis	Omaha	Seattle	Calgary	Paris
Buffalo	Dallas	Minneapolis	Salt Lake City	Vancouver	Johannesburg	Rome
Cleveland	Houston	St. Paul	Los Angeles	Edmonton	Sydney	Tokyo

EQUIPMENT FOR EVERY ELECTRICAL NEED

An advertisement of our lead covered cables that appeared in the April issue of *Telephone Engineer*.

Western Electric
Sturtevant
Vacuum Cleaners



The Clean Way
To Clean Factories

Here is a new field---get after the factories and other industrial establishments in your neighborhood.

We give you helpful examples in our new booklet—*"Cleanliness Pays Cash"*—Ask our nearest house for your copy.

WESTERN ELECTRIC COMPANY

Manufacturers of the 7,000,000 "Bell" Telephones

New York	Chicago	Kansas City	San Francisco	Montreal	London
Buffalo	Milwaukee	Oklahoma City	Oakland	Toronto	Berlin
Philadelphia	Pittsburgh	Minneapolis	Los Angeles	Winnipeg	Paris
Boston	Cleveland	St. Paul	Dallas	Calgary	Rome
Richmond	Cincinnati	Denver	Houston	Vancouver	Johannesburg
Atlanta	Indianapolis	Omaha	Seattle	Edmonton	Sydney
Savannah	St. Louis	Salt Lake City	Portland	Antwerp	Tokyo

EQUIPMENT FOR EVERY ELECTRICAL NEED

An Industrial Vacuum Cleaner Advertisement in the *Electrical World* of March 21st and the *Electrical Review* of May 2nd.

Western Electric News

Vol. III. No. 3 May 1914

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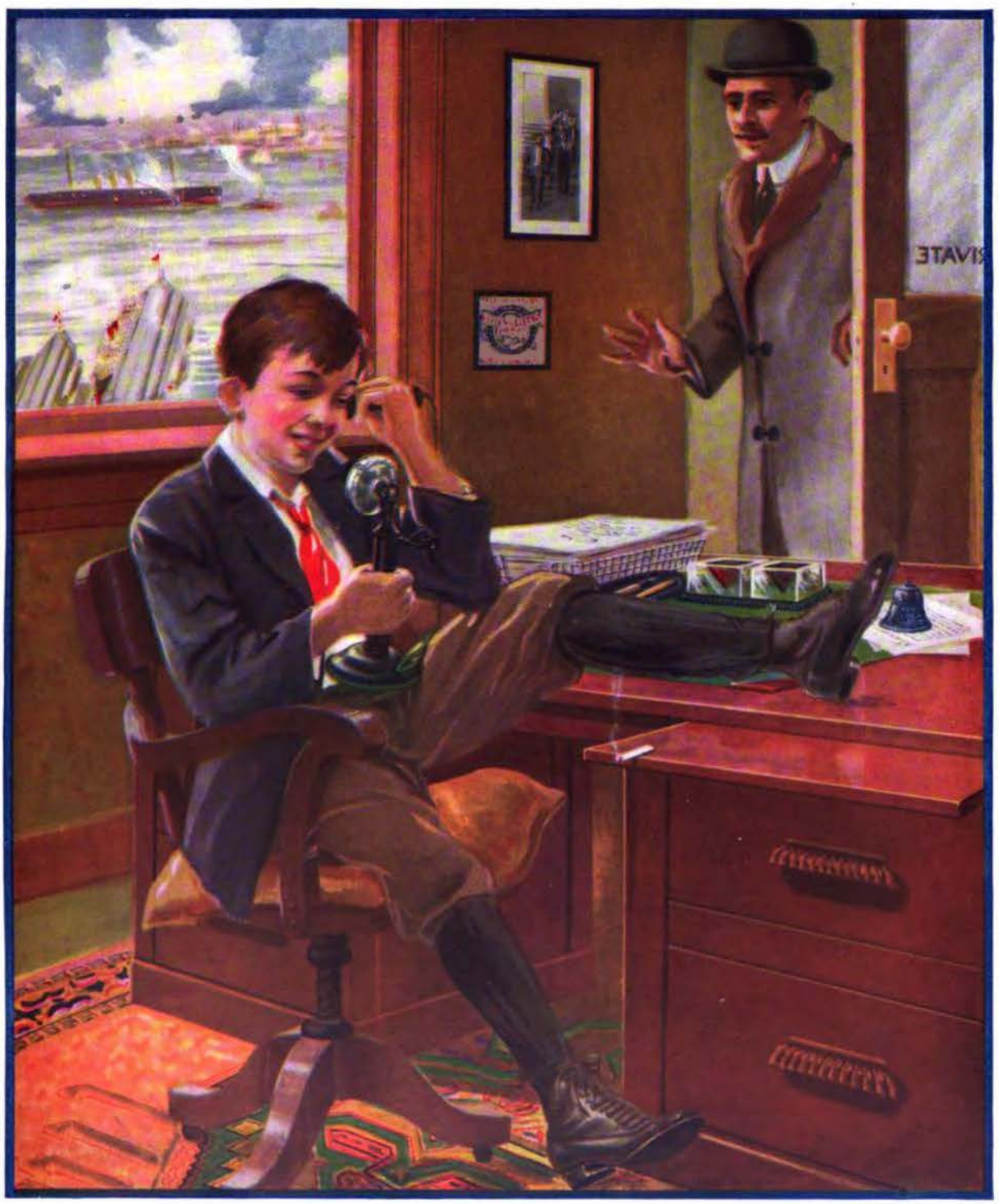
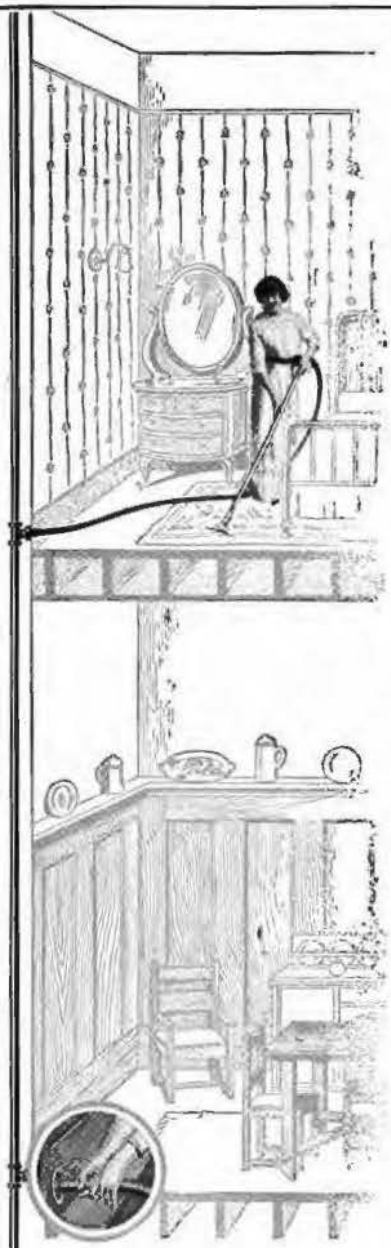


OFFICE BOYS' NUMBER



As you build, prepare your home for Vacuum cleaning and for Inter-phoning

Western Electric

Sturtevant

Stationary Vacuum Cleaner

It is so easy, and costs so little additional when the house is going up, to run the pipe for a built-in vacuum cleaner. Then you can install the cleaner at once—or at some future time. In the base-board of each room is placed an inconspicuous opening, covered by a smooth, hinged lid. By raising the lid your cleaning hose may be connected as shown in the enlarged circle below. Then, at the press of a button, the motor and fan in the cellar apparatus start, steadily drawing away from the room all the dust and dirt, and carrying them through the suction pipe to the receptacle in the cellar. This simple operation can be repeated in every room, and will brighten and freshen floor coverings, hangings and furniture coverings in a truly remarkable manner—all without harm to the fabric cleansed. So quick and easy! And so indicative of good judgment in planning for a *complete, convenient* home.

Western Electric

Inter-phones

The Inter-phone is another remarkable convenience and time saver which you should provide for when building. The wiring costs no more than for the ordinary call bell, and it is possible, in case you do not wish to install the Inter-phones at once, to use the wiring for a call bell system, and at a later time put in the Inter-phones, using the same wall plates. Inter-phones are easily installed by anyone. The photograph shows an Inter-phone in the bedroom, and the mistress telephoning instructions to the maid in the kitchen. The line may be run to the garage, or to other points in the house and grounds. You can easily realize how *you* can save numberless steps and countless callings with such a ready messenger at your elbow. In every well-ordered household the Inter-phone is just as necessary as the doorbell or the outside telephone. It is indeed the comfort link between rooms and floors.

Other Western Electric Home Utilities, designed for beauty and durability, include Coffee Percolators, Washing Machines, Toasters, Irons, Warming Pads, Household Motors, Chafing Dishes, Boudoir Requisites, Luminous Radiators, and similar needfuls.

All are true examples of Western Electric proficiency. They are procurable almost everywhere.

We have published explanatory booklets regarding each of these home necessities. Their suggestions to the home builder, and their photographic illustrations of actual installations are well worth having. It will be a pleasure for us to mail to you Booklet No. 145 Z, descriptive of Western Electric Vacuum Cleaners, or Booklet No. 35 Z, that one referring to Inter-phones—or both. A line from you to our nearest house will bring them. Please mention this magazine when writing.

WESTERN ELECTRIC COMPANY

Manufacturers of the 8,000,000 "Bell" Telephones

New York	Chicago	Kansas City	San Francisco	Montreal	London
Buffalo	Milwaukee	Oklahoma City	Oakland	Toronto	Berlin
Philadelphia	Pittsburgh	Minneapolis	Los Angeles	Winnipeg	Paris
Boston	Cleveland	St. Paul	Dallas	Calgary	Rome
Richmond	Cincinnati	Denver	Houston	Vancouver	Johannesburg
Atlanta	Indianapolis	Omaha	Seattle	Edmonton	Sydney
Savannah	St. Louis	Salt Lake City	Portland	Antwerp	Tokyo
		New Orleans			

EQUIPMENT FOR EVERY ELECTRICAL NEED

This Advertisement appears in the May issues of Suburban Life, American Homes and Gardens, and Country Life in America

Western Electric News
PUBLISHED ONCE A MONTH FOR THE EMPLOYEES
VOLUME III, No. 3 MAY, 1914

The Office Boy of Yesterday

By F. B. Uhrig, Western District Manager

WHILE the achievements of the salesman, the athlete, the humorist, and the poet are being recorded on the pages of the WESTERN ELECTRIC NEWS, I should like to see a page or two reserved for the glory of that nimble and essential personage, the humble office boy.

Knowing, as I do that the lads of the present generation are well able to do justice to themselves, I shall pass back to the days of 1881, when the office boy's duties embraced a more varied line of accomplishments, such as head of the house service department, telephone operator, chief and only copyist, mailing department, records department, and in addition the usual duties of answering the annunciator, and, in his spare time, bookkeeping, in the form of indexing the copy books.

The twentieth century has brought many changes from that day, but the one thing that never changes is the human mind and human nature; the office boy of yesterday shared the same hopes and aspirations, the same disappointments and dismays, the same joys and heart-aches as the boy of to-day.

F. B. Uhrig, Western District Manager

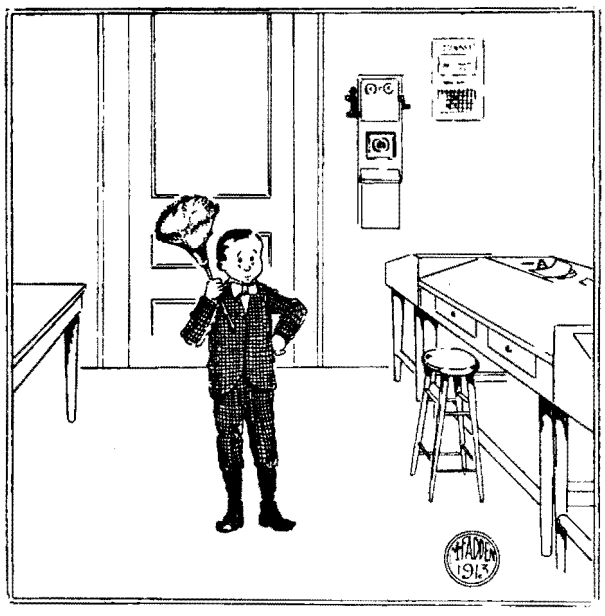
His first duty was to report at the office at 7:15 in the morning, and as head of the house service department he armed himself with a feather duster and proceeded with his attack upon the office furniture. Woe be unto him if the task wasn't finished by 7:45, when the office force arrived. He rang no time clock and none was necessary.

In order that the reader may more fully understand the immensity of his task and the responsibility attached to it, the floor plan, on page 2, of the office of that day and the occupants of the desks, may be useful.

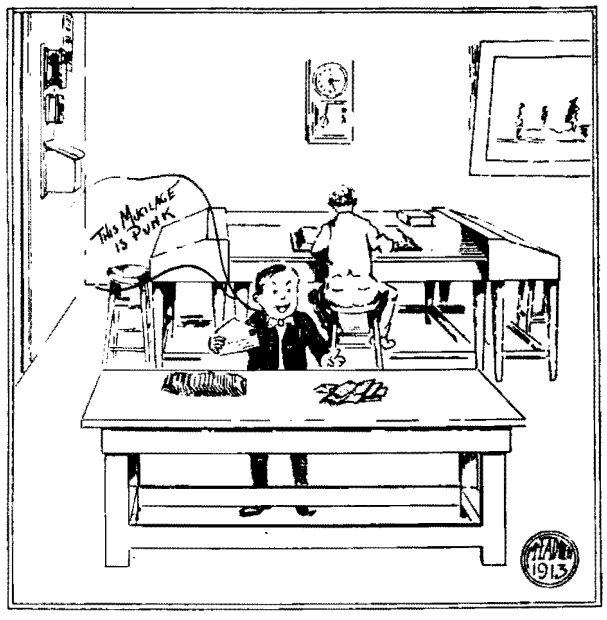
It might be well to pause a moment and state that his students' course consisted of an introduction to Mr. Barton in the up-stairs office; to Mr. John Young, the entire sales department; to Mr. Baird, the bookkeeper and accounting department; and to "Dewey," the collector and handy man. Of course, the up-stairs office had a rival office boy, but he was hardly worth mentioning.

Our boy then proceeded to the shop, and was introduced to C. W. Lewis, the shop foreman; then to Mr. Gray, in the cabinet shop; to Charlie Handt, the foreman of the foundry; to "Whiskers" Woodman, the paint, oil, and glass department; to Arthur Stanley and Jack McDonnell in the shipping and packing departments; to W. R. Patterson, foreman of the cable department; to Benoni Mercil, of the nickel-plating department; to C. E. Scribner and Ernest Warner in the experimental department; to Frank Duplain, foreman of the insulating department; and to his able assistants Carrie Groshens and Kittie Gilday, who had charge of the distribution of the output of his department. As usual, the insulating room was the most popular department of the institution and it was here I learned how readily a mistake can be made in interpreting a customer's order.

The day of my introduction, a telegram was received to ship twelve pony insulators. Mr. Welles entered the order and requested me to find out when shipment would be made. I had heard of "glass," but insulators were new to me, and naturally I supposed they were a production of the insulating department. When I presented the order to Kittie and asking when shipment would be made, she replied: "Take that back to Mr. Welles and tell him the machines are all busy and we can't spare any."



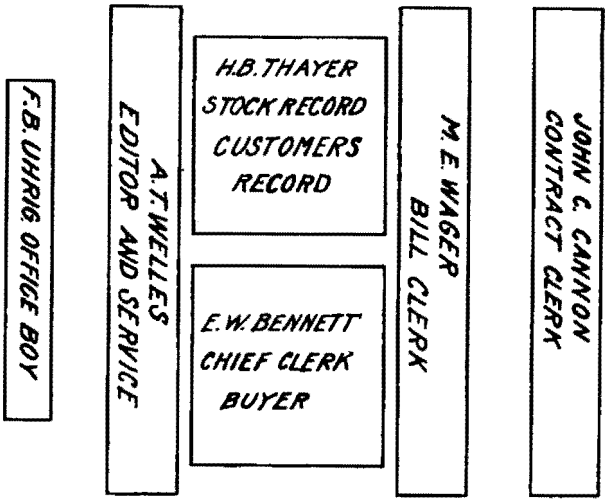
"The House Service Department"



"Nature's Sealing Machine"

As a copyist, the office boy of '81, had the opportunity to display his artistic ability. In those days all of the bills, charge tickets, and nearly all letters, were written in long hand, using copying ink. The typewriter was a new and crude machine and carbon paper was practically unknown. All writings of which copies were required passed through the process of taking an impression in a copy book, made of special tissue paper.

The impression was made by the use of a waterproof sheet of oiled paper, a damp blotter or cloth, a camel's hair brush, and water. First the waterproof sheet was laid between the copies that had been taken and the sheet on which the new copy was to be made. On the waterproof sheet was laid either a damp blotter, or a damp cloth, on which the dry leaf of the book was turned. The office boy, then applying his artistic ability, would dampen the page with his brush, and on the dampened page, face down, would place the letter to be copied. On the letter would be placed another oiled sheet to protect the balance of the leaves. The book was then placed in the letter press.



Floor Plan of the Chicago Office in the Early 80's

Then came into play the athletic powers of the office boy, in screwing the press down tight. Too much water and too hard a squeeze meant a blurred copy and a blurred and disreputable looking letter; too little water and too little muscle meant a faint copy, like poor carboning of the present day. Either one meant a sure call-down from the man who had to use the impression copy. Different copy books were used for different records, and as the business grew we had three bill books, one for Mondays and Thursdays; one for Tuesdays and Fridays, and one for Wednesdays and Saturdays. If by mistake we happened to copy a shipping ticket in the bill books, or Monday's bills in Wednesday's book, more trouble was created.

The muscle for the press was developed by constant training. It was in those days that our old friend John L. Sullivan was in the height of his glory, and pugilism was in the air. The boy who couldn't hold his own in a six round bout, pulled off during the noon hour in the packing room, in the winter months, was not considered a fit candidate for the job.

The athletic field in the summer time was the alley between the Northwestern freight depot and the shop, in which the game of ball started promptly at 12:01 and terminated not quite so promptly at 12:45.

After all the letters and bills had passed through the ordeal of the copy book and letter press, the office boy then became the mailing department. He had no window envelopes, stenographers, etc., to assist him. Each envelope had to be addressed in long hand, the letters or bills enclosed, sealed, stamped, and taken to the post office. There were no patent sealing machines in those days; ordinarily a sponge was applied, and when none was available the sealing machine provided by nature became most convenient.

When, from one cause or another, the letters and the bills were not coming through promptly during the after-

"This Blotter is a Little Dry"

"Good Night to You; I've Got a Real Job Now"

noon, it was certain that an avalanche would come down on the desk about 5:00 P. M., which meant that the afternoon mail would be deposited in the post office any time between 7:00 and 7:30 in the evening, when we could consider our day's work done.

The official stamp of the government, showing the hour the mail was deposited, was a vigilant time clock.

About 5:30 one evening, when an unusual amount of mail had accumulated and it looked as if the post office stamp would read 7:30 P. M. or later, Mr. Barton came to the desk and added a little bit more. He looked at the envelopes that had already been addressed and without saying a word began carefully to separate them into two piles. After he had finished he asked me if I saw any difference in the two divisions he had made, and I quickly replied: "Yes, on one the names and addresses are abbreviated, and on the others they are not."

"No," he answered quickly, "one lot you have done correctly and the other lot you have not. There are no such abbreviations as 'tel.' for telegraph, 'elec.' for electric, nor 'city' for Chicago."

When I proceeded to assure him the letters would reach their destination without delay, and that the abbreviations would be understood, pleading also the lateness of the hour and the amount of work before me, he replied that the dictionary and not the postmaster was the authority on abbreviations; that no matter how late the hour there was one principal always to be remembered, i. e., that the recipient of the letter never knew the conditions under which it was addressed, and could only judge the work by appearance. Further, and more important, any work worth doing at all was worth the very best effort that was in us, and we should never consider a task accomplished unless we satisfied ourselves that it had our best effort.

It was a kindly lesson and good advice, and one I have endeavored to pass on to the boys that have followed me.

"Mr. Kenny's on the Line"

Among the other duties of the office boy of that time was that of private branch exchange telephone operator. We had no switchboard or extension desk sets, nothing but a magneto wall set, the same as our present type No. 240, but with a Blake or wooden box transmitter. The telephone was attached to the wall at one end of the room. Mr. Bennett would call to the office boy and say: "Call up Jim Kenny for me." Jim Kenny would be called and told: "Hold the line a minute: Mr. Bennett wants to talk to you," and a shout would go across the room to Mr. Bennett: "Mr. Kenny is on the line." Cord troubles were unknown.

In addition to answering annunciator calls, the same as at the present, filing letters and delivering papers about the building, the office boy of those days was required to deliver many messages over town. The sending of emergency letters by boys was much more frequent in those days than is apparently the case at present.

One of the messages, I believe, will stand out in my memory for all time to come. Shortly after I was employed, I was handed a letter to take over town and wait

for an answer. On looking at the address I found it to read:

General Philip H. Sheridan,
Pullman Building.
Answer.

About the time I first began to master the English language in the newspapers, the last great Indian war of the West was being fought out, with General Sheridan, as commander of the division of the Missouri, in command. Through the newspapers I had religiously followed the movement of the troops throughout that campaign, sharing with the soldiers their glory and satisfaction every time the cruel and relentless Sioux were brought to bay and cleaned up in the skirmish that followed.

During my walk over town with that message in my hand, my heart filled alternately with hopes and fears that I would or would not be permitted to deliver the letter to the General himself. Evidently his attendant read my feelings, for he asked me to pass in and hand the letter to the General. That was the proudest moment of my life. I was really to meet the man who was responsible for the avenging of the death of the gallant Custer and his Seventh Cavalry in the battle of the Little Big Horn.

As he read the letter, with his cigar between his teeth, and turned to his desk to write his reply, I stood there watching him with that degree of adoration that only a small boy could bestow upon so great a man. He gave me the return message with a pleasant word, and as I left him the impulse and desire came to me that I, too, some day wanted to see and to know that magic country, the West, as it was known by, and loved by, that famous old warrior.

That prayer has been answered, and more than once, in the quiet of the evening, as I have been riding over those prairies, covered now with telephone lines that have annihilated distance to their remotest parts, and have watched a swiftly moving automobile, or the cattle grazing peacefully upon the hills, my thoughts have gone back to that day and that errand, and I often wonder if the American people of to-day really know what a debt they owe to Sheridan and his brave men for the preparation of that country for civilization.

The office boy of to-day, like the office boy of yesterday, must have his ideal. What the destiny of each of the hundreds of boys in the employ of the Company will be, time alone will tell.

May fate be as kind to them as it has been to me.

Military Training for Boys in Australia

By B. Milsom-Buck, Office Boy, Sydney

IN Australia a boy on attaining the age of fourteen is bound by the rules of the military authorities to report himself to the lieutenant in charge of his district (who is known as the area officer) as being eligible for cadetship; this entails a period of seven years' service.

Each boy is then supplied every two years with a neat uniform consisting of: a khaki shirt, a pair of trousers, a pair of puttees, brown felt hat, leather belt and a leather pouch. To distinguish one district from another, each cadet (as the boys are called) is supplied with a brass numeral which he wears on his hat.

The year's training is made up of sixty-four hours' drill, divided thus:

4 whole day parades,	each 4 hours	= 16 hours
12 half day parades,	each 2 hours	= 24 hours
24 night parades,	each 1 hour	= 24 hours
	Total	= 64 hours

If a cadet should absent himself from these parades without leave from his Area Officer, he must make up two parades of equal length; with leave he has to make up only the parade missed; if he has a doctor's certificate to show, he need not make up missed parades. If he continues to absent himself from parades, the law then takes the matter in hand and that very often means twenty-one days' confinement to the military barracks.

Each area is divided in companies, having in each company one lieutenant, one color sergeant, two sergeants, two corporals, two lance corporals and two buglers. Many areas have a band, which is a great help to the boys while marching, as it enables them to keep in time.

During the first four years' training a voluntary camp is often held—known as a bivouac—which is great sport to the cadets, especially as they have sham fights and skirmishing. After the age of eighteen this voluntary camp becomes compulsory once a year. While in camp if one wants something particularly good to eat, one must cook it oneself, as the authorities supply only what the cadets call "cornjunk and doorsteps." In camp the cadets are taught military bridge building. Sometimes one of these bridges gives way while a company is marching across it. This seems to afford huge delight to the onlookers, particularly if they have not been concerned in the building of it. The boys are also given a course of ambulance work.

A riot in camp has been known to take place, and that means very hard times for the officer in charge who is trying to keep order.

Many companies enter into competitions annually, both for shooting and for drilling; of course the boys competing are picked, and drilled specially. The holder of the cups here at present is Newington College (one of our principal colleges); and well they deserve the honor, as they had to work very hard to get it, and as there are many others equally intent on winning this high distinction competition is very keen.

How I Would Run My Department If I Were at the Head of It

Extracts From an Article by C. V. Conway, Office Boy, General Merchandise Department

IF I were given charge of the general merchandise department in the capacity of general merchandise manager, it would be my request that reports be made of such a nature as would bring the personality of the departments to my mind.

In studying over these reports I would not only give the heads of the departments a glance of my mind but also their subordinates; also to go out on the floor on an average of twice a week and take a general view or inspection of the various departments.

In the service department I would instruct them to do as little traveling to and from the shop as possible, but to use the telephone as this is the instrument which is supposed to save time and money. .....

The output and stock limits department is one which would get a great deal of my personal attention, for the main reason that this department is responsible for merchandise investment and service to the customers on stock items.

The billing department is well equipped with mechanical appliances and methods to increase the efficiency of this division, but I would equip this department with one more billing machine so that when one machine gets broken down the operator will not have to stand around until it gets repaired, while the other operator is up to his neck in work, and it is also holding back the other processes through which the work that this machine does or turns out.

In the mailing department I would have a rule made to the effect that no telegrams are left laying around either outgoing or incoming, also have a party on a special noon hour to take care of telegrams which are sent out by the men who are also on special noon hours. .....

In the correspondence division I would have the carbon boy distribute the correspondence at various times in the day, instead of calling on the mailing department force for this small but important operation. Reports on the poor quality of the work of operators and typists should be made direct to the head of the division and not direct to the operator because it disturbs her. .....

The work of the ticket auditing and record section is one which I would demand to be alive, viz.: having the filing up to date, filed correctly and records marked and placed in a convenient position so as to be easily located by the boys at the window. In this department I would substitute girls for boys on the jobs where there is nothing to do but filing, but at the window I would retain the boys to do that job. These would have to be of great caliber and pep so as to carry out the methods which have been applied.

It would be my plan to have all the printing of the general merchandise letters and instructions under the direct control of the department, which work could be performed by the boy who stamps and sends out the general merchandise letters and instructions. At present the charges made by the central works for this printing operation would pay for this machine in a very short while. .....

I would arrange to have the clerk who weighs and places the stamps on the packages after the packer is through with them to work side by side with the packer. This would eliminate the time of the boy whose duty it is to truck the packages from the packer to the clerk, who weighs and stamps them, which is being done at present, as the two operations required to do this job are being done in two different sections of the warehouse.

The Boys of the Messenger Department, New York

Top row, left to right: Charles L. Schmeltz, Arthur T. Green, John E. Hurley, John P. Crondale, Miss Loretta C. Doyle, Department Head; John P. O'Shea, George W. Wagner.

Second row: Joseph L. Alson, George O. Schoonover, Terence Kirk, Harry Ralph, Joseph Farrar, Walter J. Davin, Wallace W. Williamson, Edward J. Maroney.

Lower row: Arthur A. Cavanagh, Albert A. Hay, Thomas O. James, Joseph X. Murphy, Wilfred Taylor, Paul A. Anferio.

Chicago Celebrities--Wild Office Boys I Have Known

By E. R. Gilmore, Assistant Treasurer, Chicago

UNDOUBTEDLY, the above caption was subconsciously suggested by the fact that all Chicago office boys come from the west side. From that prolific source came, in 1891, John Valenta, the first office boy with whom I ever had any experience; and the observation of his native wit, his ingenuity, energy and ambition, was an interesting study.

Rollo Kearsley When He Started His Career

Early in his career, after his graduation from the ink-well-cleaning and letter-copying department, he became Fred Uhrig's "fidus Achates." His promotion didn't decrease his assurance and nerve a whit, and he seemed to have not the slightest fear of his new boss—perhaps because he did his work well and was always "Johnny on the spot." One morning he came in bright and early, as usual, and walked up to Mr. Uhrig's stand-up desk, above which his little, round, black head just appeared.

"Say, Mr. Uhrig," he said, "you know them wooden Indians they have in front of the cigar stores?"

"Yes," answered Fred, good-naturedly.

"Well, they won't hurt you!"

John Valenta as He Looks To-day

Soon after his emancipation from his previous condition of servitude, Valenta organized what was popularly known as the "Dutch" order department. His assistants were Rassweiler, Kollmorgen, Listenwalter and Breitsprecher.

Another "young Lochinvar" who "came out of the west" in 1887 was Rollo, the "candy kid"—so called because he was the dude of that early organization. It was currently reported and commonly believed that after he had worn a necktie for six days, Rollo would give it to Johnny Valenta, who was proud as Punch with his new adornment.

It is not generally known, but nevertheless it is a fact, that Rollo was the original of the famous "Rollo books." One meeting him now for the first time wouldn't think it; but a glance at the accompanying picture makes it easily believable.

Rollo's generous, kindly disposition endeared him especially to the hearts of the newcomers from college, set down in a strange city on ten dollars a week. He helped them get onto the ways of the office, found them boarding houses on West Monroe Street within walking distance, and steered them to the twenty-five cent seats at Hooley's, the Columbia, etc.

The reason for Rollo's transfer from various odd jobs to a position in the sales department is curious. One hot summer day Ed Scribner, then sales manager, overheard a friend ask Rollo, "Drinking much beer these days?"

"Oh, no, not much," was the answer; "maybe twenty or thirty beers a day—mostly Rhine wine!"

Last, but by no means least, the west side gave us in 1889, Bert Culp. Bert started his business career under four bosses, Jack McDonnell, Denny Harmon, Billy Powell, and Frank Miller, who ran the shipping department, the stock room, the retail store—and Bert. It was said, many centuries ago, that "a man cannot serve two masters"; but here was a kid who was able to serve four! When business was slack and it was feared Bert might have a few idle moments on his hands, Frank Miller always told him to sweep out; and sometimes he "swept out" ten or a dozen times a day.

Bert Culp Just Before He Started His Career

Among Bert's onerous duties was taking care of the dummy hats. The baseball fans often felt the need of getting off at three o'clock more frequently than they liked to ask permission. In those days there were no time clocks and an absence was not always noticed. A hat lying on a fan's desk would naturally suggest to his boss that the fan was somewhere about the building, while actually he was out on West Polk Street under another hat. At five-fifteen it was Bert's job to gather up the dummy hats and put them away for the next occasion.

A World's Record

J. H. KELLY, Assistant Treasurer at Seattle, sends the NEWS a letter of excuse from a slow paying customer that is a masterpiece in its way. About the middle of March Mr. Kelly wrote to this customer asking why he had not yet paid a bill which the company had rendered in January. A week later, back came Mr. Kelly's letter with the following note written across the bottom:

Reasons for not replying:

I am manager of our company; secretary and treasurer, foreman of construction, constructionist lineman, trouble shooter and assistant operator. Also I have charge of the minor details of all the other departments, and for some of these reasons I overlooked the bill herein mentioned.

I beg your pardon.

[*Signed*] A. L. H————.

P. S.—I am also a married man.

An Office Boy's Impressions

By Carl Mutschler, Office Boy, Kansas City

Carl Mutschler

I AM the smallest office boy at the Kansas City house, but I am proud of it. When I first came here I was kinda nervous and everyone was looking at me so that I examined myself carefully that evening to see if there were any holes in me. I have been here about 5 months now and have found out some distinguishing features about some of the people in the office.

Now that gentleman that's got the first desk in that office there is Mr. Uhrig, our manager. He has got a very kind face and don't look like he was going to eat you up. The man at the 2nd desk is Mr. Spolander, our stores manager. He seldom laughs, but when he does we know something has tickled him very much. That desk in that office is occupied by Mr. Talmage, our sales manager. He is so busy he doesn't want Mr. O'Connor to send up any orders to be approved unless they are big enough to buy the house out. That gentleman there is Mr. Flack. He entertains us at noon by telling us how many eyes he's blacked, how many noses he's broken and showing his muscle. This is Mr. Betterman, our great talker. He talks so much that he has chewed nearly all the corners of his desk off. That man is Geo. Olmstead, our shop clerk. He's a fine fellow (he gives us hersheys every now and then). But it makes no difference—*we are altogether all the time for everything electrically.*

Our stenographers are always on the go, always ready to give the best service possible and getting out all letters, no matter how late. The only thing is, they make us office boys shag quite a bit. Jim, the stationary boy, is always getting yelled at because he hasn't got the room full of forms, but he doesn't care because he knows if he hasn't they will wait till he has and likes to look upon the fair. That boy sitting there stamping those envelopes just loves to open mail, stamp envelopes, ans. bells and wash out inkwells.

If I were manager I would have all the men put there mail in their outbox *straight*, not have any person working over 8 hrs. a day, especially office boys, have the men start signing their mail at 4:30 P. M., so the boy could start down to the depot by 5:30 P. M.; have the files fixed so when the men looked for anything they could find it; have at least 2 boys in stationary room to keep it up; have the men work more together and not chew the rag so much; and have a better window display.

If there were no office boys, the Western Electric Co. would be *lost, lost, lost.* Who would get the mail from the post office, open it, deliver it, take mail over to telephone co., ans. bells, wash out inkwells, stamp envelopes, pay telephone and light bills, go to the bank, and take mail to the depot, ect., ect.?

Meditation

By C. V. Conway, Office Boy, General Merchandise Department

"BEFORE I worked for the G. M. D.,
A good opinion I had of me.
Plenty of Pep and a fairly good rep,
And pretty speedy on "getting hep."
But my knowledge I've found wasn't very wide,
When for this private office boy job I applied.
In fact it was slim and narrow and scant
But I'd always been told to never say "can't."

So I started this job with my spirit high
But I have back slid and I can't say why.
Yes, my spirits have dropped, I am sad to say,
And pep and rep are wasting away.
I guess its the worry that falls to my lot
When things dissappear and I can not
Find the fella, the boss quickly wants to see,
In a case like that the "goat" is me;
Or find the papers that are misfiled,
And being a "goat" about drives me wild.

And when other office boys are sick,
That means for me a double quick.
I have to do the whole darned job
Extra filing for Fred and letters for Bob.
My friends, they say "cheer up, my lad,
The prospects won't always look so bad,
Some day you may fill some big man's shoes"
They didn't say F. J. H.'s or whose.

But anyway I rather doubt
Whether they know what they're talking about.
They're not my friends, by jimminee
Or they wouldn't hand out such bunk to me.
But when I'm gone and past away,
The bosses and all the fellows will say,
"Don't you know he was a pretty good lad,
I'm sorry he's gone, too bad, too bad."

Well, anyway, to close this pome,
(Its nearly 5:30 and time to go home)
An office boy's road aint strewn with flowers,
No day dream time nor idle hours;
A buzzer here and a buzzer there
To make a fella jump for fair,
And run for letters to the shop,
And back again, no time to stop.

If a fellow can stand it all it's fate,
And he surely deserves to grow to be great.
Like scores around me that I see
Who started as office boys just like me.
If they can do it, why so can I,
And if that's not true,—Pray tell me why.

"The Men Behind the Pliers"—General Foreman F. M. Minuse and His Gang. To the Loyalty and Skill of These Men Worcester Owes the Record-Breaking Restoration of Its Service

Restoring 19,000 Lines in Nine Days

Western Electric Installers Do a Record-Breaking Job at Worcester, Mass.

THE installation department has added another line to the Western Electric Company's enviable record for emergency service given under great pressure.

In the present instance the record consists in having restored telephone service to nearly 19,000 subscribers in a total period of less than nine days.

The Remainder of the Installing Force. These Men Were Getting Some Much Needed Sleep at the Time the Larger Picture Was Taken.

A fire in the New England Telephone & Telegraph Company's Park office at Worcester, Mass., in the early morning of Saturday, March 28th, worked its way into the intermediate distributing frame. When the local fire department had finished its work, the entire city of Worcester and several small suburban towns were without telephone service.

The telephone company sent its call for aid to General Foreman F. M. Minuse at his home in Boston. He set the necessary wheels in motion, and within a few hours tons of material and scores of men were being hurried into Worcester.

Before noon of the day of the fire the biggest emergency restoration job in the history of the telephone business was in full swing.

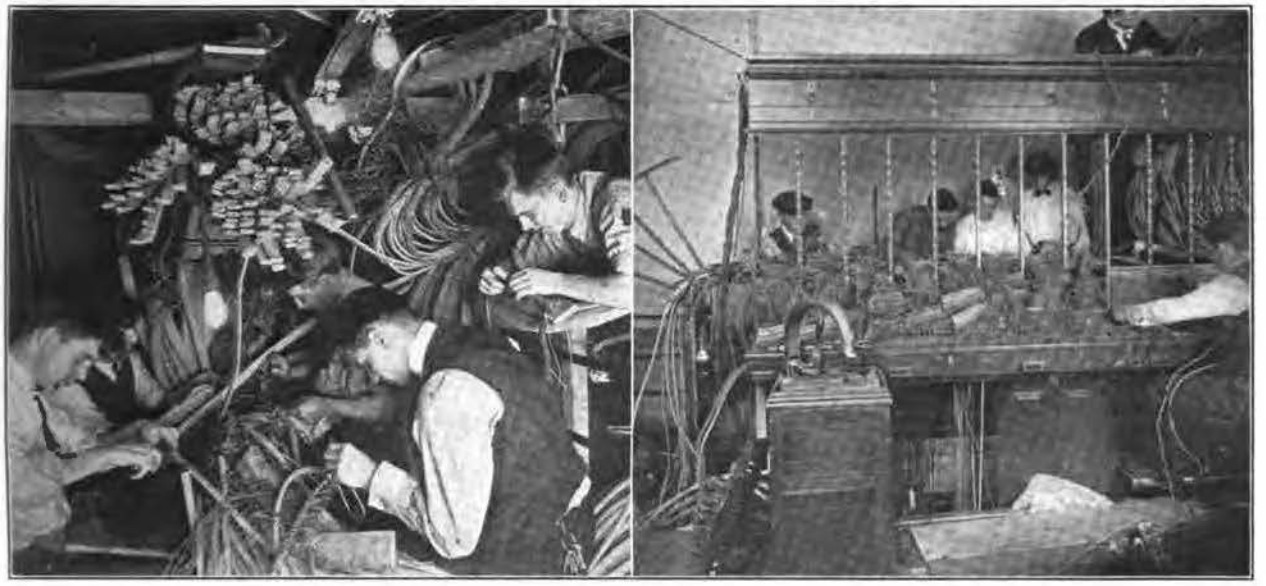
The installing forces handling the restoration were organized in two shifts to work twelve hours each. These shifts were subdivided into several small gangs, each with a trained foreman in charge to insure the closest possible supervision.

Working almost without intermission, one gang succeeding another so closely as to make the break barely perceptible, the destroyed circuits were replaced and the damaged lines sorted out and reconnected at a rate which gave back service to an average of 2,000 subscribers every twenty-four hours. The wind-up came on Sunday, April 5th, when at 9:00 P. M. the mayor of Worcester soldered in the last connection.

Some mental picture of the size of the installers' task may be gained from the following figures:

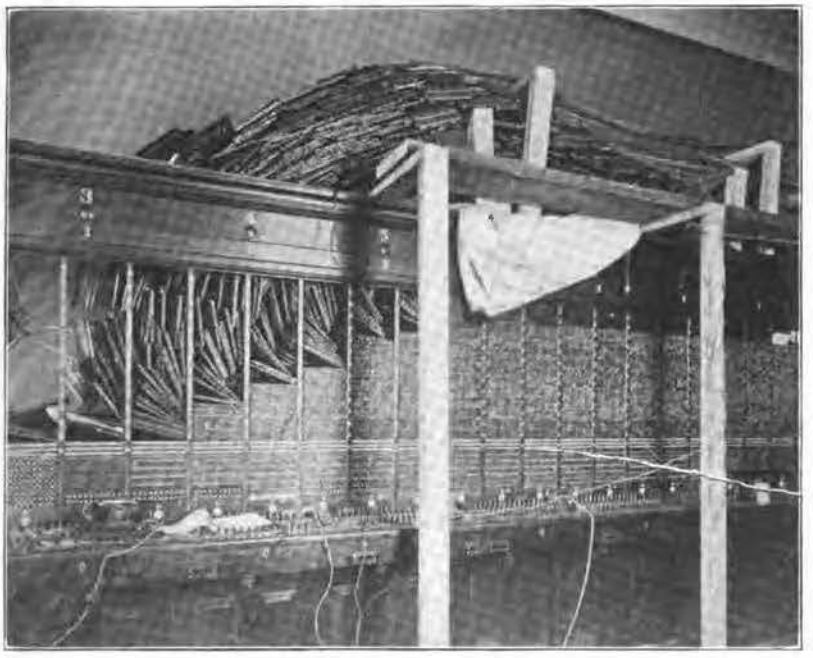
The installing crews worked a total of 207 hours. During this period they placed in position 35,145 feet of cable of various styles, and 156,000 feet of three-stranded cross-connection wire, a total of 2,700,000 conductor feet.

The splices and connections to terminals and other apparatus necessary in locating this great quantity of wire in its proper position in the switchboard and terminal frames entailed the handling and soldering of a total of



Foreman H. A. Grunwald and his Gang of Splicers at Work at the Point of Greatest Congestion.

Six hundred cables were brought together at this point for splicing, each splice involving the handling of 192 wires. The picture gives a good idea of the cramped and crowded conditions under which the men had to work.



Front of the First Section of the Park Switchboard, Showing 17,600 Multiple Jacks and Associated Cabling Turned Back on to the Roof of the Switchboard in Order That the Underlying Wet and Burned Cables Might be Located and Replaced

Foreman "Bill" Ahl and his Gang of Wiremen Replacing Burned and Water-Soaked Cabling Terminating in the Park Switchboard.

A tester and inspector may be seen at work at the extreme right of this picture. These men were a part of a force of experts kept on duty throughout the restoration to insure that the work done should be of a substantial and permanent character.

237,000 connections.

Careful organization, perfect cooperation with the forces of the telephone company, and the ability of Hawthorne and the Boston distributing house to get material to the ground as fast as needed, made this showing possible.

W. O. Titus.

Something He Never Forgets

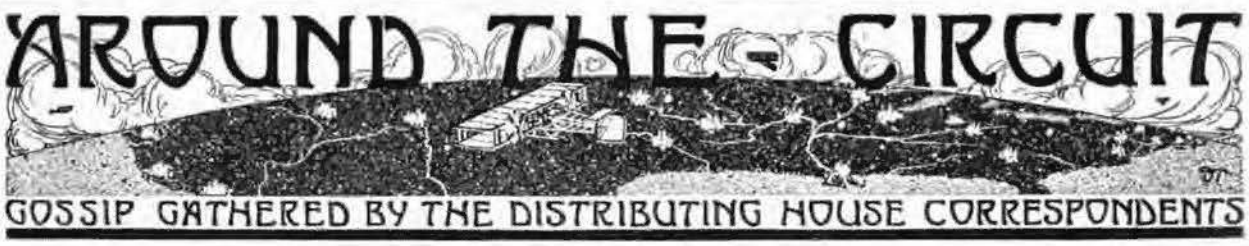
AN office boy whose brains were quite porous
With puns and poor quips used to bore us
When asked if he knew
Any girls, said, "a few,"
Then added quite slyly, "of chorus."

—Conrad Ulmer, Office Boy, New York.

Some of Dick's Jokes

MR. V.: Say Dick did you see Hazel.
Dick: Hazel who.
Mr. V.: Hazelnut.
Dick: No but I seen Annie.
Mr. V.: Annie who.
Dick: Anybody.

—Dick the Office Boy.



GOSSIP GATHERED BY THE DISTRIBUTING HOUSE CORRESPONDENTS

MINNEAPOLIS

R. F. Geeseka, Correspondent

SOME EXTRACTS FROM THE "BULLETIN"

The BULLETIN is a typewritten periodical issued at spasmodic intervals by the office boys at Minneapolis. The editor is Albert Koche, Jr., the manager is A. A. Horwitz, and the publisher is Harry C. Silverman. The following extracts are culled from Vol. I, No. 2, issued in January, 1914:

A NEW WATER FOUNTAIN INSTALLED IN THE W. E. CO.

The Western Electric officials, thanks to their grand idea, have installed a drinking fountain in the shipping room. This drinking fountain is of the latest model in the drinking line. It, for one thing, does away with the public drinking cup, and also saves time and the waste of water. The shippers and packers save time by getting their drinks in half the time they used to in the old way.

The water comes out of an ordinary tank which passes through a pipe to a place where you press a button, and up springs the water.

It makes one look back to the old Arabian days when Herman the Great used to do these wonderful things—making water spring out of rocks and things like that.

November 15, 1913, was one of the saddest days the Western Electric Mailing Department has ever experienced, the reason being that Miss F. Cohen left the Mailing Department to devote her attentions to that of the Billing.

In regard to her being in the Mailing Department, she has performed her duties to perfection, and this we believe has a great deal to do with her being promoted, and therefore, we wish to congratulate her on her success.

As perhaps you know, when Miss Cohen was in the mailing department she used to go around collecting mail, and this she did frequently well. She acquired this habit so that even now, a month later, she can't help but collect mail.

Besides filling Mr. Cole's place, at 8:30 to 9:00 A. M., she takes care of the 8 o'clock mail.

Summing all this up we have arrived at the conclusion that it will be hard to find a second Miss Cohen.

EDITORIAL

The number of persons in the office and elsewhere in the Western Electric Building that are aware of the fact that there is a labratory in this building is limited to a very small number.

Of course, this labratory is not *QUITE* as large as that used by Thomas Edison or any other such distinguished gentlemen. But nevertheless the one in the building serves its purpose as well as if it were twice as large as the one used by Mr. Edison.

It is not my intention to keep the reader in suspense, and therefore the "cat will be let out of the bag" by telling you that this said labratory of the third floor is used for the purpose of coloring electric lamps.

Carl, of the third floor, is in charge and also is the operator of this apparatus; and if reports are true, he will gladly color a lamp any color for you, although we do not know whether or not there is a charge for doing the above.

When the writer saw Carl at work, coloring lamps, it looked "AWFULLY SIMPLE" and informed Carl of that fact. Upon saying this, the writer was given his chance, and discovered that it was "SIMPLY AWFUL" the way a person can spoil lamps.

Now that I have revealed the secret, and informed you where it is, it is up to you to secure any further information that you so desire. This information can be from Carl, on the third floor.

THANKS TO THE "STENOES"

The manager and editor of the BULLETIN wish to express their gratitude to the stenographers for their assistance rendered in helping put out the first issue of the WESTERN ELECTRIC BULLETIN. The stenographers express their willingness to offer what assistance they can, and for this we are also thankful.

PITTSBURGH

W. A. Wayman, Correspondent

As time goes on the changes come
And old, familiar faces go—
New ones appear, and stay awhile,
Then vanish from the Western,
We find their places ably filled,
But 'twould fill us with abhorence
To even see someone attempt
To succeed our manager, L. M. Dunn.
—Meredith G. Machesney, Office Boy.

A PLEA

Perplexing is my task
A favor I would ask—
Please print this verse!
Do not send it back
To the same old Pittsburgh shack.
You've printed worse.
Grant me one request—
Your poem I love the best;
For goodness' sake don't be stern
Because I'm versifying up the Pittsburgh firm.
—M. G. M., O. B.

CINCINNATI

J. F. Dohan, Correspondent

THE OFFICE BOY'S DREAM

Oh "Boss" if you were just a common clerk like me
And I your Boss you'd see how nice I'd be to thee
I'd always let you have your way, I'd never frown at you and say
"Your work was not done well today, such service will not do."

I'd always give you easy work you'd never hear me say
Nor would I shake my head and growl "I want it done this way"
I'd let you dope it out yourself how pleasant it would be
If you were wrong I'd say all right, I think so much of thee.

I'd let you start at nine each day no clock there'd be to punch
You'd leave at noon and play some pool when you had finished lunch
And every day I'd wager your best you'd try to do
I'd never wear a grouch and I would often say to you

Young man, your services are swell I'm tickled most to death
July is coming pretty soon and then you'd hold your breath
You're only getting six a week, well that will never do
You should be getting twelve at least I think so much of you
—Elmer Wittfield, Office Boy.

DENVER

Miss M. Cassedy, Correspondent

H. C. Biglin

Behold, the ex-office boy now grown to salesmanship, entirely eligible for matrimonial honors and the fastest talker west of Hawthorne's promises—Harold Chester Biglin, formerly of Broadway, now of Denver. He annexed himself to the New York organization, at $3 per week, just eight days before Christmas, 1896. His first duties included washing ink wells at a time when only two men in the office (Messrs. Thayer and Salt) occupied private rooms, and tradition has it that at least two ink wells were not only cleaned, but polished as well. Some years later our auburn-haired one met E. W. Rockafellow, present Assistant General Sales Manager, and refused to let loose until he was given the "call of the West" and transferred to Denver. Under the jurisdiction of Alexander Brown, Manager at Denver, he was hoisted to the highest pinnacle of fame and placed in charge of the sales department. Who says that Denver has no Broadway or Wall Street? Let it be known that our hero will sell either one, whether or not we have it in stock. Before you convict him of being salesman, listen—he admits it!—H. H. A.

THE JUNIOR CLERK'S LAMENT

Harry L. Frost

If you don't know her you have missed a great deal. She was our fat mail clerk and a good one, too. Back by her desk is a tier of filing cases and Mice used to nest around her, which was very delaterious. Anyway she smiled at me and it was up to me to get in her good graces and dispose of the objectionable rodents.

One evening I waited after work and got some things on account from the stock clerk. The janitor let me scatter them on the floor near her desk and I promised to get there early next morning and clean up the mess. I took some old wire, a Western Electric Pittsfield Spark Coil, four Ignition Batteries, two pieces of tin, a block of wood and a piece of cheese left over from lunch, and hooked them up as shown in my diagram.

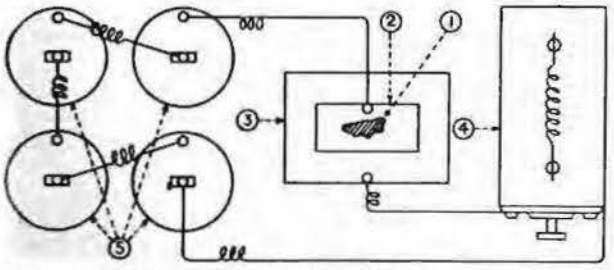


Diagram of Murdersome Mousekiller: (1) Piece of Cheese; (2) Block of Wood with Tin Top; (3) Sheet of Tin; (4) Western Electric-Pittsfield Spark Coil; (5) Battery

Next morning I came to work early and found five mice on the floor, four of them were dead and one was still kicking. This makes it plain that a Western Electric Pittsfield Spark Coil is a good one when used by the right party and much better than a Vacuum Cleaner.

You ask if this wholesale killing helped me any? I should say not! Girls are ungrateful creatures and she is now casting eyes at a skinny price clerk.

Harry L. Frost, Head Office Boy.

CLEVELAND

Sixth City

E. W. Shepherd, Correspondent

CLEVELAND ELECTRICAL EXPOSITION

From May 20th to 30th the greatest electrical exposition (barring none) in the country during 1914 will be held in Cleveland.

New York may stand for sky-scrapers, Chicago for stock-yards, Milwaukee for beer, but Cleveland will stand for electrical shows.*

The exposition is to be given under the auspices of the Electrical League of Cleveland, and its success is already assured. Approximately one hundred companies have already made application for space and about seventy per cent. of these companies are manufacturers. All the electrical jobbers of Cleveland have made reservations.

* And it's about the only one left that will.—Ed and Adv. Mgr.

Oh!! Editor!! Will the "Historical Blunders" at Chicago have to be brought down to date? "Poor John," the historian.

Frank J. Drahos

The accompanying photograph is evidence that Cleveland has an office boy. His name is Frank J. Drahos. We have another, whose name is Louis Timbers, but he is too modest. They were asked to collaborate in writing for the News. They did. Here is their combined effort:

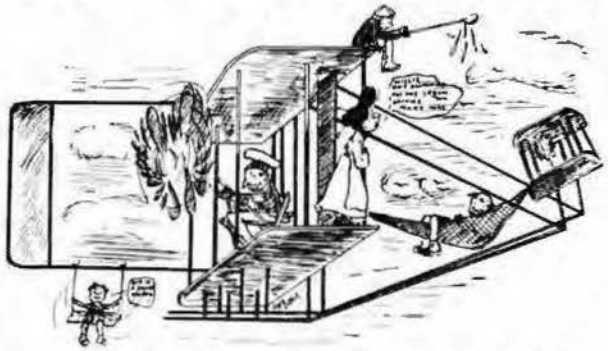
Louis Timbers says: "No, I don't drink."

PHILADELPHIA

L. R. Browne, Correspondent

OUR SALES MANAGER-OFFICE BOY

A. L. Hallstrom, sales manager of the Philadelphia house, entered the Company's employ as an office boy at Chicago in 1895. In 1902 he was transferred to Kansas City, doing warehouse and service work. He came to Philadelphia in 1903. He was appointed sales manager in 1907.



The Office Boy's Dream, by H. W. Bubeck, Office Boy

CHICAGO'S OLD TIME OFFICE BOYS

Standing, left to right: Lenke ('08); Binyon ('06); Cahill ('08); Wallgren ('07); O'Donell ('10); Caestecker ('10); Styles ('09); Pinkall ('09); Rosenthal ('08).
Sitting: Letourneau ('99); Haase (Chicago Tel. 1886); Valenta ('91;) Culp ('89); Weiss ('01); Kearsley ('87); Caestecker ('05).

CHICAGO

H. L. Grant, Correspondent

A LETTER

A poet said: "Ill fares the land, to hastening ills a prey."
Where *Youth* is subject to restraint, and *Age* holds full survey.
No inspiration for the boys like records in our vault;
Just think of Uhrig, Milnor, Clifford, Bancker, Culp, and Salt.

Such names as these are all we need to keep us at our work—
For with their deeds fresh in our minds, we have no time to shirk.
Some day we hope that you will find that Western's hall of fame
Is incomplete — unless the scroll contains our humble name.

One thought in closing, just a word, to ease the trials we bear:
Don't load us up at 5:15 and send us everywhere.
And when (fagged out from rush of work) dull care has chased your joy,
Just be as cheerful as you can.
Your friend,
The Office Boy. (W. M. G.)

ROTATION OF CORRESPONDENTS

Another new face heads the New York Column in the NEWS. The King is dead! Long live the King! Give them time and the picture of every New Yorker will be rotated at the head of the column. A. H. B.

The following, says E. R. G., was one of my most amusing experiences with an office boy. Back in 1891 I was requested by Mr. Bennett, who was leaving early, to submit a letter to Mr. Barton before sending out. I made several trips upstairs to see Mr. Barton, but each time found him engaged. Finally I called an office boy and told him to go upstairs and see if Mr. Barton was in his office. Imagine my surprise at his asking: "If he is, shall I tell him to come down?"

BROBDIGNAGS

Cleveland reports on page 12 of the April NEWS that its organization "includes many old Western Electric men extending from New York to Denver." Old Doc Estep, please look into this.

The Office Boy and His University

Rapid Mail Service at Chicago

THE OFFICE BOY

How soft to be an Office Boy,
With nothing on his mind,
But to the Bosses' steno
To be always sweet and kind.

How soft to be an office boy,
A punching of the clock,
On the watch for quitting time,
With deep schemes in his "block."

I wish I'd been an office boy,
A great career I'd show,
The wonder of the ages,
Who started down below.

A. H. B.

CONTRIBUTED BY AN OFFICE BOY

One day the stenographer in our office found the simple

CHICAGO'S HOPES FOR THE FUTURE

Standing, left to right: **Charles Palonek, Isadore Hellman, Dan Kakuhowski, Norman Gottwald, Herman Koch, Kenneth Fairchild, Alex Pavelkis, John Marvan, John Segurson, John Lynch, Timothy Madden.**

Sitting: **Michael Filetti, Philip Conley, Walter Gunther, Roy Schumacher, Dan Rooney, John Kazmarczyk, Joe Darmaco, Joseph Dort, Iver Dahl, James Cairns.**

word "Ish-ga-bibble." She was so puzzled and couldn't think what it meant, that she uttered out in great amazement:

What-t! does!! Ish-Ga-Bibble, Mean!!!

She almost could imagine herself what it meant by the way we were roaring.

In writing this contribution I had to sharpen my pencil three times, used five sheets of paper and almost wore out a nickel eraser—that's some expense. —*Alex P.*

If you want a wealth of knowledge,
That will beat a course in college;
If you want success and with it, all its joy;
Then take a tip from me—
If a leader you would be—
Just make your start with Western
As an
OF-
FICE
BOY.

C. M. C.

ATLANTA

O. Whitmire, Correspondent

A WORD FROM TWO OF ATLANTA'S OFFICE BOYS

Being glad for the poor down-trodden office boy to get a chance to "rap" some of the "GUYS" higher up, who might have been "office-boys" in "their time," but who now havn't a bit of sympathy for the lads around here when they want anything done in a hurry; I am going to tell you what I would do if I were in their place:

1st. I would give all office boys fifty cents per day in addition to their salaries for ice cream.

2nd. They should only work three hours per day and each one should be supplied with an assistant to do the manual labor.

3rd. During the baseball season I would send them to town after packages every afternoon with instructions not to punch the clock going or coming, and with a "BASE-BALL TICKET" in their pocket.

Knowing that all the office boys in the employ of the Western Electric Company agrees with me, I am,

Clyde Rowell.

As this is to be the office boys' issue of the NEWS, I am glad to have an opportunity of expressing my appreciation of this publication, which gives us an insight into the doings of our other houses and has told us of the great work done by former office boys and the heads of the organization in making the Western Electric Company the largest electric supply house and manufacturer of telephones in the world.

While there is no one in our organization occupying a high position, as the Atlanta house is young, there are several old boys here: Mr. E. J. Wallis, Mr. W. B. Wallace, Mr. O. S. Lair, having been with the Company many years.

I hope by following their instruction and profiting by their suggestions to some day be referred to as "an office boy who has risen to a high position with our Company."

C. E. Dickenson.

ONE OF OUR EX-OFFICE BOYS

William Barker Wallace, assistant treasurer at Atlanta, entered the employ of the Western Electric Company in April, 1890, as office boy at New York. He was later assigned to credit and collection work, and remained at New York until October 16, 1911, when he came to Atlanta to occupy the position he still holds.

HOUSTON

F. G. Caldwell, Correspondent

Houston challenges the world on office boys as to name and size. Our entry: Harvey Sellingsloh; age, 17 years; height, 6 ft., 1½ inch; weight, 160 lbs. He is all Texan.

SAN FRANCISCO

C. L. Huyck, Correspondent

A boy is a boy, find him where you may, place him where you will, and remains as such until the end of the chapter. He lives in a gloriously free and pagan world of his own; admires Deadwood Dick, views circuses and baseball games by unorthodox methods, runs away occasionally to be a cowboy, pummels his friends and his enemies impartially, jeers at the girls (they will get even some day), and carries on the good fight against his traditional enemies, Teacher and The Cop.

The era of the comic supplement office boy, however, is past. He no longer—if he ever did—pulls off those stunts which endear the Katzenjammer Kids to our hearts. Once upon a time, maybe, he used to vivisect typewriters or answer the bookkeeper's prayer for a raise by placing bent pins upon his stool. He broke fresh ground in the study of wastebaskets by inverting them deftly upon stenographic coiffures, and we remember one scientific specimen who was wont to illustrate the basic principles of physics by means of a whirling desk fan and sundry Gem clips.

He still retains his boyish spirits—thank goodness for that!—but he realizes that especial and exceptional opportunities for advancement are offered by our company to the right sort—to the fellow who, in baseball parlance, can put something on the ball.

Ernest A. Crowson became a card clerk on April 27th, 1903. He filled successive positions as stock card clerk, stockkeeper, stores salesman, head store salesman, traveling salesman, and on July 5th, 1909, he was made the manager of our Oakland store, which position he still holds.

C. L. Huyck is another office-boy Jack who has ascended the Western Electric Beanstalk, being successively office boy (in 1903), card clerk, price clerk, buyer, stockkeeper and sales specialist.

BOSTON

D. A. Chase, Correspondent

A SHOCKING DISCOVERY

Harvard engineering professors have determined that switchboard operators become charged with electricity to an alarming degree. Great possibilities in this discovery. After the initial charge, why can't all storage batteries be discarded? Suggest that our engineers investigate this proposition.

FROM A BOSTON PEDESTRIENNE

Thank you, Dallas, for the invitation to go tramping. If you'll make your vacation coincide with ours, we'll send a representative to meet you "more than half way." Shall we drop in, New York, on our way by? We hope we are not tramping on sacred ground by even attempting to write an article for the page that once was ours.

A. D. G.

ST. LOUIS

F. W. Cherry, Correspondent

One of the best things that we have here at St. Louis is the School of Instructions held every Tuesday evening. The speakers are men of the Sales Department who speak on different subjects. This is a good thing for amateurs who have hopes of some day being a salesman.

—*Joseph Gulian, Office Boy.*

The Office Boys of the St. Louis House
(Left to right): Edward Rauschkolb, Willie Boehing, Joseph Gulian, Rudolph Yeager, Harry Wiswell

Our assistant shop foreman, Ed. Fix, is contributing the accompanying caricature.

EDDYTORIAL

Sing a song of six pence,
A pocket full of rye,
Why is it in the springtime,
All the grandmother's die?

—*Little Alma.*

DALLAS

O. T. Hazelton, Correspondent

Ross Cummings has asked your correspondent to put in a good roast on Salesman Russell, because he allowed his auto to stand on the street overtime the other day and as a result was arrested and fined $2. We mention it for no other reason than to call attention to the fact that we have a salesman who owns an auto.

POETRY IS EASY FOR OUR OFFICE BOYS

We go to work at Seven-thirty,
Work on mail 'till ten
And from then on we answer bells
'Till goodness knows just when.
At noon the ringing of the dinner bell,
Is mighty good music when you work like we do.
—*Jimmy Sharp.*

Just as a reminder to some of you who forget that we Southerners ever move fast:

Dallas, March 31, 1914.

Western Electric Co.,

GENTLEMEN:—Our general toll wire chief requests that I thank you for the efficient service rendered in connection with our requisition.

I fully agree with him that the service was exceptionally good, considering the fact that a part of the material had to be repaired and a part picked up from outside parties. Notwithstanding this fact, the material was delivered within twelve hours after receipt of the order.

With best wishes for the successful handling of emergency orders in the future, I am yours truly,

[*Signed*] T. L. POWELL, *Supt. Supplies.*

CONTRIBUTED BY THE OFFICE BOYS

Ross Cummings was in Houston last week for two days.

Dallas' Office Boys
Albert, Jimmy, Charlie, Dick, Philip

(Goodness ain't it awful to have things so quiet in the office two whole days at a time?)

One of our ball players fell down and stuck his thumb in the ground and broke it while chasing a high fly, in last Saturday's game. I'm glad it wasn't my thumb.

I always run both ways when Mr. Drury rings the annunciator. I never saw anyone before who could look "you're fired" so much all the time.

I wonder if the office boys at Chicago are as breezy as the members of their Sales Department. I bet they ain't. Office boys are usually all right. I hope I don't ever have to be a salesman at Chicago. Gee!

I wrote two poems for this Edition of the NEWS but I bet you won't see them. One was about our suffragettes and all three of them told Mr. Hazelton that he'd get his if he sent them in. Maybe I'll send them to you myself some day. They're pretty good.

Mr. Faubion, our Texas Ranger Salesman, showed us some picture postals the other day. One of them was of General Villa and he looked just like a tough Mexican, all right.

P. S.—Jimmy Sharp just told be that that postal wasn't General Villa at all. It was Mr. Faubion. That's a good joke on me all right.

I saw Mr. Van come in with a suit case this morning and was going to write something for your paper and say he was just going out on a little hunting trip down in south Texas, but just after that I heard him say that "by jinks" (except he didn't say "jinks" and I don't want to say what he did because I don't use that kinda language), if any "gosh hecked" (see explanation above regarding "jinks") members of the Dallas organization sent any more items to the NEWS he wanted them to talk about something else besides his hunting trips. So I guess I'll have to omit mention of the same this time.

In looking over the art gallery of correspondents for the NEWS in the March issue, I wondered if any of those fellows knew they were going to have their pictures put in the paper. Gee, but it's no wonder the NEWS has such good reading in it—those correspondents just had to have

Some Future Dallas Office Boys
Left to right: **Masters Johnson, Willett, Coad, Kruegel, Plumlee.**
On reel, **Master Hazelton**

some redeeming features, didn't they? Jiminy, suppose they wrote like they look!

I guess I'll quit now. The boss is looking at me and it's time to get out the mail—so long for this time.

—*Phil and Albert.*

FROM A DALLAS GIRL

This month we are called on to contribute to an Office Boys' number. Perhaps it would have been just as well

if the office boys had written all the items, as everyone will probably think they did anyway and, as usual, blame "Jimmie or Phil."

It is surprising how eagerly one comes to look for the NEWS to appear. There is not always much from our own office, we regret, but the items from the other houses, whose work and play, joy and "grief" we know are just like our own, make us realize that after all the "Western Electric" is just one big family, and we are glad we belong.

BESSIE MAGUIRE.

Mr. Van Valkenburgh spent several days in Houston recently working on the new building proposition. It is expected that we will soon be in shape to issue invitations to the tango party with which we expect to dedicate the new building.

OMAHA

J. M. Bateman, Correspondent

THE BELL-HOP

Ding-a-ling-a-ling!
There goes that bell again!
No matter what I'm doing,
I hear somebody chewing—
"Come here—boy—and hurry"!
Oh—well! I should worry.

Ding-a-ling Ding-a-ling,
Off I go again!
Same old round on Thursday,
Saturday and Monday.
Just the same old ding-a-ling—
Wish they'd break the darned old thing.
Every day's a fun-day
For the guys who ring that bell—
But for me they're all like—well—
You can well imagine.

Ding-a-ling-a-ling-a-ling!
There it rings once more.
Bet that's Chestnut—hear him sing—
Hear him getting sore
When I don't go on the run?

Mr. Goodell ain't so bad—
Never catch *him* getting mad.
Why—one day last week he said
"Bertie, you should have a bed—
In my private office there—
Or in fact most anywhere,
So—in case you should grow weary—
While you're picking up the mail—
You could take a quiet snooze,
Rest yourself and read the NEWS."

Ding-a-ling-a-ling!
Just hear that buzzer scream.
I wish this was a holiday—
So I could end that dream.

—*Bertie, the Office Boy.*

SALT LAKE CITY

A. R. Loughborough, Correspondent

One of our customers from the extreme part of Southern Utah called on us the other day. He was building a new house and after our lamp man had told him in every language the many virtues of Holophane Shades, he took him through the stock. Our customer was very much interested, and asked a number of questions. When they reached the pole line hardware stock, there were a number of 8-inch and 12-inch Bierce anchors lying loose. The customer, after scrutinizing them very carefully, remarked, "What kind of Holophane shades are those?"

And the lamp man, without a smile, replied: "Oh, they are used in a foundry."

NEW YORK

A. H. Howard, Correspondent

Some of New York's Ex-Office Boys

J. J. Gilbert

J. J. GILBERT

Entered the employ of the Western Electric Company on May 5, 1890, at Thames Street, as an office boy and stenographer. He remained there in this position for about three years and was then made inspector of bells and buzzers, doing this work for about five years.

In 1898 he was transferred to the export department under Mr. Harmon Salt, having charge of the correspondence and quotations.

Mr. Gilbert is now in charge of the export sales department and has been for some years.

F. J. Hyland

F. J. HYLAND

Entered the employ of the Western Electric Company December 21st, 1892, as an office boy.

In July, 1893, he was made export bill of lading clerk.

In February, 1894, he was made shipping ticket clerk.

In November, 1894, he was made shipping ticket and bill clerk.

In November, 1896, he was made purchase ledger clerk.

In January, 1898, he was given charge of the purchase ledger department.

In December, 1898, he was transferred to the export department and has been there ever since, his present position being that of assistant to J. J. Gilbert.

NOTES BY THE OFFICE BOYS

Jim Thorpe breaks quite a few records, but he hasn't anything on George Fink and Conrad Ulmer of the Graphophone Department. They break records the whole year round.

Gustav Otto of the Pole Department was talking all winter what a great left fielder he is, so we took him up to Van Cortland Park recently and told him to play left field. He turned around somewhat bewildered and whispered to a friend close by, "Where is left field on these grounds, you know I never played here before."

A. G. Mason

A. G. MASON

He entered the employ of the Western Electric Company as a messenger at the beginning of 1898.

On January 1, 1899, he was transferred to the export department, where he remained for four years.

He was then transferred to the purchasing department under M. A. Oberlander, where he remained five years, checking purchase orders, and afterwards assigning orders on suppliers.

When the supply and telephone departments were separated he took up the position of supply department buyer, retaining that position for six years.

In February, 1913, he was transferred to the sales department as a sales specialist man.

In February, 1914, in addition to his specialty sales work he assumed charge of the pricing and quotation work.

E. T. Rice

E. T. RICE

Entered the employ of the Western Electric Company in 1890 as an office boy.

After about three months he was assigned to the work of making out shipping tickets, shop orders, acknowledging orders, making out the necessary papers on export shipments, and doing clerical work for Mr. Wilkins in connection with Western Union business.

In August, 1891, he was transferred to the purchase department at the same time continuing to handle the Western Union work.

About 1900 he was transferred to the sales department handling all business of telegraph companies and also miscellaneous apparatus not telephone apparatus manufactured by the Western Electric Company.

January 1, 1913, he was transferred to take charge of the department handling returned goods.

J. W. PEARCE

He entered the employ of the Western Electric Company in 1893 as an office boy.

In 1894 he assisted Miss Burgert in keeping record of correspondence.

In 1895 he was transferred to Thames Street retail store as an assistant stockkeeper.

In 1896 he was made stockkeeper.

In 1897 he was made a counter salesman.

In 1899 he was made a city salesman, which position he has continued to hold up to the present time.

J. W. Pearce

R. Gordon

R. GORDON

Entered the employ of the Western Electric Company on May 7, 1894, as an office boy.

In 1897 he was transferred to the stock department.

In 1900 he was transferred to the supply service department.

In 1902 he was transferred to the telephone department.

In 1903 he was made assistant to the buyer, who was M. A. Oberlander.

In 1906 he was made head of the stock department.

In 1907 he was made department manager of the supply service and stock departments.

In 1910 he was made assistant sales manager.

In 1912 he was made New York stores manager.

A TYPICAL EXAMPLE OF NEW YORK SERVICE

Our innate modesty prevents us from inserting this clipping from the Asbury Park *Press*, regarding a recent sale made at our Murray Street store:

WORK ALREADY BEGUN TO REPAIR CITY FIRE ALARM

Wire for rebuilding the city fire and police alarm systems was purchased in New York of the Western Electric Company by Fire Chairman Charles Rugarber and City Electrician Irving Coleman yesterday. While the Western Electric Company's bid was higher than that of its nearest competitor, the other concern was unable to guarantee shipments within a week. Mr. Rugarber said today, while the Western Electric Company will deliver immediately.

All necessary fixtures were also purchased yesterday, including cross-arms, of Washington fir, the Western Electric people having just that number of this material on hand.

The above order was taken on Saturday, March 21st. All the material on the ground Monday, March 23rd.

We do this so often that we promise never to impose again upon the NEWS' readers.

August Otto, of the Pole Department, has recently gone out of the ring, but will return again in the fall.

His opening fight is on September 1st with Jack McGinley, of the Correspondence Section. The situation now looks as if the first of September will be the last of August. —*George Fink, Office Boy.*

R. A. Werner of the New York Central Accounting Division should have been a tack salesman. He was never known to explain anything to anybody without stopping a few times and saying, "Now here's a point."

—*Ex-Office Boy.*

G. Sturcken

G. STURCKEN

Came with the Company August 30th, 1897.

During the years 1897, 1898, and 1899 was successively bill of lading clerk, assistant shipping clerk, and shipping clerk, holding the latter position until 1901, when he assumed charge of general service work.

From 1902 to 1908 he was engaged in various phases of service work, finally having charge of the stock maintenance clerks, selectors, and order clerks.

In 1908, when the Boston house was opened, he became chief storekeeper and buyer there.

In 1912 he returned to New York to become supply stores manager.

In 1913 he became Murray Street stores manager, which position he still holds.

"THE OFFICE BOYS' NUMBER"

This is the issue that's named after us,
And we're glad to see they've made such a fuss,
We've filled this issue with all kinds of joys,
Just think of it; "We Office Boys."

Running and dashing through the offices all day,
Before our bosses we dare not delay,
We know everybody the company employs,
Just think of it; "We Office Boys."

Even though our hours are very short,
We always find time to have sport,
Around the offices without any noise,
Just think of it; "We Office Boys."

—Conrad Ulmer.

EMERGENCY SHIPMENTS

Odell is the emergency man, you know,
He's the fellow that keeps them on the go,
He's got them working from morn till night,
Until the orders are shipped out right.

A few more blizzards like we've gone through
Will make the service men look blue;
They have enough work without the snow,
According to their faces this does show.

Working all week is bad enough,
But to work on Sunday is pretty tough.
Robinson, Wetzelberger, Maynard and Bates,
All have lost considerable weight.

But they can be happy anyway,
Although they do work an extra day;
Just think if Winter was all year 'round,
With six foot of snow lying on the ground.

—Conrad Ulmer.

The operators are always picking
On the dictaters in T8,
The dictaters are always kicking
About getting their work too late.

The operators say they are not to blame,
The dictators claim they are right,
The way they quarrel it is a shame,
But their bark is worse than their bite.

—Office Boy.

An Office Boy Who Made Good

CHARLES DECATUR WILKINSON entered the Western Electric Company's employ in June, 1886, when, a boy of seventeen, he went to work in the mailing department at Chicago. Later in the same year he was advanced to the position of mail clerk.

In June, 1887, he was again promoted, this time to the position of repair and contract clerk. He continued at this work until June, 1890, when he became correspondence clerk.

In June, 1892, he was sent to San Francisco, as the Company's representative.

In May, 1893, he returned to Chicago, as a salesman, remaining at sales work for the ensuing seven years. In June, 1900, he went to St. Paul, assuming the management of an electrical firm that was later organized as our St. Paul house.

C. D. Wilkinson

In June, 1900, he went to St. Paul, assuming the management of an electrical firm that was later organized as our St. Paul house.

In December, 1908, he was appointed manager of our Minneapolis house, the position he occupies at present.

Mr. Wilkinson's rise in the Company has not been a matter of "luck." He has won his place in the organization by energy, resourcefulness, and sheer hard work. D. C. Richardson, the Company's chief auditor, tells an illuminating anecdote concerning Mr. Wilkinson's disposition to get things done, without wasting any time in discussing who ought to do them.

"One day," he says, "when I was in Charlie's office at St. Paul, a clerk came in and said that there was a customer outside who wanted to know if we had a second-hand motor for sale.

"'Yes, we have one upstairs,' said Charlie, 'I'll get it.'

"Without another word he went to the second floor, dug the motor out of a pile of apparatus, cleaned it up, carried it downstairs, and made the sale."

Activities of the Hawthorne Men's Club

PLEASURIZED business is the latest Hawthorne product, and of course it is manufactured in the Men's Club — where the fun comes from. April 3rd there was an important business meeting to consider some revisions of the by-laws presented for consideration by the revision committee. That sounds dry to you and mighty uninteresting, of course. It was dry—but it was "extra dry," which means something else again, for it had the famous champagne flavor of Men's Club good-fellowship. There's that word again! But you can't attend the club's doings without soaking yourself full of good-fellowship, and every time anybody says Men's Club to you some of it oozes out.

Instructors of Evening Classes, Hawthorne Men's Club
Back Row: C. B. Borgman, B. E. Niven, P. C. Clapp, S. Bracken, A. O. Avery, C. H. Bragg, L. P. Sittig
Front Row: G. P. Anderson, E. C. Higgins, R. W. Rosendale, F. C. Peterson

But to get back to the meeting. President Holmes, the Big Smile, conducted the meeting. The proposed changes had been published in the *Transmitter*, beside the articles they were designed to replace, so that the questions could be thoroughly understood before the time for voting. This eliminated much explanation and facilitated the transaction of the business. The revisions were adopted as submitted. The most important change was in the date of the elections, which will hereafter take place in June instead of October. Under the old system the officers were changed right in the midst of the season, and the new men were compelled to take charge of the many club activities without having an opportunity to become acquainted with each other's capacities and perfect their working organization. Now they will have the comparatively inactive summer season in which to learn to pull together. By a unanimous vote the term of the present officers was extended to June, 1915.

Refreshments, moving pictures and songs helped to enliven things. Just because "business is business" you don't have to take a big enough dose of it to commit suicide. A fellow could kill himself eating gum drops if he wanted to keep at it long enough.

Prof. Walter Dill Scott, of Northwestern University, on the evening of April 10th gave an interesting lecture on "Psychology and Modern Business Efficiency." F. L. Gilman, Assistant General Superintendent, introduced the speaker. Psychology, you know, is the science that teaches you what's going to happen in the other fellow's head when you put a proposition up to him in a certain way. Lots of men who never heard of it apply it in business all the time. They call it "business sense" or sometimes just ordinary "horse sense." Mr. Scott pointed out its principles in a common sense manner, too, and if you didn't go you missed something. Don't think we are going to try to hash over the lecture for you. That only spoils it. You will have to do your own listening unless you want to miss these good things entirely. We are not an official dictagraph.

Commencement Exercises of the Evening Classes

The biggest thing ever offered to Hawthorne employees was the opportunity to take work in the evening classes given by the Men's Club. These were not mind-muddling investigations into the whatness of things. They were plain, practical courses dealing with subjects we are all interested in—opportunities to get the special knowledge absolutely necessary for advancement in various fields.

On April 16th the classes closed for the present season with appropriate commencement exercises, conducted by President S. S. Holmes. General Superintendent H. F. Albright made the commencement address to the men who successfully completed the prescribed work in the several courses. It was an occasion of historic significance to the Company and its employees. About 200 men received the certificates given by the educational committee.

Four courses were offered this year: *Elementary Electricity*—G. P. Anderson, head instructor, P. Clapp and S. Bracken, assistants; *Telephone Practice*—E. C. Higgins, head instructor, C. B. Borgman and B. E. Niven, assistants; *Shop Mathematics*—R. W. Rosendale, head instructor, L. P. Sittig and C. H. Bragg, assistants; *Advanced Shop Practice*—F. C. Peterson, head instructor, A. O. Avery, assistant.

The widely varied preparation possessed by the individual members of the different classes made successful management of the courses very difficult. There is only one weapon that will disable a difficulty and that is good hard work. The instructors made vigorous use of it and ably helped the club's educational committee to make a successful solution of a very difficult problem.

Next fall other classes will probably be added in subjects for which this season's courses have opened the way. Make arrangements to get into them. It costs nothing to learn, but it is worth a lot.

April "Makes Good"

The members of the Men's Club got rid of a year's accumulation of folly on April 24th, when they held a session of the "District School" on the second floor of the restaurant building. It is to be feared that the pupils did not learn a great deal during the session, but the auditors learned a lot—oh, an *awful* lot—mostly about themselves. Some of this information was not entirely flattering either. But it was fun to hear the other fellow get his.

EUGENE CHANDLER ESTEP, ASSOCIATED BUSINESS SPECIALIST, NEW YORK

Nineteen Years With the Company

FREDERICK BERNARD UHRIG, WESTERN DISTRICT MANAGER

Thirty-Three Years With the Company

MAURICE DeKALB McGRATH, ASSISTANT MANAGER AT ROME AND MILAN

Nineteen Years With the Company

Up From the Ranks---Western Electr

WILLIAM EDMUND LEIGH, ASSISTANT MANAGER AT CHICAGO

Sixteen Years With the Company

HE began work July 5, 1898, as office boy at New York, at a salary of $3.50 a week. In February, 1905, he was transferred to the comptroller's department at Chicago. In June of the same year he was sent to Antwerp as auditor. Here he remained until April, 1907, when he went to London as assistant manager and European comptroller. In March, 1910, he became manager of our Paris house. Mr. Leigh was transferred to New York in September, 1912, becoming foreign sales manager. His appointment as assistant manager at Chicago occurred in October, 1913.

F. B. UHRIG

MR. UHRIG started with the company in 1881 as an office boy at Chicago. in 1882 he was promoted to collector. He became editor and service man at Chicago in 1883, holding these positions until 1895, when he was appointed credit man. On January 1, 1903, he was sent to Denver as first manager of our distributing house at that point. In 1904 he was transferred to Kansas City as manager, and received the added office of Western district supervisor in 1906. In March, 1909, he was transferred to St. Louis as manager, returning to Kansas City in April of the same year. Mr. Uhrig's title was changed to Western district manager in June, 1911.

M. DeK. McGRATH

ENTERED the company's employ in 1895 as office boy at New York. Transferred to drafting department later in the same year. In 1901 was transferred to the experimental laboratory at Chicago, where he remained until 1904 when he was transferred to the engineering department at Antwerp. In 1909 he was appointed manager of our Rome office, returning to Antwerp in 1910 as sales manager. In January, 1911, he was appointed assistant manager of our Rome and Milan houses, which position he holds to-day.

E. C. ESTEP

BEGAN as an office boy at Chicago in 1895. Here he remained until July, 1906, when he was appointed chief clerk at our Pittsburgh house. He became buyer and assistant manager at Pittsburgh two years later. In January, 1910, he was transferred to Philadelphia as assistant manager and a year later went to Detroit as acting manager. In June, 1911, he was assigned to clerical inspection work at New York, and in July of the same year was transferred to the general merchandise department at Hawthorne to take up special studies. He was appointed associated business specialist at Hawthorne on January 1, 1913, and on January 1, 1914, was transferred to New York in the same capacity.

E. P. CLIFFORD

ENTERED employ of Western Electric Company as office boy, November, 1892. In February, 1893, he was transferred to the cashier's office, becoming cashier at New York in January, 1897. In July, 1900, he became chief clerk at Chicago.

ALBERT LINCOLN SALT, VICE-PRESIDENT AND GENERAL PURCHASING AGENT

Thirty-Three Years With the Company

EDWARD WADE ROCKAFELLOW, ASSISTANT GENERAL SALES MANAGER

Thirty Years With the Company

EDWARD PRESTON CLIFFORD, EASTERN DISTRICT MANAGER

Twenty-Two Years With the Company

Executives Who Began as Office Boys

Appointed chief clerk at Philadelphia in 1902.

In July, 1903, he became assistant manager at Philadelphia, and a year later was appointed chief inspector of warehousing and clerical work. He became chief clerk at New York in January, 1906.

In January, 1908, Mr. Clifford was appointed assistant manager at New York and eastern district manager. In October, 1910, he was appointed manager of the New York house.

A. L. SALT

MR. SALT entered the employ of the Western Electric Company on July 1, 1881, as office boy at New York. From 1882 to 1885 he was successively in charge of the mailing and records departments at New York, later assistant bookkeeper and cashier. Was appointed shipping ticket clerk in 1886, and later in the same year was placed in charge of the billing. He assumed charge of the retail sales at New New York in 1892 and was appointed assistant manager of the New York office in 1895. In 1900 Mr. Salt was appointed assistant telephone sales manager and general purchasing agent. The duties of the latter office became so extensive that in 1906 he was relieved of the former. He has been general traffic manager since 1908. Mr. Salt was elected vice-president in January, 1913.

E. W. ROCKAFELLOW

MR. ROCKAFELLOW entered the company's employ in 1884 as an office boy at New York. In 1888 he was appointed stenographer to Mr. Thayer, and later in the same year was transferred to the sales department. In 1891 he became manager of the Thames St. store.

In 1898, at the outbreak of the war with Spain, he left the company temporarily and served in Cuba as captain of Company M, 47th Volunteer. At the close of the war he returned to the Western Electric Company and was appointed sales manager at New York in 1901.

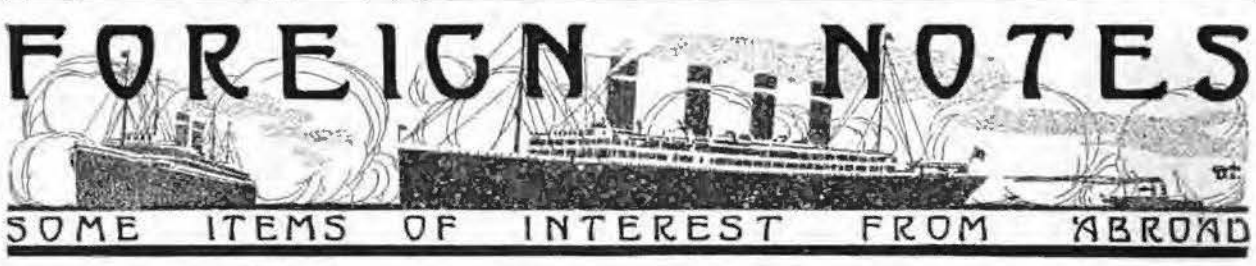
In 1907 he was appointed general supply sales manager. He became assistant general sales manager in March, 1913.

J. W. BANCKER

HE entered our employ in 1892 as office boy at New York. Was transferred to the pay roll department in 1893 and to the shop cost department in 1896. In 1898 he became head of the latter department. He was appointed secretary to the shop superintendent at New York in 1901, but later in the same year was placed in charge of the material department. In 1905 he was put in charge of the stores department at New York, and in 1907 was appointed assistant superintendent of the New York shop. He went to Hawthorne in the same capacity in 1908. In 1909 he returned to New York as superintendent of the New York shop. In 1911 he was appointed assistant works manager and superintendent of the C., R. & I. shops at Hawthorne, his title being changed to assistant general superintendent in 1913.

JAMES W. BANCKER, ASSISTANT GENERAL SUPERINTENDENT, HAWTHORNE

Twenty-Two Years With the Company



GENERAL

J. N. Wallace arrived in New York from Antwerp on March 23, and left a few days later for San Francisco. He sailed with his family from San Francisco for New Zealand on April 11. Mr. Wallace will have general supervision of the installation of the automatic switchboards now being made at the Antwerp factory for the New Zealand government.

H. L. Moynes has been transferred from Hawthorne to the equipment engineering department at Antwerp. He sailed for Europe on March 28.

C. E. Scribner, chief engineer, sailed on March 31st on the *Lusitania* for a two month's trip to Europe.

LONDON

A. S. B. Fletcher, Correspondent

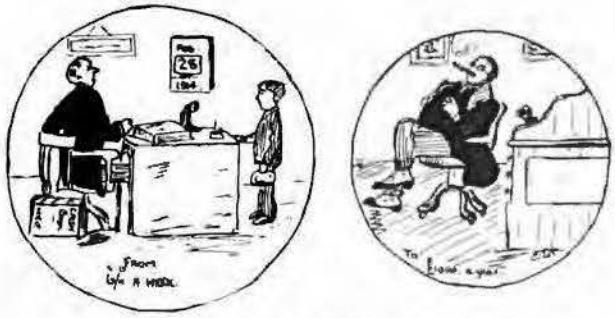
March was a very busy time for London diners, no less than four banquets being held during that month.

The annual dinner of the woodworking department was held at the Royal Oak Hotel, Woolwich, on March 7th, under the chairmanship of F. Martin, head of the operating branch. A feature of the occasion was the menu, designed by Mr. Coe, department foreman, and printed on thin sheets of wood veneer.

The clerical and production branch held their annual dinner at the Shakespeare Hotel, Woolwich, on Saturday, March 7, 1914. Mr. McKenna presided.

The annual dinner of the instrument assembly departments was held at the Alexander Hotel, Stratford, on March 20th, under the chairmanship of Mr. Martin, head of operating branch.

The first dinner of the London planning branch was held at the Shakespeare Hotel, Woolwich, on March 27th, under the chairmanship of Mr. Byrne.



"The Office Boy's Dream"

Drawn by C. E. Hinton, Office Boy, Shop Cost Department, London

AN OFFICE BOY'S DAY

An Office Boy's day is right full of ruts
All the morning he's rushing about for the knuts.
At twelve he thinks for an hour he's free
But the Salesmen say go and get us some tea.

The hooter shrills out—the day now is o'er
But still he's expected to do something more;
Mr. B has bought up some junk goods you know
And says to my house with this will you go.

He reaches his home and is thankful at last
Another hard day full of trouble is past.
But his night's rest is broken with terrible dreams
Of junk in the tea cups and subsets in creams.

—F. Robinson, Office Boy, Sales Department.

Drawn by A. Paine, Shop Messenger, London

A POST BOY'S MISHAP

A Boy went to the dining hall,
To get Mr. Rider's tea*
But when outside the employment
Head over heels went he.

The cups and saucers ran a mile,
But we said "Never mind,"
And then we said "Oh dear, Oh dear,"
As the jugs came up behind.

But soon we tried to clear it up,
And an awful job we had—
For the floor was like a swimming bath,
Oh dear, 'twas very sad.

The boy he felt it very much
For fear he'd have to pay,

* And to think that only last fall Rider was an American! Tea—ye gods!!—Tea!!!—Ed.

LONDON'S OFFICE BOYS

Back Row: R. Langman, W. E. Netterville, C. Coe, J. Finemore, T. W. Manley
Centre Row: G. R. Reed, A. Mackavoy, E. King, V. C. Wallace, W. G. Barnes, G. Chase, C. Hucker, W. Smith, A. Paine
Front Row: C. Wilkinson, P. E. Sanderson, G. Smith, Mr. Horn, Mr. Kidd, F. Robinson, W. Hadfield, C. Button, A. Lake
Sitting on Ground: W. H. Pennal, A. Armstrong

But when he found it quite alright
He sang out Hipp-Hooray.

The accident happened at half-past one,
But much better than the last—
The second lot that we did get
By time 'twas two half past.

—J. F. Finemore, Post Boy, London.

MONTREAL

The third annual dinner of the general organization, Northern Electric Company, held March 14th in the St. Lawrence Hall, was unique in more ways that one. In the first place the new company, the "Northern Electric Company, Limited," formed through amalgamation of the Northern Electric and Mfg. Co., Limited, and Imperial Wire and Cable Company, was but 14 days old, and the amalgamation was celebrated by this dinner, at which 210 sat down. Thus for the first time in festive doings both staffs were brought together and got to know each other socially. A neat touch in the way of decorations was the hanging of the two old house flags, side by side, while behind the head table a brand new "Northern Electric Company, Limited," told its own story.

H. E. Warren, telephone sales department, presided, and the chief guests were: P. F. Sise, Vice-President; J. D. Hathaway, General Superintendent; C. Saye, Secretary; G. W. Jones, Treasurer; N. E. Newton, Assistant Superintendent; H. Blatt, Shop Superintendent; H. D. Browne, Purchasing Agent; M. K. Pike, Distributing Manager; W. J. Doherty, Supply Sales Manager; C. F. R. Jones, Cable Sales Manager; E. H. McLea, Chief Engineer. The president, R. F. Sise, was unfortunately absent, being detained in New York, but sent regrets and best wishes for a great evening.

The Office Boy's Dream

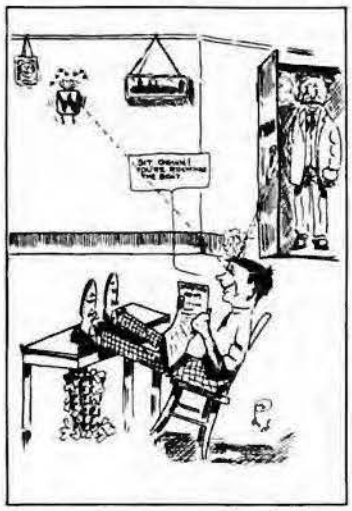
THE office boy yawned, he had nothing to do,
He gazed at the clock, it made him feel blue.
The boss had gone home, while he had to stay,
And wish that two hours would soon pass away.
His head felt tired and began to swim,
A nod and then all is darkness to him.
Suddenly an idea came to pass the time,
For the office boy's news he would make up a rhyme.
He got to work with all the brains he had,
And kept on writing till he filled up a pad.
He sent it away after signing his name,
And anxiously waited till the next news came.
When it came everyone saw his poem and said:
"My, but that boy has a wonderful head."
All said that his poem in the news was the best,
And the office boy proudly threw out his chest.
Several days passed and then a letter came,
From a publisher who had heard of his fame,
They offered him riches galore if he would,
Write and send them the best poems he could.
He accepted and wrote and was paid in gold,
With money enough to last till he was old.
He then decided that he'd take a trip,
Across the ocean on a great big ship,
He packed up his trunk and went to the boat,
And stood on the deck till they set it a-float.
The ship moved and it blew a shrill whistle loud,
The office boy shivered, the office boy cowed.
At his desk he was sitting, much to his surprise,
He scratched his head and he rubbed his eyes,
Maybe he was kidnapped, a daring scheme,
Then a light dawned on him, it had been a dream.
He gazed all around, no one was to be seen,
He thought of the whistle, 'twas past five fifteen,
He was mad, took his hat, started home on a run,
Before you could have said Jack Robinson.

—L. H. B., Office Boy, Department 674, New York.

HEARD IN THE SHOPS

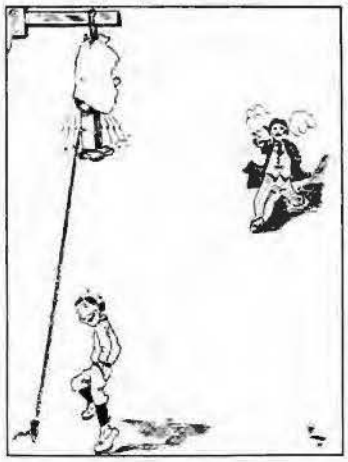
ACTIVITIES OF THE MANUFACTURING DEPARTMENT AT HAWTHORNE

WHO'S WHO AT HAWTHORNE



Who says an angry bee's mad howl is balm for wounded breast contrasted with the buzzer's growl that robs him of his rest? Who whistles like a harbor tug and in between times sings until you want to bust his mug and dent his dome with things? Who always does the right thing wrong and does the wrong thing right, and files things where they don't belong? (Just see those files! *Good night!*) Who knows by heart the baseball dope? Yet when you tell him aught you'd bet your hat no white man's hope could hammer in a thought. Who'd die at sunrise (by request) if paid for all he did? Our future boss; our present pest—that doggoned office kid.

J. C. McDonnell, traffic manager at Hawthorne, has seen many things since he began his Western Electric career as an office boy away back in 1874, but he has only once assisted at a hanging.



There was a boy in the early days who was just a natural born "goat." They had him chasing around the place for weather-proof volts or something of the sort about half of his time. And life was a grand sweet song with a pony ballet helping out in the chorus until the "goat" began to bleat to the "boss." Then the boys held a court martial and decided that he must hang as a traitor.

They caught him one noon, tied a rope under his arms, put a bag over him, covering everything but his legs, and brought the rope out in a realistic position at the top. Then they hung him to a beam.

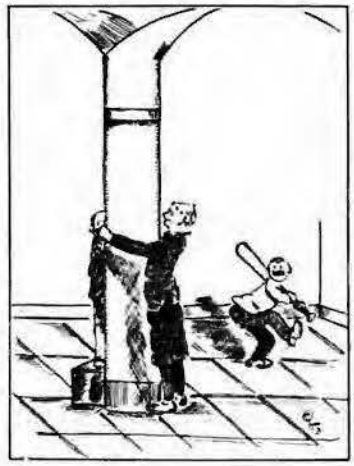
Just at this point they heard some one coming and took to their heels. Unfortunately, Jack lingered an instant too long and ran squarely into the approaching man. It proved to be M. J. Kellogg, who at that time had charge of the factory. Mr. Kellogg was decidedly wrought up.

"Here, you young scoundrel," he shouted. "What do you mean by hanging that boy up that way?"

"I didn't hang him, Mr. Kellogg," protested Jack.

"That makes no difference," declared the "boss." "You saw him hanging there. Why didn't you cut him down?"

For a minute Jack was at a loss how to get around that. Then a happy thought struck him. "Well, you see, Mr. Kellogg," he blurted out, "he ain't dead yet."



William H. Weber, who has charge of the milling department, started with the Company as a boy in 1875.

Everyone has heard Abe Lincoln's reply to the question of how long a man's legs ought to be. Anyway, Billy had. He started out in life with the intention of emulating Abe by letting his legs also grow "at least long enough to reach from his body to the ground." When he came to the Western he had attained just height enough to have a growing lad's extravagant delight in his length of limb. He used to take particular pleasure in asking some of the short men around the shops what they intended to do after they grew up, and similar questions so soothing to the soul of a small man.

Naturally, that called for r-r-revenge, with the "r" rolled like an asphalt pavement.

In those days there were big square pillars in the shops, perhaps two feet thick. One day when Billy made a peculiarly cutting reference to size one of the short men bet that he could come nearer to joining his hands around the pillar than Weber could. Billy laughed scornfully, but the fellow insisted and finally called to another short man to come over and take the measurements.

"Now, go ahead," he invited.

Young Weber reached out with his long lean arms and clasped the post in an affectionate embrace. Suddenly he felt his hands seized in a strong grip while something happened in the rear that reminded him of home and mother. It was the most thorough "dressing down" he had received since the time he played hooky to go to the circus.

From that day to this Mr. Weber has never boasted about his height. If you ask him how tall he is the only answer you will get is:—"Well, I guess I'm about big enough to know better."

Shortly after September 1, 1884, the old Clinton Street factory of the Company suddenly lost its former reputation for stability. It appeared that the structure must have been built over an ancient volcano, for it began to be shaken periodically as if by subterranean disturbance, while a dull ominous roar filled the air.

The officials of the Company were first annoyed, then puzzled, then alarmed. The inexplicable part of the affair was that the rumbling seemed to come from overhead. They consulted Hoyle and found that no volcano had a right to play the game that way. So one day they went up to remonstrate with it and found—

Don't look yet! Let's just start from another place and see if we can't get to the same point by a different path.

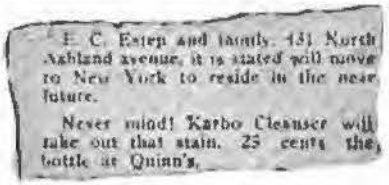
September 1, 1884, the Western Electric Company hired a new errand boy. In addition to erring, this lad was supposed to push around a box truck in section "A," fourth floor. The average boy pushing a truck accommodates his speed to the record of a certain "turtle named Lizzie," but this lad moved like a stick of dynamite with a heat stroke. This also was not according to Hoyle, so the authorities went up to investigate him and found—

And here we are again! Well, they found that the volcano and the errand boy were one and the same thing, by the name of George J. Du Plain. The delegation consisted of E. M. Barton, J. M. Jackson, W. R. Patterson, C. A. Lewis and Louis Spahn, and they wanted to know if George couldn't *push that truck* WITH LESS NOISE!

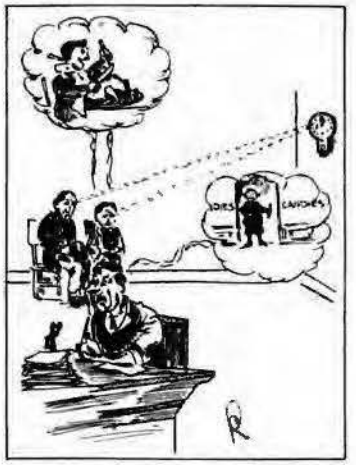
Ye-ye-yes, oh, yes! George thought he could. But he was wrong. He couldn't slow up if he was headed for his own execution. So they fired him and hired him again on the spot to operate a lead tape rolling machine, where he could hurry to his heart's content.

In course of time George graduated into the foremanship of the insulating and twisting department, where everything goes around in a hurry. And he lived happily ever after.

A BLOT OFF THE COMMUNITY?



The La Grange *Citizen* thus condoles with New York on its recent acquisition of Old Doc Estep, ex-office boy, ex-especialist in associate business, and ex-visitor. In view of Doc's aversion to any space being given to reports of visits we hasten to explain that this appears to be considered more in the nature of a visitation.



In 1895 John Marshall Hayes, general foreman of distributing house shops, made his bow as Jimmie, the new office boy. He was, as he expresses it, "green as a cord"—all but his hair, which was a beautiful shade of sunset pink unfortunately somewhat dimmed now. But the green predominated, and we can prove it.

General Manager Crandall had some visitors in his office one day, whom he had to take out to dinner. He wasn't sure how much they would eat, so he called John Marshall, gave him a receipt for $100 and told him to take it down to the treasurer, the idea being, of course, that Jimmie was to bring back the money receipted for.

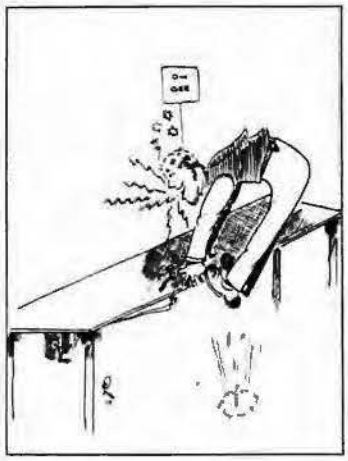
One thing marred the perfection of the performance—Jimmie did not know his part. He hadn't been told to wait for an answer, so, finding the cashier out, he put the receipt under a paper weight and skipped out to lunch.

In the meantime the minutes passed, as the doggoned things will, and the money market in Crandall's office remained in a profound slump. Visions of pie and sinkers waxed and waned in the minds of the hungry guests. Crandall talked against time, trying to keep their thoughts off of dinner, while in the background of his tortured mind stuck a harrowing picture of an unpaid grocery bill oddly alternating with a scene in which predominated the figure of a boy surrounded with $100 worth of peanuts. And the boy had hair the color of a maiden's blush.

Finally, about ten minutes to one, when the "watchful waiting" policy had become almost intolerable, Jimmie strolled carelessly in.

* * * * * * * * * * *

Gentle reader, use your imagination. We haven't the heart to recount further.



Twenty-two years ago D. W. Gee, now head of the output department, joined the Western Electric Company's select circle of office boys. We hate to tell it on Dan, but in those days his specialty was pulling nails with his teeth. He has a jaw especially suited for this popular indoor sport and many a nail has lost its foolish little head at the touch of Dan's ruby lips, for when he closed on them it was a case of come out or be chawed in two.

But now-a-days you couldn't get Dan to pull a nail with his teeth for love or money. There must be a reason. There is. That's what we're trying to tell you, if you'll keep quiet long enough.

Fame of Dan's prowess had spread abroad in the land and reached the ears of some of the men in the shops. To test it they drove a nail through a thin pine board, leaving a good gripping end sticking out, and bet Gee he couldn't pull it. It looked like taking candy away from kids, but Dan needed the money. He walked up, gripped that nail firmly in his teeth and then—Well, what? Darned if Dan knew!

Something was wrong with that nail. It bit his tongue, burned his mouth, sent red hot shivers clear down through his toes and knocked eight square feet of enamel off of his teeth. Moreover, he couldn't let go of it.

At last it quit for a second and Dan jerked his head away just in time to notice a fellow at the end of the bench giving a few finishing turns on the crank of a large magneto-generator. From the generator there were wires running and one of them was connected to the point of the nail under the board.

Dan knows now just how a telephone bell feels. But if you have a nail to be pulled borrow a claw hammer from some one. We beg of you, for the sake of your family, do *not* call on Daniel W. Gee.

CENTRAL WORKS

OFFICE BOY ATTENDS GRANDMOTHER'S FUNERAL

For the want of the office boy the buzzer call was lost.
For the want of an answer the boss's temper was lost.
For the want of good nature the steno was lost.
For the want of the steno the letter was lost.
For the want of the letter the order was lost.
For the want of the order the reputation was lost.
For the want of the reputation the company was lost.
AND ALL FOR THE WANT OF AN OFFICE BOY!

—*Edgar M. Seldon and Arthur C. Krebs, Plant Dept.*

A. H. Huemmer, who started in with the Company as a boy in 1888, is now the Company auditor at Hawthorne. A story is told of how his abilities as an adjuster of financial tangles first became recognized. It may be true. Mr. Huemmer hasn't said it isn't. But then again he hasn't said it is. So we'll just tell it and put the burden on him to prove it false.

It seems that a visitor waiting his turn to see the "boss" once got into conversation with Al.

"You seem to be a bright boy," he remarked. "How much do you earn?"

"Fifteen dollars a week," was the prompt reply.

Later, in the private office, the visitor commented on the matter. "You pay big wages here, don't you?" he asked. "The boy out there just told me he gets $15 a week."

The "boss" promptly pushed the buzzer. "Say," he demanded, when Al appeared, "why did you tell this gentleman you were getting $15 a week?"

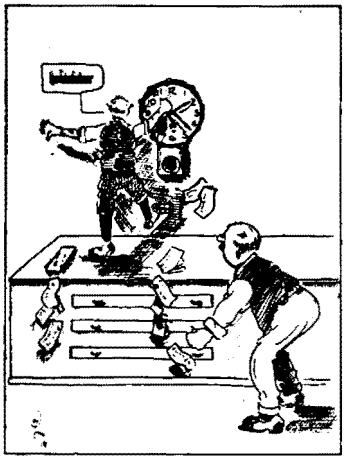
"I didn't tell him that," replied Al.

"What!" exclaimed the stranger. "I suppose I can't hear then. You told me just a few minutes ago that you got $15 a week and you know it."

"I beg your pardon," said Al, "but I didn't. All I said was that I *earned* $15 a week. I only get six of it."

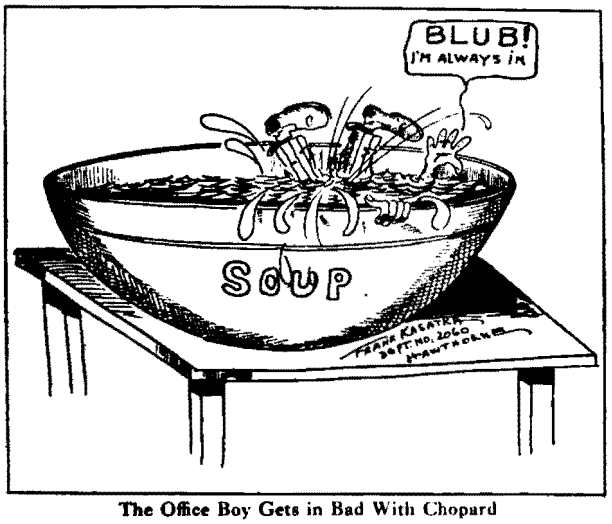
We Office Boys Must Have an Aim in Life. That's How the Boss Got His Start

A great sorrow has befallen Henry E. Grimm, head of the piece part output section. In order to save time and freight his stenographer's desk has been moved up next to his. Now the only cuss word Hank can use is "Oh, sugar!"



J. W. Bancker, assistant general superintendent of the Hawthorne works, started with the Company in 1892. Time was as precious then as now and one of Jimmie's chief duties was to keep the clock wound so that the day wouldn't run out of minutes. As proof of the efficient manner in which he performed this important task we may cite that the past has passed away and it is now now, all of which goes to prove that Jim kept Father Time well supplied with raw material. Perhaps that isn't very lucid, but you get the idea, don't you? Well, never mind, anyway. Let's get back to the clock.

The time-piece had a man's size spring in it, which couldn't be wound with an ordinary key. To get leverage enough they used a what-you-call-it like the handle on a hurdy-gurdy.



The Office Boy Gets in Bad With Chopard

Often when Jimmie was cranking up the machine for a 24-hour endurance run his fervid imagination led him to think himself a world famous artist on the hand-organ grinding out da greata Sextette from Luch' or the Miserere. At other times in a gayer mood he would whistle and dance. And when it came to dancing Salome didn't have anything on Jamie, although we realize, now you mention it, that not having anything on when it comes to dancing is rather characteristic of Salome, at that.

Unfortunately Jimmie was compelled to do his dancing among a lot of valuable documents on a counter, for the clock was placed so high that he couldn't reach it from the floor. Unfortunately the Second, King of Ill-Luck, he was discovered one day by his "boss," A. L. Salt, who was so much impressed by the performance that he invited Jimmie to appear at once before him in his private office.

What further happened deponent herein saith not. The only comment he will give on the subject is that there is nothing like Salt for over-fresh office boys.

A GIRL'S A GIRL FOR A' THAT

(Apologies to Bobbie Burns)

Is there a draftsman e'er so shy,
To hang his head and a' that,
While errand girls go tripping by,
And dare not smile for a' that?
For a' that and a' that,
Their slitted skirts and a' that,
With tango trot and psyche knot,
They're office girls for a' that.

Though draftsmen's jobs are scheduled time,
Work presses hard and a' that,
The lassies' silks they fit so fine,
A man's a man for a' that.
For a' that and a' that,
Their spit curls low and a' that,
The office boys don't stand a show,
Compared to girls with a' that.

A mere man calls himself their lord,
He struts and stares and a' that;
He thinks they tremble at his word,
Because he's boss and a' that.
For a' that and a' that,
His cussed ways and a' that,
All girls have independent minds,
And only laugh at a' that.

A prince might offer them his love,
They'd win a duke and a' that,
Why should a draftsman be above
A little peek at a' that?
For a' that and a' that,
His dignity and a' that,
His common sense and pride of work,
He rubbernecks for a' that.

Then let us pray that come it may,
As come it will for a' that,
When suffragettes will rule the earth,
With equal rights and a' that.
For a' that and a' that,
It's coming sure for a' that,
They'll ask a man to take their hand
And lovers be for a' that.

—A Mere Girl.

TELEPHONE APPARATUS SHOPS

Office boys are not the only ones who "monkey" with things. K. E. Sutherland pushed a button in the winding department the other day and immediately every girl in the place dropped her work and stood up. "Sully" had always thought them alive before, but when he found that they worked by springs that way he didn't know what to do. He waved to the monitor to get them to sit down again, but that worthy misunderstood his signal and swung open the doors instead. The doors seemed to connect to another spring somewhere, for the girls at once filed out of the department. Fear that this might mean a strike lead "Sully" to hunt up the foreman and 'fess up. Then he learned that he had pushed the button which rang the fire-drill bell. "Sully" shies now every time his 'phone rings.

THE PUG

Dere's a guy dat works fer the W. E.
Dat's allus gittin' fresh wid me.
He tinks because he's big'n' tall
He kin biff me eye an' make me bawl.

But me dad's a scrapper an' he showed me how
To handle me dukes wid dat old cow,
And de nex't time he comes lookin' fer a scrap
I'll spread me mit all over his map.

And if he's ever able to see,
He'll find 'tain't healthy to monkey wid me.
—*Owen Doyle, Office Boy, Department 2312.*

Overheard on "the office-boy special" (first elevator down from the 6th floor at 5:30):

First Office Boy: How did that guy manage to scramble into this load? He ain't no office boy or student either, is he?

Second Office Boy: Naw; he must be some newly-wed hurrying home. F. V. K., *Department 2060.*

CROSS TALK IN THE C., R. & I. SHOPS

Bowlers of the C., R. & I. output department, No. 3102, were challenged to defend their title against rivals from the shop stores departments on March 24th. How well they did it is shown by their final average of 7444 points against 665 for the challengers. W. Miller, R. R. Woolway, C. E. Jahn, F. H. Schnell and J. D. Kessel bowled for 3012. The losing team was composed of N. J. Mackoitch, C. Kosar, P. H. Petersen, W. J. Kallal and S. A. Gould.

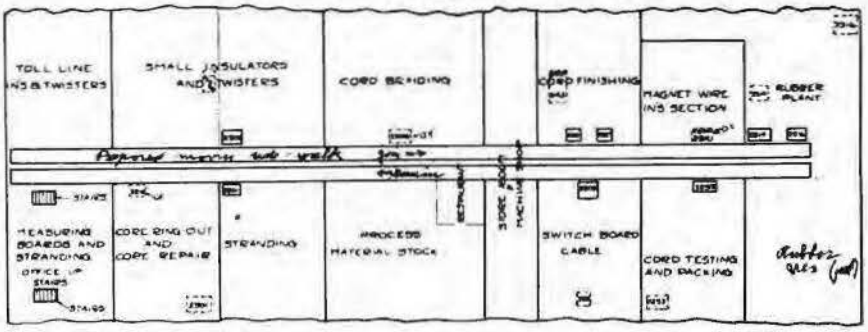
VERY CROSS TALK BY A C., R. & I. OFFICE BOY

In the cable shop us messinger guys have to make ourly trips from the offis to evry department, and as the sheebang is 800 (ate hunderd) feet long and 600 (six hunderd) feet wide it means we got to cover 480,000 square feet evry our or 3,560,000 square feet a day, which is considerable more eggs than most hens are able to cover in a life time, and no kid wood take the job if the figgers was menshuned by the imployment dept. before he was hired.

Now we perpose to have the Company put in a movin sidewalk down the two mane eyles, to go down on one side and come back on the other. So we are enclothesin a sketch of the lokashun showin the advantages to be ganed fer everybody. Fer instanse, the mail servis wood be much improved if sum of the 4men wood move theyr offises like we show. The dotted squares show how they are now, and the black squares how they ott to be. Then each time the male kid makes his trip he can sit down and pass it out and collect goin by each offis. My dad thinks this wood save about ten dollers a month fer shoes.

The sidewalk could be used for truckin and cut out the big noiz the 4men all kick about. It wood save Mister Lillyman and Mister Dilebek and Mr. Reich about ten milee walk a day eech. Mr. Rabe thinks it might interfear with his clerks because they would be ridin all the time insted o writin. Miss Anna Johnson is in favor of it. Mister Du Plain says it would boom bizness fer his lunch room because they could eat more and ride away insted of havin to carry it. The chasers would be out riding in the shop all the time insted of chasin, so when Woolway wanted one he could leave word with Mister Farrell, the watchman, to grab one as he goes by.

Mebbe it could be fixed so Ogden Ave. cars can come in at quitin time thro the back door on to the movin sidewalk, be doaded up as they move tord the front door, fares collected, eyles and seets be well pakt, and the hole bizness shoved out the front door to go up 22nd street.



Married

FEBRUARY 12. C. N. Cahusac (engineering department, New York) to Miss G. W. Collins of Greenville, N. J.

March 18. Ernest C. Wetmore (in charge of Detroit warehouse) to Mrs. Fannie Owen Lothrop.

March 27. Glen Allen (department 2622, Hawthorne) to Miss Ebba Peterson, also of department 2622.

The Fellow Who Smiles

By Pat Meehan, Office Boy at Kansas City

ONE day after I had learned to know the man at the other end of the annunciator, I was wondering what was the best thing I could do to earn a job at a desk, and seeing the Boss looking rather friendly I picked up nerve enough to ask him the question, as I was sure if anyone could tell me he was the one. He looked at me a moment, and then said, "Pat that's an easy one—the first thing to learn is to cultivate a good smile, and then keep a smiling; keep your eyes and your ears open and your head working, and always be dead sure that the corners of your mouth are turned up," and then he added, "Pat, the Irish have the reputation of being the fighting race, and the true Irishman is even smiling when he fights."

Patrick Meehan

I think I am next to what he means, as I have noticed nearly all of the men who hold down the good jobs, excepting the credit man, are always good natured. I can't figure him out, except maybe he hates to let go of the money on pay day, but as I would rather be a salesman than a credit man anyway I think I will follow the Boss's advice.

The office boy's job is sure a tough place to start a fellow in, but I guess if I can learn to smile on this job it will come pretty easy when I get a desk and ring for the other fellows—so here goes.

NEWS FROM HEADQUARTERS

Some Items of Interest from the General Departments

GENERAL SALES DEPARTMENT

W. A. Wolff, Correspondent

THE OFFICE BOY'S SONG

(Suggested by the revival of Gilbert and Sullivan's "H.M.S. Pinafore" at the Hippodrome, N. Y.)

Tune: "Now I Am the Ruler of the Queen's Navee"

If you are a lad of tender years,
Pray of your future have no fears.
Just come along in our employ,
And take a job as an office boy.
Then if you work real faithfullee,
You may rise higher in the W. E.

When in the morning you arrive
To be quite punctual you must strive;
Be sure to punch the clock in time,
For being late is an heinous crime;
And if your record is clear and free,
You may be boosted in the W. E.

If the boss goes home on an early train,
When the golfing season has come on again,
Don't envy him his seeming ease,
He'll have his troubles when he hits the tees.
So stick to your job and you will see
You may become a golfer for the W. E.

When the wife of the boss has helped herself
Some morn to a wad of her hubby's pelf,
Be sure you can lend him cash enough
To go to the game and put up a bluff.
And if to such details you see,
You'll surely get in softer in the W. E.

It may seem hard to do these things
For office boys must have their flings,
But just remember what awaits
The youths who follow these dictates.
So stick to your desks and you *may* be
A bosslet in the future in the W. E.

—W. A. W.

Speaking of stenographers, if one is addicted to that sort of thing, one could say that the young ladies of the stenographic force at New York might be called "Mother Curry's chickens."

Although we do not wish to appear captious, we would respectfully call the attention of the engineering department's efficiency engineer to the cunning little iron wheeled supply wagons that journey back and forth in the sacred precincts of the ninth floor. When crossing a threshold they sound like Squadron A crossing a pontoon bridge at full gallop, only more so.

Why not rubber tires?

EDUCATIONAL DEPARTMENT

P. N. Reidinger, Correspondent

We were not able to locate any former office boys among the students, so we went right into the office boys' camp. As a result we think that we have something on the Company as well as on Charlie Cibulka, who is a real Western Electric office boy. It seems that Charlie wasn't given a chance to say a word from the time he applied for a job, until he was finally a regular employee. Charlie kept mum and played the game for all it was worth, and succeeded in working three whole days without being questioned as to whether or not he could speak English. On the fourth day Charlie just had to say something in justice to himself. He was having an awful time learning how to file letters correctly and finally placed the blame where it belonged by explaining that the lady teaching him talked too fast, and used too high words. A collection is being raised to buy Charlie a new vocabulary.

On March 18th about 75 students and ex-students gathered around the festive board in the Works Restaurant. While tapping time with their feet to the latest song hits rendered on the piano by W. C. Stoetzel, department 2480, they partook of a beefsteak dinner à la Chopard. Between mouthfuls they gave yells, led by G. C. Krenning. Over the coffee and cigars business pertaining to student activities was discussed and the election of student baseball manager and student track manager took place. J. D. Murphy (Wesleyan), who claimed he knew where second base is located on a ball diamond, was elected baseball manager, and M. R. Denny (Rose Poly.), who said he could run the mile and a half without stopping, was elected track manager. Chairman O'Brien then put a happy ending to the meeting by calling upon the following for a little oratory: J. W. Dietz, E. H. Pierce, J. F. Wulff, G. Hopf, E. C. Higgins.

At a meeting of the students' activities committee, held April 1st, H. J. Goodere, department 1055, was elected chairman of the committee to succeed J. T. O'Brien, resigned, and M. R. Denny, department 1460, was chosen assistant manager. A student dance was discussed, which in all probability will be given some time in May.

Twenty candidates responded to the first call for baseball on April 4th. Prospects for a winning team are the brightest since the educational department entered the league. Only a small number of last year's men are left to draw from, but with several ex-college stars on the roster and the added strength given the team by the new rule allowing men to stay one year after they are off the course, department 1460 will be a factor to be reckoned with from the time the "ump" yells, "Play ball."

Again it becomes our sad duty to announce that some of the students have left our midst. W. H. Johnson and

C. B. Webb, both commercial students, have been transferred to regular positions at our Chicago office. Johnson is to be located in department 93 and Webb in department 30.

H. M. Beck, of the Electric Storage Battery Company, recently gave us a very interesting and clear talk on "Storage Batteries."

G. W. Goulden writes us that we have "missed fire" so far and risked being "scooped" on the important news that he has been transferred to the New York engineering department. Apologies, Goulden. We shall put this issue out as an "extry."

OFFICE BOY PUTS ONE OVER ON "BROWNY"

(Incident Reported by His Loving Friends)

Some little excitement occurred in the service group a few days ago when the students' enterprising correspondent, "Browny" Reidinger, suddenly disappeared. When last seen he was dictating a letter to New York explaining that an order on which they wanted promise of shipment had been shipped three weeks previous to the date of their request. When a telephone call came for "Browny," however, he was not in sight. After a diligent search he was found under one of the dictaphones. He explained that the motor would not run and added: "I have been conducting an exhausting investigation to determine if possible the exact cause of the motor's discontinued operation." One of the office boys explained to him that this particular dictaphone was not a "wireless" and that it would be necessary for him to push the plug into the socket and so connect the motor to the mains.

ACCOUNTING DEPARTMENT

We of this department feel that, with such a strong representation as that shown below, we are entitled to much and important space in this issue. Beginning at the west, we have J. R. Smith, H. W. Moller, M. E. Wagner and L. Fiille.

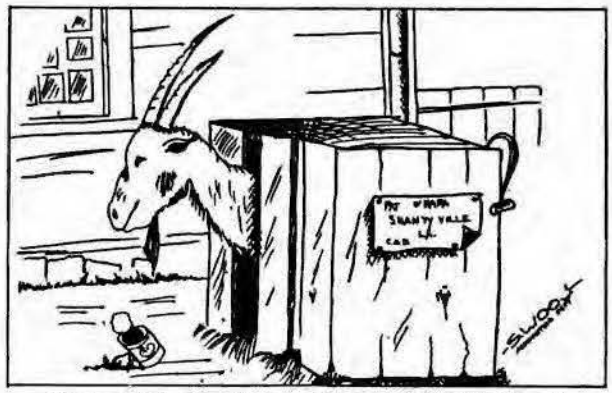
Some of Our Ex-Office Boys

Two of the cardinal principles of the accounting department are brevity and clarity. With these points in view, we have prepared the table given above:

	A	B	C	D
L. Fiille	16	9	4	0
H. W. Moller	9	4	1	1
J. R. Smith	13	8	3	1
M. E. Wagner	15	5	1	1
Average	13¼	6½	2¼	¾

A—Number of years' service. B—Different positions filled. C—Number of houses where employed. D—Number of wives.

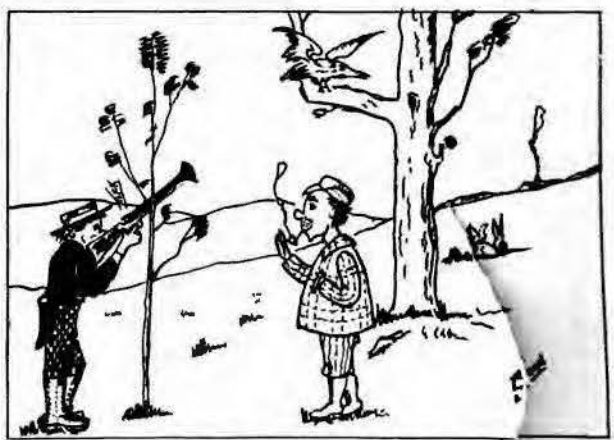
Louis Fiille holds a number of records. He has been with the Company longest, held the greatest number of different jobs, and been situated at more different houses than any of the ex-office boys. Incidently this is quite a boost for us bachelors.



Illustrated Business Term: "Please Find Bill Inclosed"

Mr. Smith and Mr. Wagner are pioneers, so to speak, of the comptroller's department, which was an outgrowth of the secretary's department. Mr. Smith was drafted from the latter department and Mr. Wagner from the New York bookkeeping department in the fall of 1908. Those of you who are familiar with Mr. Wagner's signature know how well fitted he is for the position of Company bookkeeper.

Joseph Ross Smith commenced his Western Electric career in Philadelphia in 1901. It took him five years to



"Don't shoot, Pat: the gun ain't loaded"
"I gotta; de boid won't wait"

find out that he couldn't make the little old city move as fast as he wanted to go. In 1906 he gave up in disgust and joined the secretary's force in Chicago. While in Philadelphia Ross averaged one job per year. He was in the out-going mail, classification, supply stock, telephone stock, shop cost, and pay roll departments, and was, at the time of his transfer, assistant chief clerk.

In the secretary's department in Chicago he set up a new record for himself, remaining almost two years in one department. He finally gravitated to the big town (now for a "rise" from Chicago!) as set forth above, and has stuck ever since.

King Louis' record is such a long one that space permits of a bare outline only:

December, 1897, Mailing and Messenger Dept.
July, 1898, N. Y. Correspondence-Service Div.
July, 1903, Head of Record Division.....
October, 1904, Clerk, Manager's Office.....
March, 1909, Chief Clerk, Telephone Dept....
} Chicago

September, 1909, Chief Clerk.....Indianapolis
February, 1911, Chief Clerk and Cashier.....Detroit
July, 1911, Chief Clerk, Telephone Dept.....
October, 1911, Chief Clerk, Telephone and Supply Dept. .....
} Chicago

February, 1913, Accounting Department.....New York

Some time since a letter was received here addressed to the "Chief Statistician of the Statistical Department of the Western Electric Company." The mail boy took one good look at the big book on Martin Wagner's desk and handed him the letter without a quiver. Mr. Wagner is Lord High Keeper of the Company Books, which contain strange and terrible things about the *Nippon Denki Kabushiki Kaisha* and the *Officina Elettrica*, not to mention the *Vereinigte Telephon und Telegraphen Fabrik Aktien Gesellschaft*. So much for Martin.

And now for Moller: Like the Indian on the Crex matting sign, he's stuck to his native heath, having been located at New York ever since he was first employed in the billing department in 1905. He has the enviable reputation of being the only living man who has mastered the intricacies of the income tax without appreciably enlarging his "cursery" vocabulary.

As for Louis Fiille, he is an all-round man—about sixty-two inches all-around.

We have about six feet two of office boy now and on the foregoing page you will find some of his handiwork.

LINES WRITTEN ON THE OCCASION OF MOVING FROM THE SEVENTH TO THE THIRTEENTH FLOOR

Gee, we're glad to be back again!
We must develop the knack again
    Of sleeping while riding on freight car "C"
    And breathing the fumes that float rampantly
From the Engineers' lab. next door.

We moved to seven; just missed eleven;
And now they've shot us back to heaven.
    We hopes we stays for a couple of days
    For we're sure at the top o' the heap always
When we're up on the thirteenth floor.

The Messenger Boys of the New York Shop Office

New York Shop boys above you see,
Each one as happy as can be,
When working at 463.

Yet, when the whistle blows at noon,
Our hats and coats we gather soon,
Running, 'til we reach the street,
Knowing it is time to eat.

So, all the day we rush about,
Hustling when the NEWS is out;
Our work is always up to date,
Perhaps it's not; then we stay late.

The Left-Overs

When first I came to this place of joy,
I was but a messenger boy;
There were only eight of us young lads,
Who did nothing but work, which was then the fad.

A fellow named Lind we had for our boss;
A good-natured lad who seldom was cross.
At eight in the morning we had to begin
And he kept us busy till daylight grew dim.

It was Peterson here and Conlin there,
And Johnson around the old iron stair;
And Farrell and Berran and Donelly and Lind
Would all sit around and do nothing but grin.

When all of a sudden, things came to a stop;
The place was to move to the Hawthorne Shop.
They started to fire and sack everything
That come in sight, even a pin.

Mr. Hendry started the move right away,
And things surely looked very gloomy in May;
The foremen started to pack and to pound,
And soon they all left us without a sound.

If you don't believe what I say,
Just take a look at the shop today;
If it weren't for C. J. Bates and his flock
Why you wouldn't know there was ever a shop.

Eight left in "T-23" to survive the lost,
Which was once known as the old Shop Cost;
"S-135" and "S-162" also remain among the few,
In the Shop Office the work to do.

AMONG THE ENGINEERS

NEWS OF THE DEPARTMENT FROM NEW YORK AND HAWTHORNE

NEW YORK

MEETINGS OF THE ENGINEERS

On April 3rd C. R. Myer of the engineering inspection branch presented a paper on "Line Material Inspection Problems." Mr. Myer described in detail the organization of the department and the methods of inspecting the various materials. He also gave some very interesting data regarding the amounts of material handled by the department during the past year.

A committee consisting of Messrs. E. E. Hinrichsen, W. L. Casper and R. M. Allen was appointed to make nominations and proceed with the election of a new committee to make arrangements for another series of meetings during the coming season.

The Office Boy as the Engineer Sees Him

On April 17th, Mr. Jewett, Assistant Chief Engineer, presented a paper on the subject: "The Engineering Department and Its Place in the Western Electric Organization." The substance of this paper will appear in the June issue of the NEWS.

The meeting was held on the sixth floor, section D, since the old room 1002 was too small for the record attendance.

It is suspected that the office boys are promoting the prize cat fights which are being pulled off in the engineering department, Section 3-C.

"Boys will be boys"—more especially on a day like April 1st. Office boys are no exception to this rule. C. N. Cahusac of the apparatus design section will bear witness; he would like to use the other foot on the boy who placed the brick in the pasteboard box on the West Street sidewalk.

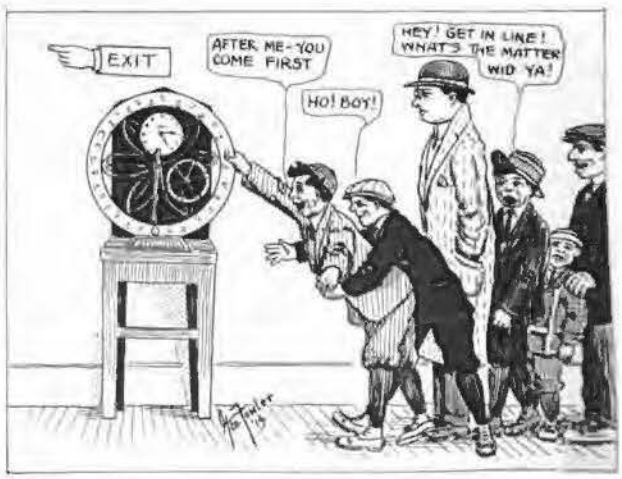
Curiosity Rewarded

Our Office Boy—1914 Model

LIND'S SCOUTS

Half past eight, work's begun.
Nine o'clock, they start the fun;
And Lind has to hold the lid
Pretty firmly on each kid.
They're tearing round at half past ten,
Doing errands for the men.
One fifteen, and where's the bunch?
Haven't they come back from lunch?
You will find them over there
In the wash-room combing their hair.
Two o'clock and one gets sick,
But Lind's on to his little trick:
"You go up and see the nurse,
While I 'phone to get a hearse!"
Three o'clock, you hear them sigh:
"Has the paymaster gone by?"
At five fifteen, all in a hurry,
They rush out crying: "We should worry!"

—F. R. Snyder, Office Boy.



OFFICE BOYS OF THE ENGINEERING DEPARTMENT, NEW YORK

Top Row: J. Sheekey, C. Powell, N. Anderson, H. R. Lee, A. Carlson, W. E. Taylor, W. Landy, H. Prins, H. Richardson
Centre Row: A. L. Cerveny, F. X. Donnelly, P. J. Higgins, W. H. Lind, N. A. Carlson, R. A. Clark, B. Barrett
Bottom Row: W. Moore, J. V. Kelly, J. Bailer, H. A. Childe, J. Cooney, T. J. McCarthy, R. Abrams

GEORGE HEUBNER'S JOB

Orders to the left of him, orders to the right,
Two telephones a-ringing, and not a boy in sight.

In back of him an engineer; his order has been delayed,
He yells at him and hollers, where could the boy have strayed?

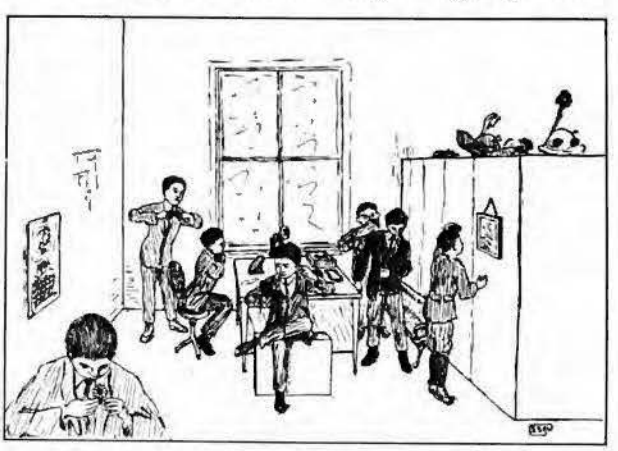
In front of him a weary clerk, who has waited a long while,
To find out what he wanted, from the correspondence file.

At last his head he raises, and a stream of words does sing,
And numbers which are hard to catch, then again the telephones ring.

And the cry of "Heubner speaking," is heard for miles around,
And the way he slams the receiver shakes the building to the ground.

If you have never seen this, you can come around some day,
To George Heubner's corner on the 8th floor section A.

—*Louis H. Bachmann, Office Boy, Dept. 674.*



Getting Ready for the Photograph

W. W. Wells has been transferred from the local telephone sales department to the circuit laboratory.

With the idea of improving the social conditions at Clinton St., the engineering inspection branch have transferred their terpsichorean expert to their Chicago division. It is rumored that Messrs. E. J. Gill and J. J. Hips-

ley hold the long distance tango record for the Chelsea district.

AN EX-OFFICE BOY

A. P. Pinkler, the subject of this sketch, entered the employment of the Western Electric Company on June 4, 1900, as an office boy, at a salary of $3.50 per week. In fourteen years, during which he has risen from office boy to engineer and inventor, he has changed but little in stature and appearance as will be seen from the above pictures, except for the addition of a little shrubbery. Mr. Pinkler has made numerous inventions, two of which are covered by patents assigned to the Western Electric Company.

F. B. Merrick has recently removed the magnificent mustachios that have adorned his upper lip ever since the blizzard of '88. It appears that every night, as Mr. Merrick left the building, all the watchmen, with low salaams, would chorus: "Good evening, Mr. Scribner."

Being a law-abiding citizen, he naturally did not care to be suspected of impersonating our chief engineer, so finally resorted to the amputation noted above.

LINE FORMS ON THIS SIDE

Curious stenographer *(to engineer, after taking dictation concerning the Vreeland Oscillator)*: "Mr. R——, could you give me some idea of how these osculators work?"

THE MESSENGER BOY

He runs around all day,
To work, and of course, for pay.
He knows it comes but once a week,
And thinks it is a freak.
He can hardly wait
For the money freight.
So you must know
This is the Office Boy's Show.
—*Henry Witt, Messenger Division.*

HAWTHORNE

H. E. Dunlap, department 2487, has been appointed to represent the engineering department on the baseball committee.

J. T. O'Brien, department 2487, will manage the engineering department's baseball team in the Interdepartment League this season.

X. W. Loeffler, of the equipment drafting department, left for New York on April 10th to take a similar position with the engineering department there. "Heine" was the artist of the Hawthorne Men's Club and a member of its publicity committee. Many of his cartoons of Hawthorne happenings have entertained the readers of the NEWS. Before he left the boys of department 2483-E presented him with a pair of monogramed gold cuff-links, a necktie pin, and a "good-luck" card, signed by "the bunch."

W. A. Bollinger, of the equipment drafting department, has been transferred to New York. Artist Loeffler and Poet Thomas, of his old department, herewith beg leave to introduce him to the metropolis:

W. A. B.

His hat is blue, his coat is grey.
He wears side-whiskers, too.
"Egyptian Luxuries" he smokes.
"Piper Heidsieck" is his chew.
He swings a cane, so clear the track.
He'll give them all a shock.
He took some Hawthorne steam along
To little old Noo Yock.

HAWTHORNE ENGINEERING SOCIETY

On the evening of March 9th J. W. Dietz, manager of the educational department, addressed the members of the Engineers' Society in an interesting talk on "New Factors in the Telephone Business." These factors, which are having an enormous effect in the development of the business, are the efforts which the companies are putting forth to educate their employees, to give them healthful and pleasant working conditions and to provide for their recreation during hours of leisure.

Mr. Dietz, through his position as manager of the educational department, is kept in very close touch with conditions in the telephone industry along these lines. His lecture, which was illustrated, gave his hearers a new in-

sight into the magnitude of the employees' welfare movement in the telephone business.

The new committee, which had charge of the meeting for the first time, introduced several innovations during the evening. Before the lecture a trio and a quartet, both composed of members of the drafting department, entertained the audience with songs.

Another new feature was the series of lantern slides cartooning engineering department activities.

The final lecture of the season was given March 30th by M. J. Raab, of department 2487, who spoke on "Cabling Designs of Telephone Offices." He explained many of the methods employed in the installation of cables for central offices and showed how some of the more common difficulties are overcome. The lecture was illustrated.

Songs by the Sunbeam Quartet and the Dulcet Duo, and burlesque slides illustrating "Doings of the Engineering Departments" preceded the lecture.

I'M OFFICE BOY

I'm Office Boy of Danner's bunch,
I'll give you girls a little hunch,
They ain't no use of stalling round,
Like you was owner of this here ground.
You better get them letters wrote,
Or the mail department will write a note:—
"All matter for the New York mail
Must get here early—without fail."
But, gee! our mail is always meant
To reach New York on the 20th Cent.

Now, who's old Donlson talking to?
"Say, Kid! Hussel up—there's more to do!"
I'd like to tell him just where he's at,
He'd never fall for a joke like that.
You gotta stand in, the next few days,
If you expect to get a raise.
Instead of that—you crack a joke,
"You bet I'll hussel—just watch my smoke."
And he goes back to his easy chair,
"Some office boy we got over there."

I won't name names in this here pome,
Or else I'll lose my happy home.
I ain't no Little Red Ridin' Hood,
To get et up in the dark wood,
But if the train should jump the track
Before he comes to Chicago back,
He'll have to explain this piece work rate
Before he passes the "Golden Gate."

The Boss' long suit—"My Busy Day,"
I notice it ain't when the Giants play,
But if my poor old Grandma died,
I couldn't get off—not if I tried.
The Chief Steno is scared to death,
He's got you girls all short of breath,
And as I say, he'll get your goat,
If youse don't get them letters wrote.
He can't scare me—O! joy, O! joy,
I'm boss today—I'm Office Boy.

—*Walter Glenn.*

"Boys"

By C. W. Everett, Office Boy, Stores Department, London

"BUY—Buy—Buy" is the Butcher's cry
He shouts it all day long.
Business brisk, or nothing selling,
Still he will persist in yelling
His never ending song.

"Boy—Boy—Boy" is the "Western" cry
Of Bosses great and small.
No matter what they want to do,
They've always got a friend that's true,
To answer to the call.

Oh! Western men, ye knights of pen
For ever you're in need
Books, papers, files, your desk to clear,
Chocolate squares, or the cup to cheer,
We are your friends indeed.

Things all go wrong. You're in distress,
Whom do you curse and swear?
Who helps you to clear up the mess
Who answers to your S. O. S.
The BOY is always there.

A Lament

There was merrymaking in the record room
Before R. E. W. came here last June.
Pink teas were all the go, you know,
For there was no stern and heartless foe
Who wore rubber heels and rubber soles
And walked along like a man on his toes.

But they didn't mind, those jolly girls,
Though parties he would always spoil.
E. A. S. was powdering her nose,
And G. A. B. thinking of new clothes,
K. E. M. was admiring her face,
As R. E. W. entered with his noiseless pace.

Everything would disappear,
Powder rags, mirrors, and manicuring shears.
Five minutes after, one by one
Would go to his office for a piece of his tongue,
And as they came back with a great big grin,
Each one would say, "Never again!"

The record room now is a different place
For there are no smiles on every face.
As for pink teas—they're a thing of the past
For everyone's working hard and fast.

—*Office Boy, New York.*

Chau-Phone Replaces Buzzer

A NEW use for the Western Electric Chau-phone has been discovered by N. A. Collins, telephone specialist at Boston. He has just sold a Chau-phone outfit to one of Boston's regular customers to replace an old-fashioned floor tread and buzzer signal between the customer's dining room and kitchen.

Mr. Collins points out that the chief beauty of this scheme lies in the fact that while the hostess can give any order she likes over the instrument, the cook has absolutely no chance to talk back.

"We ain't got no grass in our streets," sneered the new Gotham kid.

"No! I should say not," said our Tommy, "the street car horses nibble it off."

"Blondie," Office Boy, Philadelphia.

Western Electric News

PUBLISHED MONTHLY — FOR THE EMPLOYEES

BY THE WESTERN ELECTRIC COMPANY

H. B. Thayer, *President*
W. P. Sidley, *Vice-President and General Counsel*
Gerard Swope, *Vice-President and General Sales Manager*
J. W. Johnston, *Treasurer*
G. C. Pratt, *Secretary*
H. A. Halligan, *Vice-President*
A. L. Salt, *Vice-President and Gen. Purchasing Agt.*
H. F. Albright, *General Superintendent*
C. E. Scribner, *Chief Engineer*
R. H. Gregory, *Comptroller*

Office of publication and address of President, Secretary, and Treasurer, 463 West Street, New York City.

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All communications and contributions should be addressed to WESTERN ELECTRIC NEWS, *463 West Street, New York.*

Matter intended for any given issue must reach New York not later than the 12th of the preceding month.

Volume III — May, 1914 — Number 3

TO OFFICE BOYS—PAST, PRESENT, AND FUTURE

CONGRATULATIONS to the office boys—past, present, and future. They have contributed to make this, their number of the NEWS, the largest on record. It contains 40 pages and is issued in an edition of 30,000 copies.

A WORD of editorial comment on the office boy and his place in the Western Electric Company is perhaps in order. This month's NEWS is novel not alone in its conception, but also because it is doubtful if ever before has there been gathered together in any publication so comprehensive a record of the rise of so large a group of individuals from the foot of the ladder to places of standing and responsibility at the top. Indeed, it is extremely doubtful if there is another business organization in existence that can show such a remarkable record of former office boys and junior clerks now filling important positions in its management.

This condition is not accidental. Back of it is the company's long established principle of promoting from the ranks when vacancies are to be filled.

The record stands, therefore, not alone to the credit of those office boys of long ago who, through industry, honesty and enterprise, won their spurs, but to the founders of the company who established the principles that should govern its relations with its employees, and likewise to those in authority who have since carried out those policies.

From this angle the problem of how to treat the office boy is one which most any one of us can think about to advantage. Inefficient sometimes, annoying at others—yes, granting the whole category of his shortcomings—he is nevertheless human and likes to be treated as such. Boys are pretty sure to respond when their better nature is appealed to. Like grown-ups, they recognize kindness, appreciate patience, and demand and are entitled to a "square deal."

The Western Electric boys of to-day are no different from those of thirty years ago in these particulars, and we of older years do well to remember that we have a responsibility to these lads who are now laying the foundations of their own careers in the Western Electric Company.

The Chicago office has contributed to this number two pictures of more than passing interest. Who shall say that some of the boys of to-day will not be filling these positions of trust in the Western Electric Company of 1934? With like ability and like application there seems to be no good reason why the Banckers, the Rockafellows and the Salts of the future will not grow up from the office boys of the present. The NEWS hopes to see its expectations realized and extends its best wishes to the office boys of to-day. May the best boys win! Here's wishing them success!

THIS issue is exceptional in another respect: it might be called the "unexpurgated" number. Every contribution that appears this month signed by an office boy has been printed just as the boy wrote it. There has been no "editing," no attempt to smooth over rough spots or impart a "literary" flavor to the contributions. This was not done with any idea of providing entertainment at the expense of some of the boys' unfamiliarity with "standard practice" of authorship. The reason is simply that most of the contributions are of such merit that it would be a pity to destroy their individuality merely for the sake of academic "correctness." The NEWS wants everybody to feel that when he reads this issue he is reading what the boys actually wrote—not what the editors thought they ought to write.

THE NEWS acknowledges a considerable amount of material of interest which it was absolutely impossible to print in this issue, owing to lack of available space. The office boys have first call on the NEWS columns this month, and a number of miscellaneous items must consequently be held over until June.

THE story on pages 8 and 9 of this issue—of the emergency service rendered by our installation department—is by no means an unusual one for the Western Electric Company. Indeed, the NEWS is so often called upon to refer to emergency services rendered by our organization that their recital may seem like lauding ourselves too much and too frequently.

But it is a pleasure to point out once again how admirably the Company is equipped to cope with extreme conditions of this kind; for after all, the test of an organization is not only whether it can run smoothly and efficiently under normal conditions, but whether it can respond immediately to unusual conditions and "carry the message to Garcia" though beset with many difficulties.

Employees' Benefit Fund
Annual Report, Year Ending December 31, 1913

THE Plan for Employees' Pensions, Disability Benefits and Insurance, became effective January 1, 1913, replacing the Pension Plan which had been in effect since March, 1906.

Pensioners under the old plan were transferred to the new, under date of January 1, 1913, and those whose former pensions fell below the minimum established by the new plan were increased to that minimum.

Certain further modifications of the plan have been made, increasing its benefits to the employees, and a revised copy is to be sent to every employee.

During the year 1913 $125,660 has been paid out in benefits of the various classes as outlined in the plan.

The expenses of administration of the plan, as well as the hospital, doctors and nurses at Hawthorne, and consulting physicians and nurses at other houses, is borne entirely by the Company, and is not charged to the Employees' Benefit Fund.

Pensions

During the year $34,886.90 was paid to the 56 pensioners. Pensions of 1% of the average annual pay during ten years next preceding retirement are paid to male employees sixty years old and twenty years in service, and to female employees fifty-five years old and twenty years in service, and upon the President's approval, may be paid to male employees fifty-five years old and twenty-five years in service, and to female employees fifty years old and twenty-five years in service, and to either male or female employees thirty years in service. Pensions may also be paid to employees fifteen years or more in service, who have become totally disabled by sickness or injury other than injury arising out of and in the course of employment. The minimum pension is twenty dollars per month.

Accident Disability Benefits

During the year $20,976 was paid to employees under this section.

All employees injured during employment and while in the performance of work for the Company are paid benefits amounting to:

In case of total disability, full pay for the period of total disability during the first thirteen weeks and half pay for any period of total disability after the first thirteen weeks. After six years of disability payments, the maximum is $20 per week.

In the case of partial disability, for any period up to thirteen weeks, the benefit payment is the difference between full pay and the employee's earning capacity, and for any period of partial disability after the first thirteen weeks, the benefit payment is one-half the difference between full pay and the employee's earning capacity.

Sickness Disability Benefits

During the year $54,161.80 was paid to employees under this section.

All employees in service two years or more, and absent more than seven days on account of sickness, are paid benefits ranging from full pay for four weeks and half pay for nine weeks, to full pay for thirteen weeks and half pay for thirty-nine weeks, according to the term of employment in each case.

Life Insurance

During the year $15,635.17 was paid under this section.

The beneficiaries of all employees meeting death by accident occurring in and due to performance of work for the company, receive life insurance equal to three years' average wages of the deceased employee, with a maximum of five thousand dollars.

In the case of employees meeting death, not occurring in and due to the performance of work for the Company, where the employee has been in service over five years and up to ten years, beneficiaries receive six months' average wages, and where the term of employment has been ten years or more, they receive one year's average wages. The maximum payment is two thousand dollars.

At January 1, 1914, the amount standing to the credit of the Employees' Benefit Fund is one million dollars.

Respectfully submitted,

BENEFIT FUND COMMITTEE.

W. P. SIDLEY, Chairman
H. F. ALBRIGHT
R. H. GREGORY
J. W. JOHNSTON
GERARD SWOPE

R. E. McEWEN, Secretary

Benefit Items

HAWTHORNE

FOREMAN William Culley, who boasts thirty-one years of service with the Company, has been confined to his home at Lombard, Illinois, on account of illness since March 4th.

Mrs. Josephine Coates of Department No. 1320 is absent on account of illness. The patrons of the restaurant will be pleased to know that she is getting along nicely and will probably return to work soon.

W. E. Lindsay of Department No. 4910, with twenty-one years service with the Company, has been absent since the 28th of February. The last reports received indicate that Mr. Lindsay is recovering from his illness and will return at an early date.

R. G. Linder of Department No. 1017, who was absent six weeks, writes the Company as follows:

"I feel it my duty to thank the Western Electric Company for assisting me, through the Employees' Benefit Fund, during my enforced absence on account of a sprained and broken ankle. I certainly appreciate the kindness, and wish to express my sincere thanks to everybody concerned."

THE TOASTMASTER

FELLOW office-boys and private-office-boys! When is an Office Boy's Number not an Office Boy's Number? What? Yes, that's right: when it doesn't say anything about Freddie Holdsworth!

Fred began his career of glad-handing, city - league - championship-chasing, labor - saving - device-devising on December 30, 1878, just too late to help any on inventory that year, but he made up for it by getting tangled up in the messenger department under Miss Webb at Clinton Street in November, 1892. Having exhausted the possibilities of walking errands for Miss Webb, he was promoted to the job of office boy to the general manager, Mr. Crandall, whose life he made miserable for two years, during which time he invented the rubber-bandless gem clip shooter, and the self-emptying out-basket. His propensities as a "mixer" began to be recognized about this time and he was turned over to the retail store, then run by "Jack" McDonnell, and drew a berth at the counter with "Billy" Powell. In 1895, when "Ed" Scribner came out to Chicago to organize the supply sales department, Fred and "Charlie" Wilkinson were unanimously elected to make a noise like a nucleus of the personnel of this department. The selling game appealed to Fred very strongly, in fact, he was so suited to selling that he started suits for Henry W. King & Co., of Chicago, but the bacillus known scientifically as *wcco kantliwithoutu* was in his blood, and after nine months' time one of them grabbed Fred by the nerve centre and steered him back to Clinton Street, where they kept him doing odd jobs, such as peddling second-hand lamps, for nine months, and then made him clerk to "Old Man" Hopkins in the cable plant.

Then

Now

It was not until two years later that his big bump for things labor-saving got its longed-for chance to work. That was when Fred and the cable shop were transferred to Polk Street and he was put in charge of the shipping and receiving. Soon after he was transferred to Hawthorne as the first employee, holding the job of first shipping clerk under Mr. Darlington, the first superintendent of the Hawthorne works.

Fred always did have a way of making things move, so they turned him loose on the job of transferring first the cable plant and then the power apparatus shops to Hawthorne, after which, still thirsting for further opportunities to apply the skids, he slid into the position of Genial Generalissimo of the packing, shipping and receiving departments. Then, when the general merchandise department was organized, Fred came into his own as boss of everything physical in the big warehouse.

An unexpurgated chronicle of the denatured doings to stock in the General Merchandise Department building as worked out by F. Juggler Holdsworth would run about nine hundred million conductor feet, so we'll have to be satisfied with just a fleeting glimpse of some of Fred's most noteworthy inventions for saving labor.

First he produced the self-nailing box lid, which was closely followed by the holeless stencil. Then came the famous wiskerless marking brush and the no less celebrated self-supporting, ether-floating box apron. But the thing that brings the efficiency highbrows from all over the country to Hawthorne in droves is his well known wireless conveyor which has earned for him the sobriquet of "the Pegoud of the packing plant," inventor of the loop-the-looping box chute, which makes a packed farmer-line set fly on its back from the packer's bench to the box car.

Of course, there must be some fundamental reason for saving all this time and getting the job to do itself. The reason was and is that Fred wanted and wants to have time to devote to other pursuits, such as football, baseball and the attracting of flocks of suffragettes to witness him and his teams busily engaged at these pastimes. Fred knows every good ball player in Chicago. He has served for several years as the Company's premier baseball scout, with such success as you, gentle reader, may wot of. He was first chairman of the athletic commitee at Hawthorne and did all the early constructive athletic work there. He is a charter and perpetual member of the central committee. For two years the athletic committee tried to get along without him, but it couldn't be done, and he has charge again for this year. Fred organized the Company's first Commercial League baseball team and has kept it going ever since. In fact, Fred Holdsworth and Hawthorne athletics are about synonymous. If there's any credit due the man who first thought of putting the Western Electric Company on the athletic map, and who took the first steps toward doing it, give it to Fred. His chief talent, aside from those I have mentioned, is

a gift for making—and keeping—friends. Fred is one of the most popular men that ever worked at Hawthorne. Everybody that knows him likes him, and nearly everybody knows him. He's an old pal of all the prize salesmen, whom he has piloted through the works, in squads and platoons, during those "seeing Hawthorne" trips.

Even in the old days at Clinton Street, Fred was an athlete. He used to make skates from the junk pile. And at that tender age, when he was still in the messenger department, they used to refer to the youngest telephone pioneer as "Fred Holdsworth, the youth who took off the 'off' and put in the 'ice' in 'office boy.'"

My Boys

By A. Kidd, Clerical Service Division, London

I HAVE been invited to give an account of a few of my experiences in charge of the shop messengers at London. No wonder such a subject is suggested, for how interesting it would be for some of themselves to read of the doings and sayings of the legion of angels—angels only when they are asleep!

On one occasion I saw signs of merriment at the sorting table and on proceeding thither picked up the following patent remedy invented by our student of pathology: "Recipe for too much gaw [jaw]; Slosh the patient in the affected part, and repeat the dose until cured."

A young budding engineer of methods was reported to me for starting up machinery in the woodwork shop. On investigation I found that he had used a band saw, planing machine and sandpaper wheel for making—what? Two small buttons for fastening the doors of his rabbit hutch.

I often get the good old well-worn excuses for absence from duty, such as "Sorry, sir, I had to go to a funeral match—I mean a football ceremony."

This brings me to our "knuttiest knut"—our archangel (he has left us now)—his doughty deeds are numerous. Our young friend was a proper ladies' man, aged somewhere about 15 years. I had often had complaints of his paying court to a certain damsel, but alas, he deserted her, and a telephone message informed me that the young Don Juan was caught red handed—or I suppose it should be red faced—kissing an operator in the cable shops!

On one occasion I missed him for three days without any communication from him; my fears were aroused for his safety. I was so concerned about it that I wrote to his parents in anxious enquiry. Crossing my letter in the post, a card reached me from my poor boy—he had been to Somerset House and was knocked down by a taxi and "would have to have a few days rest." The answer to my letter came from his parents—our angel had left home each morning at the usual time, *but had not arrived at work*. More lectures, this time with threats. Things went on smoothly for a time, and our young friend was away one Monday; he wrote in this time and said "my father will corroborate this." Yet again the following Monday and Tuesday he was away, the excuse this time being that he had been to a dance on Saturday and had strained his leg. On writing to his parents, however, I found that he had been out, as usual. Behold, our archangel was utterly cast out. Just before our hero left he was sent to show a charming stenographer the way to a certain department. That he was pleased with her is shown by her own evidence. He said to her, "You know miss, you ain't a bad sort o' girl."

Of course the most exciting time of all is when Mr. Fletcher's voice, over the telephone, says "Mr. K—NEWS." Along go our noble army of martyrs to distribute the same—when they have perused a copy themselves.

I think you will agree that these one or two experiences, combined with a good many more, too numerous to mention, all go to make life more interesting in spite of the worry they cause. And they are good boys, after all.

Upward Bound (If You Don't Fall)

By H. Ralph, Office Boy, New York

AN office boys life is great,
As you youself will find;
It has its little "Ups" and Downs,"
But those you must not mind.

When your told to do something?
Do it right away;
For you'll find that in the end,
To leave it lay don't pay

And if you keep on working,
After the whistle has blown
You'll notice that on raise day,
How big your envelope has grown.

Best Star Orders of Interest, March 9th to April 4th

FIRST GROUP

Chicago

ONE complete No. 1 central battery equipment, consisting of 8 No. 1 sections, 2,700 lines, chief operator's desk, wire chief's desk, power plant, distributing frames, and other miscellaneous material.

R. A. Barnard.

SECOND GROUP

San Francisco

Two sections of No. 1 switchboard and miscellaneous material. *H. A. Case and F. Dufrane.*

THIRD GROUP

Denver

Forty-five thousand pounds of No. 4 and No. 6 O. K. weatherproof copper wire. *A. H. Nicoll.*

Western Electric News

Vol. III. No. 4 June 1914

PUBLIC LIBRARY
ASTOR, LENOX

PRESIDENT

SUPERINTENDENT

GENERAL OFFICE

STOCK ROOM

SHIPPING DEPT.

BOILER ROOM

Every Man Within Earshot

A button-touch—and your man's within earshot. Direct talk to anyone in the works—without a central operator. Absolutely certain operation.

Inspire and direct your plant from your own desk, as a true manager should. Cut out the "come-in-to-the-office" time waste when you want facts or figures. Put in this final proof of your business sagacity. Have the compactness of organization made possible by

Western · Electric Inter-phones

Any employee can talk from any Inter-phone to any other Inter-phone. Desk sets or wall sets—as the location demands. Easily installed by a competent electrician. Built by the makers of the "Bell" telephones, therefore of highest quality.

Drop us a post card for booklet No. 55-W. It tells the whole plan tersely, exactly. We will mail it AT ONCE.

WESTERN ELECTRIC COMPANY

Manufacturers of the 8,000,000 "Bell" Telephones

463 West St.
NEW YORK

Houses in All Principal Cities of the U. S. and Canada

Agents everywhere

A Business Inter-phone Advertisement appearing in several of the current Popular Magazines

"THE GOOD SAMARITAN"

FIRST PRIZE CARTOON, DRAWN BY MISS WINIFRED WUNDERLICH, DEPARTMENT 2020, HAWTHORNE

Result of the Cartoon Contest

Hawthorne Girl Wins First Prize

THE NEWS cartoon contest, which closed on April 10th, attracted the largest number of entries of any contest held so far. A particularly gratifying feature was the large number of entries from the foreign houses.

The prize winners are as follows:

FIRST PRIZE, TEN DOLLARS

Miss Winifred Wunderlich, Department 2020, Hawthorne

SECOND PRIZES, FIVE DOLLARS EACH

C. Ronsmans, Engineering Drafting Department, Antwerp.
Walter Driscoll, Installation Department, New York

THIRD PRIZES, THREE DOLLARS EACH

George Allen, Department 2144-B, Hawthorne
Maurice Peper, Engineering Drafting Department, Antwerp
J. B. Ratinckx, Engineering Drafting Department, Antwerp

HONORABLE MENTION

F. Van der Eecken, Engineering Drafting Department, Antwerp
Adolph Wirz, Providence House
Nels E. Polson, Department 2144-B, Hawthorne

The points considered in ranking the cartoons and making the awards were, first: the originality of the idea and the scope of its application; and second: the actual execution of the drawing. Several of the prize winning cartoons, for example, were selected because of the excellence of the ideas they contained, although other entries may have surpassed them in execution. Other cartoons, on the other hand, while well drawn, embodied ideas that had only a local significance.

Miss Wunderlich's cartoon is reproduced in this number. The others will be published in succeeding issues.

Western Electric News
PUBLISHED ONCE A MONTH FOR THE EMPLOYEES
VOLUME III, No. 4 JUNE, 1914

The Engineering Department of the Western Electric Co.

By F. B. Jewett, Assistant Chief Engineer

MOST of us know that the Engineering Department is an integral part of the Western Electric organization with duties and responsibilities in some way related to those of the other departments and to the other parts of the Bell System. Except, however, for those whose work brings them in more or less intimate contact with the engineers, there seems to be considerable uncertainty as to just how the Engineering Department's activities fit in with the work of the other departments.

The organization chart, even with the help of the defined duties of the Chief Engineer and his department, is not sufficient to entirely clear up the matter unless one is already somewhat acquainted with the details of the department's varied activities. At the same time the expressed duties of the Chief Engineer are a concise statement which defines that part of the Company's business for which the Engineering Department is responsible. These duties are as follows:

1. He has charge of the Engineering Department.
   - A. It conducts the Company's experimental and development work.
   - B. It prepares specifications and drawings for all central office telephone equipments.
   - C. It prepares inspection specifications for and inspects:
     - (a) Material manufactured by the Company.
     - (b) Material furnished but not manufactured by the Company.
   - D. It is responsible for the design of all apparatus manufactured by the Company.
   - E. It investigates all complaints with reference to quality of apparatus and determines the responsibility for defective material furnished by Company.

C. E. Scribner
Chief Engineer

J. L. McQuarrie
Assistant Chief Engineer

F. B. Jewett
Assistant Chief Engineer

THE HEADS OF THE ENGINEERING DEPARTMENT

In a word, the Engineering Department is that part of our organization where the apparatus which the Company sells, or desires to sell, is designed and tested out before being turned over to the Shop to manufacture. But the work of the engineers does not end when a new design has been sent to the Manufacturing Department, as it is their further duty to make sure that the finished product meets the customer's requirements and the high standard of quality for which the Western Electric Company is noted throughout the world. This means that the Engineering Department must inspect sufficient of the Shop output or of the material in Merchandise stock to make sure that through some oversight fundamental errors in structure or packing have not crept in.

From the development and design of apparatus to be manufactured by our Shop and the preparation of suitable manufacturing and inspection requirements, it is, of course, but a logical step to the design, specification and inspection of the vast amount of material which the Western Electric Company, in its capacity of Purchasing Agent for the Bell companies, buys from outside manufacturers and suppliers. Being a logical step, this work also falls to the lot of the Engineering Department.

To perform its assigned duties properly the Engineering Department must work in close co-operation with the Engineering Department of the American Telephone & Telegraph Company and with the Patent, Sales, Manufacturing and General Purchasing Departments of the Western Electric Company.

As the defined duties of the Chief Engineer indicate, all of the department's functions are under the general supervision of the Chief Engineer, Mr. Scribner. But

while responsibility for the work and the general conduct of the department is lodged in the Chief Engineer, the problem of detailed supervision is, of course, too great for any single man to handle, and for purposes of administration the immediate direction of the department is assigned to two Assistant Chief Engineers reporting to Mr. Scribner. Each of these assistants is responsible for certain phases of the work. In turn each of the Assistant Chief Engineers has a limited number of subordinates in charge of branches reporting to him. At the present time nearly eleven hundred people are required to handle the work of the department.

J. L. McQuarrie
Asst. Chief Engineer

J. Danner
Equipment
Branch

A. F. Dixon
Telegraph
Development Br.

C. F. Baldwin
Automatic
Development Br.

A. H. Vorum
Inspection
Branch

J. W. Roberts
Clerical
Branch

J. H. Bell

H. P. Clausen

A. H. Dyson

P. M. Rainey

R. Raymond

Special Study Group

MR. McQUARRIE'S STAFF

Roughly, this work can be divided under the following general classifications:

1. Development, including both telephone and telegraph apparatus and systems.
2. Fundamental research.
3. Transmission.
4. Equipment engineering.
5. Inspection.
6. Clerical.

In the division of the work for purposes of supervision it has been found desirable to make one of the Assistant Chief Engineers, Mr. McQuarrie, responsible for the equipment engineering, the inspection, the clerical work and that part of the development work which pertains to automatic and semi-automatic telephone systems and to high speed and printing telegraph systems. To the other Assistant Chief Engineer, Mr. Jewett, has been assigned the responsibility of directing the department's work in fundamental research, in the development of transmission apparatus and the solution of transmission problems, and for that part of the development work connected with the design of general telephone apparatus, of the so-called manual systems and of the other types of apparatus which the Company makes and sells. He is also responsible for the chemical research work.

Reporting to Mr. McQuarrie are Mr. J. Danner, in charge of the Equipment Branch; Mr. A. F. Dixon, in charge of the Telegraph Development Branch; Mr. C. F. Baldwin, in charge of the Automatic Development Branch; Mr. A. H. Vorum, in charge of the Inspection Branch; Mr. J. W. Roberts, the Chief Clerk; and Messrs. J. H. Bell, H. P. Clausen, A. H. Dyson, P. M. Rainey, and R. Raymond, who form a Special Study Group. Those who report to Mr. Jewett are Mr. E. B. Craft, in charge of the Development Branch; Mr. J. W. Harris, in charge of the Chemical Research Branch; Mr. E. H. Colpitts, in charge of the Research Branch; and Mr. R. L. Jones, in charge of the Transmission Branch. With the exception of the equipment engineering work, all of which is at Hawthorne, and a part of the Inspection Branch, the Hawthorne Apparatus Division, and the major part of the Cable Division of the Development Branch which are also at Hawthorne, all of the engineering work is performed in New York.

In order that there may be a clear appreciation of the Engineering Department's place in the organization, it will be interesting to explain briefly the general scope of the work done in the above sub-divisions of the department. Before considering the functions of the various branches, however, let us first see where the Engineering Department's work originates.

As the principal business of the Western Electric Company is in manufacturing and supplying apparatus to the telephone companies of the Bell System, so, naturally, the principal work of the Engineering Department is concerned with problems relating directly to the needs of the Bell companies. These may be either development or research problems connected with new service requirements, the betterment of existing apparatus or systems, or they may be equipment engineering problems connected with the manufacture and installation of new central offices. Of the research, transmission and general development problems a large part reach the Engineering Department from the Engineering Department of the American Telephone & Telegraph Company and represent advances in the art of telephony brought about by the studies of field requirements which that central engineering department is making at all times. Another large portion of the problems arise directly from the work and developments in the Engineering Department itself, while a third portion arise from cost studies and the needs of the Purchasing Department in connection with the handling of

outside supplies for the Bell companies.

Second only to the work on apparatus and problems for the Bell companies is the volume of work which the Engineering Department is called upon to do for the Sales Department in connection with the Company's general business in telephone and other apparatus. Associated with this is a vast amount of work for the Export Department and allied houses throughout the world.

Having seen where the problems originate, let us consider somewhat the work of one or two of the main sub-divisions of the department. As an illustration, let us follow a new development through the Engineering Department, taking for example, the case of a problem involving new circuit, transmission and apparatus features arising from some need in the operating field. This sort of problem is usually presented to us by the Engineering Department of the American Telephone & Telegraph Company, although similar problems reach us from the Sales Department. In either case the service requirements have been studied and the Engineering Department is informed in a general, and wherever possible in a specific way, approximately what must be accomplished.

F. B. Jewett
Asst. Chief Engineer

E. B. Craft
Development
Branch

J. W. Harris
Chemical
Research Br.

E. H. Colpitts
Research
Branch

R. L. Jones
Transmission
Branch

DOCTOR JEWETT'S STAFF

As the problem chosen involves circuits, it will probably go first to the Circuit Laboratory, where it will be studied and a tentative layout, to give the required operating features, made. This layout will be on the assumption that apparatus having certain desired characteristics can be developed. When this is completed the various other departments take up their work—the Apparatus Design Division if new mechanical apparatus is required, and the Physical Laboratory if cords, coils, etc., are needed. Somewhere in the course of the development the Chemical Laboratory is almost certain to be involved, either in connection with materials or finishes.

After a time, each branch will have completed its portion of the work and the result will be something which supposedly meets the requirements. With an assembly of preliminary apparatus, tests for operation are made and the Transmission Laboratory investigates the arrangement, to determine its efficiency in the talking circuit. If the arrangement passes these examinations, final models in finished form are made up and subjected to exhaustive electrical and mechanical tests in the Physical Laboratory.

When those responsible for the problem are satisfied that apparatus conforming to the models will probably be satisfactory, the matter is ready for discussion with the Shop, to make certain that the designed apparatus can be manufactured commercially and also to obtain cost figures for it. After this comes the final consideration with the American Telephone & Telegraph engineers or the Sales Department, and if at the end of the discussion the matter still appears favorable, manufacturing information is placed in the Shop and an equipment, built from tools and under normal Shop conditions, is made up and installed for service trial. This service trial is under the direct supervision of the American Telephone & Telegraph and Western Electric engineers and is designed, not only to make sure that no service conditions have been overlooked, but also to develop any points of mechanical weakness which may not have been discovered in the preliminary laboratory tests.

Finally, and after it has been shown with reasonable certainty, that the commercial apparatus will be satisfactory, revised manufacturing information is given the Shop and the work of the Engineering Department is finished, so far as development is concerned. There yet remains, however, the work of the Inspection Branch, who must see to it that as finally sent out to the customers the apparatus is generally satisfactory in every respect.

The foregoing is a brief description of the way in which the development problems are handled, and exemplifies the care which is given to the design of the apparatus which the Company manufactures. If the problem had been one involving a new type of cable, special transmitting apparatus, or a high speed telegraph system, fewer departments might have been involved, but the general course of the work would have been the same.

The largest single sub-division of the Engineering Department is the Equipment Branch at Hawthorne. The primary function of this branch is to edit the orders for telephone central office equipments as they are received from the customers and prepare the information required by the Manufacturing Department for the construction and installation of the necessary apparatus. The problems of this branch consequently arise mainly on account of specific orders received from the various telephone companies. In addition to the regular editing work, this branch is responsible for the design of new type switchboard sections, as they may be made necessary by changed service requirements. In conjunction with the Engineering Departments of the American Telephone & Telegraph and Associated Companies, the Equipment Engineering Branch has also for some time been engaged on the problems of standardizing central office equipments. The great value of this standardizing work is becoming apparent in the simplification of requirements and the economies which result therefrom.

When describing the course of a development problem through the Engineering Department, mention was made of the Inspection Branch. The activities of this branch are not confined to the product of the factory at Hawthorne but are very largely concerned with the purchase of material manufactured by outside concerns, and in par-

ticular with the supply of pole line material and rubber insulated wire. In the performance of these duties, representatives of the Inspection Branch are scattered throughout the country and are responsible for seeing that the material purchased by the Company for its customers is in strict accordance with the specifications of the Engineering Department.

Most of the branches of the Engineering Department are, as their names indicate, engaged on specific phases of the engineering work—phases in which the art of telephony and telegraphy is being developed largely through the application of physical principles and engineering rules already known. There is one branch, however, whose functions are somewhat different from those of the other divisions, namely, the Research Branch.

Some years ago it became evident that while great advances were being made in the art of telephony, there was a certain class of problems which required a rather different treatment than was being accorded to most of the work, and that for their solution it would be necessary to employ men with a somewhat different training than that of the engineers engaged on specific developments. The result was the formation of a Research Department for the broad study of the fundamental phenomena underlying the art of speech transmission. This department aims not at the development of specific pieces of apparatus, but at the accumulation, by fundamental research, of the data needed by other branches of the Engineering Department in the performance of their duties. With this object in mind, the members of the Research Branch have been selected largely from men who have had advanced training in physics and physical research and who are particularly competent to make available for our use the results of the wonderful developments in physical science during the last few years.

In concluding this brief statement of the constitution and functions of the Engineering Department, it should be remarked that in the design and development of its apparatus, in the rigid engineering inspection of its product and the product of others which it sells, and in the far-sighted policy of fundamental research which it is pursuing, the Western Electric Company is in the very forefront of the manufacturing organizations of the world. In fact, it is very doubtful whether there is another large manufacturing organization, in any line whatever, which exercises as much engineering care and supervision in the development and manufacture of its product as does the Western Electric Company.

The Hawthorne Gas Plant

By R. W. Bayley, Department No. 927A, Hawthorne

NEARLY everybody working at Hawthorne knows where the gas house is located. It could hardly be overlooked, with its big black tanks, flaring furnaces and characteristic noises. Probably we all wonder what would be the result if one of its embryo explosions ever attained the size of a real catastrophe, and many of us walk hurriedly by for fear the whole place will blow to pieces some day.

No doubt we have all stopped at the door to try and find out what was causing all of those noises. If you had asked the man who keeps the gas holders up in the air and the gas house on the ground, he could probably have told you enough of the mysteries in a minute to satisfy your curiosity.

Those big furnaces which you saw are themselves the gas-making machines. Each contains an extremely hot coke fire, burned under forced draught. When the flames are seen shooting out of the top of the building the fires are being forced preparatory to making more gas.

After the fire gets hot enough, a heavy lid is let down, closing the furnace at the top. Steam is then turned into the fire at the bottom. This steam passes continuously up through the fire, where it is combined with the carbon of the coke. The product is discharged near the top of the furnace, and is the gas which we use in our shops.

After leaving the furnace, it is forced through several cleaners, which remove the dust and dirt of the fire. It then flows through an underground pipe to the gasometer or gas tank, where it is stored for use.

Gas made in this manner is called "water gas," because the process consists of decomposing water in the form of steam to obtain the hydrogen and oxygen of which it is composed. These elements combine with the carbon of the coke fire to form the gas we use for manufacturing purposes. It would not do for lighting, as it burns with a dull blue flame. For use in illumination the gas would have to be mixed with certain decomposed oils to add to its luminosity.

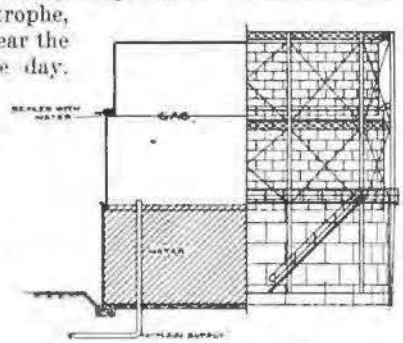
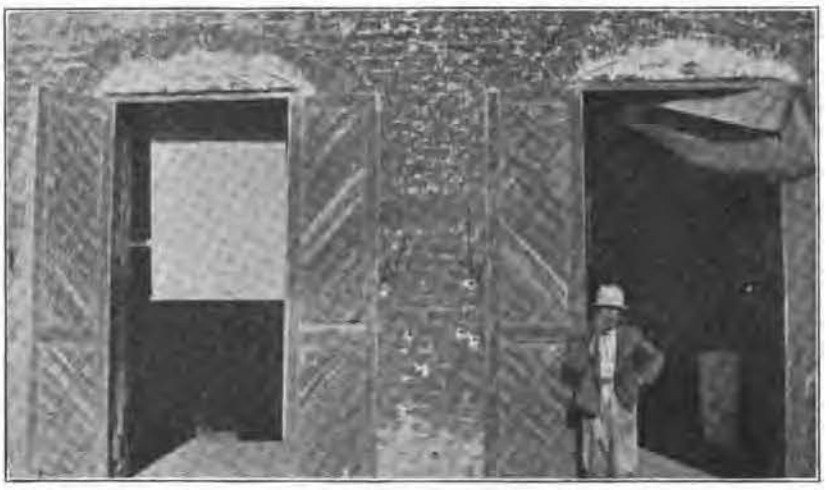


Diagram of Gas Tank

Enough gas is used daily to fill up each of the big gas tanks four times, which amounts to 1,200,000 cubic feet per day—more than would be used by a good sized town.

The accompanying sketch shows how each of these gas tanks is constructed. It is made in three parts, which telescope each other. When the tank is all the way down the joint marked on the sketch as sealed with water is submerged. As the gas flows into the tank through the supply pipe, its pressure raises the top section of the tank. When this section has risen as far as it can go it locks joints with the second section and pulls it up. There is a water pocket at the joint between these two sections, which extends all the way around the tank. This retains enough water, as it comes up out of its submerged position, to form a tight water seal, so that the gas can not escape. To keep the water in this seal from freezing in the winter it is necessary to blow steam into it, and that is what causes the rattling and cracking noise during cold weather.

C. A. Faubion (right) and G. Johnson



Where Twelve Men Were Executed

Western Electric Men in Mexico

Interesting Snapshots by Two Dallas Employees

The Letter J in the Semaphore Code

JUST at present, every well conducted magazine and newspaper has a Mexican correspondent. Not to be outdone by its contemporaries, the NEWS has two. They are C. A. Faubion, of the Dallas sales department, who has been in Brownsville, Texas, on the Mexican border, for several weeks, and O. T. Hazelton, also of the Dallas organization, who was recently called to Brownsville as a member of Battery A, 1st Field Artillery, Texas National Guard. Both Mr. Faubion and Mr. Hazelton took numerous photographs during their sojourn, and some of the most interesting of these are here shown.

One of the pictures at the top of this page shows Mr. Faubion standing beside Manager Gerald Johnson, of the Brownsville Southwestern Telephone & Telegraph Company, one of Dallas' customers. The photograph was taken outside of Mr. Johnson's residence in Matamoros, Mexico, just across the Rio Grande from Brownsville, and shows one of the long, barred windows characteristic of Mexican houses of the better class. When Matamoros was captured by the rebels, some 3,000 of the Federals were driven over to Brownsville. This increased the number of Federal sympathizers in Brownsville to nearly 6,000, and was the direct cause of the hasty summoning of Mr. Hazelton's battery to the border.

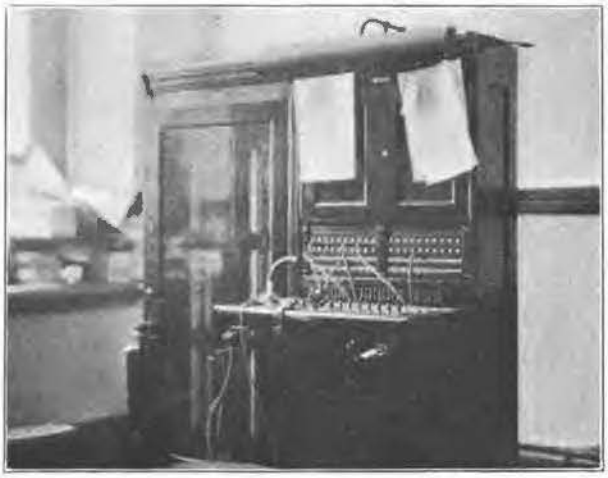
Mr. Hazelton writes: "Several of our boys who had brought citizen's clothes were permitted to cross the international bridge from Brownsville to Matamoros, and so it is that we have an accurate report of conditions there at present. The rebels have established a hospital there, and the only apparent activity in the almost deserted town was in connection with that work. The wounded are still being brought there, and our boys were permitted to go through the wards."

One of Mr. Faubion's photographs shows a group of wounded rebel soldiers from the hospital mentioned by Mr. Hazelton. They are resting in the *plaza*, or public square of the town. A grim reminder of the rebel leaders' methods of treating prisoners appears in another picture taken by Mr. Faubion, which shows the wall of a building against which twelve Federal soldiers were lined up and shot. Directly between the two central doors may be seen the holes made by the bullets as they entered the wall after passing through the bodies of the men.

Wounded Rebel Soldiers in the Plaza, Matamoros

The NEWS is also fortunate in being able to show several photographs received from Thomas G. Nee, Vice-President of the Mexican Telephone & Telegraph Company. One of these shows a Mexican trouble man, or "trouble shooter," as he is termed by telephone men. The name seems an appropriate one in view of present conditions in Mexico! Mr. Nee also sends a picture of a Mexican installer ready for work. Under his arm may be seen one of the familiar Western Electric No. 1293 wall sets. Another picture shows a Western Electric P. B. X. switchboard in the offices of the Mexican Government's Department of Communications in Mexico City. A portrait of Mr. Gil, director general of this department, ap-

A Mexican "Trouble Shooter"



Western Electric Switchboard in the Department of Communications, Mexico City

A Native Mexican Installer

peared in the NEWS for October, 1913.

A brief description of the personnel and equipment of the battery to which Mr. Hazelton belongs will be of interest. The battery is composed of 142 privates and three officers, and is sub-divided into seven sections. Of these the first four are gun sections, each of which is equipped with a three-inch field rifle (cannon) mounted on a carriage, one caisson, and two limbers, the limbers being merely carriages or trucks to which the guns and caissons are coupled when being moved. Each limber contains a reserve ammunition chest. The caisson carries the main ammunition chest, containing 70 rounds of ammunition. The guns have a range of about 7,500 yards, or nearly four miles and a half. Owing to the great weight of the gun and its caisson, six horses are necessary to pull them at the required speed.

Guarding the Bridge Between Brownsville and Matamoros

Preparing to Put a Telephone Line Across the Lagoon

The fifth and sixth sections are caisson sections only. The fifth section is also the signal and scouting section, and comprises the semaphore ("wig-wag") signal corps, the members of which signal with flags, and the telephone operators, map makers, and general scouts. The picture used as the initial letter of this article shows one of the signal men forming the letter "J" in the semaphore code.

Paper Money Issued By Villa

To Mr. Hazelton fell the honor of serving as head of the signal scouting section. In the picture shown of the members of this section, he is the first figure in the foreground. With him were three telephone engineers from the Southwestern Telegraph & Telephone Company.

Two other pictures show the equipment of Mr. Hazelton's section and the telephone headquarters of battery A. The importance of the telephone in modern warfare can hardly be overestimated. Its use in artillery work is especially interesting. Each gun is equipped with a so-called panoramic sight, which is much more finely graduated than the ordinary gun sight. These graduations correspond exactly with those on the telescope through which the battery commander views the enemy and determines the range. The commander may be a mile from his battery, and located behind a hill; yet by assigning an aiming point, based on his calculations, which can be seen by both himself and his gunners, he can give them minute directions as to the proper aiming of the guns in order to hit the desired mark. It is the field telephone that enables the commander to transmit his orders instantaneously, no matter how far away he may be, and to keep in

Mexican Operators of the Neri Exchange, Mexico City. They Are Wearing Western Electric Head Sets and Breast Transmitters

constant touch with his men. Remarkably quick service was rendered by the Brownsville Telephone Company in establishing telephone connections for the troops. In one instance Mr. Brown, the manager of the exchange, and his men, were given an emergency call to build two miles of temporary line, part of it crossing a lagoon; yet the connection was completed in six hours. One of the pictures shows the telephone men preparing to complete the line over the lagoon.

Mr. Hazelton's battery, being part of the state militia, could not be sent across the border, and was sent to Brownsville only until it could be relieved by government troops. One of Mr. Hazelton's snapshots shows the guns being loaded on the train for the return journey. Another shows a U. S. regular guarding the boundary line on the international bridge between Brownsville and Matamoros.

Field Telephone Headquarters of Battery A

NEWS readers will be interested in seeing a sample of the paper money issued by General Villa's provisional govern-

The Signal Scouting Section of Battery A, 1st Field Artillery, Texas National Guard. O. T. Hazelton is Directly in Front

The Equipment of Mr. Hazelton's Section. Note the Field Telephone Set Held by the Operator on the Right

Loading the Guns on Freight Cars

ment. The bill shown has a face value of *un peso*, or one Mexican dollar. It is worth about thirty cents in United States currency, though even this value is questionable. A Mexican dollar, in normal times, is equivalent to fifty cents in our money.

THE GIRLS OF PHILADELPHIA'S CORD DEPARTMENT

BACK row: Emma Heiney, Anna Roaty, Lucy Charlesworth, Dorothy Greene, and Marguerite Dunion. Front row: Ada Wood, Anna Hagerty, Elsie Wiedemer, Katharine Dunion, and Nellie Wood.

A Western Electric Hero

ON the morning of May 11, 1914, a solemn memorial service was held in New York to pay tribute to the seventeen young Americans who were killed in the first skirmish at Vera Cruz. Of these, the first to fall had been George McKenzie Poinsett, 19 years old, seaman on the U. S. S. *Florida*.

It is probable that few of us, outside of employees at Philadelphia, know that the dead sailor was a former employee of the Western Electric Company. He was a member of the Philadelphia organization in 1910, leaving our employ to join the navy.

His ancestors for three generations have been associated with Mexican war and Mexican government. His grandfather, Asa Poinsett, was a naval officer, and fought in the Mexican War. His granduncle, Joel Poinsett, was Secretary of War in President Van Buren's cabinet, and was later ambassador to Mexico. The Mexicans named the Christmas flower, poinsetta, after him. A grandfather on his mother's side fought in the Revolution and other relatives fought in every war, including the Spanish War. He was the youngest of eight brothers and sisters.

House Organ Editors Meet in New York

ON May 19th and 20th the editors of the principal Associate telephone journals of the East and South, together with the editors of the WESTERN ELECTRIC NEWS, held their second annual conference, at the Telephone Club of New York.

Those present were: J. D. Newman and H. F. Hansen, *Telephone Review*, New York; R. C. Mason, *Telephone News*, Philadelphia; T. T. Cook, *The Transmitter*, Baltimore; R. G. Osborne, *Telephone Bulletin*, New Haven; T. J. Feeney, *New England Telephone Topics*, Boston; Evelyn Harris, *Southern Telephone News*, Atlanta; and P. L. Thomson and D. Taylor, WESTERN ELECTRIC NEWS.

On the afternoon of the 20th, the conferees visited the Company's West Street Building.

The Western Electric Company in Oregon

A Sketch of Our Portland Distributing House

IN the early part of 1910, the Western Electric Company, seeing the active growth of the City of Portland proper and the accompanying development of the State of Oregon, decided to open a branch to serve the needs of that territory and enable the Company to participate in the business in the rapidly growing section. In August of that year, a lease was signed by F. B. Gleason, then Pacific Coast manager, covering a three-story brick and concrete building at 45 North 5th Street; shortly afterward new stocks of merchandise were moved in and the Portland house started doing business.

Heads of the Portland Organization

Back: **J. F. Ryan, Sales Manager; F. E. Davis, Service and Editing.** *Front:* **W. E. Peters, Outside Sales; George Fisher, Stock, Shipping and Receiving**

John F. Ryan, formerly our salesman in that territory, was appointed sales manager and has been actively identified in the handling of the business since the opening of the branch. With him at that time were associated Miss M. A. Ryan, in charge of the office and cashier's work, and Geo. Fisher, in charge of the warehouse. Both are still with the organization.

Portland, called the Rose City, is the distributing center for a territory of about 200,000 square miles and is situated on the Willamette River just above its confluence with the Columbia. Its population, including its immediate suburbs, is estimated at 270,000, and the city has grown at a rapid rate on account of the development of a large and fertile territory behind it. Portland's position near the confluence of two great rivers gives it a water level route from far into the interior and brings a heavy traffic through the city at a minimum cost.

This fact, together with Portland's fresh water harbor, the only one on the coast, means that Portland will be a good shipping center.

Portland is famous for its roses, and nowhere else do they reach the perfection they reach here. The annual Rose Festival, held each June, is a bewildering succession of beautiful floral effects and now ranks with the *Mardi Gras* of New Orleans as a national carnival.

Oregon, the state mainly served by our Portland house, covers an area of 97,000 square miles and is, briefly, a territory equal in size to New York and Pennsylvania. It includes a great variety of soil and climate, possessing a wealth of resources for the continued upbuilding of a prosperous state.

The salmon fisheries are the most important within its quarters, but the deep-sea fishing for halibut has recently become of considerable importance. The Columbia River is the scene of most of the fishing, the shores being dotted with canneries, and the pack in 1912 aggregated six million dollars in value.

The territory depends largely upon the lumber and fishing industries, and our sales among these classes of customers are very large, as is also true of the various transportation companies who are extending their steam and electric lines in all directions throughout Oregon, and who for the past two years have required large quantities of material necessary for the construction of such lines.

Many towns are springing up along the new railroads and there is a corresponding increase in the number of farmers' line telephone companies, who purchase largely from the Western Electric Company.

The personnel of our Portland store is as follows: J. F. Ryan, Sales Manager; M. A. Ryan, Cashier; G. Fisher, Warehouse Superintendent; F. E. Davis, Office Salesman; W. E. Peters, Country Salesman; A. J. Brandburg, City Salesman. All of these members of our organization have been in the employ of the Company for a number of years.

The future of our Portland branch is as bright as are the prospects for the further development of the city and the state. There is a general spirit of progress throughout Oregon, all sections being banded together for the common good. With the development of its various agricultural resources, which have long remained idle, Oregon is coming into its own, and the Western Electric Company, after its years of missionary effort, is prepared to make its present opportunity spell Success.

AROUND THE CIRCUIT

GOSSIP GATHERED BY THE DISTRIBUTING HOUSE CORRESPONDENTS

SAN FRANCISCO

C. L. Huyck
Correspondent

Time switches are usually used to run the Mazdas in our exclusive shopping-district windows, but an ingenious customer has hit upon the device of using one to control his chicken-feed box. At 7:45 A. M. a few nervous bantams appear beneath the slide; at 7:55 the sedate veterans stroll up and when at 8:00 A. M. the golden grains shoot the chute onto the feathered assemblage, the rest of the yard is clear save for a scurrying chick or so.

HISTORICAL BLUNDERS NO. 2

A Continuation by San Francisco of Chicago's Contribution to the April Issue

Once upon a time we received our initial stock of Urnolite fixtures; they looked good to our salesmen, and particularly so to one enthusiastic time-table specialist. To carry one with him was manifestly impossible, but he fortified himself with their talking points, a supply of advertising blotters illustrating them and dropped in on the best prospect of his territory.

"These are very pretty," said our traveler, indicating the cut of the Urnolite fixture on the blotter.

"You bet; send me six of them," was the customer's answer.

So we did, six big Urnolite fixtures—a nice sale. A few days later the entire shipment came back. Six blotters was what the customer had wanted!

Sunbeam Brown's new 1667 candle power Mazda lamp gives a blinding light, but eyes attuned to the new spring styles can stare at it without blinking. Some of these new Poiret effects ought to be indirect lighted.

Miss Anita Young, the private secretary of our district and sales managers, has left us in order that she might eventually enroll her name under another column of the NEWS. Every Western Electric man who has visited us during the past few years will recall her courtesy of bearing and sunny personality, and to readers of the NEWS she is known by the entertaining article on her Alaskan experiences in the October, 1913, number. We sincerely wish her every happiness.

Peter Diehl has been transferred to us from Los Angeles and will do our supply pick-up buying and stockkeeping. Perhaps our baseball manager was instrumental.

OMAHA

J. M. Bateman, Correspondent

PAID

(*With apologies to R. K.*)

When the last "please pay" letters are written
And signed and sent on their way;
When the last slow account is collected
And the "don't pays" have promised to pay;
When all the cash discounts are taken
And the balance of life is made,
I hope that the bookkeeper up on his stool
Will have *my* account marked "Paid."

When Life's little claims are adjusted
And credits are issued to date;
When each little invoice is posted
And errors are charged off to fate;
When all of my cash has been counted,
And all of my deeds carefully weighed,
I hope that the credit man up there on high
Will have my account stamped "Paid."

Though life is a doubtful credit,
And man is a dubious risk,
We must show the Big Boss a profit
Whether business is backward or brisk.
We won't know the returns on our capital
Till he calls a halt on all trade.
But I trust when I sign the last pay check
He'll have my account marked "Paid."

—*E. L. Meyers.*

The New York stores department has nothing on Omaha. We recently hired a new janitor named "Bob Gordan." He says he is not sure that he is not related to New York "Bob." C. H. S.

HOUSTON

F. G. Caldwell, Correspondent

It is with a great deal of pride that we look forward to our new building.

The Houston warehouse was opened less than two years ago, and the force has been increased over three hundred per cent. in this time. We have more than outgrown our present quarters, and now expect to occupy new ones before the close of the present year. The completion of the deep waterway, which will connect Houston with the gulf, added to the excellent railway transportation which Houston now enjoys, should some day make Dallas a subwarehouse of Houston.

SEATTLE

J. H. Kelly, Correspondent

The general use of the parcel post system has developed some very interesting features in connection with the delivery and shipment of goods that can be carried under the Government regulations. One illustration of this was recently brought to the attention of the local office.

From one of our telephone customers of long standing we received the following order: "Please send us by parcel post 50 pounds of standard porcelain knobs." This is the first order that we have ever received specifying that a certain *weight* of porcelain knobs should be shipped, and since receiving it, several others of a like nature have reached the office.

The bowling club organized by the local employees last winter has disbanded after a very successful season. Many interesting games were bowled in the weekly tournaments, which were held under the auspices of a regularly organized committee. To our stores manager, Mr. Gillespy, belongs the honor of rolling the average high score of the entire tournament. It is the intention again to engage in this popular sport in the fall.

C. A. Rylander, who was recently transferred from the San Francisco office, and came north with the reputation of being a promising ball player, has succeeded in maintaining his advance press notices with a great deal of success since his arrival in Seattle, and has won several games against the other semi-professional teams in the Northwest. At the present time he is doing the pitching honors for one of the fastest of the local teams, and his success in this direction has convinced the office that the organization of a Company team to play the other jobbers will result in their securing several well appointed banquets at a minimum expense.

From time to time there have appeared in the NEWS the details of some sporting event that by association or by reason of historical interest appeals to the individual branch house in some territory. Possibly a brief description of the great annual sporting event of Alaska, which is in Seattle's territory, will prove of interest to readers of the NEWS who, by reason of their location, are not familiar with the living conditions in this far-away territory of the United States.

This great event of the far North is the All-Alaska sweepstakes—the annual dog race from Nome to Candle and return, a distance of 412 miles. Preparations for this event begin months ahead, expert trainers taking the animals in charge and no fleet thoroughbred of the turf ever received better treatment than these hardy dogs. When the start of the race is at hand, the fever of excitement grips the dogs and they are as eager to hit the trail as the men who are driving them. Lean, strong of limb and possessing great intelligence, the dogs of the different teams form a pleasing picture as they strain on their harness awaiting the signal of the starter. The race is held early in April and draws the attention of sightseers from miles around Nome, and small fortunes are won and lost upon the result.

The race is against time, but usually the teams follow one another in quick succession over the starting line. From sixteen to eighteen dogs are harnessed to each sled, which weighs about 30 pounds and is of durable construction. The race is a gruelling contest under the most favorable conditions, but it is occasionally run in a blizzard that makes the event a veritable Marathon of endurance. These storms wipe out entirely the trail over which the race should be run, and under the circumstances it becomes a contest of man and beast against the elements. Under these conditions, it often happens at the finish two or three of the dogs are lying on the sled, either dead or dying as their mates struggle on. Every dog that starts on the long journey across the ice fields must come in at the finish, whether in the harness or as a burden upon the sled.

Every precaution is taken against the substitution of fresh dogs at any stage of the race and a photograph is taken before the start of each team and one of these pictures is carried by the driver of the team who must show it at the various checking stations along the road. At the finish, an outsider would be reminded of the days when the fleet thoroughbreds thundered down the home stretch to the finishing line of the great race courses of Monmouth or Sheepshead Bay to the acclaim of thousands. After the race, the dogs are given every possible attention and are carefully housed and fed until the strain of this terrific struggle has worn off.

It will probably be of interest to note that this distance of 412 miles was made, in 1910, under rather favorable conditions, in 74 hours and 14 minutes, or an average running of 5.7 miles an hour, a record that still stands.

DENVER

M. Cassedy, Correspondent

Why not have an office scrap book? It should be a good one, located in a place accessible to all interested, preferably next to the bound copies of the NEWS, and in it should be pasted all clippings referring to the distributing house, its personnel and important customers. Such clippings should show, typewritten on the margin, the date and name of the newspaper.

An office register is a desirable possession in a large office. A small hotel register is mounted and chained to a wall desk, and all visitors, including officials of the company, representatives of suppliers, and customers, are invited to register when they make a visit to the local house. Such a register is of value in determining dates, individual sales help from suppliers, etc. C. C.

Many of the distributing houses receive a number of copies of the NEWS each month for outside circulation, and naturally want to get them to the recipients as quickly as possible. Mr. Argabrite, our acting stores manager, suggests that inasmuch as the names of associate telephone company officials and others are usually to be had in the regular stock of addressograph plates, a supply of envelopes and stamped newspaper labels might be addressed in advance and held by the mailing clerk. Then, when the monthly allotment of the NEWS arrives, the copies intended for outside distribution can be wrapped and mailed with a minimum loss of time. The possibility of error through haste in addressing is also eliminated.

WESTERN ELECTRIC EXHIBIT AT TOWN BOOSTING EXPOSITION, CAMBRIDGE, OHIO

The Sales Department at Pittsburgh Co-operated With our Local Agents, the New Midland Power & Traction Company, in Making This Exhibit. Western Electric Apparatus Forms the Major Part of the Display

NEW YORK

HOW TO INCREASE THE CONVENIENCE OF YOUR HOME

A. W. Hartigan, of the New York Sales Department, Tells How It Should Be Done

A. H. Howard
Correspondent

A very interesting and instructive talk on how to increase convenience and comfort in the home was given on Tuesday afternoon, May 12th, at the Craftsman Building, New York City, by Arthur W. Hartigan, of the New York sales department. Mr. Hartigan's address demonstrated the utility of Western Electric household appliances, and was given for the purpose of educating the housewife in the use of modern electrical equipment. He showed that with the aid of electricity the home could be managed scientifically, which means getting more done with less effort.

Mr. Hartigan's talk was the first of a series of three lectures that are to be given in connection with the home-builders' permanent exhibition at the Craftsman Building.

Mr. Hartigan prefaced his remarks with an appeal to every woman who is a home manager to be efficient. "To be that," he said, "it is necessary to employ electrically operated household devices in the home." In detail he described the various uses of the electric washing machine, vacuum cleaner, heating pad, percolator, chafing dish, flat iron, etc. The address was very enthusiastically received.

Chicago received a communication from South America enclosing pictures of a patented trousers presser. The patentee asked us to take up the manufacture and let him hear from us at once as to return, etc. Chicago sent the data to New York, expressing the opinion that New York would doubtless be interested. We knew Chicago wouldn't be interested, for trousers pressers are unknown in that city, mattresses being employed almost without exeeption.

PHILADELPHIA

L. R. Browne
Correspondent

The first annual dinner of the male employees of the Philadelphia house was held at the Continental Hotel on the evening of Thursday, April 23rd.

The Committee of Arrangements included in its members men from the shop, warehouse, office and sales organization.

All the men members of the Philadelphia organization donned their best bibs and tuckers, and were on hand promptly at eight o'clock. Mr. Sidney Greenfield, of the sales department, presided as toastmaster. Mr. Kennedy, Mr. Hallstrom, Mr. McQuaide and Mr. Browne were the speakers.

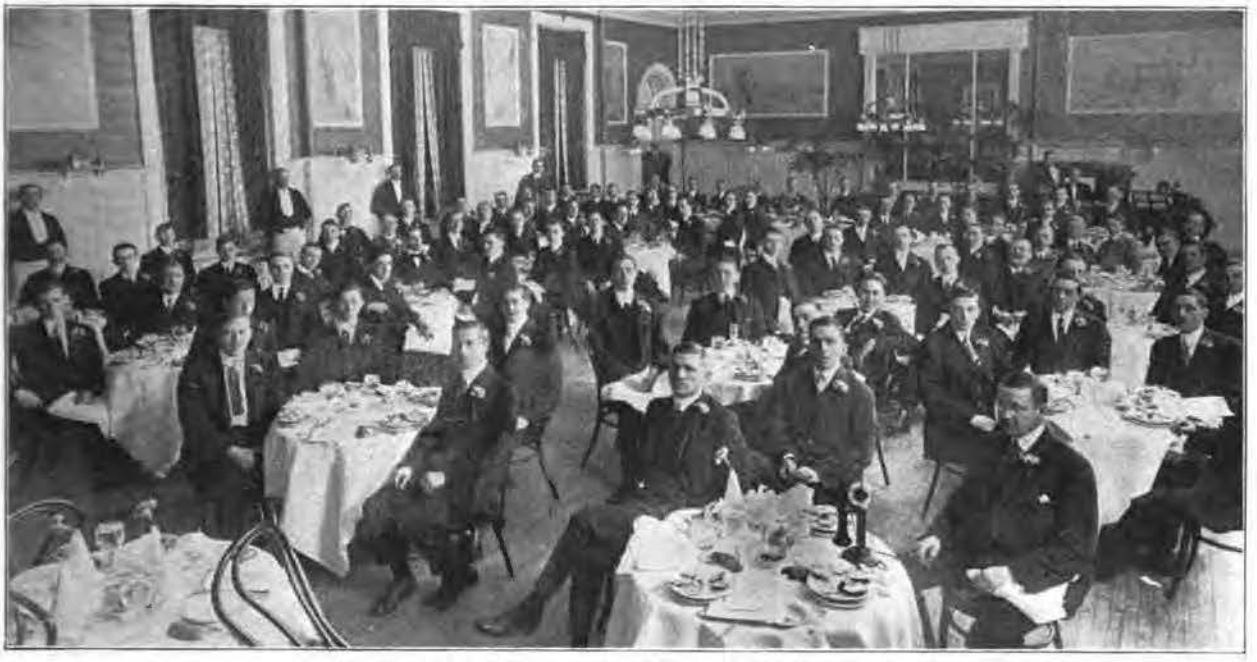
The entire affair was planned with the idea of inducing better personal acquaintance with, and promoting clearer understanding of the Company's policies among all departments. The speaking was followed by a little vaudeville entertainment, which included some rapid fire tangoing, and met with the keen approval of all there.

Philadelphia's basket ball team recently closed a most successful season with a record of 4 games won and 3 games lost. Practice was not started until late in the season, and this placed the team somewhat at a disadvantage, as the majority of our customers and suppliers started with the opening of the season.

Occasionally, although probably not more than once in a decade, in the history of any particular house, an unsolicited order involving no sales expense whatsoever and with an unusual margin of profit comes floating along.

The inquirer was a big, robust, well-fed looking individual. There was in his manner an intangible something that seemed to indicate a confidence-giving bank account. He expressed himself as willing to be interviewed by Mr. ————, our office man, and was ushered into his office.

He introduced himself as a representative of a large manufacturing concern, employing about 6,000 people, in



First Annual Dinner, Male Employees of the Philadelphia House, Western Electric Company

the central part of the state. He had seen the Western Electric advertisement in some periodical, and desired, he said, to place an order for a private telephone equipment, PBX Board and 110 telephone stations.

Philadelphia Basket Ball Team

Top Row, Left to Right: J. A. Savage, Manager; H. Hinshaw, Centre; C. B. Willig, Assistant Manager. *Middle Row:* Bangert, Guard; Loucks, Captain and Guard; Hess, Forward; Wilson, Centre. *Lower Row:* Plant, Forward; Brions, Guard.

In a casual way he asked about the price, but, unfortunately Mr. ———— was not in position to quote prices to him. The gentleman stated that it really made very little difference, as he wanted a first-class installation in every way, that if some one of our experts would give explicit directions to his own electrician they would be glad to make the installation.

Mr. ———— excused himself for a moment, looked up the rating of the firm the gentleman purported to represent, and found them in the top of the column. He returned to the office and was busily engaged in entering the order when his telephone rang. He excused himself, picked up the receiver and called "Hello." Somewhat to his surprise his bell continued to ring, but no one answered. He repeatedly called "hello!" with rising exasperation. Suddenly he became aware of the fact that the gentleman had departed, that the cold gray dawn was glimmering at his windows, and that his alarm clock was ringing tumultuously. It was Monday morning.

D. A. Chase
Correspondent

BOSTON

Boston employees were afforded a fine view of the dreadnoughts leaving the Charlestown Navy Yard for the Mexican coast. A card, filed recently as leaving notice, bore this significant phrase: "Resigned to enlist in the army."

Our baseball nine is so used to cleaning up local teams that they are looking for other worlds to conquer. They would condescend to play a picked team from New York (preferably in New York). Refer championship series, Giants-Red Sox, 1912, for probable results.

A P. B. X.—P. D. Q.

A recent fire in the offices of the McElwain Shoe Company resulted in some quick action from our shop foreman. The blaze started in the evening and water damage put the p. b. x. service out of commission. This involved direct lines which the shoe company maintained to the factories at Manchester. Need for service was imperative, and the net result was a new board operating at 8 o'clock the following morning.

The telephone company placed their official "hurry up" call in the hands of R. B. Hopkins, our shop foreman, at

3:30 A. M. and at 5:30 two No. 4 p. b. x. boards were on the floor in the damaged building. At 8:00 A. M. the office force was enabled to transact business with the outlying factories by a complete working installation.

Boston claims the record. Any takers?

HERE'S THE WAY THEY TREAT OUR BALL TEAM

Fort Warren, Mass., May 11, 1914.

From: The Athletic Officer, Ft. Warren, Mass.
To: Mr. C. A. O'Day, Western Electric Co., Boston, Mass.
Subject: Baseball.

1. I have arranged for a government boat to run Saturday to bring your team down. It will leave Central Wharf at 2 o'clock. It will probably be there a little before two, and as it is run solely for your convenience, if your team is on hand, you can start before two. It will be allowed to carry not more than 15 men.

2. As the regular boat does not leave here till about 6:30, it will be a pleasure for us to have your team take supper with our company.

R. B. S———,
2nd Lieutenant, Coast Arty. Corps.

A QUERY

In classifying a bill for a taxi where an injured employee was removed, would you put it under Traveling and Entertainment, or Teaming and Trucking?

The special request for extra copies of the NEWS are excellent indications of its popularity and merit. These come from our supply customers and telephone officials, and many a copy does double service by being passed along.

Why not loosen up and buy a few extra copies?—ED.

The glass jar as a visible container for piece parts has proved an excellent innovation. One of our telephone companies has found its use to be of great advantage.

If Boston has a fire there won't be many casualties. A fire drill recently emptied the building of its 400 employees in two minutes. These drills are possible by a complete system of alarms and will be held recurrently at irregular intervals.

LOS ANGELES

F. E. McKeever
Correspondent

The newly originated plan of holding 7:00 o'clock sales meetings on Saturday mornings is meeting with better success than we had anticipated. On one occasion only has tardiness been noted.

Our office force enjoyed the opening play of the new Auditorium theatre on complimentary tickets furnished by the manager. This fine new show house bears the largest electric sign in the city, and we are quite proud to state that all the material, including Sunbeam lamps, was furnished by the Western Electric Company.

A few of our number, accompanied by several of the firm's good customers at Riverside, made a fishing trip early in April up Bear Valley to Little Bear Lake near Redlands. The lake is an attraction for the fisherman and is stocked with salmon trout. It was rather early in the season and the company encountered a snowstorm, which was the first snow some of the boys had experienced since locating in California.

Our power apparatus man, H. K. Fish, caught his first rainbow.

E. W. Shepard
Correspondent

CLEVELAND
Sixth City

The accompanying photograph shows a recent window display of triangle toaster stoves at the Cleveland Electric Illuminating Company, which brought forth a great many favorable comments. The electrical sign letters were used to good advantage in this display as they show from whom these toasters should be purchased, what the price is, and what they will do.

Our former co-worker, R. A. Parkinson, recently transferred to the telephone department in Cleveland, made a trip to Cincinnati in April. He has agreed to write an

article for a future issue entitled: "How I spent a month in Cincinnati last week."

"TRAMP," WIRE CHIEF

Perhaps you have read something about the young wireless genius of Gloucester, Mass., who just created a magnetic dog that follows him around town at his beck and call. But here is Tramp, of the Wellington Telephone Company, Wellington, Ohio, who has the same sort of electrical affinities, only he is a real dog and it is a real vibrating passion that keeps him on the job. The accompanying pictures show how Tramp rides to work with his linemen. C. D. Gott, general manager of the company, claims that Tramp is the only genuine canine wire chief in the country, and will back him against all comers.

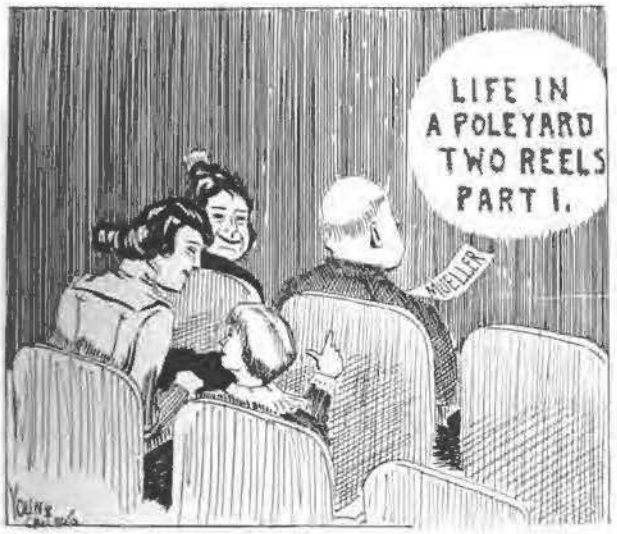
H. L. Grant
Correspondent

CHICAGO

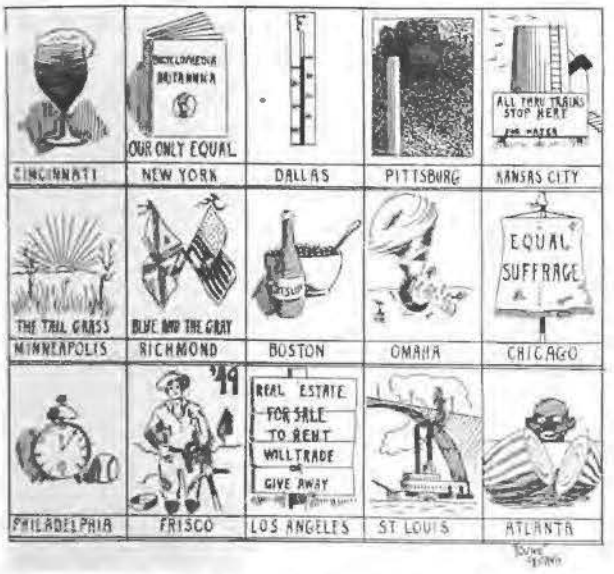
The payroll clerk's symbols for the amount of allowance in case of absence of employees, while clear to him, might create a false impression when examined by an outsider. Here is a specimen:

W. H. Holdorf, 2 days out—full.
W. Weiss, 1½ days out—full.
R. B. Janes, ½ day out.—full.

A. H. B.



"Mama."
"Yes, Willie."
"I'm glad I'm not bald-headed like Mr. Mueller, 'cause I'd have twice as much face to wash every day."



Insignia for Each Distributing House. Why Not? A Few Suggestions

Through a stenographic error Chicago recently forwarded a letter to the "Chief Sturgeon" at Park Row Station. Mr. Porter suggests minnows and a box of worms for landing him.

Jones Corners,
May 25th.

Deer Mr. Editor:

Right smart glad tew get yure letter, en tew hear that bizness' better. 'Tother night my colt got sick en I called the hoss doc gol darned quick. Next day he sez zez he tew me, "There ain't no foam like the W. E. Ef thet three face line was a little closter, reckon I'd git a W. E. toaster. Might git a cleaner er a lectric churn, jist because of thet foam, by durn."

Don't fergit Im comin daown, en spect yew'll want to show me roun'. Guess the An-nex ez the place tew stay, en I ain't a grudgin' the dollar a day. My high flyin may make yew smile, but old Si Green *will* go in style.

Bill's got the grip, en feelin mean,
Hope yure the saime

SILAS GREEN (J. A. K.)

STOCK ROOM REPARTEE

J. O.:—I'm glad I don't belong to that "Union" of yours.
Ker.:—What Union?
J. O.:—Western Union.
Ker.:—Oh, I don't know! You're not so "Class C"!

W. P. H.

DALLAS

OUR CORRESPONDENT IS AT THE FRONT

O. T. Hazelton
Correspondent

O. T. Hazelton, Dallas' regular correspondent to the NEWS, has left weeks ago for Brownsville as a non-commissioned officer of Battery A, Texas National Guard.

Alvin Jones, a boy from the shop, went with him. They went direct to Brownsville and in case of war will probably see real action.

It seems to be quite the thing to quote funny letters received from farmer customers, but we haven't seen any with more real humor in it than one from the Habirshaw Wire Co., a few days ago, which wound up as follows:

"Thanking you in advance for past favors"—

THIS CONTRIBUTOR IS NOT AN ANARCHIST

Our ex-correspondent for the Ladies' Page in the NEWS tells us that the department reserved for "us suffragettes" has "petered out." It was called the Woman's Page, but it always read like a "Ladies'" Page. If it had just got down to brass tacks, it could have been a pretty good sheet. Dallas hereby agrees to contribute her share under proper conditions for a *regular* Woman's Page, but we're going to continue to wear our sombrero to the office and ride back and forth on the old speckled cayuse whether or no. We also agree to join our pedestrian stenographers and take on Boston in their challenge and will stop off anywhere that the Bostonese suggest.

By the way, we always did think a whole lot more of Boston anyway than of New York. Come on Boston! If

you will send us a group picture of your entire crew, we'll frame it and hang it in the best place in the office. Some of our men don't like Chicago, but I don't believe I'd like New York, so there you are. The fact of the case is I'm all Texan—Democrat, with strong "Pro" inclinations—would like to vote (if it weren't for some of the suffragettes that now seem to have the thing in hand) and have a strong desire to see Boston some day.

—One of the Stenographers.

No one enjoys or appreciates the NEWS any more than I, but I wonder if anyone else writhes in agony, turns hot and cold and almost has nervous prostration when word goes 'round the office "time to send in NEWS items," only to suffer the most intense mortification on beholding our feeble efforts in cold type.

—Another Stenographer.

LISTEN TO WHAT THE CAPTAIN SAYS!

The baseball team has been playing under a hoodoo for the past four games, and always seems to come out with the short end of the score. We have fine material, and it is only a matter of time until the usual team work will be evident and more games will be in our favor.

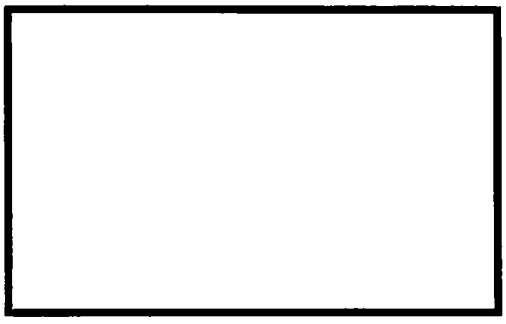
The score by innings, of our recent game, will speak for itself:

										R.	*H.*	*E.*
Texas Pr. & Lt. Co.....	0	0	3	3	0	1	1	0	1	9	6	1
Western Elec. Co.....	0	1	0	2	0	0	0	2	0	5	11	3

Batteries: W. E. Co., Jenkins, Nicholson and Matthewson. T. P. & L. Co., Abel and Preston.

Anent the above, our office boy kicks in with the following:

"Below is a group picture of our ball team as it looked the day we won a game."



A HAPPY FAMILY

Ross D. Cummings, salesman and lamp specialist, has donated his photograph to the clerical department and it now hangs in an appropriate place in the office. Such are the fruits of harmony.

WE OVERLOOKED A BET

The telephone sales department call our hand on the statement in the May issue about Mr. Russell's auto. They show us that there are *four* machines owned in that section of the sales department. Three other travelling salesmen also write in to protest along the same line. Rose D. says he owns one too.

Now let's get clear on this thing. We want to assert that "there are no machines owned by any member of the stores department at Dallas."

Is this clear?

Do we hear any objection?

Very well.

This is what one of the road men writes us as an excuse for not sending in some real news:

"I have just read your reminder in regard to the June issue of the NEWS. You must take into consideration the fact that it has been a long time since we had a day of sunshine out here—I have really forgotten when it was. It keeps me busy dodging railroad wrecks. Very few of the roads have any road beds at all, and are usually known as "try weekly" trains, that is they go out one week and try to get back the next.

"With all of this, together with the numerous letters we receive from the office specialists, requesting us to see so and so without fail and make complete report, and after spending half a day and walking ten miles to find them, it turns out the man is a preacher, the mother takes in washing and the boys give the police department more trouble than all the population of the town combined. You will excuse my negligence this time. I will try and not be guilty again."

This spring Lethargy is getting to us, but for poetry we're right there, and it isn't spring poetry either. The sample below sounds better than W. A. W's (from N. Y.) and his is pretty good at that.

"OUR BAND"

There is a show in this old town,
Where there is an orchestra of renown;
And you can go there any day,
And hear the people round you say,—
"Believe me, those boys sure can play."

And when the leader pulls his bow,
A sweet refrain so soft and low,
Or popular rag we love to hear
Comes floating softly through the air.

Now Jimmie plays the clarinet,
And he can play it, too, you bet.
And if he sees a friend, he'll smile,
And keep on playing all the while
And never miss a note.

They have a drummer, too, named Bill,
Who beats that old bass drum until
You want to dance and sing for joy
And tell him he's SOME "drummer boy."

Another gentleman the cornet plays,
Tunes you can't forget for days.
And still another on the slide trombone,
Has "some technic" that's all his own.

And they've got "some Piano Man"
Who sits down to that "Baby Grand"
And when his fingers touch the keys,
You hear the sweetest melodies
And want to get down on your knees
And ask him to "keep playing, please."

This bunch—they have a smile for all—
Both big and little, great and small,—
And if your friends they chance to be,
You've got "some friends"—take it from me!

—Lena Snook.

KANSAS CITY

W. J. Laufenberg
Correspondent

One of our customers tells the following true story on one of his linemen, who is always in a hurry:

Having occasion to set a guy wire on a merchant's property, the lineman rushed into the store and shouted, "Mr. Smith, can I bury a guy on your back lot?" Smith didn't understand, but said he guessed so. With that the lineman hurried out, and business was suspended while merchant, clerks, and customers went out to witness the burial ceremony.

C. L. W.

E. F. Haling, formerly of the Kansas City sales department, now with the Dallas office, addressed a letter to A. D. Barber, of our Kansas City organization, as shown by

the photograph. He merely enclosed a note in the envelope stating that he understood that Uncle Sam was good at deciphering things and that he wondered if Uncle could untangle this. The letter reached Mr. Barber the second day after it was posted. Uncle Sam is sure some Sherlock.

MINNEAPOLIS

R. F. Geeseka
Correspondent

The popularity of professional vaudeville, in so far as our organization is concerned, is rapidly on the wane because of the superior quality and quantity of the talent in the local office.

Recently an order for a revolving display table received by this office was thought to have been properly edited and filled by furnishing a nifty looking library table with casters, the idea of our order department apparently being to wrap a rope about the table legs so that a pull on it would cause the table to revolve like a top. The management has now placed another inspector on the job to prevent some customer from getting a furnished flat on another similar order, at our expense, or a half interest in a ship-building company on an order for anchors.

SUPERVISION OF CORPORATIONS

Grasping corporations are occasionally feeling the strong hand of the law laid heavily on their shoulders. A Minnesota telephone octopus recently paid the penalty for its neglect to report to the State its gross earnings for the year. The workings of the Minnesota law in this case are best described by an article from the Minneapolis *Journal*.

TAX PUTS BIG NICK IN PROFITS

Appalled at seeing the tax growing by penalties like a taximeter fare, President Ole Roen of the Wedge Telephone Company, Thorhult, Minn., made a belated report to-day and paid the company's gross earnings to the State of Minnesota. The report was two months late. If the 3 per cent. tax is not paid on time a 10 per cent. penalty is added, and then 1 per cent. a month is piled on until the tax is paid. President Roen said the gross earnings for 1913 consisted of 35 cents, an assessment made on the stockholders to buy a dry battery. The tax account with the state is as follows:

Three per cent. gross earnings tax	$0.01050
Ten per cent. penalty	.00105
Two per cent. penalty for two months	.00020
Total due State of Minnesota	.01175

Not being able to make the exact change, President Roen sent a 2-cent stamp.

Providence offers no shelter for delinquent debtors of the Minneapolis office. A customer's account of $7.50 had long been overdue. An urgent demand for immediate payment was mailed to him by our local credit manager, only to be returned promptly by a close friend of our customer with a more or less illegibly scrawled notation to the effect that "Mr. H——— is with us no more. Would advise you to write off the account." Flushed with a series of successes in the collection of some very bad accounts recently, the credit department wrote, asking for "street address and state, so that we can get in touch with Mr. H———."

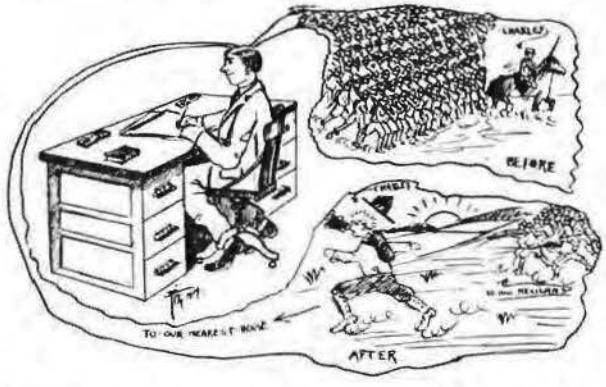
Mr. H's friend was equal to the occasion, however. He informed our persistent credit department of a further change in address and advised "a trip to Purgatory."

ST. LOUIS

F. W. Cherry
Correspondent

A few days ago, when the Mexican situation caused all military organizations to issue calls for recruits, our assistant buyer, Charles Otto Rauschkolb, proudly asserted that he would like nothing better than to enlist, leading a victorious army through Mexico, and planting the stars and stripes all over the place.

Just about this time an officer from Jefferson Barracks, the local military post, called upon one of our salesmen at the office. After his order had been safely stowed away, he was told of Charlie's warlike ambitions, and was finally persuaded to



go up to his department and tell him that he had been drafted for Mexican service.

On hearing the sad news, our hero implored the officer to

let him off long enough to call up his mother and bid her good-bye. Receiving permission, he proceeded to call up every number in the telephone directory—including that of ex-Governor D. R. Francis—asking wildly for help in getting out of his terrible predicament. After he had spent about an hour in vainly soliciting assistance from an unsympathetic public, he finally persuaded the officer to let him off for a day or two.

And now, whenever there's talk of war, Charles Otto is strangely silent.

ATLANTA

O. W. Whitmire, Correspondent

The Atlanta baseball team is shown in the accompanying illustration.

This team is the only one in the City League of Atlanta that is composed exclusively of employees of the company it represents.

The names of the players are as follows: *Top row, reading from left to right:* E. H. Payne, manager and first base; Charles Dickenson, left field; W. E. Gathright, president; J. W. Mann, second base; C. E. Caverly, third base; E. W. Yarbrough, utility man. *Middle row:* R. A. Usleton, pitcher; H. Willbanks, substitute; W. P. Sewell, center field; Charles Bledsoe, right field. *Bottom row:* Clyde Rowell, substitute; C. L. Milner, catcher; W. W. Collier, short stop.

Changes in the Employees' Benefit Fund

Scope of the Plan Broadened; Other Changes

SEVERAL important additions to the Employees' Benefit Plan have been made as a result of a year's experience with its operation. The Benefit Fund Committee has also changed the wording of several sections of the Plan, tending to make clearer the workings of its provisions, and to simplify their operation.

Copies of the revised regulations, which took effect May 1st, have been sent to all employees of the Company, but for the sake of convenience, the more important changes are here summarized:

(1) A provision has been added under which a disability pension may, at the discretion of the Committee, be paid to any employee of *fifteen years'* service or more who becomes totally disabled as a result of sickness. (*Section 5, Paragraph 1c.*)

(2) The provision that a pension may be continued to dependent relatives for not over *three* months after end of month in which pensioner dies has been changed to permit such payments for not over *twelve* months, but the total amount paid in any case is not to exceed $2,000. (*Section 5, Paragraph 4.*)

(3) Benefits may be paid to persons who serve the company on a "part time" basis, provided they are regular employees of the company, but the minimum pension of $20 a month does not apply to such cases. (*Section 5, Paragraph 2.*)

(4) Accident Disability Benefits have been revised to provide (a) that benefits in cases of total disability shall not be limited to a term of *six years,* as in the original text of the Plan, but shall continue during *life,* if the total disability continues that long; and (b) that payments in cases of partial disability shall be based upon impairment of earning capacity. (*Section 6, Paragraph 2.*)

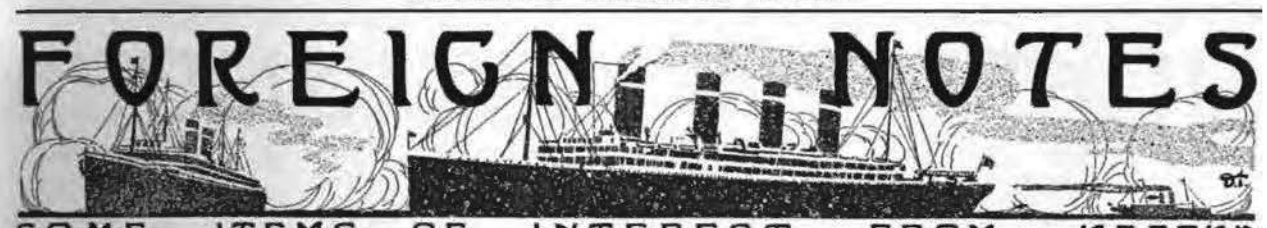
(5) In case of death of an employee, if the beneficiaries under the Plan (other than wife, children, or issue of deceased children) are only partially dependent upon the deceased employee, there shall be payable such part of the total death benefit as is proportionate to the degree of dependency, as determined by the committee. (*Section 8, Paragraph 3-Third.*)

(6) Burial expenses will be paid, in addition to death benefits, in cases of death resulting from accident in the performance of duty. (*Section 8, Paragraph 1.*)

(7) Detailed provisions regarding leave of absence and temporary lay-off have been included in the revised regulations. (*Section 9, Paragraphs 5, 6 and 7.*)

(8) The text of the Plan has been rearranged and its phraseology revised with a view to greater clearness. Particular attention is called to the substitution of the expression "death benefits" for the term "life insurance," which was used in the original text of the plan. This change was made to emphasize the fact that the benefits provided in the plan should not be considered as a substitute for regular life insurance. Eligibility to death benefits ceases when an employee is pensioned or leaves the service, and in any event the death benefits are payable only to a wife or to *dependent* relatives.

FOREIGN NOTES



SOME ITEMS OF INTEREST FROM ABROAD

LONDON

A. S. B. Fletcher
Correspondent

WESTERN ELECTRIC EQUIPMENT IN SOUTH AMERICA

The installation of the new Concepcion (Chile) switchboard, with a capacity and equipment for 2,000 lines, and consisting of five 6-panel subscribers' sections, two 6-panel junction sections, and two 2-panel dummy sections, manufactured for the Chile Telephone Co., Ltd., is now completed.

The opening ceremony was unlike that usually met with on such events, and was decidedly quaint in character. The illustration shows the guests at the most convivial stage, but before this was reached, quite a solemn and impressive service by the priest was conducted. First the switchboard and then the operators each in turn received a blessing from the dignitary of the church. After the religious ceremony, glasses were filled, and quite a jolly time was spent celebrating the occasion.

Ceremony at the Opening of the New Switchboard at Concepcion, Chile, South America

During the month of April a wave of "dropsy" passed over the London House.

DIAGRAM:—During the month we have had difficulties with our No. 4005-7 drops, a large quantity of which had to be delivered against time.

Types of Employees
By L. Clemson, London

No. 1—The Disinfector

"OUR OWN" DISINFECTOR

A wail from Building "K."

NOTE:—Every day at 3 P. M., in building "K" (shop office), the man with the atmospheric disinfector walks around.

Gusty breezes—noisy sneezes
Tell us what it be,
People cursing, noses nursing,
Look, and you will see.

We get the shock—at three o'clock
What a nasty smell,
Hear us say, in building "K,"
"Wish the stuff to Hanover."

Heads declare, it clears the air
Ask us what we think
And you will see, we all agree
It is one lovely—odor.

—G. CHASE, *Stores Department.*

ANTWERP

CENTRAL ENGINEERING DEPARTMENT

It is not an easy matter to learn French, and even after one believes oneself to have mastered this difficult language, one is still very likely to be "up against it." No names will be mentioned, but the following story about one of our Western Electric polyglots is now going the rounds.

It was toward the end of the month, and funds had run very low, in fact, so low that only 20 centimes remained in our hero's pocket. After much cogitation he decided that the best thing he could do with this 20 centimes was to invest it in a cigar; consequently he made his way into the nearest cigar store and requested "*Un cigarre à vingt.*"

The storekeeper promptly pulled down half a dozen boxes, from which our friend chose one that seemed to be a fairly good cigar for the price. He then cut off the end, lit the cigar and put down his 20 centimes on the counter.

"*Pardon,*" said the storekeeper, "*Un franc 75 centimes.*"

"*Mais j'ai demandé un cigarre à vingt,*" said our friend.

"*Eh bien, Monsieur, ce sont des cigarres Havannes,*" said the storekeeper, "*prix, Fr. 1.75.*"

Here our friend began to get somewhat excited and stated roundly, "*Mais j'ai demandé un cigarre à vingt.*"

Whereupon the storekeeper replied in a tone of bitter reproach, "*Mais, Monsieur, nous n'avons pas des cigarres Havannes à vingt!*"

For those who have not yet seen the point, it may be explained that the sentences "*cigarre à vingt*" (20 centimes cigar) and "*cigarre Havanne*" (Havana cigar, costing ten times as much), are pronounced almost exactly the same.

G. J.

HEARD IN THE SHOPS

ACTIVITIES OF THE MANUFACTURING DEPARTMENT AT HAWTHORNE

WHO'S WHO AT HAWTHORNE

Whose size would make a white man's hope sit down and cry with shame, then hit the back trail at a lope, too scared to know his name? Who puts the plates on ev'ry day, yet isn't "patient hub" preparing meals while wife's away suff'getting at the club? Who sees his finish everywhere, yet only laughs with glee and says, "For finish that will wear they've got to call on me." Who's jerry to the buffing game and hep to black japan? (Come, come, now! Quick—let's have the name!) "Dave" Davidson's the man.

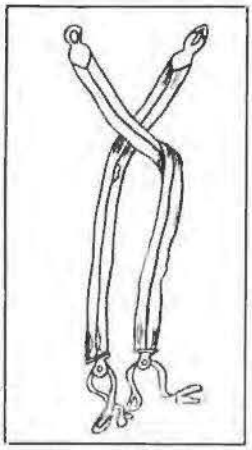
H. E. PENDER'S PARASOL PERISHES

Prepared for possible pours one pay-day, Pender, perambulating with his parasol, peacefully puffed his pipe, having previously projected his pipe-lighter pavement-

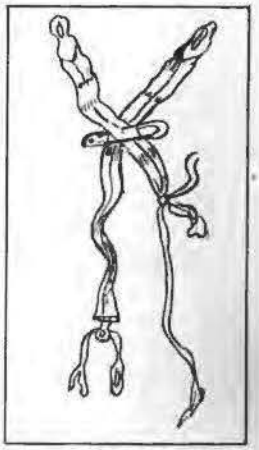
ward. Possessed with perverseness, however, the perfidious projectile pre-empted a protected portion of the parasol, patently preferring that place to the pavement. Presently Pender's pleasant puffing was pervaded by a penetrating perception of proximate perils. A purely precautionary peek at the parasol portrayed to perplexed Pender the predicament presented in the picture. We penitently pause at this point, as presumably the previously patient peruser is petulantly pleading for proof of the pertinence possessed by the painfully plentiful peregrinations of this prosy presentation. To preclude the possibility of provoking prudish persons to protestations by printing profanity, the publishers have pruned from this paragraph the perfervid pronouncements of poor Pender on perceiving his pitable plight.—"P's, p's, perturbed spirit."

TELEPHONE APPARATUS SHOPS

Ladies, please skip this paragraph, because it is about a pair of (excuse us) suspenders. We hope you will take our word for it that these disgustingly vulgar articles are very necessary to the male make-up and that we wouln't mention them for the world except under the press of dire necessity. The pair shown in the illustration are some that A. J. Wood, of department 2012-A, states he has worn continuously ever since they were discarded by his landlord two years ago. Mr. Wood has become constantly more and more attached to them as they took on the halo of age, but at the same time he has unfortunately become less and less attached to his trousers. The gentlemen will appreciate the truth of this by glancing at the picture—and of course the ladies have ceased to read long ago. Anyway, it has got to the stage where something must be done, and we print this in the hope that some kind-hearted reader, taking pity on Wood, will



Suspenders as They Looked When Bequeathed to Wood



Present Condition of the Galluses

donate and prevent a *perfectly awful* catastrophe. (Thank you, ladies. We'll skip as much for you some day.)

Dear Editor:—We girls of the installation department won't stand it a minute longer. Can't you print it and

make them stop it, or maybe an aroused public will? The thing is thus:

Messrs. Wilkinson, Bodenschatz and St. John each has a little baby boy ranging from three months to a year. Well, every morning there's a regular discussion or rather general conversation about their babies, each one telling how many times he was compelled to get up the night before, what time the "kid" (as they term it sometimes) went to sleep and what time he woke up and each one of these Messrs. always has some kind of a fatherly suggestion for the other. They are continually discussing what kind of baby food is the best, and Mr. Bodenschatz tries to convince the other two that oatmeal water is what he considers best and then he'll go into details explaining how long to cook the oatmeal and then to drain the water off and feed the poor little baby with that, and the other two gentlemen think that is perfectly ridiculous and, of course, each one thinks he knows better than the other fellow.

Now, us poor stenos just have to sit and listen to all this and, mind you, we can't even get a word in edgewise, though we would often like to offer some kindly suggestion, but I guess they think we are to be *seen* and not heard. Oh yes,—I must not forget a very important feature along this line, which is that Mr. Olschner, who is one of our installation group, feels himself quite above the other fellows owing to the fact that he has more in number to contend with, the "number" consisting of two canary birds and a dog. The fact might also be mentioned that when he calls "wifey" on the 'phone (which he usually does every day) he is quite anxious to know how the rest of the family are—I mean, the two birds and the dog.

Now that Mr. St. John has brought the picture of his baby down to show us, the others have jumped at the idea and are contemplating having their babies photographed at the earliest possible moment. Likewise, the two birds and the dog. Ere long, I presume, we shall have an art gallery established.

Now, dear Editor, please do print this and make them stop it, won't you?

Your loving friend,

Miss ——— ———, Dept. 2135.

P. S.—We read your paper every month.

Shake. So do we.—Ed.

THE BOLD BAD MANN AND MISKELLEY

A Romance of 5-36

A Mann who was Fonda Miskelley
Told his son:—"Meyer smile's sweet as jelly.
She's a Swanson—just Wright,
You would Fallman on sight.
Ev'ry Stahr Steeles a Ray from my Nellie."

"Gee, Weirsma?" cried his son. "Ma, come quick!
Grab his Kane! Shorma, fight! Get a stick!"
So she seized a Gilette
And carved steaks from her pet
Till he Kuster and fled with his chick.

NOTICE

There is no truth in the statement that in ordering an automobile recently I specified 11⅝" more than the regular space between the driver's seat and the steering wheel. I can still get behind any wheel that won't squeeze the wind out of Van Dalson. So when you hear it you will know it's not true.—*William Merz.*

Mr. Hitchcock Succeeds the Late Edward Puchta

A. W. Hitchcock

A. W. Hitchcock began to work for the Company January, 1906, at Clinton street, in the plant department. He was employed as insurance inspector on conditions affecting the fire hazard at the properties occupied by the Company in the United States.

In November, 1908, he was transferred to New York, combining the work of supervising insurance with that of inspection.

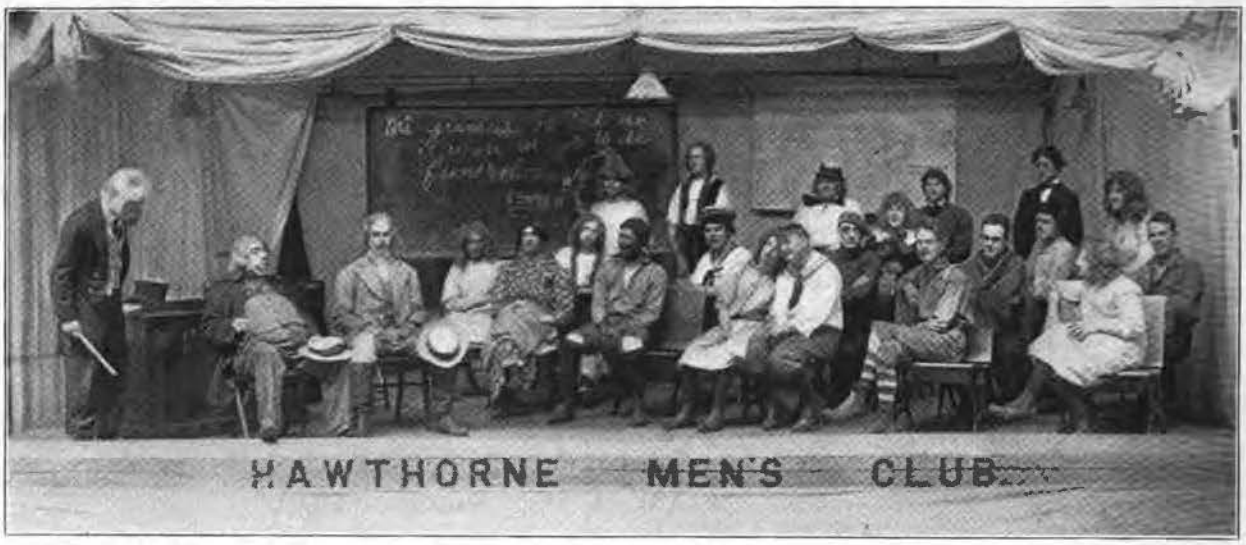
In September, 1910, he was transferred to the plant department at Hawthorne, dropping the work of placing insurance and taking up phases of safety work at distributing houses and enlarging his duties as inspector. On April 15th he was assigned to the position of Assistant Superintendent of Employment and Welfare at Hawthorne.

H. G. Dean Our New Plant Inspector

H. G. Dean

HERBERT G. Dean was advanced on April 15th to the position of Plant Inspector of the Western Electric Company, taking the place of A. W. Hitchcock. Mr. Dean was born in England, in October, 1876. In 1893 he entered the tool making department at Clinton Street, Chicago, continuing at that work until May, 1902, when he was transferred to the tool drafting department.

He became assistant factory engineer in 1906, and since that time he has held successively the positions of factory engineer at Chicago, works engineer at Hawthorne, and head of the construction and maintenance department at Hawthorne.



Men's Club Actors in "The Deestrick Skule"

Left to Right: Sheridan; Hofreiter; Eigelberner; Bach; Dietz; Robinson; Coombs (standing); Jensen; Oberg (standing); Scheel; Kull; Peloubet; Schumacher (standing); McCartin; Schultz; Zimmerman (standing); Sutherland; Arnold; Wineland (standing); Tolman; Schaber; Hallett; Waters.

Activities of the Hawthorne Men's Club

SOME people pronounce it "tan-go" and some pronounce it "tawn-go," while still others pronounce it disgraceful—or used to, before it was denatured for use in polite society. But in the perfectly proper form of to-day it is pronounced great business, as you know if you were at that big third annual dance given by the Men's Club at Forest Park on May 16th for the members and their ladies.

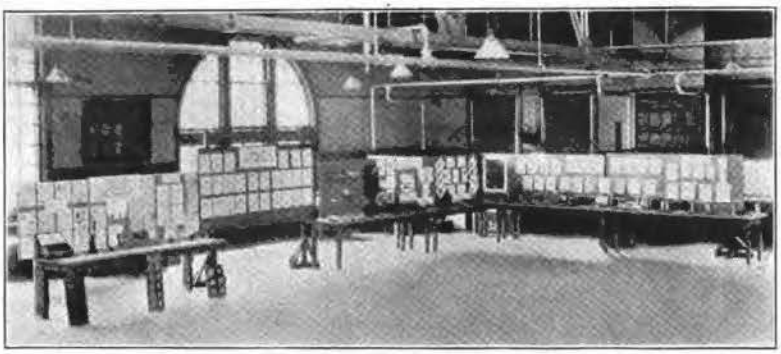


Exhibit Showing Work of the Hawthorne Men's Club Evening Classes

And right there is a tip for the girls: As long as you must be ladies, why not be Men's Club ladies and get a chance to go to the big doings of the club? Besides that, what makes you want to cheat the family of some deserving mortician out of their daily bread? Give that dead one of yours to the nearest undertaker and smile at one of the live ones around here. Then you won't miss any more of these good things, for all the original little wide-awakes belong to the Men's Club.

Diploma Presented to Graduates of Men's Club Evening Classes

Even if you did not get to the dance though, there were plenty who did. It was a big crowd and a jolly crowd, filled with the usual Men's Club spirit of—there, we almost said "good fellowship" again. Funny how that word will crop up when a person tries to describe Men's Club affairs. But this time we shall make it "good ladyship," out of courtesy to our fair guests. They certainly add to the pleasure of an event (although, fellows, we do manage to have a mighty good time without them sometimes, at that, don't we?) Well, they vote now, and step up like men to tell their ages, so perhaps when they learn to manage pipes as well, we'll let them come to one of those joyous smokers occasionally. Huh?

Our Actor Men

We have succeeded in getting a picture of our own home-grown comedians who recently entertained the club with a burlesque on the old-

fashioned district school, as was mentioned in last month's NEWS. You remember what ample justice our actors did to that funny sketch by H. D. Childs and C. F. Scheel. Just have one more look at them and help yourself to another laugh. You can cut the picture out if you want to and stand it on your dresser beside your "movie" favorite. Sure! Go as far as you like. It's your copy of the NEWS—we have no string to it.

Pennant, Designed and Constructed By E. Wensley, Presented to the Hawthorne Men's Club by the Evening Classes, 1914.

A. W. Hitchcock and L. H. Brownell on "Safety First"

The Men's Club tries to have some entertainments each month that are educational. On the first of May we had a lecture by A. W. Hitchcock, assistant superintendent of employment and welfare at Hawthorne, aided by H. L. Brownell, safety inspector of the Chicago surface lines. Their subject was "Safety First." Mr. Hitchcock drew attention to some of the numerous ways in which the Company protects its employees from ill-health and injury. He showed views of the hospital, the fire protection system, and safety devices on machinery. A machine to be acceptable in the Hawthorne Works must not alone be efficient; it must also be safe for the workmen. In very many instances production is subordinated to protection. Safety always comes first. Mr. Brownell's theme was street car accidents. He showed by moving pictures some of the common ways in which they occur and explained how to avoid them.

Professor Anderson's Lecture

A pawn broker is the only business man who can afford to sell below cost. The rest of the business world finds it necessary to sell with a margin of profit. In the case of a manufacturing concern which makes thousands of parts involving millions of operations it is not such a simple matter to determine just how much each part costs. The bankruptcy courts are crowded with firms that never do find out. The successful ones keep track of their expenses by an elaborate cost system. On May 22nd Prof. A. E. Anderson, of Northwestern University, gave a talk before the Men's Club, in which he explained some of the intricacies of factory accounting and showed what a necessary evil "red tape" is.

The Moonlight Excursion

An injunction has been issued against the Weather Man, restraining him from darkening, befogging, clouding, bedimming, or otherwise in any way or manner, either direct or indirect, obfuscating the light of that luminous heavenly orb commonly yclept the moon, and from allowing, tolerating, permitting, or suffering said light of the aforesaid orb, hereinbefore referred to as the moon, to be darkened, befogged, clouded, bedimmed, overcast or otherwise in any manner obfuscated on the evening of the 17th day of June, *anno Domini* one thousand nine hundred and fourteen. Which, of course you know, is the date of the third annual moonlight excursion and picnic.

This Month's Cover

THE scene depicted on the cover of this month's issue shows the cord assembly department at Hawthorne. The girls shown at the tables are busy attaching the terminals to the various kinds of switchboard, receiver, and desk cords made in the C., R. & I. shops. The girl in the foreground is operating a very ingenious device known as the counting scale. On the smaller hook she first places a known number of cords, say ten or twenty. She then hangs cords on the larger hook until the scale balances, which it does when the large hook contains exactly ten times as many cords as the small one.

These scales are in general use throughout the Hawthorne works, as they greatly expedite the counting of parts that, on account of their shape or small size, are difficult to handle separately.

H. W. BUBECK, Philadelphia's artist, whose cartoon, "The Office Boy's Dream," appeared on page 11 of last month's issue, rises to remark that he is *not* an office boy, as the NEWS erroneously said he was. Mr. Bubeck is assistant switchboard specialist.

A New Jovian Publication

THE Jovian Order has just issued a "Handbook of Jovian Procedure." This little book covers in detail all the duties of a Jovian officer, and contains complete Jovian rules and precedents covering every contingency. A section is devoted to suggestions for increasing local membership, attendance, and practical development work. There is also a suggested constitution and by-laws for the use of Jovian local leagues.

With the assistance of this little book an officer can successfully handle the affairs of a local chapter of the order, even though he has had little or no previous experience.

Changes in Organization

J. B. ODELL is appointed assistant stores manager at New York. L. E. Walker has been appointed stores manager at Richmond.

A. W. Hitchcock has been appointed assistant superintendent of the Employment and Welfare Branch at Hawthorne, to fill the vacancy caused by the death of Edward Puchta. H. G. Dean succeeds Mr. Hitchcock as plant inspector.

NEWS FROM HEADQUARTERS

Some Items of Interest from the General Departments

GENERAL SALES DEPARTMENT

W. A. Wolff
Correspondent

WAITING FOR THE CALL

To the south of our fair country
Where the swarthy greaser rules,
Where the land is stained by bloodshed,
Where the hot blood never cools;
To the land of warring factions
Where the torch and rifle blight
What there is of peace and plenty,
They have sent our boys to fight.

Not to fight—no, here's the fiction—
Just to settle, so they say,
The affairs of several bandits
In a peaceful sort of way.—
Several honorable bandits
Who unselfishly proclaim
Theirs the way to re-establish
Mexico's poor tarnished fame.

That's the task—and its fulfillment
Has cost us of lives a score,
In that paradox of doctrine
Intervention's peaceful war.
Let the beggars kill each other
For they'll do so anyhow—
Why should we be mixing up in
Their eternal civil row?

In our own ranks—shop and office—
Men are waiting for the call,
Waiting for the bugles sounding
Through the regimental hall.
May that call be silent ever,
For no face we want to miss
From among those now about us—
Our constant prayer be this.

W. A. W.

The district managers met with the general sales staff for conference at New York on May 11th and 12th, E. P. Clifford, eastern district manager; F. A. Ketcham, central district manager; F. B. Uhrig, western district manager; and E. J. Wallis, southern district manager, attending.

Oyez! Oyez! The straw hat season was declared officially open on the twelfth of May by our *"arbiter elegantium"*—the Vice-President and General Purchasing Agent. On his head he bore a dazzling straw lid, and in his hand a tennis racket, to say nothing of the yellow chamois gloves—with the temperature of 49 *degrees F.*, and no relief in sight. It is not certain yet to what extent tennis rackets will be worn this season.

Should the National Guard of the State of New York be ordered to the front, we can promise our readers news red-hot from the seat of trouble. We will have a special correspondent with the infantry and another with the cavalry. Look out for scoops!

At the electrical jobbers' convention at Atlantic City, during the week of May 11th, the following representatives of the Western Electric Company were present: E. W. Rockafellow, assistant general sales manager; J. A. Pizzini, domestic sales manager, New York; M. A. Oberlander, assistant supply sales manager, New York; F. A. Ketcham, manager, Chicago; F. B. Uhrig, manager, Kansas City; A. L. Hallstrom, sales manager, Philadelphia; and W. F. Abely, sales manager, Boston.

"And each man in his time plays many parts."

So said the eminent William Shakespeare in the long ago, and he must have had T. R. George in mind. T. R. originally appeared, photographically, as a busy business man in "When Minutes Mean Money," an Inter-phone booklet issued by the advertising department. Since then he has appeared in other advertisements as a school principal and as a hospital superintendent. How's that for versatility?

GENERAL MERCHANDISE DEPARTMENT

J. H. Hellweg, Correspondent

ADDITIONAL REASONS WHY ORDER EDITORS GO MAD

"Install defective relays at present installed in switchboard at Wadesboro, North Carolina."

It is all a mistake, this talk about quality being a desirable factor in our instruments. Witness New York order No. 845675, reading as follows:

"Three No. 227-W microphones, to be re-adjusted to give good articulation. Quality is not necessary."

Apparently the only thing required is that the instruments shall talk clearly. This is easy money for us.

The general merchandise department now maintains central stocks of tools manufactured by M. Klein & Son. This is a radical departure from past practices, in that it is the first time that not-W. E. material has been centrally warehoused. The plan is to be rapidly extended to other lines, although the houses to benefit from it will be confined to those in the Central district and adjacent territory. Similar central stocks for the Eastern and Southern districts are to be maintained at New York.

W. F. Bancker, assistant general purchasing agent, H. Biggar, in charge of the manufacturing department's lumber supply and box factory, and F. J. Holdsworth, shipping clerk of the general merchandise department, took a trip through the Southern States from May 12th to May 25th in search of adequate and satisfactory supplies of yellow pine lumber, to be used principally for packing-boxes.

P. N. Reidinger
Correspondent

EDUCATIONAL DEPARTMENT

Our baseball team is now organized and occupies a place in the first division of teams. This division comprises the following departments: Central Works, Inspection, Production, Merchandise, Plant, and Educational. We lost our first game, 16—14, to the Central Works. It was not, however, the fault of the student body (J. E. Wineland, G. C. Krenning and L. Hopkins —3, count 'em, 3), who occupied seats in the student bleachers and who handed out regular bleacher talk to the opposing players. Achenbach and Murphy gave the "Centrals" a scare. After giving the fielders the "get busy signal" they made a "complete circuit" of the bases four times, Achenbach driving out three home runs and Murphy one.

FAREWELL BANQUET TO J. E. GILMOUR

Nearly 75 Western Electric men gathered at a banquet in the College Room at the Hotel La Salle in honor of J. E. Gilmour, who has been promoted to the position of merchandise manager of the Northern Electric Company, Limited, at Montreal, Canada.

Short farewell speeches were given by J. H. Hellweg, W. B. Minch, B. S. Culp, W. L. Sioussat, E. S. Van Dalson, R. H. Goodell, A. E. Kircher, S. B. Rose, H. D. Childs, and P. N. Riedinger.

Mr. Gilmour started work for the Western Electric Company at New York as a clerk under Mr. Odell in January, 1906, after graduating from Union College. He was a salesman for two years and then took a position with the Western Electric at Hawthorne in October, 1909, in the apparatus output division. In January, 1910, he was transferred to the apparatus service division and in June, 1912, was appointed head of the service division.

Hawthorne Engineering Girls' Club

THE Engineering Girl's Club was organized early in April by the girls in the engineering clerical branch of the telephone engineering department at Hawthorne The girls made their debut at a May party at the Douglas Park refectory on Wednesday evening, May 6th. Each girl invited a young man from the engineering department as her guest for the evening. As the musicians and cotillion leaders were all members of the department and as several of the supervisors with their wives chaperoned, it was like a big family party.

Cover of the Dance Order

Among the other social activities planned by the club for the summer are a picnic, a lawn fete, a lake trip and a hay-rack party. Other plans for the fall and winter will be made and will appear in the NEWS at a later date.

New York Engineering Notes

DR. F. B. JEWETT, assistant chief engineer, addressed the Telephone Society of Baltimore, Md., on May 20th. His subject was "Cable and Cord Manufacture by the Western Electric Company."

J. H. Bell and A. F. Dixon have just returned from London, where they assisted Mr. Scribner in demonstrating the Company's recently developed printing telegraph system to the representatives of the British Post Office.

M. Sultzer, of the physical laboratory, recently visited Washington, D. C., where he demonstrated the Vreeland oscillator at a joint meeting of the American Institute of Electrical Engineers and the American Physical Society.

J. B. Speed has been appointed head of the physical laboratory, succeeding O. E. Stevens, who was transferred to the sales department.

F. J. Holmes, an old Western Electric man, late with the Vulcan Electric Heating Company, has returned to the fold. Mr. Holmes is doing special work, reporting to E. B. Craft.

Western Electric News

PUBLISHED MONTHLY — FOR THE EMPLOYEES

BY THE WESTERN ELECTRIC COMPANY

H. B. Thayer, *President*
W. P. Sidley, *Vice-President and General Counsel*
Gerard Swope, *Vice-President and General Sales Manager*
J. W. Johnston, *Treasurer*
G. C. Pratt, *Secretary*
H. A. Halligan, *Vice-President*
A. L. Salt, *Vice-President and Gen. Purchasing Agt.*
H. F. Albright, *General Superintendent*
C. E. Scribner, *Chief Engineer*
R. H. Gregory, *Comptroller*

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VOLUME III — JUNE, 1914 — NUMBER 4

THE WESTERN ELECTRIC COMPANY AND RECENT DEVELOPMENTS IN MEXICO

THE front cover of the April NEWS, depicting a telephone in use on an American battleship, has proved to be the forerunner of a curious chain of circumstances which has involved this company, its products and its men, in the threatened international conflict which has since held the centre of the world's stage.

The interesting collection of Mexican border photographs reproduced elsewhere and sent to the NEWS by Messrs. Faubion and Hazelton, of our Dallas house, are of special significance to all, having been taken by these Western Electric men at the front especially for the NEWS.

An incident of the capture of Vera Cruz is of interest to Western Electric employees. Just before the landing of our marines, the American consul called General Maas, of the Federal forces, on the telephone, requesting his surrender. The telephone equipment at Vera Cruz is Western Electric apparatus and the telephones on which the consul talked to General Maas were made at Hawthorne.

The telephone system in Mexico City and the trunk lines extending between that point and Vera Cruz have also played a part in the history of the past month in Mexico. This equipment is likewise of Western Electric manufacture, and photographs of it are shown on another page.

But these facts, while they teach us anew what a great family ours has grown to be, and how universally our product is used, are overshadowed by the fact that a former Western Electric man was the first to lose his life in this conflict. All honor to the memory of George M. Poinsett, the first to fall at Vera Cruz! His name will be linked with those of Ellsworth and Greble, slain at the outbreak of the Civil War, and of Ensign Bagley, shot at the outbreak of our war with Spain.

We Western Electric men and women may all feel a thrill of pride at the record of this young man. Somehow, the news of his death brings home with peculiar force just what war means. It is easy to shout "On to Mexico!" But here was a man who worked with us, whom some of us knew personally. And now he is dead. It makes us realize the awful cost at which war is waged. One of us is gone. Let us hope, profoundly, that no more will be called upon to follow him.

Our 1914 Business

WHEN we made the estimates of our business for 1914 we made them conservatively and with the thought in mind that business conditions in the first part of the year, at all events, would not be as good as they were during the last year. We are not disappointed, therefore, at business conditions in general or the way our own business is running.

We are still firm in the conviction that if the groundwork of our organization has been well laid and if the personnel in the different branches of the work fully understand the elements of the business and the relations that each of these elements bears to the whole, that each house, and, therefore, the Company, will come up to our estimate for the year.

This is the time, however, to watch the various elements of our business carefully. The first thing that always comes to mind is expenses. We must consider if methods heretofore followed cannot be improved upon; the work done more efficiently and at less expense. This applies to every department of the business.

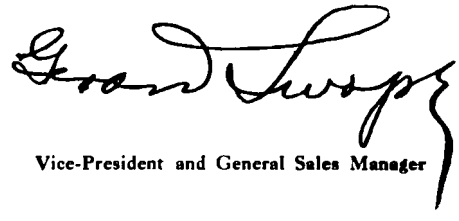
Even with business conditions as they are, there is a large volume of business being placed, of which our Company is getting but a small proportion. There are thousands of customers who as yet have not learned the advantage of allowing the Western Electric Company to serve them, and there are many thousands of customers a small part of whose requirements only we are furnishing to-day. Both of these classes of customers offer us a larger opportunity for service. If we are to deserve the opportunity of serving these future customers and merit the continuance of the patronage from our old customers, the old, well tried principles must always be kept before us.

1. Quality of apparatus and supplies must be in every way satisfactory. The high standard set by our own manufactures and insisted upon in the merchandise we distribute, and the general satisfaction of our customers, give us every reason to believe, and to believe enthusiastically, in Western Electric quality.

2. Our price must be fair and reasonable, and our dealings with our customers not only fair, but liberal.

3. Our service must be prompt and efficient.

With these principles in the conduct of our business before us, instead of thinking only of the difficulties of our jobs, we should direct our attention to the constructive side of our work and the possibilities of increasing our field of usefulness to the community of old and new customers, both of which give us ample opportunities for increasing our business.



Vice-President and General Sales Manager

Employees' Pension, Benefit and Insurance Fund Notes

JOHN E. FOLKS, foreman of the millwright department at Hawthorne, died suddenly on April 15th. He had been in failing health for several months, although his sickness kept him from his duties but a few days.

Mr. Folks entered our employ at Chicago in October, 1899, and was assigned to the wood working department under the supervision of Mr. Culley. He was later transferred to the millwright department, and in 1895 went to New York, where he served as assistant foreman to Mr. Haulman. Later he served as assistant foreman and foreman of the millwright department at Hawthorne.

"Jack," as he was familiarly known throughout the plant, was universally liked by all the manufacturing foremen, with whom he was in close touch on all machinery changes and installations.

GUY EDWARD RUCKER, whose death occurred April 26th, came to the Western Electric Company on June 3, 1899. His first position was in the switchboard cable layout department. Later he held positions in the shop output department, and the Chicago branch of the general sales department. When the general merchandise department was organized on January 1, 1911, he was given charge of the stock maintenance department, and was a member of that department at the time of his death.

Mr. Rucker was an enthusiastic member of the Hawthorne Men's Club, and served actively during 1913 on the entertainment committee. One of his diversions was fishing, and he was among the founders of the "Fish Bowling League." He leaves a widow, who becomes beneficiary to a maximum death benefit.

CHICAGO

A recent instance as to the help which the sickness benefits may be to a Western Electric man in regaining his health is the case of D. W. Hanger. Mr. Hanger, who has been with the Company about two and one-half years, had developed a case of incipient turberculosis, and his physician recommended that he go to a sanitarium for two or three months. Because of the sickness benefits he was enabled to follow this advise and he is now located at the Valmora Industrial Sanitarium, Watrons, New Mexico.

HAWTHORNE

We are in receipt of the following letter from Miss Winifred Wunderlich, of department No. 2020, winner of the NEWS cartoon contest. Miss Wunderlich's drawing, which is reproduced on the last page of the May NEWS, represents "W. E. Disability Benefits" as "The Good Samaritan" in the home at the time of need.

"I am glad to inform you that I expect to return to Chicago and report for work Monday, May the 11th.

"I find it difficult indeed adequately to express my gratitude to the Western Electric Company for their kindness to me during my illness. The Benefit Fund is indeed a Good Samaritan in time of disability and sickness. I received my check regularly each week, which enabled me to pay all expenses connected with my disability, which otherwise I would have found hard to meet. I feel very fortunate in being numbered by the Western Electric Company among their employees and wish to assure every one concerned of my sincere appreciation of what they have done for me.

[*Signed*] WINIFRED WUNDERLICH."

MINNEAPOLIS

Mr. Wilkinson reports that the Minneapolis employees are enthusiastic over the Benefit Fund. He sends three letters from employees there, who have participated in the Fund. One of the three, a young lady writes:

"The benefits I received enabled me to pay my expenses and I know my illness was of shorter duration than it would have been if I had been worrying all the time on account of having had my income cut off while I was unable to work."

PHILADELPHIA

Mr. Kennedy received the following letter under date of April 10th from Joseph A. Miller, who has received the benefits of the Plan for over a year:

"My dear Mr. Kennedy:

"Wish to express my sincere thanks and appreciation for the generous consideration shown me during my absence from duty by the Western Electric Company.

"Even though I am not restored to the state of health desired, the Company's kindness has added greatly to my comfort.

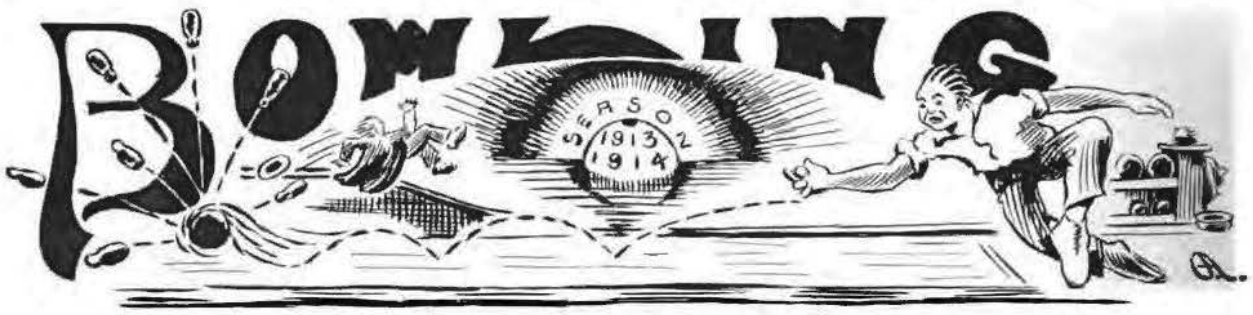
"In gratefulness to all, I am,

Yours very truly,

[*Signed*] JOSEPH A. MILLER."

ENGINEERING DEPARTMENT

A letter of appreciation has been received from Mrs. Paul Brandt for the death benefits paid her upon the death of her husband, who was one of the veteran employees of the New York Engineering Department.



1913—WESTERN ELECTRIC LEAGUE—1914

THE final game of the season was rolled by the Western Electric Bowling League on April 16th. The league is gaining in popularity every year and the size of the scores chalked up keeps pace with the increase in membership. Competition is becoming so keen that a man has to bowl his very best to stay in the running. Consequently both individual and team scores showed marked improvement this season.

For the first time in the league's history the inspection department bowling team won the season's championship. Theirs was the best balanced team in the league and its success was not the result of luck, but was due to consistently good bowling.

Second place went to the team representing the machine departments. This team rolled the high game of the season, with a total score of 1057.

The technical department's team, which secured the next highest team score of 1038 on February 26th, also has the honor of bowling the first score above 1000 ever rolled in the league. On February 19th they scored 1018 points, setting the new league record. This record was later broken by their 1038 score and again by the 1057 score of the machine departments team.

The winning team from the inspection department had the highest team average of the season, 943 2-3 points. The technical department's team stood second, with 939 1-3 points, and the machine department's men were third, with 925 points.

Vanek, of the machine department, rolled the highest individual score, 278 points. Kuhrt (machine department) and Knoke (technical department), tied for second place, with 258 points each.

INDIVIDUAL HIGH GAME											
VANEK	☒ 30	☒ 60	☒ 90	☒ 120	☒ 150	☒ 180	☒ 210	☒ 239	☒ 259	☒ 278	278

WESTERN ELECTRIC BOWLING LEAGUE

FINAL STANDING

April 16, 1914

Team	*Won*	*Lost*	*Per cent*	*Pins*	*Average*
1. Inspection	58	26	690	72689	865—29/84
2. Machine	53	31	631	72326	861— 2/84
3. Technical	48	36	571	72493	863— 1/84
4. C. R. & I. Shops	40	44	476	70087	834—31/84
5. Works Clerical	40	44	476	69171	823—39/84
6. Engineers	34	50	405	70516	839—44/84
7. Mdse. & Product	32	52	381	58249	812—41/84
8. Switchboard	31	53	369	70362	837—54/84

INDIVIDUAL AVERAGES

Player and Club	*Games*	*High*	*Total Pins*	*Average*
1. Kuhrt, Machine	75	258	13865	184—65/75
2. Wizral, C. R. & I	78	236	14242	182—46/78
3. Fliger, Technical	84	235	15225	181—19/84
4. Pruessman, Engineers	75	255	13526	180—26/75
5. Jenkins, Technical	81	255	14586	180— 6/81
6. Callender, Works Clerical	72	235	12900	179—12/72
7. Shoda, Inspection	84	239	14934	177—66/84
8. La Font, Works Clerical	63	235	11177	177—26/63
9. Nevaril, Inspection	57	225	10090	177— 1/57
10. Jelinek, Inspection	69	232	12191	176—47/69
11. Vanek, Machine	60	278	10577	176—17/60
12. Knoke, Technical	81	258	14174	174—80/81

Charles Kuhrt, Dept. 2336, Individual Champion Average, 184 65/75

Inspection and Assembly Department Team Champions 1913-1914
J. Jelinek, Dept. 2325 E. Shoda, Dept. 2624
J. Nevaril, 2171 W. Teichtler, 2173 P. Lenick, 2321

Frank Vanek, Dept. 2342, High Individual Game Score, 278

Members of the Western Electric Bowling League, Season 1913-1914

Top Row, left to right: Callender; Krivanek; Wizral; Thielen; Patton. *Second Row:* Benson; Condon; Kuhrt; Nevaril; Hanks; Hyde; Jenkins; Beilfuss; Allerding; Heslin; Pruessman; Teichtler; Lenick; Free. *Third Row:* Vanek; Skoog; Larson; Knobe; Fliger; Marth; Knapp; Wilkerson; Penrod; Dusheck; Adamson. *Bottom Row:* Ashbaugh; Lindberg; Ready; Jelinek; LaFont; Jedlicka; Shoda; Hartman; Henning; Glaser.

The fourth annual handicap bowling tournament of the Hawthorne employees was held on Friday evening, April 17th, Saturday afternoon and evening, April 18th, and Monday evening, April 20th, at Flenner's Alleys. The interest shown in this year's tournament far surpassed that of previous years, as shown by the following comparison:

HIGH TEAM GAME												
LINDBERG	X	X	X	9	9	9	−	9	X	0	188
	30	58	78	97	114	133	142	162	180	188	
SKOOG	0	X	9	X	9	9	X	0	0	0	154
	9	29	49	69	88	108	127	136	145	154	
LARSON	−	9	9	0	9	9	X	X	X	X	211
	9	28	46	54	73	93	123	153	183	211	
VANEK	X	X	X	X	X	X	X	X	X	9	278
	30	60	90	120	150	180	210	239	259	278	
KUHRT	X	9	9	X	X	9	X	9	X	X	X	226
	20	37	57	86	106	126	146	166	196	226	
TOTAL											1057

Bowled by the Machine Departments Team, April 9, 1914

	1912	1913	1914
Individual entries	94	128	139
Two-men entries	43	68	83

The following is a list showing the winners, together with their scores and prize money:

WINNERS IN SINGLES

Standing	*Name*	*Score*	*Prize*
1.	W. Allerding	680	$20.93
2.	J. P. Krivanek	677	15.07
3.	F. Longfellow	676	11.72
4.	O. Skoog	671	8.37
5.	F. Dempsey	650	6.70
6.	E. Kane	646	5.86
7.	L. Rixecker	642	5.02
8.	A. Swanson	636	4.18
9.	W. Knoftz	635	3.35
10.	C. Heslin	634	2.50

WINNERS "TWO MEN" TEAMS

1.	F. Ptazsynski & C. Rousch	1231	35.63
2.	C. Friedland & L. Briggs	1229	25.45
3.	L. Rixecker & R. Kuhnle	1215	15.27
4.	E. Dvorak & O. E. Benson	1210	10.18
5.	F. Dempsey & F. Driscoll	1189	8.14
6.	J. Klima & J. Stober	1183	5.09
7.	A. Swanson & M. Moser	1174	2.04

HIGH GAME WINNER

O. Jenkins	244	5.00

Best Star Orders of Interest April 6 to May 9

FIRST GROUP

New York

THIRTY thousand feet of 25-pair lead cable.

J. C. Enders.

SECOND GROUP

Philadelphia

Thirty thousand dollar contract covering a year's requirements of fir cross-arms. *F. H. Swayze.*

THIRD GROUP

Cleveland

Fifty-eight thousand, one hundred sixty-five feet of 25-600 pair type TA cable, 66,000 feet of S. M. strand, 12,000 duct feet of vitrified clay conduit, 119 No. 14, and 19 No. 17 cable terminals, 2,900 No. 77 protectors, 75,000 feet of No. 17 copper clad drop wire, and miscellaneous material.

F. E. Triebner.

The Western Electric-Conlon Washing Machine

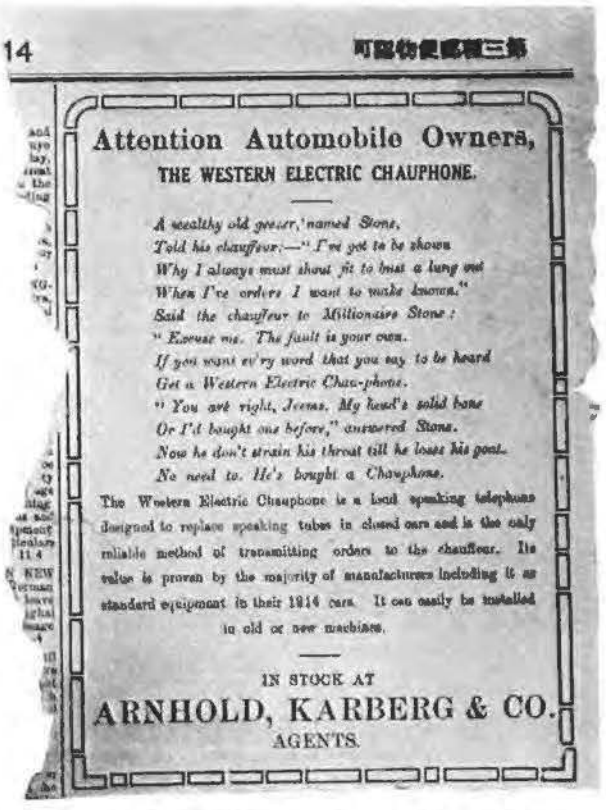
A New Western Electric Washing Machine

A NEW member has been added to the family of Western Electric household helps. An alliance has been formed between the Conlon Electric Washer Company of Chicago and the Western Electric Company, effective May 1st. The entire line of the well-known Conlon electric washing machines will be marketed exclusively by the Western Electric Company under the trade name of the "Western Electric-Conlon."

The Conlon washer is well known to the electrical trade in general and is looked upon with particular favor by the central stations. Every moving part of this machine is enclosed. Belts or chains are not used, as the motor is direct connected to the moving parts by a worm gear shaft drive.

The selection of the Conlon washer as one being worthy of bearing our trade name, "Western Electric," was made after careful investigation of the entire field.

An extensive advertising and sales campaign is being started, and the new washer seems certain to become one of the Company's leading specialties.


14

Attention Automobile Owners,

THE WESTERN ELECTRIC CHAUPHONE.

A wealthy old grocer, named Stone,
Told his chauffeur:—"I've got to be shown
Why I always must shout fit to bust a lung out
When I've orders I want to make known."
Said the chauffeur to Millionaire Stone:
"Excuse me. The fault is your own.
If you want ev'ry word that you say to be heard
Get a Western Electric Chau-phone."
"You are right, Jeems. My head's solid bone
Or I'd bought one before," answered Stone.
Now he don't strain his throat till he loses his goat.
No need to. He's bought a Chauphone.

The Western Electric Chauphone is a loud speaking telephone designed to replace speaking tubes in closed cars and is the only reliable method of transmitting orders to the chauffeur. Its value is proven by the majority of manufacturers including it as standard equipment in their 1914 cars. It can easily be installed in old or new machines.

IN STOCK AT

ARNHOLD, KARBERG & CO.

AGENTS.

"News" Poetry Quoted in China

AN interesting clipping has just been received from F. F. Fairman, formerly of Hawthorne, who is now with our agents in Peking, China. This clipping is from the *North China Daily News* (Shanghai) of April 2, 1914, and is one of a series of advertisements by means of which Mr. Fairman is bringing the Western Electric Chauphone to the attention of automobile owners in Shanghai.

The verses that form the principal part of the advertisement will be familiar to NEWS readers, since they originally appeared in the February, 1914, issue of the NEWS, among the items from the general merchandise department. Their anonymous author is to be congratulated upon obtaining international fame in so short a time!

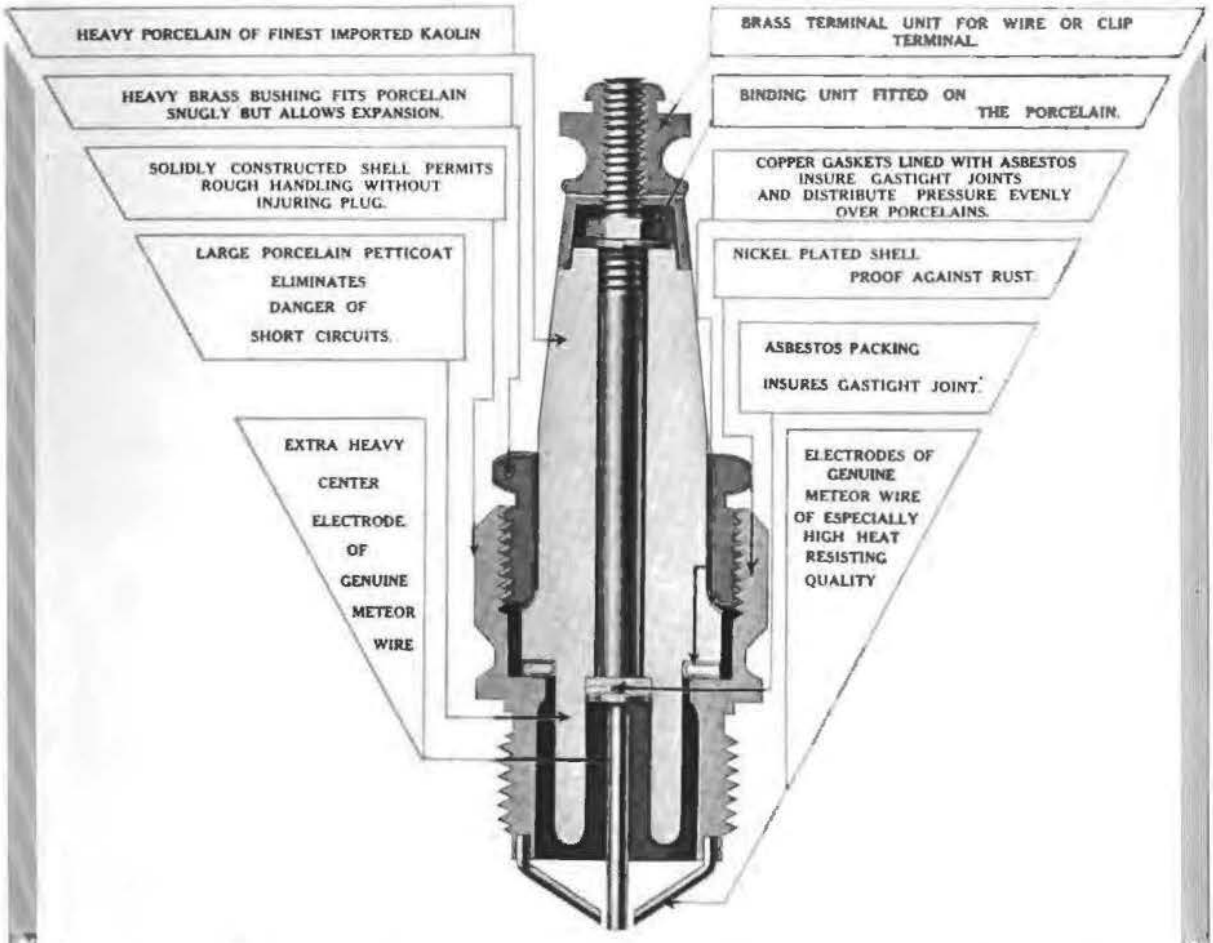
C. V. Conway

AN OFFICE BOY CONTRIBUTOR

IN response to several requests, the NEWS presents a portrait of C. V. Conway, office boy in the general merchandise department, one of last month's star contributors. Mr. Conway's article on "How I Would Run My Department if I Were Head of It," and his poem, "Meditation," were features of the Office Boy's Number.

Western Electric
PITTSFIELD

Maximum Duty Spark Plug



It will pay you to send today to our nearest house for our latest bulletin on Ignition Apparatus

Everything Electrical for Automobiles

Pittsfield Spark Coil Company, Mfrs.

WESTERN ELECTRIC COMPANY

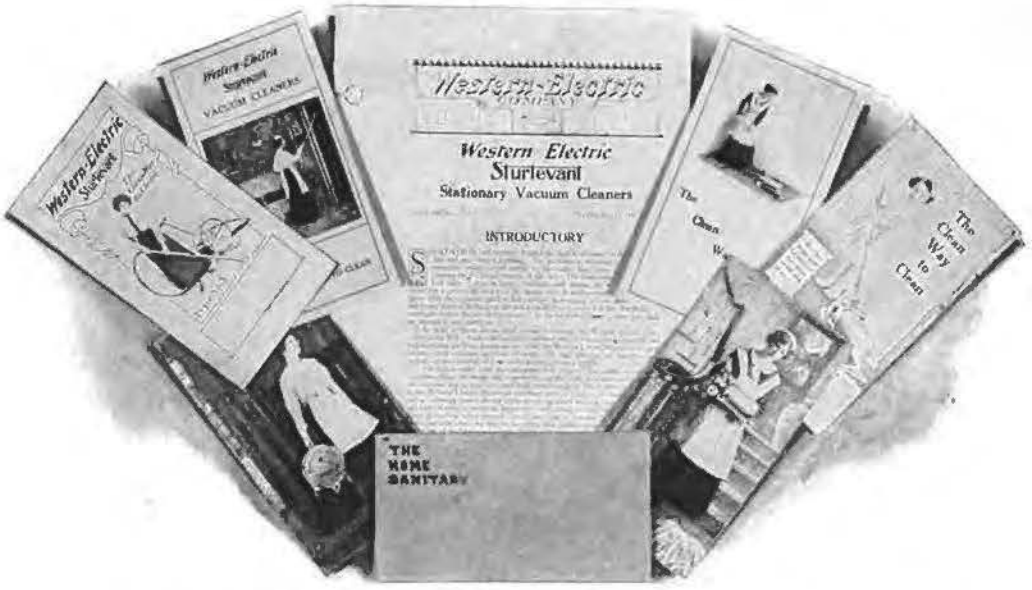
Manufacturers of the 7,000,000 "Bell" Telephones

New York	Chicago	Kansas City	San Francisco	Montreal	London
Buffalo	Milwaukee	Oklahoma City	Oakland	Toronto	Berlin
Philadelphia	Pittsburgh	Minneapolis	Los Angeles	Winnipeg	Paris
Boston	Cleveland	St. Paul	Dallas	Calgary	Rome
Richmond	Cincinnati	Denver	Houston	Vancouver	Johannesburg
Atlanta	Indianapolis	Omaha	Seattle	Edmonton	Sydney
Savannah	St. Louis	Salt Lake City	Portland	Antwerp	Tokyo
		New Orleans			

EQUIPMENT FOR EVERY ELECTRICAL NEED

One of our Automobile Trade Paper Advertisements

This Printed Matter is Making Customers for Our Agents. Are You an Agent?



These are a few of the sales helps we furnish free to assist our agents to build up a profitable business in

Western Electric
Sturlevant
Vacuum Cleaners

If you qualify as the live dealer in your community and are not handling this—the most reliable, complete and best selling line of cleaners—better get in touch today with our nearest house. Arrange for the handling of this profitable line now.

WESTERN ELECTRIC COMPANY

Manufacturers of the 7,000,000 "Bell" Telephones

New York	Atlanta	Chicago	Kansas City	San Francisco	Montreal	London
Boston	Savannah	Milwaukee	Oklahoma City	Oakland	Toronto	Antwerp
Philadelphia	Richmond	Cincinnati	Denver	Portland	Winnipeg	Berlin
Pittsburg	St. Louis	Indianapolis	Omaha	Seattle	Calgary	Paris
Buffalo	Dallas	Minneapolis	Salt Lake City	Vancouver	Johannesburg	Rome
Cleveland	Houston	St. Paul	Los Angeles	Edmonton	Sydney	Tokyo

EQUIPMENT FOR EVERY ELECTRICAL NEED

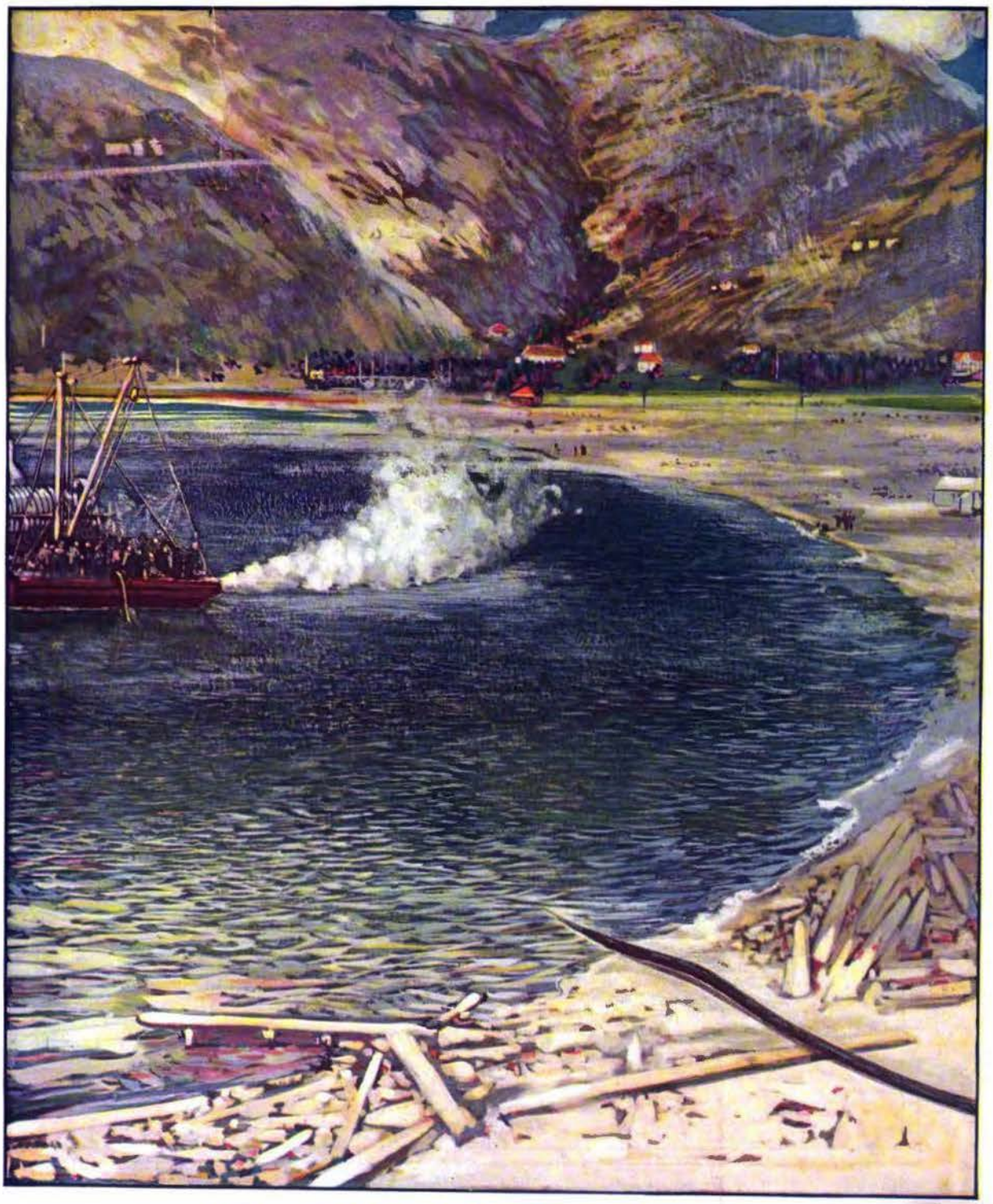
Member Society for Electrical Development—"Do it Electrically"

A Current Advertisement in the Electrical World, Showing One Step in the Selling Campaign on Vacuum Cleaners

Western Electric News

Vol. III. No. 5 July 1914

THE NEW YORK PUBLIC LIBRARY
ASTOR, LENOX



LAYING A WESTERN ELECTRIC SUBMARINE CABLE

Notice the quiet office of the true executive!

Free your office from distraction and intrusion,—make it ideal for planning and creative thinking. "When Minutes Mean Money" tells how. Let us send you a free copy.

Western Electric Inter-phones

have solved one problem of business management. They enable the executive to get necessary facts, data and information, —hold conferences, give orders and keep in close touch with every department of his business in an entirely satisfactory manner, without losing time,—without destroying the privacy and quiet of his own office.

Let us help you to better working conditions.

Address this envelope now and we will send you — "When Minutes Mean Money"

Whether or not you contemplate the installation of an intercommunicating system, this book will prove valuable to you. Sending for it will involve you in no way. Mail the coupon now.

WESTERN ELECTRIC COMPANY

Manufacturers of the 7,500,000 "Bell" Telephones
463 West St., New York
Houses in All Principal Cities of the United States and Canada
Agents everywhere
EQUIPMENT FOR EVERY ELECTRICAL NEED

A Business Inter-phone Advertisement. From "System" Magazine.

Western Electric News
PUBLISHED ONCE A MONTH FOR THE EMPLOYEES
VOLUME III, No. 5 JULY, 1914

How the Western Electric Company Manufactures Submarine Cable

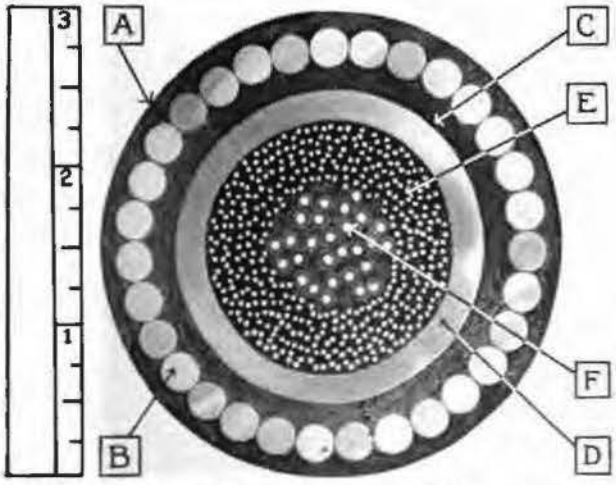
By W. F. Smith, Engineering Department

THE construction of a submarine telephone cable is similar to that of an underground or aerial cable, the principal difference being that the conductors are usually more heavily insulated in order to provide a higher factor of safety against electrical breakdowns. Additional mechanical protection is also provided in order to prevent injury to the cable under the severe conditions to which it is subjected in service.

It is this greater mechanical protection that distinguishes the submarine cable. The preliminary steps in the manufacture of all types of cable are essentially the same. These various operations were described in the NEWS for January, 1913. It will be remembered that the copper wire used to form the conductors of the cable is first run through the insulating machine, which covers the wire with a continuous wrapping of manilla paper. Various colored papers are used in order to facilitate the identification of different pairs of wire in the finished cable The insulated conductors are next twisted together into pairs in order to prevent cross talk between the different pairs in the cable, this operation being performed on the twisting machine. The twisted pairs of wires now pass through the stranding machine, which forms them into a "core," as the unsheathed cable is called. After the core has been thoroughly dried and tested, it is passed through the lead press or sheathing machine, which surrounds the paper covered wires with a continuous lead sheath. For submarine cable the sheathing is usually made somewhat thicker than for other types of cable, so as to avoid being crushed in the next operation, that of armoring.

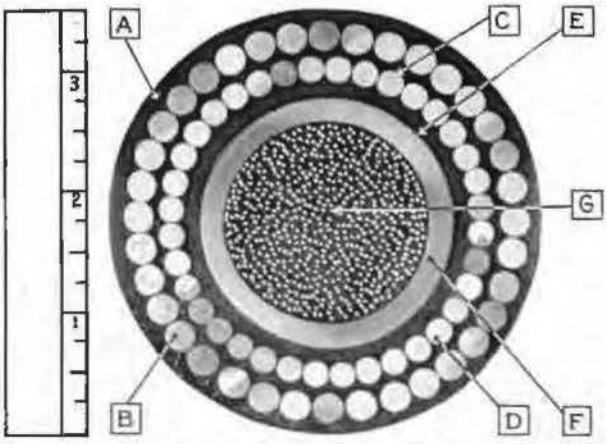
W. F. Smith

The principal factors which determine the amount of mechanical protection



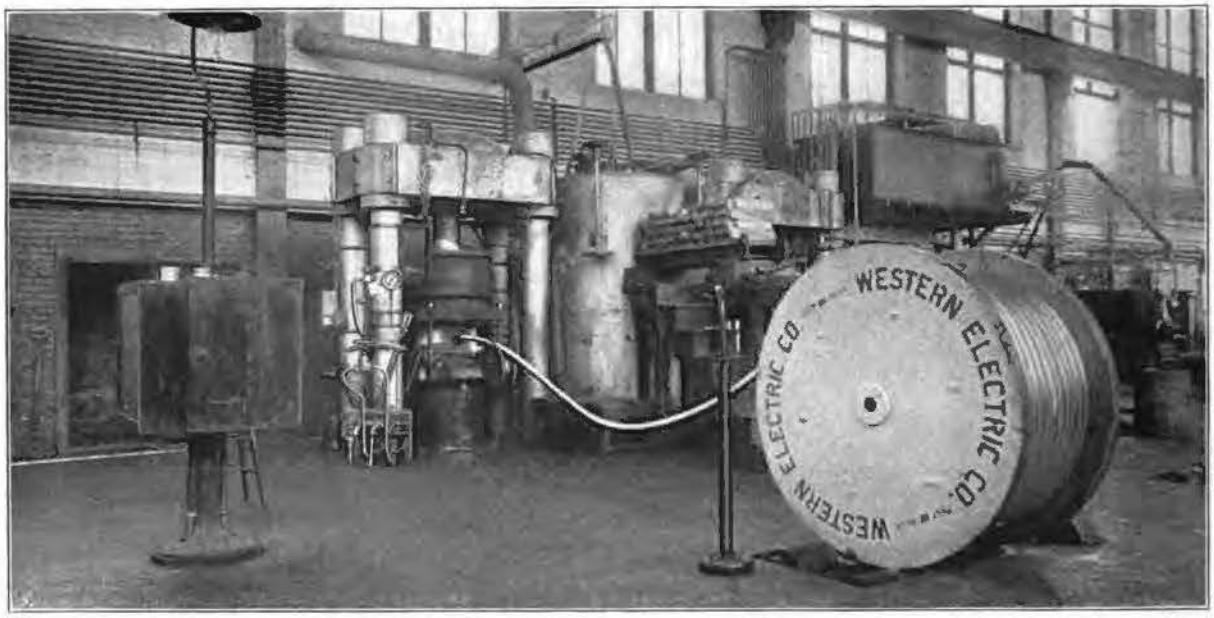
CROSS SECTION OF WESTERN ELECTRIC SINGLE ARMORED SUBMARINE CABLE

A, outer wrapping of jute; B, steel armoring wire, No. 4 BWG gauge; C, inner wrapping of jute; D, lead sheath; E, 200 pairs of No. 22 gauge conductors; F, 13 pairs of No. 16 gauge conductors.



CROSS SECTION OF WESTERN ELECTRIC DOUBLE ARMORED SUBMARINE CABLE

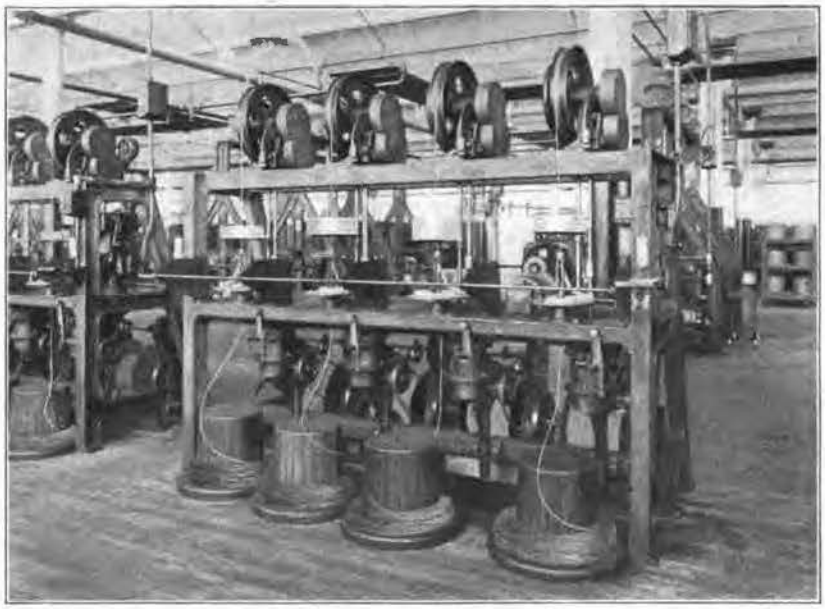
A, outer wrapping of jute; B, outer armoring, No. 4 BWG gauge; C, middle wrapping of jute; D, inner armoring, No. 6 BWG gauge; E, inner wrapping of jute; F, lead sheath; G, 300 pairs of No. 22 gauge conductors.



One of the Big Lead Presses at Hawthorne, Applying the Sheathing to a Telephone Cable

necessary for submarine cable are first the depth of the water in which the cable is to lie; second, the nature of the bottom upon which it is to rest; third, the amount of strain to which it is liable to be subjected by tidal and other currents; and fourth, the likelihood of its being in danger from anchors of ships or fishing boats. Each of these factors must be carefully considered in designing the protection of any submarine cable, as the life of the cable depends almost entirely upon its proper protection against these risks.

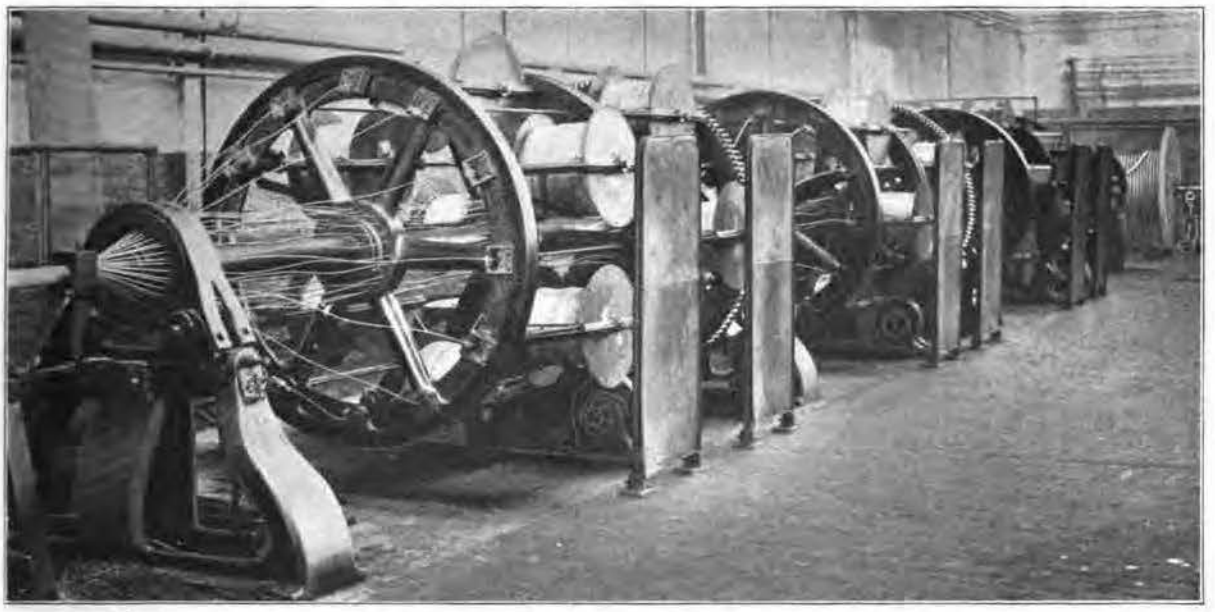
This protection usually consists of wrappings of jute and sheathings of steel wires, applied spirally, the whole being known as armoring. After passing through the lead press the cable is carefully inspected for any electrical defects and is then wrapped in two layers of jute yarn which has been soaked in a preservative compound, and which is wound in opposite directions. This layer of jute forms a cushion upon which the armoring wires lie, and thus prevents injury to the lead sheath during the process of armoring. The armor consists of galvanized steel wires applied spirally. Two more layers of jute are then wound over the armor wire and are also treated with preservative compound. Under especially severe conditions of service a double armor is needed, in which case the single armored cable is again passed through the armoring machine and wound with another layer of steel wires and jute, the second armoring being wound in the opposite direction to that of the first.



A Row of Insulating Machines in the C. R. & I. Shops

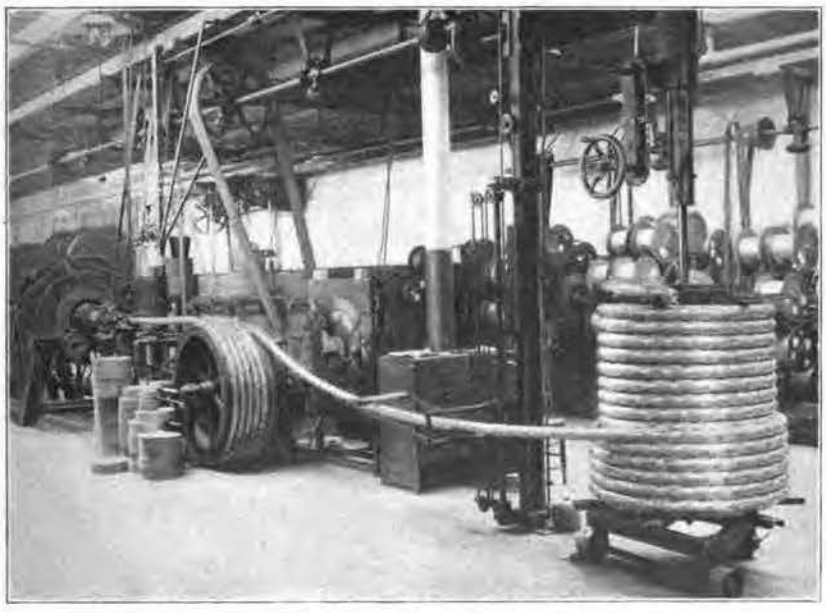
Two of the illustrations show cross-sections of typical submarine cables manufactured by the Western Electric Company. One of the cables shown is a single armored composite duplex cable. Its actual diameter is three inches, and it is composed of thirteen pairs of No. 6 gauge wire and two hundred pairs of No. 22 gauge. The other is a three hundred pair double armored cable. It is three and one-half inches in diameter and weighs approximately 48 tons per mile.

The machine used for the armoring process is also shown. The larger picture shows the general construc-



General View of One of the Armoring Machines at Hawthorne

tion of the machine, which consists of three carriages, each capable of holding twelve reels of galvanized steel wire, the reels being arranged in two sets of six each. This machine is very similar to the stranding machine except that it is much more heavily constructed, due to the weight and stiffness of the wire used in armoring. Each of the reels on this machine will hold approximately ¾ of a ton of wire in sizes up to No. 4-BWG gauge (about ¼ inch in diameter). It is important that the armoring be applied without torsion, *i.e.*, that the strands of wire be laid over the cable without twisting. If this should happen, the armor would not fit the cable snugly, but would tend to bulge. Furthermore, if the cable were cut, the armoring wires would tend to unwind. An ingenious mechanism on the armoring machine, which gives a so-called "back turn" motion to the strands, insures their being applied to the cable without torsion.



Stranding Machine Forming a Telephone Cable Core

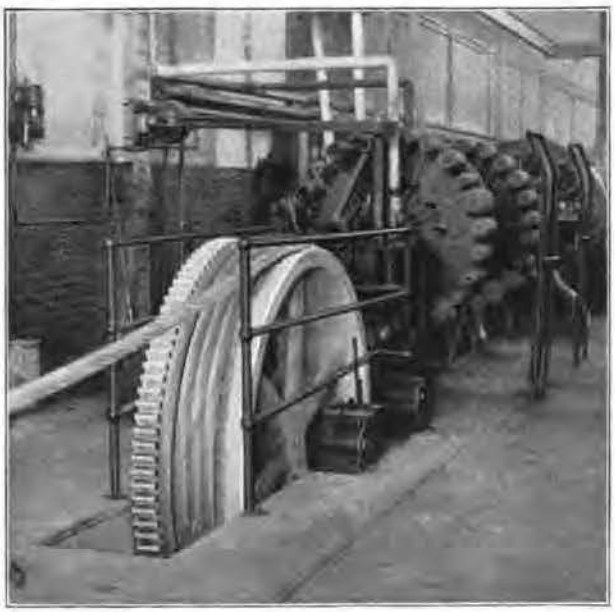
The completed cable is drawn forward through the machine by a large capstan wheel. The capstan wheel on the machine shown in the smaller illustration is partially submerged in a pit containing a solution of lime and water, which is applied to the finished cable in order to facilitate handling and to prevent the turns sticking together. As the cable comes from the armoring machine, it is wound on massive reels ready for shipment.

Only within recent years has any radical change been made in the standard type of submarine cable in order to adapt it to meet the requirements of the long distance telephone circuits. One of the "Untechnical Talks" appearing in the NEWS described the construction and operation of the telephone condenser. It will be remembered that this device consists essentially of two rolls of tin foil separated by a sheet of paraffine paper; also that the condenser will not allow the passing of a direct current but will act as a conductor to alternating current. It will thus be seen that any considerable length of telephone cable with its parallel wires separated by paper insulation is in itself a combination of condensers.

The longer the cable and the closer the adjacent wires, the greater will be the capacity of these condensers, and the greater the capacity of a condenser the less resistance it offers to alternating current. It will be appreciated then that since the telephonic transmission of speech is accomplished by the transmission of alternating current, the greater the capacity of the cable the poorer will be the telephonic transmission, since the condenser-like construction of the cable offers such a ready path to the alternating speech currents that they tend to leak away, *across* the conductors, before they have completed the circuit. Since under certain conditions it is possible to neutralize the effect of capacity by the insertion of the proper amount of what is called "inductance," it is possible to improve the telephonic transmission over a cable. The insertion of this inductance in a telephone cable or line is called "loading" and is accomplished commercially by two different methods:

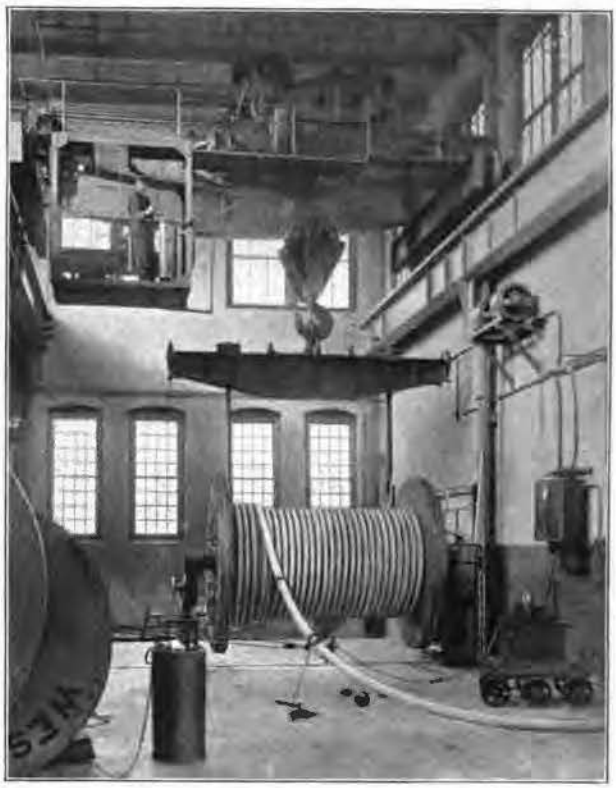
1. By providing one or more closely wound layers of iron wire around the whole length of the copper conductor. This method is called "the continuous loading system."

2. By the introduction, at regular intervals, of suitable inductance (loading coils). This is called "the non-continuous or coil loading system."



A Near View of the Armoring Machine

It would also be possible to increase the transmission efficiency of a cable by the use of heavier conductors and by increasing the distance between the conductors. The expense of this method, however, makes it prohibitive beyond a certain point. The other two methods, however, are commercially feasible and successful applications of both methods have been made. The continuous loading system has a slight advantage for submarine work in that it is not necessary to splice coils into the cable and to protect them from mechanical injury during the laying of the cable. Experience has shown, however, that the non-continuous or coil loading type is entirely practicable, and possesses other advantages over the continuous loading method.



Completed Cable Being Wound on Reel for Shipment

Owing to the mechanical difficulties involved, there was long a question as to whether it would be practicable to lay and maintain a submarine cable of the coil loaded type. This was first successfully accomplished by the Western Electric Company, which built the first coil loaded submarine cable in 1910.

So much for the making of submarine telephone cable, a branch of manufacture in which the Western Electric Company is one of the world's leaders. Other articles in this issue will tell what becomes of the cable after it leaves Hawthorne—how it is transported, on its ponderous reels, and how it is laid by the telephone companies.

Best Star Orders of Interest May 11 to June 6

FIRST GROUP

New York

TEN thousand No. 30 night watch and fire alarm boxes.

Office.

SECOND GROUP

Kansas City

Fifty-four thousand, two hundred seventy-two feet of 25—150 paid No. 19 gauge, and 1,440 feet of 50-pair No. 13 gauge double paper lead antimony cable.

W. J. Schott & Office.

THIRD GROUP

Seattle

Contract for 2,000 induction meters.

L. L. Brown.

Mr. and Mrs. Scribner on Board the Aquitania

The Aquitania Passing Our West Street Building, June 5th, 1914

Mr. Scribner Coming Down the Gang Plank

Getting Them Coming and Going

Shipboard Interviews With C. E. Scribner, Chief Engineer, and Gerard Swope, Vice-President and General Sales Manager

CAREFULLY picking her way through the early morning river traffic came the brand new Cunard liner, *Aquitania*, on the last lap of the first half of her maiden trip. Flags dipped and whistles blew in salute while the windows of 463 West Street were lined with busy salesmen, engineers and clerks, who had assembled on that morning of the fifth of June to get a glimpse of Great Britain's newest and largest contribution to the merchant marine.

As the *Aquitania* again proceeded on her majestic way to the pier and passed in front of our building, the event was recorded in the NEWS camera. Then getting together his camera paraphernalia the NEWS reporter took his way to the pier to meet Mr. Scribner, our chief engineer, who had chosen the *Aquitania* as the ship that should bring him back to his native land. The name "Western Electric" proved an open sesame in getting through the customs lines, and the reporter was just in time to catch a snapshot of Mr. Scribner coming down the gang-plank, followed by Mrs. Scribner and Miss Scribner.

Two Snapshots of Mr. Swope, Taken on Board the Imperator

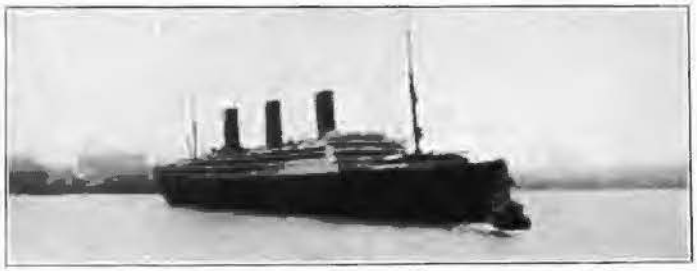
The ordeal of customs inspection over, Mr. and Mrs. Scribner consented to pose for the NEWS camera, after which Mr. Scribner submitted gracefully to an interview. He stated that his two months' stay in Europe had been divided between business and pleasure. Primarily he had been called to London to give evidence before a parliamentary commission which had been appointed to investigate high speed telegraphy. On April 29th he appeared before this commission and presented facts and arguments concerning the multiplex printing telegraph system developed under his supervision for the Western Union Telegraph Company. His presentation of the matter has resulted in an order for a complete trial equipment which is already in process of manufacture.

Mr. Scribner reports great activity in Europe in the manufacture of automatic switchboards. His trip included a visit to Berlin where he inspected the telephone and telegraph offices of the German Reichspost. He inspected the high speed printing telegraph systems recently installed, and made personal tests of the first duplex cable laid by the government, from Berlin to Magdeburg. This installation is of special interest as it is the first installation by a European administration of an underground cable of any considerable length in which phantom circuits and Pupin loading are employed. This cable is somewhat similar to the Boston-Washington cable, which is now in operation.

The results of Mr. Scribner's tests proved to him conclusively that we, in the United States, are substantially in advance of Europe in this most important development

work. Mr. Scribner's trip also included visits to Dresden, Milan, and Rome.

That evening the NEWS reporter reviewed and rehearsed a store of German so that he might successfully carry out his next day's assignment to board the outgoing Hamburg-American liner, *Imperator*, and interview our Vice-President and General Sales Manager, Gerard Swope, upon his departure for Europe. As the ship was scheduled to sail at nine A. M., the reporter arrived on board at eight o'clock in order to have sufficient time to find and interview the departing traveller. Having previously ascertained Mr. Swope's stateroom number from George, the guardian of the anteroom on the 12th floor, the reporter knocked gently but firmly on room B-6. To his surprise a large, bewhiskered individual revealed himself, somewhat en dishabille, and obviously recently awakened from his slumbers, and demanded: "*Was wollen Sie hier?*"



The Imperator Leaving Her Dock

Retaining his presence of mind and his command of German, the reporter answered, "*Ich möchte den Herrn Swope sprechen.*"

"*Sie haben sich geirrt. Diese ist nicht seine Kabine,*" growled the unknown. Slam! went the door.

Inquiry at the information bureau brought forth another number and a nice fat German hand, palm up. Marvelling at the cordiality displayed by a perfect stranger, the reporter grasped the offered hand and shook it heartily. It was the wrong number at that.

Finally, by dint of careful watching, Mr. Swope was located. After a bit of persuasion he consented to pose for the camera and then the reporter attempted to interview him for the NEWS. As might have been expected, the interviewer unconsciously became the interviewed. Mr. Swope, however, finally admitted that he was making a business trip to Europe, and that during his stay abroad he hoped to visit most of our European allied companies. He expects to be gone about two months.

PRIZE COMPETITION

Open To Employees of Members of

THE SOCIETY FOR ELECTRICAL DEVELOPMENT

This Society Offers Eight Prizes, as Follows: One of $250, One of $150, and Five of $10 Each, For the Best Story, Article, or Report on Any Subject Petaining to COMMERCIAL ELECTRICITY

***Competition Closes September* 1, 1914**

For Full Particulars Address: COMPETITION EDITOR, SOCIETY FOR ELECTRICAL DEVELOPMENT, No. 29 WEST 39TH STREET, NEW YORK. ***Be Sure to Give Name of Employer When Writing.***

THE activities of the Society for Electrical Development are well under way. The second annual meeting of the society was held June 1st, in Philadelphia. J. M. Wakeman, general manager of the society, reported that the funds necessary to begin active work had been pledged, and that the best men available to carry it on had been secured. This work has been divided into sections as follows: field co-operation, new development, commercial-exchange bureau, and editorial and advertising.

George Barton Muldaur, M. E., is in charge of the work of the first section, and Robert N. Lee has been engaged to assist him. Mr. Muldaur will travel about the country forming co-operative leagues for more intensive local development of the industry, aiding architects and builders, bringing text books and lectures up to date, etc. John P. Mallett, E. E., will investigate the present uses of electricity in various industries and report how these applications can be extended. Theodore Dwight, who is in charge of the commercial-exchange bureau, will secure and index information regarding the uses of electricity. This information will be at the service of the members of the society. The editorial and advertising department is in charge of H. C. Spaulding. L. G. Harkness-Smith has been placed in charge of a department which will aim to illustrate by means of motion pictures the uses of electricity in the home, mill, factory, and farm. A window-trimming department has also been organized and placed under the supervision of A. J. Edgell.

The society membership now consists of 298 central stations, 186 manufacturers, 272 jobbers and dealers, 588 contractors, and 23 miscellaneous industries.

In connection with the work of the editorial and advertising department, a story contest has been inaugurated, as announced above. As the Western Electric Company is a member of the society, any Western Electric employee is eligible to compete. The NEWS hopes that as many of us as possible *will* compete. When writing to the society for information, be sure to mention your connection with this Company.

One of the Loading Coil Cases With Its Splicing

Loading the Cable Into the Hold of the Barge, New York

How the First Loaded Submarine Telephone Cable Was Laid

EDITOR'S NOTE: *The article following is a summary of a paper prepared by D. S. Hilborn, Testing Engineer of the Bell Telephone Company of Pennsylvania. Mr. Hilborn, who was a member of the party that installed the cable, also took the photographs.*

FOR several years the Bell Telephone Company of Pennsylvania had maintained a submarine cable across Chesapeake Bay, between Love Point on the eastern, and Sandy Point on the western shore, a distance of about four and one-half miles. Owing to the severe lightning in that part of the country, the cable had been seriously damaged at various times, and was in such a weakened condition that early in 1910 the company decided to lay a new cable. Now the transmission between points on the east and west shores had never been of the best, and the question arose of loading the proposed cable. It was finally decided to place loading upon the cable at points distant from each shore about one-fourth of the total length of the cable.

The Four Big Reels on the Dock at New York

The new cable was manufactured by the Western Electric Company, and was the last big order filled at New York before the armoring plant was moved to Hawthorne. It was a 16-pair No. 13 gauge armored cable, made in four lengths of 6,600 feet each. Special loading coil cases were designed by the Western Electric engineering department, which also devised a method for splicing the ends of the cable sections at either end of the coil cases. The work of transporting the finished cable to Love Point was begun on April 27, 1910, when the cable was taken off the reels at New York and loaded on board a barge. Some idea of the task involved in handling these huge reels may be gained by bearing in mind the fact that each weighed from 35 to 37 tons.

After stopping at Philadelphia to pick up the loading coil cases, the barge, towed by a tug, started for Love Point, a gang of splicers going along to finish part of the splicing on the way.

Tuesday morning, March 3rd, we started early, the barge reaching the eastern shore cable house at Love Point about 9:30. The barge anchored about 150 feet from shore. Several small scows were then lined up end to end between the barge and shore, and men placed in the scows passed the cable to shore by hand. When a sufficient length had been landed, the end was carried to the cable house, about 100 feet away.

Splicing Cable on the Way to Love Point

All hands then returned to the barge, and we started to lay the eastern portion of

the cable. The cable paid out smoothly, the gang on the barge being kept busy clearing the loops so that the cable would not kink. The end went overboard, with a barrel buoy attached, at noon.

In the afternoon we proceeded to the western shore. Considerable marsh land lay between the shore and the cable house, and as it was growing late we simply left enough cable on shore to reach the house and then proceeded with the job of laying. We now passed over the deepest part of the course, the depth of the channel reaching 125 feet. The last part of the deck load—the west shore end—was laid by 5:00 o'clock. To this was spliced the west loading coil case and the cable in the hold. It took a great deal of pulling and hauling to get overboard this loading coil, with its equipment of splices and splice protection, the whole weighing 1,400 pounds.

Carrying the Cable Ashore at Love Point

"Over She Goes!" Cable Passing Over Stern of Barge

Brake for Controlling Cable

It must be noted that the two shore ends had been loaded on the deck of the barge. The cable still to be laid was in the hold, which was very shallow, besides being divided for its whole length by a heavy partition. It was a difficult and dangerous job to clear the loops and handle the cable to avoid kinks and knots as it paid out. Everything was going nicely, when suddenly a shout arose from the hold. One of the loops had got away from the men and had formed a kink. The barge was stopped with difficulty. The cable was cut near the kink, the end sealed, buoyed, and thrown overboard just as a storm broke, forcing us to quit for the day.

One of the Barrel Buoys

The next day was stormy, the bay being too rough for submarine work, so the cable gang erected the aerial cable on the eastern shore. On Thursday morning we picked up the buoyed end of the cable near the western shore. Part of the gang stayed on board to splice the cable where it had been cut, while the remainder went on shore and carried the end up to the west shore cable house. The splice was finished early in the afternoon, and we then recommenced laying the cable, reaching the eastern shore buoy about 5:00 o'clock. We then got both ends on deck, cut in the loading coil, and finished the last splices. While waiting for the final splicing, we cut in a pair in the new cable on the working trunks to Queenstown and Annapolis, and put several calls through announcing the approaching end of the work.

At 1:30 in the morning of Friday, March 6, 1910, the splicing was completed, the loading coil case was lowered overboard, and the first loaded submarine telephone cable laid in the United States was in successful operation.

Born

MARCH 14. To Mr. and Mrs. H. D. Agnew (department 3095, Hawthorne), a daughter.

March 30. To Mr. and Mrs. Henry W. Moller (accounting department, New York), a daughter.

April 6. To Mr. and Mrs. D. J. Hannan (Philadelphia), a daughter.

April 6. To Mr. and Mrs. L. R. Browne (Philadelphia), a daughter.

April 6. To Mr. and Mrs. H A. Fredericks (engineering department, New York), a daughter.

May 12. To Mr. and Mrs. George Rigden (department 2016, Hawthorne), a daughter.

May 13. To Mr. and Mrs. W. E. Viol (department 2482, Hawthorne), a son.

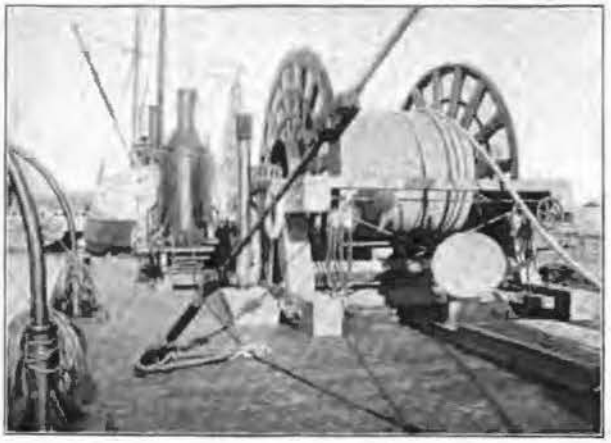
May 19. To Mr. and Mrs. G. Tech (department 2487, Hawthorne), a daughter.

May 21. To Mr. and Mrs. E. W. Harris (department 2016, Hawthorne), a son.

June 7. To Mr. and Mrs. A. P. Pinkler (engineering department, New York), a son.

June 11. To Mr. and Mrs. J. G. McNeely (lamp specialist, Pittsburgh), a daughter.

The Barge "Repairman," Used for Laying Cable



A Close View of the Cable Laying Mechanism

Laying a Western Electric Telephone Cable Across San Francisco Bay

By J. J. Foley, District Superintendent of Installation, San Francisco

THROUGH the courtesy of Mr. Brierly, chief foreman of the cable and subway plant, Pacific Telephone and Telegraph Company, San Francisco, a very interesting trip was made by the writer on San Francisco bay on a typical sunny California morning last October to see a Western Electric submarine cable laid from the Marin shore to the San Francisco shore, immediately inside of the Golden Gate entrance to San Francisco harbor.

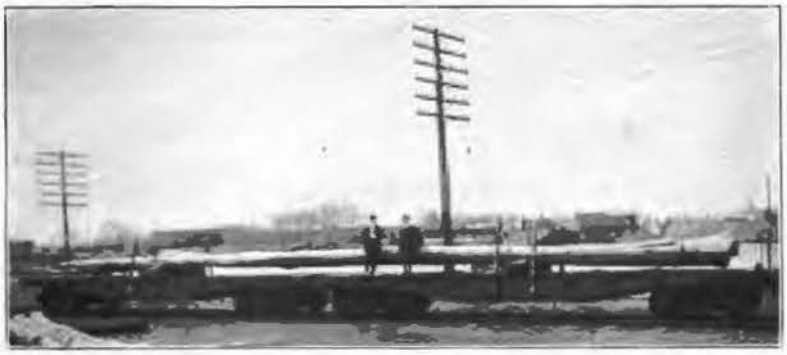
The drawing that appears on the cover of this issue of the NEWS was made from a photograph taken as the barge carrying the cable started from the Marin shore. In the lower right-hand corner of the picture the cable may be seen emerging from the water.

To those who have witnessed the ease and sciextific exactness with which the mammoth machines at Hawthorne construct and armor similar cable it will be interesting to add that the cable, 11,000 feet in length, after being suitably anchored at the cable terminal on the Marin shore, was laid in 28 minutes on the bottom of San Francisco bay, at a depth of sometimes 240 feet. The equipment for laying this 75 pair cable, double armored, and weighing 16 pounds per foot, was designed by the telephone company's superintendent of construction, his cable foreman, supervisors and engineering department.

The first photograph shows the barge *Repairman* ready to be loaded, and gives an idea of the completeness of the equipment. The barge is equipped with galley and sleeping accommodations for a crew of a dozen men; has an electric light plant, testing room, donkey engine, and steam winch.

The second photograph shows the barge in action. A cable is being placed directly off the reel. Note, to the right, two controlling levers. One of these levers controls the brake, which can be locked into the gear teeth on the outer edge of the reel; the second lever controls a clutch which can be clamped around the main shaft of the reel. The captain of the barge can with very slight exertion stop or control the speed of the cable as it is going off the reel.

Three Pole Giants



THE accompanying picture shows three Western Electric poles of unusual length and quality. One of them is a seventy footer, and the other two are eighty feet long each. All three are class "A" poles, being of second growth, white chestnut timber, free from all defects and perfectly straight. They are to be used by the American Telephone & Telegraph Company in its New York and Chicago line at Harrisburg, Penna. The poles are products of Oxford, Chester County, Pennsylvania, and were secured by A. E. Gibble, a Western Electric supplier. The scene shows the poles upon their arrival at the Bell Telephone Company's yard at Harrisburg. W. S. Miller, storekeeper of the Bell Company, and inspector W. P. Gibble, of the Western Electric Company, are guarding the find. Some idea of the size of these poles may be gained by comparing them with the poles standing a short distance behind them.—*L. R. Browne, Phila.*

AROUND THE CIRCUIT

GOSSIP GATHERED BY THE DISTRIBUTING HOUSE CORRESPONDENTS

CLEVELAND

Sixth City

E. W. Shepard
Correspondent

TO OTHER CORRESPONDENTS

When the tenth of the month rolls round,
And not one contribution is found,
I wonder what other contributors do,
Do they have their troubles, too?

A salesman inquires, "Why don't we have more?"
But when asked for an article he will roar,
For that is the job of the correspondent;
He is the one to be despondent.

Then a few lines to the editor go;
Of course we are anxious until we know
Whether his choice has been very wise.—
For you know there are some we don't recognize.

With all correspondents we condole,
Does any one say it's a happy role?

—E. W. S.

Say, fellows! Let's organize a baseball team; then it will be easy to get space from the editor. And if we only have a basket ball team and a bowling league next fall, we'll be fixed for life.

C. F. Laurits hastens to inquire: "What has happened to the Married column, just when I have something to report?"

Since May 1st, Cleveland has been using Eastern time, and as some of the towns still adhere to Central time, it has brought about some amusing experiences. Our friend F. E. Triebner (better known as Trieb), says he can make Elyria (42 miles away) in five minutes, and when he goes to Hudson, he gets there twenty minutes before he started. Some of the houses have been talking of speed. Can you beat that?

DENVER

Miss M. Cassedy, Correspondent

Will some kind friend send the name and address of the leading lady on the front cover of the June NEWS to E. W. Woodbury, our estimable lamp specialist?

Our manager made a quick automobile trip to the point of installation of the first loading coil on the Transcontinental line, installed in the city limits. He served as an innocent spectator, but was towed in by the telephone company's truck.

C. C.

LOS ANGELES

F. E. McKeever
Correspondent

LOST

During the month of roses, geraniums and fuchsias—two members of the organization by marriage.

Plans are being prepared for our new building which is to contain the offices and warehouse. We contemplate occupying it early in 1915.

The Sons of Jove held a Rejuvenation in this city on May 15th, at which time two more of our number became full-fledged members. There was also a Rejuvenation in San Diego, May 29th, which was attended by a number of Western Electric men including Mr. Burger, manager of the local house, and Mr. Leggett, Pacific District Supervisor.

ATLANTA

O. Whitmire, Correspondent

HELP! HELP!

Our efficiency committee reports that after spending $24.87 last year in determining that we should have a $12 awning over the skylight in the room containing our ice box, it finds that we have made a saving of two (2) whole pounds of ice during the month of June over the same month of last year.

Any suggestions as to what action we should take will be gratefully received.

As noted in the last issue, one of Boston's telephone companies is using glass jars as visible containers for piece parts, but we are wondering how Boston's shop has been getting along without doing this also. Atlanta's shop store room has been taking advantage of this scheme so long that it sounds like ancient history now. Wake up Boston!

Chicago, we suggest that your insignia be a picture of the stock yards instead of an equal suffrage banner, because we want your banner for Atlanta.

[*Signed*] STENOGRAPHIC DEPARTMENT.
Per Miss Harris.

W. M. Leighton (see "Married" column) formerly accountant at Richmond, has been transferred to the Atlanta credit department to succeed I. B. Stafford, now with the Chicago house.

It is with regret that we announce that O. S. Lair, our stores manager, has found it necessary to take a leave of absence on account of his health. He left Atlanta on

THE ATLANTA STORES ORGANIZATION

GROUP. Top Row (left to right): W. H. Gibbs, Shop Foreman; W. M. Dickenson, Storekeeper; W. P. Hunter, Asst. Stores Manager; W. R. Philips, Buyer.

Bottom Row: A. S. Priddy, Accountant; W. E. Gathright, succeeding Mr. Lair; O. S. Lair, Stores Manager; O. Whitmire, Head Service Dept.; G. W. Gifford, Head Stock Maintenance Dept.

SMALL OVALS (left to right): J. S. Shaw, Asst. Stores Manager, New Orleans; Joe Stover, Storekeeper, Savannah; B. F. Hawkins, Storekeeper, Nashville; G. M. Dallas, Asst. Stores Manager, Nashville.

June 25th for Springfield, Missouri, to visit his relatives and will go from there to Colorado where we all hope he will speedily regain his health.

Mr. Lair was transferred to Atlanta in November, 1905, when the Atlanta house was opened, and at that time the Company was only handling the Southern Bell Telephone & Telegraph Company's business, and employed only twenty people. One sub-warehouse was operated at Savannah. It has been necessary since then for Mr. Lair to organize departments and carry suitable stocks for our supply business and for the Cumberland Telephone & Telegraph Company. Atlanta also has the distinction of being one of the four houses handling the business of the A. T. & T. Company and the Western Union Telegraph Company. There are now 240 employees in the stores department, and we are operating sub-warehouses at New Orleans, Nashville and Savannah.

RICHMOND

G. T. Marchmont, Correspondent

The Telephone Society of Richmond held its regular monthly meeting on Monday night, May 18th. This was "Western Electric Night" and we gave them a real, live session. Messrs. Kennedy and McQuaide came down from Philadelphia and helped out quite a little; Mr. Kennedy's subject was "The Western Electric Company as a Distributor." Mr. McQuaide's talk, one of the features of the evening, was on "Hawthorne." Despite the frantic efforts of an amateur stereopticon operator, Mr. McQuaide got away with his talk in great style.

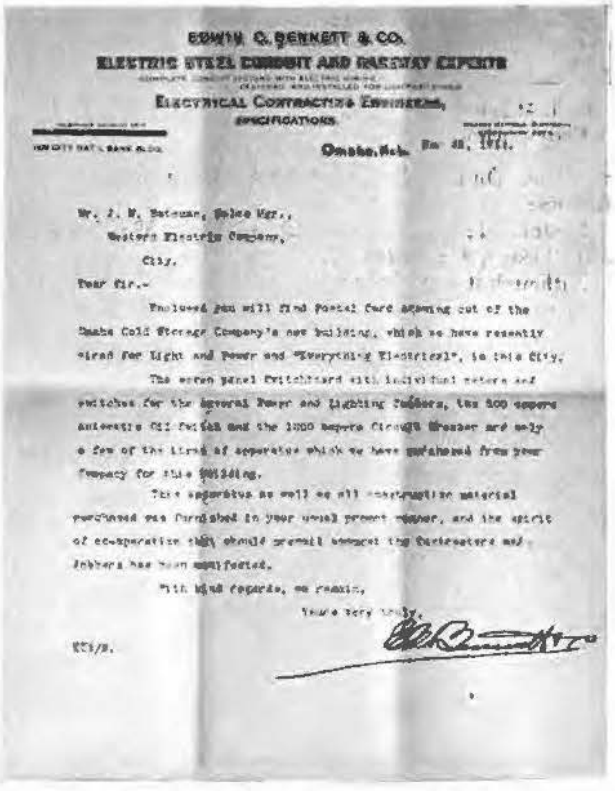
Mr. Schoen, Richmond's telephone specialist, in an interesting talk on "Co-operation," solicited the aid of the Bell men in our efforts to develop rural business.

Mr. Hall, with the aid of lantern slides, showed the members of the Bell and Western Union organizations the position we occupy in the supply business. Many members of the society were surprised to learn of the extent of our supply business. He also talked on advertising, showing what we were doing to help our agents get business by creating a demand for our products.

Tom Bibber made a hit with a very timely talk on "War."

OMAHA

J. M. Bateman, Correspondent



EDWIN C. BENNETT & CO.

ELECTRIC STEEL CURRENT AND RAILWAY EXPERTS

ELECTRICAL CONTRACTORS & ENGINEERS,
SPECIFICATIONS.

Omaha, Neb. Dec 28, 1911.

Mr. J. M. Bateman, Sales Mgr.,
Western Electric Company,
City.

Dear Sir.-

Enclosed you will find Postal Card showing cut of the Omaha Cold Storage Company's new building, which we have recently wired for light and power and "Everything Electrical", in this City.

The switch panel Switchboard with individual meters and switches for the General Power and Lighting Feeders, the 800 ampere automatic Oil Switch and the 1000 ampere Circuit Breaker are only a few of the kind of apparatus which we have purchased from your Company for this building.

This apparatus as well as all construction material purchased was furnished in your usual prompt manner, and the spirit of co-operation that should prevail between the Contractors and Jobbers has been manifested.

With kind regards, we remain,

Yours very truly,

EEB/B.

A Letter of Appreciation from One of Omaha's Customers. Can Any Other House Beat It?

THE DALLAS ELECTRIC CLUB. *In the picture we find Mr. Coad, Chief Stockkeeper; Mr. Hazelton, Correspondent; Mr. Willett, Credit Manager; Mr. Powell, Supt. of Supplies, S. W. T. & T. Co.; Mr. Quirk, Stores Manager, and Mr. Harper, Telephone Sales Specialist, second from Mr. Quirk seated in row at the right. Mr. Drury, Sales Manager, is at the Right (as we see them) of the Tall Gentleman (H. S. Cooper, our Secretary, and also Secretary for the Southwestern Gas & Elec. Assn.) Seated at the Center of the Head Table, While Mr. Van Valkenburgh, Manager, Mr. Yensen, Traffic Manager, S. W. T. & T. Co., Mr. Elias, Supt. Plant, and Mr. Gates, General Manager of the Same Company, Follow in Succession as Named, on the Other Side of Mr. Cooper. There Were Other Members of the Dallas Organization Present. Mr. Courtney, Power Apparatus Sales Specialist, First Figure in the Foreground, and Mr. Reynolds, Mr. Nicholson, and Mr. Heiser, of the Clerical Force.*

DALLAS

O. T. Hazelton
Correspondent

We note with some amusement the insignia suggested by Chicago in the June issue of the NEWS wherein she represents Dallas as the hottest spot on the Western Electric map.

From a comparison of the temperature on June 3rd this year, between Dallas and some of our Northern and Eastern Houses, a refrigerator filled with ice would be more appropriate; for while you were all mopping your brows, we were enjoying cool, spring weather. On that day the weather bureau report reads as follows:

Boston, 94; St. Louis, 92; Philadelphia, 92; New York, 90; Chicago, 88; *Dallas*, 85.

Although it sometimes gets extremely warm here at midday, we generally have cool southern breezes at night so

Sons of Their Fathers

one can enjoy the evenings, especially out in camp, as the accompanying picture of Masters John Van Valkenburgh (standing) and Arthur Hazelton, out for an evening cast in a rippled lake, would indicate.

Incidentally, this picture illustrates how closely one son is following in the footsteps of his sportsman father.

This being one of John's first attempts at angling, it was attended with the usual fisherman's luck, and a fish hook had to be cut from his thumb shortly after the photo was taken.

Don't ask us to answer why we can get ahead of the General Electric Co. in every way except in this particular case,—unless it is another case of "dumb" luck. The game was fast and snappy, but marred by eight errors for Western and five for G. E. The feature of the game was the playing of Hill at first.

The following is the score as taken from the book of Miss Maguire—fan:

	R.	*H.*	*PO.*	*A.*	*E.*
Western Electric	4	7	27	18	8
General Electric	5	2	27	20	5

Stolen Bases: Nicholson, 2; Hill, Williams, Tobian, 3; Hunter, Farmer, Riddle. Double Plays: Vaughn to Hill. Two Base Hits: Schmucker, Goodwin. Struck Out: Goodwin, 9; Kitterman, 8; Barnes, 3. Bases on Balls: By Goodwin, 4; Kitterman, 3; Barnes, 1. Hit by Pitcher: Hill, Kitterman, Williams. Innings Pitched: By Kitterman, 7; Barnes, 2. Left on Bases: W. E. Co., 9; G. E. Co., 9. Earned Runs: W. E. Co., 2.

The accompanying picture is a fair illustration of the keen interest displayed by Western Electric men in things pertaining to the electrical industry, and shows the fruits of the untiring efforts of our sales manager, W. J. Drury, who was instrumental in bringing about the organization of "The Dallas Electric Club." The club was organized early last fall, originating from the local Jovian Lunch Club, and with purposes two-fold—social and commercial.

Aside from Mr. Drury, who was elected president of the club, several others from the Dallas organization have faithfully performed various duties on the many committees. During the few months of its existence the club has

increased its membership, representing all the electrical industries in the city, to a total of 153. The average attendance at its weekly noon-day meetings is about seventy.

The picture was taken at the meeting held June 5th, at which time further meetings were suspended during the summer months. As this last meeting was given over to the interest of the telephone company, we find in the picture a large delegation from both the Southwestern Tel. & Tel. Co. and the Western Electric Co. All were highly entertained by the reading of a paper by Mr. Yensen, Traffic Manager of the Telephone Company, outlining the methods employed in estimating and providing for the future growth of the telephone business. Mr. Yensen informed us that during the past twelve years the number of telephone stations in the city had increased from 4,500 to 26,000.

PHILADELPHIA

TRY THIS ON YOUR MELODEON

Air: "When Uncle Joe Plays a Rag on His Old Banjo"

L. R. Browne
Correspondent

(NOTE: Phonograph record of the following, by the renowned vocalist of the Philadelphia office, will be forwarded collect to any one of the houses in the United States or Canada upon receipt of a bonafide order for telephones—value not less than $5,000.)

I

At the Western we have Jim McQuaide,
It's well known he seldom is afraid,
He can get by with most any bluff,
Suave he is and seldom ever rough.
There's one thing though, gets him going sure,
Rattles him until he's most demure;
When he has to go to the boss, you know,
And tell him that our stock is low.

Chorus

When Jim McQuaide tells the boss that our stock's getting low,
Everybody starts a rushin' to and fro,
Speh comes a running through the office door,
Yelling loud and long,
"Give us some more, Give us some more."
Bowers beats it homeward when he hears the sound,
Everybody's cussin' fit to shake the ground,
When McQuaide (*Plinkety plank*)
Tells the boss (*Plinkety plank*)
That our stock is low.

II

Once our stock of "leather heads" was low,
Jim said someone's head would have to go
In the basket sure, for falling down,
Then he scratched his own and looked aroun'.
"No, by George," he said, "now come to think,
He's a leather-headed sort of gink,
So I'll count his block
One more piece in stock,
'Twill help for our stock is low."

Chorus

When Jim McQaide—etc.

NEW YORK

MID-DAY LUNCH CLUB

A. H. Howard
Correspondent

We are happy to announce that J. G. Phillips, who was recently transferred from Pittsburgh, has been fortunate enough to secure an election as an active member of the Mid-Day Lunch Club, which meets daily at Gee's. This organization, which is composed of members of the sales department with representatives from the claims and stock maintenance departments, is one of our most popular and at the same time exclusive dining clubs. The discussion of business methods and policy which are a feature of the meetings have been so helpful to the members that it is understood that the general sales committee adopted this idea when inaugurating its series of luncheons.

TO THE STENOGRAPHERS

I'm glad I do not have to wear
Upon my brow long locks of hair.
A buckled shoe with Cuban heel
To me makes simply no appeal.

But now that summer's days have come,
I envy you; I do, by gum!
Your cool, becoming Robespierre
Keeps you out in the open air.

—R. J.

The versatility of our vacuum cleaner specialist is well illustrated in the following:—which in the language of our editors, in the Office Boys' Number, is submitted "without editing."

They tell me J. J.'s* maid's a buster,
She dusted a bust with a duster;
But the bust is now dust
For in dusting, it bust.
If J. J. had a' dared, he'd ha' cussed her.

* Slang for J. J. Raftery.

[True, it was *submitted* without editing.—ED.]

If all the items that I wrote,
In verse, and prose, and anecdote,
Were printed in the "News," I'd gloat,
And ask that you who read 'em vote
The editor had been the goat.

—R. J.

[Bring on your vote!
Tote
Your gloat
To a place remote.
Off goes our coat—
We'll be no goat!—
EDITOR'S NOTE.]

We feel complimented at the insignia bestowed on New York in the Chicago column of the June NEWS. We express the firm belief, however, that some of the other selections were poor. For instance, Pittsburgh's insignia would, to our way of thinking, more fittingly apply to Chicago. What do *you* think, Pittsburgh? R. J.

ST. LOUIS

F. W. Cherry
Correspondent

St. Louis' greatest civic triumph, the pageant and masque, has made its impression on 500,000 spectators, establishing without dispute our position as the Fourth City. For four days the local house closed early to enable all employees to assist in this celebration of St. Louis' 150th birthday.

Some idea of the magnitude of this production, which is the greatest ever attempted, can be gleaned from the following: The stage was 520 feet long—the largest ever constructed. The seating capacity was 45,000—the greatest natural amphitheatre in the world. The average estimated attendance was 125,000 at each performance. Seventy-five hundred unpaid actors participated, the Western Electric Company furnishing five of them. The Western Electric Company furnished part of the $40,000 lighting effects. Western Electric telephones were used on the stage, mounds and towers directing the production.

The sum of $115,000 was expended in producing this pageant, which was made self-sustaining by public donations, by the sale of buttons, and by a small charge for part of the seating capacity.

The accompanying picture gives some idea of the sales effort put forth by the St. Louis house, and illustrates what our manager, G. E. Cullinan, did to revive business in the Southeast Missouri and Northern Arkansas territory. The sales managers of the biggest houses in St. Louis hired a special train in making this tour, and called upon all the retail merchants in the various cities visited on the trip. In the space of a single week the party visited forty-four towns.

It is especially interesting to NEWS readers to note that our manager occupies the most prominent position on the automobile. District Supervisor Uhrig, being more conservative, did *his* driving in a sulky, behind a sedate Missouri mule.

KANSAS CITY

W. J. Laufenberg
Correspondent

OUR POPULAR CREDIT MAN

Mr. Vandel, our credit man, who for the past two years has been president of the Kansas City Credit Men's Association, has been presented with a loving cup as a token of the esteem of the members. He has also been elected a delegate from the Kansas City association to the Rochester convention of the National Credit Men's Association.

BOSTON

D. A. Chase, Correspondent

Boston's two baseball teams—Shop and Stores—are having about an even break with their opponents. Games between the two stand at one each, and the tie will be played off on the field day, August 1st.

The unknown gentleman in Kansas City who evolved the new form for lamp agents' reports conferred a real benefaction on us. Note extract from agent's letter—"I want to thank the party who devised the new monthly inventory and sales report—he certainly has succeeded in cutting out a lot of useless red tape." Such a labor-saving device in our office machinery to speed it up a little is a big help.

WOMEN'S PAGE

Dallas, you are certainly O. K. in your estimation of Boston. It is *some* place, and the girls are *some* girls, even without the sombrero. We also have a warm spot in our hearts for the Dal-lassies, and some time when General Villa is not altogether engaged in routing the Mexicans, we will have him join our forces and present you with a moving picture.—*The Stenographers.*

"We Sale the Ocean Blue"

LIFE ON THE HIGH SEAS

On a recent Saturday cruise, Captain "Bill" Dammerall, mainstay of our sales department, was the host with his good ship *Halais,* a 54-foot sloop that will be heard from when the Boston regattas take place. For a few hours W. F. Abely ceased to be "sails" manager, but he's a pretty good "sailor" at that. Incidentally our manager, Mr. Gilmore, proved that he is no novice at the helm.

CHICAGO

Slogan—Service First

MAHOGANY ROW

H. L. Grant
Correspondent

The desks are arranged without thought of expense,
In Mahogany Row.
The cuspidors shine and the chairs are immense,
In Mahogany Row.
The lights are ablaze in a background of white;
The office boys give them the service all right,
And there's never a chance of them working at night,
In Mahogany Row.

They all own a dozen or so of machines,
In Mahogany Row.
They have their coupes* and their fine limousines,*
In Mahogany Row.
They haven't a worry to cause them to fret,
It's one joy of living without a regret,
And the reason for this is the business they get,
In Mahogany Row. W. M. G.

* Poetic license for Fords.

SCIENTIFIC MANAGEMENT

NEWS readers might be interested to know the lines on which we are organizing the branch warehouse forces.

At Cleveland we have—

Joe West	Joe Wiseman	Joe Reindel
Joe Sheehan	Joe Hecht	Joe Lewis
	Joe Spidaro	

At Indianapolis we have—

Krieger	Kelly (2)	Kropp
Keegan	Kramer	Klaffey
Kiever		Knash

The remarkable thing is that this line-up brings good results. G. R. S.

CAPTAIN KIDD PLEASE ANSWER

Berkley va. 5/ 19/ 14

Western Electric Company.
Chicago
Mr. Manager.
Dear sir.

I Write. to Learn. if you can. furnish. me with. equipment that will Be. Sufficient. to Locate Berried. Money. if you cant advise me where. I can. secure one from.

thank- you for reply.
very truly yours.

H. P. P———.

HISTORICAL BLUNDERS—NO. 3, THE FAN MOTOR PANIC OF 1901

With thirteen years elapsed and with practically a complete change of personnel at each end, we may review this incident with a smile and perhaps with some profit.

For ten days prior to July 3, 1901, the East was prostrated with record breaking hot weather. New York scored 103 degrees and every fan motor was sold out. With the mercury standing at the top of the tube and no relief in sight, New York sent the following telegram to Chicago: "Ship all A. C. and D. C. desk and ceiling fans in stock immediately by express."

Chicago took New York at her word. There were investment and carrying charges then as now. Furthermore, Chicago had an overstock, and perhaps some "old stock."

The telegram arrived at 4:30 P. M. on the 3rd. By working a night shift in the stock rooms Chicago succeeded in sending off the last express wagon at 3 o'clock on the morning of the 4th.

It took thirty-eight double team express wagons and five full express cars, two via Lake Shore, and three via B. & O. The shipment weighed 201,000 lbs. and the express charge amounted to—(a year's subscription to the NEWS for the nearest guess).

The hot spell broke on July 4th. When the parade of express wagons lined up, therefore, at West and Bethune Streets on the morning of the 5th, New York was enjoying summer resort weather. The fan motor season for 1901 was over.

THE DAILY FEED

You may sing the praises of rare roast beef,
But none of that for me!
'Tis another dish of which I would sing,
It may not exactly be "food for a king,"
But it's served at the W. E.

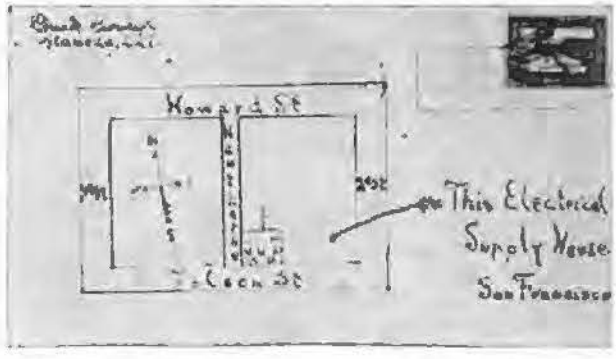
At noon, when we hear the whistle blow,
And we stenogs to the lunch-room go,
What will we get to eat? We know—
CANNED BEANS!

—*Anonymous.*

SAN FRANCISCO

C. L. Huyck, Correspondent

Edwin Murray, or "Draw-a-Diagram" Murray, as he is popularly known, has imbued his customers with his belief in the efficacy of the pictured idea. The illustration shows the way in which one customer addressed an order—it reached us too—while the head of another firm, when asked who had signed for some returned material, sent



us a ground plan of our main office with neatly drawn dotted lines showing his route and an "X-marks-the-spot" effect which clinched his case. In some dim distant epoch Mr. Murray probably hacked wiring diagrams on the walls of his cave with a stone hatchet despite his irate and sleepy fellow-cavemen.

You Have Changed Your Mind About Staying Home, Now, Haven't You?

"Sit Down; You're Rocking the Boat." P

HANDS OFF! THAT DAY

COME!—July 25th Reserved for the Fourth

DID you ever stop to think why summer was invented? Perhaps you imagine it was done for the ice trust or to accommodate places that sell "the largest and coolest in the city for 5 cents." Well, it wasn't. Summer was invented by the Works Central Committee especially for the annual picnics of the Hawthorne employees. Don't look so incredulous. That information came directly from you in the first place. Haven't you said many and many a time that summer wouldn't be summer without that picnic? Yes, that's true, too; that *would* mean that the picnic and not the Central Committee invented summer. But what's the difference? Any way you start you are bound to get to the picnic some way or other, even if you have to forego that new straw hat.

The time is Saturday, July 25th.

The place is Michigan City, Indiana.

And the girl—well, that is up to you. Bring along the wife you have (if you have one) or the wife you are going to have (if you have none). Bring along her mother and her sister and her sister's youngsters. Make a family party of it. They will all enjoy it. There will be fun enough for everybody all day long and some left over to take in to the neighbors when you get back.

A professional "barker" would think he had fallen heir to a government job if he was hired to announce the "features" prepared by the committees for your amusement. With that picnic program to "spiel off" all he would have to do would be give his tongue a start. After that he wouldn't even need to oil it. It could run along by itself for days without repeating the record.

For instance, there is the women's parade, composed of all the pretty women in the plant (which, of course, means *all* of the women) arranged in companies according to departments. The best-drilled company gets a prize, so of course every girl will put her best foot foremost. And there are some pretty feet among them, too. Almost anybody could talk a week about that parade alone. You will yourself after you have seen it.

Does the young lady like to dance? There will be music in the pavilion all day long. You can get out and practice in the morning for the tango contest in the afternoon and then dance a little in the evening for dessert.

For the benefit of the numerous Western Electric fans that buzz around in the summer time an exciting game of baseball will be played. There will also be a fast outdoor game of indoor ball, furnished in the usual allotment of nine innings per outing. (How the English language does tangle itself up when it tries to talk baseball!)

If you are passionately fond of chasing a greased pig your cup of happiness will be full. If you are not, you can get lots of fun out of watching the other man do it.

Jack-rabbits and others will be interested in the running races. Men will run, women will run, children will run, perspiration will run. Even the married men will be given a run for their money. Come out and try your hand with your feet. You never know how fast you *can* run until you get into races like these or call a big man a liar. And the race doesn't deplete the Benefit Fund so much when you are overtaken.

If you are fond of the water don't rock the boat. Maybe the rest can't

Why We Say, "Buy Th

Come Out a

ning for the Women's Tub Race Last Year

Far From Home and Chopard. The Women Furnish the Beauty; the Men Bring the Appetites

BELONGS TO HAWTHORNE

Annual Picnic at Michigan City—COME!

Tickets Early This Year"

'e a Kid Again

swim. Get a bathing suit and enter some of the water contests. There will be tub races. (The name refers to the vehicle used, not to the shape required for entry.) There will be swimming races. There will be water ball. And if you should just want to get in and paddle around in the wet a little bit, why, there is plenty of lake for that, too.

There will be only one contest on the grounds where the winners will profit through having a pull—that is the tug-of-war. Two evenly matched teams will face each other and if they don't keep you right up on your toes it is a sure sign you are growing old.

But there is no use trying to tell you about all these events. Seeing is enjoying. The snap of things is lost in the telling. There will be lots to see. Why, if you had more eyes than the autobiography of an egotist you could work them all trying to take in the thousand things worth seeing at the fourth annual picnic. Even a miser who valued his pennies like gold pieces would admit that he got his money's worth if you could persuade him to buy a ticket and come along.

The Hawthorne employees are going to take possession of the *Theodore Roosevelt*, the *United States*, and as many more steamers as may be necessary to get the big crowd over to Michigan City and back again in comfort. Satisfactory arrangements cannot be made at the last minute, so buy your tickets now and give the transportation committee a fair chance. Don't be left out. Remember, the supply of steamers on the lake is limited and it is a long, hard pull over to Michigan City in a row boat.

Not just *one* ticket, man! Bring the wife and kiddies and a big picnic basket. It will do the family more good than a trip to Europe.

A Picnic of the Past

FROM F. B. Uhrig, Western District Manager, the NEWS has received the thirty-year-old card shown in the illustration. It is a ticket for a Western Electric picnic held in 1884. Mr. Uhrig writes:

"Here's a relic which I happened to run across the other day in a clean-up at home. When they begin to announce

the next Hawthorne picnic it might be well to caution them that in their announcement the official title should be the 'thirty-fourth annual.'

"While I have never attended a Hawthorne picnic, I would be willing to wager the price of a ticket that they have nothing better to offer in the way of sociability and fine-looking girls than turned out in 1884."

HEARD IN THE SHOPS

ACTIVITIES OF THE MANUFACTURING DEPARTMENT AT HAWTHORNE

WHO'S WHO AT HAWTHORNE

Who heads Production's rough-neck crew and shocks his gentle chief by awful cuss words, red and blue, and language past belief? Who keeps his fingers crossed each time he sets an output date? (At promising he's fair to prime; at falling down he's *great!*) Who looks like Dignity itself, puffed up enough to float, but soon comes spilling off the shelf when some one gets his goat? Who used to drive a small road louse?* (Ah, *now* you're getting wise!) Fill up! This drink is on the house.—Van Dalson, dang his eyes!

* Technical term for motorcycle.

CROSS TALK IN THE C. R. & I. SHOPS

This is an abject apology to the T. A. Shops for falling down on their order of May 27th, asking for "9 lbs. No. 31 single bottom covered G. S. wire. RUSH." We've tried every way we can think of, but we haven't been able to cover the bottom of the blamed stuff without some of the insulation getting over the top, too.

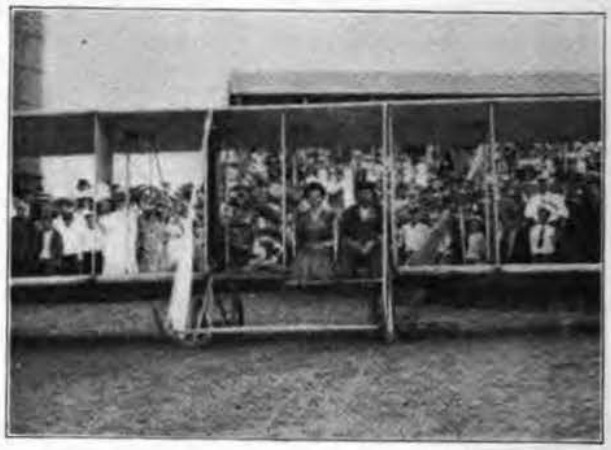
J. D. Kessel is now appearing at the Cable Plant in his screaming success, entitled "Go Chase Yourself." Orders written in the afternoon by J. D. Kessel of the shop order department are chased through the shops the following morning by J. D. Kessel, of the output department. He probably got the idea from seeing a kitten chase its tail and concluded that was as good a way as any to make both ends meet in these evil days when the cost of living is so high.

A snake tempted Eve to eat and humanity has been paying for it ever since. When George Du Plain strayed into church a while since and heard the story it gave him an idea. He promptly went out in the woods and captured a nice, slippery, squirmy viper for use in his Cable Plant restaurant. Unfortunately Miss Norris, of department 3306, knew more of the story than George did. She remembered that it ended up with the statement that "thy heel shall bruise the serpent's head," so when she saw the reptile on the floor she set her foot down with such emphasis that the Works medical staff was unable to repair the damage for George. We would hate to say just how long the snake was, but you can get some idea from the fact that all of the guests except Miss Norris took it for a reel of cable.

Hans Hansen and George Anderson, both of department 3301, left for Norway with the Norwegian Glee Club, to be gone until the latter part of September. Mr. Hansen, who is a member of the glee club, will visit his old home in Bravik at the close of the tour. Mr. Anderson will spend most of his vacation at his birthplace, Christiania.

FLY TIME

The accompanying photograph shows Miss Anna L. Payton preparing to hit the high spots. The picture was



taken at the county fair in Waukon, Iowa, last summer while Miss Payton was on her vacation. The aviator with whom she made the flight was H. Mitchell. He was later killed in an accident while flying.

TELEPHONE APPARATUS SHOPS

R. J. Reid is head of the raw material inspection department, but in spite of that fact he likes his food well cooked. While in Pittsburgh on a recent business trip he sallied forth from his hotel to see if he could find an exceptionally good restaurant. He accosted a policeman.

"Say," he asked, "is there an extra good place to eat somewhere around here?"

"Yes," answered the officer. "There's a Childs' restaurant a block down."

"Guess again," said Reid. "I've got a clean shave today, but I don't look like a candidate for a day nursery, do I?"

"Childs' ain't for kids, you hick," replied the "cop";

"but it's the only joint I know of around here where you can get a meal for a quarter."

"And me with my best suit on!" says Reid when he tells it—(which he never does).

An Echo of the Office Boys' Number.

"Say, We Boys Certainly Made the Old Jiggers Jump!"

If the terrible Turks deserve annihilation for their scented cigarettes and other atrocities, what sufficiently dreadful punishment can be meted out to them for inventing the Turkish bath? Jack McDonough, of the tool inspection department, is anxious to hear from any local Neros who have suggestions to offer. The reason is that Jack was recently sent to inspect some tools owned by an outside firm. They led him into a practically air-tight and sound-proof vault, where the tools were stored to prevent rusting. They showed him a steam coil used to heat the place hot enough to discourage any moisture that ever trickled in where it was not wanted. Then they shut the door, fired up the boilers and went out for lunch. When Jack finally got out he had fallen away to the size of Passman after his famous anti-fat experiment. Hohnberg, who made the trip with McDonough, cried out in astonishment when he saw him.

"Jack," he said sadly, "when you went in there you were good for something. We could have slipped a casing over your sylph-like shape and sold you for a sausage, but you're surely spoiled now."

"Oh, I don't know," replied Jack. "After two hours in that drying oven I ought to make good cable core, anyway."

TRYING TO CROWDER

Mr. Crowder (*to waitress in the Works Restaurant*): Will you kindly take my check?

Waitress: Just a minute. I have to wait on a couple of gentlemen first.

OFF FOR THE PICNIC

A Joyous Song by the Beauty Chorus of Department 2321

On our way. Where are we from?
Two—three—two—one. Want to come?
"Where?" Oh, gee! Been dead long?
Picnic! Wake up! Join the throng!
What we want is a show.
All you boys ought to go.
See the games. Have a dance.
Try a swim—(take a chance).
Twenty-fifth. That's the date.
First dance yours. Don't be late.
Bye-bye now. Thank your stars
That you work for a firm like ours.

—*Miss J. M. L., Dept. 2321.*

The Western Electric Exhibit at the N. E. L. Convention

AT the National Electric Light Convention held in Philadelphia June 1st to 5th, the Company had a very attractive and comprehensive exhibit. The convention was held in the Bellevue-Stratford Hotel and the exhibits were located in the roof garden on the eighteenth floor. The total attendance at the convention was over 4,000.

The following Western Electric men were in attendance during the week: E. W. Rockafellow, H. R. King, M. A. Oberlander, R. A. Griffin, P. L. Thomson, A. G. Kingman, and A. W. Hartigan, New York; D. J. Butts, Boston; L. F. Philo, Buffalo; J. L. Ray, Pittsburgh; C. B. Whiteburst, Richmond; W. B. Pierce, Chicago; Messrs. Kennedy, Hallstrom, Jaeger, Livezey, Stuard, Tower, Alexander, Sigg, and Greenfield, Philadelphia.

Western Electric Exhibit at the National Electric Light Convention, Philadelphia, Pa.

NEWS FROM HEADQUARTERS

Some Items of Interest from the General Departments

GENERAL SALES DEPARTMENT

THE MELANCHOLY DAYS

W. A. Wolff
Correspondent

A well-known bard once wrote anent
The melancholy days,
As products of the autumn sky,
When swallows to the southward fly
And all is tinged with grays.

To those who live a leisured life
That may be very true,
But for the man who works all day,
The summer time, when he would play,
'S the time that he feels blue.

His mind's eye sees the bosky dells
The shaded nooks and streams,
While he sits at his desk and tries
His thoughts to keep on the work that lies
Between him and his dreams.

Those are the melancholy days—
Not autumn's grays so drear.
For then, one almost feels like work;
There's no incentive left to shirk.
Now, darn it, summer's here!

W. A. W.

You never can tell, especially about advertising. Big Bill Lindsey, of the advertising department, just got two inquiries from a fan advertisement we ran in the *Literary Digest* during June, 1913. Some people read slower than others, of course, but they all manage to reach the advertising pages at last.

An Unconventional Portrait Showing the Backbone of the Advertising Department

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There were four of them—Johnnie A. H. Colgan, H. Walter, Frank Quinlan and H. Warneke—and they all went fishing out on the restless ocean waves near Long Branch. It was a fairly successful day, the total catch consisting of 17 ling, 9 sea bass and 13 black bass. But, there is more to the tale,—for after Walter had caught four fish, he gave up. Not alone fishing, y'understand, Mawruss, but other things as well, and he puts the blame on the cigars Johnnie Colgan and Frank Quinlan were smoking. Anyone who has ever had a close encounter with J. A. H. C's so-called cigars, can sympathize with Walter.

TO DALLAS' FAIR VERSIFIER

We do not know you, Lena Snook,
But at your verse we've had a look
And our breath away it's took—
You're sure some poet, Lena Snook.

One sees by the June NEWS that Boston is going to hold fire drills "recurrently at irregular intervals." This is certainly some classy phrase, and ought to get a laugh out of the plant inspector. E. C. E.

GENERAL MERCHANDISE DEPARTMENT

J. H. Hellweg, Correspondent

E. Herbert early in June completed his study on used material in the territory of the Northwestern Group telephone companies. With the hearty co-operation of the telephone officials he succeeded in arranging for the disposal of a large quantity. Mr. Herbert is now making similar studies in the territory of the New York Telephone Company.

The following interesting orders were recently received from foreign houses:

From Sydney—299 special No. 18-B cable terminals, 893 No. 18-C cable terminals, 198 special No. 18-F cable terminals. These terminals, which go to Melbourne, Australia, will make up two large carload shipments.

From Buenos Ayres—Three sections No. 4 P. B. X. multiple switchboard, 200 lines, for use in the largest department store in that city.

From Antwerp—11,500 No. 5-L message registers, and 7,000 special No. 5-G message registers.

This Kansas City correspondent was apparently suffering from the heat:

"Replying to your telegram of to-day would advise that your promise on cable is satisfactory. We would, however, request that you have this promise bettered if possible and advise us at any rate whether or not you will be able to better this promise."

We knew finances were pretty tight in New York, but we did not believe them so bad as the following letter would indicate:

"Will you kindly give us the price for one 20-pair strip No. 7-A fuse bank?"

J. C. Binning has been transferred from the stock maintenance division to the railway sales department at Clinton Street.

WANTED: Large and roomy private office in the General Merchandise Building. Make it two if you can. —J. C. McDonnell.

WANTED: Private office.—F. H. Findley.

WANTED: Private office. Must be real private.—G. E. Toohey.

WANTED: Private office.—J. M. Hayes. P. S.—Make it private if you can.

Patience, gentlemen, we are like a South American army. The officers far outnumber the "privates".

EDUCATIONAL DEPARTMENT

P. N. Reidinger
Correspondent

"Heine" Dosch, coming to work one morning in more of a rush than usual, found his progress blocked by the gates at the elevated railway crossing. Accustomed by long training in the service department to overcome all obstacles, Heine calmly pushed up the gates and continued on his way. A noise behind caused him to turn. Then he "obeyed that impulse" and ran, for right behind him came the gateman with "blood in his eyes." Speed vehicles do not belong on the sidewalks, so Heine took to the road, and headed for the Forty-eighth Avenue entrance to the Works, followed by flying coat-tails and the gateman. Just when capture seemed inevitable his pursuer took a bad "spill" and Heine entered the works in triumph. Here is a hint for Denny, our track manager, to get busy.

Our ball team has played two games since the last issue of the NEWS. We won from the plant department, 14-12, and lost to the production department, 7-5. Achenbach is still hitting out home runs. In the game with the production department, "Ach" sent the ball over the Cable Plant and walked around the bases. The ball has not been found.

This is inside information, but then we might just as well let it out:—we are going to win that pennant!

HEARD IN 2302

Sanborn (*examining a switchboard*)—"Say, Atwood, let's go over the ringing circuits together."

Atwood (*waking up*)—"Over to Ringling's circus? Why, they left town a month ago."

YET THEY'D HANG YOU FOR KILLING HIM!

Murphy (*climbing the winding stairs of the Chicago Main Exchange while on an inspection trip*)—"Whew, but this is a round-about way of getting up here."

W. F. Bancker, assistant general purchasing agent, spoke to us recently on the organization, duties and problems of the purchasing department. He closed his address by reading an instructive letter written to the students by A. L. Salt, general purchasing agent. Mr. Salt wrote that it should be a part of the student's training to study purchasing, involving, as it does, trade relations with practically every industry in this and foreign countries. A man to be a good buyer must be broad-gauged in his negotiations with other men, and must know at least as much about a commodity as the man of whom he is purchasing. In his dealing he must be absolutely honest in everything he does—not only to the Company, but to himself. In this way he gathers efficiency, all of which is carefully considered when his name is brought up for advancement in the service of the Company. This argument applies as well to other branches of our organization.

Other recent lectures were those given by H. L. Grant, Chicago sales manager, on "Organization and Problems of the Sales Department"; C. C. Gilchrist, operating superintendent, on the "Organization and Duties of the Operating Branch"; F. M. Cox, of the telephone sales department, on the "Organization, Duties and Problems of the Pricing Division."

After riding in the Educational car for a year the following have been given "transfers": H. C. Dosch, to the general merchandise department, Hawthorne; W. H. Johnson, to the San Francisco house; G. R. Corke, to New York, research department; J. E. Wineland, to central works, Hawthorne; D. W. Whitney, to the development engineering department, Hawthorne; P. S. Clapp, to the New York engineering laboratory. D. G. Edwards, R. H. Smith and D. G. Blattner to the New York research engineering department, J. K. Rockey to the New York transmission laboratory, A. L. Hopkins to the San Francisco repair department, R. L. Combs to the Hawthorne telephone sales department, and T. L. Chambers to the Hawthorne installation department.

Recent guests of the Educational Department were Professor Bozell, Professor Morill, and six seniors from the University of Oklahoma; Professor Fernald and 21 students from the University of Pennsylvania; Instructor L. T. Stoesser and 27 students from Lewis Institute; Professor C. D. Bowman and 14 students from Lane Manual Training School, and Professor W. N. Gladson and seniors from the University of Arkansas.

F. M. Simon and seventeen students from the University of Chicago visited the plant as guests of the educational department.

Lectures have recently been given before the students by R. H. Goodell, merchandise chief clerk, on "Western Electric Accounting Methods"; J. M. Hayes, general foreman of distributing house shops, on "Distributing House Repair Shops"; Prof. N. W. Barnes, of De Pauw University, on "Personality in Business Correspondence"; J. C. McDonnell, traffic manager, on "Traffic and Railroad Problems," and A. L. Perry, head of methods and inspection, on "Stock Maintenance at our Branch Houses."

Changes in Organization

E. W. WOLFSTYN has been appointed Credit Manager at Cincinnati, to succeed J. C. Herbert, who has been assigned to other work in the stores organization.

R. S. Montgomery has been appointed Acting Stores Manager at Cleveland, succeeding E. M. Sexton, resigned.

FOREIGN NOTES

SOME ITEMS OF INTEREST FROM ABROAD

LONDON

The girls of the print room strongly resent Mr. Kidd's claim to the privilege of the distribution of the NEWS, in the last paragraph of his article in the Office Boys' Number.

The office boys only distributed them *once*, and that was the month when Mr. Kidd wrote his article, and even then it was only an experiment, tried because the girls were so busy with blue prints, and Mr. Fletcher got cross and wouldn't wait SO THERE.—"622"

A. S. B. Fletcher
Correspondent

Some of the Leading Lights of the Drafting Department on the Woolwich Ferry—Obviously Going Home—Away From the Worries of the Three C's: Changes, Checking, and C(h)ords

W.E.L. Bm
15478 14-1-14

SUPPLIES DELIVERED

DELIVER TO: 644	FROM STORE NO:	ORDER NO: 71686 C
QUANTITY: No 2 1 Mop		DATE: APR-8 14 Recd 14
DESCRIPTION: Barrel Air Brush		STOCK BOOK NO: 00364
£ 6		PRICE:
		TOTAL COST:
SIGNED:		FOREMAN:
CHECKED BY:	DELIVERED BY:	POSTED TO STOCK CARD BY:

This Coupon to be sent to Stock Records Section when supplies are delivered, then forwarded to Shop Expense Department.

Here is a "Supplies Delivered" ticket that filtered through to the expense department, where the classification clerk got into difficulties with it. But the operator got his brush.

THE ENGINEERING LABORATORY'S LAMENT

The lab's to be moved you say, sir,
I've heard that tale before,
Why, I've heard it every week, sir,
For the last three years or more.

The first time I heard the rumour
Was back in nineteen ten,
And you never saw such a palace
As we were promised then.

There'd be booths that were really sound proof,
And instruments galore;
There'd be benches of mahogany,
And an inlaid mosaic floor.

In November, nineteen thirteen,
We were told for the fiftieth time
That we were to move in a week, sir,
And to get everything into line.

The scene of our new endeavors
Was to be the staff dining room;
The caterers were clearing out, sir,
The firm had pronounced their doom.

We drew up two or three layouts
Which we sent to the chief engineer,
But they all came back with the news, sir,
That we were to stay in here.

It was thought we were settled for good, sir,
But no more than a week had passed,
Ere we heard from reliable sources
We were really to move at last.

It seemed the real thing this time,
As far as we could see,
And we drew innumerable layouts
That were lost by the Powers That Be.

About that time 'twas not easy
To follow the moves of the game;
We heard twenty-four rumours a day, sir,
Of which no two were the same.

At last when all was decided
And they had even named the day,
We found there was *nothing doing*,
As no one was willing to pay.

—N. H. M., *Eng. Lab.*

London's Cricketers. Left to right, from top: F. Winchcombe; S. Hudson; F. Watson; H. E. Dashwood; L. E. S. Good; J. Morton; W. Burton; A. Bremner; R. Elliott; H. Whiteman; C. R. Smith; G. Branch.

SEVENTH CONFERENCE OF EUROPEAN ENGINEERS, HELD AT ANTWERP, APRIL 16-17, 1914

Back Row, left to right: C. C. Carr, Antwerp; E. E. Green, Antwerp; E. Montchyk, Antwerp; H. Planchon, Paris; G. H. Nash, London; B. W. Wilmott, Central Eng. Dept.; L. Schreiber, Antwerp. Front Row: M. K. McGrath, Milan; C. Dershy, Budapest; A. E. Reinke, European Chief Engineer; W. C. Kiesel, Vienna; B. O. Schonherr, Berlin; M. S. Moschkowitsch, St. Petersburg; W. T. Booth, Central Engineering Department

MORE NURSERY RHYMES

By H. Barnett

Little Jack Horner sat in his corner
Figuring out the cost,
Said he with a high, "these costs are so high,
I fear that my job is lost."

There was a little man, he had a little gun,
His bullets were piece work prices.
But all that he shot, were so very hot,
That they had to be taken with ices.

Jack and Jill went up the hill,
Delivering piece part prints,
But half way up they had a spill
And Jill came down in splints.

SYDNEY

A PLAINT FROM THE SYDNEY GIRLS

DEAR NEW YORK:—What has become of our Women's Page? Are our noble women, whose contributions have tended to make the WESTERN ELECTRIC NEWS such a great success, going to fail us?

It was with expectancy first, and then sorrow, that we perused the pages of the NEWS of the February and March issues, and found that the only page of interest—at least to us Young Australians—was omitted. * * * * *

We've read through the W. E. NEWS,
And we all have a fit of the blues;
It seems such an age,
Since we saw our own page,
That we think you've all gone for a cruise.

ALL OF US AGAIN.

ANTWERP

G. Jacques, Correspondent

The following application for a position was recently received at Antwerp from a young man whose acquaintance with English is evidently confined to the possession of a German-English dictionary:

Gentlemens,

From the agent of the Neue Gesellschaft zur Verteilung von Lebensbedürfnissen von 1856 Mr. Albert Kuesau I have hear, that the son of the last chareman of the aftergoeing society had leave your house, and therefore the supposition has been vacant and arround that I allow myself, to sue myself for this position:—

Borne on the August 30th 1890 I have visited the primary school on this place to the highest class.—After leaving the school I aroused as apprenticeship in the forwarding-house of Messrs. Mulkow & Cornelsen on this place and sewed one's time at the March 31st 1908.—During this time I have improved one's mind in all office-works, expedition in the principally.—Momentary I am occupied in the forwarding-house of Mr. F. Th. Paulsen, also on this place.—Yet I should like leave this supposition to widen my knowledge, and am overclothed therefore that I would lift up the position in your office esteemed.

I remain, your obedient servant,
(signed) WILLY WASSERBAUER.

PEKING

A GREETING TO THE NEWS

During the visit to Peking made by F. B. Gleason, Far Eastern Manager, he was entertained one evening at a Chinese dinner given by Mr. Nakayama, telephone advisor to the Chinese government. The accompanying postal was sent to the NEWS by the host and guests of the evening.

The inscription on the face of the card reads as follows:

"WESTERN ELECTRIC NEWS,
New York, United States of America.
Peking, May 9th.

"Wishing the NEWS very much prosperity."
[Signed, in Japanese]
"R. Nakayama" [Advisor to the Chinese Government]
"F. B. Gleason" [Far Eastern Manager]

"E. Groesser" [Manager, Arnhold, Karberg & Co., our Chinese agents]
"S. M. Spiller" [Western Electric Engineer in China]
"S. Tsujino" [Superintendent and Engineer, Peking Telephone Administration]

AMONG THE ENGINEERS

NEWS OF THE DEPARTMENT FROM NEW YORK AND HAWTHORNE

NEW YORK

Someone said there wasn't an original "Mutt and Jeff" team in the clerical branch. Well, just watch the West Street entrance about 12:30 any day in the week (Saturdays excepted) and you will see the originals of this picture.

H. Anisansel and G. F. Fowler

A new division of the inspection branch has been established for the investigation of repairs at distributing houses, and in particular the inspection of repaired royalty instruments. F. D. Thompson is in charge of the division.

W. C. Adams has been transferred from the Hawthorne division of the inspection branch to take charge of the inspection of "Not Western Electric" material.

J. A. Davidson has taken charge of the Hawthorne division.

H. A. Frederick has recently been transferred from the research branch to take up special development studies in the transmission branch.

On Saturday, June 13th, a team composed of members of the engineering department defeated the Central Y. M. C. A. team at Prospect Park Parade Grounds, Brooklyn. The final score was 8-1 in our favor.

W. E.	*R.*	*H.*	*PO.*	*A.*	*E.*
Maybie, 2b.	1	1	0	0	0
Mueller, c.	3	2	12	2	0
Weinhart, p.	1	2	3	3	0
Butts, ss.	2	2	3	2	0
Klindworth, 1b.	1	0	5	0	0
Lawrence, lf.	0	2	1	0	0
Murdock, cf.	0	1	2	0	0
Drew, 3b.	0	0	0	0	1
Crawford, rf.	0	0	1	0	1
Total	8	11	27	7	2

Y. M. C. A.	*R.*	*H.*	*PO.*	*A.*	*E.*
Ostrander, c.	1	0	8	2	0
Guttman, 1b.	0	0	10	1	0
Maguire, cf.	0	1	1	0	1
Desmond, ss.	0	0	0	3	2
Adams, 3b.	0	1	0	1	0
Tete, rf.	0	0	1	0	0
Pina, 2b.	0	0	2	1	0
Eginton, lf.	0	0	4	0	0
White, p.	0	0	1	2	0
Total	1	2	27	10	3

Western Electric Co.	2	0	0	1	3	2	0	0	0—8
Central-Y. M. C. A.	0	0	0	0	0	0	0	0	1—1

SUMMARY

Three Base Hits: Maybie. Two Base Hits: Mueller, Butts, Lawrence. Struck Out: By Weinhart, 12; by White, 6. Bases on Balls: Off Weinhart, 2; off White, 4. Stolen Bases: Klindworth, Butts, Weinhart (2).

Employees' Pension, Benefit and Insurance Fund Notes

DEATH OF WILLIAM M. GIBSON

MR. GIBSON, whose death occurred May 21st, entered the employ of the Western Electric Company in March, 1902, as a clerk in the power apparatus drafting department. In February, 1903, he was transferred to the power apparatus output department, where he remained until September, 1909, when he was temporarily transferred to the General Electric Company at Lynn, Massachusetts. At the end of seven months, he returned to the Western Electric Company, and was assigned to production work in the telephone apparatus shops. At the time of his death, he was in charge of the piece part tracing section, No. 2017.

Mr. Gibson was born in Edinburgh, Scotland. He was familiarly known as "Andy," a name he was given for his loyalty and ever championing the land of his birth. Andy took an active interest in all athletic events, even to the extent of organizing the Fish Bowling League. He was one who worked with vim and energy and could always see the pleasant side of labor, which made it pleasant for all who worked with him.

The following letter has been received from Mr. Gibson's widow:

"To the Members and Employees of the Western Electric Company:

"I wish to express my grateful appreciation of sympathy in my late bereavement; also for the substantial benefits. Words cannot express my gratitude.

"Sincerely,

[*Signed*] "PEARL GIBSON."

BOSTON

The accident disability benefits were especially helpful to Thomas Cooper, who broke his arm while loading one of our drays. Mr. Cooper had been in this country and our employ for only a few months and had no relatives or friends to whom he could go for assistance. Had it not been for the accident benefits he would have been "on the rocks," as the payments provided by law in Massachusetts would not have been sufficient to meet his needs.

KANSAS CITY

The friends of Lawrence H. Winters, of our Kansas City organization, who was taken ill with tuberculosis some time ago, will be glad to learn that he is showing marked improvement. Mr. Winters keeps out in the open as much as possible, and even has an outdoor sleeping room to enable him to enjoy a maximum amount of fresh air.

DENVER

Denver (excluding Salt Lake City) has had no accident cases falling under the provision of the Plan since it was adopted and have had but three cases of sickness, with aggregate payments of only $26.32.

The accompanying letter is from Bruno Plinzner of the Berlin house, who has recently been voted a pension. Mr. Plinzner's letter reads as follows:

Berlin, Steglitz, 5/22/14
Bismarckstr. 38

To the Pension Board,
Western Electric Company,
New York.

DEAR SIRS: I have been informed by Mr. F. H. Wilkins, General European Manager, that the Pension Board voted to me a pension of M 2544 P. A.

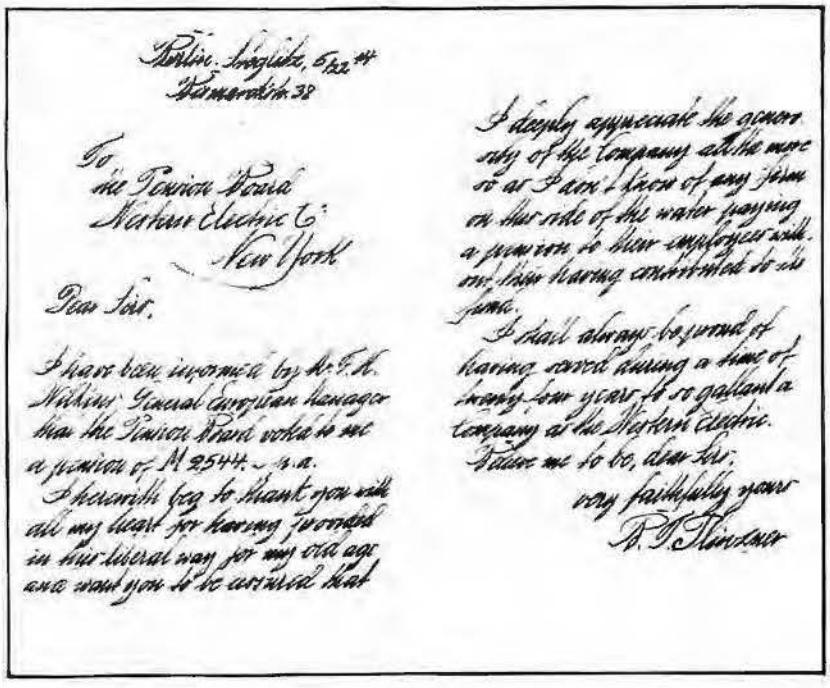
I herewith beg to thank you with all my heart for having provided in this liberal way for my old age and want you to be assured that I deeply appreciate the generosity of the Company all the more so as I don't know of any firm on this side of the water paying a pension to their employees without their having contributed to the fund.

I shall always be proud of having served during a time of twenty-four years to so gallant a Company as the Western Electric.

Believe me to be, dear sirs,

Very faithfully yours,

B. T. PLINZNER.



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B. T. Plinzner

Western Electric News

PUBLISHED MONTHLY — FOR THE EMPLOYEES

BY THE WESTERN ELECTRIC COMPANY

H. B. Thayer, *President*
W. P. Sidley, *Vice-President and General Counsel*
Gerard Swope, *Vice-President and General Sales Manager*
J. W. Johnston, *Treasurer*
G. C. Pratt, *Secretary*
H. A. Halligan, *Vice-President*
A. L. Salt, *Vice-President and Gen. Purchasing Agt.*
H. F. Albright, *General Superintendent*
C. E. Scribner, *Chief Engineer*
R. H. Gregory, *Comptroller*

Office of publication and address of President, Secretary, and Treasurer, 463 West Street, New York City.

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Subscription: $1.50 per year, except to employees of the Western Electric Company, to whom copies are furnished free of charge.

All communications and contributions should be addressed to WESTERN ELECTRIC NEWS, *463 West Street, New York.*

Matter intended for any given issue must reach New York not later than the 12th of the preceding month.

VOLUME III — JULY, 1914 — NUMBER 5

A STEP FORWARD

LAST month the first National Foreign Trade Convention was held at Washington. It was organized by leaders in America's export business, and representatives from trade organizations and business interests throughout the country were present. This event was one of the most significant gatherings that have ever been held in the interests of our foreign trade. It marks an epoch and shows the spirit of the times; a growing realization on the part of American manufacturers that on them rests the future responsibility of maintaining the balance of trade in favor of the United States. The country's exports of food stuffs are yearly decreasing, while exports of manufactured products are yearly increasing and must continue to increase. At the convention the discussions carried on and the resolutions adopted covered a wide range of topics, among them ways and means of extending and increasing our foreign trade, government co-operation and assistance, banking facilities, and a merchant marine.

The Western Electric Company was represented at this convention, and it was fitting that it should be, in view of the many years during which the company has been interested in securing a part of the electrical business of foreign markets. To-day our telephone equipment and electrical apparatus is in use in every country of the world. Our telephones are being used to transmit speech in every language, even in the heart of China. In another article in this issue of the NEWS there appears a statement on the world's electrical industry, telling of the great volume of business done by the three leading American and two German electrical manufacturers. All of these companies are interested in foreign electrical markets and they have been bringing to the knowledge and use of all the peoples of the world the great advantages which are daily benefiting mankind in the more advanced countries by the manifold uses of electricity. Let us hope that our own share in this world's work will be an ever-increasing one.

ANOTHER CHAPTER OF A LONG STORY

MENTION has been made in previous issues of the NEWS to this Company's many contributions to the art of speech transmission. It is the privilege of the NEWS to be able to add another chapter to the story of Western Electric achievement in the articles in this issue relating to the manufacture and laying of submarine telephone cable. This company was the first to develop submarine cable, and has supplied most of the operating telephone companies with cable for such use. There is hardly a large river in this country that is not spanned by Western Electric cable—either the aerial type, strung on poles or carried over bridges, or, of submarine design, in its heavy armor of jute and steel, resting upon the river bed itself.

TRY IT YOURSELF

THE following is an extract from a letter written by a NEWS correspondent at one of the distributing houses:

"All the members of the organization are more thoroughly interested in the NEWS to-day than they have been at any time during the past year. Every one appreciates it and looks forward to it with great pleasure."

It is not a coincidence that the house involved has recently been contributing one of the largest and best of the monthly budgets of distributing house items. There is nothing so conducive to reading as authorship! The knowledge that one has contributed, and contributed well, to an issue of a magazine, stimulates one's interest in that issue tenfold.

Those departments which have been conspicuous by their absence in the NEWS are invited to try the experiment which this suggests. A creditable representation in these columns has come to be a mark of distinction for the various offices and departments. Is *your* department well represented?

The World's Electrical Industry

United States Contains Three of the Five Largest Electrical Companies in the World—Comparison of These Five Great Producers

THREE of the five largest electrical companies in the world are in the United States, which controls probably 65% of the world's electrical business.

The total business of the five companies amounted in three last fiscal periods to almost $400,000,000, of which the three companies in the United States—General Electric, Western Electric and Westinghouse Electric—did $228,000,000, and their two largest competitors—the *Allgemeine Electricitäts Gesellschaft* and the Siemens & Halske Co., located in Germany—did $170,000,000.

The field of these companies is not altogether the same, but in some parts of their field they meet in competition. The fields of the *Allgemeine,* General Electric and the Westinghouse Co. are probably most nearly identical. The scope of the activities of Siemans & Halke Co., in addition to the field covered by the other companies, of broad electric light development, is also telephone. Western Electric's largest activity is in the manufacture and development of everything connected with the telephone and telegraph industry, but it also does a large business in furnishing electric light supplies, electrical machinery and incandescent lamps.

The following figures are taken from the published figures of the companies for the year ending June 30, 1913, for the *Allgemeine;* for the year ending July 31, 1913, for Siemens & Halske; for the year ending December 31, 1913, for General Electric and Western Electric; and for the year ending March 31, 1914, for the Westinghouse. All the companies are put as far as possible on a comparable basis. The amounts of sales shown are taken from the reports of the American companies, and from the best sources obtainable for the foreign companies.

In the first tabular statement sales are compared with capital, interest-bearing debt, the sum of these two, with surplus and reserves added, being taken as the net investment. The relation of sales of net investment shows the turnover.

It will be noticed that the Siemans & Halske Co. turned over its investment more than twice during the year under review, the Western Electric Co. about once and a third, the *Allgemeine* about once and an eighth, while General Electric Co. takes almost a year and a third to turn over its investment, and Westinghouse almost two years to turn over its investment once.

This brings out the point that with the greater rapidity of turnover, the margin of profit on sales can afford to be smaller and still enable the company to realize a satisfactory net return on the investment.

The figures follow:

(Expressed in thousands of dollars)

	Sales	*Capital stock*	*Interest bearing debt*	*Net investment*	*Relation sales net inv.*
General Electric	$106,477	$101,381	$20,152	$138,473	77%
Allgemeine	100,550	36,890	26,788	89,287	113
Western Electric	77,533	15,000	15,000	57,386	135
Siemens & Halske	70,000	15,000	10,939	33,449	309
Westinghouse	43,734	40,699	30,253	78,611	56

In the following table the net investment is taken as shown above; the net earnings before deducting interest on bonded debt are taken as the sum of the dividends paid during the year plus interest on bonded debt, plus the increase in surplus and reserves as shown in the balance sheet.

The ratio of net profit to net investment obviously shows the percentage earned on the total investment:

(Expressed in thousands of dollars)

	Net investment	**Net earnings*	*% on investment*
General Electric	$138,473	$14,066	10.2
Allgemeine	89,287	15,847	17.7
Western Electric	57,386	4,038	7.
Siemens & Halske	33,449	2,864	8.6
Westinghouse	78,611	3,836	4.9

* Before deducting interest.

The three American companies have a total investment of $274,000,000, on which approximately 8% was earned; while the two German companies have a total investment of $123,000,000, on which more than 15.2% was earned. If Westinghouse, whose net return is low on account of its reorganization, were omitted, and the figures for General Electric and Western Electric alone were taken, it would show on a total investment of $196,000,000 a net return of 9.2%. In short, the two largest and most successful American companies made a 40% smaller return on their investment than the two largest and most successful companies in Germany and the world outside of the United States.

A still further analysis may be made by deducting interest paid from the earnings shown above and regarding the capital and surplus and reserves as the stockholders' investment, as follows:

(Expressed in thousands of dollars)

	Capital, surplus and reserves	*Net earn. less interest*	*% on stockholders' inv.*
General Electric	$118,321	$13,058	11.
Allgemeine	62,499	14,534	23.2
Western Electric	42,386	3,146	7.4
Siemens & Halske	22,510	2,412	10.7
Westinghouse	48,358	1,996	4.1

The *Allgemeine* makes the biggest return on the investment and General Electric, which comes next, shows a net return on the stockholders' investment of less than half. The General Electric Co. and the Siemens & Halske Co. are close together. Western Electric shows the lowest return on the stockholders' investment of the four leading companies.—*Boston News Bureau.*

Doctor Jewett Elected President of the N. Y. Telephone Society

AT the annual election of the Telephone Society of New York, held on May 26th, F. B. Jewett, assistant chief engineer of the Western Electric Company, was elected president of the society. R. Gordan, stores manager at New York, was elected a member of the executive committee.

ATHLETICS

SOCCER FOOTBALL

THE Chicago Soccer Football League, of which the Western Electric Team is a member, brought the season of 1913-14 to a close on May 30th, when the final game was played for the championship of the league and possession of the Olsen cup.

The contending teams were the Western Electric and

Western Electric Soccer Football Team

Top row, left to right: W. H. Adamson, Prest.; D. McCann; J. Lafferty, L. B.; W. Stewart, Goalkeeper; T. Drain, O. R.; F. Goddard, Mgr. Middle row: J. Shallcross, R. B.; E. Poulter, R. H. B.; T. O'Hara, C. H. B.; E. Turvill, L. H. B.; J. Dowling, I. R. Front row: W. Dode, O. L.; F. Cowell, C. F.; C. Taylor, O. L.

Lincoln Park A. C., winners in Section A and B of the league respectively. The Lincoln Park team won by a score of 3 goals to 1. The game was a treat for the lovers of soccer football as it was well played, each team showing brilliant plays and good combination work.

It marked the closing of a very good season for the Western Electric team, which played a total of 23 games, including exhibition games, and won 17, tied 2, and lost 4. The standing of Section A follows:

CHICAGO SOCCER FOOTBALL LEAGUE—SECTION A

Final Standing

Team	*Per Cent.*
Merchandise	667
Cable, Rubber and Ins. Shops	667
Methods, Inspection and Clerical Div.	583
Equipment, Drafting and Installation	500
Production	500
Engineering No. 1	500
Central Works and Students	333
Engineering No. 2	250

STANDING OF TEAMS, SHOWING POINTS WON AND LOST

	Mdse.	*C. R. & I.*	*Meth-ods, Insp. & Cler.*	*Equip. Draft. and Inst.*	*Pro-duc-tion*	*Eng. No. 1*	*C. W. & Stu.*	*Eng. No. 2*	*Total Points Won*
Merchandise	..	..	5	3	..	..	..	..	8
C., R. & I.	..	..	..	..	..	..	4	..	4
Methods, Insp. & Cler.	1	..	..	..	..	..	..	6	7
Equip., Draft. & Inst.	3	..	..	..	..	..	..	3	6
Production	..	..	..	..	..	3	..	..	3
Engineering No. 1	..	..	..	..	3	..	..	..	3
C. W. & Students	..	2	..	..	..	..	..	..	2
Engineering No. 2	..	..	0	3	..	..	..	..	3
Total points lost.	4	2	5	6	3	3	4	9	36

INTER-DEPARTMENT TENNIS LEAGUE

Standing, June 10, 1914

Western Electric	15	Points
Ogden Park	13	"
Sparta	12	"
Campbell Rover, Jrs.	8	"
Bessemer Park	7	"
Thor Athletic Club	5	"

INTER-DEPARTMENT BASEBALL LEAGUE

Standing of the Clubs, June 10, 1914

DIVISION NO. 1

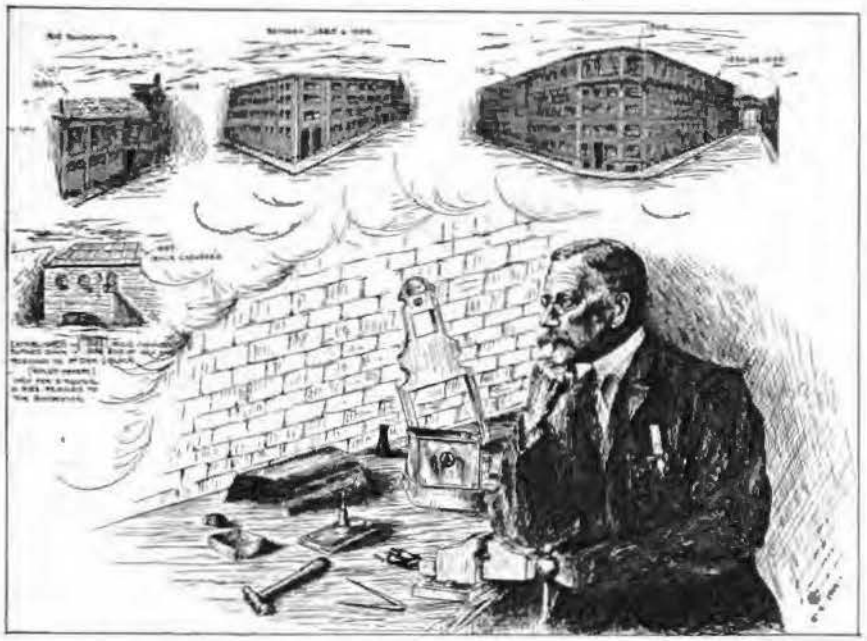
	Won	*Lost*	*%*
Clerical and Production	3	0	1000
Works Clerical	2	1	667
Inspection Depts.	2	1	667
Plant Dept.	1	2	333
Educational	1	2	333
Gen. Mdse.	0	3	000

DIVISION NO. 2

	Won	*Lost*	*%*
Special Depts.	3	0	1000
Assembly Depts.	2	1	667
Machine Depts.	2	1	667
Engineers Depts.	1	2	333
Switchboard Depts.	1	2	333
C., R. & I.	0	3	000

Hawthorne Athletic Committee, 1914

Sitting, left to right: J. E. Moravec; H. H. Magers; F. J. Holdsworth, Chairman; W. Ruthven; J. Nielson, Secretary and Treasurer. Standing: A. Pruessman; W. H. Adamson; E. E. Lofstrom; J. C. Reich; F. A. Emmons; A. J. Bacock



"RECOLLECTIONS OF THIRTY YEARS AT ANTWERP"

Second Prize Cartoon, "News" Contest

DRAWN BY C. RONSMANS, ENGINEERING DRAFTING DEPARTMENT, ANTWERP

Married

APRIL 12th: Ernest J. Moessner, associate stock maintenance clerk at Denver, to Miss Helen O. Albin.

April 25th: W. A. Loveday, foreman, assembly department, London.

May 2nd: Miss Nellie Barrett, department 3305, Hawthorne, to George Rossiter.

May 6th: Miss Bessie Jenske, department 3025, Hawthorne, to John Parnell.

May 16th: H. H. Glenn (engineering department, New York), to Miss Bernice Hockenberry, of West Sunbury, Pa.

May 20th: Frank Novak, department 3305, Hawthorne, to Miss Julia Price.

May 21st: John Frauenfelder, department 3312, Hawthorne, to Miss Mary Fan, department 3306, Hawthorne.

June 1st: Miss Adelaide Franks, general sales department, New York, to William Houghton.

June 2nd: John Ziska, department 2099, Hawthorne, to Miss Ida Kralovec.

June 3rd: Miss Lillian Smejkal, department 3300, Hawthorne, to Fred Ahrendt.

June 4th: Miss Marie Menth, department 2323, Hawthorne.

June 6th: Miss Fannie Danda, department 3300, Hawthorne, to James Rezek.

June 6th: Miss Helen Voight, department 3300, Hawthorne, to John Peterson.

June 6th: Miss Anna Novy, department 2146, Hawthorne, to William Kasal, Chicago.

June 6th: Miss Anna Hammersmith, department 3306, Hawthorne, to Robert E. Brown.

June 11th: Miss Tillie Jorowski, department 3305, Hawthorne, to Albert Wagner.

June 16th: Edgar Tallman, general sales department, New York, to Miss Katherine Brady, formerly of the New York shop.

June 17th: Miss Louise Brown, department 3025, Hawthorne, to William Hansen.

June 17th: Miss Lenora Kline, department 3025, Hawthorne, to John Seifried.

June 17th: Miss Mary Clifford, department 2146, Hawthorne, to John Feibel, Chicago.

June 24th: Miss Rose Chepla, department 3306, Hawthorne, to Stanley Lanz.

A Word to Poets

IT'S awfully easy to dash off rhyme,
Given a thought, and a moment of time.
With a little grammar, a word or two,
It's the simplest thing in the world to do.
And being so easy—"Why don't *you* scribble
A poem or sonnet?"—well, I should "bibble"
Whether it really and truly tracks—
Like our Hawthorne plugs, and cords, and jacks;
Or whether its meter is fast or slow
And whether its stanzas are cut off—so.
It's the *thought* we want. It's the bit of fun,
The story of good work somewhere done,
The joke that was played on the boss's wife,
And the thousand things that make our life.
All these we want. So, when you rhyme,
Put in some meter, and grammar, and time,
But, don't forget, the *thought's* the thing.
Just have a thought before you sing—
And when you rhyme, the thought you choose
Will get by the editor for the NEWS.

James Metcalfe, Omaha.

Western Electric Telephones in Turkey

A New Telephone Exchange for Constantinople

THE *Société Anonyme Ottoman des Téléphones de Constantinople* has recently completed the installation of a modern telephone system for the city of Constantinople. Already more than 4,000 subscribers have been connected, and it is expected that the number will be rapidly increased. Some of the material was furnished by the Western Electric Company, and the majority of it by our European allied companies. During the war the telephone company had difficulty in carrying on installation work, as their workmen were constantly being drafted for army service.

Fig. 1

Fig. 3

Fig. 2

Pictures Nos. 1 and 2, which were recently received from Constantinople, show the method of handling large cases in the Near East. Boxes weighing two tons or more are drawn on low wagons, often over several miles of the worst sort of roads, by the Turkish porters. Picture No. 3 shows two of the local staff. The large gentleman on the left is Ali Baba and the small one is Chukri.

In connection with the cut-over of this exchange, the following article, which appeared in the Berlin *Morgenpost*, on March 8th, is of interest:

The emancipation of women is making rapid progress in European Turkey. What seemed to be impossible of achievement five years ago, is now an accomplished fact; the Turkish woman is not only a student in foreign lands, but is also now, in the very centre of the Mohammedan world, an employee of the state.

The Anglo-French telephone manufacturing company, which received the concession for the installation of the long distance telephone system from the Turkish ministry at Constantinople, has finished the work of installation and put the system into operation. For service in the long distance telephone bureau native girls have been engaged, Greeks, Armenians, and Jewesses. There are even seven Turkish women among those engaged. This fact is noteworthy as until now there have been no Turkish females engaged in the business world or in the postal serivce.

The opening of a new field of endeavor for Turkish women will therefore be hailed with a great deal of rejoicing. The Turkish telephone operators will, however, be veiled while performing their duties. Whether or not this will interfere with their work remains to be seen. Be that as it may, the veils will probably fall before the Turkish girls will surrender their places, once they have tasted the joys of independence. This opportunity may be taken to state that the length of the lines in the city network amounts to about 50,000 kilometers, inclusive of the submarine cable under the Bosphorous, the Golden Horn and the Gulf of Ismid. A telephone system has become an absolute necessity in Constantinople inasmuch as the city limits are unusually wide. The business section alone is cut in two by the Golden Horn, and it takes over half an hour to send a business communication from Galata to Stamboul. The installation of a telephone system is therefore hailed universally as the fulfillment of a pressing need by the business world of Constantinople. This is evidenced by the fact that 4,000 applications for service followed the announcement of the new institution.

Annual Report of the A. T. & T. Co.

ANY employee of the Western Electric Company desiring a copy of the annual report of the American Telephone & Telegraph Company may secure one upon application to G. C. Pratt, Secretary, New York.

Cleaning Up in the Balkans

THE interesting information has been received from F. Windt, assistant sales manager at Antwerp, that he is endeavoring to sell Pyrene fire extinguishers, Diamond expansion bolts and Western Electric vacuum cleaners in the Balkan States, and that his efforts are already meeting with some success.

Western-Electric

Our Name on Things Electrical is the Quality Mark. It is the *"Sterling"* of the Electrical Trade.*

*You see this name on cable reels, along the streets and highways. You see it on the Bell telephones in your homes and offices.

Electric Light
Wiring Appliances
Knobs
Sockets
Switches

Lamps
Incandescent
Arc
Carbons
All Kinds

Conduit
All Kinds and Supplies

Wire
Weatherproof
Rubber Covered
Armored, Etc.

Bells
Annunciators
Pushes

Cord
Incandescent Lamp
Portable
Heater
Canvasite
Packing House, Etc.

Batteries
Wet
Dry

Every one of your electrical needs can be filled at our nearest house. This means quick shipments, no shopping, with decreased clerical work and expense.

SAVE TIME AND FREIGHT — DYNAMOS-MOTORS — WESTERN ELECTRIC COMPANY — CABLE-TELEPHONES-SUPPLIES — "TELEPHONE OUR NEAREST HOUSE"

Western Electric Company

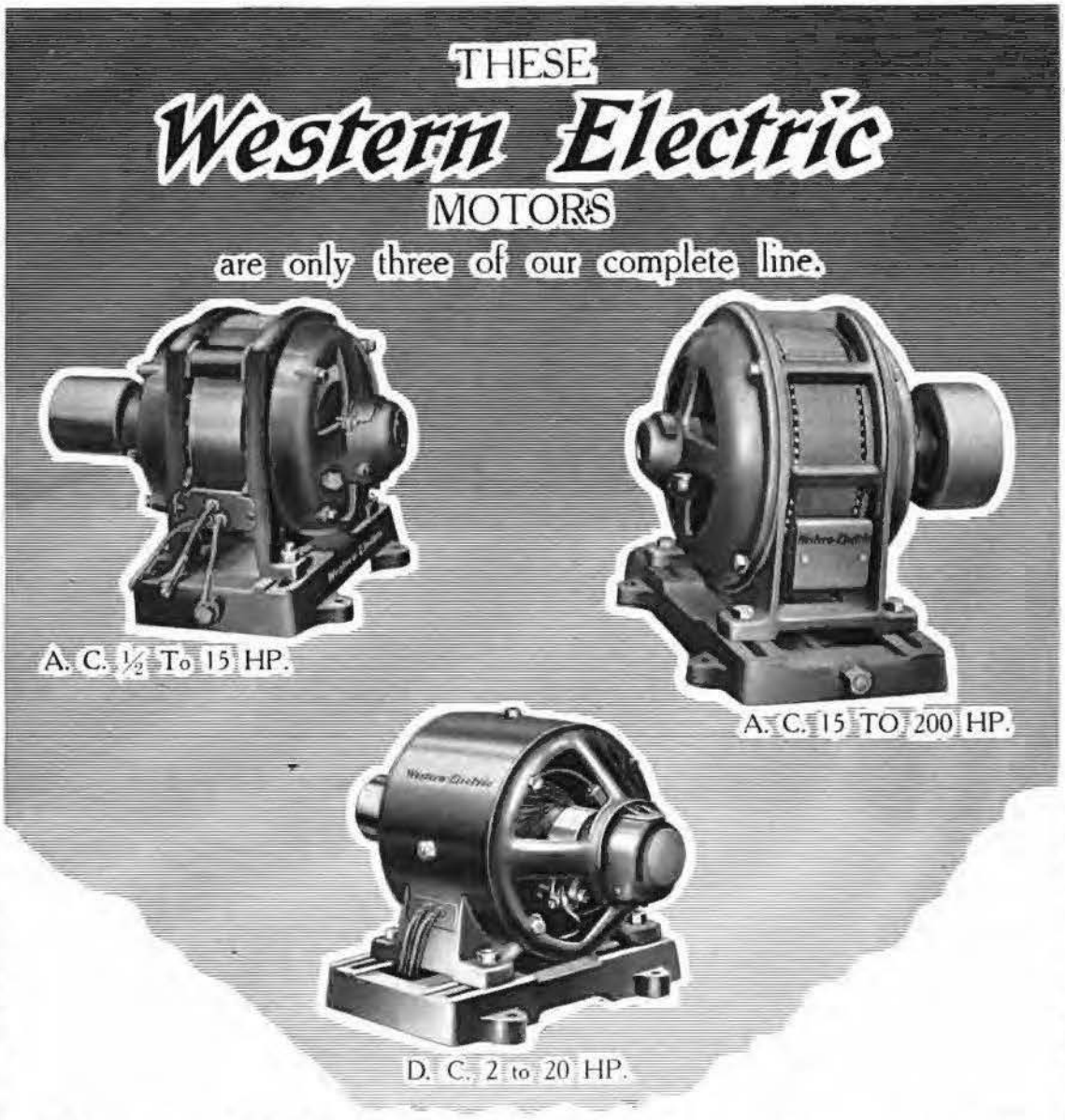
Manufacturers of the 8,000,000 "Bell" Telephones

New York, Buffalo, Philadelphia, Boston, Pittsburgh, Cleveland, Atlanta, Richmond, Savannah, New Orleans, Houston, Dallas, Chicago, Milwaukee, Indianapolis, Detroit, Cincinnati, St. Louis, Kansas City, Omaha, Oklahoma City, Denver, Minneapolis, St. Paul, San Francisco, Oakland, Los Angeles, Salt Lake City, Seattle, Portland, Montreal, Toronto, Winnipeg, Calgary, Vancouver, Edmonton, London, Paris, Berlin, Antwerp, Milan, Rome, Johannesburg, Sydney, St. Petersburg, Vienna, Buenos Aires, Tokyo

EQUIPMENT FOR EVERY ELECTRICAL NEED

"MEMBER OF" — SERVICE — SOCIETY FOR ELECTRICAL DEVELOPMENT — SAFETY — "DON'T ELECTRICALIZE"

A General Supply Advertisement that Appeared in All of the Leading Trade Papers



There is a Western Electric Motor for every power use —for all commercial circuits and all standard speeds

Let our nearest house show you how profitable a motor agency will be to you

SAVE TIME AND FREIGHT — DYNAMOS · MOTORS — WESTERN ELECTRIC COMPANY — CABLE · TELEPHONES · SUPPLIES — "TELEPHONE OUR NEAREST HOUSE"

Western Electric Company

Manufacturers of the 8,000,000 "Bell" Telephones

New York	Atlanta	Chicago	Kansas City	San Francisco	Montreal	London
Buffalo	Richmond	Milwaukee	Omaha	Oakland	Toronto	Paris
Philadelphia	Savannah	Indianapolis	Oklahoma City	Los Angeles	Winnipeg	Berlin
Boston	New Orleans	Detroit	Denver	Salt Lake City	Calgary	Antwerp
Pittsburgh	Houston	Cincinnati	Minneapolis	Seattle	Vancouver	Milan
Cleveland	Dallas	St. Louis	St. Paul	Portland	Edmonton	Rome

Johannesburg Sydney St. Petersburg Vienna Buenos Ayres Tokyo

EQUIPMENT FOR EVERY ELECTRICAL NEED

"MEMBER OF" — SERVICE — THE SOCIETY FOR ELECTRICAL DEVELOPMENT INC. NEW YORK — EFFICIENCY — SAFETY — "DO IT ELECTRICALLY"

One of Our Recent Motor Advertisements

Western Electric News

Vol. III. No. 6 August 1914

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TILDEN FOUNDATIONS

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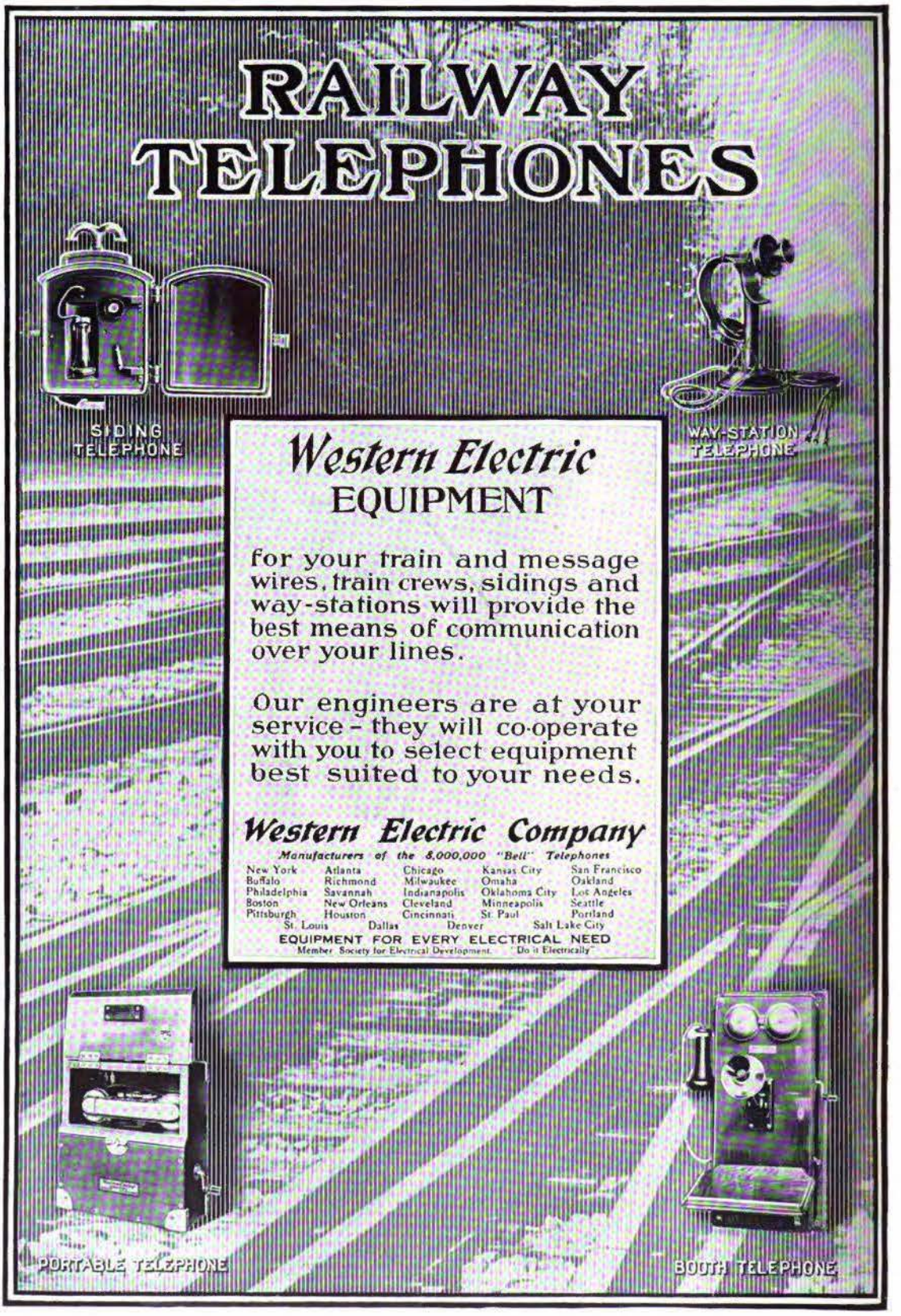


A Recent Advertisement Featuring Our Railway Telephone Equipment

Western Electric News
PUBLISHED ONCE A MONTH FOR THE EMPLOYEES
VOLUME III, No. 6 AUGUST, 1914

How the Company Uses Figures

By S. W. Murkland, Chief Accountant

IT is not intended in this article to dwell on the theories of accounting, nor to pile up a mass of statistics showing how many times so-and-so, placed end on end, would reach to the moon. Of more interest, perhaps, to readers of the NEWS, particularly to those whose work leads them to struggle with a seemingly endless chain of figures, would be some explanation of what the figures really mean and their direct connection with the so-called "practical" end of the business.

Along with the industrial and commercial development of the country, the Company has grown to its present size from a small shop, where a simple record of what our customers owed us and what we had to pay out for pay rolls and materials purchased, added to our bank balance and a good memory, would furnish all the information needed. Although it is no longer possible for those who direct the Company's policies to keep in direct personal contact with the multitudinous daily transactions of which our business is comprised, it is no less essential than formerly that they shall know the important facts. There has, therefore, been created a system of recording and reporting the transactions of each department which not only makes it possible to furnish the various executives with the information needed, but also insures the correct accounting for all moneys received or expended by the Company.

R. H. Gregory
Comptroller

S. W. Murkland
Chief Accountant

D. C. Richardson
General Auditor

The Heads of the Accounting Department

To gain some idea of what these transactions cover, suppose we follow the progress of the capital put into the business through its various stages until it is returned to the stockholders in the form of dividends. This continuous movement of capital through the business, or "turnover," as it is commonly called, is illustrated graphically by Fig. 1, in which capital, the motive power of the business, is first expended in payment to suppliers for raw materials and to employees for productive labor, from which are produced first, piece parts or material in process, and finally, the completed merchandise. This merchandise is stored in the general warehouse at Hawthorne until shipped out to our various distributing centres throughout the country, where the capital then takes the form of local stocks held for shipment on customers' orders. With such shipment comes billing to customers, and our capital, through this process, is converted to the form of receivables, or sums due us from customers. With the liquidation of these debts, capital is turned once more into cash, thus completing the revolution of the wheel. The faster this wheel may be made to turn, the greater the earning power of each dollar of capital, for it will readily be seen that if the margin between cost and selling price is sufficient to cover expenses and leave a margin of profits of, say 5 per cent. on the investment with one turnover, or revolution of the wheel, this same capital can be made to earn 15 per cent. on three turnovers.

Many of us know that the Company's sales for 1913 were over $77,000,000, and when we consider that each dollar of this amount must be accounted for accurately as it passes through the various stages of investment outlined above, we obtain some idea of the multiplicity of detail which is required in our accounting.

In Fig. 1, the Western Electric organization is represented as the axis about which the business revolves; and to insure smooth and continuous running, it is necessary that information be constantly supplied to the various departments as to the rate of progress and the obstacles to be overcome. The sales department must know, at all

times, how much we have sold and at what profit, what merchandise we have on hand to sell, and what provision has been made for replenishing these stocks. The engineering, purchasing and manufacturing departments need to know the cost of development work, cost of raw materials, and the cost of manufacturing them into the finished product. The general and financial departments must be kept informed of the collections from customers, the amount of cash available, the requirements for the future, and of the financial condition of the Company. Finally, the directors must have information in order that they may report to the stockholders the value of their property and the profits earned on the money invested. It will thus be seen that statistics of one sort or another are needed throughout the entire Company in order that the operations of each department may be properly directed both as regards its internal activities and in order to insure its progress in harmony with the actions of the other departments.

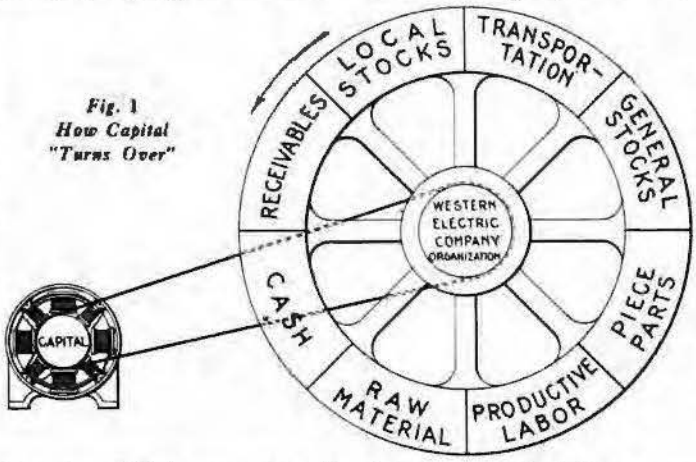


Fig. 1
How Capital "Turns Over"

Each of our distributing houses is organized as a practically separate business, with its own set of books and statistics, and a brief description of the reports used and their practical application to the various elements of the business will suffice as an illustration of the method followed on a larger scale in the general departments. The photograph of the volumes of reports used at a distributing house for a number of years shows very strikingly the increased use of statistics with the growth of the business. In Fig. 2, we can see at a glance the principal reports used at a distributing house and their relation to the various branches of the organization. The distributing house manager is primarily responsible for earning a satisfactory return on the Company's investment at his house, and this return is reported to him monthly on one statement which shows in condensed form the essential facts about his business, such as the relation of sales, profits, expenses, and investment to the budget he is aiming to meet for the year. This, together with a condensed summary of the expenses, indicates what details in his various departments require special attention, all of which are covered by more detailed reports on the sales, stores and financial departments.

The Growth of Reports in Ten Years

The reports furnished to the sales manager, aim to give him all that he needs to know about his sales and gross profits, such as what salesmen are bringing in the profitable business and what the unprofitable. Other statistics show the gross profits obtained on various lines and on sales to various customers, both old and new, together with their geographical location and class of business. All of these figures the sales manager uses not only as a record of the past, but as a basis for planning his future campaigns. The sales expense report tells him what the business obtained has cost him and its relation to the budget for the year.

The stores manager's object is to give service to customers, to get out shipments on orders of the sales department as economically as possible, and to keep the stocks moving. His monthly success is measured in the stores expense and investment reports.

The head of the financial department, being responsible for collections, has reporting to him, at regular periods, the condition of all accounts, showing delayed payments and losses through accounts which have become "doubtful" or uncollectable. Such losses, together with the running expenses of his department, appear on his monthly expense report.

As the Western Electric Company is organized, each of its local departments, sales, stores, and financial, receives advice and assistance from members of the general departments who have specialized in the various phases of this work. The value of their assistance depends very largely on their keeping informed of conditions at the houses. Copies of the reports described above, or summaries of the essential data issued by the accounting department are, therefore, sent to these general specialists and, for executive purposes, to the district managers and their superiors.

The accounting and statistics used by the manufacturing department differ considerably from those described above for the sales or commercial departments. The manufacturing department could manufacture telephone apparatus and cables without knowing anything about the cost, but their object is not only to manufacture, but to manufacture material of the best quality as cheaply as possible; and then, together with the engineering and purchasing departments, to figure out some way of turning out an equally satisfactory or even better article for less money. It is necessary, therefore, not only to know the total shop cost of each article, but to obtain a detailed analysis of this cost in order to study separately the various elements of labor, material and expense.

Labor must be so accounted for as to show what amount is due each employee and also how much applies against each order on which apparatus is manufactured. Similarly, the accounting must be so arranged that we know

both the amount owing the various suppliers for materials, and the value of materials used on each order. The general manufacturing, or overhead, expenses are not assessed so readily against the cost of the job, although a fairly accurate distribution is obtained through charging each job at a predetermined "machine rate" representing the cost per hour of all fixed charges and operating expenses incurred by the machine in use.

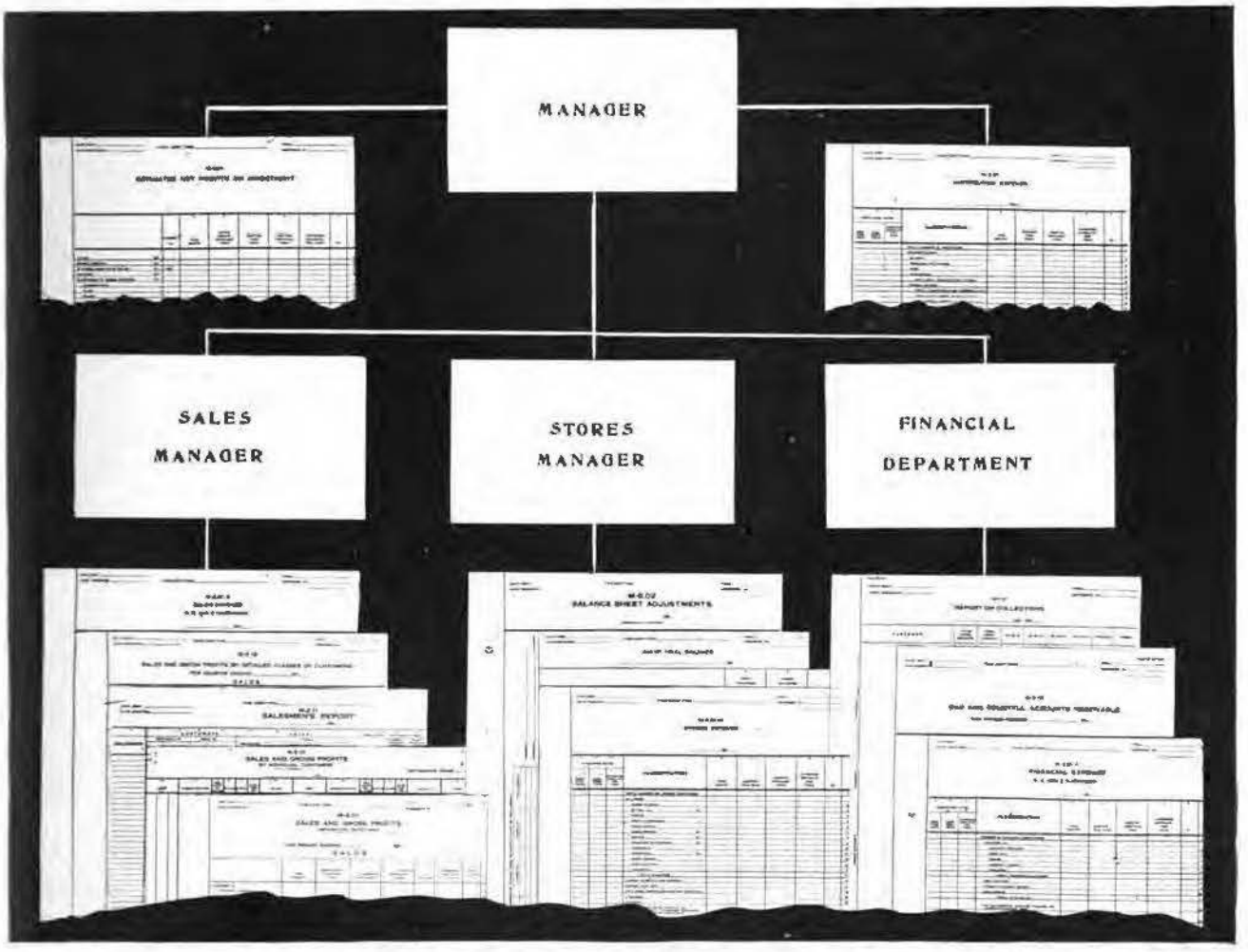


Fig. 2. The Principal Reports Used at a Distributing House

We might almost say that each machine is carried on the pay roll and has to earn its rate in the same manner as a productive laborer earns his wages. To arrive at the proper rate for a lead press, for instance, we must know what portion of the cable shop expense pertains in any way to the operation of that press. The floor space which the press occupies is measured and the rent for this space charged against the machine. Its consumption of water, gas and electric current is determined and charged to the press at cost to the Company, together with the expense of dies and other tools. To this is added a certain percentage of the cost of the press to cover taxes, insurance and "depreciation," or allowance for wear and tear in operation. The lead press must also stand its portion of the cable shop administrative expense, based on the number of men required to operate the machine. The total of all of these expenses for the year, divided by the number of hours which the press will be in operation, gives us the approximate expense to the Company for each hour of operation. If it takes six hours to run through the press the cable for a particular order, we consider as a part of the cost of making this cable, six times the machine rate mentioned above.

As shown by Fig. 3, the three items of labor, material, and shop expense, make up the shop cost, to which the addition of engineering design and packing gives the factory cost of the article at the time it is put in stock by the general merchandise department. To obtain the final commercial cost to the Company, the factory cost is increased by a percentage which will cover all expenses incurred from the time the article is put into stock at Hawthorne until it is finally sold to the customer and payment received, or, in other words, warehousing, transportation, selling, experimental, financial and other general expense. The difference between the commercial cost so obtained and our selling price represents the Company's margin of profit.

To have too many or poorly arranged statistics is almost as bad as to have none at all, and along with the growth of the Company and the consequent extensive

Some Figures from the Accounting Department, New York

accumulation of data of all kinds, it has proved necessary so to summarize and arrange these data that the significant features in the operation of each department will not be obscured by figures less important or less pertinent to the particular subject under consideration. It is the duty of the comptroller, as the accounting officer of the Company, not only to summarize and report essential statistics in their proper light to the officers and directors of the Company, but also to prescribe the accounting and statistical methods in all departments to insure consistent and reliable reports.

For this and related work, there is maintained at New York an accounting department, consisting of approximately sixty-five employees. In addition to examining and approving over five hundred reports received each month from the various departments throughout the Company, and issuing from seventy-five to a hundred reports per month summarizing the progress of the Company as a whole and the operations of the different departments, the accounting department carries on a study of accounting methods with a view towards increasing the use and reducing the cost of statistics. For it must be recognized that the preparation of reports costs money, and that no report should be started unless its value can be proved. Likewise, current reports must be of continuing value in order to justify their existence. The various local accounting departments are inspected periodically to make sure that they are following correct methods in keeping the accounts and compiling the statistics required by the comptroller. At the end of the year, the accounting department supervises the taking of the inventories at all houses, completes the audit of all moneys expended, and approves the final figures for the year.

Fig. 3. The Elements of Cost

It will thus be seen that the realm of figures, while sometimes considered the particular hobby of the accounting department, is in reality the medium by which the operations of every department are recorded in order that our progress may continue to be guided, not by guesswork or personal whim, but by logical conclusions based on the experience of the past as recorded by scientifically compiled, if somewhat prosaic figures. Whoever has reached or expects to reach a position in the Company where the transactions for which he is responsbile may exceed his direct personal supervision cannot afford to neglect the assistance to be derived from the intelligent use of statistics.

Born

JUNE 11th.—To Mr. and Mrs. W. H. Quirk (stores manager, Dallas), a son.

In June.—To Mr. and Mrs. L. W. Tucker (stores manager, Cincinnati), a son.

July 1st.—To Mr. and Mrs. George Hessler (general sales department, New York), a daughter.

To Mr. and Mrs. W. C. F. Farnell (engineering department, New York), a son.

Fig. 1. Para Rubber Trees About 20 Years Old. Some of the First Plantation Rubber Trees Grown in Ceylon

*Fig. 2. Tapping a Rubber Tree. Note the Tiny Pails Used to Catch the Sap, or Latex**

How Crude Rubber is Produced

By F. G. Austin, Assistant General Purchasing Agent

EDITOR'S NOTE: This is the first of a series of articles of interest covering some of the more important varieties of raw material used in the manufacture of telephone apparatus.

TO all of us any subject bearing on telephony is of interest. The telephone is justly known as an American product. It was invented and introduced in this country and has been a most important factor in facilitating commercial and social advancement. It is not generally realized, however, that so many important items of foreign manufacture enter into the construction of receivers and transmitters alone, to say nothing of hundreds of other telephone items. For instance:—

Block mica, from which the carbon button ring of the transmitter is made, is imported from India.

The iron cores of the two small coils in the receiver come from Norway and Sweden.

The various contacts concealed in the handle of the desk stand are made of platinum produced in the mines of the Ural Mountains. Crude rubber, used in the manufacture of receiver cases and caps, as well as the various rubber insulators in the construction of receivers and transmitters, comes from Brazil, Mexico, Bolivia, Africa, and Ceylon.

Fig. 3. Rubber Plantation in the District of Acre, Bordering Bolivia, a Country Yielding the Choicest Grades of Para

The first mention of rubber was made by Herrera in his account of the second voyage of Columbus, wherein he speaks of "a ball, used by the Indians, which was made from the gum of a tree."

We rejoice over the discovery of

* Figures 2, 4 and 5 from *National Geographic Magazine*, Washington, D. C.—copyright 1914; all rights reserved. Figs. 1 and 3 by permission of the Goodyear Rubber Co.

Fig. 4. The Smoking Process. The gatherer uses a round stick, on the end of which he starts a ball of rubber latex, turning it over and over, pouring more latex on it, and smoking it so as to kill all germs and to hasten its solidification

America, but few of us realize that the memorable voyage of Columbus resulted in the discovery of rubber, as mentioned above.

During the 15th century rubber trees were also discovered in Mexico. The natives in South America and Mexico early discovered that the milky latex or sap which runs from the bark of the rubber tree quickly took consistency if allowed to stand in the warm sun.

The methods used in tapping the trees for this latex and in collecting it were the crudest possible. Hollow gourds were largely used, but in some instances it was impossible to obtain even these, and the latex was smeared over the naked bodies of the Indians and later peeled off and moulded into various forms. Kings and nobles habitually used shoes made of this crude rubber. The Spaniards of Mexico, moreover, impregnated their capes with it to make them waterproof, because it proved that such substance resisted water in a marvelous manner. Shields were made which were proof against the sharpest pointed arrows.

The best known of the various families of rubber trees in South America is the *Hevea Brazilicnsis*, which grows from 60 to 100 feet high. The branches commence to grow at about 45 feet from the ground. The leaves fall in June but are speedily replaced by others.

The first real manufacture from rubber was about 1768, when the first dissolving process was discovered. In 1770 Priestley originated the English name "rubber" when wiping out lead pencil tracings.

In 1820 the mechanical means of cutting rubber-blocks in order to obtain elastic threads was discovered, and, three years after, Mackintosh discovered that naphtha dissolved rubber and thus made cloth impervious to the action of water.

Crude shoe manufacturing existed in Brazil up to 1840, but the great demand for rubber caused by the development of the industry in foreign countries and consequently the very high profits extracted from the native rubber-forests destroyed all that initiative, Brazil consequently passing into the position of a mere producer of the raw material. This is best shown by the contrast of 31 tons exported in 1837 with 41,000 tons in 1913.

The adaptation of rubber to industrial purposes, such as the manufacture of shoes, physical and surgical appliances, elastic cloths, railway-buffers, etc., was fairly in good swing when Charles Goodyear discovered the vulcanizing process in 1839.

The method of discovery by Goodyear is interesting. He had heard how the natives of rubber-growing countries used the latex in many ways for their own benefit, one in particular appealing to him—that of waterproofing their cloaks, and he wondered if this could be done so that clothing could be made water-tight and yet not be sticky in summer or stiff in winter.

Fig. 5. Balls of Crude Rubber After Having Been Treated by the Smoking Process and Ready for the Buyer

Goodyear devoted a good deal of time solving this problem and like many other great inventors passed through many trials. His many failures caused his friends to forsake him and he was put in prison for not paying his debts. He persisted, however, and it was an accident at last that opened the way to the discovery of the process of vulcanization for which he had been seeking.

He accidentally dropped a mass of his compound of sulphur and gum upon a very hot stove and was much amazed that the mass did not melt, as he had previously

found that India rubber would melt quickly. This discovery, as may be easily imagined, had a tremendous effect upon the rubber industry of the world.

The vulcanizing method consists of the mixing of a certain quantity of rubber and sulphur and in the exposure of that mixture to an elevated temperature and to a high pressure during a certain space of time. The rubber transforms itself considerably; the property of indefinite hardness is lost, but it presents greater resistance to the forces of compression and stretching, supports excessively low temperatures, and becomes less sensible to the action of ordinary dissolving ingredients.

The method of tapping the rubber trees and the gathering of the latex and the preparation, including the smoking, etc., of the crude material are best shown in the accompanying photographs.

The crude rubber industry was very decisively affected by the rubber tire industry, the present output for this purpose being about 60% of the total. The enormous demand by the tire manufacturers was more than the natural supply of wild rubber trees could produce, and as a result the prices of rubber went from about 94 cents per pound on December 31, 1903, to $2.88 on April 15, 1910—an advance of 100 per cent. in seven years.

In the year 1906, Ceylon, or plantation rubbers were introduced, and about thirty tons were produced that year.

The rubber trees of Bolivia, Brazil, Mexico and Africa, practically all grow in the warm and damp jungle regions, making it expensive to produce and transport through many water routes the crude material.

The Brazilian government has been compelled to reduce the impost tax on the raw product and has adopted important legislation for the conservation of the forests and improvement of the conditions under which the wild rubber is produced.

The Ceylon or plantation rubber trees are scientifically planted and cultivated, and more modern methods are used in the tapping and preparation of the product. This has had a tremendous effect upon the price, and, therefore, upon the common use of rubber which lends itself to so many uses with which everyone is familiar.

The best grade of Brazilian rubber, known as Upriver Fine Para, has always been, and still is, considered the standard, although for most purposes certain grades of plantation rubbers are fully equal to Para and very much more economical, as there is practically no waste as compared with probably 20 per cent. waste in Para. This is due to the methods of production—the Para containing considerable dirt and foreign matter, while Ceylons are prepared without this waste matter.

As previously mentioned, the exports of Brazilian rubber were 31 tons in 1837 and 41,000 tons in 1913. The production of plantation rubber has increased from 30 tons in 1906 to 20,500 tons in 1912, and to 42,000 tons in 1913. It will probably exceed 100,000 tons within the next two years.

London's Military Band

THE accompanying photograph shows the members of the London band. Several of the players have had experience in some of the most famous bands in the British army, while others have played in well-known amateur organizations.

When it was first proposed to form a band at the London Works, the only candidates that could be found were five men who played various instruments and several score who volunteered to play the bass drum. It was a struggle to get going, but thanks to the untiring efforts of the "busy bandmaster," Mr. Pender, who fills in his spare time as London's machine shop general foreman, others gradually came along. The first public performance was given on the occasion when the boxing section of the athletic club gave an exhibition for the benefit of the band funds.

The Western Electric Band, London

The next time out was at London's annual outing, in June, 1913, when the band played on the boat both on the outward and homeward journey, and on the sports ground during the afternoon.

During the summer months of 1913 a short programme was played, once a week, outside the operators' mess room during the dinner hour. These performances were such a success that it is planned to continue the concerts this summer.

The Display Complete, With Score Board, "Mazda" Players, and Western Electric "Fans" in the Grandstand

Cincinnati's "Baseball" Window Display

By J. A. Glindmeyer, Sales Department, Cincinnati

ONE of Cincinnati's most successful window displays was a recent "baseball" window featuring Western Electric fans and Sunbeam Mazda lamps. The following is a brief description of how the display was made up:

First of all, we arranged a show window with a false bottom. This was high enough above the window floor to allow wires to be drawn in under it freely.

To represent the players we used ordinary 40 watt, all frosted Mazda lamps. These were painted to represent ball players, ordinary marking ink being used. Faces were sketched on the lamps. We soldered No. 14 Underwriter's wire to the base of the lamps in such way to make contact with the No. 16 rubber-covered wire which was used for wiring below the floor. We also used the No. 14 wire for arms and the legs. These were shaped up to represent natural positions of the various players. The players were put in position on the floor, the field was covered with moss, and the baseball diamond was filled in with gravel sand. Across one corner of the window we placed rows of steps, which represented the grand stand. In the grand stand, of course, were placed the "fans"—the Western Electric variety.

Crowd Watching the Display in Operation

The connections from the flasher to the various lamps representing the players, was made of rubber-covered wire. The flasher was made up in a local shop, was an ordinary circule of 7/8 inch wood about 16 inches in diameter on which the various contacts were made.

The play shown was half an inning. The pitcher would get the ball first, therefore the lamp representing the pitcher would light. Following that, the catcher would light, then the pitcher would light again, then the batter. The ball would go to the left fielder. The left fielder would relay it to the short stop, back to the pitcher. From the pitcher it would go to the catcher, from the catcher to the pitcher, and from the pitcher to the batter, then to second base, and over the first base back to the pitcher. Then to the catcher, back to the pitcher, then to the batter, and to short stop, and over to first base. From the description it will be noted that there were three consecutive outs. After each out the fans would revolve. After the third out there was an extra long contact on the flasher which would allow the fans to run about two minutes. Then there was a pause, and the display would be repeated again.

We tried to have as many players to take part as possible. Each player, with the exception of right field and center field, took a part in the game.

One of the illustrations shows a crowd looking at the window. These crowds were continuously at our window watching the game.

Changes in Organization

P. H. COOPER has been appointed Manager of the Service Division of the General Purchasing Department, New York, to succeed H. E. Roberts, resigned.

A Cowboy Installer With a Western Electric Telephone

A Nebraska Sod House With Western Electric Telephone

The Telephone on the Frontier

THE accompanying photographs, sent to the NEWS by J. M. Bateman, sales manager of our Omaha house, show how the telephone has become an integral part of the life on the frontier in Nebraska. The house shown in one of the pictures is a typical specimen of the Western sod house. Many of these primitive dwellings are to be found in the western portion of Omaha's territory. The house shown is equipped with a Western Electric telephone, as are most of the up-to-date ranches and farms in Nebraska. This particular line is part of the system of the Maxwell-Brady Telephone Company of Brady Island, Nebraska, an enthusiastic user of Western Electric apparatus.

The other photograph shows a cowboy telephone installer mounted on his pony, with a Western Electric magneto telephone set under one arm, and his kit of tools hanging from the saddle. These picturesque telephone workers lead a strenuous and versatile existence, as indicated in the small picture, where the same cowboy is acting as lineman.

Heroism of a Western Electric Installer

George Fenton Risks His Life Trying to Save Two Comrades

THE members of the New York State division of the installation department were shocked to learn of the drowning of A. J. Kennedy and John H. Gross at Rochester, N. Y., on July 5th. Both men were Western Electric installers at work on the new Rochester installation. In company with George Fenton and Frank M. Dulczewski, two fellow installers, they started on a canoe trip up the Genessee River on the morning of the 4th. The party was returning on the afternoon of the 5th when the canoe carrying Kennedy and Gross, who were in advance of the other two, overturned, its occupants being thrown into the water.

George Fenton was the only member of the party who could swim. Without a moment's hesitation he sprang overboard and swam to where the two drowning men were struggling in the water. Although he is of very slight build, weighing but 110 pounds, Fenton succeeded in holding Gross up to the surface, and started to tow him ashore. But Kennedy, frantic with fear, clutched him and dragged him down. To save his own life, Fenton was obliged to abandon both men, after a heroic but unavailing struggle to save them both.

Lost!

THIS month's cover design illustrates the use of Western Electric police telephones, such as have been installed by the police department of New York and many other cities.

The youngster shown in the picture has wandered away from home and cannot remember the name of the street on which he lives.

The big kindly looking "cop" is telephoning a description of the wanderer to headquarters, so that when his anxious parents notify the police he can be restored to them immediately.

AROUND THE CIRCUIT

GOSSIP GATHERED BY THE DISTRIBUTING HOUSE CORRESPONDENTS

BOSTON

D. A. Chase
Correspondent

Flood, storms, and fires frequently demand Western Electric aid, though seldom of the nature that the conflagration at Salem, Mass., required. Fortunately, the exchange did not burn, but Western Electric service was given notwithstanding.

The tremendous amount of relief presented big problems of stores and purchasing, which were handled by committees under state direction. E. W. Longley, Auditor of the N. E. T. & T. Co., being chairman of the supply committee, was given every aid possible by our stores department. W. H. MacCrellish and F. W. Dykeman systematized the routines of purchasing, receiving, and passing bills by adapting the Western Electric routines of purchase orders and receiving copies for passing bills. The purchase records of the Company were rendered available and valuable assistance in locating sources of supply was given.

Say, Atlanta, if those glass jar containers are so old a story with you, why didn't you pass the idea around before?

This is a picture of a blue ribbon prize winner who

helps to distribute Western Electric products. "Buck" has twice taken first honors in Boston's annual work horse parade.

RICHMOND

G. T. Marchmont, Correspondent

Everybody at Richmond is wondering just what happened to the Boss on his recent trip to New York. Not only did he try to go from New York to Philadelphia on the Long Island Railroad, but look at the attached telegram!

H W HALL

WESTERN ELECTRIC CO RICHMOND VA WILL BE IN NEW YORK TOMORROW PHILADELPHIA THURSDAY RICHMOND FRIDAY

H W HALL

You've heard of a man talking to himself; but telegraphing to himself—!

PITTSBURGH

Western Electric Employees turned out in force at the Telephone Society picnic June 27th, and spent a big day renewing acquaintances with friends in the telephone company.

Several days previous to the picnic we organized a relay team to enter mile relay race. We finished third in a field of five, and considering the fact that many of the men on other teams were experienced runners, this showing so encouraged the boys that they intend to make the team a permanent affair. Lippert also took second place in the 100-yard dash.

C. D. McClary, erstwhile service man, now salesman, recently did a family washing to demonstrate the Western Electric-Conlon. Mac says the housewife displayed much enthusiasm as the various articles of clothing came through the wringer.

THE HOSTS AT ARMAGEDDON

Now it came to pass, in the sixth month of the year of Psychological Depression (the first year of the reign of King Leo), and on the thirteenth day of the month, that the retainers of the King betook themselves from the use-

Pittsburgh's Relay Team

ful tasks allotted to them into an open space in the purlieus of their great and grimy city that they might disport themselves.

While yet the day was young, and before the last shell of the peanut had been cast upon the floor of the chariot which conveyed them into the open, a great difference arose between those calling themselves the Stores Gang and those who were pleased to be known as the Sales Gang. The Stores Gang being greater in number and rougher of neck than they of the Sales Gang did openly boast of what would happen when the jousting place was reached.

Scenes at Kansas City's Picnic. 1 (left), the First Special Car, Ready for the Start. 2, the Service Department Team, Winners of the Baseball Game

But King Leo by the device of assigning those of warlike disposition to the bearing of numerous and sundry casks, cases, and provender hampers, did avert for the time any shedding of blood.

Now haply before the appointed place was reached a great thirst and much emptiness fell upon the whole host and for a time the desire for supremacy was evidenced only by the rivalry of the Gangs in knowledge as to the proper icing of the casks of Hop Water, when and how to replace the Bung with what men call a Spiggot, as well as in the ability of each to place himself outside of great quantities of Cheese Sandwiches, Pickles, and much other provender. Many tales are told of the prowess of one Ike, the King's Treasurer, who, albeit of small stature, did perform wonderfully with the Spiggot, even to the point of declaring himself of greater might than any of his fellows. Now Ike, being neither Stores nor Sales was fallen upon unmercifully by both factions and at last driven to bay among the food-stuffs in the wagons by the King's Chief Forester, Nabors. Ike, seeing the folly of further resistance, did capitulate and humbly betake himself to a game of mumbly-peg with Hawkeye, the King's master of Telefunnies.

Mention should also be made of the conduct of one Clint, the emissary of the Great and Peaceful King, Andrew of Skibo. Clint, while deporting himself with that dignity becoming his position, did perform mightily with the buttermilk Dipper and did hint darkly of what might happen if he were given just one chance to wield a Bat in a Ball Game. This, falling upon the ears of the mighty Baseball Nut, Jojakes, led to a search forthwith for a place where this dangerous but amusing sport might be played. Hearkening to the cries of Jojakes, Clint, Patjones, and other Baseball Nuts, including one of no less rank than Wawawayback, the Chief of the Stores Gang and the King's Privy Council, the Gang betook themselves to the new found field and shortly set themselves in array for the battle. Jojakes, who was marshalling the Sales Gang, after choosing for himself the position of Receiver, did permit all hands to please themselves as to various positions which they should defend. Chess, the Scribe, arriving after all positions were fil'ed but one, was allowed his *choice* of Right Pasture, which he took with alacrity and proceeded to fill himself with wild strawberries which grew in abundance in that locality.

The battle waged fiercely, but ended at about the sixth hour, the tallies thereof being 18 to 9, as reported by the Sales Gang, and 24 to 23, as reported by the Stores Gang.

It was some picnic.

KANSAS CITY

W. J. Laufenberg
Correspondent

Kansas City's second annual picnic was held on June 13th. As to the time we had, it can be summed up in these words:

PREPONDEROUS, STUPENDOUS, ASTONISHING.

The most important event of the day was a ball game between the service and the sales departments, resulting in a score of 13 to 5 in favor of the service. Then one of our young service artists stepped up to Mr. Talmage, our sales manager, who was playing center field for the sales department, and remarked, "Well, Mr. Talmage, that was one time you got service all right."

Miss Hunter, one of our commissary department, is still puzzled over having served luncheon in her nicest manner to three perfectly nice looking young men whom she can't remember ever having seen about the building. Still, who can blame them?

The picnic was a "winner" in every way. If you don't believe it —be with us next year. We are from Missouri and can show you.

Talmage at Bat

Wake up, Atlanta! The idea of using glass jars as visible containers for piece parts originated at Kansas City at the time Leclede jars became obsolete, and before Atlanta was on the map.

1. *Cincinnati's Picnic Crowd*

4. *Four Cincinnati Notables*

CINCINNATI

J. F. Dohan
Correspondent

Echoes of our grand and glorious outing continue to reverberate, and the committee in charge has been repeatedly assailed with the question "why don't we have another one?" For one afternoon our busy trucks were devoted to pleasure, and you never saw a more cheerful lot of fellows going to or a more contended lot returning from a picnic. The committee in charge, Messrs. Gerth, Cramond, Bob Nolloth, and Tucker, arranged a fine program, which went through without a hitch. A ball game was played between the warehouse employees and a combination of the retail store, clerical and sales departments. As the writer is in the sales department, his natural modesty prevents a publication of the final score.

Picture No. 1 shows the crowd as they were watching the cooks preparing the chicken supper.

Picture No. 2: Messrs. Milnor and Peterson with their effervescent smiles.

Picture No. 3: Captain Nolloth, of the "Shirks," with a lemonade in his hand, and the captain of the "Works" with one that is scarcely visible.

Picture No. 4 shows Messrs. Herbert, Tucker, Stevens and Peterson. Mr. Stevens is one of our loyal customers, the most prominent electrical contractor in Portsmouth, Ohio. He remained over purposely for the "doings."

2. *Milnor and Peterson*

3. *The Two Captains*

Miss Bertha Rader, our accountant, has been granted a leave of absence to go abroad. She will visit all points of interest in Europe.

All?—Ed.

CLEVELAND

Sixth City

Our telephone specialist, "Scrib," sometimes known as C. H. Scribner, left on his vacation early in July, and from a very authentic source it is learned that he took the following baggage:

Four steamer trunks,
Three suit cases,
Two golf bags,
One bat bag,
One wood box bearing foreign labels, contents unknown.

It is also learned that G. B. Pfeifer, the Wisconsin Badger, will act as "bat boy" and superintend the movement of all baggage.

In order to keep in touch with manoeuvers on the firing line "Scrib" left the following addresses:

Mail: Jericho, Vermont, R. F. D. No. 1.
Telegram: North Williston, Vt.
Telephone: Burlington, Vt. (Scribner Cottage).
Wireless: "Ruthland Woods" Country Club Golf Course.

If necessary to have him paged, he may be located in the dining room, or the lake, on the golf course or the baseball field. But he failed to give us a night address. Where does he sleep?

Before making recommendations to Atlanta regarding that ice box of theirs, we should like to know what it is they put on ice. Is it orders, or—what?

WAS HER WASHER WASHING?

"Did she wish a Western washer
When wash day came again?
Was her present washer washing well?"
Thus the salesman's new refrain.
"Does her good man wish to watch her
Washer clothes from neck to heel?"

Thus with our newly arrived shipment of Western Electric Conlon Washers.

Our salesmen anticipate cleaning up a good deal.

Washer mean, poetry?—Ed.

Snapped at the Annual "Do It Electrically" Picnic, Los Angeles

LOS ANGELES

F. E. McKeever
Correspondent

The "Do it Electrically" annual picnic, which includes all the local jobbers and contractors, was held at beautiful Verdugo Park, ten miles out of the city, in the mountains above Glendale, on June 20th.

The usual athletic events were held, including the fat men's race. The most exciting event was the 50-yard dash for ladies, won by our Miss Black, who has charge of the mailing department.

One of the accompanying illustrations, with the Sierras in the background, shows the runners in action with the winner well in the lead. The terrific speed attained by the runners is evidenced by the blurred appearance of the picture. We are proud to state that this is the third year in succession Miss Black has carried off the prize in the same race. In this race we also won the consolation prize, but out of politeness we shall not give the name.

The picture showing the forest in the background is a snapshot of the relay race made up of a young lady and young man. In this even Miss Black won second prize.

The most delightful part of the picnic was the lunch indulged in by our employees together at one big table. The good things that were on this table! It was more than a lunch. It was a feast. The girls prepared things to eat, and their efforts in this direction are first class. You single, tenderfooted fellows in the East (including Cleveland, the sixth city) please take notice.

Our ball team is a continuation of the league organized last winter. We are always delighted to win over Westinghouse, our nearest rival for first place, which we now hold. The majority of our games with Westinghouse have been won. The last one shows the score of 17-6 in our favor. Our regular line up is as follows: T. E. Burger, 3b.; R. Williams, c.; A. Jacobsmeyer, ss.; J. Windrem, 1b.; J. Schukraft, 2b.; J. Mandeville, cf.; Al Wahlin, rf.; H. Hinzie, lf.; H. Ingold, p.

EXTRA! EXTRA! All about the great golf match! General Electric Company wins, 18 up!

Bob Cash, manager of the General Electric Company at Los Angeles, completely outclassed Ted Burger, the Western Electric Company's stellar golfer, on the links of the Los Angeles Country Club at Beverly Hills, winning each of the 18 holes played without even exerting himself.

Here's our manager's own version of the disaster:

"Mr. Bob Cash, of the G. E. Co. recently challenged me to a game of golf at the Country Club, the finest club of its kind in the West. On the way down Mr. Cash offered to wager me that I wouldn't win a single hole. As he won the bet it doesn't require careful analysis to discover that some people have more time to keep in good practice at golf than a Western Electric branch manager.

"In order to compensate myself for this woeful defeat, I looked around the club to see if there was any place where I could make a sale of Western Electric apparatus. Discovering that the caddies were called by the professional through a megaphone, which didn't seem very effective when the wind was in the wrong direction, I suggested the installation of a Chau-phone. The results of the suggestion are indicated in the accompanying letter.

Mr. Theo. E. Burger,
Los Angeles, Cal.

Dear Sir:—

The Los Angeles Country Club is using the Western Electric Chau-phone to call caddies from a house which is provided for them several rods from the professional shop, where the caddie master is stationed. We found it necessary to enlarge the megaphone slightly in order that the sound might be carried farther, but aside from that the instrument was exactly what we wanted for the place, and it operates very satisfactorily, and we can cheerfully recommend the same.

Very truly yours,
LOS ANGELES COUNTRY CLUB.

"The moral of all this is, 'A Chau-phone sold is worth two golf balls out of bounds.'"

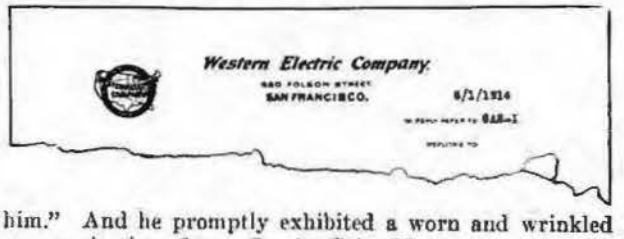
SAN FRANCISCO

C. L. Huyck, Correspondent

"Where'll I find Mr. Gas-eye," asked a messenger boy, coming into the office the other day.

"Mr. Gas-eye? No such person here—"

"Sure there is," replied the boy. I've got a letter from



him." And he promptly exhibited a worn and wrinkled communication from G. A. Schneider, our strenuous power specialist.

PHILADELPHIA

L. R. Browne Correspondent

PSYCHOLOGICAL DEPRESSION

As I strayed into an office
Just a day or two ago,
I espied one on whose visage
Black despair and dreary woe
Were so startlingly imprinted
That I stopped in dumb amaze
At such monumental sorrow
As was spread before my gaze.

I approached to ask a question
And addressed him in this wise,
Tho' my voice shook with emotion
As I looked into his eyes—
"Tell me, oh! I pray you, tell me!
Why this mien of awful woe?
What dread thing has come upon you,
That can thus distress you so?

"Have you lost a friend or brother?
Have your tires been blown to bits?
Has your wife gone back to mother?
Have you epileptic fits?
Has your rich old uncle left you
With but just a measly cent?
Of all joy has death bereft you?
Is your salary all spent?"

"Are you stricken with the measles
Or some other dread disease?
Has your cat been killed by weasels?
Has your dog contracted fleas?
Have you heard some news alarming
That's imperilling your job?
Has some maiden you thought charming
With your heart been playing hob?

"Have you lost at playing poker?
Have you debts you cannot pay?
Has some brainless chronic joker
Worn your patience quite away?
Has some other dire disaster
That I cannot think of now
Stuck that corrugated plaster
On that one-time noble brow?"

Then I ceased and there was silence—
Such *dead* silence, filled with pain—
(I was *half* expecting vi'lence)
Then he muttered this refrain:

"There's nothing that can worry me,
Or hurry me,
Or flurry me,
There's nothing that can scurry me,
I'm calloused to the core.

"No quip nor quirk nor wanton wile
Can me beguile
To crack a smile,
Joy always misses me a mile,
My soul exists no more.

"I'm between the nether millstone
And the upper, every hour.
I know how the grains of wheat feel
As they're turning into flour.

"I'm the woe-begotten,
Joy-forgotten,
One to whom a smile's '*verbotten*,'
Sour,
Dour,
Hated ninety donkey-power,
Friendless,
Fendless,
With a grouch that's never endless—
CREDIT-MAN."

And so—I tiptoed softly away.

—L. R. B.

ATLANTA

O. Whitmire Correspondent

One of our service men was breaking up furniture the other day, trying to get to the shipping department in a big hurry, when some one stopped him and asked him what the trouble was. After he had displayed the following telegram no one interfered with anything that was being done to get this fan out to the customer as early as possible:

Dallas, Texas, 6/25/14.

Please advise quick if you can make immediate shipment fan order G 1 P 4183, account branch office in depot, located next to lunch counter where flies are very bad.

LINES UPON READING "A WORD TO POETS" IN THE JULY NEWS

In Omaha, a little town
Beyond the Mississipp,
The Western Electric has a house
To which their poets they ship.

Their day dreams are of poetry,
Something for the NEWS,
And believe me I will tell you
They write whate'er they choose.

Jim Bateman every now and then
Dashed off a line or two,
But L. C. H. was worried
When correspondence he drew.

He wrote apologies many,
But ne'er poem or rhyme.
I suppose that he will tell you
He didn't have the time.

Now comes Jimmie Metcalfe
With a statement bold and true
That poetry is easy.
Omaha, what will you do?

We'll look in every issue
For the lines that Jimmie writes,
The sonnets that he scribbles
When he stays up late at nights.

Now please don't disappoint us,
For your rhymes we want to see,
The rhymes that are so easy
For all but you and me.

—G. E. W.

L. B. Reel, formerly of the central accounting department, New York, came transferred to Atlanta as accountant, July 1st.

ATHENSVILLE MERCANTILE CO.

GENERAL MERCHANDISE

TO THE . MANUFACTURERS OF PINE AND CYPRESS SHINGLES
WESTWRRRKLEOTURE .CO LOCAL AND LONG DISTANCE PHONE IN OUR OFFICE

***STREET-ATLANTA .Ga . ATHENSVALE, FLA

SIR .GNTMENT .YOU HAIRE . RECOMMENDED .TO .ME .AS .A . COMPNANY . AT .dees buying , tell ephne . post ,er , electure ,post ,

iff you ,air , in ,wusk ,bulsenss , pleas , give .us ,you , best ,price ,and ,also ,and ,lank , your , torw ,far , buying. we ,can ,fulnish . ,you ,savell ,cars , of , black ,scypre or , road ,scypress ,and ,you ,tell ,me ,imey ,thing , in ,re gard ,to ,what ,the ,frigt road , be , to ineyh, you ,need , want , shipment ,made , from salem s, fla ,

Yours Truly R. J. Ray

Here's the Best Yet!

Mr. Burke, our sales manager, has been raising a large number of homing pigeons lately. Upon being asked what he was going to do with them, said that a coop of these pigeons would be furnished to each salesman when he

started out on his trips, so that when an order was taken it could be given to a pigeon, which would bring it to the office without any delay.

Uncle Sam's mail is getting too slow for Atlanta.

Educational work among the employees has received serious consideration at Atlanta, and as a result we now have a weekly evening class in elementary electricity and a weekly meeting for general subjects.

The evening class is under the direction of H. A. Smith, of the shop, and contains about 40 members. The meetings are held at 5:15 each Wednesday and last about thirty minutes.

Of course, only a small amount of work can be done at any one meeting, but in this lies our success, as the information given the students is thoroughly considered and absorbed before the next meeting.

At the meetings held each Thursday are discussed subjects of general interest, the intention being to familiarize the men with the physical features of the apparatus we handle and the manner in which it is used by our customers.

Both classes have proved successful and beneficial results are already showing.

ST. LOUIS

F. W. Cherry
Correspondent

Since July 1st we have increased our office and warehouse room to twice its former size. The Western Union supply department and our city sales department are now on the first floor, while the entire office force now conduct their business on the second floor, the warehouse being enlarged in equal proportion on the third, fourth, and fifth floors. Our manager, Mr. Cullinan, Supply Sales Specialist Weinheimer, and Telephone Sales Specialist Cherry now have private offices in the new addition. The vacant space on the main floor is being fitted up for a display room.

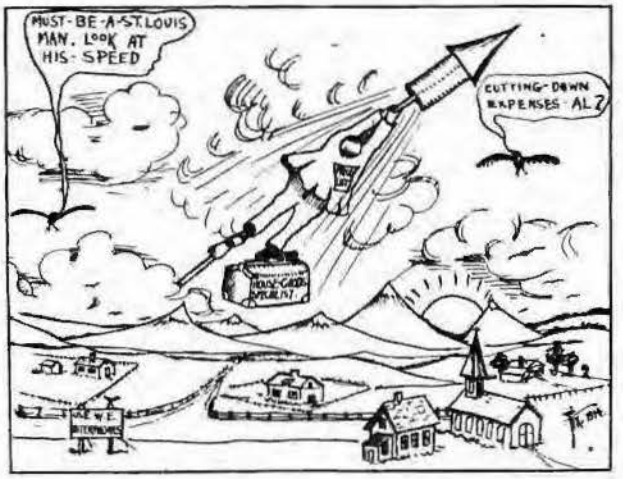
As a result of a canvass of our office and warehouse force it was learned that on the 4th and 5th, the great days of the year, all of the Western Electric Company—at St. Louis, at any rate—were out in the woods, on the river, or on the farm. It's great to be where such luxuries can be enjoyed. The mighty Merimac was literally alive with city folks and mostly "Do it electrically" people. This event can still be vouched for by all the ruddy brown faces and arms on exhibition throughout the office.

T. K. Stevenson, of New York, arrived on the first of the month to enjoy our summer resort weather and to find out how they do the job at a "regular" distributing house. Our manager, being particularly anxious that Mr. Stevenson be thoroughly trained in every phase of the business, and knowing well the growing popularity of golf among the suppliers and the general department, worked him so hard out in the sun on July 4th and 5th that he changed his color, and the watchman did not recognize him Monday morning. It was some time before he could get into the building.

"We got you, Steve," and we are glad to have you.

Our house goods specialist, A. C. Cornell, appeared on the battlefield the Monday after the 4th with his right hand encased in bandages. None of the many explanations of the cause of the burn were as strange as the truth—but then truth is often stranger than fiction—this time much stranger.

A. C. conceived the idea of making a flying trip over the 4th in search of spark plug business, when he thought



rival salesman would be off guard. To save expenses he secured a large "man-carrying" skyrocket, and packing his samples, pointed it toward one of the many towns around St. Louis where a large number of automobiles are in use.

By a sad stroke of misfortune the rocket sailed in the wrong direction and carried him to Chicago. The illustration shows A. C. passing over the main portion of the town. Being badly disappointed at landing where there could be no possible demand for his wares, he began the return trip immediately without waiting for his fiery steed to cool off—hence the burn.

NEW YORK

TOO BAD, DALLAS

A. H. Howard
Correspondent

In spite of your statistics of June 3d, your attempt to prove that Dallas is a cool spot has been shattered. On July 6th, a Texan, quartered at one of our sky-scraping hostelries, ordered the heat turned on in his rooms.

We heartily agree—for once—with Chicago in the correctness of the insignia bestowed upon you. Remember the old story of the Dallas man who died and sent back for his overcoat?

MOVING TIME

New Yorkers have been much disturbed of late. It is always disturbing to move, though some of us, especially the claims and service bunch, are very glad of the change. No longer do we live between four walls, the outer world shut out, no longer do evil drafts play down our necks when the windows are open, no longer do we suffocate

while they are shut. We can now breathe the fresh sea air, even though we waste precious minutes when the *Imperator* or *Aquitania* heaves into sight.

Some are not so happy, though; take Pop Case, for example. Pop says the credit department has so little space now that he doesn't see how he can pursue his old time broad credit policy. Never mind, Pop, your boss will be broad whether you are or not.

Many are the laments of the movers. Friend Roberts, one of our auditors, says he has moved six times in as many weeks. He's beginning to check himself now to see if he hasn't spent more time hunting for his desk than he has hunting for Werner's errors.

BUSINESS BAD? NO!

You branch houses, and others who don't know what we are doing here in New York, will be glad to know that the Cunard Line S. S. *Aquitania*, the latest ocean greyhound, sailed from her pier not long ago, with 24 Western Electric fans aboard, to help out the ocean breezes. Good order, that. Telephoned in at 9:30 in the morning, order for 24 eight-inch fans was delivered at noon. Next day the engineer said he didn't like eight-inch fans, so we adjusted a claim in record time and exchanged his fans for twelve-inch, also the same day. And now we sit at ease and do not even fear her return voyage—in fact, we are looking forward to it. Probably there'll be another order for fans when she next turns up.

OMAHA

J. M. Bateman, Correspondent

The accompanying group photograph of George Ox Porter, Chicago's eminent railway sales department, was recently unearthed and handed to us by G. C. Smith, purchasing agent of the Union Pacific Railway.

If Jimmy Olson had been alone when he came to Omaha in June, we might have gotten by the NEWS censor with a notice to that effect, but Martin Oberlander made a crowd, so we're afraid there's no chance of a write-up. Seriously, though, we had an awful time getting the Indians and cow punchers off the streets of Omaha before the "Habirshaw twins" felt it safe to leave their hotel.

SOME EVENT!

The second annual picnic of the employees of the Omaha house was pulled off, or put on, our scribe doesn't know which, at Lake Manawa, Iowa, on the afternoon and evening of June 13th. Owing to the fact that fan weather had come in like a hot cross bun, the afternoon was pleasantly and profitably spent in bolstering up sun-struck collars, but, at that, the events scheduled on the official score board were carried out to the letter.

Henning was busy nursing a spavined tire on his petroleum wagon, so the "peanut race" was called off indefinitely, but Miss Foley won the ladies' fifty-yard dash in net twenty-two—no discount. H. C. Bachman did the same stunt in the men's division. Miss Martin won the ball throwing contest for ladies.

R. Zadina and C. Lam won by a hair in the three-legged race.

The sensation of the day was the four-lap relay race. The official report indicates that Saylor, Miss Vitoush, Hanson and Miss Hoffman ran in the order named and won handily, but we, editorially speaking, happen to know that Saylor's lap gave out after Miss Hoffman made the second round and Miss Vitoush refused to budge. We, again editorially, don't blame her a bit.

A picnic dinner was served at five o'clock, and the evening was danced away at Wildwood Pavilion.

The officials were detailed like this:

Announcer: Dr. Steinmetz Hays; Judges: Lemonade, H. N. Goodell; Chicken, W. J. Goggin; Starter: C. H. Shearer.

ANOTHER WORLD'S RECORD

Each of the trio shown above is the proud father of twins. One of them, W. E. Burroughs, bursts into song as follows:

They say when one marries, one's trouble begins;
But we have no troubles—we only have twins.
And if twins are called troubles, I know you'll agree,
That we're *some* trouble makers—Shearer, Lumby, and me.

DALLAS

THE COMMITTEE ON BETTER CORRESPONDENCE, OR THE LAMENTS OF ONE OF THEIR VICTIMS. (ROSS D.)

O. T. Hazelton
Correspondent

Who is it that wipes all our troubles away?
The Committee.
Who is it that bosses our work every day?
The Committee.
Who is it with an interest paternalistic
Relieves all our worries, financial to fistic,
But has only for our complaints a statistic?
The Committee.

Who is it that sees that we all earn our pay?
The Committee.
And who criticises each word that we say?
The Committee.
They swell around here like they owned the whole place;

Each one has a frown deeply graved on his face;
And out of the back door we'd sure like to chase
The Committee.

The following memorandum was received by the claims department from W. P. Worley of the supply sales department:

"One Westinghouse toaster stove has been returned from Terrell Electric Light Co. Allow full credit, as I sold him a warming pad to replace it."

A recent Government report shows that telephone calls in Texas for 1912 amounted to 172 for every man, woman and child in the state. It would seem that we Texans are some talkers. Do you wonder that Lena Snook's verses took the general sales department's breath away last month?

A CHIP OF THE OLD BLOCK

F. W. Uhrig, son of our district manager, as viewed by our lamp specialist on his recent trip to El Paso. Mr. Uhrig is connected with the Mountain States Telephone Company there.

Here is an entertaining "come-back" from one of our customers. It is a pleasure to deal with a customer who is broad enough to realize that even the best of houses (Dallas) will make mistakes, and who, when mistakes do occur, takes them philosophically and still continues to do business with us:

Elgin, Texas, June 13, 1914.

Western Electric Co.,
Dallas, Texas.
Gentlemen:

I wrote you on the 10th, enclosing check for $7.00 and expressing grief and surprise because Louie wasn't trading with Western Electric very extensively. (Louis has been manager for the last two years, and as I sink farther back in the rocking chair and watch his young mind unfold and broaden, the thought comes to me that he can be manager, as far as I am concerned, until darkness gathers over all and the last tottering pillars fall; only I have an idea there won't be much darkness gathering where the Elgin Light & Power Co. is doing business.) I asked Louie why he didn't buy from Western Electric any more, he couldn't explain much, said he couldn't remember but every time he did, he had a lot of trouble. Well, he wanted four fans that day and notwithstanding Tel-Electric was here, I persuaded him to get them from Western Electric, he said, "all right, but you order them." So (they were for a church, and as I had got in kind of bad with the ladies and minister on account of getting arrested for speeding I wanted to vindicate myself), I told the minister that he could leave all that to me and I would have the fans up next Sunday. So he made a big roar to the congregation, telling them that brother Deisch had promised them fans for next Sunday and every one promised to come and bring several sinners each. I sent a telegram to Western Electric at Houston, reading, "Express four ceiling fans Westinghouse black japan sixty cycles hundred ten volts." They came all right—*direct current* fans.

Now, "shiver my timbers," it seems to me that anyone with the least glimmering of intelligence would know that sixty stands for alternating current, but if you don't, I want to tell you right now, whenever anyone else orders anything for sixty cycles it means *alternating*, and in no case, especially fans, does it mean *direct* current. You ought to put that in your WESTERN ELECTRIC NEWS, so all the boys could see it and thereby acquire a little education.

Now, what are you going to do about it? Our minister won't speak to me, and my soul is doomed to eternal damnation (especially after I saw what kind of fans they were). Now what? I ordered four more fans, but they can't get here in time to be put up for Sunday. Louie said, "I told you so."

ELGIN LIGHT & POWER CO.,
Thos. L. Deisch, Secy.

For fear there may be doubts about so many of our small sales force touring their territory in autos, we submit the accompanying picture taken "out in the sticks" at Waxahachie, Texas, representing Mr. Mattox *demonstrating* to a customer.

NOW Do You Believe It?

CHICAGO
Service First

THE OFFICE MAN'S DREAM

H. L. Grant
Correspondent

Of all the animals that roam
Upon this earth and call it "home,"
Or revel in the ocean's foam,
I'd rather be a *salesman*.

The desert lion reigns supreme;
At bluffin' folks he's one whole team;
But still—this is no idle dream—
I'd rather be a *salesman*.

He comes in looking slick and fine,
About the hour of half-past nine,
When it's almost *our* time to dine,
The energetic *salesman*.

There comes a rumble, then a whack,
That sends cold shivers down our back,
His desk rolls up—and then rolls back,
This conscientious *salesman*.

He is the gent who gets the dough,
It matters not where he may go,
And that is why I'm pining so,
To start out as a *salesman*.

—W. M. G.

Chicago salesmen are required to specify the railroad

used between points shown on vouchers. This is done to facilitate checking fares.

Mr. Davenport, however, reported a new one on June 9th. His voucher read: "R. R. to Chicago by boat, $4.00."

WHY GRAPHOPHONE OPERATORS BITE CHUNKS OUT OF THE CYLINDERS

1.—"We regret that we have not caused you any inconvenience."

2.—"We wish to assure you that no delay will be lost in making shipment as quickly as possible." L. N.

TRIALS OF THE SOLICITOR

The washer had been sent out to the customer and the demonstration had been satisfactory. All that remained was for the solicitor to get a signed contract and the money.

Full of confidence, the solicitor arrived at the front gate for the above purpose, when out jumped a ferocious looking bull-dog, growling and snarling.

The solicitor allowed his first impulse to get the best of him, and landed his right foot in the dog's jaw, sending him howling to the house. This was followed by peremptory orders to take the machine out.

No, this was not a personal experience—I'd have hugged the ugly cur and he could have had as much of my trousers as he desired. A. H. B.

WIRE YOU INSULATE?

The night door man at the Illinois Athletic Club is something of a wag, and in appreciation of George Porter's profession and habits always addresses him as shown in this heading. G. S. B.

SILAS GREEN BUYS AN OTTERMOBILE

Wal, by heck, I bot an otter
Fer Mary Ann, my oldest dotter;
En fore I got it in the shed
My Mary Ann right up en sed,
She up en sed, sed she tew me,
Yew know haow wheedlin' gals kin be;
En hev a way uv askin so
A feller simply kant say no,
En that's my dotter tew a "T."
She jes keeps on a hecterin me.
She ups en sez—but I'm her pap
En fer expense daont keer a rap—
When Mary Ann ez wantin suthin,
I won't stop, by heck, et nuthin.
So when she wants 'n her limmyzeen
A W. E. Chaufoam she hez seen,
I ups en buys it reckless like.—
Now, ez she scoots along the pike,
She visits with the hired man,
Who runs the car fer Mary Ann.

Silas Green (J. A. K.)

LIFE

To work to the insistent chattering of stock maintenance men, the ringing of telephones, the rushing and hurrying through the office—

To breathe the strong and penetrating air of the glue factory, to hunt the "Boss" in his various hiding places—

To dine surrounded by all the beauty of the West Side manufacturing district—

To spend the long, hot summer days soothing the ruffled tempers of impatient customers—

And to lie down to sleep to the music of the elevated, surface cars and sundry other noises—This is the life!

—91-A.

Can You Think of a Good Title for This Cartoon?

The accompanying drawing by J. B. Ratinckx, Antwerp, has no name. The NEWS offers a prize of $5 for the most appropriate title for this picture.

Any Western Electric employee may compete. Title may be in prose or verse, original or quoted, but must not contain more than twenty-five words—fewer if possible.

Write your proposed title clearly on a slip of paper, together with your name, house, and department, and send it by interhouse mail to *Cartoon Title Contest, Western Electric News, New York Mail.* Entries, to be considered, must reach New York not later than *September 10th.*

NEWS FROM HEADQUARTERS

Some Items of Interest from the General Departments

GENERAL SALES DEPARTMENT

W. A. Wolff
Correspondent

SOME MOVING THOUGHTS

From the basement to roof-tree
things *are* in a state,
For there's mix-up aplenty that
doesn't abate,
And still more of this thing we in
trembling await—
For we're moving.

There is scarce a department that's
in the same spot
That you've seen it for years—why
you thought it was sot
In that place till the building would fall down or rot—
But we're moving.

For some work that you're doing more dope you may need,
So to "X" on the "nth" floor you gaily proceed.
When you get there, the millwrights are working full
speed—
He's been moving.

Then you tramp all around till you find him again,
And the thoughts that you think are exceeding profane.
Next week you go back there and seek him in vain—
Same old moving.

Everybody is shifting, but that isn't all;
There's no one who knows where the next blow will fall;
And the place you're in now will have no chance to pall—
For we're moving.

ENGLISH AS SHE IS WROTE

Cryptogram or Puzzle Paragraph Erected by the Factory Engineer Between the Elevators on the Ninth Floor.

En passant, as it were, we asked R. J. Ambler if he knew of any news items that we could use. "No, nothing much," he said, "we're just working." "Well," said we, "that's news." So here it is.

EDUCATIONAL DEPARTMENT

Herbert Metz
Correspondent

That irrefutable law of nature that "time and tide wait for no man" is nowhere felt more potently than among the students at Hawthorne, who stay a brief year and then go—very often out of the lives of firm friends, even though they be of but a year. "Father Time" has very firmly pushed P. N. Reidinger out of the student course into the wide, wide world, and in so doing emptied the chair of correspondent to the NEWS. While the educational department is thankful to Mr. Reidinger for the splendid representation he has given it in the NEWS, his successor cannot help but wish Mr. Reidinger had not set such a hard pace to follow.

IF PUNS ARE THE SMALLPOX OF THE LANGUAGE LET'S HAVE COMPULSORY VACCINATION

Sweet Young Thing (referring to the student's club): "Do you call it the Electric Club because they serve shocking meals?"

The Incurable (just out of college): "Why no, Alice. The main reason for the name is the fact that all the members are live wires—but then, too, we have current jelly for breakfast, old-fashioned 'ome dinners, and nobody is ever sure watts to be served for supper."

Hist! That's the wagon from the pest-house coming for him now.

Father Dietz's family is somewhat depleted by the decision of the following men to take a fling at the "crool, crool world": Commercial students—J. C. Kaelber, of Rochester, is going to the stores department in New York; J. R. Watson and G. C. Krenning, both of Oberlin, to the local sales department in New York; P. N. Reidinger, of Union, to the sales department in Philadelphia; J. Keller, of Texas A. & M., to the service department in Dallas. Engineering students—R. E. Mattingly, of Georgia Tech., and D. G. Blattner, of Kansas Agricultural College, go to the research laboratory in New York. Manufacturing students—H. B. Price, of DePauw, goes to the clerical and production department of the Telephone Apparatus Shops.

It isn't because we have a poor team that there has been a scarcity of games in the "W" column and a superabundance in the "L" opposite our name in the summary of the baseball league. The trouble was that some of the players thought the letters stood for "Work" and "Loaf," and voted as early summer lassitude dictated. Hereafter we shall register in the "W" column. Votes for winners!

It's a strange thing how you can tell what course a student is pursuing by his rooting at a ball game. For instance, the commercial man will yell: "Come on there, you rube. Steal a base. Grab on to something. Hey, you coach, ship him home. Poor delivery there, pitcher, poor delivery." The manufacturing man gives vent to his feelings thus: "A little system out there. Shorten the game; they'll have you working overtime." The engineer beseeches: "Get a line on that pill. Make a circuit of the bases. Gee, that battery's poor. Take that weak

transmitter out of the box there, and get a decent receiver behind the bat."

During the past month Mr. Proctor, of the Chicago Telephone Company, Mr. Spangler, of the Cleveland Telephone Company, Mr. Evans, of East Orange, New Jersey, Professor Shepardson, of the University of Minnesota, and Professor Kellogg, of Missouri, were guests of the educational department.

B. S. Culp, stores manager of the Chicago house, kept us all interested with his recent talk on "Branch House Stores Work."

GENERAL MERCHANDISE DEPARTMENT

J. H. Hellweg, Correspondent

E. D. Hall telephoned from Indianapolis recently to his department at Hawthorne that he had missed the Tuesday night train for Chicago but would arrive the last of the week. We judge from this that increased train facilities have recently been added to the line between the two cities. Undoubtedly the business of our Indianapolis house will soon feel the effects of this improved service.

HISTORICAL BLUNDERS NO. 4

Several years ago when the general merchandise department, then known as the service department, was located at Clinton Street an order was received from the Michigan Telephone Company, item No. 1 reading three cars of conduit. A typist slurred the one with the three and as a consequence the order came through calling for 13 carloads of conduit. The error was not discovered until a telephone call came in from Detroit one day asking what should be done with 13 carloads of conduit that were on the siding at that point. There followed some considerable activity in administration circles, with sounds of heavy firing on the 7th floor. The upshot of the affair was that the conduit was put in storage at Detroit, the investment being carried by the Western Electric Company, but no additional shipments of conduit were required in Detroit for eight or nine months.

Central stocks of fifteen lines of merchandise not W. E. have been collected at Hawthorne and at New York, and orders are being filled from them. These stocks enable the distributing houses to obtain supplies promptly without the former necessity of tying up a large investment in local stocks.

E. Herbert is looking over class "C" stocks in the territory of the Bell Telephone Company of Pennsylvania. He recently completed a study in the territory of the New York Telephone Company and the Southern New England Telephone Company.

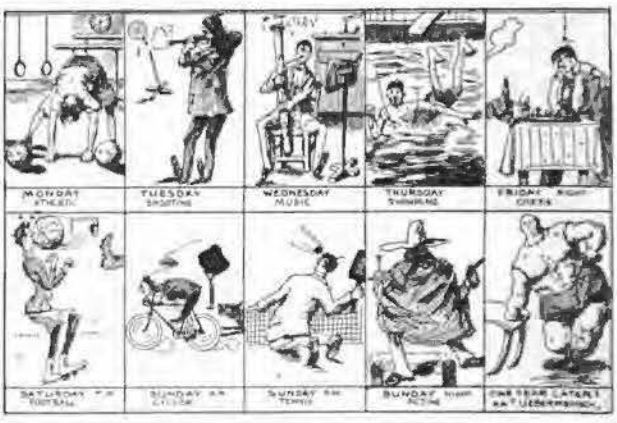
F. J. Holdsworth went up to Montreal recently to confer with Mr. Pike and Mr. Gilmour on the layout of the general merchandise department's quarters in the new cable building. Mr. Holdsworth reports a very strenuous week-end in the Laurentian Mountains.

More Prize Winners in the "News" Cartoon Contest

At Left (Second Prize)

"The Spirit of a Great Industry"

Drawn by Walter Driscoll, Installation Dept., New York



(Third Prize)

"The Physical and Mental Evolution of a Member of The Antwerp Social and Athletic Club"

Drawn by J. B. Ratinckx, Engineering Department, Antwerp

HEARD IN THE SHOPS

ACTIVITIES OF THE MANUFACTURING DEPARTMENT AT HAWTHORNE

WHO'S WHO AT HAWTHORNE?

Who sends his lynx-eyed rubber-necks with fine-toothed combs and claws and microscopes and thick-lens specs to nose around for flaws? Who junks a part for one wee fault no customer could find, declaring: "No one worth his salt would try to cheat the blind"? Who holds that "fudge" is stuff to eat and zero as a cuss when some dinged bone-head, crazed with heat, is stirring up a fuss? Who spreads abroad good-fellowship?—(See there: That same old word! Of course you're hep *now*). Let 'er rip. S. Smile Holmes; he's the bird.

C. Silet, of department 2360, submits the ticket shown in the illustration as an entry in F. B. Uhrig's oldest living picnic ticket contest. Mr. Silet's father was the original possessor of the ticket.

SECOND ANNUAL BASKET PIC-NIC
arranged by the Employ's of the
Western Electric Manuf'g Co.
AT WOODLAWN,
on SATURDAY, AUGUST 5th, 1882.
Tickets admitting Gent and Ladies $1.50.
NOT TRANSFERABLE. E. ASHBY, *Conductor.*
Trains leave Illinois Central Depot foot of Lake St. at 8-45 A. M. sharp.

[This is the best yet, anybody got a ticket for the first annual?—ED.]

To give "the man on the job" a chance to express his views on how to improve production methods the Hawthorne Works installed the now familiar "Suggestion Boxes" throughout the plant. The response from the active brains among the employees has been very gratifying. So many helpful ideas have been received that it has not been possible to feature all of them in the NEWS. We are, however, printing herewith photographs of A. A. Brown and C. Holland, two men who have been especially prolific in suggestions.

Mr. Brown is a sub-foreman in the punch press department. He was born in Chicago, March 17, 1877. His first experience in punch press work was with the Norton Can Company, which later became the American Can Company. Mr. Brown began work for the Western Electric Company as a die setter in 1909.

Mr. Holland was also born in Chicago, May 7, 1875.

C. Holland

A. A. Brown

His connection with the Company began in March, 1890, when he took a position as foot press operator in the punch press department. Mr. Holland has had a varied experience in punch press work as a machine operator, machine setter, section foreman, machine inspector, etc. He is at present employed in the planning department, to which he was transferred on the 28th of last March.

CROSS TALK IN THE C., R. & I. SHOPS

They even expect trading stamps now-a-days with their orders. This from Minneapolis: "300 pounds 40-60 bar solder. Western Electric stamps."

Miss Amy Fries, recently foreman's clerk in department 3309, who had worked in the C., R. & I. Shops for 16 years, secured a transfer to Clinton Street July 18th to take up work as an operator in the telephone exchange.

"Jerry" Macnutt got an "outside party" telephone call on July 3rd.

"How you do, Meesta," said the voice. "I gotta you' letter an' it's alla right for tomor'. I bringa da organ an' da monk."

"What!" shouted the astonished Mac. "Not unless you want to commit suicide you won't. Don't try any of that 'black-hand' stuff on me. Say, who are you, anyway?"

"Me? Me Dominico Pinucci. I gotta you' letter, say bringa da monk and da organ for da picnic tomor'. I gotta you' name sign. You no can getta out lika deese. I can maka you pay da contrack."

"Well, you haven't *my* name," declared "Jerry." "It must be some other Macnutt."

"Soma other, you say?" queried the hand-organ virtuoso. "Say, you knowa heem, maybe, deesa other nut? Sign da name 'L. M-o-n-t-a-m-a-t-.'"

"Oh, *Montamat*," said Mac. "I'll have the operator get him for you."

Then as he hung up his receiver he remarked thoughtfully: "Safe and *sane* Fourth! Gee, but I'd give a month's pay to see Leo, with his dignity off, dancing around that hand-organ."

TO A VIOLET

Verses on the Shrinking Flowerlet of 3092

Nothing striking in the name—
It's Pete.*
There are dozens called the same—
Just Pete.
Ladies, do you see that blush,
Like a rose-bud's crimson flush?
(Sh! He sees us talking. Hush!—
That's Pete.)

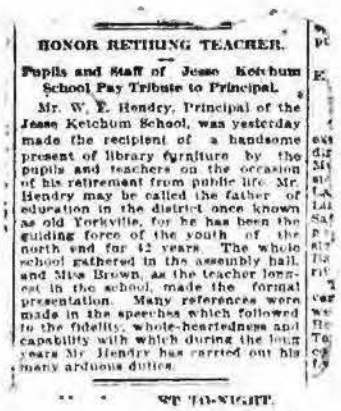
TWO

Chemistry? You bet he's there,
Is Pete.
Higher math? Say, he's a bear,
Our Pete.
Figures are his main delight—
Written ones. He shakes with fright
If a lady's comes in sight.
That's Pete.

THREE

Cupid has his eye, we fear,
On Pete.
Girls, enjoy him while he's here,
The sweet.
Some fine day a suffragette
Will annex him for a pet
And you'll lose the one best bet—
That's Pete.

* "Pete" is Hawthornese for Peterson. When they don't know a man's name at Hawthorne they take a chance on "Pete." In 1.97 per cent. of the cases they guess wrong.—Ed.



HONOR RETIRING TEACHER.

Pupils and Staff of Jesse Ketchum School Pay Tribute to Principal.

Mr. W. F. Hendry, Principal of the Jesse Ketchum School, was yesterday made the recipient of a handsome present of library furniture by the pupils and teachers on the occasion of his retirement from public life. Mr. Hendry may be called the father of education in the district once known as old Yorkville, for he has been the guiding force of the south of the north end for 42 years. The whole school gathered in the assembly hall, and Miss Brown, as the teacher longest in the school, made the formal presentation. Many references were made in the speeches which followed to the fidelity, whole-heartedness and capability with which during the long years Mr. Hendry has carried out his many arduous duties.

ST. THOMAS.

W. F. HENDRY EXPOSED!

Double Life of Famous Technical Superintendent Startlingly Revealed

CALLED "THE FATHER OF EDUCATION"

At Last We Know How He Spends His Lunch Hours

PREACHER PAID BY THE DAY?

F. G. Hubbard received an apology from a machinery firm which failed to meet one of its promises because, its letter stated, "we have been delayed by the absence of one of our best tool makers, who has been away getting married all week." How long those church weddings do seem to the groom!

LITTLE LESSONS IN NATURE FAKING

The terrible Teichtler, or big-bellied banana biter (see illustration), is not dangerous to man if unmolested. Frequently, however, it devastates whole groves of bananas and the growers are compelled to wage relentless war upon it. When deprived of its favorite food the animal becomes infuriated and at such times is extremely ferocious. The specimen shown is the only one in captivity. It belongs to the inspection department bowling team and was a material aid to them in securing the championship during the past season. The animal, which is somewhat near-sighted, is induced to bowl as follows: It is chained at the front of the alley and supplied with two bowling balls. Then its attention is attracted to the pins, which, to its imperfect sight, appear to be bananas. At once it becomes frantic with eagerness and strives to reach them, but is restrained by its chain. Failing in this it hurls one of the balls with deadly aim and generally fells all of the pins. If not, it throws the other one. When both are gone it must at once be given about a dozen bananas to eat; otherwise it would snap its chains like pipe-stems and turn savagely upon its keepers. When handled properly, however, the animal is kind and gentle and the ladies make a great pet of it.

WESTERN ELECTRIC MEN NEARLY FALL FOR A BAD WORD

Where the Illinois drainage canal empties into the river there is one of those—(This way, please, gentlemen, out of ear-shot of the ladies). One of those—well, dams. The height is about 30 feet, and enough water spills over there each minute to run the whole Prohibition party for 18 years. It is the biggest drop of water in Illinois and serves the state as a sort of counter-irritant to Peoria. Now to prove that we haven't used that bad word merely to be naughty, we shall proceed with the story:

One nice picnic day recently "Toby" Mullen, transportation expert of the tool inspection department, got together a party of Western Electric men for a launch trip down the canal. J. B. Ewart, of 2144-A; E. J. Ferguson, of 2060, and H. I. McAvey, of 2023-B, were among the guests. And Jack McDonough, of course.

All went well until the party started on the return trip from Joliet. They had untied from their moorings just above the d——— and had turned the launch's prow upstream when something went wrong with the engine. Whether the intelligent machine concluded it would be a shame to let that crew leave after they were all safely collected at Joliet or whether, as the other version has it,

some one poured gasoline into the tank out of the wrong bottle, the result was that the engine suddenly refused to work.

The boat, caught in the strong current, started stern foremost for the dam and there was a mad scramble for life preservers. Jack McDonough, who couldn't have fastened the largest preserver in the launch around him with eight feet of clothes line, was in despair until he had a brilliant idea. Quickly emptying 17 bottles of beer (no, *not* over the side) he made a belt by tying them together with the anchor rope and stood prepared to die happy.

Meanwhile the others prayed and Mullen pled with the engine, but he seemed to be talking a strange tongue which it comprehended not. At last, just when the stern was 11.683 (+.001) inches from the edge, one man's call to the Deity mingled with another's frantic cry of "The dam!" to form a combination that sounded familiar to the engine. That was talk it was used to. With a startled jump it got back on the job.

Ewart, who was sitting in the stern, claims that the prayer of thankfulness he dropped fell and was smashed to atoms on the rocks at the foot of the falls. Be that as it may, it was a close call—especially for McDonough, when the others found out what his life preserver was made of.

Artificial Rainbows

By C. Bollinger, Power Service Department

AMONG the interesting things at the Hawthorne Plant is the reservoir and its spray system. No doubt some of the readers of the NEWS, especially those who have had the pleasure of standing near the iron fence watching the rainbow caused by the sun's rays on the spray, and having their hats leave their heads, land gently on the water and slowly sink to rise no more, will be interested to know the purpose of this reservoir and spray.

The Reservoir and Spray System at Hawthorne

The reservoir, which has a capacity of 5,000,000 gallons, is used primarily in connection with the condensing system in the Power House. It also serves as a storage for reserve water to be used by the fire protection system in case of a serious fire. The water is conducted to and from the Power Plant through large underground mains.

The principle involved in the use of a condensing system with steam engines is as follows: Work is done in a steam engine by the pressure of the steam against the piston, causing it to move in the cylinder. When the steam is admitted to one end of the cylinder the exhaust is open at the other end, permitting the escape of the steam which was admitted at that end for the previous half of the stroke. If the engine exhausts into the air the pressure of the live steam on one side of the cylinder is partially counterbalanced by the pressure of the air on the other side (approximately 15 pounds per square inch) and the work done by the engine is proportional to the difference between the two pressures. The condensation of steam in a closed chamber produces a partial vacuum, condensing engine exhausts into a condensing chamber, where the pressure is much less than that of the air, its amount depending upon the completeness of the vacuum obtained. Therefore the force opposing the push of the live steam on the piston is less, and the work done by the engine is correspondingly greater. The steam is condensed by cooling it with cold water, which becomes heated in the process. In order to economize on the amount of water used it must be cooled and used over. The cheapest way to cool it is to spray it through the air, which explains why we have our rainbow maker.

Our cooling system consists of fifty-eight spray nozzles, with a total capacity of 522,000 gallons of water per hour, and a motor driven pump capable of handling this amount, together with the necessary pipe connections. The fine particles of water from the spray nozzles give up their heat to the air through which they fall, thereby reducing the temperature to a point where the water can again be used in the condensers, making it possible to operate the condensing system continuously.

FOREIGN NOTES

SOME ITEMS OF INTEREST FROM ABROAD

LONDON

LONDON'S ANNUAL OUTING

By H. Barnett

A. S. B. Fletcher
Correspondent

Old King Sol was a merry old Sol,
And a merry old Sol was he.

The somewhat distorted nursery rhyme above, gives some idea of the spirit which was flying around on Saturday, June 27th, the occasion being the London employees' annual trip. The weather was glorious and the crowd of "sparks" who travelled down to Clacton-on-Sea by boat, landed on the pier looking as if they had been away for a week. As the boat came alongside it was noticed she had a decided list. This was easily accounted for by the fact that Mr. Rice was at one end of the bridge with the captain. It was a fine sight, the ship was gay with bunting, the Western Electric band was playing, and a few tango experts were stepping it lightly. From the pier, we next hied ourselves to the ground of the Clacton Town Football Club, where the sports were held. The tug-of-war between the cable floor and drawing office was the item of the afternoon, the cable floor winning in splendid style, although the drawing office made their opponents go "all out" to win. This is the second year the cable departments have won the cup. C. L. Rice presented the prizes, amongst which we noticed a number of clocks, gentle reminders to the recipients "not to be late in the morning." We then scattered, and bathing, concert parties, boating or walks, was the order of the day. Those of us who went by train trooped down to the pier at 6:15 and gave our naval contingent a sendoff.

The winners of the day were as follows:

Bolster Bar—First, Payne; second, Bullions; third, Nole.

100 Yds. Sack Race—First, Elcombe; second, Watchorn; third, J. Smith.

100 Yds. Flat Race, Age 16-18—First, Tarleton; second, Donnison; third, Knight.

Potato Race—First, Miss Burdett; second, Miss Upshall; third, Miss Stark.

Obstacle Race—First, Elcombe; second, Noel; third, Borkett.

1-Mile Cycle Race—First, Watchorn; second, Peverell; third, Grove.

100 Yds. Flat Race, Age 19-35—First, Hicks; second, Dale; third, Winchcombe.

100 Yds. Flat Race, Age 36 upwards—First, Lester; second, White; third, Mark.

220 Yds. Flat Race, Age 16-18—First, Tarleton; second, Knight; third, Harvey.

Egg and Spoon Race—First, Miss Stark.

220 Yds. Flat Race, Age 19-35—First, Hicks; second, Dale; third, Winchcombe.

Three-legged Race, Ladies—First, Miss Upshall and Miss Dyer; second, Miss Walden and Miss Bailey; third, Miss Stark and Miss Burdett.

"Us"

220 Yds. Flat Race, Age 36 upwards—First, Lester; second, White; third, Mark.

440 Yds. Flat Race, Age 16-18—First, Tarleton; second, Knight; third, Bantick.

2-Lap Cycle Race, Ladies—First, Miss Thompson; second, Miss Lynch; third, Miss Culverhouse.

Three-legged Race, Male—First, Douglas and Ward; second, Payne and P. M. Smith; third, Miller and A. V. Smith.

440 Yds. Flat Race, Age 19-35—First Meakins; second, Wilgress; third, McCarthy.

80 Yds. Flat Race, Ladies—First, Miss Stark; second, Miss Walden; third, Miss Dyer.

Skipping Race—First, Miss Walden; second, Miss Stark; third, Miss Bailey.

Fat Man's Waddle—First, Dinnis; second, Ellis; third, Brown.

Tug-of-War—Won by Cable Shops. Runners Up, Drawing Office.

Drawing Office Team Just Losing the Tug-of-War

C. W. Dinnis Winning the Fat Men's Waddle

AMONG THE ENGINEERS

NEWS OF THE DEPARTMENT FROM NEW YORK AND HAWTHORNE

NEW YORK

THE MAZDA* OF THE MODEL SHOP

Old "Dutch" Bosser is a
merry old soul;
His smile would stretch
from pole to pole.
You can't make him mad,
and you can't make him
fret;
He started life a-grinning,
and he's doin' it yet!

*Slang for Sunbeam.

The Engineer's a funny guy,
Quite hard to understand.
He sits and thinks, and pulls his hair
In a manner rather grand.

But when we ask him for some news
Of happenings around,
He keeps a-pullin' of his hair,
And never makes a sound.

It is rumored that the circuit laboratory has engaged the services of a number of undertakers. If this is true, telephone circuits will undoubtedly be better laid out in the future.

The offices and laboratories in Section C of the 3d floor have been moved to their new quarters on the 7th and 8th floors.

HAWTHORNE

THE "SCOUTS" SAY GOOD-BYE TO BILL ADAMS

W. C. Adams, former head of the apparatus inspection branch at Hawthorne, was recently transferred to New York. On the Saturday afternoon before he left Hawthorne, a band of "Scouts" kidnapped Bill as he left the Works, bound and gagged him, hustled him into a waiting automobile, and before the alarm could be given, bore him far away into the deep dark woods. Here they held him captive for the rest of the day. However, after he saw the kind of prison fare they had brought along he did not seem to mind it much.

During the afternoon the victim was compelled to take part in the engineers' favorite game, quoits, and for the very first time in history he carried off the championship of the tournament.

After the games the "Scouts" gave Bill a loving cup and several stanzas of wise counsel. Of course a fellow always refuses to take the good advice offered to him, so if anybody else can use it he is perfectly welcome to help himself. Here it is:

DON'T KICK, BILL!

Don't kick at the ways of the world, my son!
  Don't kick at this endless strife.
Each time you go, either to or fro,
  You are getting up in life.
And don't get weak in the knees, my son!
  Don't buck if the way looks rough,
But push right in, you're bound to win,
  You're made of the get-there stuff.

Don't kick at leaving the "Scouts," my son,
  For in spite of all that is said,
It's not all work in old New York.
  There are pleasant days ahead.
There's Vorum and Smith and George, my son,
  And a lot of other scruff.
Your Hawthorne smile will win a mile.
  You're made of the get-there stuff.

This game of quoits will drag, my son!
  Clay holes at the end will dry.
Without your score we can win no more,
  However much we try.
Don't kick at the game of life, my son!
  It's only a game of bluff.
Pitch right at the pin. You're bound to win.
  You're made of the get-there stuff.

Don't kick at this little gift, my son,
  At the parting of the ways.
Keep it full and cool is the golden rule
  In the good old summer days.
Don't blow off the foam on top, my son!
  There's grape juice,
    orangeade,
    coca-cola,
    moxie,
    ginger ale,
    sarsaparilla,
    beer*
      underneath, sure enough.
We'll drink with you, a stein or two.
  You're made of the get-there stuff.

*This poem may be recited upon any occasion.—Ed.

CHANGES IN ORGANIZATION

J. A. Davidson has been placed in charge of Western W. E. Inspection Division of the Engineering Department, Hawthorne, to succeed W. C. Adams.

W. C. Adams has been appointed General Supervising Inspector in the Engineering Department, New York, to succeed F. D. Thompson.

F. D. Thompson has been placed in charge of the Distributing House Division of the Engineering Inspection Branch, reporting to A. H. Vorum at New York.

A New Answer to an Old Question

General Foreman (*answering telephone*): "Hello!"

Job Foreman (*at other end of line*): "Who is this?"

G. F.: "You blamed fool, I have no time to guess!"

Boston 'staller.

Western Electric News

PUBLISHED MONTHLY — FOR THE EMPLOYEES

BY THE WESTERN ELECTRIC COMPANY

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Gerard Swope, *Vice-President and General Sales Manager*
J. W. Johnston, *Treasurer*
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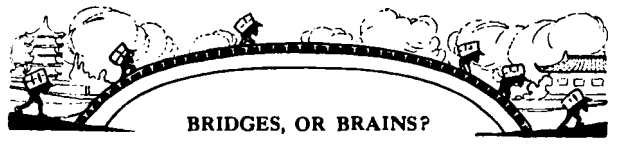


BRIDGES, OR BRAINS?

CENTURIES ago, a river flowed from the mountains of northern China to the sea. Although the river was not deep, the current ran swiftly, and coolies carrying heavy burdens could not ford it. So the Chinese built bridges across it—queer, humpbacked stone bridges such as you will see pictured on "willow" plates; and over these the coolies crossed in safety.

As time passed, the river, never very deep, began gradually to dry up. It grew steadily shallower, and the current ran less swiftly than before. But still the coolies used the bridges. Their ancestors had used them, and it never occurred to anyone to do otherwise.

To-day, where once a swift river flowed, there is but a shallow, dusty ditch, down the middle of which occasionally trickles a sluggish thread of water. But still the coolies toil with their heavy loads over the steep, crumbling stone bridges. They might save time and energy by going straight across the river bed, over which they could now pass dry shod. Yet no one of them ever does. The thing has never been done, they will tell you; men have always crossed by the bridges.

Are you using a bridge instead of your brain? The mere fact that you are accustomed to do a certain thing in a certain way is no proof that you or the Company have found the best or the quickest way.

Conditions change, and methods must keep pace with them. Don't become an automaton. Try and find quicker, more direct means of solving your daily problems.

A COMPANY IS KNOWN BY THE MEN IT KEEPS

THE impression which this Company makes upon the public in general depends largely upon the impression each of us makes individually.

A recent article in the Yazoo (Mississippi) *Herald*, referring to several members of the installation department from Atlanta, reads as follows:

WESTERN ELECTRIC PEOPLE

The young men who are representing this company here and fixing up the Cumberland Telephone Exchange for the flashlight system, are the nicest looking and most stalwart crew of fellows it has been our pleasure to meet. Each one is an artist in his own particular line and they work together like a great clockwork, without any confusion at all, thus showing a degree of proficiency that isn't seen every day. The *Herald* would be glad to welcome the whole bunch of them as citizens, and feel proud of every mother's son of them.

A TREAT IN STORE FOR NEWS READERS

THE name signed to the accompanying letter will be a familiar one to the Company's older employees. For the younger ones, it will be sufficient to explain that Mr. Patterson is the man through whose inventive genius the first lead sheath telephone cable was made.

To the Editor of the News.

Dear Sir:

In reply to yours of June 2nd. Yours of April 14th must be still chasing me. If I ever stop long enough in a place, I will surely try to tell the readers of the NEWS what I remember of the early cable business. I have just "come out" from Yosemite where I have hiked over the mountain trails in a way quite creditable to an old pensioner.

Yours very truly,

[*Signed*] W. R. PATTERSON.

MISTAKES

MISTAKES do not "happen"—they are made, and their manufacture is an extremely unprofitable business. A sideline always found connected with it is the making of excuses. There is no market for either product.

If you run an excuse factory, sell it out and take up a business that pays. One-half the gray matter wasted on the excuse would prevent the error every time.

Don't doctor symptoms. Get after the cause of your mistakes.

Make good—don't make excuses.

OCCUPATIONAL DISEASES

NO. 1: BUNK-ITIS, or CHRONIC GASSING. An affliction which causes its victim to expend thousands of good words trying to put something over, only to get a couple of bad words for his pains. Use your bunk exclusively for sleeping purposes—and don't talk in your sleep.

Employees' Pension, Benefit and Insurance Fund Notes

W. O. HOPKINS, whose photograph appears below, is now listed among the retired employees of this Company, having served the Company from May, 1883, to July 1, 1907, when he was placed on the Company's pension roll.

Mr. Hopkins' life was largely given up to the service of the "wire companies," first identifying himself with this class of work when he began building lines for the Illinois and Mississippi Telegraph Company, his work taking him over a good part of the states of Illinois, Missouri, Kansas, Michigan and Indiana. A large number of the first lines coming into the city of Chicago were run under the supervision of Mr. Hopkins. When the Illinois and Mississippi Telegraph Company was taken over by the Western Union Mr. Hopkins went into the service of the latter company, where he remained until coming with the Western Electric Company in 1883. His first service with the Western Electric Company was in the cable department, and here he served as foreman until his retirement. Mr. Hopkins tells of the interesting methods in "pulling" cable which were in use at the time he took up work with the Company. Lead pipe in 80 ft. lengths was laid out on the floor and anchored in the center. This was tapped out on one end and tapered on the other, then with a suction pump a linen thread with a cotton wad tied to the end was drawn through each length of pipe. This thread was followed by a rope to which the cable core was fastened. Four to eight men at either end of the cable pulled the core into the pipe, after which the ends were pulled close together and wiped at the joints by the plumber. Mr. Hopkins saw this crude cable work grow in volume until there were seventeen modern presses in operation in the plant as finally established at Hawthorne.

It is largely to the faithful service of such men as Mr. Hopkins that the present success of the Company is due.

NEW PENSIONERS

MRS. JOSEPHINE COATES

MRS. JOSEPHINE COATES, who has served the Company twenty-six years, has been retired on a pension. Mrs. Coates started with the Company in 1888 and has devoted most of her time to work in the restaurant department. For six months previous to her retirement she was incapacitated for work and received sickness disability benefits.

As provided by the new clause in the Plan for employees' pensions, disability benefits, and death benefits, the following employees at Hawthorne were granted disability pensions on June 1, 1914:

J. J. M'DONALD

Mr. McDonald was employed in 1893 in the cable department. Later he served in our fire brigade at Hawthorne and as a pressman in the rubber and vulcanizing department. In 1913 he was taken ill and confined to his home, and for a year received disability benefits.

C. J. STEEN

Mr. Steen was employed in 1899 in the commutator department of the old power apparatus shops. In 1908 he was transferred to the power board department of the telephone apparatus shops, where he remained until his retirement. Mr. Steen has left for his old home in Sweden where he will take up permanent residence.

Married

MAY 21st.—Stanley Zercher, Dallas, to Miss Lucille Cullom.

June 10th.—H. C. Beasley, department 2092, Hawthorne, to Miss Anna Cooke, of Lyndhurst, Va.

June 28th.—Arthur P. Chambers, shop department, Atlanta, to Miss Ettie McCullough, of Newnan, Georgia.

June 30th.—Miss Stella Radzius, of department 3300, Hawthorne, to Charles Slasukaitis.

July 1st.—Miss Elsa Zeug, of department 3300, Hawthorne, to Fred Bischof.

July 11th.—Frank E. Grimm, department 2017, Hawthorne, to Miss Clara Peterson, department 2345, Hawthorne.

July 25th.—William J. Lillyman, foreman of department 3316, Hawthorne, to Miss Mary Freeman, of department 3305, Hawthorne.

Best Star Orders of Interest June 8 to July 4

FIRST GROUP

Chicago

NINE carloads of poles, 2 carloads of pole line hardware, and one carload of bare copper wire.

F. O. Lightfoot.

SECOND GROUP

Atlanta

Three sections of No. 10 switchboard, 22,708 feet of 10-200 pair type TA lead cable, 18,800 feet of guy strand, 32 No. 14 and No. 18 cable terminals, 462 pounds of lead sleeving, 20,000 paper sleeves, and miscellaneous material.

F. B. Vary.

THIRD GROUP

Richmond

Ten thousand, one hundred seventy-seven feet of 400-600 pair type TS cable, and one carload of 4-way clay conduit.

W. Lancaster.

Untechnical Talks on Technical Topics

The Storage Battery

THE storage battery differs from primary batteries, of which the dry cell is a type, in that it may be recharged by forcing direct current through it in a direction opposite to the direction of the current which it generates. It is this characteristic which justified the name "storage battery." A charged storage battery is capable of generating electricity the same as a dry cell or other primary battery, but when discharged it may again be charged by forcing current through it as explained above. It may be likened, therefore, to a reservoir into which water is pumped by electrically driven pumps and from which water may be drawn to generate electricity.

Fig. 5

In a storage battery the charging current produces chemical changes within the battery which, when the opportunity is afforded, reverse themselves and generate electric current. There are two general types of storage batteries on the market, namely, the lead-sulphuric acid type and the alkaline type. The former is used extensively in telephone exchanges, and this article will be confined to a description of that type of the lead battery which is used in the exchanges of the A. T. & T. Co. This particular type of lead storage battery is commonly called the "chloride accumulator."

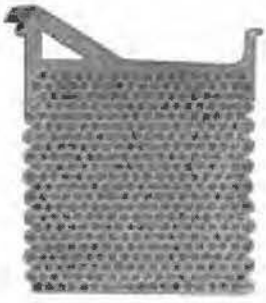


Fig. 1

A storage battery is a combination of cells, each of which is a unit consisting of three principal parts: first, the jar or containing box; second, the plates, and third, the liquid, or, as it is generally called, the electrolyte.

Taking up these parts in order we have, first, the jar or containing box. In small stationary storage batteries, the container is usually made of glass, while in the case of large batteries found in telephone exchanges in large cities, heavy wooden boxes lined with sheet lead are used.

As regards construction of storage battery plates, there are two general types, the Plante and the pasted. In the former, the so-called "active material" or portion of the plate which is acted upon by the electric current, is formed on the supporting grid or framework by electro-chemical methods, whereas in the latter, the active material already made in the form of a paste or cement is mechanically applied to the supporting grid. In every cell there are two kinds of plates, positive and negative. Both may be of the Plante type, both of the pasted type, or either one may be a Plante plate while the other may belong to the pasted type. In the chloride accumulator the positive plate is of the Plante type and is commercially known as the Manchester positive. Fig. 1 is an illustration of this plate. The non-corrosive grid or framework of the plate, is cast from a hard alloy of lead and antimony and contains a large number of round openings. Pure lead ribbon corrugated on one edge is wound into the form of close spiral springs and these buttons so formed are forced under hydraulic pressure into the round openings in the grid. The buttons thus formed are electro-chemically treated and then constitute the active material while the grid simply acts as a conductor for the electric current and as a rigid support for the buttons. The negative plate is of the pasted type and is shown in Fig. 2. The grid in this plate has small square openings and after these have been filled with the active material in the form of a paste, a perforated lead sheathing is welded to each face of the grid, thus holding the active material in place in the plate. The active material of the positive plate is the oxide of lead, while in the negative plate it is pure lead in a very finely divided state called "sponge" lead.

Fig. 2

The third constituent of a cell is the liquid or electrolyte in which the plates are completely immersed, and which consists of sulphuric acid diluted with distilled water. In preparing the electrolyte it is very important that the acid be poured slowly into the water and not the water

into the acid. This is due to the fact that a considerable amount of heat is liberated when the two are mixed. If the quantity of water is small as compared with the quantity of acid, this heat is sufficient to convert part of the water into steam, which expands and scatters the concentrated acid. If, however, the acid is poured slowly into the water, the heat is liberated more slowly, and steam is not generated. Failure to observe this precaution has resulted in many serious accidents.

In all cells, excepting those of very small capacity, which contain only two plates, there is always one more negative plate than positive, both outside plates being of negative polarity. The reason for this is simply that the negative plates are cheaper. The plates are placed alternately in the container and kept from touching each other by glass tubes or thin wooden separators. All the positive plates in the cell are welded to one busbar and the negatives to another. Fig. 3 shows a glass jar cell consisting of thirteen plates, six positives and seven negatives, and separated from each other by glass tubes. Fig. 4 shows a cell of larger capacity installed in a lead lined wooden tank.

Fig. 3

Fig. 4

In connecting the cells to form a storage battery, the positive busbar of one cell is bolted or welded to the negative busbar of the next cell, and so on throughout the battery, leaving one free end positive and the other negative. In telephone exchanges the batteries consist of 11 or 22 cells; the 11-cell batteries for local 24-volt circuits and the 22-cell batteries for toll 48-volt circuits.

There are various ways of installing storage batteries, depending upon the type and size of cell, the amount of room available, and many other considerations. With glass jar containers, glass or wooden trays filled with fine sand are used to support the cells. The purpose of the sand is to absorb any of the electrolyte which may escape from the jar either accidentally or during the operation of the battery, and to give a good foundation for the glass jars. Fig. 5 illustrates a typical installation of large lead lined wooden tank cells and also of the smaller glass jar type. The latter will be seen in the rear of the room. The object of the glass plates over the large cells is to prevent the loss of electrolyte when the battery is giving off gas, since the emission of gas throws up a spray of electrolyte.

When electric current from a dynamo is passed through a storage battery, chemical changes occur in the active material of both the positive and the negative plates and in the electrolyte. These chemical actions continue until all the active material in both positive and negative plates has been affected. The battery is then said to be fully charged. When this condition obtains the positive plates possess a dark brown color, while the negative plates are a dark gray. The electrolyte reaches its maximum density and bubbles of gas arise from its surface. If the dynamo is now disconnected and the battery connected through an external circuit, electric current will flow and the battery is said to be discharging. While this current is flowing the active material on the plates is slowly changing back to the chemical condition it possessed originally before charging, that is, before the dynamo forced current through the battery. When the chemical action has progressed to a certain point, determined by many years experience to be the best for the life of the battery, the discharge is stopped, and the battery is again charged.

The charging of a storage battery may be likened to the pumping of water into a reservoir, and the discharging to the drawing of water from the reservoir. A fully charged battery corresponds to a reservoir which has been pumped full, since its contents may be drawn whenever required.

A Sunbeam Smile

TO the Western Electric Co., Cleveland, Ohio
Gentlmen. I have been recieved my order to day through Ame. Express. And i expect the Lamps are alright as I haven't try 'em yet.
Yours very trully T—— A——.

A Reminder

DON'T forget the Society for Electrical Development's prize story competition, as announced in last month's NEWS. The competition closes September 1st. Everyone put on his thinking cap, and help put the Western at the head of the list of entries.

Western Electric Athletic and Social Club, London. Rifle Section. Chairman, I. Lewis; Secretary, A. O. Hidden; Captain, A. MacArthur; Statistics Officer, G. Silverschmidt; Instructors, Messrs. Hunt, Lee and Osman.

Awards Won to Date: Interdepartmental Championship Cup, Now Held by Equipment Drafting Department. Lewis Cup, Held by Mr. H. Parsons, Equipment Department. 4 Bronze Medals, Society of Miniature Rifle Clubs. 4 Silver Medals, Society of Miniature Rifle Clubs. 1 Daily Mail Certificate. 1 Daily Telegraph Certificate. 1 Daily Express Medal. 1 "Bell" Championship Medal.

Switchboard Department's Track Team, Winners of the Second Interdepartment Track and Field Meet, Hawthorne Works, June 20, 1914.

Left to Right, Standing: F. Smart, J. E. Irish, F. Sanborn (Captain), H. Wolf, C. Collins. Sitting: W. Watson, J. E. Vock, J. Karas.

ATHLETICS

INTERDEPARTMENT TRACK AND FIELD MEET

THE Western Electric Athletic Association held their 2nd annual interdepartment track and field meet at the Works on Saturday, June 20th. The meet was a huge success, being attended by a large and enthusiastic audience, which was kept at a high pitch of excitement by the close finishes in the various events.

The Switchboard Department's team won first place with a total of 56 points, their nearest rival being the C., R. & I. Shops with 22 points. The feature of the meet was the all-around work of J. E. Irish, F. Smart and W. Watson, all members of the Switchboard team, who scored a total of 40 points among them as follows: J. E. Irish, 15 points; F. Smart, 15 points; W. Watson, 10 points.

The Switchboard Department's heavyweight tug-of-war team defeated the Millwright team in two straight pulls of three minutes' duration, first pull being 1 inch; second pull 1½ inches. In the lightweight division the Switchboard team won the first pull from the Millwright team in three minutes by one inch. The next four pulls resulted in draws, so the deciding pull was postponed until some later date.

National Credit Men's Convention

THE annual convention of the National Association of Credit Men was held at Rochester, June 23d-26th.

W. E. Rice *E. R. Gilmore* *M. A. Curran* *J. J. O'Reilley* *C. E Vandel*

The following Western Electric men, who were delegates from their respective cities, attended: M. A. Curran, General Credit Manager; E. R. Gilmore, Chicago; W. E. Rice, New York; C. E. Vandel, Kansas City; J. J. O'Reilly, Buffalo.

There were 1,300 delegates from all over the country, representing all kinds of business. There was also an impromptu meeting held after one of the sessions by the majority of the electrical credit men.

The Quickest and Cleanest Way to Clean Cars is with

Let Our Nearest House Demonstrate to You

"SAVE TIME AND FREIGHT"
DYNAMOS-MOTORS
WESTERN ELECTRIC COMPANY
CABLE-TELEPHONES-SUPPLIES
"TELEPHONE OUR NEAREST HOUSE"

Western Electric Company

Manufacturers of the 8,000,000 "Bell" Telephones

New York	Atlanta	Chicago	Kansas City	San Francisco	Montreal	London
Buffalo	Richmond	Milwaukee	Omaha	Oakland	Toronto	Paris
Philadelphia	Savannah	Indianapolis	Oklahoma City	Los Angeles	Winnipeg	Berlin
Boston	New Orleans	Detroit	Denver	Salt Lake City	Calgary	Antwerp
Pittsburgh	Houston	Cincinnati	Minneapolis	Seattle	Vancouver	Milan
Cleveland	Dallas	St Louis	St Paul	Portland	Edmonton	Rome
Johannesburg	Sydney	St Petersburg	Vienna	Buenos Aires	Tokyo	

EQUIPMENT FOR EVERY ELECTRICAL NEED

"MEMBER OF"
SERVICE
THE SOCIETY FOR ELECTRICAL DEVELOPMENT INC NEW YORK
PUBLICITY
SAFETY
"DO IT ELECTRICALLY"

An Advertisement Advocating the Use of Western Electric Sturtevant Vacuum Cleaners for Cleaning Street Cars
From a Recent Issue of the *Street Railway Journal*

In the home-- town or country--

Western Electric Inter-phones

will add the finishing touches of comfort and convenience by providing a means for communication—by telephone—between rooms on different floors or on the same floor.

Inter-phones are easy to install and still easier to keep in working order.

We will be glad to assist in making up your intercommunicating specifications.

Write to us.

WESTERN ELECTRIC COMPANY

Manufacturers of the 8,000,000 "Bell" Telephones

New York	Chicago	Kansas City	San Francisco	Montreal	London
Buffalo	Milwaukee	Oklahoma City	Oakland	Toronto	Berlin
Philadelphia	Pittsburgh	Minneapolis	Los Angeles	Winnipeg	Paris
Boston	Cleveland	St. Paul	Dallas	Calgary	Rome
Richmond	Cincinnati	Denver	Houston	Vancouver	Johannesburg
Atlanta	Indianapolis	Omaha	Seattle	Edmonton	Sydney
Savannah	St. Louis	Salt Lake City	Portland	Antwerp	Tokyo

EQUIPMENT FOR EVERY ELECTRICAL NEED

A Home Inter-phone Advertisement in the Current Architectural Journals

The Connecting Link

Western Electric MINE TELEPHONES

bind together every part of the mine workings-both above ground and under ground

Excellence in design and care in manufacture fit them for the severe service encountered in mine work

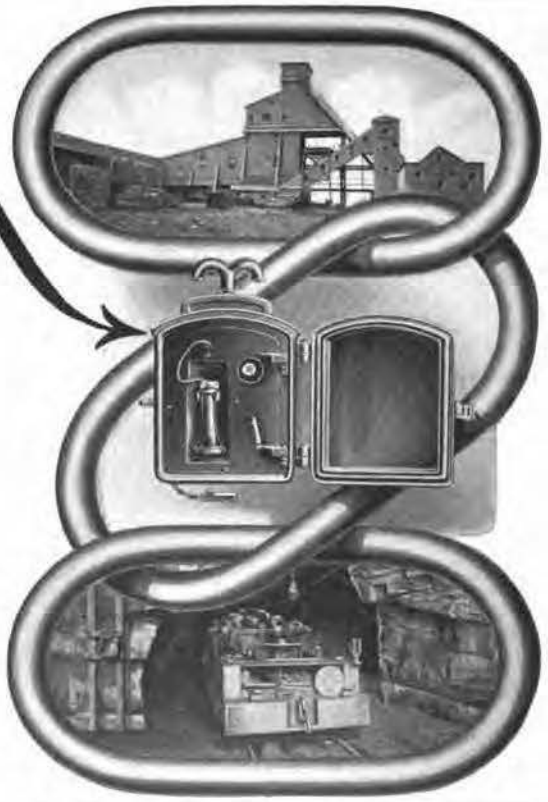
Write for further details

Western Electric Company

Manufacturers of the 8,000,000 "Bell" Telephones

New York	Atlanta	Chicago	Kansas City	San Francisco
Buffalo	Richmond	Milwaukee	Omaha	Oakland
Philadelphia	Savannah	Indianapolis	Oklahoma City	Los Angeles
Boston	New Orleans	Cleveland	Minneapolis	Seattle
Pittsburgh	Houston	Cincinnati	St. Paul	Portland
St. Louis	Dallas	Denver	Salt Lake City	

EQUIPMENT FOR EVERY ELECTRICAL NEED



A Mine Telephone Advertisement Appearing in Recent Issues of *Coal Age* and the *Engineering and Mining Journal*

J. R. TULLOCH

Western Electric News

NEW YORK PUBLIC LIBRARY

September 1914

HAWTHORNE NUMBER

VOL. III
NO. 7

Quiet and order mark the home where Inter-phones are used

How much more in keeping with the appointments of the modern home to quietly Inter-phone from bedroom to the maid in the kitchen than to have to call to her through the halls!

An Inter-phone connecting the kitchen with the upper floors will save much tiresome stair climbing, do away with unnecessary confusion and add to the general efficiency of home management.

Western Electric Inter-phones

are so inexpensive and so easily installed that anyone who can put up a doorbell can do the work. They are placed in position where you want them, the connecting wires are run and attached to the doorbell battery—then you can talk.

You should be able to get the set here illustrated at your electrical dealer's store for $15. If not there, we will supply you direct by parcel post.

Upon request, we shall be glad to send you our illustrated booklet, "The Way of Convenience." Ask for booklet No. 32-Z.

WESTERN ELECTRIC COMPANY

Manufacturers of the 8,000,000 "Bell" Telephones

New York	Chicago	Kansas City	San Francisco
Boston	Pittsburgh	St. Paul	Denver
Philadelphia	Cleveland	Minneapolis	Salt Lake City
Buffalo	Cincinnati	Omaha	Los Angeles
Richmond	Indianapolis	Houston	Oakland
Savannah	St. Louis	Dallas	Portland
Atlanta	Milwaukee	Oklahoma City	Seattle
New Orleans			Detroit

EQUIPMENT FOR EVERY ELECTRICAL NEED

A Home Inter-phone Advertisement Appearing in the September Popular Magazines

Western Electric News
PUBLISHED ONCE A MONTH FOR THE EMPLOYEES
VOLUME III, No. 7 SEPTEMBER, 1914

"Seeing Hawthorne"

A Personally Conducted Tour of the World's Largest Telephone Factory—Reed Calvin at the Megaphone

THE Hawthorne Works contain 2,100,000 feet of floor space, out of which an enterprising real estate agent could make 3,250 five-room flats. That's a good many rooms to look at, so perhaps you'll pardon us if we hurry you a little on this one-day trip.

This building to the left of the main entrance is largely used as an office building. It contains among other things the general offices of the plant. You have seen office buildings before, so let's pass it haughtily by and take a peek into the foundry (Fig. 1) across the drive-way.

Fig. 1—General View of the Foundry

Besides the regular castings for telephone equipment the foundry handles numerous special castings of new and altered machinery parts. The work is, of course, about the same as what you have seen in other foundries.

The long building east of the foundry is the warehouse. They pack and handle about 23,000 tons of freight a year in there, which is certainly no job for a man with lumbago. However, most of the handling is done by chain and gravity conveyors (Fig. 2) and electric trucks. All the work at Hawthorne you will find is carried on by methods thoroughly up to date, if not a year or two ahead. We have to be futurists or go out of business.

Fig. 2—Spiral Chute Conveyor, General Merchandise Building

Across the way there is the restaurant, where thousands of Hawthorne-ites lunch every day. That building in the parked space just east of the restaurant is the hospital (Fig. 3), where skilled medical attention is given to the hundreds of minor accidents that occur constantly in a plant of this size.

The building across the drive north of the hospital is the gas house. It fills each of those two big tanks four times a day. The various gas devices at Hawthorne use 1,200,000 cubic feet of fuel every day—enough to supply a small city.

The wing extending north from the east end of the warehouse is the power plant (Fig. 4), which supplies light, heat, compressed air and water to the Works. Let's look in. There are four of those turbine driven alternators, with a total capacity of 8,750 kilowatts. The two direct-current engine-driven generators there have a capacity of 2,200 kilowatts. Then there are the air-compressors, pumps for the water supply, the refrigerating system, and boilers rated at 7,000 horse-power. All the electric mains and the piping from the power house are run in under-ground passages, seven and one-half feet high and seven feet wide. There are about a mile and a half of these tunnels connecting the various buildings of the Works.

Fig. 6—Wire Bins, C. R. & I. Shops

Fig. 7—Insulating Machines, C., R. & I. Shops

Fig. 8—A Row of Twisting Machines in the C., R. & I. Shops

Fig. 9—Stranding Machine Turning Out a Core, C., R. & I. Shops

Those raised tracks east of the power house are the Belt Line Railroad. It connects with the Manufacturers' Junction Railway, which you see running to the various buildings. Of course you recognize that tower beside the tracks (Fig. 5) as the architectural boast of Hawthorne—the water tower. It holds 225,000 gallons and the cooling pond there can furnish 5,000,000 gallons more for use in case of fire. We have three pumps, which could pump water to the sprinkler systems and other outlets at the rate of 45,000 gallons a minute. And we keep all of this equipment, besides a regular fire department of fifteen men, to protect a group of thoroughly fireproof buildings! We don't intend to run the risk of a serious fire at Hawthorne.

You probably will not be much impressed by the outside of this low building east of the tracks. It is our cable plant—many times the largest manufactory of telephone cable in the world. It is built like the portly lady who remarked that she didn't know exactly how much she *did* weigh, because so much of her always hung out over the edge of the scales. But handsome is as handsome does, and this low spreading building's record of two million *miles* of wire enclosed in cables in a year makes up for its necessary squattiness. It would be foolish to build up in the air when such vast weights are to be handled as the cable plant encounters. So it is arranged that the millions of pounds of insulating paper, crude rubber and ingredients, lead, and copper, go into the building at one end and come out at the other transformed into lead-covered cable, all nicely wrapped around big wooden reels ready for shipment.

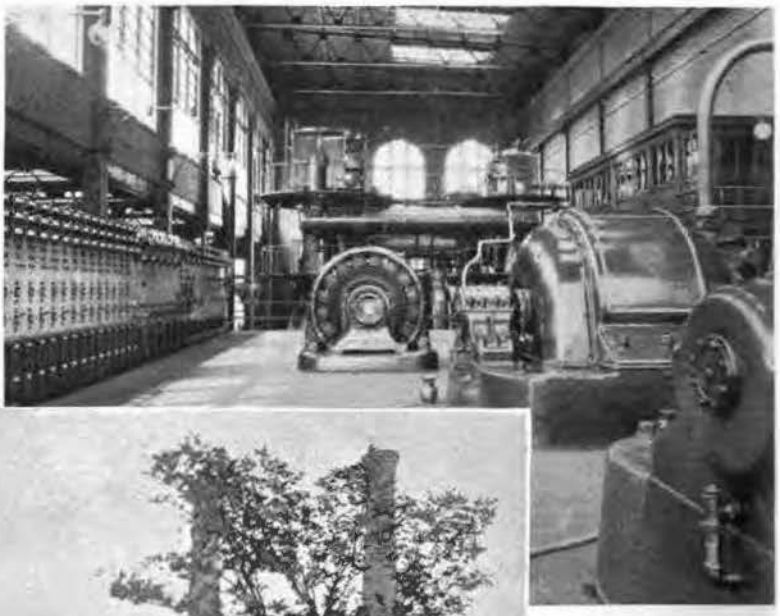


Fig. 4—Interior of the Power House

Fig. 3—View of the Hospital, Showing Gas House (left), and Power Plant Chimneys

Fig. 10—*One of the Big Lead Presses in the C., R. & I. Shops*

Fig. 11—*Girls Connecting Cable for the Final Test, C., R. & I. Shops*

Fig. 12—*Reels of Finished Cable on the Shipping Platform, C., R. & I. Shops*

That's efficiency for you. The cable factory is arranged so that the process of cable manufacturing is a continuous series of operations beginning at the east and ending at the west side of the building. Raw materials are unloaded from cars east of the plant. The wire and insulating paper are first weighed and placed in these bins near the shipping platform (Fig. 6).

Fig. 5—*The Water Tower and Fire House*

After the wire from the bins is inspected and gauged it comes in here to the insulating machines (Fig. 7).

These are the twisting machines (Fig. 8), which perform the next operation, that of "pairing" the wire. Stranding is the next operation (Fig. 9). That is done in here on these big machines with the revolving spools. We make cable containing as high as 900 pairs of wires.

These cable cores are next tested electrically to see that the insulation and wires are intact. Then they are dried in ovens heated to about 230 degrees Fahrenheit until all moisture is driven off. We won't take the time to look at these processes. An oven, you know, is just an oven, and we can take a look at some of the final testing on the cables later.

Here are the lead presses (Fig. 10), that are in reality machines for making lead pipe, to cover the cable core as it goes through. From the drying ovens the cable cores are removed to ovens behind these presses to keep them dry until the sheath is put on. There is a pressure of 2,200 tons on the ram fitting into that cylinder. Occasionally the strain shears off the top of one of the four 10½-inch steel columns supporting the press. Such breaks, however, are of very infrequent occurrence.

The cable is now completed except for a very elaborate series of tests for continuity, capacity, insulation

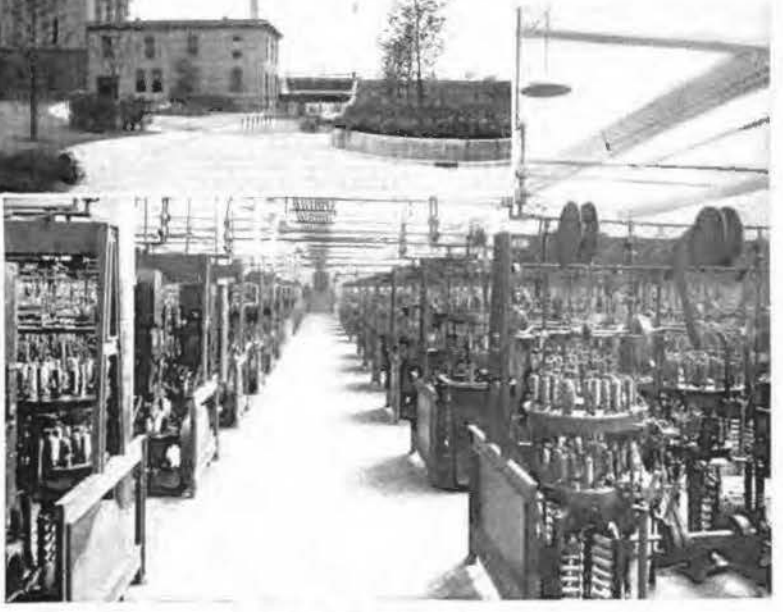


Fig. 13—*Cord Braiding Machines, C. R. & I. Shops*

Fig. 14—Gluing Machine, T. A. Shops

Fig. 15—Pack Annealing Furnaces, T. A. Shops

resistance, etc., which are too technical to explain in detail. Here are some of the girls making connections for the test (Fig. 11).

Now we come out at the west shipping platform (Fig. 12). Those boarded-up reels contain completed cable ready for shipment.

There is much other interesting machinery in the cable plant, such as the armoring machines for submarine cable; the machines used to apply cotton and silk insulation to wires, and the cord-braiding machines, etc. Let's just go back and take a look at those cord-braiding machines before we go (Fig. 13).

Fig. 16—Punch Press for Sub. Set Housings, T. A. Shops

Fig. 17—One of the Signal Plug Presses, T. A. Shops

Those spools of different colored thread winding in and out among each other in a wild May-pole dance about that cord moving up through the center weave the insulating covering about the cords used in switchboards and on telephone sets. It looks as if they would become hopelessly entangled after awhile, but the machine luckily has no brain to become confused by the flashing colors.

Now if you have seen enough of the braiders we'll go over to the Telephone Apparatus Shops, that big building with the six-story sections running along 22nd Street, and the five-story wings extending back into the grounds.

Fig. 19—Electric Welding Machine, T. A. Shops

Speaking of sticking close to work, did you ever hear of the old fashioned cabinet maker who sat down on a glued joint? To prevent that sort of thing we do our gluing by machinery at Hawthorne. Let's go into the wood-working department here and look at the machine (Fig. 14). The boards are fed in from the two ends on opposite sides. This piece on this side travels along under those rollers and the machine cuts a dove-tail groove in it. One started at the same time on the other side travels in this direction under a similar set of rollers and the machine cuts a tongue on it. In the middle of the machine the tongue on one piece runs into the groove on the other and they are stuck together by glue applied automatically.

There are many other interesting machines in the wood-working section upstairs—multiple drills making a dozen or more holes in one operation, band saws, wood-finishing machines of all sorts—but probably most of them are merely more complex forms of machines you have seen elsewhere, so we won't stop to look at them.

Over in this section are the pack annealing furnaces (Fig. 15). To insure proper magnetic qualities to the iron

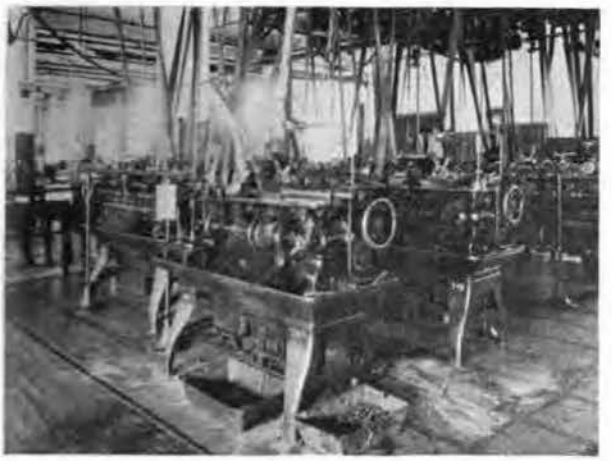


Fig. 20—Automatic Screw Machines

Fig. 22—Rotary Annealing Furnace, T. A. Shops

used in relays and other electro-magnets it must be very carefully annealed. The parts are packed in iron filings and kept for hours in these furnaces at a high temperature, after which they are cooled slowly in the annealing pots you see there.

Fig. 18—Successive Operations in Forming a Signal Plug

Perhaps the most interesting place in the shop is the punch press department. Now because a cider press makes cider do not jump to the conclusion that a punch press makes punch. All we can offer you today is a pull at yon bubbling fountain. But just watch these machines and see how many different parts they *do* make. These big fellows make the familiar metal sub-set housings out of a flat piece of metal (Fig. 16). You can see one under the ram of the machine there. The drawing, shaping and perforating of these boxes require eleven operations in the punch press department. Here are some presses making desk stand bases. These stamp out transmitter backs. Those are relay parts. Here are different kinds of flat springs; coin collector parts; end pieces for receivers; lug-holders for desk stands; end bearings for hand-ringing generators; washers of all kinds. Everything but money, and we could stamp that out, too, if Uncle Sam would let us.

Fig. 23—Fuse Testing Machine, T. A. Shops

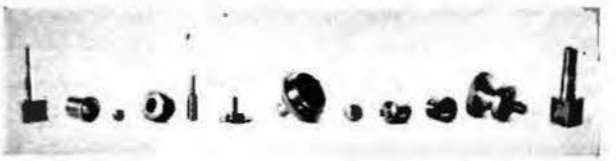


Fig. 21—Some of the Complicated Parts Made on the Automatic Screw Machines

This multiple press makes signal plugs (Fig. 17). After they come from the press the only other process necessary to complete them is coating the heads with different colored enamels. These plugs are inserted in the jacks on the switchboard when certain lines cannot be connected for some reason. One color means the line is out of order, another that the subscriber has not paid his bill, a third that the subscriber has moved out, etc. The plug is first blanked out of that ribbon of metal on the right. Then it passes successively under each of the rams towards the left, which perform the drawing and shaping operations. After it leaves the last ram it is ejected down this chute at the left. We'll get one after each operation. This (Fig. 18) shows you each process as the plug moves from right to left through the machine.

These are electric welders (Fig. 19). As you see, they look a good bit like punch presses. The pieces of metal to be joined are squeezed between the jaws and melted

or welded together by the passage of a heavy electric current through them. The current is switched on and off automatically at the proper time. Electric welding is a rapid process and makes a very strong joint, but it requires a good bit of experimenting to determine just what fixtures, current, pressure, etc., must be used to get a satisfactory weld.

If you want to see some complicated machinery come in here and take a look at these automatic screw machines (Fig. 20). Notice those different parts moving in there, one after another? Each one performs some operation on the piece, which is automatically ejected from the machine when finished. A lady watching these machines one day wanted to know "how each of those things in there knows enough to come up just when it's needed and then go back and make room for the next one." You can see how much chance there was of making her understand that complicated system of cams, levers and gears. So we showed her the hand-operated machines and explained that the men were teaching them to work alone, and she appeared to be entirely satisfied. Each machine, as you see, has a different mechanism to perform its particular work and it would be a hopeless task to try to explain just one of them to the average layman. But you can get an idea of how much they "know" by looking at some of these parts that they make (Fig. 21).

We saw the pack annealing furnaces awhile ago. This is a rotary annealing furnace (Fig. 22) to soften receiver end-cups previous to finishing the drawing and perforating in the punch press department. If this were not done they would crack in the finishing operations, as each draw hardens the metal. This same type of furnace is also used for heating magnets up to the hardening temperature. Parts are fed in at the back and move toward the front along a cast-iron screw, projecting inward from the fire-brick lining of the hollow-drum. With each revolution of the drum the parts move forward one screw thread. When they reach the front of the furnace they are ejected into the tank of water from which they are brought up by the conveyor and dumped into the pan here at the front. The furnace is heated by a gas flame shooting through the center from the pipe entering the front there. The temperature is read from that instrument on the pillar facing the furnace. It connects through those rings at the front of the furnace to an electrical heat-measuring device called a thermo-couple.

Every piece of apparatus we make is carefully inspected before it goes into stock. The "nobody-will-notice-that" policy has no friends at Hawthorne. Either a thing is right here or else it's junk. The inspection department has an elaborate equipment of different testing devices to make certain that every part is free from all flaws and in perfect working condition before it is passed. Much of this apparatus is so technical that it probably would not interest you. This fuse-testing machine (Fig. 23) is worth watching, though. The fuses emptied into the box here at the side are picked up by the chain-driven conveyor and dropped on the belt running parallel to the machine. The belt carries them to this higher part of the machine. Notice the hooks that lift them up the step. While they are being raised an electric circuit is completed through them if the fuses are electrically perfect. If one is defective, so that the circuit is not closed, the hooks tip it out and it falls down that chute leading into a pan under the bench. The fuses which survive the electrical test pass along down the belt toward the rear of the machine and are ejected into one of these holders at the side, where girls inspect them for mechanical defects. The ejecting mechanism can be adjusted to send all the fuses into one of the receptacles or to distribute them evenly among two, three or all of the pockets, as desired. The inspection department examines six million fuses of various kinds in a year's time. And fuses are only one of the thousands of different products to be checked.

There goes the whistle; the shop's shutting down for the night. What, not tired, are you? Why we've only seen a small fraction of Hawthorne. Think how tired you'd be if you had walked steadily for nine hours to-day. If you had, you would just have been able to pass once through every room in the plant. Oh, there is plenty left to see. Maybe we can get together again some other time and see the rest of it.

Telephone Apparatus Shops at Night; View Taken from the Northeast

Married

JULY 19th—Miss Antonia Minarovich, department 3300, Hawthorne, to John Dianish.

July 23d—R. T. Barker, department 3098, Hawthorne, to Miss Edna Ebersold.

August 6th.—E. F. Ketcham, department 2096, Hawthorne, to Miss Flora Landre, department 2284, Hawthorne.

Changes in Organization

W. L. SIOUSSAT has been appointed Stores Manager at Cincinnati, to succeed L. W. Tucker, who has been transferred to Chicago.

The response to the NEWS' Cartoon Title Contest is very gratifying, a large number of answers being already on hand. Hurry up with *your* answer. The contest closes September 14th. See page 18 of the August NEWS for details.

Photographs Taken by Gerald Jacques, of Antwerp, Showing Belgian Soldiers Quartered in the Antwerp Factory

A Trip Through Europe Just Ahead of the Crest of the War Wave

Vice-President Swope's Account of His Recent Experiences in Europe

SUNDAY afternoon of June 28th the news spread through Berlin of the assassination of the Crown Prince and Princess of Austria-Hungary. Everyone was excited and the atmosphere of a beautiful calm day became suddenly tense, as the people made frantic efforts to secure the latest copies of bulletins which were being distributed gratis by the various newspapers. Even that same day people began speculating as to the morrow—the results in business, politics and future policies. The weeks following this tragic event were ominously calm, but as we went south about the middle of July, passing through a portion of Austrian territory on our way to Italy, we saw more signs of unrest and of wondering what the further disclosures would bring forth. Soon after was published the demands of Austria upon Servia with the request that a reply be made within forty-eight hours. The way the demand was couched seemed to imply that but one reply was expected. Even then articles began to appear in the Italian papers saying that if Austria and Servia went to war, Austria must not be allowed to seize more territory. This showed quite clearly the difference that might arise between Italy and Austria—both members of the "Triple Alliance." When Servia's mild answer appeared, many thought war was once more averted, and were consequently stunned when, Sunday, July 28th, rumors that Austria had declared war on Servia began. I was on my way from Rome through Milan to Paris at that time, but even before leaving Italy the tenor of the earlier articles that had appeared in the papers turned to speculation as to the probability of a wider conflict and the discussion as to whether in such an event Italy could, would and should remain neutral—with the opinion both in the press and among the people inclining to the attitude of neutrality.

Paris was full of exciting war talk and preparation, but even there, men close to the official life of France thought that the contest would be localized between Austria and Servia, but usually ended up with the statement accompanied by flashing eyes, "but if it spread—France was ready." Tuesday, July 28th, conditions still looked serious, but still all hoped war between the greater nations might be averted.

Reaching Antwerp on Wednesday, July 29th, the scene was entirely different; there the air was full of rumors, the streets crowded with soldiers hurrying to their appointed place. Several classes of the reserves had already been called out. To us Americans it seemed as if Belgium was seizing the opportunity of seeing how well their plans of mobilization would work. We still hoped that the war would not spread. The Belgian troops looked serious and their small field guns, mounted on the light steel, pneumatic-tired, wheels and drawn by dogs, looked ready for hard and immediate service.

Each day more of the reserves were called out, until by Friday the factory of the Bell Telephone Manufacturing Company was partly empty of workmen and partly filled with soldiers. The Government had requisitioned space to house five hundred troops in the factory buildings.

Trying to do business and hold conferences constantly interrupted by the blasts of the trumpets or the entrance of officers was difficult indeed. Later in the day, we heard of the declaration of the "state of war in Germany." Some of our employees from London left that night, but as our work was not finished, we stayed over Saturday in Antwerp.

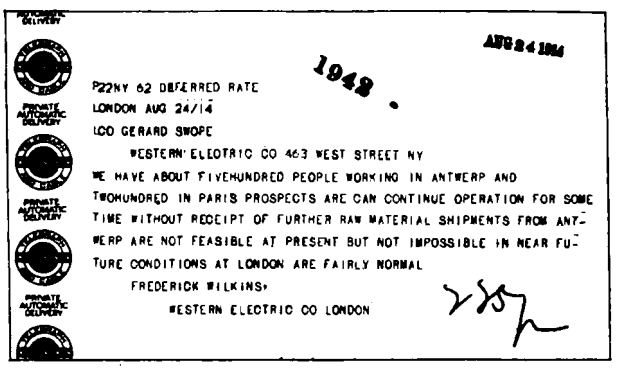
Late Friday evening, all telephone and telegraph communication between Belgium and Germany ceased, as well as the passage across the frontier of international trains. As an evidence that among business men hope of peace still remained, I received a telegram on Friday from Berlin that men from St. Petersburg and Berlin would meet me in London the following Tuesday. I have not yet heard another word from either, nor do I know

how far they had proceeded on their journey, nor where they are now.

We left Antwerp for London by way of Ostend, Saturday afternoon, and Sunday morning our worst fears were confirmed—war had been declared. We left on the afternoon boat for Dover. It was a rough passage—the ship an old one, as all the newer turbine boats had already been requisitioned by the Belgian Government, and very crowded, so that the passage was uncomfortable. We crept along fairly close to the coast and were stopped by the French fortress at Dunkirk; here we lay in the rough sea for over an hour before we were allowed to proceed. We reached Dover very late, only to find no accommodations available, as there had been such a large number of refugees from France that day. We drove over to Folkestone, where we found shelter for the night, and came up to London the next day.

In London, all was excitement as to whether England should join France and Russia, or remain neutral; the crowds were enthusiastic for war, but Parliament was still debating the question, amid much impatience of press and public.

Sir E. Grey's admirable statement on Monday before the Commons gave much light on a very complicated situation, and on Tuesday, August 4th, England sent its ultimatum to Germany which on the next day was changed to a declaration of war.



P22NY 62 DEFERRED RATE
LONDON AUG 24/14
LCO GERARD SWOPE
WESTERN ELECTRIC CO 463 WEST STREET NY
WE HAVE ABOUT FIVEHUNDRED PEOPLE WORKING IN ANTWERP AND TWOHUNDRED IN PARIS PROSPECTS ARE CAN CONTINUE OPERATION FOR SOME TIME WITHOUT RECEIPT OF FURTHER RAW MATERIAL SHIPMENTS FROM ANTWERP ARE NOT FEASIBLE AT PRESENT BUT NOT IMPOSSIBLE IN NEAR FUTURE CONDITIONS AT LONDON ARE FAIRLY NORMAL
FREDERICK WILKINS
WESTERN ELECTRIC CO LONDON

A LAST-MINUTE BULLETIN FROM LONDON

A Cablegram Just Received by Mr. Swope From F. H. Wilkins, General Manager in Europe

The temper of the people seemed to change almost over night and now that Great Britain was at war, they seemed to be settling down to grim determination to face the seriousness of it, to go through with it and to make the best of it.

Many hundreds of Americans were stranded in London, and, as the first few days of the week had been declared Bank holidays, it was impossible for them to obtain money. A committee of Americans, hurriedly organized, did splendid work in relieving distress and affording every facility to help those who had arrived and those still stranded on the Continent.

Each day, notices of more ships withdrawn from service were posted—and more Americans were left without the expected transportation homeward, and a rush was made to the few ships sailing under the American flag.

On account of the impossibility of drawing currency from the banks to meet the pay rolls and the large number of workmen, foremen and men in the offices called out, the factories of the Bell Telephone Manufacturing Company in Antwerp and *Le Matériel Téléphonique* in Paris closed down entirely. It was soon realized that unless the factory could operate, even though on part time, the want and distress due to the war would be much increased by lack of employment—so that it was determined to find ways of keeping as many of the people at work as possible, and in many cases where the man of the family had gone to the front, the wife, mother, sister or daughter in the family was given employment. Many plans were made to secure the necessary cash to meet the pay rolls—the Government was asked to help by paying their accounts, the banks to give out more currency, an attempt was made to secure exchange from London, men were sent to Antwerp carrying currency and, if necessary, it was decided to give workmen small checks and to assure the shopkeepers that as soon as possible the companies and the banks would redeem them at face value. Both the French and Belgian administrations looked with favor on this policy and both factories reopened with, of course, largely reduced forces. But how long they will remain open is for future events to decide. The Americans and English at those factories have come to London, and are all well and fairly comfortably housed. A few Americans, men only, have stayed in Antwerp and Paris—though Mr. Minor and his family are still in Paris.

Communication with Antwerp and Paris is still open, but much delayed. As mobilization is completed, it is expected that this will improve, but this will be affected by future movements of the armies.

The factory of the Western Electric Company Limited is still operating under nearly normal conditions, and it is hoped this may continue, but many of the men belonging to the reserves or territorials or who have volunteered, have gone to the front.

Conditions of life in London are settling down to a more normal basis, but, of course, evidences of the war are on every hand.

The newspapers are small in size and contain only war news. The same stories, not varying much in detail, are printed again and again, and the censorship is very strict. It is difficult to work on the assumption that conditions are normal or will be soon again, as even in the midst of it one is likely to be interrupted by new stories of a battle on sea or land.

Gerard Swope

Vice-President and General Sales Manager.

Editor's Note.—Mr. Swope arrived in New York on the *St. Louis* on August 22nd. The article above represents conditions as they existed on August 15th, the date of Mr. Swope's departure from England.

AROUND THE CIRCUIT

GOSSIP GATHERED BY THE DISTRIBUTING HOUSE CORRESPONDENTS

CHICAGO

H. L. Grant
Correspondent

THE BUBBLER

Oh, the pesky bubbling fountain
Has come to town to stay!
It's very hygienic,
And keeps the germs away.
There's one up in our washroom;
Now, hear the steno's cry—
"Every night at 5:15
The thing
runs
dry!"

If you want to get a drink,
I will tell you how—
Dip your nose into it
Just exactly like a cow.
Then, when you're least expecting,
It will hit you in the eye!
But worst of all, at 5:15
The thing
runs
dry! L. H.

RAUTENBUSCH WINS CHICAGO CITY GOLF CHAMPIONSHIP

William Rautenbusch, of the stores department at Clinton Street, won the Chicago golf championship at Jackson Park on August 9th. Two hundred golfers entered for this championship and the first two days were taken for the thirty-six hole qualifying rounds. The sixty-four who qualified then played three rounds of eighteen holes each and the finalists played three rounds of thirty-six holes each.

Bogey at Jackson Park is 80 and par is 71. The competitive record of the course, held by "Chick" Evans, is 69. Mr. Rautenbusch shot 69 on Thursday in his match with Mr. Sweet, and played consistently throughout the week in the low 70's.

Has any house a golfer they would like to pit against Rautenbusch?

BEFORE AND AFTER

Oh, the heat and dirt are terrible
At the office!
And the thought of work's unbearable,
At the office!
And I count each weary day
Till vacation time, and say—
"Gee, I'm glad to get away
From the office!"

Oh, the food they serve's a fright
In the country;
And, gosh, how the 'skeeters bite
In the country!
There are blisters on my back,
And I'm sunburnt nearly black,
Say, I'll be glad when I'm back
At the office! —L. H.

DALLAS

Correspondent
O. T. Hazelton

Following up our discussion of the hottest Western Electric city, read what Ross D. has to say:

"During the two weeks which I recently spent in Chicago and Cleveland, never did I suffer from the heat in Dallas as I did in those two cities. I made an exhaustive count of the electric fans running in them and found twelve in Chicago and eight in Cleveland."

No wonder they are transferring our power apparatus sales specialist, North. Good luck, Bob.

First Steno:—Do you know who ought to be ruler of Mexico?

Second Steno:—No, who?

First Steno:—Mr. Kelly.

Second Steno:—Why?

First Steno:—Because he is some dictator.

* We always did like this joke, especially the first time it appeared, among the General Sales Department items in the April NEWS.—ED.

Judging from the vast amount of space she consumed in the July NEWS, Atlanta appears to take great pride in her stores organization; but honestly, the one thing we see over which she can get enthusiastic is the name of her assistant stores manager at Nashville: DALLAS.

Tune—*"Everybody Works But Father"*

Everybody works but the salesmen,
And they sit around all day,
Always writing letters
Promising to ship next day.
Customers keep on calling,
New stories they must tell.
Everybody works at the Western
Yes they do, like—everything.

—*Warehouse.*

READ THIS

Western Electric Co., Dallas, Texas.

Gentlemen:

Enclosed you will find our check for $37.63 which is all we owe you at present, not having received a barrel of Ignitor batteries which we ordered a few days ago.

You will notice that $26.58 is the amount we now owe you and should have paid some days ago, but we were *overcome by heat* and did not wish *to exert ourselves.*

Respectfully yours,

R——— Tel. Co.

Employees' Barbecue, Western Electric Company, Atlanta, August 1, 1914

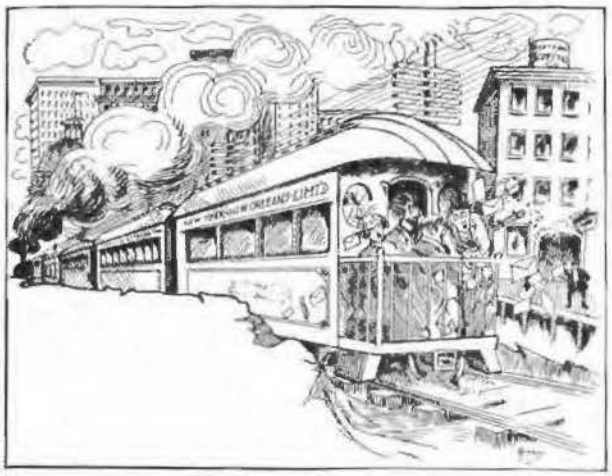
O. Whitmire
Correspondent

ATLANTA

ATLANTA'S NEW MAIL BOY

In order to save a day's time Atlanta's mail for the New Orleans house is sent to the Terminal station by special messenger in time to catch the New York and New Orleans Limited, which leaves Atlanta at 5:20 P. M. each day.

A few days ago our new mail boy decided that it was taking entirely too much time to send this mail to the station. So he fixed up a large enevelope as usual, walked out to the track (the train passes very near our building), and gave a mighty swing as the train passed. One can imagine what happened as the envelope landed right in



the midst of six or seven men sitting on the rear end of the observation car, with the train running forty miles an hour. All that could be seen for a few seconds was a mèlée of straw hats, cigars, and chairs flying in all directions.

A few days later, acting on a suggestion from our assistant stores manager at New Orleans, some one in the Atlanta house, not acquainted with our progressive mail boy, wrote the Atlanta postmaster asking him to investigate and tell us why it was necessary for his clerks to handle our New Orleans mail so roughly.

W. P. H.

HEART TO HEART TALKS

To Cleveland, the "sixth village," we would say that it is not orders we keep in this wonderful ice box of ours, but great big barbecues, which we serve every August first.

And to Kansas City—well, we hardly know how to proceed with our comments on their little paragraph about our glass jars. It might be well to say that the first foreman of the shop, E. A. Bostrom, called us up just after reading the August NEWS and wanted to know how he could get hold of the Kansas City correspondent. After the conversation had calmed down a little he told us that when he moved the shop to Broad Street, in 1893, just 21 years ago, long before Kansas City was mentioned in the Western Electric ads, he first conceived the idea of using glass jars as visible containers for piece parts.

We must, however, apologize for not telling Boston about this scheme.

Chicago, we don't think your article on "Life" was complete. Some mention should have been made of working near the phonographs, or in the same building with the stenographic department.

The greatest event of the year for the Atlanta employees of the Company is the annual barbecue, which was held this year at East Point, Georgia, on the afternoon and evening of August 1st. The accompanying photograph explains why everyone (even the bookkeepers) had such a glorious time. We were ALL there.

There was something doing every minute, from the time

Another Section of the Crowd at Atlanta's Big Barbecue

we arrived on the scene of action at noon, until the orchestra played "Home, Sweet Home" at 9 P. M.

Just before the barbecue was served "Dick" gathered together all the big husky negro packers he had in the shipping department and put the gloves on them. They got in the center of the dancing pavilion, and pulled off a match that would make Jack Johnson and Frank Moran ashamed of themselves.

About this time the barbecue-man announced dinner, and if you never enjoyed a good old southern barbecue, served in the correct style, you cannot appreciate what happened during the ensuing hour. Reputable men who sat next to Stafford say he ate seven pounds of barbecued lamb at one sitting.

The remainder of the afternoon was given over to athletic events, of the real type; those kinds in which all can participate—big, little, old and young. The fat and lean races, the tug-of-war for both girls and boys, the baseball game (boys and girls playing on the same team), etc., were exciting and comical from beginning to end.

When it began to grow dark the pavilion was lighted up with huge Japanese lanterns and the tango performers made merry until the orchestra could play no more.

SALT LAKE CITY

We have a few real salesmen out in this Western country. Recently our lamp specialist, after spending a Sunday in church, thought that the Mormon Church ought to pay him for his time. So he sat down, wrote a nice flowery letter to the "Sunbeam Smile" telling of the fine installation of Realities and Sunbeam lamps that are going into the Tabernacle. He then got some mighty fine pictures of the building and wrote a story about the installation.

Dee then hied himself with all his letters and pictures to the president of the church and said: "Now, Mr. President, this article will go all over the country; think of the splendid advertising you'll get. So you had better give me your order for this installation."

Hereby hangs the tale: he got it. *M. McCarrie.*

PITTSBURGH

W. A. Wayman, Correspondent

Last month we published the fact that C. D. McClary had done a family washing to sell a Western Electric washing machine. The morning after Mac took his NEWS home he came in with the niftiest black eye we have ever seen. The NEWS sure is a family paper.

Warehouse employees held their annual picnic July 18th. Ball games, races and tugs-of-war were pulled off in fine shape. In the regular scheduled game between Montgomery's Colts and Knott's Hopefuls, Bergman proved the better pitcher, and with the help of his battery mate, Hauch, and first baseman Dow, defeated Knott's bunch, 7 to 3. Burrows won both the 100- and 220-yard races. Schulz and C. Maier excelled at quoit pitching. The French team, captained by Jake Balliate, defeated the German team, captained by Harry Meir, in the heavy

weight tug-of-war. The light weight "tug" was the most hotly contested event of the day. The little teams were evenly matched and it was only after two fierce struggles that Flanigan's gang were victorious over the bunch picked by Clinton. Special Officer Bob Welch, our cableman, in full uniform, kept order in the grove and on the athletic field.

Some of the Boston Crowd

ST. LOUIS

F. W. Cherry
Correspondent

The Memphis Jovians recently held an electrical show that was a credit to all parties contributing to its success. After the first night a council of war was held to provide ways and means to prevent the crowd from getting too large to control. The problem was solved by putting a set of Western Electric Inter-phones between a fireman stationed in a lookout gallery in the rear, and a policeman at the front door. The fireman could see how crowded the isles were all over the building, and when the crowd got too thick he "Inter-phoned" the "cop" to hold back the incoming people until some of those inside had made the rounds.

The Western Electric booth was visited by probably twenty thousand people of Memphis and the surrounding country, practically all of whom stopped to see Hughes ranges in operation, Western Electric washers washing, and Inter-phones connected for real service. The No. 2 Western Electric vacuum cleaner was demonstrated by W. M. Everett.

The first game of the annual office-warehouse baseball series was played July 25th at Hynes Park. The rainy

The Office Team

weather kept down the attendance but did not keep the office from beating the warehouse 10 to 9. The girls of the office were there *en masse* and kept things lively with their cheering and rooting. O'Donnell, Pechman, Neudeck and Henges featured for the office, Gerhardt and O'Neill for the warehouse.

The score by innings:

										R.	H.	E.
Office	0	0	1	2	0	2	1	0	4	10	10	4
Warehouse . .	2	0	3	0	2	0	0	2	0	9	12	5

What a difference just a few days make! The second game was played August 8th, with the result that the warehouse team won a 12 to 3 victory. So the series now stands one to one.

Some of the Fans

The feature of the second game was the pitching of Hutchinson of the warehouse team. He allowed but 5 hits, and struck out 12 men. Home run drives by Neudeck of the office team and Monahan, Buchanan and Fix of the warehouse, also featured the contest.

The score by innings:

										R.	H.	E.
Office	0	0	0	2	0	0	1	0	0	3	5	6
Warehouse . .	1	1	1	2	1	3	1	2	x	12	11	0

KANSAS CITY

W. J. Laufenberg
Correspondent

A lineman, who is a very good friend of one of our salesmen, thought he was doing him a favor in not showing his manager some receivers we had shipped them. When asked what was the matter, he called our salesman aside and in a low voice said: "Your firm forgot to finish them. They left off the binding posts."

When the salesman looked at the receivers he found that they were our new No. 143-W receivers, with concealed binding posts.

More of the Boston Crowd

BOSTON

D. A. Chase, Correspondent

On August 1st Boston "mobilized" 350 strong at Rosson's Grove, Wakefield, for a sure enuff picnic—not a dull moment till the last of the seven special cars returned to the city.

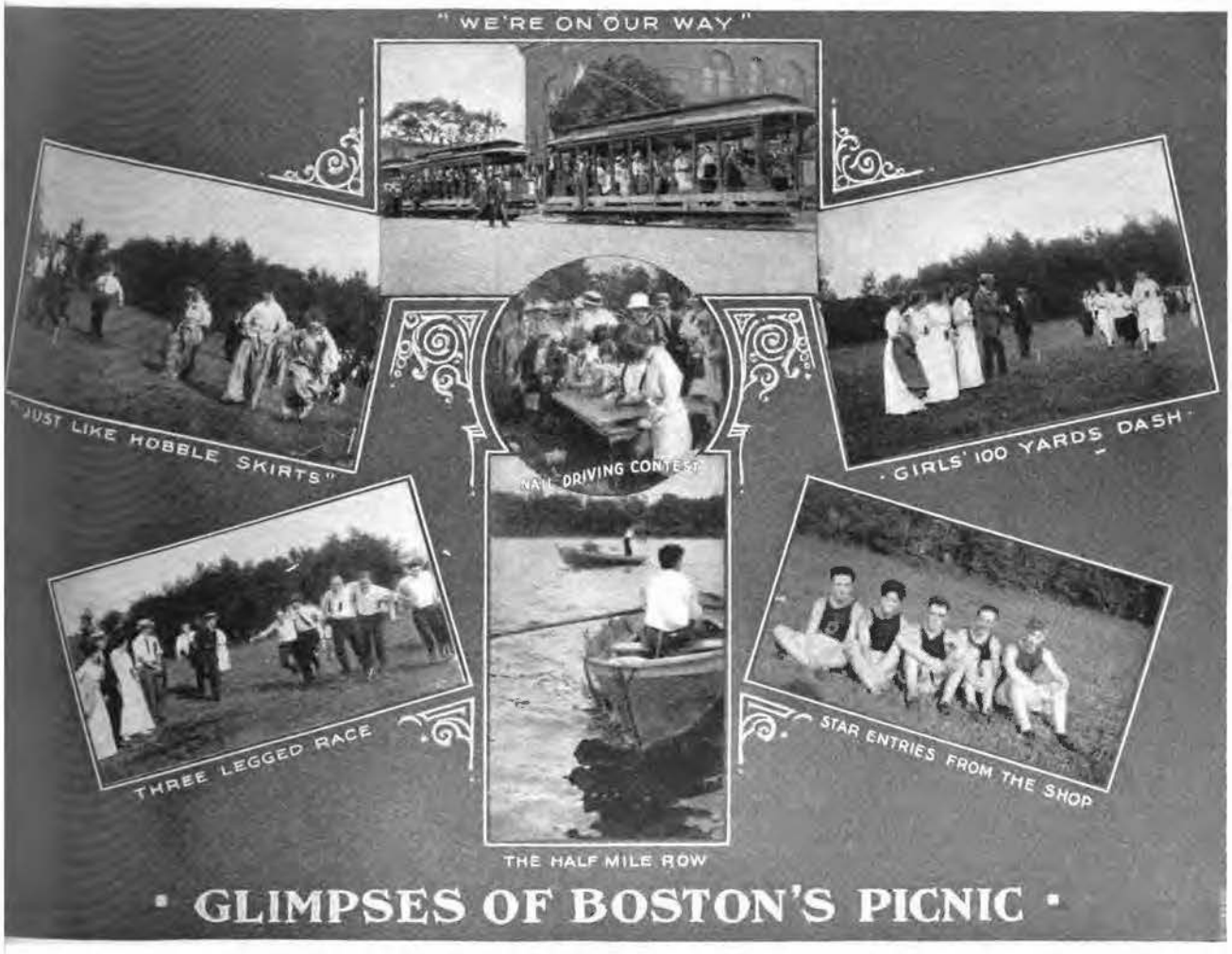
The fat men's race, the sack races, the hundred-yard dash, the quarter mile, the relay, the three-legged races, with a good ball game, made a complete programme of field events. The rowing races—canoe doubles—and swimming events were equally interesting. It takes a feed to make a picnic, and the "big feed" made a real picnic.

Cups for all around merit in the various events were awarded; firsts to Miss A. V. Morris and J. L. Silva, seconds to J. T. Flanagan and Miss G. E. Mitchell.

A FAREWELL DINNER PARTY

Sixteen of the Boston's Western Electric bachelor girls tendered a very pretty farewell dinner to one of their associates, Miss Mary A. Delaney, Wednesday evening. A special table at the Quincy House, with table fireworks, made the affair a very attractive one. After dinner the party enjoyed "The Lion and the Mouse" at the Majestic Theatre.

Miss Delaney is to be married August 24th to Frank Reeves of the N. E. Telephone Company. A. K.



OMAHA

Slogan, The Customer First
J. M. Bateman, Correspondent

AN APPEAL

We don't want a raise in the springtime,
We've plenty of money to burn.
We don't give a cent if we're broken or bent
For money's of slightest concern.

We don't care a cuss for promotion,
We'd much rather stick around here,
And we hope when the boss checks our profit and loss,
We can keep our old job for a year.

We don't give a rap for vacation,
In fact, we would much rather grind.
While the fan season's on, who cares pro or con,
If we don't let our work get behind.

But please, P. L. T., won't you give us,
In place of these things we could choose,
A line or p'raps two—tho' a word it *might* do—
In some obscure place in the NEWS?

We don't ask a page or a column,
But last month you held out our ace.
So now sir, take note, we are after your goat,
If you don't give us plenty of space.

—*James Metcalfe.*

The following item was noticed on one of Omaha's traveler's expense vouchers recently:

"R. R. fare from Honey Creek to Loveland."

Traveling in this country must be one blissful dream.

W. E. B.

OUR SLOGAN

Chicago may have its "Service,"
For that's what they need the worst,
But at Omaha the customer
Is the fellow who gets there first.

Femininity at Omaha has recently been taken with an epidemic of ear-drops and ear-rings, hence the following un-edited effusion by the local "goat":

Ah me! We sometimes wonder
If our foreign girls are queer,
But I never saw one's picture
With a doo-dad in her ear.

Oh, Dallas girls are chummy,
And Denver's maids are dears,
But me for ours at Omaha
With the ding-bats in their ears.

George Barton Muldaur, Western Electric special field co-operator of the Society for Electrical Development, was an Omaha visitor in July. A number of get-together meetings were held, harmonizing the various electrical interests, the sales department at Omaha being well represented at each session. One of the principal events during Mr. Muldaur's visit was a luncheon at the Commercial Club given by the Omaha jobbers in honor of Mr. Muldaur and M. A. Curran Credit Manager. Both gentlemen addressed the meeting, giving facts and figures relative to their respective lines of activity.

MAHOGANY ROW

With Apologies to W. M. G. in the July News

The guys at those desks have no thought of expense
In Mahogany Row,
Their noodles all shine, and they feel quite immense
In Mahogany Row.
But look at Chicago—in profits and sales—
They may *talk* of their orders as tho' they were whales,
But "figures is figures" and never tell tales
In Mahogany Row.

They sing of their dozen or so of machines*
In Mahogany Row,
And they talk of their typists as fairest of queens
In Mahogany Row.
It's true they don't worry or study or fret
And life is all laughter with ne'er a regret,
But here's to old Omaha—better you bet,
Than Mahogany Row.

*Deep stuff for Edison phonographs.

Fred Zietlow, high mogul of the Dakota Central Telephone Company at Aberdeen, S. D., dropped into Omaha on his way to the Elks' Convention at Denver, whereupon Omaha held an "Old Settlers'" reunion, with Mark Curran, Jim Bateman and "Telephone" Bannister all trying to buy an ice cream soda for Mr. Zeitlow. It recalled old Minneapolis days.

The above excellent likeness of A. Germany Henning, Omaha's go-get-em city salesman, was caught while his "mechanical cock-roach" was recuperating after a hard day's grind. Note the quiet repose of both.

OFFICIAL YELLS OF OMAHA

Of the sales department, according to Joe Carnaby, service man:

Kick a little—cuss a little
Bing—Boom—Baw!
Service it is rotton
Raw! Raw! Raw!

Of the stock maintenance department, according to the sales specialists:

Not in stock—not in stock
Order in from Chi!
Keep down the investment
Ki! Yi! Yi!

We maintain that Omaha has *some* packing department. A recent shipping memo to a local customer shows that 10 Bryant switches were packed in "1 boy." That's Omaha service.

PHILADELPHIA

L. R. Browne
Correspondent

WANTED

An appropriate melody suitable to the following indited to, indictment of "The Salesman." Any gentlemen who have "taken to the road," taking exception to the sentiments expressed, will secure prompt redress, indemnity, apology, and a free pass, good any time, on the passenger boats operated by Mr. Charon, upon application to Victoriana Huerta, General Delivery.

The salesman's lot is a happy one,
He hasn't much to do,
He rides away in a Pullman car,
And spends a day or two,
Just hanging 'roun'
In a country town,
Where he sells a batteree
And a porcelain cleat
(Oh, his work is neat),
And he chuckles loud with glee.

He hies himself to the village inn,
He orders "eats," and he cleans the bin,
He seats himself at a wooden shelf
And writes a long report.

And its "Fol-dee riddle-dee riddle-dee-dee,
Fol-de-rol-di-ray,
I've business here
For another year,
So I think that I will stay.
I wish you'd ship, Consignment, please,
A washing machine and a head of cheese,
A telephone and some good cigars,
A tent, and a couple of motor cars,
A grand piano, a car of poles,
An electric dingus for catching moles,
An electric train and a bale of hay,
A vacuum cleaner, my next week's pay,
Some platinum wire, some brussels rugs,
And a box of talcum for lady bugs.
If you will ship these right away,
A fellow told me yesterday
He'd look them over, and maybe he
Would buy another batteree."

And so he gaily rambles on—
For, he's a—
He's a—
SALESMAN (!). L. R. B.

A little pre-celebration of our national holiday was held on Thursday, July 2nd,* by the Fashion Plate Section of the Philadelphia office. It was the idea of the promoters of the picnic to lend their influence to a "safe and sane" celebration. Can you imagine that any man in his right mind would be safe or remain sane were he to run across an aggregation of Philadelphia girls!

* Last-minute news from Philadelphia.—Ed.

NEW YORK

A. H. Howard
Correspondent

The employment department receives some odd applications. Here is a queer one:

New York, ———, 1914.
——— Street,
City.

Dear Sirs:—

I am a student in the ——— Correspondence School, and having took up a Complete Electrical Engineering Course. I let you know all my wishes in this world.

With great feelings I am writing to you Sirs, but as never beg work to nobody I am afraid in ask for it. I have not worked under that matter therefore is my supplication. Now you know I need start soon to get some practice. You shall know I would wish start like a machine hand or help or coal-pass if you have it, in that way I may learn very soon and at the meantime make progressive my studies. Without doubt you might make me a man within a few time, and you did not know how happy should I be. I know men whose have started thus. I am 25 year old and very ambition. Trusting sirs you will do not forget me and hoping will you answer me.

Very your truly.

———.

CLEVELAND

E. W. Shepard, Correspondent

We recently learned from a very reliable source that Chicago was very determined to land a certain man for its sales department. After making strenuous efforts to locate him, it was found that he had been dead for several months. This naturally sounds rather incongruous, for the general impression seems to be that Chicago has a live selling organization. Why, they admit it themselves!

The Cleveland organization is glad to welcome the following new members: E. A. Brehm from Dallas, K. S. Patton from the accounting department, New York, and T. H. Fonda from Chicago.

Poor old Atlanta and the "glass jar containers!" It might be well to offer prizes to the house which is able to give indisputable evidence that these jars have been in use since the house opened, and so settle the controversy without further delay.*

* See Atlanta notes.—Ed.

Inspired by the usual summer crop of contests we are inclined to announce one of our own. Lack of funds prohibits cash prizes, but we offer several premiums well worth the effort of any Western Electric employee.

For any news item, true or otherwise, of local or national interest, we offer a life membership on the Cleveland Contributors' Staff. For any poem, rhymed or otherwise, dealing with love, magnetism, or electricity, we will give a life-size photograph of the Cleveland office force writing for the News.

There are no restrictions, and this is open to all comers.

THE WOMEN'S RACE

3307 THE DEPART

ANOTHER SECTION OF THE
WOMEN'S PARADE

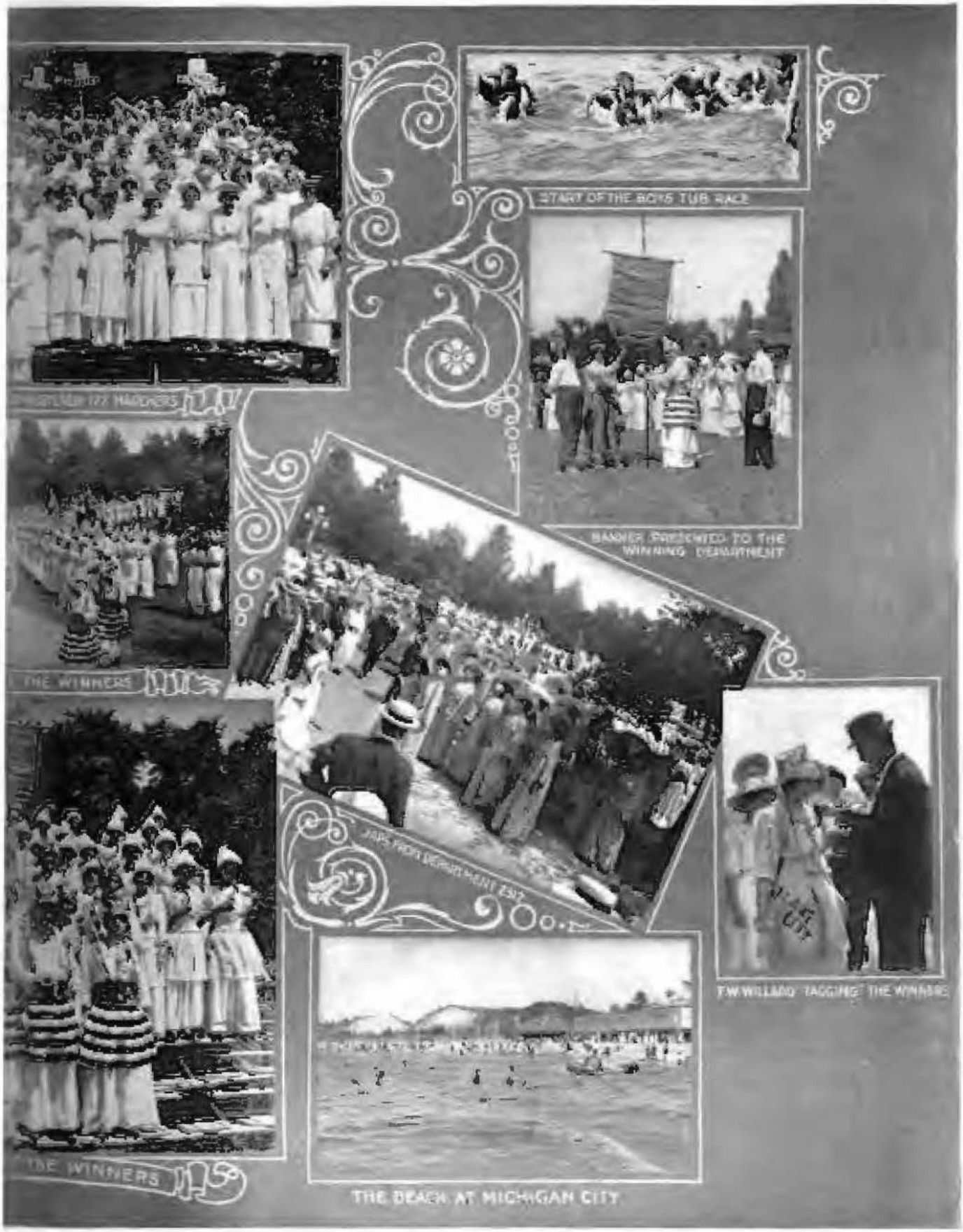
DEPARTME

THE WESTERN ELECTRIC BAND

VIEWING THE PARADE FROM THE JUDGES' STAND
THE GENTLEMAN IN THE LIGHT SUIT IS THE
MAYOR OF MICHIGAN CITY

THEODORE ROOSEVELT LOADING FOR THE RETURN TRIP

A NEAR


START OF THE BOYS TUB RACE
BANNER PRESENTED TO THE WINNING DEPARTMENT
THE WINNERS
THE WINNERS
T.W. WILLARD TAGGING THE WINNERS
THE BEACH AT MICHIGAN CITY

Speaking of Picnics

Just Read What They Did at Hawthorne's Fourth Annual

WELL, if you stayed away from the fourth annual picnic the laugh is certainly on you, as the cowboy told the man who was trampled by the hyena. Being a little bit slow witted (as, of course, anyone *would* be to stay away from the Hawthorne picnic) you may not get the point to that laughing hyena incident, but if you have heard any reports at all of the big Michigan City event you can't miss the point to the rest of the sentence.

Oh!—Beg your pardon! You are perfectly justified in being offended. *Of course,* you were there. But you see we overlooked you among all those ten thousand people and we thought at first—Well, we were wrong and we apologize.

Say, wasn't it, though! Wasn't it! You'll have to look harder than the old lady who tried to see the microbes on a fly's feet if you expect to find another picnic to equal it. Five boat loads full of good nature, good eats, and GOOD FELLOWSHIP. (Doggone it, we're going to use that word if we want to! It is the only one that expresses the spirit of a good old Hawthorne get-together, and you may as well get used to it.)

The Women's Parade

There was one job over there that nobody was fighting for—that of deciding which department in the women's parade deserved the prize banner. It was like asking a small boy which he liked the best—ice-cream, candy, or cake. You would have bet your last cent that the department just passing was the winner until the next one came along, and then that one looked like the best bet until you looked ahead at the one that had just passed or caught a glimpse of the one following.

The men certainly have to admit that it was ladies' day. When 1,155 girls make up their minds to show the male sex how a parade should be run, what can mere men do but take seats away off in the background where they belong! To prepare for a parade like that means work—lots of work and hard work. Night after night these young ladies stayed at Hawthorne after hours, drilling for what proved to be the most beautiful and entertaining feature ever seen at a Western Electric outing.

But to get back to those perplexed judges. They finally awarded the banner to department 2322 (the protector assembly department). There were 52 girls in the winning department. You can see from the picture how they looked in parade formation. The telephone cords leading from the girls terminated at the various "nearest houses" shown on the Company's familiar "United States" trademark, which appeared on each side of the box sign carried in the center of the group.

The satin banner presented to the winners will take its

THE HAWTHORNE LADIES' PARADE

	Department	*No in Line*	*Captain.*	*Aids.*	*Standard Bearer.*
2324	Key and Relay Assembly	42	Miss Elsie Rusch	Misses Black and Kovotsky	Miss Ethel Bolte.
3307	Cord Finishing*	127	Miss Catherine O'Hara	Misses Anderson, Mader, Kourin, Allen, Pisapia, Clark and Dasidek, group heads	Miss Berg.
2480	Equipment Engineering	27	Miss Anna Foster	Miss Drury	Miss Castoril.
2325	Ringer, Generator and Jack Assembly	35	Miss Ethel Abramson	Miss Heindel	Miss Dorothy O'Brien
3080	Inspection (Cable Plant)	53	Miss Laura Allen	Misses Agnes Brown, Marie Marousek, and Libby Turner	Miss Pearl Brodd.
3316	Rubber Finishing	12	Miss Mary Grala	Miss Helen Zolnowska	Miss Ellen Gorey.
2312	Repair Department	40	Miss Mae Holdridge	Miss Elsie Scholl	Miss Rose Hendlik.
2304	Factory Cabling	44	Miss Antonia Arlt	Miss Rose Novak	Miss Alberts.
1800	General Merchandise	23	Miss Mamie Powers		Miss Rose Safer.
2327	Coil Finishing	49	Miss Lillian Benisch	Misses Mencl and Vrzak	Miss Thompson.
2070	Inspection (T. A. Shops)	73	Miss Anna Burns, Miss May Quinn	Miss Mamie Fern	Miss Linden.
2322	Protector Assembly†	52	Miss Sophie Smith	Misses Margaret O'Brien and Anna Schroeder	Miss Emma Cook.
3300	Paper Insulating & Twisting	75	Miss Sophia Wagner	Misses Ann Slattery and Elizabeth McCarrel	Miss Ida Madema.
2326	Coil Winding	107	Miss Alice Nelson	Misses Freidman, Benedick and Jocepk	
4520	Works Exchange Operators	9	Miss Katherine Brett	Miss Milota	Miss Tracy.
2323	Receiver & Transmitter Assembly	48	Miss Katherine Rooney	Misses May Peters and Helen Linsky	Miss Bertha Behn.
2321	Condenser & Loading Coil Assembly	40	Miss Janet Lillyman	Misses Kratzke and Anna Heller	Miss Susie Falk.
1000	Central Works	16	Miss Rose Sullivan	Miss Madge S. Patterson	Miss Ethel McSween.
2020	Shop Stores (T. A. Shops)	49	Miss Winifred Wunderlich	Misses Sponholz, McDougal, Sullivan Morgan and Wake	Miss Ruth Hubbard.
2346	Plug & Call Box Assembly	36	Miss Kathryne Becker	Misses Morkes and Cook	Miss Sands.
2311	Sub-Set Assembly	50	Miss Lizzie Murphy	Misses Beatrice Bregman and Rose Tessmer	Miss Emily Jefcik.
3309	Magnet Wire Insulating	16	Miss Minnie Kruger		Miss Stella Smith.
3305	Switchboard & Cable Insulating	13	Miss Mary Verrick		Miss Bessie Conrad.
3306	Cord Braiding	80	Miss Anna Leitman	Misses Lizzie Pegel, Barbara Stanek, Tillie Ristow, Lillian Heinz and Frances Golden	Miss Gertrude Bubert.
2338	Punch Press	39	Miss Agnes Forlap		

Total number in line.....1,155

*Department with largest representation.

†Winning department.

place among the other trophies on the second floor of the restaurant building. The individual members of the department were presented with silk badges.

The parade idea originated from the "suffragette" parade of some of the C., R. & I. Shop girls at last year's outing. Given the idea, George Du Plain's enthusiasm to promote it and our wide-awake girls to carry it out and what would you expect but success? The fellow hustlers on the parade committee with Mr. DuPlain were: W. M. Beers, L. Bohman, W. A. Holbrook, R. A. Horn, C. S. Merrick, William Merz, William Peloubet, J. E. Reich, S. F. Short, and K. E. Sutherland.

The Parade Marching Order

Advance guard—Works police department.

Honorary marshals—R. A. Horn, William Merz.

Grand Marshal (on horse-back)—Miss Florence Lonergan.

Western Electric Band, led by W. J. McElroy.

Main Body of Parade (shown in table).

The Company voiced its official appreciation of the young ladies' work for the success of the picnic in the following notice from H. F. Albright, General Superintendent of the Hawthorne Works:

The parade of the young ladies of the various departments at the Picnic on Saturday, July 25th, was such a pronounced success that I do not think the occasion should be allowed to pass without the Company expressing its appreciation of the enthusiasm and spirit with which these young ladies handled this affair.

The parade was most creditable and the appearance and marching showed conclusively the large amount of preparation and hard work necessary on the part of the young ladies taking part in it, and I wish them to know that the Company appreciates all that they did, and thanks them for their efforts to make the picnic such a success.

All these outings call for considerable work on the part of some employees, and the good job done by the men who handled the details of the picnic was clearly evident. I wish to thank them on the part of the Company for their contribution to the day's success.

General Superintendent

Other Events

Dinner certainly tasted fine out in the open air after that lake ride. A person needed something to sustain his strength, too, while hurrying around so as not to miss anything in the big afternoon program of amusements.

Here are the prize takers:

Winners in the Contests

Girl's race (16 years or under)—1st, Cora Meyers; 2nd, Augusta Krejnitz; 3d, Helen Leitz.

Boy's race (16 years or under)—1st, Arthur Karch; 2nd, Lester Montgomery; 3d, August Heidenfeldt.

Married women's race—1st, Mrs. Schoenberg; 2nd, Mrs. S. S. Slotke.

Light-weight tug-of-war—1st, department 2300; 2nd, department 4910.

Heavy-weight tug-of-war—Two draws; no decision.

Shoe race—1st, J. Galloway; 2nd, R. Smith; 3d, E. Spurling.

Three-legged race—1st, J. F. Baginski and W. W. Graff; 2nd, A. Schmidt and R. Schmidt; 3d, E. Spurling and G. Spurling.

Foremen's race—1st, H. Dittmar, 2347; 2nd, F. J. Kelly, 2485; 3d, O. Colln, 2321.

Assistant Foremen's race—1st, W. Bannes, 2626; 2nd, W. H. Adamson, 2302; 3d, H. Ortgies.

Men's swimming race—1st, Zitack; 2nd, H. N. Mottern; 3d, E. Spurling.

Women's tub race—1st, Bertha Bartsch; 2nd, B. Rebak; 3d, Mrs. A. J. Framell.

Children's tub race—1st, S. Potyen; 2nd, William Melick; 3d, George Putz.

Men's tub race—1st, O. Schultz; 2nd, G. M. Spurling; 3d, F. E. Woodran.

Mixed couple race—1st, W. W. Graff and Miss E. J. Graff; 2nd, A. J. Sommers and partner; 3d, W. J. McCann and Miss A. R. See.

Men's swimming race (100 yards)—1st, E. Spurling; 2nd, G. N. Spurling; 3d, D. E. Arnold.

Single men's race—1st, J. Galloway; 2nd, A. J. Sommers; 3d, R. Smith.

Married men's race—1st, W. J. McCann; 2nd, R. T. Alloway; 3d, S. B. Brenner.

The Commercial League ball game resulted in a victory for the Western Electric team over the Chicago Telephone Company's team by a score of 5 to 4. A summary of the game follows:

West. Elec. Co.	*AB*	*R*	*H*	*P*	*A*	*E*
Naperstek, c.	4	0	0	6	2	0
Hanks, lf.	4	0	2	1	0	0
Hora, 2b	4	2	2	3	6	0
Froeleich, cf	4	1	1	2	0	0
Pedersen, 1b	4	1	1	10	0	0
Ready, rf	4	0	0	1	0	0
Cross, ss	4	1	1	1	1	0
Schreiner, 3b	4	0	1	3	2	0
Whitehead, p	3	0	1	0	1	0
Young, p	0	0	0	0	0	0
Total	35	5	9	27	12	0

Chicago Tel. Co.	*AB*	*R*	*H*	*P*	*A*	*E*
Driscoll, rf	3	1	0	1	0	0
Nelson, rf	2	0	0	1	0	0
Carney, 2b	2	0	0	0	2	0
Ragan, cf	3	0	0	2	0	1
Almquist, 1b	3	1	0	14	0	0
Johnson, ss	4	1	2	2	4	0
Delaney, c	4	1	2	3	4	1
Meinke, 3b	4	0	1	1	4	0
Shannon, lf	4	0	2	2	0	0
Halas, p	3	0	1	1	2	1
Total	32	4	8	27	16	3

Western Electric Co...	0	0	0	3	0	0	1	1	0	—5
Chicago Tel. Co.....	0	0	0	1	0	0	0	0	3	—4

Stolen bases—Froleich; two-base hits—Hanks, Hora, Froleich, Pedersen, Cross, Johnson and Shannon; double plays—Hora (unassisted), Cross, Hora and Pedersen; struck out—by Whitehead 6, Young 1, Halas 3; bases on balls—off Whitehead 4, Young 1; wild pitch, Halas 2; passed balls—Delaney 2; umpire, Broad.

Let's see—September, October, November, December, January, February, March, April, May, June, July—11 months for the fellow who didn't go to dodge the fool killer before he can redeem himself at the "fifth annual" and again lull to rest the suspicions of that worthy official. But the worst of it is that he can't dodge the accusing countenance of his own better judgment.

As for us—say, when does next year's sale of tickets begin?

HEARD IN THE SHOPS

ACTIVITIES OF THE MANUFACTURING DEPARTMENT AT HAWTHORNE

WHO'S WHO AT HAWTHORNE

Who makes the tiny lights that blink and catch sweet Central's eye? (If we should try just one small wink!—Oh, me! Oh, me! Oh, my!) Who turns out loading-coils, and goo for black enameled wire? (Just telling all he has to do would make the Muse perspire.) Who lives on patriotic food that fears no battle's brunt, but straight away, when it is chewed, hastes gaily to the front? Who votes for beef-steak dinners when the foremen's feed occurs? (Come on, now! All together, men. You've got it.)—Billy Merz.

CROSS TALK IN THE C., R. & I. SHOPS

Miss Devery, of the methods department, was working at top speed to get her work caught up before leaving on a vacation when F. S. Malm strolled up to dictate.

"Memo to Mr. Reich," he began. "When the present stock of onions is exhausted—"

"Now, Mr. Malm," the young lady protested, "please don't fool, I'm terribly busy."

"Never was more serious in my life," replied Malm. "Once more, now: When the present stock of onions is exhausted please use potatoes—"

"Oh, pshaw, Mr. Malm," exclaimed the disgusted stenographer, "I haven't any time for nonsense, even if you have. Well, then, all right. I'll finish it up. But if I don't get my work all out I'm going to tell them why and you'll have to take the blame."

"Now, Miss Devery," said Malm patiently, "you could have had this whole memo taken down and typewritten by this time if you had only gone ahead on it. Now, once more: When the present stock of onions is exhausted please use potatoes to remove the dross from the lead kettles."

"Is that all?" asked the stenographer. "Well, now what's the sense to it?"

"Why, it is sensible enough," declared Malm. "Onions are put into the molten metal used for lead molds to remove the dross. The moisture in the onions forms steam and bubbles out through the metal, stirring it up and causing the dross to rise to the surface. Potatoes will do the same thing without the unpleasant odor that the onions cause. Of course," he added, "you might suggest that if we put in both onions and potatoes we could get more moisture, because the onions would cause the eyes of the potatoes to water, so that—"

But Miss Devery was already busy pounding viciously on the typewriter keys.

With a total of 1,506 employees the Cable Plant bought 1,302 tickets for the 4th annual picnic.

M. & N.

They say our inspection department is slow.
Perhaps it is, sometimes; I'm sure I don't know.
But we've two inspectors who surely can go.
They're Mooney and Nagorsen.

They were speeding along on the boulevard
One Saturday night, and tried very hard
To break every record, until a guard
Pinched Mooney and Nagorsen.

They spent the night in a lonely cell.
The words they used I would hate to tell;
I'm afraid in print it would not look well
For Mooney and Nagorsen.

Schoolboy Drafting Students at Hawthorne. Left—Third Class, Began July, 1913; Right—Fourth Class, Began Feburary, 1914.

Beloved, a lesson is here to learn:
Don't speed up your cars till the pavements burn;
If you do, in the "jug" you must take your turn,
Like Mooney and Nagorsen.
—I. O. A. Dept. 3154.

TELEPHONE APPARATUS SHOPS

R. C. Dodd and D. A. Wallace, the Ford brothers, following their usual custom, chugged gaily off for Hawthorne together one morning recently. All went well until they got to the Great Western Railroad crossing on 48th Avenue. Then suddenly Dodd's car slowed down, gave a drowsy grunt and proceeded to fall asleep right in the middle of the tracks. Dodd, who had been reading the war news, blurted out Sherman's synonym for that popular European pastime and climbed out to crank that engine while Wallace by way of encouragement recited "Forward, the light brigade," but the machine was committed to a "watchful waiting" policy and refused to listen to any war talk. What was worse, it also refused to pay any attention to the warning whistle of an approaching passenger engine. The train drew nearer and nearer, as trains will do when they approach, while Dodd strove frantically to save his balky vehicle from a richly deserved fate. Not that he cared a whoop about the Ford, but he had a half-dozen eggs under the seat. Meanwhile Wallace tied his machine beside the road and hurried back to his companion's assistance. Together they pushed and puffed, but each time they thought they had the thing started it would settle back again into its former comfortable bed. Just when it looked as if those eggs would have to be eaten scrambled a final heave rolled the Ford off of the tracks in time to prevent mussing up the engine. Once safely off the tracks Dodd bethought him to look into the gasoline tank. It was as dry as a stranger in a Prohibition town.

7:30—A Moving Picture—5:15
Continuous, Real. Title: "Digesting New York"

The Chavaurus—Found in the Wilds of Hawthorne

Third Prize Cartoon, News Cartoon Contest
Drawn by George Allen, Dept. 2144-B, Hawthorne

The assembly departments' ball team defeated the switchboard departments' players August 1st by a score of 1 to 0. Batteries—Assembly departments, Bennett and Goski; switchboard departments, Guinan, Waters and Neaurater.

Born

JULY 5th—To Mr. and Mrs. A. F. Turek, department 2311, Hawthorne, a daughter.

August 9th—To Mr. and Mrs. Charles Minic, department 2341, Hawthorne, a son.

July 10th.—To Mr. and Mrs. G. B. Stück (engineering department, New York), a son.

June 19th.—To Mr. and Mrs. R. E. Williams (engineering department, New York), a daughter.

July 21st.—To Mr. and Mrs. R. Green (engineering department, New York), a son.

August 10th.—To Mr. and Mrs. J. Williams (engineering department, New York), a son.

August 14th.—To Mr. and Mrs. C. P. McConnell (engineering department, New York), a son.

August 16th.—To Mr. and Mrs. W. C. Adams (engineering department, New York), a daughter.

To Mr. and Mrs. C. H. Collins, department 1827, Hawthorne, a daughter.

NEWS FROM HEADQUARTERS

Some Items of Interest from the General Departments

EDUCATIONAL DEPARTMENT

Herbert Metz
Correspondent

SOME SNAP SHOTS SNIPPED BY STUDENTS

Some chaps choose commercial, manufacturing and engineering work as a matter of *course*.

The men in McDonald's department could put the quoit throwing game out of business—they make "ringers" so easily.

It would be pretty hard to say just what political party the employees of the Western adhere to, but the picnic disclosed the fact that "Theodore Roosevelt" had quite a following.

Pryor, on inspection trip through the plant—"Does it wear out the wires to have electricity run through them?"

GENERAL MERCHANDISE DEPARTMENT

J. H. Hellweg, Correspondent

The following visitors looked us over during August: Professor Shepardson, professor of Electrical Engineering at the University of Minnesota; Mr. Bachrach, Commercial Superintendent of the Chicago public schools, and a group of twenty Commercial High School teachers, Professor Lear, of Norwich University, and Professor McAdams, of A. & M. College, Texas.

During the month we had the pleasure of listening to a lecture on "Auditing Problems" by Mr. Smith of New York.

ADDITIONAL REASONS WHY SERVICE MEN GO MAD

The following scheduling appeared on a recent order for lead-covered cable from Chicago:

"Material called for on this requisition required at destination not later than as soon as possible."

The Plaint of Cap Merrick Upon His Return From Vacation

"I'm getting old," says Cap, says he.
"I'm just as lazy as can be.
I'd rather sit and rock all day,
Than motor o'er the rutty way.
I've tour'd two weeks and that's enough,
I think this touring's pretty tough,
I'd rather make the city's parks,
Than hike out on these all-day larks."

Boston, Atlanta, Kansas City, *et al.*, take notice: The use of glass jars as visible containers for piece parts is standard practice. General Merchandise Letter C-3936.10 (q. v.) tells all about it.

Let's call it a draw.—Ed.

GENERAL SALES DEPARTMENT

ANOTHER DOUBLE LIFE EXPOSED!

[From the *Bell Telephone News*]

WEDDINGS

Arthur G. Kingman, of the general traffic superintendent's office, was married June 17th at Oak Park, Ill., to Minnie Pauline Schaepe. Mrs. Kingman was formerly in the engineering department. They will be at home to their friends after August 1st at 5039 North Robey Street, Chicago.

W. A. Wolff
Correspondent

Old Doc Estep—it's funny how that man will break into print—wears rubber sport shoes at the office. Some one has been unkind enough to say that Doc's work is so near to play that he has to wear 'em to get the proper inspiration.

The days must be getting shorter. As evidence, we present the following extract from New York Instruction No. 4, Supplement I, dealing with the maintenance and operation of flags:

"Hoist one National flag half mast in forenoon and full mast in *afternoon* on middle pole from *sunrise* to *sunset* (except in stormy weather) on Decoration Day (May 30th)."

Twelfth Annual Jovian Congress

PREPARATIONS for the twelfth annual congress of the Jovian Order have practically been completed. The convention will be held in St. Louis, Mo., from October 14 to 16. The official headquarters will be at the Planters' Hotel, while all business meetings and rejuvenations will take place at a local theatre. Although serious affairs are scheduled to take up the greater part of the time, there will be no lack of entertainment for the visiting Jovians and their wives.

New Jovian Roster

THE new roster of the Jovian Order is just off the press. This book contains 721 pages, contains the constitution and by-laws of the Jovian Order, a list of the past and present grand officers of the order, and an article covering the mythological basis and plan upon which the Jovian Order was founded.

The roster contains 12,282 names and addresses, corrected up to the moment of going to press.

It is being sold to Jovians only for $2.00, orders being handled by the Central Office of the Jovian Order, Syndicate Trust Building, St. Louis.

AMONG THE ENGINEERS

NEWS OF THE DEPARTMENT FROM NEW YORK AND HAWTHORNE

NEW YORK

ENGINEERING ENGLISH

[*From a Sign Recently Erected*]

NONE BUT MEMBERS OF THIS
DEPARTMENT MUST PASS THIS DOOR
IF YOU WANT TO SEE SOME ONE
IN HERE USE A PHO-
NE IN ROOM .... TO CALL THEM
ON NO. ....

R. Raymond is back from his vacation with his face decorated in accordance with the style long since set by the Swiss Angoras. Our first guess was that Raymond had joined the Swiss navy, but then we remembered the time when we asked him just what his job was. He said that he had handed to him everything that nobody else would take.

You can't blame whoever it was that passed the decorations along, but it does seem a shame that Raymond had to be the goat.

Nobody would think for a moment of questioning the pre-eminent position of the Davis Cup matches as an international sporting event. Mind you, we say *an*. However, *the* international event, beside which all others seemed to pale—gosh! how we'd like to be able to do this justice—like a common carbon beside a nitrogen Mazda, like a—all right, we'll get down to business.

You see it was this way. "Roast Beef of Old England" Cahusac was vaunting his prowess as a tennis player. He challenged all the world and Philadelphia. Nobody ventured to accept the challenge until there appeared on the scene "Wooden Nutmeg" Lacey. Immediately the situation became tense, both sides mobilized, officials were selected, and the match was arranged. Lacey practiced nights and hacked change orders days. Cahusac had the No. 1-A semaphore set trembling. Wow! Zip! Bowie!

(At this point please insert a little gloom, which thickens as the plot unfolds.)

Suddenly, terrible news! The match was off! Cahusac disabled and unable to play!! He couldn't get out of his chair. House doctor called. Hurried examination. Ha! Trouble was diagnosed! You know what you keep in your shoes? Well, that's where the patient had it. They were frozen to the floor.

HAWTHORNE

F. M. Craft, who recently quit work and took up "efficiency," has just made a valuable suggestion to C. C. Lucke. Mr. Craft advised him to cover his gear casing with a wig, and pointed out that if this had been done at the beginning of the summer it would have saved $20 worth of fishing tools carried off by a big *muscalonge* when Mr. Lucke dropped them to prevent a foolish mosquito from dulling its drill on the solid ivory. Mr. Lucke is delaying the adoption of the recommendation until cooler weather arrives.

The girls of the engineering department, who were again overlooked when invitations were sent out for the 13th annual department picnic on August 22nd, expected that that fact, combined with the "13," would hoodoo the event and are consequently eagerly waiting for a report. Unfortunately the full account of the doings arrived too late for this issue of the NEWS, but apparently the hoodoo failed to materialize. The next issue will tell all about it.

HAWTHORNE CHESS CLUB PLAYS BELL TELEPHONE MEN

The Hawthorne Chess Club played a social match with the Bell Telephone Chess and Checkers Club on the evening of July 24th. The match was played on the eighth floor of the Bell Telephone building.

The features of the evening were match chess games between two of the star players of each club. The first game ("Sicilian Defense") between L. Shalleross, Hawthorne, and H. Lieberman, Bell Telephone, resulted in a draw. In the second game ("Queen's Gambit") J. M. Stahr, Hawthorne, won from K. B. Allured, Bell Telephone.

The general results were as follows:

Chess

	Won	*Draw*	*Lost*
Hawthorne	26	4	18
Bell Telephone	18	4	26

Checkers

	Won	*Draw*	*Lost*
Hawthorne	40	3	52
Bell Telephone	52	3	40

The Hawthorne Chess Club will have an election of officers about the middle of September. All chess players should begin to practice now and get ready for a good live season of chess next winter.

FOREIGN NOTES

SOME ITEMS OF INTEREST FROM ABROAD

GENERAL

Mr. Swope sailed for America August 15th, on the *St. Louis,* arriving in New York on August 21st. Mr. Wilkins has been heard from at London since the outbreak of the European war, and all of the Americans with our allied factories are reported to be safe and well.

Francis J. G. Reuter, of department 2099, Hawthorne, sailed for Europe on July 30th, on board *La Savoie.* Mr. Reuter is an associate member of the American Society of Mechanical Engineers. At the time of sailing, he expected to return about the middle of November.

W. E. Duerstein, Jr., of the European general manufacturing department, arrived at New York on July 29th for a two months' visit.

LONDON

A. S. B. Fletcher, Correspondent

LONDON SHOP FOREMEN GET-TOGETHER

On Friday, July 17th, at 7 P. M., the foremen and the department heads of the manufacturing department assembled for dinner at Frascati's Restaurant, Oxford Street, W.

After dinner informal discussions were carried on, a large proportion of those present taking part. Our problems were freely discussed, and many suggestions brought out in which all present showed a keen interest and an appreciation of each other's difficulties.

SECOND ANNUAL SPORTS

By H. Barnett, Payroll Department

The second annual sports took place on the club's athletic grounds at Welling on Saturday, July 18, 1914. The weather was fine, the attendance was good and each item was well contested, and nobody could honestly say that there were any run-away victories, the nearest approach being the inter-departmental relay race, which the Engineers won in fine style. Another item which stood out clearly was the fine pulling of the Cable Shop tug-of-war team. After beating the shipping department and drawing office, they met the drum makers in the final. The first pull of this tie was finely contested, being eventually won by the cable shops. They simply walked away with their opponents at the second pull. This was mainly due to the fine coaching of the cable team, who obeyed their coach as one man.

What might have been a bad accident occurred in the two-mile "Devil Take the Hindmost" cycle race; in fact, he nearly took the lot. Each man was going "all out" because the rule of the race is that the last man over the line at each lap retires, and they were bunched together, when suddenly all except two got somehow mixed up. One man extricated himself from the bunch and very pluckily continued the race, winning the third prize. Fortunately no one was seriously hurt.

The cycle costume race was a good item. Our young friend Ellis tried to get into a Hindu turban, but finished by winding it round his neck. Ted Evans, too, looked charming (in parts) in his columbine costume, but half way round the course the skirt became entangled in the wheel of his bike with the result that Ted and his skirt parted and the bike became *hors de combat.* Mrs. A. C. Dodge presented the prizes.

London's Winning Team

Left to Right from Top: E. Brummitt (reserve); A. Lacey; J. Shaw; E. Strasburger (superintendent); C. Adams; A. Bradley; H. B. Osman (trainer); C. Blackburn; A. Loss; A. J. George (coach); P. Francis; G. Seaman.

After the sports those present patronized the Western Electric Jolly Boys' concert, or dancing green, where the Western Electric band played for the dances.

GRIT

THAT'S it!
You're not worth a bit
'Till you prove that you're fit
To be where the REAL men—the mighty ones, sit.

Three years at college
May fill you with knowledge;
Your limbs may be strong,
And your head may be long,
But unless you're a stayer
A thoroughbred player,
You're ALL WRONG.

'Tis the sticker,
The kicker,
The man who's the quicker,
Who conquers in battle;
His brains never rattle:
Like a bull dog with his fangs on,
His quarry, he hangs on,
He knows he can win
And IN TIME he gets in.

W. Piper, Telephone Exchange.

DEPARTMENT MOTTOES

The assembly departments, W. A. Loveday, foreman, have come forward with a proposition to adopt a department motto and button. The design will be a generator on a button about seven-eighths inch diameter, with the motto "Generate a Good Spirit."

Lines Prompted by the Photograph in the July Number of Some Members of the Drafting Department on the Woolwich Ferry Boat

In London's photographic sights
Appear'd a group of the "leading lights"
Of the drawing office, going home—
Standard practice—going home.

Four of the smartest draftsmen living
An exhibition of smiles are giving,
And all of them are looking pleased—
Standard practice—looking pleased.

But as we gaze at the picture that's
Before us, we are struck by the hats;
Four different shapes offend our eyes—
Dear boys, why don't you *standardize?*

—*One of the Girls in 623.*

Belgian Soldiers Leaving the Antwerp Factory

A Bivouac in the Old Shipping Department

Belgian Soldiers in the Antwerp Factory

THE accompanying photographs, showing soldiers from the Belgian army quartered in the Antwerp factory, were sent to the NEWS by Gerald Jacques, of the Antwerp engineering department. The photographs were taken on July 30th, the negative hurriedly developed, and rough prints mailed on the 31st.

Mr. Jacques' letter, which was written before the present European war had been declared, reads in part as follows:

"As a precautionary measure, the Belgian authorities have called out three-thirteenths of their reserves, bringing the number of men now in the army up to 100,000. This has been done because Belgium lies directly between France and Germany, and it looks as though Belgium would become the battle-ground of these two powers; also because Belgium possesses one of the most important ports in Europe, namely, Antwerp.

"Five hundred of the soldiers have been billeted on our factory in Antwerp, also five hundred next door at the tramway depot shed."

Types of Belgian Soldiers, Antwerp Factory

Filling Their Canteens

Western Electric News

PUBLISHED MONTHLY — FOR THE EMPLOYEES

BY THE WESTERN ELECTRIC COMPANY

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W. P. Sidley, *Vice-President and General Counsel*
Gerard Swope, *Vice-President and General Sales Manager*
J. W. Johnston, *Treasurer*
G. C. Pratt, *Secretary*
H. A. Halligan, *Vice-President*
A. L. Salt, *Vice-President and Gen. Purchasing Agt.*
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VOLUME III — SEPTEMBER, 1914 — NUMBER 7

HOW THE "BOSS" HOLDS HIS JOB

NINE out of every ten men are willing to admit that they know more than their superiors. At night they talk it over with their wives, and together they marvel much how "the boss" manages to hold his position. "*You* ought to have his job, Charley," declares the fond little woman, and the next day she goes forth among the neighbors and tells how the factory would have to shut down if it wasn't for her Charley.

Now (let the truth be told) Charley *is* an exceptionally good machinist. Every grumbling milling machine in the place knows him as its master and the haughty verticals eat out of his hands. But when you take Charley out of a machine shop you amputate his personality. He has never taken an interest in anything else. Many men have passed him, graduating from the shop to the higher executive positions—bright, alert fellows, hard loyal workers, who knew every part of the other fellow's job where it overlapped theirs and had a good general knowledge of the rest of it besides. Yes, Charley admits they were good men—but he had a shade on them as a machinist, at that.

The truth of the matter is that Charley is like a watchmaker sitting with his glass to his eye—he sees his own job in exaggerated proportions but everything else is out of focus. The machine shop is his one and only game; he can't play the other fellow's.

Now "the boss" is different. Somehow he succeeds in giving the other man points on how to play his own game. Many a time, after Charley has outlined his method of making some part, "the boss," by questions, suggestions and criticisms, leads him to the discovery of a better method.

What is the explanation? When some one returns the obvious answer that the man in charge has "executive ability" you are perfectly justified in adding "whatever that is." For truly it is an elusive thing to corner and analyze. Why can one man handle a large number of men and make them work together harmoniously and efficiently while another man of equal brain power fails completely?

Perhaps two phrases would go far toward explaining it —"largeness of view" and "knowledge of men." The successful executive picks out the big things and sees to getting them done. He does not lose himself in a maze of details. The microscopic things he leaves to others. His work is to see that they do them promptly and efficiently. The way they do them is their business. He only makes it *his* business so far as that is necessary to determine whether it is the best way.

He knows how to "size men up." By questioning them he determines whether they have given sufficient thought to the problem assigned to them. He discovers in their explanations the slurred-over points about which they appear a little bit doubtful and compels them to expose their own errors and to find a way to remedy them.

His must be a steady hand—one that can hold a score of reins and never pull the wrong one. A cool head, too, is needed—yes, and a keen eye for the road, a quick wit for the gulleys and an abiding faith in his team. A touch of the whip here, a chirp of encouragement there and he makes every ounce of pull count. Woe to the driver who drops the whip on the wrong horse, who eases his lines at the wrong time. A plunging team, an unseen rut, a trace breaking in a tight place and what becomes of the wagon—and the driver?

Yes, perhaps you do know more than your boss—about some things, at least—but could you manage a job like this? There are lots of them begging for men who can.

SINCE the last issue of the NEWS, a great war has enveloped Europe. As the Western Electric Company has such a large international business, and as it is allied with a number of factories in Europe, such an international conflict must of necessity seriously affect our work. Several of our allied factories are closed, and doubtless many of the employees are now loyally serving their countries on the field of battle. Our readers will generally regret this tremendous struggle with its consequent suffering and loss of life, and hope that peace may soon come to the warring nations.

The NEWS is indeed fortunate in being able to present in this issue first hand information directly from the seat of war. Mr. Jacques, of Antwerp, with true newspaper instinct mailed the photographs of the Belgian soldiers without stopping to have the prints finished. The four pictures reproduced on page 25 were received in America as proofs.

Mr. Swope cabled the NEWS on August 15, as he was sailing, that he would have an article ready for the NEWS upon his arrival, and publication was held up in order to include this valued contribution.

The personal letters from Antwerp will likewise be read with great interest by our employees. The NEWS has taken the liberty of quoting from these letters without securing permission from the writers, and takes this means of expressing its appreciation to Mr. Oastler and Mr. Woodward as well as to Mr. Jacques and Mr. Swope.

Employees' Pension, Benefit and Insurance Fund Notes

A LETTER FROM ONE OF OUR VETERANS

San Diego, Cal., July 10, 1914.
Western Electric News.

J. P. Monter

DEAR Sirs:

As I am an old Western veteran, I would be glad to see this in your magazine. I was with the Western Union about four years when the Western Electric bought them out in May, 1872.

For sixteen years I repaired all kinds of telegraph instruments. We then moved to Clinton Street where I worked on cable samples and did various kinds of work under different foremen. Then I worked on small tool work until one morning, in September, 1905, while on my way to work, I was stricken with paralysis and have been crippled since. Five days after that happened, my wife died.

At that time, the Company gave me $100, as they did when I lost a part of one of my fingers. They have since given me a pension, for which I am very thankful.

My special regards to Mr. Johnston and ex-President Barton for all kindness shown to me. Salute all other comrades for me.

I am here in San Diego, enjoying sunshine in my 78th year.

Truly yours,
[*Signed*] J. P. MONTER.

P. S.—I see by the NEWS that Mr. Uhrig wrote about the Indian war in the May number. I was in the Indian war for three years, from 1866 to 1869.

STATEMENT OF BENEFIT PAYMENTS FOR THE FIRST SIX MONTHS OF 1914

	Sickness	*Accident*	*Pensions*	*Death Benefits*	*Total*
January ...	$4,783.00	$2,333.65	$3,040.84	$1,158.56	$11,316.05
February ..	4,628.95	3,177.68	3,042.68	3,229.16	14,078.47
March	7,246.76	2,620.70	3,086.25	2,000.00	14,953.71
April	6,014.37	2,191.80	3,086.25	4,009.25	15,301.67
May	5,666.90	2,013.76	3,086.25	3,660.00	14,426.91
June	6,576.83	3,084.59	3,116.25	00.00	12,777.67
Total ...	$34,916.81	$15,422.16	$18,458.52	$14,056.97	$82,854.48

DEATHS

Death benefits have been paid to the dependents of the following deceased employees:

M. Kranz, d. June 22nd, Hawthorne.
E. W. Huhn, d. June 26th, Hawthorne.
J. F. Smith, d. July 23d, Installation.
Walter Carman, d. April 10th, New York.
Timothy Sullivan, d. May 15th, New York.
Chas. J. Peycke, d. July 16th, Engineering, New York.

LOS ANGELES

We note in the July issue of the NEWS that Denver boasts of having received total payments of only $26.32 from the Benefit Fund. We can go that record one better. Our total amounts to only $17.

Sunbeam Sales Conference

THE "Sunbeam Boosters" held their fifth annual conference at Nela Park, Cleveland, Ohio, July 27th to July 30th, all of the Western Electric houses being represented except Cincinnati.

The conference this year differed from those of other years, being patterned after the Western Electric sales conferences, which have proved so successful. There were seven tents, each covering some special line, such as, Proper Lamp for the Circuit, Engineering, Publicity, Research Laboratory, Ivanhoe Metal Line, Commercial Development and Holophane Line. These are the principal factors in the lamp business to-day, and each salesman was required to spend at least one hour in each tent.

The sessions were arranged for the mornings and evenings, the afternoons being devoted to sports—swimming, tennis, baseball, brevet-pool, or a lounge in one of the numerous hammocks which dotted the grounds. The conference was in charge of H. B. Vanzwoll, and those who attended were: W. V. Dolan, New York; T. J. Rider, Chicago; C. E. Fee, New York; F. W. Koch, New York; T. W. Simpson, Boston; P. W. Miller, Buffalo; S. Greenfield, Philadelphia; J. G. McNeely, Pittsburgh; I. I. Hance, Richmond; W. E. Lotspeich, Atlanta; L. D. Collins, Cleveland; H. C. Olmstead, Chicago; J. A. Baker, St. Louis; C. L. Wells, Kansas City; P. Joslyn, Minneapolis; W. H. Van Skaik, Omaha; E. L. Dee, Salt Lake City; E. C. Andrews, Los Angeles; R. D. Cummings, Dallas; E. W. Woodbury, Denver.

Sunbeam Conferees, July 27-30, 1914

A pleasant surprise to E. W. Rockafellow, Assistant General Sales Manager, was the inauguration of "Rockafellow Week" in the sale of Type "C" Nitrogen lamps. Each booster made a special effort, and the results were wired to Mr. Rockafellow just before leaving for the conference.—*W. V. Dolan.*

F. W. W. After Graduation. (Fig. 23 from "The Crime of the Colleges")

Freddie's Birthplace and Early Training. Background Shows Birthplace; Foreground Shows Training

THE TOASTMASTER

FAIR SEX AND INSECTS:—Houghton, Alleghany County, New York, is a very exclusive place. It only appears on the very largest maps and refuses to allow passenger trains to stop at its horse-block unless they are invited by the display of a special signal. It is the largest place in the world for its size, being 1.6924 times the size of ten cents' worth of radium. Here on the 16th of April, 1881, an historical event occured by the name of Frederick Wilson Willard.

The only feverishly exciting events at Houghton were the Sunday services and the Wednesday evening prayer meetings, with an occasional really big day when there was a funeral, and Freddy, whose young blood thirsted for excitement, early decided to be a pastor bold. With that end in view he attended a theological seminary for a time after completing the work of the district school.

It looked for a while as if Satan would have to go into involuntary bankruptcy, but just when things were at their worst Freddie left theological school and started to high school at Erie, Pa. Erie is *not* named after the railroad because it is so terribly rough, as you surmise. It is a good respectable town, of German parentage.

Technical Superintendent Willard (Note size of his hat and blank, awe-struck faces of his associates)

When he graduated from the high school in 1899 he gave up walking the steep and narrow path and took a job with the Pennsylvania railroad, where he could travel on a pass.

In 1901 Willard left railroading to enter the University of Michigan, where he got his first engineering experience learning to handle the famous Michigan "locomotive" (which is a college yell, Eloise—not a train of thought). His life among the wild rah-rah boys was interrupted by two years work for the Trunk Line Freight Association, so that it was 1906 (central time) when the tired faculty at last handed him his sheep-skin, gave him back his goat and watched him break a hole through the horizon in the direction of Clinton Street.

He was bound for the old Western Electric factory to ask for a job. The Company heard his plea, was taken in completely, and so took him in. They offered him a job as chemist in the old laboratory on the 10th floor and he laid aside all hopes of heaven and accepted.

Well, perhaps there could be a worse lot than that gang of chemists. So far as I know, at least, they were not cannibals. But they were not the kind of boys you would care to have Freddie associate with. They were rough, boisterous fellows, not a bit ladylike. I know that some people say our Freddie was the worst in the lot, but he just had to protect himself. Here's the way they treated the poor lamb:—

One day when he was seated tranquilly on a cold electric hot-plate waiting for the quitting whistle to blow, Ed Frost, who was hired as a chemist but who worked most of his time at the villain business, fell to work with unwonted industry, surreptitiously coating a part of the floor with beeswax. After this task was finished Ed, deciding that a cold hot-plate was entirely too paradoxical,

sneaked up and turned on the "juice." Soon a smell arose which to a cook would have meant that the pork chops needed turning. To Ed it meant trouble, and he prudently took a lead of half way around the laboratory bench. Simultaneously Willard decided that a heavy fall of Frost would help materially in cooling things off and started for Ed hot-foot (and otherwise). Ed made one circuit of the laboratory to get Willard well under way and then dodged around the corner of the bench, where the beeswax was spread. By slowing up carefully and watching his step Frost got over it safely, but Willard had too much momentum. He tried to throw in the reverse, but found that when a man has burned his britches behind him there is no turning back. He hit that curve like Ty Cobb landing on a bush-leaguer's slants. With one of his legs trying to pull him on in the vain pursuit of Frost and the other insisting on an entirely different direction, there was only one thing for Willard to do, so with considerable emphasis he did it—where the blisters were thickest—and let his legs fight it out between themselves. After that he got a transfer to New York in June, 1908. The following January he married and settled down.

The next summer saw Frederick back again at Hawthorne, detailed for special work on the black enamel used to insulate wire. Strange blue fumes are said to have arisen from the "dope house" during this period, mingled with talk hot enough to singe the feathers off of a sailor's parrot. The Prince of Darkness himself is said to have been seen in the place with Willard on no less than three distinct occasions. I very much regret that I can't vouch for this personally, but I do know that either by mixing himself with Satan or by sating himself with mixin', Willard at length hit upon the right dope. The devil departed, they say, with the signed contract in his pocket and Frederick was transferred to the engineering of methods department of the C., R. & I. Shops. In January, 1912, he was made head of this department.

But October 1, 1913, was the proud day! On that date our little Freddie became Frederick Wilson Willard, Technical Superintendent of the Cable, Rubber and Insulating Shops, Hawthorne Works, Western Electric Company. Something sonorous in the way of titles, isn't it? Try it over a couple of times on your 88-note player-piano. But keep the soft pedal on or you'll smash something. Looks good in writing, too. Willard was so fond of it that he always signed his name "F. W. Willard, Technical Sup.," until he had a little trouble at the restaurant. It happened like this:—

He made out his check for Hamburger steak (15 cents) and coffee (5 cents). Total, 20 cents. (Minimum charge in service section, 20 cents. Books balanced; nothing to explain to the wife.) To his surprise the waitress brought him a bowl of soup along with his order and handed back his check with a 25 cent hole torn in it. He called Chopard and remonstrated vigorously.

"Look here, Chopard!" he shouted. "Here I'm charged five cents for some soup I didn't order at all."

Chopard examined the check. After satisfying himself, his manner became a mixture of apology at contradicting a gentleman and firmness in the justice of his cause.

"But, Meestaire Willar'," he protested, "you have order heem an' you mus' pay. Non, non, non, Monsieur! Milles pardonnes, but I *know!* I see him here on zee check. Look, Monsieur, here at ze top eet say: 'F. W. Willar', take nickel soup.'"

Two Late Letters from Antwerp

READERS of the NEWS will probably be interested in reading two letters from Antwerp, one dated about a week before Belgium actually became embroiled in the great European conflict and the other, very likely the last that can be expected from Antwerp for some time, written just as actual hostilities were about to begin.

The first, from J. R. Oastler, buyer at Antwerp, reads in part as follows:

Antwerp, July 31, 1914.

Mr. J. R. Tulloch, Foreign Sales Department, New York Mail.

My dear Tulloch:

As you are probably aware from the newspapers, we have been going through some pretty hot times during the past week, and I have just received word by telephone from the U. S. Consul to say that * * * the German Emperor has officially declared war against Russia.

As a matter of fact, little Belgium has been mobilizing during the past week and the day before yesterday a staff of officers came to the factory with an order from the government demanding lodging room for 500 soldiers.

One unfortunate circumstance is perhaps the undoubted scarcity of food stuffs, * * * the statement having been made by military authority about a month ago that the entire food at the present time in Belgium would not last more than two weeks. * * *

It has just occurred to me as a precautionary measure that you might send me by next steamer one hundred pounds of buckwheat * * * also six dozen quart tins of baked beans of your choice and twelve dozen of Campbell's soups, composed of split pea, tomato, ox tail and mock turtle.

Yours truly,

[*Signed*] J. R. OASTLER.

The other letter is from F. T. Woodward of the Antwerp Patent Department and was forwarded by the London office.

Antwerp, Belgium, August 4, 1914.

Dear Mr. Tanner:

This is probably the last news you will receive from the Patent Department in Europe for a considerable period and there is great doubt as to your getting this.

As we were in general committee meeting on Friday last until six, mobilization declared in Germany at three and in Belgium at seven, panic for hard money all Friday afternoon and Saturday, ultimatum from Germany to Belgium at six Sunday afternoon, refusal by Belgium at seven Monday morning, a state of siege declared in Antwerp Monday afternoon, lifted Monday night and redeclared this (Tuesday) morning, you can see that we have been quite fully occupied.

Friday night I got a telephone message from my family at the seashore that they had no money to buy food with, all credit buying having been called off and cash demanded. Affairs did not seem to be so very bad here so I left Saturday noon to spend Sunday with them, leaving Adams in charge. Grisel had already gone to join the colors and I think Reding had also. Rouillier was called out Monday.

Monday I found I could not get back to Antwerp. Troop trains were occupying the roads. To-day, however, I started at six A. M. and arrived here at one. What was my surprise to find the office closed and everybody gone.

I have got things in the best order I can, although you can understand that practically nothing could be done in our business in so short a time even if the mails were running, which they have not since Friday.

Well, farewell, I have got to raise the money to-night somewhere. It is sure a hardship trying to do anything or to find anybody with the telephone service turned off.

Regards to everybody. Yours very truly,

[*Signed*] F. T. WOODWARD.

Off for the Quoit Contest

The Contestants

ATHLETICS

NEW YORK'S BASEBALL TEAM

FEW people realized, when the transmission laboratory organized a baseball team early this spring, that the outcome would be a New York "Western Electric" team.

With a small following of loyal rooters the team played several games with a fair amount of success. While major league ball playing was perhaps wanting, there was plenty of enthusiasm.

Another team was later formed in the apparatus design division, these two teams then representing the ball players of the building.

The apparatus design division had scheduled a game with the Central Y. M. C. A. of Brooklyn, and, desiring more baseball talent than their team alone could furnish, selected a nine from both of the existing teams, together with employees from other departments.

This game, resulting in a victory, naturally had an influence on the baseball situation.

A self-appointed committee called on C. A. Finley, of the engineering transmission laboratory, and asked him to act as organizer of a ball team to represent the entire building.

Mr. Finley, who is a baseball enthusiast, with B. R. Baird, also of the transmission laboratory, organized a fairly good nine. On the following Saturday this new team won a victory over the Central Y. M. C. A. of Brooklyn. This second victory was encouraging, but it showed that even better material yet could be obtained.

After the team had won several more games it was thought advisable to put baseball on more of a business basis, so a committee, consisting of C. A. Finley, chairman, B. R. Baird, and R. E. Webster, was appointed.

The Company having granted the use of the Company name, uniforms and a complete outfit were immediately purchased and notices were posted calling for candidates.

Recruits are being tried out as fast as possible.

It is hoped that before long the best obtainable material will represent the Company in New York, and that the games played by the team will not only be interesting but will make the Western Electric Company proud of its baseball representatives.

The schedule of games remaining to be played is as follows: Steinway Piano Co.; Riker-Hegeman Company; Denison Tag Co.; American Locomotive Co.; Public Service Corporation of Jersey City; Manhattan Electrical Supply Co.; Erie Railroad Company; Prospect Park Y. M. C. A.; General Electric Company.

THAT QUOIT FEST

Despite all reports, rumors and plain dope, New York is not suffering from a lack of athletic victories. Last month another cup was tucked away in the strong box.

The whole affair was arranged and carried through in the most quiet manner. Even the New York harbor police did not suspect the intention of the party when the trim little launch *Dorothy* dropped her lines at the Battery and headed out Long Island Sound for The-Great-And-Only - First - Time - Intercity - Interstate - Intercompany-Quoit-Contest on the Port Washington, Long Island, greens. Eighteen sturdy athletes contested for the honors.

To be sure New York gets the championship cup, but some consolation goes to poor old Hawthorne, for Bert Filer received a handsome prize—a cut glass bottle of double-distilled, double-extracted, double-corked perfume, handsomely attached to yards and yards of flowing green ribbon.

Herr Al. Pruessman was presented with a second and third helping of the "sea-shore" dinner which followed the contest. Heiny Warnecke was presented with a massive ever-blooming, ever-lasting lemon plant, and Berry received a valuable sterling cigarette case (standard No. 75 finish), loaded with fragrant "Home Runs."

The following were entertained: Out of towners—G. Taylor, N. E. T. & T. Co., Boston; J. Frankenberg, P. T. Co., Providence; J. Danner, B. K. Filer, and A. Pruessman of Hawthorne and elsewhere. In-and-outers—C. A. Berry, A. T. & T. Co., A. Wassmer and A. C. Thomas, N. Y. T. Co., E. V. Adams, *W. C. Adams, W. L. Filer, T. R. George, R. R. Ireland, J. B. Reddig, *W. F. Smith, A. H. Vorum, H. Warnecke and *J. Wolff.

* Committee with a capital C.

Best Star Orders of Interest July 6 to Aug. 11

FIRST GROUP

New York

FOUR 250 kva transformers and 11 10-150 h. p. motors. *C. K. Brackett.*

SECOND GROUP

Philadelphia

One hundred seventy-three thousand feet of 18-92 pair 10-13-16 gauge duplex lead-covered cable. *Office.*

THIRD GROUP

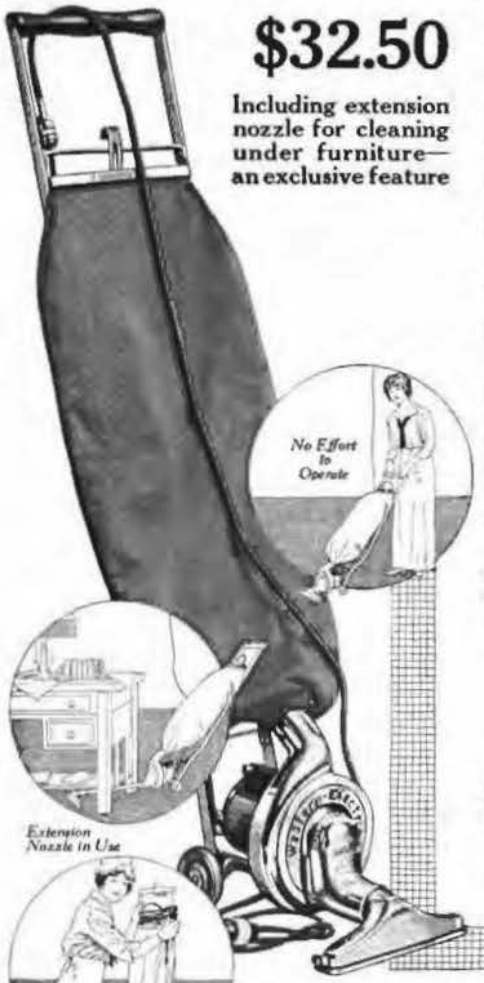
Cleveland

One million feet of No. 18 reinforced portable lamp cord. *R. A. Parkinson.*

Western Electric

Vacuum Cleaner

A New Model at a New Price



$32.50

Including extension nozzle for cleaning under furniture—an exclusive feature

Vacuum Cleaners can be purchased at all prices. But look further than the price tag.

Here is a cleaner with a reputation back of it—more than thirty years of manufacturing experience. When we introduce this new cleaner at the price of $32.50 we claim for it the best value in the vacuum cleaner market.

You never saw one just like it. This is the cleaner *NOT* built like a broom.

It is designed along new lines.

The illustrations in the circles tell some of the story. The handle in a natural position—the double frame supporting the dustbag—both make for easy operation and convenient storage.

The extension nozzle for cleaning under low furniture is part of the regular equipment—likewise a new type of attachment for picking up threads.

This Model 11 is so new and so unusual that you cannot afford to buy a vacuum cleaner without learning first about this one. It can be easily purchased in your city or town.

There is a Western Electric Vacuum Cleaner for every need—both portable and stationary types.

Ask for booklet No. 20-M.
Write to our nearest house below.

WESTERN ELECTRIC COMPANY

Manufacturers of the 8,000,000 "Bell" Telephones

New York	Atlanta	Chicago	St. Louis	Kansas City	Denver	San Francisco
Buffalo	Richmond	Milwaukee	Indianapolis	Oklahoma City	Omaha	Oakland
Philadelphia	Savannah	Pittsburgh	Minneapolis	Dallas	Salt Lake City	Seattle
Boston	Cincinnati	Cleveland	St. Paul	Houston	Los Angeles	Portland
New Orleans						Detroit

EQUIPMENT FOR EVERY ELECTRICAL NEED

This announcement of our New Vacuum Cleaner will appear in several of the October popular magazines

TURN NIGHT TIME INTO DAY TIME

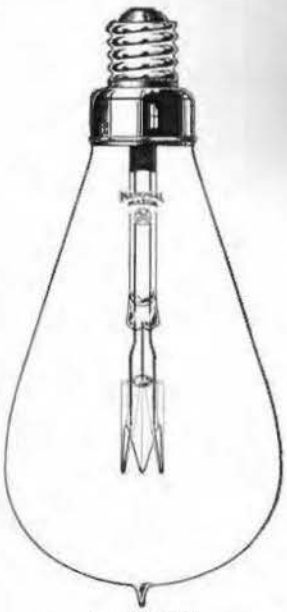
New Street Series Type of SUNBEAM MAZDA

The brilliant white glow of the SUNBEAM MAZDA lamp provides the best substitute for sunlight. For interior or street lighting—for direct or indirect illumination—there are no more effective lighting units than

Western Electric Company

SUNBEAM MAZDA LAMPS

"National Quality"

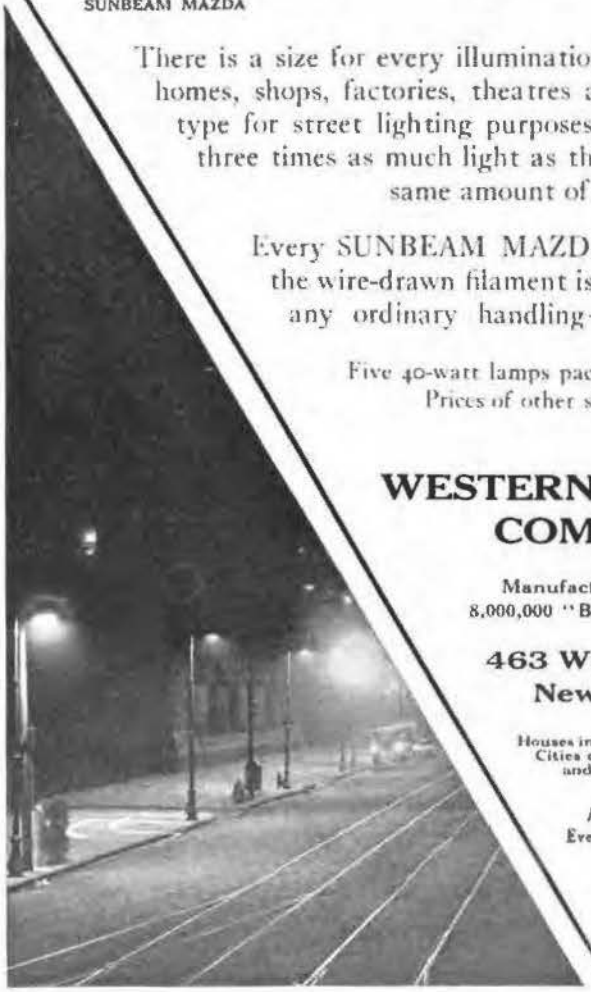


New 750 and 1000-watt SUNBEAM MAZDA

There is a size for every illumination requirement—the multiple type for homes, shops, factories, theatres and other buildings—the new series type for street lighting purposes. The SUNBEAM MAZDA gives three times as much light as the old style carbon lamp—for the same amount of current consumed.

Every SUNBEAM MAZDA lamp is built for service—the wire-drawn filament is strong enough to withstand any ordinary handling—it burns at any angle.

Five 40-watt lamps packed in a carton cost $1.50.
Prices of other sizes on application.



WESTERN ELECTRIC COMPANY

Manufacturers of the
8,000,000 "Bell" Telephones

463 West Street
New York

Houses in All Principal Cities of the U. S. and Canada

Agents Everywhere

THE NEW YORK PUBLIC LIBRARY
ASTOR, LENOX AND TILDEN FOUNDATIONS

Western-Electric News

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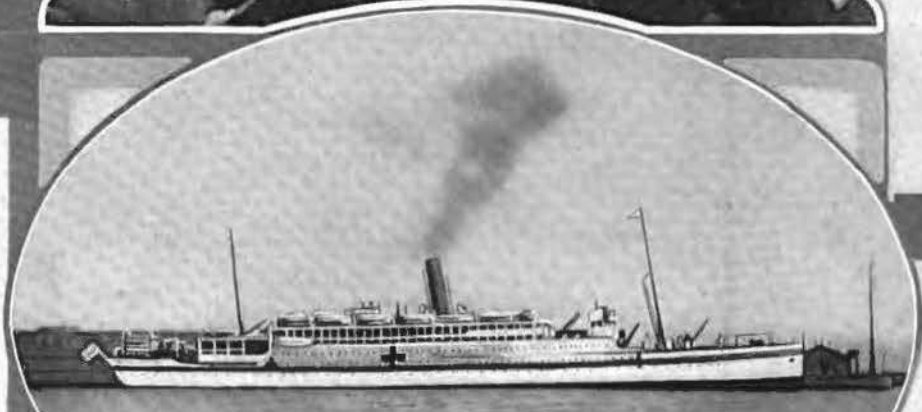
THE "RED CROSS", FORMERLY THE "HAMBURG", LEAVING NEW YORK SEPTEMBER 14, 1914.



Vol. III, No. 8 October, 1914

RED CROSS SHIP IN THE HARBOR, HAVRE

It's so much easier to Inter-phone!

Old ways quickly give place to better methods. Nowadays to strain one's voice by undignified loud calling to the maid is entirely unnecessary. So is the tedious stair-climbing when the maid can't hear.

How much easier and how indicative of a well-ordered household to pick up the Inter-phone and quietly give directions! The maid can hear distinctly and you can hear her replies.

Western Electric Inter-phones

can be quickly and easily installed in any home—old or new. The illustration shows Inter-phones installed in bedroom and kitchen. Such a set costs only $15, and can be purchased at your local electrical store or direct from us. Send us the $15 and we will ship the outfit by parcel post, together with full directions for installing.

If you wish to know more about these great little step-savers, write for our illustrated booklet, "The Way of Convenience," asking for booklet No.

WESTERN ELECTRIC COMPANY

Manufacturers of the 8,000,000 "Bell" Telephones

New York, Buffalo, Philadelphia, Boston, New Orleans — Atlanta, Richmond, Savannah, Cincinnati — Chicago, Milwaukee, Pittsburgh, Cleveland — St. Louis, Indianapolis, Minneapolis, St. Paul — Kansas City, Oklahoma City, Dallas, Houston — Denver, Omaha, Salt Lake City, Los Angeles — San Francisco, Oakland, Seattle, Portland, Detroit

EQUIPMENT FOR EVERY ELECTRICAL NEED

A Home Inter-pnone Advertisement in the October Magazines

Western Electric News
PUBLISHED ONCE A MONTH FOR THE EMPLOYEES
VOLUME III, No. 8 OCTOBER, 1914

An Important Communication to All Western Electric Employees

Western Electric Co.

463 West Street
New York

OFFICE OF THE VICE-PRESIDENT

IN view of the very intimate and close relations of our Company with Companies in Europe and Japan, some of which are on either side of the war, it is especially important that, in writing Company letters to any of these houses, all partisan reference to the war, and personal opinions and preferences in regard to the war, should be omitted. In personal correspondence of individuals of the Company in America with individuals of the companies abroad, wherever expressions of opinion in regard to the war are made, they should not be written on Company stationery or enclosed in Company envelopes, or included in Company mail.

Many of our friends from America are stationed at houses or factories in the countries engaged in the struggle, and you will assist them and assist the Company also by a close observance of the above request.

Grant Schley

Vice-President.

A View of the Eiffel Tower From the Windows of the Paris Factory

Paris Automobiles Seized for Mobilization and Parked for Immediate Use

Paris in War Time

By C. H. Minor, District Manager

AT the present time all the world is watching the great battle of the nations in Europe. The employees of the Western Electric Company have a special interest in this conflict because of the important factories situated in these countries. Members of the American organization probably have had more details regarding the progress of the war to date than we have had in Europe, because in each country there the newspapers are subject to severe censorship. As a rule they are allowed to publish only favorable reports and articles that tend to satisfy the general public. We have had many difficult problems to solve and some trying experiences.

C. H. Minor

Last Week in July

While there were rumors of war through Europe from the time of the assassination of the Crown Prince of Austria-Hungary, yet it was only during the last week of July that the situation assumed a serious aspect. There was intense excitement in each country and every hour we learned of developments communicating that war was inevitable. On July 29th we were ordered to find accommodations for about 500 Belgian soldiers in our factory at Antwerp. The preliminary mobilization of the Belgian forces did not of necessity mean war, but indicated that the Belgians were disposed to resist any violation of their territory.

Signs of Trouble

One of the first inconveniences in time of war is caused by the hoarding of gold and silver coins. Before war was actually declared practically all coins disappeared. You found that your paper bills were of no value unless you were prepared to leave the change or buy an article of approximately the value of your bill. On Friday, July 31st, in taking the train for Paris, I was unable to send a telegram because I could not produce the exact amount of change to pay for the message. When I wished to enter the dining car at Brussels, I found that it had been changed into one of the new style tram cars, which I believe you call "pay-as-you-enter." This express train proved to be the last one between Antwerp and Paris until after the mobilization.

Foreigners

For years every country in Europe has invited tourists, not only to see its museums and castles and beauties of nature, but has learned to look forward to the annual foreign invasion as furnishing one of the chief sources of revenue. Within a day we found our welcome vanished, and all foreigners under suspicion. Every person had to show his colors, and vendors of small American flags did a rushing business. It was not enough to say "I am American." This statement must be supported by a passport or Consular certificate, followed by a police certificate, called *Permis de Sejour* ("Permit to Remain"). To reach the American Consul's office in Paris I waited in line for three hours. To get the papers from the Police Commissioner it took a much longer time. We were given four days in which to obtain the necessary credentials. In some parts of Paris people waited in line for days to obtain their papers. These police papers were satisfactory for identification, but were not always satisfactory if you desired to travel or were in the street after eight o'clock at night.

On the boat returning to America, I heard many Americans complaining of the difficulties they encountered in securing the necessary clearance papers. It seems to me, however, in view of the fact that the French Government was primarily interested at that time in mobilizing its troops, that the treatment of the American travelers was beyond criticism.

Mobilization

The general order for mobilization of the entire French army was posted at four o'clock, August 1st. The excite-

Henry Planchon, Chief Engineer of the Paris Factory, in Uniform

G. W. Jenkins, Apparatus Engineer, Paris Factory

L. Devaux, Equipment Engineer, Paris Factory, in Uniform

ment was intense. Our factory is located within two blocks of the military school and on the same avenue as the *Des Invalides*, so that we saw many of the sad scenes of farewell as the first men reported for service.

When the American army starts for war it is always with bands playing and banners flying. The French had no music. The French people, by tradition gay and happy, living in a city of life, became a sad, solemn-faced people, and the city was plunged in darkness.

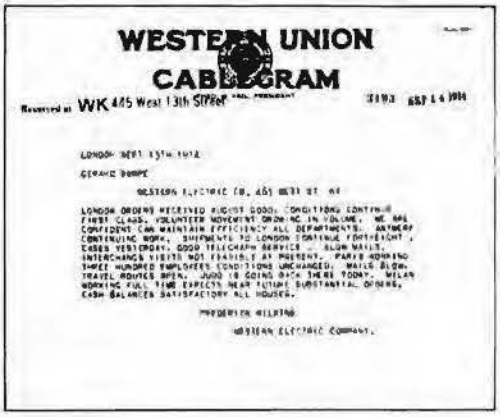
The stores were practically all closed, with *Maison Française* ("French Store") painted on the shutters, and a statement that the owner and his employees had gone to war. Many of the hotels closed at once, as all the male help went to the front. Later on, many of these hotels were converted into hospitals. Transportation was badly demoralized. Railroad stations were crowded with soldiers, where the final farewells between the men and their wives and children were most affecting to see. Subways stopped running for lack of men. But few taxicabs were running, as their drivers had gone to the war and the government had taken possession of most motor vehicles as well as the sources of supply of gasolene. It is interesting to note that in spite of the fact that the demand for carriages and taxicabs was far in excess of the supply, the rates were not increased. One of the transportation companies published a notice in the newspapers to the effect that it was as patriotic a duty to continue to drive a taxicab without charging exorbitant rates, as it was to go to the front as a soldier.

Mr. Minor's Passport from Havre

If the French are noted for hoarding gold, they should equally be called famous for hoarding supplies in a time of danger. On Saturday afternoon, August 1st, all grocery stores were besieged. Realizing the importance of having something to eat, I joined one of these lines and after waiting two hours, obtained entrance. Here all purchases were limited. You could have four pounds of potatoes, two pounds of sugar, one pound of rice, etc. Having secured the maximum quantity at one store I immediately started for another and in this manner obtained a reasonable supply of standard products. Paris, however, has not suffered for food. The military authorities have controlled prices so that there has been no suffering caused by increase in price of foodstuffs. Fresh vegetables were plentiful and cheap. Our principal difficulty was caused by the closing of small shops. France has a lot of small shops, and when the proprietor is called for military service, the business must close. Gradually your grocer, butcher, and finally your baker left you to hunt a new source of supply.

The Paris factory employs normally about 550 men. Practically all of the heads of departments in our organization were called for military service and we were, therefore, forced temporarily, to close the plant. It was indeed a trying experience for me to have to say goodbye to these workmen. Fine fellows they were, whom, in their daily tasks, I had come to respect and honor and here they were in a long line bravely leaving behind them all that was dear and gladly going forth to their country's defense. May the fortunes of war bring them back again. Mr. Domange, commercial manager, departed for Verdun, where he is a lieutenant in the 5th Regiment of the Artillery. Mr. Robert, shop superintendent, is captain of the Territorial Artillery and assistant to the manager of the cartridge factory at Vincennes. Mr. Planchon, chief engineer, is in the 3rd Regiment of the Heavy Artillery at Joinville. Mr. Devaux, equipment engineer, is in the telephone service near Verdun. Mr. Dumesny was able to remain in Paris and is now in charge of the factory.

It was very difficult to secure enough small money to pay our employees. We succeeded, however, in doing this, by paying two or three workmen together, for instance, giving three workmen a bill for one hundred francs with a certain amount in postage stamps to equal



WESTERN UNION

CABLEGRAM

Received at WK 445 West 13th Street

LONDON SEPT 13TH 1914

GEORGE DOPPE

WESTERN ELECTRIC CO. 463 WEST ST NY

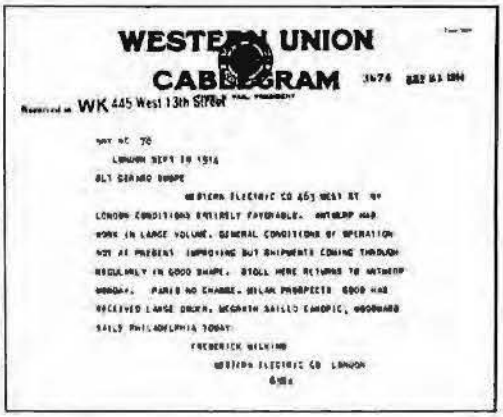
LONDON ORDERS RECEIVED AUGUST GOOD. CONDITIONS CONTINUE FIRST CLASS. VOLUNTEER MOVEMENT ORDINARY IN VOLUME. WE ARE CONFIDENT CAN MAINTAIN EFFICIENCY ALL DEPARTMENTS. ANTWERP CONTINUING WORK. SHIPMENTS TO LONDON CONTINUE FORTNIGHT CASES YESTERDAY. GOOD TELEGRAPH SERVICE. SLOW MAILS. INTERCHANGE VISITS NOT POSSIBLE AT PRESENT. PARIS HOUSE TWELVE HUNDRED EMPLOYEES CONDITIONS UNCHANGED. MAILS SLOW. TRAVEL ROUTES OPEN. JUDD IS GOING BACK THERE TODAY. MILAN WORKING FULL TIME EXPECTS NEAR FUTURE SUBSTANTIAL ORDERS. CASH BALANCES SATISFACTORY ALL HOUSES.

FREDERICK WILKINS

WESTERN ELECTRIC COMPANY.

Mr. Welles

Mr. Wilkins



WESTERN UNION

CABLEGRAM

Received at WK 445 West 13th Street

LONDON SEPT 19 1914

GEORGE DOPPE

WESTERN ELECTRIC CO 463 WEST ST NY

LONDON CONDITIONS ENTIRELY FAVORABLE. ANTWERP HAS WORK IN LARGE VOLUME. GENERAL CONDITIONS OF OPERATION NOT AT PRESENT IMPROVING BUT SHIPMENTS COMING THROUGH REGULARLY IN GOOD SHAPE. STOLL HERE RETURNS TO ANTWERP MONDAY. PARIS NO CHANGE. MILAN PROSPECTS GOOD HAS RECEIVED LARGE ORDER. MEGANTIC SAILED CANOPIC, GOODWARD SAILS PHILADELPHIA TODAY.

FREDERICK WILKINS

WESTERN ELECTRIC CO LONDON

Two Late Cablegrams from Mr. Wilkins

the total wages due them. During the first four days we were in a veritable war camp. All automobiles and trucks were requisitioned and on the big field in front of the military school there were at one time more than one thousand automobiles in line. In front of my apartments there was established a horse market. Later, you could see the horses purchased by the various markets established in Paris, under the trees on the Avenue Breteuil, in front of our factory.

In the Bois de Boulogne, on the famous Longchamps race track, there were quartered 20,000 sheep and 10,000 cattle. The sight was as strange there as it would have been in Central Park in New York, or in Lincoln Park in Chicago.

The main wireless station is located in the Eiffel Tower, which lies within clear view of our Paris office, about 800 yds. distant. This station was carefully guarded by soldiers to prevent interference with the apparatus. At night, when all was quiet, I could hear the wireless signals distinctly and I was told that the messages were sent directly over Germany to Russia, with whom communication was maintained in this manner. I saw many boy scouts during those days in Paris. They were used as messengers and Red Cross workers.

After closing the factory, and upon making a study of the number of people not required for military service, including mostly the old men and the women, we were able to arrange a temporary organization that enabled us to reopen the factory for manufacturing work on August 17th. Supplies of raw material were sufficient to enable us to operate in some departments for two months and in other departments for a longer period. We had on hand orders from the government for standard apparatus and cable, and the temporary organization have been able, to date, to carry on this work satisfactorily. Operating a factory under war conditions presents many difficulties. All telegrams are written only in the French language and must be approved by the Police Commissioner before they may be presented to the post office. Our telephone communications, if not in French, were always disconnected. In each telephone exchange there was a military supervision.

Shortly after work was resumed at the Antwerp factory, a number of the employees met together and reported to Mr. Stoll, the chairman of the Antwerp committee, that they wished to make a contribution of a part of their wages for the benefit of those who would suffer on account of the war. It was proposed by the men that the Company would perhaps be willing to use this contribution in aid of the families of working people who were unable to secure employment, or who had enrolled in the army. The Company is itself looking after the families of its own people who are in want, and as many as possible of the members of the families of those who formerly worked with the Company were themselves given work in the factory. Thereupon they decided to make their donation direct to the Antwerp committee in charge of relief work among the families of the soldiers.

I have already referred to the demoralization of transportation facilities within Paris. On the railroads outside the city, conditions were no better. All the railroads of France suffered from the unusual demand upon their facilities incident to the moving of troops.

Before leaving Paris, Mr. F. R. Welles, our former Vice-President, wrote me from his home in Bourré, about 150 miles southeast of Paris, that he had been arrested and held up as a spy on his way home from Paris a few days before. Mr. Welles' son Robert, who was motor cycling through Italy, was likewise arrested and imprisoned as a spy on his way from the frontier to Bourré.

Other Americans who suffered some inconveniences were Mr. and Mrs. H. S. Brooks of the New York office of the American Telephone & Telegraph Co., and Mr. R. C. Mason, Editor of the *Telephone News* of Philadelphia. Mr. Mason carried with him a small camera and several of the photographs which accompany this article were taken by him in the face of the existing police instructions barring the use of cameras in Paris. Mr. Mason's zeal for pictures almost got him into trouble. As he was taking a photograph of the Eiffel Tower, an officer saw the act and threatened him with arrest if it were repeated.

The problem of leaving Paris was just as difficult as to get your papers authorizing you to remain in Paris. You were first required to obtain from the Police Commissioner a *Permis de Partir*. Then you must have a certificate from your consul. Armed with these credentials you went to the railway station and obtained from a special police commissioner your final authority to leave the city; your

name was then registered for a train leaving on the following day.

Under ordinary conditions the trip from Paris to London occupies seven hours. Since August 1st this trip has taken from twelve to twenty-four hours. There are no dining cars, no sleeping cars. Everybody buys a third-class ticket and pays a supplement for place in second and first-class compartments in case the train happens to be provided with this kind of equipment. The trip from Paris to Le Havre is ordinarily made in three and one-half hours. Since August 1st this trip has taken sixteen hours. We did not see any actual warfare in France, but many signs of war. Our train on its way to Havre passed three trainloads of Belgian refugees.

These poor people, of all classes and ages, were crowded into cattle cars, without provisions, without baggage, being taken by the French authorities to various parts of the country where it is hoped they will obtain food and shelter. We were so affected by these sights that all on our train gave their luncheons to the refugees. We passed also many trainloads of English soldiers on their way to the front. Arriving in Havre, we first showed our credentials, and, after reaching our hotel, were informed that we must obtain a new set of police papers, similar to those obtained in Paris. Before we could embark for America we were required to have a French passport authorizing us to leave the country. An illustration of this passport is shown herewith because it is the first chance I have had to show it to anyone since I got it. After spending ten hours going from place to place to obtain this passport, we were able to embark without having anyone ask us for it.

Havre is one of the principal points in which the English have landed troops in France. It is also one of the points where hospital ships are kept. It was a pathetic sight to watch a transport of enthusiastic soldiers arrive in the harbor, and at the same time to see a hospital ship taking back to England those who had been wounded on the battlefield.

During our last day in Havre the Belgian army corps that had been repulsed at Namur arrived after eight days of continuous marching. There were 125 automobiles used for transporting the soldiers who were unable to continue their march. Among these soldiers I found many from Antwerp, and some of those who had been quartered in our Antwerp factory during the last week in July.

Among the handicaps of living in a foreign land in the time of siege is that every movement is subject to military regulations. These regulations prescribe in detail just what can and cannot be done. In all of France the kind of bread was prescribed by the military authorities. The amount of food that each person could purchase was limited by the authorities. We became accustomed to sour bread and learned to get along without milk, and at times without salt or sugar, but with these few inconveniences we were still far better off than those in the employ of our company in Europe who were on the battlefield.

On August 17th, previous to my departure, I received from Mr. Richardson, our manager at Milan, the following letter, which had been 11 days in transit, mail usually requiring one day:

> "As you will doubtless have read from the papers, Italy has so far expressed the intention of remaining neutral throughout the present war. Two classes have been called out, and I expect that others will be called in the near future, and that eventually Italy will be entirely mobilized.
>
> "So far, however, our factory is running, and we shall of course continue until either our electrical energy is discontinued, or our workmen are called out for the army.
>
> "Conditions are of course abnormal, as we are unable to obtain any money from the banks. We hope to get enough for payroll purposes, but it will certainly be impossible to get money for other uses. I should be glad to know something as to the situation in our other factories."

News of the progress of the war was extremely meager in Paris. A Paris newspaper consisted of but a single sheet, and that was published under Government supervision. I learned more of actual war conditions on the day of my arrival in New York, than I had previously had during the weeks that had intervened since hostilities began.

St. Louis Busy Preparing for Jovians

SAINT LOUIS JOVIANS have been hard at it for the past three months, preparing to entertain their Order at its Twelfth Annual, to be held in that city October 14-16, and are re-doubling their efforts now that that time is drawing near. Something like twenty committees are in charge of the arrangements.

Headquarters will be at the Planter's Hotel, in which the business sessions will be held, and judging from reservations made to date the estimate of an attendance of 1,500 out-of-St. Louis Jovians will be fully equalled.

An innovation in connection with Jovian Annuals will be a reception and ball on the evening preceding the formal opening of the convention, in the Planter's Hotel ball-room.

Although but one candidate for the office of Jupiter has so far come from cover there are many contesting for the same positions on Congress and a lively if good-natured fight is promised on the floor of the convention when voting time comes.

The Commercial Division will have an interesting session or two, interspersed with addresses by Elbert Hubbard; John R. Galloway, President of the National Contractors' Association; Paul M. Lincoln, President of the A. I. E. E.; W. E. Robertson, speaking for the jobbers; A. C. Einstein, Vice-President and General Manager Union Electric Company of St. Louis, representing Central Stations; and some one prominent among the manufacturers.

Prominent Western Electric men who are candidates for Congress are M. A. Oberlander, Assistant Supply Sales Manager, and F. B. Uhrig, Western District Manager. Both have a large and enthusiastic following among Jovians both in and out of the Western Electric Company, and their election seems assured.

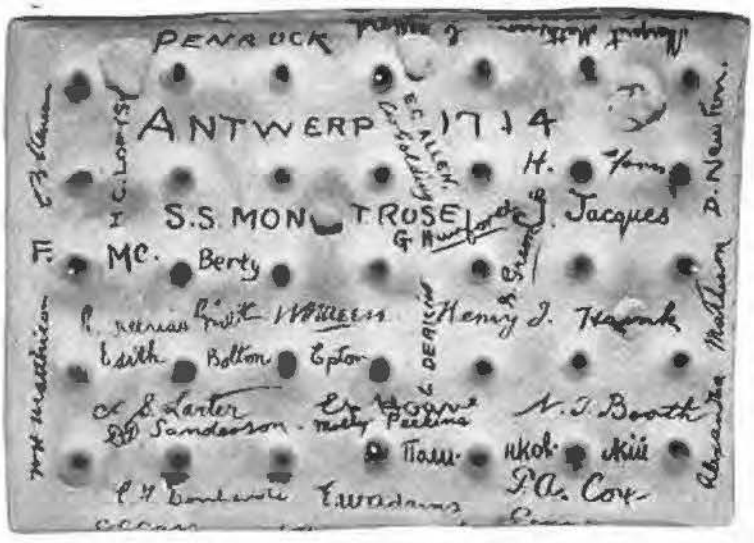
Fig. 1—One of the Improvised Shelters

Fig. 2—A Group of Western Electric Refugees

The Voyage of the "Montrose"

By Gerald Jacques, Engineering Department, Antwerp

ON Monday, August 3d, following the declaration of war by Germany on Russia, Antwerp was proclaimed to be in a state of siege. As there was a possibility of the city's being bombarded, it was thought advisable to get the women and children out of the town, and as the Antwerp factory had been closed down temporarily, we decided to transfer the Central Engineering Department and the Automatic Department to London for the time being. This was found to be more easily said than done, as railway connections were not to be relied upon and the boats were already overcrowded and, moreover, were not sure of running.



An Edible Memento of the Trip

At this juncture Mr. G. Hurford took upon his shoulders the full burden of finding transportation for some 80 Western Electric people, including women and children. After procuring individual passes for each of them from the British consulate, he succeeded in obtaining places for them on board the refugee ship *Montrose*, an old, transatlantic freight steamer, with a number of steerage and a few second-class cabins, which was undergoing repairs at Antwerp.

Captain Kendall, who was captain of the ill-fated *Empress of Ireland*, happened to be in Antwerp at the time, and volunteered to bring his old boat to London and to tow the *Montreal*, another steamer, on the journey. Arrangements were made by the British consulate with the Canadian Pacific Railway Company, to whom the boats belong, to allow the former boat to be used by a number of refugees. Both boats were manned by a volunteer crew; the number of refugees amounted to about 400, including the Western Electric Company's people.

This memorable journey from Antwerp to London began on Tuesday, August 4th, at 11 o'clock, and lasted about fifty hours, the usual run being twelve hours. The voyage down the Scheldt to Flushing was an exciting one, the boat being stopped no less than three times by Belgian gunboats before being allowed to proceed. We reached Flushing about 5 o'clock, and the *Montrose* anchored to await the *Montreal*, which was being brought down the river by tugs.

We made a somewhat longer stay than was intended outside Flushing, as the *Montreal* arrived just too late to catch the tide, and this necessitated waiting until next morning before proceeding. We therefore prepared to spend the night on deck. Such few berths as there were on the boat were divided among the women and children; most of these, however, preferred to spend the night on deck, as the weather was fine. Shelters were improvised in the boats and other places, and with the aid of blankets and straw beds which were on the boat, we passed the night as comfortably as was possible under these circumstances.

Fig. 1 shows a view of one of these shelters, made by hanging a tarpaulin over one side of the boat, the other side, facing the sea, being left open, as the wind was from the other quarter. The photograph shows, from left to right, Mrs. and Mr. Pfannenstiehl, Mr. Booth, Mr. and Mrs. Pennock, Mrs. Booth, Mrs. Adams, and in a recumbent position, Mr. Adams.

On the following day we made the journey across the

Channel without incident, reaching the English coast by nightfall, too late, however, to reach London before the next day. We had to spend another night on board, and as there was a stiff breeze blowing this did not pass so comfortably as the previous one.

At about 9 o'clock on Thursday morning we reached Tilbury, and here the boat was met by Messrs. Pease and Rice (the provision committee from the London house), who came on board with a welcome supply of English money and a generous stock of fresh milk for the children. A motor bus, specially hired for the occasion, took the refugees from Gravesend to the various houses in the Woolwich district that had been made ready for their reception.

Fig. 2 shows some of the members of the party. From left to right may be seen: Mr. Deakin, Mr. Polinkowsky, Mr. Adams, Mr. McBerty, Mr. Hurford, Mr. Matthies, Mr. Pearson, Mr. Cox, Mr. Stein, Mr. Pennock, Mr. Pfannenstiehl, and Mr. Booth.

Now that the trip is over, and all of the Americans and English employed in Antwerp are safely in England, it will be remembered by all of us who were lucky enough to catch the *Montrose*, as a memorable experience. There was much anxiety, and the accommodations were not exactly those of the Hotel Savoy, but all difficulties and inconveniences of the trip were readily overcome by the good cheer and inexhaustible good humor of the party.

It would not be fair to close without a word of appreciation for those Americans who generously volunteered to remain in Antwerp and look after the Company's property. Among them are: Messrs. Wright, Gastler, Stoll, Clayton, and Whipple. They will have a story of adventure to tell which, we hope, will reach the NEWS one of these days.

A photograph was taken of the only ship's biscuit found unconsumed at the end of the journey. It is kept as a souvenir.

Back View of Board After Being Raised on Jacks

The Toll Board on its Trucks, Being Pivoted Around to its New Location

An Unusual Installation Job

Moving a Working Telephone Switchboard

AN unusual piece of work is being performed at Oakland, Cal., by foreman G. C. Fancourt in general foreman F. J. Koch's division, which comprises the moving of two chief operators' desks, two sections of No. 1 recording board, and three sections of No. 5 information desk from the 3d floor to the 1st floor, and the conversion of three sections of No. 5 information desk to a general traffic desk, the raising up of three sections of No. 1 toll board approximately 40 feet, and the raising up and moving of seven sections of No. 1 toll board.

Some remarkably quick work was done considering that all apparatus to be moved is working and no spare equipment was at hand.

The three sections of information desk were moved and completed in 24 hours and the seven sections of toll board, with all equipment, including repeating coils and condensers in the cord circuits, were raised, moved and lowered in five hours, with absolutely no trouble of any kind reported by the telephone company.

The moving and turning of the toll board of 14 positions took place on June 20th. All cables were re-run and connected, through a new cable hole, for 80 toll lines, 200 outgoing trunks, 40 two-number multiple, and 40 recording lines. After all associated cabling and wiring were properly connected, the sections, weighing approximately 4,000 pounds, were lifted by means of jacks about 14 inches above the floor. Wheeled trucks were placed in position and following a series of "tacking" maneuvers, which had been carefully plotted in advance, the seven sections were moved approximately 20 feet, being completely turned around at the same time.—J. J. FOLEY, *Dist. Supt., Installation Dept., San Francisco.*

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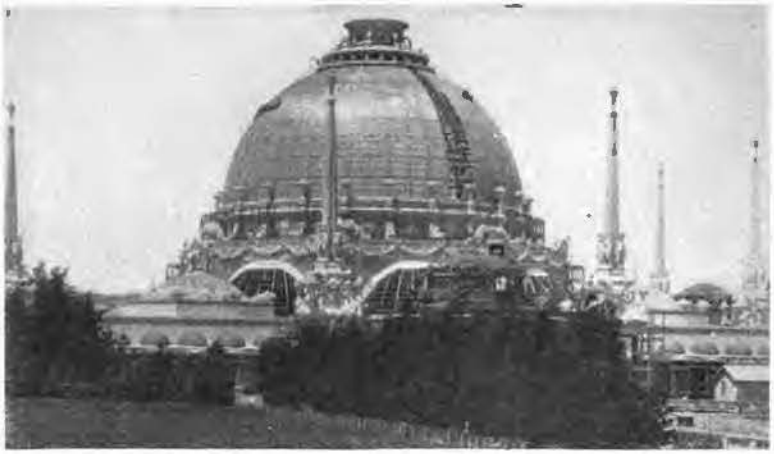
Ground Plan of the Exposition (See Text for Details)

San Francisco's Exposition—A Foreword

By C. L. Huyck, Sales Department, San Francisco

THE weapons of modern publicity have told you that San Francisco plans to celebrate the opening of the Panama Canal by an international exposition in 1915. Probably you have friends who intend to visit San Francisco next year. Perhaps you hope to attend yourself. Electrical people in general are interested in the project because of the very notable role that electricity will play, and we in San Francisco particularly, because our Company will install a worthy and characteristic exhibit.



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The Horticultural Building. Notice the comparative size of the workmen on the dome

Previous world's fairs have commemorated epic events of the past. Thus Chicago, in 1893, honored the 400th anniversary of the landing of Columbus, and St. Louis, in 1904, the centenary of the Louisiana Purchase. The Panama-Pacific International Exposition is noteworthy in that it is dedicated to an achievement of the present—"The 13th Labor of Hercules"—and to the hopes of the future as well, for that sliver of blue water known as the Panama Canal, like a bar of blue steel, is going to influence mightily the world's commercial compass.

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An Answer to the Question: "Will the Fair be Ready?"

The exposition site is extremely well chosen. San Francisco is built upon a peninsula, at whose northern extremity is the famous Golden Gate, a narrow strait connecting San Francisco Bay with the Pacific Ocean. Some three miles inside the Gate, and encompassed by a magnificent marine and mountain panorama, have been reared the huge exhibit palaces. Cityward is a curving line of hills, upon whose steep slopes and crest are massed the private homes of the fashionable residence district, thinning gradually toward the north into the wooded slopes of the United States Military Reservation, well known as the Presidio. A more inspiring setting can hardly be imagined, and one whose possibilities the promoters of the exposition have

An Elaborate Portal of the Varied Industries Building

Photographs Copyright, 1914, by the Panama-Pacific International Exhibition

"My Lord the Elephant." Some of the sculptural groups are temporarily housed in Machinery Hall, 800x400 feet, the largest wooden building in the world

realized and utilized. The ground plan is clearly shown by the map on the preceding page. The heart of the exposition proper is a compact group of eight buildings, of almost identical architecture, but differing slightly in size and ornamentation. These are the palaces of Education, Agriculture, Food Products, Liberal Arts, Manufactures, Varied Industries, Mines and Transportation, and they enclose a series of distinctively treated courts. Along the water frontage is a marine esplanade; on the land side are sunken gardens extending from the bubble-like Horticultural Building to Festival Hall. In the center of the gardens and focusing the architectural scheme is the Tower of Jewels, 450 feet high.

At the northern end of the grounds, radiating out from the 1,100-foot arc of the Fine Arts Building, are avenues lined with the state and foreign nation buildings. At the opposite end, back of Machinery Hall, bristles the fantastic skyline of the concession and amusement district, nicknamed "The Zone" (another echo of the reason for the fair), corresponding to Chicago's old Midway Plaisance.

A color scheme has been evolved that harmonizes wonderfully with the color values of environing hills, water and sky. Cream-white is the color of the great palaces, forming an effective background for the standardized hues of green, red, orange and blue in which their domes, cornices and portals are painted. Abundant additional color is given by cascades and pools of water, mural paintings, cypress and palm avenues, and patterned masses of gay flowers. Even though the exposition will open and close in mid-winter months, California's mild climate has made possible the use of horticulture as an important decorative feature. But perhaps of all the decorative agents, electricity will be the most novel and effective, and a tremendous battery of electrical lighting devices will make the year 1915 memorable to those Martians and Moon Dwellers who train their telescopes upon the exposition site. The electrical layout may be technically interesting as well, and we hope to enlarge upon it in a later NEWS.

And now we come to the most surprising fact of all: The Panama-Pacific International Exposition, even at this time, nearly six months prior to its scheduled opening, on February 20th, is practically completed. Most of the great buildings are ready for the installation of exhibits, and there really remains only the work on the interior courts and the finishing touches of painters, sculptors and landscape architects. Surely the accompanying photographs, taken nine months before, are clear and convincing. Last year these palaces and courts were dreams; to-day they are actualities.

The San Francisco house will naturally act as host to those Western Electric folk and their friends who visit the exposition, and extends a cordial invitation to all. You need not fear to address us in any language.

Herbert Metz Wins Cartoon Title Contest

First Prize Awarded to Student in the Educational Department

THE $5 prize offered for the best title to the unnamed cartoon published in the August NEWS has been awarded to Herbert Metz, of the Educational Department at Hawthorne. Mr. Metz's title was: "THE ANCIENT WONDER OF SILENCE AND THE MODERN WONDER OF SPEECH." Mr. Metz is the regular NEWS correspondent from his department.

The contest was one of the most successful ever carried on by the NEWS, the number of replies received breaking all records. A similar contest may be held in the future.

AROUND THE CIRCUIT

GOSSIP GATHERED BY THE DISTRIBUTING HOUSE CORRESPONDENTS

ATLANTA

O. Whitmire
Correspondent

HEART TO HEART TALKS

Salt Lake City certainly has some lamp specialist, and we want to compliment him on his method of getting business, outlined in last month's NEWS. Since this article appeared, "Dutch," our Sunbeam Wonder, has signified his intention of joining three churches. Many thanks to Salt Lake City.

Omaha, we would certainly like to borrow Jimmie Metcalfe long enough to write us "An Appeal" poem to soften P. L. T.'s heart in regard to our rhyme problem.

After reading Hawthorne's picnic story in the September issue, and looking over the pictures made at Michigan City, our head stenographer, Miss Harris, wants to know if there are any men working at Hawthorne.

NOTICED IN THE LAST ISSUE

Chicago has her "bubbler"
A golfer (German, too),
Dallas an expert joker,
Though his jokes are mighty few.
Omaha runs to poems
And pipes of department yells,
While Philly puts chip on shoulder
And hits at the man who sells.
New York should go to night school,
Cleveland should wake from its sleep;
Pittsburgh's story's a good one,
But Salt Lake's too good to keep.
St. Louis is strong on the picnic,
And Boston, and K. C. too;
Hawthorne is strong on photos,
Atlanta on barbecue.
The houses remaining unmentioned
I'm sorry I cannot roast,
But it takes them too long to get here,
They're slow on the Pacific Coast.

—W. P. L.

WHO HAS A BACHELORS' CLUB?

Well, Atlanta has one, and the accompanying photograph will show who the unfortunates are. This band of women haters has been living together for the past two years in a residence which they run themselves, and from all indications they seem to be enjoying life just the same as human beings. Is any other house so unfortunate as to be afflicted in this way?

A. S. P.

NEW YORK

A. H. Howard
Correspondent

From the imposing scores posted on the bulletin board, we are forced to believe that New York at least has a "real" baseball team. We are now ready for you, Boston. Bring on your team—call them "Braves" or what you will.

HERE'S A CHANCE FOR SOME HOUSE

The Western Electric Co.,
New York City.
Dear Sir:—

This an appeal and application for work by an ambitious, neat, intelligent young fellow, who desires a position as helper in shop to advance on own merits and learn the business if there are such possibilities for an anxious, willing, responsible, thrifty, industrious, steady, reliable, punctual, careful worker, who can be depended on as a practical, handy, useful, helpful, quick, profitable, valueable, faithful, earnest, serious and sincere employee in any capacity occupied or placed in. I am a strong, tall, active, energetic, ready, competent, neat appearing, healthy in body and mind, young man,—21 years of age, unmarried American—white, with common school education, of respectable parentage and residing with same. So won't you please let me have an opportunity in your establishment to convincingly show you that you are dealing with a responsible, enterprising, straight, progressive, right kind of person, who I assure you is entirely and certainly deserving of, and entitled to your strict, kind, thorough approval, action, consideration, judgment, and favorable final decision.

Hoping that this case will receive your most expedient, favorable, earnest attention, determination and action for which I will be most eagerly, anxiously, impatiently, sincerely, fervently, hopefully and expectantly praying, waiting and wishing for, and so hoping that I have given all necessary, sufficient, helpful, useful, valuable information to prove to you without a doubt that I ought to be hired, and thanking you most obligingly in advance for your swift action and interest taken in this case of mine, for which I am greatly to be indebted to you, I beg to remain Sir, Yours respectfully,

THOSE WONDERFUL JARS

Oh, jars of glass,
Through whose limpid surface bright
The elusive piece part heaves in sight.
Oh, jars of glass,
From Greenland's icy mountains to India's sunny plain
We've heard too oft the same refrain,
Of jars of glass.
And now a victim prays it may be throttled,
And a recurrent bromide bottled—
In a jar of glass.

H. W. H.

PHILADELPHIA

L. R. Browne
Correspondent

We don't like the editorial footnote in the September issue of the NEWS, seeming to reflect upon Philadelphia's calendar. While desiring to make a wide detour and avoid anything which might be construed as a reflection on any one of our other beloved houses, we rise to state that if Philadelphia has ever (and we can hardly conceive that such could possibly be the case) been considered sleepy, it might be ennui, due to slowness on the part of one of the big houses in answering letters, and on the part of the other in shipping material.—Hey there! Bring back that hammer, we're not through.

Even the sun loves Philadelphia. It's perfectly remarkable how long he smiles on this fair city, and in the fall, about the time our brothers in Chicago are shaking mothballs and camphor dust out of their und—— more intimate apparel, we are sitting out under the trees in Philadelphia with our wife, while the baby crawls around on the grass looking for dandelions. For this reason Philadelphia's outing is held late this year, on September 26th. A number of events are scheduled, none of which are of a stereotyped nature. (No, Hortense, we're not going to have a skating match.)

What's the use of having a round two dozen of the best looking girls in the Company, as documentary evidence will prove, if a photographic record of them does not find an honored place in the columns of our esteemed periodical? For the benefit of the readers we plead that it be reproduced,* unless the editors fear an affection of the "circulation" of their readers.

*All right, we're game for anything. Here you are.—ED.

Oh! Hum! Isn't it about time that a quietus is put upon discussions, arguments, recriminations, controversies, parleys, etc., concerning transparent containers? Doesn't everybody know that they have been used in Philadelphia since Franklin first put a key in a glass bottle? If you don't believe it, see Bancroft's *History of the United States.*

We haven't said a word so far about our baseball team, but we will have considerable to say about it at the close of the season.

CHICAGO

H. L. Grant
Correspondent

THE STENOGRAPHER'S LAMENT

How dear to my heart was that old tenth floor office,
The sky-parlor up at the W. E.!
The lunch room was handy—
Oh, wasn't it dandy?
Say, those were the days we were happy, by gee!

At noon, when the whistle was tunefully tooting,
We strolled to our tables, and never were late.
But now, how we hustle,
And tussle and bustle—
To get in the bread-line, and patiently wait!

The noise and the racket, alas and alack, it
Doth ruin the temper, and addle the brain.
I'll try to be cheerful,
But, oh, I feel tearful—
I wish I was up on the tenth floor again.

L. H.

STUDIES IN PSYCHOLOGY

Rule No. 14: When the washing wachine is delivered on fifteen days' trial and unloaded, be sure the crate is hauled away immediately.

A. H. B.

SPEAKING OF THE CANNERY

We hope the editors will give Chicago credit for keeping out of the o. f. glass jar controversy.

Credit ain't the name for it!—ED.

CLEVELAND

E. W. Shepard, Correspondent

New York recently ordered us to make a shipment of 275 lbs. by parcel post. We were sorry that the request could not be granted. Will some one kindly inform New York of the maximum limit that may be sent via parcel post?

SPEAKING OF SERVICE

On March 5, 1913, we made a $60 draft on one of our customers. This draft was returned to us by the "Rip Van Winkle" bank on August 22, 1914, with the advice "never pays drafts." It is hardly necessary to state that the account had been collected long since.

A SUNBEAM SMILE

———, Ohio, 2-28-1914.

To the Western Electric Co.
Cleveland Ohio

Gentlemen. i have been recieved my order to day through Ame. Express. And i expect the Lamps are alright as I haven't try 'em yet. Yours very trully

T—— A——.

DALLAS

DALLAS' BIG OUTING

As Told By Philip, Office Boy
(Unexpurgated)

O. T. Hazelton
Correspondent

The Dallas Electric Club had a big picnic on August 20th. All the Electric places closed up at twelve o'clock so that everybody and the office boys could go. We had a great picnic all right and our company turned out in full force. Most everyone brought his wife and the children, if he had some. I got a free ticket and went out with Jimmie. (Jimmie is our other office boy. He handles the baskets and I hop the bells.) We got out there the first ones. We didn't have to take any lunch because the committee had a free lunch and it sure tasted good long about seven o'clock. I et most a whole watermelon. Jimmie said he didn't like to eat watermelon because it musses his ears so much. Everybody laughed when he said that. Jimmie is about the funniest boy I know. He could write some good things for the NEWS if he only wanted to.

They played a funny ball game out there too. Mr. Van was captain of one side. One fellow said they was picked teams and another fellow that was baldheaded said no you don't mean picked, you mean plucked and Mr. Van said well we had to have more hair than you got first off before we could even be plucked. Then the baldheaded fellow didn't say any more.

I am sending you some of the pictures our bookkeeper took. In this first one (No. 1) you will see Mr. Van right next to the umpire. He had on a comona and you'd never think he could look so funny. He slid to second base once and I don't think the comona is any use to anyone any more.

The pitcher kept throwing the ball to the second base all the time and Mr. Van got mad and said why don't you pitch to the batter you Arkansaw Kracker and the pitcher said it's more fun seeing you slide back to second base. It was funny all right and everybody laughed because Mr. Van got all het up.

Mr. Drury is right in the middle of the picture with the hood pulled over his head. If you look close you can see him smile. One fellow said don't take any pictures while there is any red hair in sight and then Mr. Drury put on his hood and then they took the picture. Another fellow said that if they was any prize for handsome man in that crowd he couldn't give Mr. Drury nothing but a codfish and that's what made him smile so.

Mr. Murph and Lewie Schmucker are in the picture too. (If Mr. Murph only had of had another letter to his name he'd a been a Irishman like Mr. Kelly.) They played against Mr. Van's team. Mr. Van's team won the game and then the crowd got a rope and tied it around the Umpire's stummick and pulled him up in a tree and made him sorry that he called so many strikes that weren't strikes.

The next picture (No. 2) shows Mr. Miller second from right and Mr. Harper just after taking a header and Mr. Barber (the baldheaded man) all running, but not fast enough to win any prizes.

The next picture (No. 3) shows some of our best-looking girls getting ready for the potato race. They are all right for looks but no good for a potato race.

Another (No. 7) shows the start of the fat men's race. Mr. Willett is way over on the left end. Mr. Van is the third from the right side, all ready to run. He won without half trying.

The man right in the front of the next picture (No. 4) is Mr. Van too. You can't see his face because the back

of his head is in the way. He got as close as he could without stopping the wrassling match.

Next (No. 5) is two of our good-looking girls. They knew I was going to write you about this picnic because Mr. Hazelton told them and let me have the picture and then they went and said they didn't want me to send it to you but I guess if they didn't want me to sent it to you they wouldn't have gave it to me so I am sending it anyway and you better print it.

And last of all (No. 6) is a picture of Mr. Cummings. It was taken at one of the salesmen's conferences. He isn't a salesman though. He's our Sunbeam Lamp Specialis.

And that's all the pictures I could get that were any good. I guess I menshioned the names of most all our folks that took part in the cellebration. I wanted to write some more poetry but they wouldn't let me this time. I'll try to write you some more next month. So I will close.

Philip.

In checking over our recent billing which includes accounts of a couple of Newlyweds of our office force, it appears quite evident that discourses by Mr. Hartigan of the New York sales department on "How to Increase the Convenience of your Home (Electrically)" would be of no avail down here, as we seem already to appreciate electrical household devices.

The billing includes: Western Electric-American Beauty iron; American coffee percolator; American disc stove; Western Electric toaster. Undoubtedly had the fortunates been members of the sales department, the above billing, directed to sample account, would have included a "Double-one" cleaner or a new Western Electric washer.

BOSTON

D. A. Chase, Correspondent

When the same mail brings a query concerning the 1913 inventory and instructions for the 1914 inventory, we cannot but remark that life seems one blamed inventory after another.

THE HEIGHT OF HEROISM

Appearing for the friend with whom you were riding when he was caught in an auto trap. We won't mention which one of the local committee did this.

The only relic mentioned as surviving a recent fire at the Appledore House, Isle of Shoals, was a hard rubber telephone receiver found in the ashes. We conclude it must have been a Western Electric receiver.

Conspicuous by its absence in the September issue, to the fair sex at Boston, was "W. A. W's" customary bit of verse, which has appeared with such regularity under New York "contribs." We half expected that Mr. Wolff's September offering would be a laudation of Boston's "Braves." We know from past experience that Mr. Wolff delights in bestowing praise where praise is due.

Look out girls, for the boomerang! E. M. T.

OMAHA

Slogan—The Customer First

To G. E. W., of Atlanta, who rhymed in the August NEWS:

"We'll look in every issue, for the lines that Jimmy writes, the same one that he scribbles—when he stays up late at nights."

While looking through the August NEWS
With thoughtful mind and quiet muse,
I chanced to spy your kind request
And while we feel 'twas made in jest,
I'll try to show what Jimmy writes
When he stays up so late o' nights.

But first, methinks, I'd best relate
That here in Omaha at eight,
All doors are shut and bars are dark,
And all the lights about the park
Are winking, blinking, twinkling out.
You'd think the town was dead, no doubt.

Now here comes Jimmy down the street,
With happy grin and swinging feet,
And on the corner there he stands
And mitts two guys with hearty hands.
They're customers—or so 'twould seem—
And in the arc light's flickering beam,
One glances at the old town clock—
And, one and all, they have a shock.
'Tis after eight—all hope is dead—
Till Jimmy Metcalfe nods his head
And silently with eager step
They understand that James is hep.

And now you'll see what Jimmy writes
While burning Sunbeam lamps o' nights:
A restful place—a little tip—
A fountain pen—a written slip—
Ah! who could write a greater pome
Than they who blow the bubbly foam,
And who can sing in rhythmic rhyme
Like them, who, writing, pass the time!

* * * * * * *

How does Jimmy's writing please you?
Do you like the lines he writes?
If you'll come up North we'll show you
Where he writes—so late o' nights,
And we'll show you many vouchers
Entertaining "Mr. Wrights,"
And a list of Jimmy's orders,
That he writes while out o' nights.

—J. M. B.

One of Tom Burke's salesmen turned loose one of Atlanta's famous homing pigeons recently from a town in Northern Georgia. In some manner its compass got twisted and it landed at Omaha. The message it carried ran as follows: "Dear House: Two orders to-day—one to get out and the other to stay out."

OUR FILE

I pinned 'em together and lovingly passed
Them tenderly on to the file,
Expecting perhaps that I'd want 'em again
For reference after a while.
But my eyes have grown weary—my hair's turning grey;
Of those papers I can't find a trace.
The customer's dead after waiting in vain—
Oh, our file is a wonderful place.

No matter whatever the papers may be,
Quotation, collection or claim,
You may slip 'em to file and forget where they are,
But, bank on it just the same,—
No matter whatever the reason may be
That you need those same papers a while—
They'll have slowly and silently vanished away—
Oh, 'tis truly a wonderful file.

James Metcalfe.

PICKING UP

They say that the business is all on de blink,
That everything's rotten an' wrong—
But why should I worry an' bother an' think—
My business is coming along.

We hear dat de war slipped de kibosh fer fair
An' that Winchester, Gatling an' Krupp
Have a cinch on the markets—but gee! I don't care;
My business is sure picking up.

I carry me basket an' picks up the mail
An' sometimes I picks up a dime,
I gets me three dollars each week without fail—
My biz it picks up all the time.

There's a moral to this, that I wants you to hear—
If biz seems to you on the bum,
Get a job that's like mine. You'll not have to fear:
You'll find it will soon pick up some.

—*Bertie, General Office Specialist.*

On the evening of August the 14th the girls of the Omaha house gave a farewell party for Mrs. Walter Lycke, formerly Miss Clara Sveska, at the home of Miss Ruth Bell. The evening was spent in games and music, after which a light luncheon was served. Before her marriage Mrs. Lycke was employed by the Western Electric Company for a number of years. She will make her home in St. Paul, Minn. —*E. L. W.*

BRIDGES OR BRAINS

(With apologies to the editorial in the August NEWS*)*

Bridges or Brains!—which is it?
How do *you* do *your* job?
Do you follow the blind
Just a little behind
Or are you ahead of the mob?

Bridges or Brains! which method
Do you build into *your* day?
Do you trail in the bunch—
With the same old hunch—
Or do you start out a new way?

Bridges or Brains! One of 'em
Will cause you to win or lose.
And just how you climb
Will depend all the time
On the one that you choose and use.

Here's one too good to keep. A fair damsel at Hawthorne named Mae, slipped a blank packing slip into a job lot of material for Omaha, and when our good-looking, though married, receiving goods man, Fall, opened the package he found on the slip this inscription:

"I hope this meets the eye of some nice young man."

His acknowledgment looked like this:

My Dearest Mae:
If you were Fall and I were Spring,
Methinks to you my love I'd sing.
I'm sure I'd love you best of all
If I were Spring and you were Fall.
But listen, dear, your name is Mae,
And you are Spring, I'm glad to say;
So I can only sigh and sigh—
They call me here "that blank Fall guy."

ST. LOUIS

F. W. Cherry, Correspondent

Manager Cullinan Making His Bogey

T. K. Stevenson, His Star Pupil

KANSAS CITY

W. J. Laufenberg Correspondent

OKLAHOMA CITY'S PICNIC

Not to be outdone by the more populous, though no more popular houses, Oklahoma City, the baby of the bunch, held an annual picnic *May 26th.** They were chaperoned by a crowd from the Pioneer Telephone & Telegraph Co. at Belle Isle Park, Oklahoma City. The Western Electric folk took active part in all the various events. In fact, they were in absolute control, as everything depended on our heavyweight salesman, W. J. Murphy, who acted as official announcer. Bill was selected no doubt because he was considered the best man in Oklahoma to start something.†

* The italics are ours.—ED.

† This "last-minute" item smashes Philadelphia's record to bits. Anybody got a snappy account of the landing of the *Mayflower?*—ED.

MINNEAPOLIS

R. F. Geeseeka, Correspondent

As long as the world moves complaints on service will be received by manufacturers and suppliers. Seldom does the customer write his appreciation of the good service he gets, so when we receive such testimonials as the following the feeling of appreciation is certainly reciprocated:

Western Electric Co.,
Minneapolis, Minn.

Gentlemen:

We received the forty-eight feet of wool cable by express from Chicago to-day and I certainly wish to express my appreciation for the efforts you have put forth to get this to us at this time. When I called at your office a few days ago the best promise I could get was that it would be shipped from the factory to-morrow (the 11th), and as we were held up waiting for it you may be sure we were very agreeably surprised to have it reach us to-day.

Again thanking you, I beg to remain,

Yours truly,

——— TELEPHONE COMPANY.

SAN FRANCISCO

C. L. Huyck, Correspondent

"Coming events cast their shadows before" goes the old saying and we have a real live, walking illustration of this truth here in our midst. "Brownie," of Sunbeam Smile fame, is no longer smiling. If you were to ask: "Why so sad?" Brownie will at once reply: "WECO CLUB SMOKER." Brownie is the chairman of the committee on arrangements. We believe, however, that this

The Weco Club, San Francisco

passing sadness will be converted into a most satisfying grin on the eve of the big fete, and there isn't one of the boys that will mind the loss of his smile for a few days, when they reap the benefits of Brownie's able talent as an arrangeur. It's going to be the best yet.

Milligan has been caught practicing on the sly in a Powell Street bowling alley. He is not going to take any chances of losing the bowling tournament which he, as chairman of the committee on bowling, is arranging. We can't explain his anxiety to win unless it is due to the fact that he is the only one, so far, that knows what the prizes are going to be.

During the lunch hour Tandberg can be seen practicing bridge with three dummies, and we believe his activities in this respect are due to the fact that he heads the card committee. This body has announced a progressive tournament to which the respective members' wives are invited. The prizes will be many and beautiful.

Since the WECO Club was last heard from we have moved into nicer and more commodious quarters on Golden Gate Avenue, where one always can find a few of the boys at night. The player piano is nearly always in use. Some of the more talented play with their hands, while the greater number prefer to use their feet. A cordial invitation to all visiting Western Electric people is hereby extended, and the clubrooms are at their disposal. Besides the piano, we have a pool table with a nice coin collecting attachment into which the losers are requested to drop a nickel. There are card tables, chess, checkers, and last but not least, a sideboard. E. N. T.

RICHMOND

G. T. Marchmont
Correspondent

Here's an application that ought to soften any heart. Richmond got it recently:

"Western Electric Company,
Richmond, Va.

Dear Sirs:

I write this to kindly ask you if you can please give me some employment. I have 6 or 7 years experience in Telephone work. Can place phone up, wire houses, & etc. this is my greatest & hearts desire is to learn all about this noble work. I am a young man of splendid habits, kind to one & all. I am 19 years old, & strong, wear long pants. Am full of ambition & do not mind hard work. I want to get in where I can learn to be strictly first class, as this one line is my hearts calling. I stand A 1. in character & habits, I will appreciate an early reply & a position, as to salary I will leave with you. I will have to board & clothe myself.

With kindest regards & best wishes for success.

I am Very Truly,

E. B. S———."

PITTSBURGH

W. A. Wayman, Correspondent

Our typists are very much on the job. One of them discovered that an order didn't specify whether shipment should be made by express or freight, and insisted on having the information. The order read: "Services of a man to connect switchboard."

Pat Jones comes across with this one:—An old farmer blew into the office of one of our Northern agents and complained that the telephone he had with him wouldn't work. The agent connected his generator to ringer binding posts, turned the crank, and the set exploded. This was a little out of the ordinary and the agent asked Pat if they all acted that way. Investigation developed that the farmer had had the set apart, changed the wiring and, having spilled the granulated carbon out of transmitter button, refilled it with blasting powder.

Pat has a good reputation for veracity.*

* Not with us.—ED.

HEARD IN THE SHOPS

ACTIVITIES OF THE MANUFACTURING DEPARTMENT AT HAWTHORNE

Who used to travel yon and hence, to hither and return, to save the Western fire expense? (We haven't plants to burn.) Who muzzled all our kind machines to still his anxious fears that some poor boob might lose his jeens through sitting on the gears? Who pays us pensions when we're old and wages when we're ill? (There's nothing like good solid gold to dull a doctor's bill.) Who hires the help and helps the hired and feeds us at his inn the things our hearts have most desired?—Yep, Hitchcock's right. You win.

TELEPHONE APPARATUS SHOPS

FUTURIST ODE TO TELEPHONE

Wires slender,
Long, thin.
Talk, laugh.
Wonderful.
Click, click,
Buzz. Number?
Blink, blink.
Drop nickel.
Blank, blank,
Linespizzy.
"Coises! Coises!"

—Carl Halter, Department 2151.

C., R. & I. SHOPS

Here is a photograph of Miss Anna Johnson and her troupe of cable plant water nymphs on their vacation at

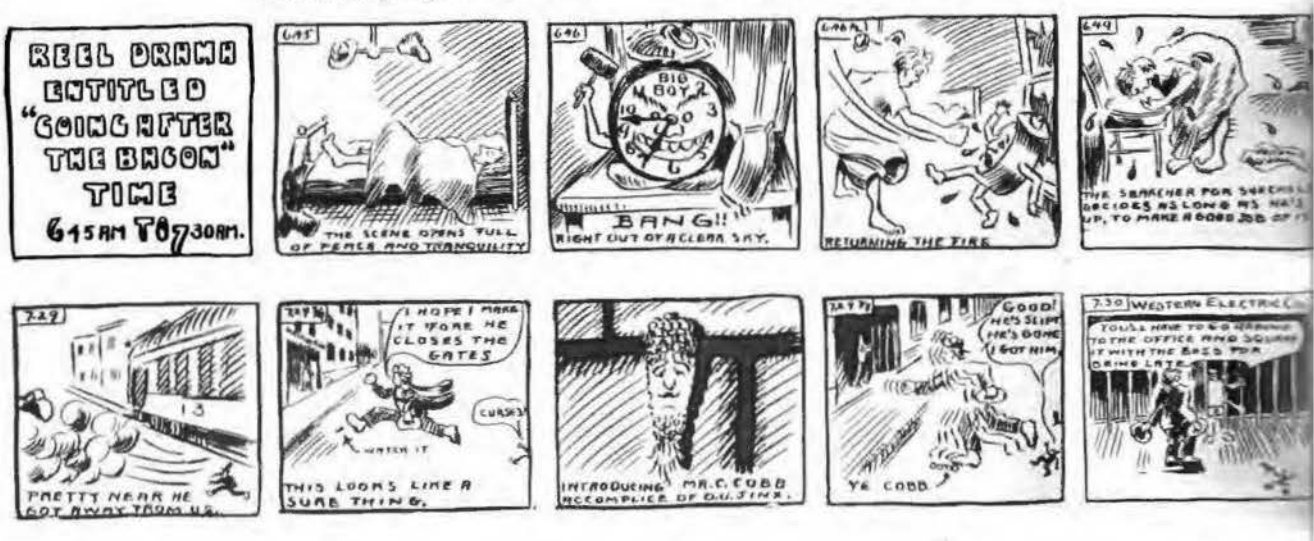
Saugatuck, Mich. The picture offers a good illustration of the town's principal occupation.

Noontime at Hawthorne
First Hawthornite: "Do you take your meals at the Blackstone?"
Second Ditto: "No. I eat at the Curbstone."

TO A CASTAWAY

(Lines Inspired by a Picture of a Lady Found on a Crumpled Page From a Stenographer's Note-book in a Waste Basket at Hawthorne.)

What envious jade, with malice hot



At sight of charms her pen had wrought,
Made waste of thee?
Who, jealous of her brain's own child,
Could see her offspring thus defiled?
Oh, wretched she!

Crushed, crumpled, doomed by envy's spite,
From out the crematory's blight,
I snatched thee safe.
My arm for thee will ever strike—
Or crush thee much more to thy like,
My pretty waif.

I wonder where thy dwelling sits?—
And what's thy 'phone?—doth dad give fits
To men who call?—
And could you love a Western lad
When we have treated you so bad,
My baby doll?

Wouldst thou, I wonder, like my style,
And turn on me thy dazzling smile
To light my life;
And wouldst thou—Quickly! Out of sight!
One glimpse of you and it's "good-night."
Here comes my wife.

—*N. A. A., Hawthorne.*

Married

SEPTEMBER 12th.—Miss Lena Meyers, of department 3300, Hawthorne, to Chas. Wilkle, of Chicago.

September 5th.—Joseph Chichoki, of department 2177, Hawthorne, to Miss May Loss, of department 2311, Hawthorne.

September 1st.—Miss Helen Stankiewicz, of department 3300, Hawthorne, to Steven Olejnik, of Toledo, O.

September 1st.—E. V. Reigle, department 2092, Hawthorne, to Miss Rae Van Dyke.

August 19th.—R. J. McCabe, supply maintenance department, Dallas, to Miss Mary Inez White, formerly of the clerical department, Dallas.

August 17th.—Miss Mary Starzyc, of department 3300, Hawthorne, to Valentine Bien, of Chicago.

July 2d.—R. H. Kelly, stores department, Minneapolis, to Miss Letha P. Atkins.

Born

SEPTEMBER 6th.—To Mr. and Mrs. H. S. Davis (sales department, Minneapolis), a daughter.

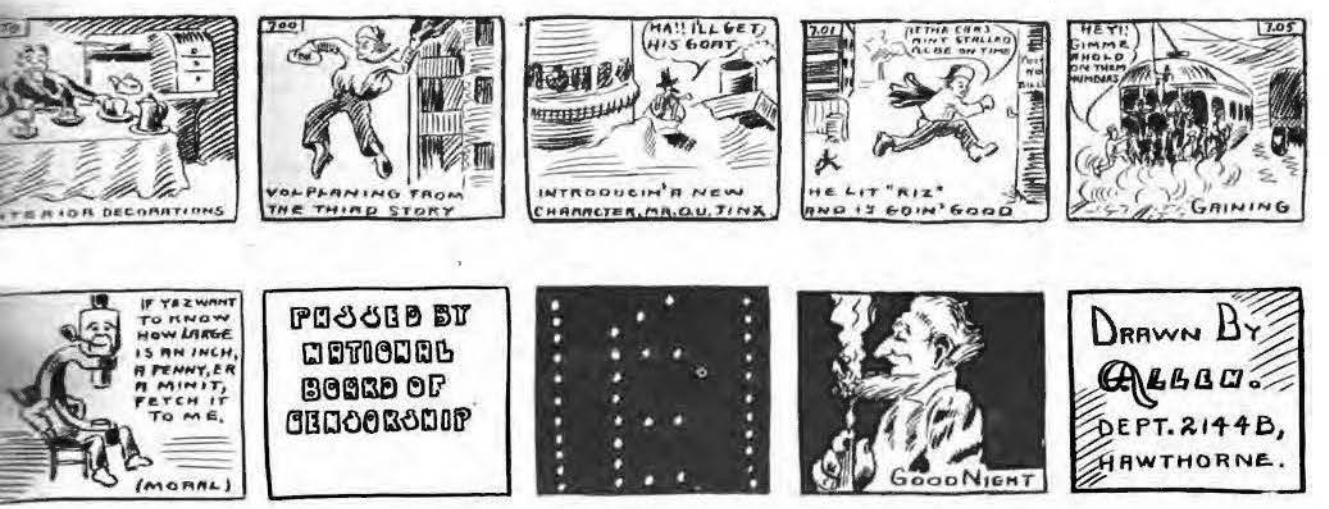
September 1st.—To Mr. and Mrs. H. B. Eshelman (department 2014-B, Hawthorne), a son.

September 1st.—To Mr. and Mrs. J. S. Baldwin (sales department, Dallas), a son.

August 23rd.—To Mr. and Mrs. J. T. Griffin (department 2098, Hawthorne), a son.

July 31st.—To Mr. and Mrs. J. G. Cureton (department 2152, Hawthorne), a daughter.

July 27th.—To Mr. and Mrs. R. J. McCullagh (department 3024, Hawthorne), a son.



NEWS FROM HEADQUARTERS

Some Items of Interest from the General Departments

GENERAL SALES DEPARTMENT

W. A. Wolff
Correspondent

VACATION THOUGHTS

The breeze stirs thru the trees atop
the hill
And cools the ardor of the sun's
hot rays;
Below the glimmer of the mountain
rill
Through wooded land and fertile
pastures plays.

The herds of kine, faint spots of
brown and white,
In fragrant, honeyed fields of
clover graze;
And over all, the fleecy clouds in flight
Cast shadows in an ever-changing maze.

But what is this, illumined by a ray
Cast on the highway by the sun's bright sheen?
A glowing, dazzling disk of bluish gray—
A discord in the restful wayside scene.

Another careful glance serves to disclose
A cable reel—the omnipresent kind.
Ye gods! E'en 'mid vacation's calm repose
Must that darn thing disturb one's peace of mind?

W. A. W.

M. A. Curran, our credit manager, is trying to persuade his friends to give him credit for being a real fisherman, by handing around a photograph of himself taken at the Catalinas in California. The picture shows him with a large collection of fish strung on a rack, but—there is a picture extant of O. D. Street, taken some years ago, at the same place, showing the same fish. Not that we doubt any fisherman's photographs, but did you ever have your picture taken in an aeroplane in a Coney Island studio?

UNKIND CUTS

I do not pine for human gore,
I am no wanton fiend.
I long for peace; I dread all war,
I would see no man beaned.

But that sales committee's dollar lunch
Makes me with fury reek.
I fain would land an awful punch
On old Bill Schnedler's beak.

OLD DOC ESTEP.

ACCOUNTING DEPARTMENT

The auditing division has under consideration a parody on the "Third Floor Back" (with apologies to Sir Johnston Forbes-Robertson), entitled "The Third Floor Front—or the Seventeenth Move." Permanent quarters will be assigned later. Meanwhile the Auditors are to be found at the same ¶ old stand.

¶ Subject to change without notice.

EDUCATIONAL DEPARTMENT

Herbert Metz
Correspondent

STUDENT STUNTS—NO. 1

A student was given a job in the T. A. Shops putting new cords in transmitters. This necessitated his removing and replacing the transmitter bell. The gang boss showed him how to operate the jig and mounting block in removing the screws. The boss, being left handed, naturally used his left hand to operate the jig. He left the student to his work and returned after a while to see how he was getting along. To his surprise he found him still struggling with the first transmitter. Perceiving the boss watching him, our hero looked up and innocently asked:

"Say, is it necessary to use your left hand to take these screws out? I'm right handed and I'm having all sorts of trouble using my left hand to work this jig."

Right arm held high above his head, thumb pointing toward the bench, Old Daddy Time, the greatest "Ump" of all, has cried, "Yer out" and the Inter-department League has risen amid the dust-laden air around the home plate, has brushed the dirt of another season from his uniform and has slouched to the bench. The bats, the balls, and the uniforms have been all laid away in trunks redolent with camphor and the last "wait-till-next-year" has been said. And yet we can not resist this one last "post mortem." (Post mortem is right.) Mr. Student, how did you support your team? Sure, you paid in your little two or four bits, as the case may be, but what else did you do? How many games were you out to? How many times did you yell yourself hoarse for a ninth inning rally? By the way, do you honestly know where we stood? That's right, hang your head—although electrocution would be more modern. Let's have some spirit, fellows. If we're going to have a team, why, let's support it. If you can't play, when the season rolls around once again, come out anyhow, and cheer the fellows along.

STUDENT SNAP SHOTS

Consider the time clock—it swears not, neither does it offend—yet Jeffries in all his glory was not punched like one of these.

It takes a student to acclimate himself quickly to the phraseology of the plant. For instance, when a student changes boarding houses he says, "I think I'll switchboard."

Mr. Dietz (*in lecture*)—"The best way to study is to keep your mind in the right state."

R. A. Smith (*in back row*)—"Impossible. She lives in Indiana."

A. Kenner, of Purdue, has been transferred to the equipment drafting department at Hawthorne. C. H.

Alvord, of Norwich, has been transferred to the engineering inspection department at New York. J. H. Den Herder, of Michigan, has been transferred to the accounting division at Hawthorne.

E. C. Higgins recently gave us an interesting illustrated lecture on the "Early Days of the Telephone." He has returned from an extended trip through the East, where he visited our chief suppliers. He is chuck full of enough information to keep us supplied with lectures during the entire winter.

A STUDENT'S BIRD'S-EYE VIEW OF HAWTHORNE

I am the new student, collectively speaking. I am from Wisconsin, Pennsylvania, New York, Texas and points West. I have come to the Western with the express purpose of making good the best way in the least possible time. I have found the Western Electric Company a bigger, broader and better company than I had any conception of, and I had some conception. I am surprised at the vast army of employees, their orderliness, their contentment, and their evident prosperity. I am surprised at the cleanliness of the plant manifest in every department; at the extremes the company has gone to to provide every comfort for its employees; at the hospital, the restaurant, the tennis courts and facilities for every physical need. I am surprised that a holiday should be declared for a picnic, well planned, well organized, and universally enjoyed; that a library is as much a part of the plant as the power house. I am surprised that as a green student I am accorded such a hearty welcome in every department I come in contact with, that I am made to feel at home so easily and quickly. And above all, I am delighted and proud that I am a part, a growing part, of this vast and wonderful organization, The Western Electric Company.

Once more the door of Father Deitz's domicile has been opened and the following have slipped out:

From the engineering course: G. K. Pierce, of the University of Iowa, to Equipment Engineering at Hawthorne; G. E. Bailey, of Norwich, to Equipment Engineering at Hawthorne, and F. Hutchinson, of Massachusetts Tech., to Research Engineering at New York.

From the manufacturing course: A. D. Smith, of Illinois, to Draughting Department, Hawthorne; C. A. Reed, of Vermont, to the Installation Layout Division at Hawthorne, and A. B. Richardson, of Colorado A. & M., to the T. A. Jobbing Department.

From the commercial course: H. N. Wood, of Purdue, to Sales, Chicago; W. E. Saylor, of Tennessee, to Sales, Kansas City.

GENERAL MERCHANDISE DEPARTMENT

J. H. Hellweg, Correspondent

HOW DID THE STENOGRAPHOTYPIST EVER SPELL IT?

Richmond says: "This is a dictophonographical error, and the letter was signed in my absence."

Since Old Doc Estep has gone to New York maybe we can slip in the fact that some recent visitors at Hawthorne were: E. A. Zanteson, stores department, New York; E. J. Watry, San Francisco; James K. P. Thomas, Indianapolis.

OH, YES.—NOW WE SEE IT!

Several times we have been accused by certain western houses of mistakes in counting returned goods. As we knew our count was correct we failed to understand why until we received a recent shipment from Denver. *It was packed in champagne boxes.* That sort of preparation for counting returned goods is as bad as the scheme used by the enterprising census taker, who gave out green apples free in his home town to double up the population. No wonder we can't see things Denver's way. We don't use the same kind of glasses.

Some recent visitors at Hawthorne: S. L. Monaghan, Assistant Manager, Government Telephones, Sydney, New South Wales. G. H. Morgan, Manager Telephones, Victoria, Australia. W. R. Morris, Secretary Post and Telegraph Department, New Zealand. V. Gonzales and J. G. Airies from Rio de Janeiro. Ryotaro Mitsuda, Electrical Engineer to the Imperial Department of Communication, Electro Technical Laboratory, Tokyo, Japan. Daigoro Yasukawa, Tobato, Japan. D. L. Loewe, Representative, Arnhold & Karberg & Company, Shanghai, China. A. K. Zimmermon, Melbourne, Australia.

A New Western Electric Vacuum Cleaner

AN extensive advertising campaign in the popular magazines and trade papers is now being conducted by the Company on the new bag-on-the-handle vacuum cleaner. It is interesting to note, in the construction of this new cleaner, the decided departure from the old "broom-handle type" of vacuum cleaners now in use.

Just as the first primitive steam trains were built to resemble the old stage coaches, and the first automobile was constructed along the lines of the horse carriages of the times; likewise, the first experimental models of the vacuum cleaner were patterned on the general appearance of the broom, and notwithstanding the many improvements made, which have greatly increased their utility, most vacuum cleaners to-day are still equipped with the old broom-type handle. Our new cleaner, which is known as the "Double-one," has a new type of frame construction with permits the use of a horizontal handle, the most natural and convenient grip for pushing a cleaner.

This new type of handle also enables the cleaner to be hung on an ordinary clothes hook in the closet when not in use. A third feature is an ingenious arrangement incorporated in the cleaning tool for picking up loose threads, lint, etc. This is one of the most important improvements ever made to a cleaning tool.

It is expected that this cleaner will prove one of the most popular of the household electrical specialties now being marketed under the Company's name. The cleaner retails at $32.50.

FOREIGN NOTES

SOME ITEMS OF INTEREST FROM ABROAD

GENERAL

C. H. Minor, district manager, and Mrs. Minor, arrived in New York from Paris on September 11th.

E. M. Clarke of the auditor's department, London, arrived in New York on August 31st.

A. E. Reinke recently had an exciting experience in Antwerp. He was visited one morning by two gendarmes who politely requested him to accompany them to the police headquarters. Reinke protested against the arrest and asked what was the charge against him.

"You are suspected of having an infernal machine in your room," was the answer.

"Whaddye mean infernal machine!" demanded Reinke in his most fluent Flemish.

"Well," said one of the officers, the neighbors say they can hear it puffing every morning, about half-past seven."

This *was* a puzzler; but after a long argument and much cogitation as to what on earth the neighbors could have heard, a great light broke upon him. The suspicious puffing was nothing but the exhaust from the deep-breathing exercises that Reinke daily performs on arising!

A. T. Turney and W. J. Byrne, of London

Messrs. A. T. Turney, cable sales manager and contract manager, London, and W. J. Byrne, head of the planning department, London, arrived recently in New York. This is the first trip to the United States that either gentleman has made. May their visit be a long one, and a pleasant one! The photograph was taken on the roof of our West Street building.

The friends of Maurice DeK. McGrath, assistant manager at Milan, were saddened to hear of the death of Maurice N. McGrath, his five-year-old son, on August 3d, on the eve of Mr. and Mrs. McGrath's departure for America. They extend their sincerest sympathy to the bereaved parents.

LONDON

A. S. B. Fletcher
Correspondent

THE PLAINT OF THE PLANNER

Though we study every piece part
with a mult-puckered brow,
Though we know quite well how
each job should be done
With a staff of clever gentlemen,
engaged in "knowing how,"
We hear this cry before we're well
begun:
That's how we do it in Hawthorne,
That's how we do it at home.
Take it or leave it, but you must
believe it,
The best from Alaska to Rome.
They do it the same out in Antwerp,
Berlin and Paris as well,
And if the old Devil came up to our level,
We would make him go do it in his own factory.

—*Y. Z.*

THE LAYOUT DEPARTMENT DISTINGUISHES ITSELF

LP 7182

Material estimate:
28 lbs. No. 40 B & S, Hawthorne black enamel copper covered wire.

MOTHER GOOSE REVISED

"Old Mother Hubbard,
She went to the cupboard"—
This nonsense you heard years ago.
But in those days,
They were slow in their ways,
Or conditions would not have been so,
Had she lived in *this* age,
With a 'phone all the rage,
And found that the cupboard was bare,
She would order by 'phone,
And that little dog's bone
In a minute or so would be there.

—*W. Piper, Tel. Ex.*

LONDON NURSERY RHYMES

Old King Cole is a merry old soul,
A merry old soul is he.
When wiring jacks he tickles their backs
And makes them as jolly as he.

Dickery, dickery, dock,
Watches the office clock,
When the whistle blows,
Away he goes,
Dickery, dickery, dock.

Old Mother Hubbard went to his cupboard
To get some enamelled wire,
When he got there, the wire was bare,
So the relay job hung fire.

AMONG THE ENGINEERS

NEWS OF THE DEPARTMENT FROM NEW YORK AND HAWTHORNE

NEW YORK

General Sherman said, "Dictating to a graphophone machine is cruelty, and you cannot refine it." After spending a half hour racking our brains for something to say in a difficult letter we were dictating the other day, we discovered that we hadn't had the needle down on the record.

"WEST POINT OR BUST"

1.

Allen & Carr went out for a spin,
Hitting the high spots, going like sin,
Bing! went a puncture—Bang! went a blow,
Allen said, "**!?!** it!"
Carr said, "go slow!"

2.

Allen struck a bump, and Carr went up in the air;
And when he came down,
HE BARELY MANAGED TO HANG TO THE SEAT, LOST HIS HAT, AND HAD TO GO SO FAR BACK FOR IT HE FORGOT HE EVER HAD ONE.

3.

Historic West Point ne'er saw these two "bo's"
And now, as this narrative draws to a close,
Carr says next time with Haines he will go,
Because it's well known he always rides slow.

—*A. Thomas.*

OUR ENGINEER-RESERVISTS

Fred Lauper *Fred Butzberger*

Messrs. Butzberger and Lauper of the special telegraph studies branch have been called home to Switzerland for military service. They sailed August 26th on *La France*.

Mr. Lauper is 1st lieutenant of the 20th Battery of Swiss Artillery, and Mr. Butzberger is a corporal in the 30th Battalion of Swiss Infantry.

The engineers beat the world in one respect, anyhow. Look at the birth notices in last month's NEWS, and you'll find that the score stood: Engineering Departments at New York, 6*; all other departments, 3.

* Boys 4, girls 2.

The engineers are planning to conduct another series of meetings this season, the committee in charge of arrangements being Messrs. C. L. Howk, C. P. McConnell, S. B. Williams, H. E. Shreeve, and P. Norton.

The first meeting of the season will be held on October 23d, in the new restaurant on the sixth floor. Luncheon will be served before the meeting as usual.

At this meeting W. F. Smith will present a paper on the design, manufacture and laying of submarine telephone and telegraph cables.

French Take 650 Men Off Steamship

Paris, Saturday.—A Brest despatch to the Temps says that 400 Germans and 250 Austrians were found aboard the *Nieuw Amsterdam* of the Holland-American line which was detained by the *Savoie*, of the French line, now an armed vessel in the government service. The prisoners have been taken to Crozon, Finisterre.

The *Nieuw Amsterdam* steamed from New York on August 25th for Boulogne and Rotterdam.

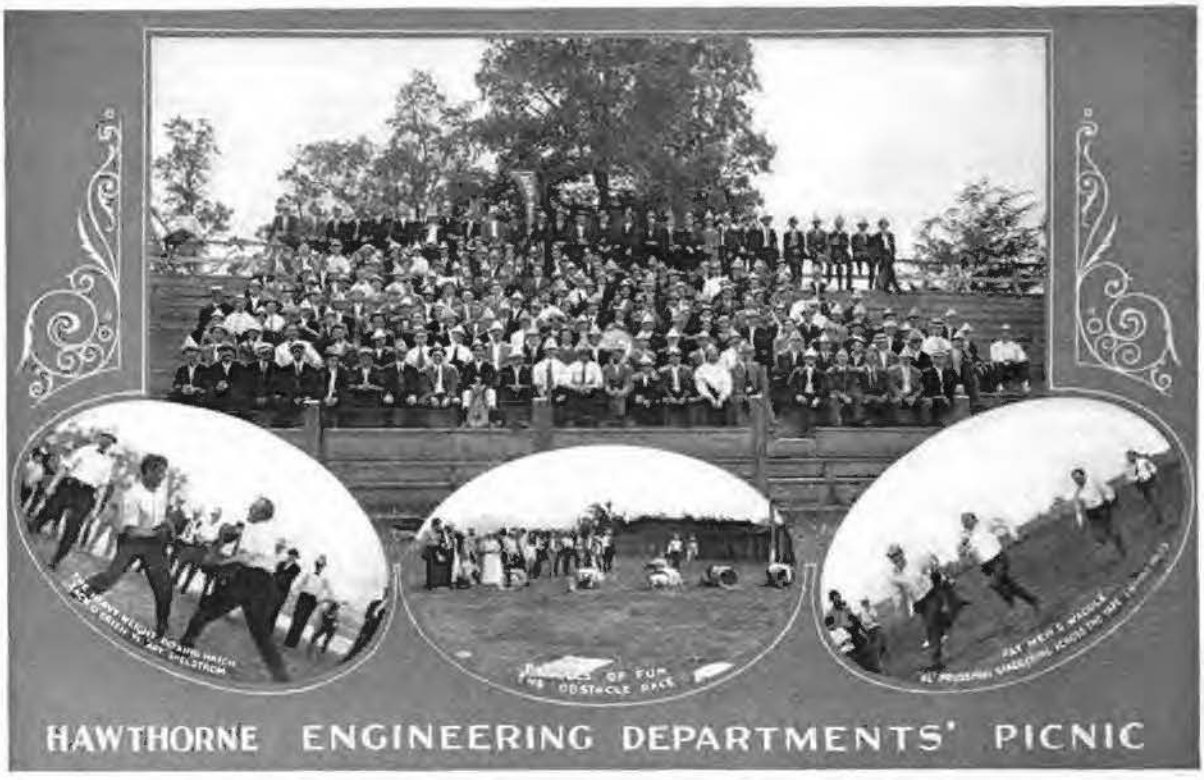
H. P. Boswau

The above notice was read with interest and considerable consternation by the engineers at New York; for among the prisoners taken from the *Nieuw Amsterdam* was H. P. Boswau, of the physical laboratory. Mr. Boswau although only 18 years old, and therefore not on the reserve list of the German army, had started for Europe to fight for his country. A postal just received from Mr. Boswau, dated "Rotterdam, September 8th," seems to indicate that he was allowed to go his way, however.

HAWTHORNE

"WE ARE ADVERTISED BY OUR LOVING FRIENDS"

Hawthorne has a parking space back of the black enameled wire building for the use of its numerous automobile owners. G. Houts, of department 2481, was recently selected by the plant department to try out the new west entrance to this space. He felt very proud of the honor until a visiting fellow townsman offered as his comment on it that "they know anybody could drive in there if Houts could."



Thirteenth Annual Picnic of the Hawthorne Engineering Departments

WE wish to brand as false the rumor that heavy firing, thought to be a naval battle, was heard off the south shore of Chicago on Saturday afternoon, August 22, 1914. The reports heard were merely echoes of the picnic which the telephone engineering departments of Hawthorne were holding at Dellwood Park, near Joliet, Ill.

Special cars left the Works soon after luncheon and carried 230 engineers and draftsmen, bent on merrymaking, to Dellwood Park, 25 miles away. Upon arriving at the park a parade was formed, led by "Mutt and Jeff's Band." The marchers proceeded to the athletic field, where the afternoon was spent in boxing, baseball, tennis, quoits, and other sports.

Several entertaining new games were staged, among which were the monkey race, with everyone scrambling on all fours, and the live frog race where the contestants raced with live frogs in wheelbarrows, and were only allowed to proceed while the frog remained in the barrow.

The Engineers "got" Bill Peloubet, of the Draftsmen, for five runs in the first inning of the ball game, but the Draftsmen put in a couple of new pitchers and finally won out by a score of 8 to 6.

The quoit tournament proved to be a contest between the department heads, with J. Danner, C. M. Smith, H. W. Mowry and F. M. Craft winners in the semi-finals. J. Danner won from F. M. Craft in the finals.

The heavy-weight boxing match between "Art" Shelstrom, the Terror of Englewood, and Jack O'Brien, the Irish Bull-Dog, was replete with thrills. No less interesting was the contest between Joe Zizek, of Lawndale (department 2471), and Gene Coulon, the Logan Square star (department 2097). Gene is a brother of Johnny Coulon, ex-featherweight champion of the world. Both boys were exceedingly clever and kept the crowd on its toes with their sensational work.

Supper, served in the park restaurant at six o'clock, was enlivened with music by the "Mutt and Jeff Orchestra" under the personal direction of "Billy" Stoetzel. Every man at the table received a souvenir, containing verses by A. H. Thomas, of department 2483, illustrated by F. X. Loeffler, of New York, commemorative of the good times enjoyed at the previous engineering outings.

After supper each man was provided with a good cigar. The picnickers then marched over to the theatre, which had been reserved for the occasion, and enjoyed an entertainment of songs, moving pictures, "take-offs," comedy wrestling and boxing.

After the theatre outdoor moving pictures, dancing, the roller coaster, and other pleasures of the park occupied the boys until it was time for the ride home.

Changes in Organization

J. F. WULFF has been appointed engineering chief clerk to succeed John W. Roberts, who has been transferred to the accounting department.

R. J. Courtney, of the sales department at Dallas, has been transferred to the sales department at Minneapolis.

T. J. Savage, head of the clerical department, Dallas, has been transferred to the general auditing department, Hawthorne.

Last-Minute News from Berlin

ON September 22d Vice-President Swope received letters from Mr. Zwietusch and Mr. Pruessman, at Berlin, showing that they are well, that other American friends of ours in Berlin are well; and that conditions of life in Berlin are almost normal.

Through these gentlemen we are also receiving German papers, and the official German "White Paper," giving Germany's side of the war. Official translations have been made of the German "White Paper," and have also been put on sale in the United States.

EDWARD JULIUS HALL, Vice-President of the American Telephone & Telegraph Co. and a director in the Western Electric Company, died on September 18th, at the age of 61. Mr. Hall had been ill for some time.

He was one of the pioneers in the telephone business, having entered it in 1878. Since 1885 he had been identified with the long distance lines of the American Telephone & Telegraph Co. Mr. Hall was elected a director of the Western Electric Company on June 25, 1908. He was also a director of several of the associate telephone companies.

Installation Department Jottings

SAN FRANCISCO

R. E. Headley, Correspondent

On the afternoon of August 8th H. Groscup, keeper of store No. 9, and the writer, took a "hike" to "The Big Lagoon." The Big Lagoon is located on the peninsula just north of San Francisco, almost straight north of the Cliff House, and just outside the Golden Gate. The distance from San Francisco is about 20 miles.

We started from the San Francisco office about 4:30 P. M., each of us carrying a knapsack full of "eats" and a blanket roll. We took the ferry across the bay to Sausalito, where we took the train for Mill Valley (the installation department has just completed the installation of telephone switchboards at Sausalito and Mill Valley). Arriving at Mill Valley we started on a 7 or 8-mile hike over the mountains to the Big Lagoon.

We arrived at our goal about 8 P. M., just at dark, built a driftwood fire, and prepared supper.

After a little revolver practice by the light of the fire, we turned in for the night. Our beds consisted of layers of sand, then 8 ounce duck, then army blanket, army blanket over us, then 8 ounce duck again.

After breakfast the next morning we took some hikes over the cliffs and around the beach. We started home about 3 P. M. and arrived about 6 o'clock.

R. E. Headley in Hiking Outfit

H. Groscup in Hiking Outfit

LOS ANGELES

W. J. Noble, an employee of the installation department at Los Angeles, has been receiving sick benefits since August 27, 1913.

Mr. Noble has taken his trouble out of doors, and because of that fact, together with the good care and freedom from worry made possible by the benefit fund, he is now greatly improved. The following is an extract from one of his recent letters:

To-day I am comparatively healthy and strong, and able to go for a twenty or thirty-mile hike and run over the mountain trails without undue fatigue.

These results could not have been achieved without the financial backing I received from the Company in the form of sickness benefit.

It has certainly proved a boon to me, endowing me as it did with hope and courage so that I was able to make an earnest effort to conquer my physical troubles.

In addition to financial benefits, I was also greatly encouraged by the kindness and consideration shown me by the "Western" boys of my acquaintance.

It is this spirit of good will among Western Electric men that makes for *esprit du corps*, which in turn paves the way for better work and greater achievement by the Company as a whole.

[*Signed*] W. J. NOBLE.

CHICAGO

At the present time we are installing at Main Office, Portland, Oregon, 12 A sections, 7 B sections, 26 toll sections, and 3 sections of school switchboard. The accompanying photograph shows the crew engaged in the work.

Western Electric News

PUBLISHED MONTHLY — FOR THE EMPLOYEES

BY THE WESTERN ELECTRIC COMPANY

H. B. Thayer, *President*
W. P. Sidley, *Vice-President and General Counsel*
Gerard Swope, *Vice-President and General Sales Manager*
J. W. Johnston, *Treasurer*
G. C. Pratt, *Secretary*
H. A. Halligan, *Vice-President*
A. L. Salt, *Vice-President and Gen. Purchasing Agt.*
H. F. Albright, *General Superintendent*
C. E. Scribner, *Chief Engineer*
R. H. Gregory, *Comptroller*

Office of publication and address of President, Secretary, and Treasurer, 463 West Street, New York City.

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Subscription: $1.50 per year, except to employees of the Western Electric Company, to whom copies are furnished free of charge.

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Matter intended for any given issue must reach New York not later than the 12th of the preceding month.

VOLUME III — OCTOBER, 1914 — NUMBER 8

THIS issue of the NEWS might aptly be called a "war number." The universal interest in the present titanic conflict would alone justify the issuing of such a number; but in addition, we of the Western Electric Company have a peculiarly personal interest in the events connected with this war, as there are so many employees of the Western Electric Company and its allied companies located in countries on both sides of the struggle.

The accounts by Mr. Minor and Mr. Jacques of their recent experiences are fascinating personal records that would be of interest to anyone, regardless of his relations to this Company. Mr. Minor reached New York on September 11th. Within four days of his arrival the plans for the present issue of the NEWS had been radically changed, and Mr. Minor was hard at work preparing an account of his adventures.

The cover design of this issue shows two of the ships operated by the International Red Cross Society. The vessel in the upper picture is the *Red Cross* which left New York for Europe on the morning of September 14th. The lower picture, taken by Mr. Minor, shows another of the Red Cross ships, in the harbor of Havre, France.

The war has levied its toll of men even on this side of the water. Three members of the engineering department at New York left for the front last month, and others are preparing to go. As an example of the patriotic spirit of our foreign-born employees, the NEWS offers the following letter, written by a young man on the eve of his departure for his homeland:

"Gentlemen: Aug. 31, 1914.

You were kind enough to give me an opportunity to make good and to put me through a student's course in this Company, for which I shall never cease to be grateful. But now I have to ask you if it would be possible for me to leave the Company for a time and later to rejoin, finish my course and then try to prove my appreciation of your kindness.

This terrible situation in Europe compels me to offer my services to my country. It is with deep regret that I take such a step, as I am not the only one whom it will concern, but I have waited until I can stand the strain no longer.

Yours very truly,

_____."

One cannot help a thrill of admiration for the loyal and unselfish devotion to duty shown by the writer of this letter. It is hardly necessary to say that a hearty welcome awaits him upon his return to us. A man like that has the stuff in him to make good, whether in war or in the more peaceful struggle of business. May he and his fellow employees, both in America and Europe, soon be with us once more.

THE HAWTHORNE MEN'S CLUB EVENING CLASSES

THERE is a story told of a Chinese ranch cook receiving a lesson from a cow puncher in the art of making griddle cakes. The cowboy's pedagogy was primitive but very effective. It consisted in making a batch of cakes while the Chinaman looked on. The pupil was then required to make up a second batch, doing everything in exactly the same way his instructor had. Whenever poor John slipped up in any essential particular the teacher jogged his memory with a wallop from a belt buckle. Unfortunately for John, his instructor during the progress of the lesson bit off a piece of eating tobacco, which he contentedly chewed until the cakes were fried. The cook learned faithfully. His cakes were delicious. The ranchman noticed, however, that he never waited to hear them praised but retired precipitously as soon as he had placed them on the table. Finally, the teacher's curiosity became aroused, and one day he followed John out behind the corral, where he found that the poor Chinaman had learned his lesson not wisely but too well—and tobacco always made him sick.

Some of us at times feel sick of our jobs from much the same reason as was responsible for John's trouble. We do things without knowing the why of it. We cannot work intelligently because we are groping about trying to grasp advanced principles without having first learned the fundamentals upon which they are based. Our educations have been neglected or have not been along lines applicable to our work. A few years ago such a condition of affairs meant an almost hopeless handicap to a man with a living to earn. Now-a-days the public schools and technical college night schools give him an opportunity to overcome some of his deficiencies. But the big trouble with public technical courses is that they are entirely too broad for the man with a limited supply of time at his disposal. Of course, you learn lots of things—theoretical things—about Carnot's cycle, and Huygen's theory, and Cavendish's famous experiment of "weighing the world." Now that's all very nice. *But*, what has that to do with this relay refusing to release?

And right here the Educational Committee of the Men's Club steps in. You are acquainted with these gentlemen, aren't you? If not go over and meet them at once. And don't make the mistake of calling them "professors." They are not that. Practical men, they are, every one of them, who have been through the mill and know just what things a man should master to gain greater efficiency in his work with the Western. They don't pretend to fit you for making a living at any job in the world, but they *do* pretend to teach you things that will make you a better man in the job you are holding and put you in the way of getting the one higher up. Read the Hawthorne Men's Club announcement on another page of this issue.

Employees' Pension, Benefit and Insurance Fund Notes

THIRTY-THREE YEARS OF SERVICE

Alfred Lindblad

ALFRED LINDBLAD was placed on the pension roll beginning September 1st after continuous and faithful service with the Company for over thirty-three years.

Mr. Lindblad started with the Company at the old Kinzie Street Plant in 1881. His neighbor at the time, Mr. John Moniter, who is also now on the pension roll, told Mr. Lindblad that the next time he saw an opening at the factory he would let him know and see if he could not get him a position. Mr. Moniter was as good as his word and at the first opportunity introduced Mr. Lindblad to Mr. Gray, by whom he was employed.

During his long period of service, he has been constantly employed in wood-working in one department or another. He and Mr. Gus Gehrke, under the supervision of Mr. James C. Warner, made the first switchboard manufactured in a Western Electric Manufacturing Company Shop. Mr. Lindblad also claims the distinction of having made up the first sample of the old No. 85 box.

Mr. Lindblad leaves the service in fair health and speaks kindly regarding his associations with the Western Electric Company.

DEATH OF JOHN J. McDONALD

John J. McDonald, who for some months had been drawing a pension on account of disability, died August 17, 1914.

JULY BENEFIT PAYMENTS

During the month of July accident benefit payments amounting to $1,205 were made from the benefit fund to 101 employees. The average disability lasted about five days. In none of the total number of accident cases had the disability continued for more than thirteen weeks. This means that all of the employees out on account of accident disability drew full pay while out of service. They also were furnished surgical and medical services without charge.

The number of sickness cases for which benefit payments were made from the fund in July was 62.

The sum of $3,838 was paid to sick employees for a total of 2,326 days' absence, or an average of nearly $12 per week of disability.

ATLANTA

It is with regret that we announce the death of W. J. Brennan, who was one of the oldest employees of the Atlanta office. He was transferred from the Southern Bell Company to our employ when the Atlanta house first opened, and has been with us ever since. His length of service was eleven years.

ANTWERP

A banquet was given on July 4th in honor of Miss Louise Van Dessel, who celebrated her 25th anniversary with the Antwerp house.

Miss Van Dessel is the first lady to complete 25 years' service in the Company's employ at Antwerp and, considering she has always worked in the same department, being in charge of the packing section at present, we venture to think this constitutes a record.

Dinner to Miss Louise Van Dessel, Antwerp, July 4th

Before assembling at the hotel *Gulden Kroon* for dinner, the accompanying group photograph was taken of all her colleagues present. At the close of the menu, some of the committee members made several appropriate speeches and presented the principal guest with a handsome gold watch bracelet and also several bouquets. The evening ended with a concert and a dance.

C. Bresseleers, Correspondent.

Best Star Orders of Interest, Aug. 10 to Sept. 5

FIRST GROUP

New York

THREE hundred thousand miniature lamps.

A. M. Case & W. F. Koch.

SECOND GROUP

Philadelphia

One hundred sixty-four thousand, five hundred sixty-eight feet of 20-78 pair duplex lead cable.

Office.

THIRD GROUP

Los Angeles

Eight hundred fifty 40-55 foot cedar poles.

L. A. Hobbs.

Activities of the Hawthorne Men's Club

THE EVENING CLASSES

HERE is an excerpt from the educational committee's letter to the members of the Men's Club. It explains just what they are trying to do and how they propose to do it:

"We are trying to keep before us all the while two things: 1st—That we men when we take the time to attend classes want the best help and instruction we can get. 2nd—That we want fundamental rules and laws that we can use and that will help us in one way or another to get more fun out of our every-day jobs.

"The courses are going to be better planned and carried on than last year—we all learned a lot from our first year's experience. For instance, the work is going to be graded so that a man can more nearly take up the work where it best fits his needs. Take the mathematics course for example: A lot of us have gotten rusty on some of the things we studied a good while ago and need some brushing up. There are a lot of problems coming up that we could work more rapidly if we had more practice. The first grade of the course will start with problems in addition, subtraction, multiplication and on through fractions. The second grade will take up decimal fractions, square root, on to the relations of lines and angles. The third grade will take up more advanced problems.

"The first four courses will be similar to the ones given last year, but entirely revised and changed. Anyone who took the work last year will find it worth while to review it or carry it on a step further in the advanced grades.

"You will notice that three new courses are going to be given—Sketching and Mechanical Drawing; Business English and Mechanical Principles.

"Just a word about the enrollment fee. The one dollar fee which entitles the member to attend either one or two classes per week will be used to help pay the expenses of carrying on the work. Your committee believes that you who are in earnest about getting all you can out of these courses would prefer to have them carried on the best way we know how, even if it is going to cost a little more to do it.

"We will have to limit the enrollment to two courses for any one member. Any of you who tackled the job last year will agree that with all the outside home work, two courses keep a man mighty busy. The enrollment fee is the same whether you take one or two courses.

"The classes are going to be taught by Western Electric men who know their own jobs and have the ability and willingness to help the other fellow. Every man who attended the classes last year knows that one of the finest parts of this plan is the opportunity that the men have to take part in the class work and get straightened out on the points that are bothering them."

The committee is offering courses to Men's Club members in seven different subjects. The names of these courses and a few facts about the head instructors follow:

COURSES AND HEAD INSTRUCTORS OF THE EVENING CLASSES

COURSE I—ELECTRICITY AND MAGNETISM

S. Bracken—Operating Superintendent's Staff, Telephone Apparatus Shops.

Mr. Bracken is an Electrical Engineering graduate of the University of Nebraska. He was Instructor in the Men's Club classes last year.

COURSE II—TELEPHONE PRACTICE

E. C. Higgins—Educational Department.

Mr. Higgins has had a wide telephone experience in the Engineering Sales and Educational Departments. He had charge of this course last year.

COURSE III—PRACTICAL MATHEMATICS

R. W. Rosendale—Apprentice Instructor, Telephone Apparatus Shops.

Mr. Rosendale has had eight years' experience in Shop Work and knows what problems are coming up and how to solve them.

COURSE IV—SHOP PRACTICE

F. C. Peterson—Layout Department, Telephone Apparatus Shops.

Mr. Peterson has been a tool maker, a tool designer, has taught shop work at college and is at present on efficiency investigations. He has had experience in automobile work as well as our own shop practice.

COURSE V—MECHANICAL DRAWING

A. Thomas—Engineering Drafting Department.

Mr. Thomas is an experienced draughtsman and a teacher. He is in charge of draughting apprentices in the Engineering Department.

COURSE VI—BUSINESS ENGLISH

C. S. Carney—Plant Accounting Department, Central Works.

Mr. Carney is a graduate of the University of Michigan. He has been principal of the Kalamazoo, Michigan, Hich School (a school of 600 pupils). He has had a wide preparation and teaching experience in English.

COURSE VII—MECHANICAL PRINCIPLES

F. A. Carlisle—Layout Department, Telephone Apparatus Shops.

Mr. Carlisle's work in tool room, shop and layout departments, together with his experience as apprentice instructor for the I. C. R. R., will be of big help to him in presenting this new course.

That's applied education for you—education applied right to your job.

School starts October 12th. Classes will run from 6 P. M. until 7:30 or 8.

THE SMOKER

Ladies can sing. Ladies can enjoy the movies. Ladies can even—(but don't let dear old Aunt Samantha hear this)—ladies can even smoke. But for all that they don't seem to have the good time we fellows had September 10th, at the combined smoker and moving picture show for Men's Club members. What's the answer? Goodfellowship, of course. You ought to guess that by this time.

There is nothing like one of these goodfellowship gatherings to smoke out a grouch. When the club hands around those fat, fragrant Havanas, and you light up and tilt your chair back, you just have to thaw out, like the rest of the boys. And after your temperature climbs up to normal by the Goodfellowship thermometer there is no grouch ever born that won't turn up its toes and die happy. It just doesn't want to live any longer. So the next time we have one of these get-togethers don't stay at home just because you have a grouch. Bring it along if you must and have it painlessly amputated. That's right, though—you wouldn't want the other boys to see you operated. Better after all leave it home on the piano.

Movies form an ideal entertainment at a smoker. You can talk all you want to without disturbing the performance. Our entertainment committee must be movie fans, for they certainly do pick out good ones. Judging from the popularity of these events, the club made a mighty good investment when they bought that projecting machine.

The smokes were good and the pictures were good and the singing was good, but, pshaw! that isn't the reason the smoker was such a success. We would have a good time smoking cabbage and looking at a last week's newspaper. The answer is found on page 2 of the H. M. C. Answer Book and is the same as above—goodfellowship. No use trying; you can't get away from it. Come out with the boys next time.

Bird'seye View of Baseball Game, Chicago Telephone–Western Electric Meet, August 22, 1914

Western Electric-Chicago Telephone Athletic Meet

THE Western Electric Athletic Association held its fourth annual dual track and field meet with the Chicago Telephone Company at Western Electric Athletic Field, on Saturday, August 22d.

It was nip and tuck between the two teams all through the meet. The deciding point was not scored until the last event of the day, when the Telephone team breezed over the line, winning the half mile relay race in the fine time of 1 minute 38 seconds.

The final score was: Chicago Telephone Company, 64; Western Electric Company, 63.

RESULTS OF DUAL TRACK AND FIELD MEET

90-Yd. Low Hurdles	1	J. Loomis	C. T.	:10 2/5
	2	F. Loomis	C. T.	
	3	F. Smart	W. E.	
90-Yd. High Hurdles	1	W. B. Ames	W. E.	:12
	2	F. Smart	W. E.	
	3	S. B. Boynton	C. T.	
100-Yd. Dash	1	J. Loomis	C. T.	:09 4/5
	2	J. E. Irish	W. E.	
	3	A. J. Sommer	W. E.	
220-Yd. Dash	1	J. Galloway	W. E.	:25 1/5
	2	E. Brown	C. T.	
	3	D. D. Brown	C. T.	
440-Yd. Dash	1	D. Brown	C. T.	:55 2/5
	2	E. Brown	C. T.	
	3	R. D. Landis	W. E.	

Western Electric Track Team

(Left to right from top): W. H. Adamson; C. Collins; J. E. Irish; J. C. Reich; W. Ames; F. Smart; A. J. Sommer; J. Galloway; H. Bolander; V. V. Vosen; J. Missant; P. Missant.

Track and Field Meet, Chicago Tel. Co. vs. Western Electric Co., August 22, 1914

The star individual point winners were: For Chicago Telephone Company—J. Loomis, 16 points; F. Degenhardt, 10 points, and R. C. Schmedel, 8 points. For the Western Electric Company—J. E. Irish, 13 points; F. Smart, 9 points, and C. Collins, 9 points.

The team totals in the varied events are as follows:

	90-Yd. Low Hurdle	90-Yd. High Hurdle	100-Yd. Dash	220-Yd. Dash	440-Yd. Run	880-Yard Run	1 Mile Run	2 Mile Run	Pole Vault	Standing Broad Jump	12-Lb. Shot Put	Running High Jump	Running Broad Jump	Relay Race	Tug-of-War	Totals
W. E. Co.	1	8	4	5	1	6	4	8	5	8	1	1	6	0	5	63
C. T. Co.	8	1	5	4	8	3	5	1	4	1	8	8	3	5	0	64

880-Yd. Dash	1	F. Smart	W. E.	2:08
	2	R. E. Schmedel	C. T.	
	3	P. Missant	W. E.	
One Mile Run	1	R. E. Schmedel	C. T.	5:05
	2	P. Missant	W. E.	
	3	V. V. Vosen	W. E.	
Two Mile Run	1	J. Missant	W. E.	10:55
	2	H. Bolander	W. E.	
	3	G. Spiegelhauer	C. T.	
Pole Vault	1	C. Collins	W. E.	10 ft. 5
	2	J. T. Chandler	C. T.	
	3	F. Loomis	C. T.	10 ft. 3
Standing Broad Jump	1	J. E. Irish	W. E.	10 ft. 5
	2	C. Collins	W. E.	9 ft. 9½
	3	O. R. Benson	C. T.	9 ft. 8½
12-Lb. Shot Put	1	F. Degenhardt	C. T.	45 ft 6
	2	O. R. Benson	C. T.	44 ft. 1½
	3	J. C. Reich	W. E.	43 ft. 3
Running High Jump	1	H. Dagen	C. T.	5 ft. 8
	2	J. Loomis	C. T.	5 ft. 8
	3	W. B. Ames	W. E	5 ft. 6
Running Broad Jump	1	J. E. Irish	W. E.	22 ft. 9½
	2	J. Loomis	C. T.	22 ft. 3¾
	3	C. Collins	W. E.	20 ft. 7¼
Relay		C. Tel. Co.	C. T.	1:38
Tug-of-War		W. E. Co.		1st 1½ in. 2d 3 ft.

Every Tool Bag Should Have a Roll of

Western Electric
Tape

It has excellent adhesive and insulating qualities which do not deteriorate with age. It will pay you to use these two standard tapes.

Victor Friction Tape—the best quality tape that can be marketed at a moderate price.

Also
Victor
Splicing
Compound

Amazon Friction Tape—the tape of exceptional quality.

Also
Amazon
Splicing
Compound

Get Prices From Our Nearest House

Western Electric News

Vol. III. No. 9 November, 1914

PUBLIC LIBRARY
ASTOR, LENOX
TILDEN FOUNDATIONS

Most of you women walk too much!

WHY is it that you are willing to run the risk of a physical or nervous strain by endless climbing of stairs—up and down—up and down—day after day? It is so easy to stop this useless waste of energy—so easy to save time, too!

To rest longer, to have greater leisure and a more convenient home, you should have the great little step-savers, these

Western Electric Inter-phones

Think of the satisfaction of Inter-phoning from your bedroom to the maid downstairs, without leaving the room and without loud calling. The first cost is very little and the installation easy. $15 will buy two instruments, complete, ready to put up. Your husband can do the work. Purchase the outfit from your local electrical dealer, or, if he does not have it, direct from us. Full directions with each outfit.

If you want first to know more about Inter-phones, write for our illustrated booklet, "The Way of Convenience." It is No.

WESTERN ELECTRIC COMPANY

Manufacturers of the 8,000,000 "Bell" Telephones

New York	Atlanta	Chicago	St. Louis	Kansas City	Denver	San Francisco
Buffalo	Richmond	Milwaukee	Indianapolis	Oklahoma City	Omaha	Oakland
Philadelphia	Savannah	Pittsburgh	Minneapolis	Dallas	Salt Lake City	Seattle
Boston	Cincinnati	Cleveland	St. Paul	Houston	Los Angeles	Portland
New Orleans						Detroit

EQUIPMENT FOR EVERY ELECTRICAL NEED

A Home Inter-phone Advertisement in the November Magazines

Western Electric News
PUBLISHED ONCE A MONTH FOR THE EMPLOYEES
VOLUME III. No. 9 NOVEMBER, 1914

Some Western Electric Inventions

With a Few Comments Upon Their Place in Our Business

SOME of the most familiar faces in the world are those of people who do not exist at all. Uncle Sam, for example, and John Bull, are so real to most of us that it is hard to realize that they exist only in the minds of our imaginative newspaper cartoonists.

Another old friend is the typical Inventor, tall as Abraham Lincoln — though leaner—absent-minded, long-haired, bespectacled, and starving. Inventors may have looked like that once. Be that as it may, the present-day inventor is a very different person. He may be young or old, fat or lean, tall or short; he is not absent-minded — he is too busy; and instead of starving, he usually draws a salary, and a very substantial salary at that. For the past two decades have seen the inventor become a very important figure in the commercial and manufacturing world.

Annunciator or Inter-phone Wall Plate. Hand Set Plugs Into Lower Socket.

Inter-phone Apparatus Unit, Showing Hook From Which Hand Set is Suspended When Not in Use.

Wall Box to Hold Buzzer Mechanism and Inter-phone Apparatus Unit.

In the good old days, so-called, a company would make and sell a certain patented device. From time to time certain ways of improving this device might be discovered. If the company were lucky, it obtained control of these improvements; if not, its competitors got them. To-day, however, the amount of money invested in machinery, labor, and plants is too great, competition is too keen, to allow the making of possible improvements in patented articles to be left to chance. The first question a present-day manufacturer asks himself is, "how can my product be made better —what is necessary to make it more nearly perfect?" In order to answer that question, nearly every one of our important manufacturing companies employs a staff of engineers whose constant aim it is to refine and improve the quality of existing apparatus and to develop or invent new apparatus to meet new needs that may arise. Such a staff is our engineering department's research and development branch.

But it is obvious that the work of our engineers must be protected in some way, if that work is to result in any benefit to the Western Electric Company and its employees. There would be little incentive to manufacturers to spend thousands of dollars in engineering research and development, if any other manufacturer were free to copy the apparatus perfected at such cost, without having borne any part of that burden. This contingency is guarded against by the taking out of patents.

Plugging Hand Set Into Wall Plate

THE NO. 16 INTER-PHONE SYSTEM, INVENTED BY VICE-PRESIDENT SWOPE

Briefly, the granting of a patent by a government is a legal recognition of the invention of a new and useful art, machine, manufacture, or composition, or of an improvement therein, and is intended to secure for the applicant the exclusive right to make, use, and sell that invention for a period of seventeen years. From the very nature of the Western Electric Company's business as manufacturer of telephone and telegraph apparatus, patents have always played an important part in its affairs.

A few figures relating to patents may be of interest to readers of the NEWS. On January 1st, 1914, there were 722 United States patents in force owned by the Western Electric Company. During the year 1913 the

company filed 88 patent applications in the United States Patent Office; 44 patents were issued on applications already filed; and on December 31, 1913, there were 299 Western Electric patent applications pending. The company also takes patents in many foreign countries.

In the last two years more than seventy patents have been granted to employees of this company. These patents cover a wide field and apply to a variety of devices and systems useful in the telephone and telegraph business, including cables, coin collectors, protectors, relays, plugs, jacks, switchboards, transmitters, receivers, service meters, telegraph systems and machinery. Some apply to apparatus which is well known in the telephone industry, while others relate to equipment and systems which are still undergoing processes of development.

According to the laws of the United States, a patent must be applied for by the original inventor, but it may be assigned to anyone. In some foreign countries, corporations or other employers may take out patents direct, ignoring the individual inventor, but the American government wisely recognizes the individual worker to whose industry and ability the improvement is due, as well as the employer who furnishes the capital and facilities. Among the well-known inventors whose many patents have been assigned to the Western Electric Company are Charles E. Scribner, Frank R. McBerty, William R. Patterson, and J. L. McQuarrie.

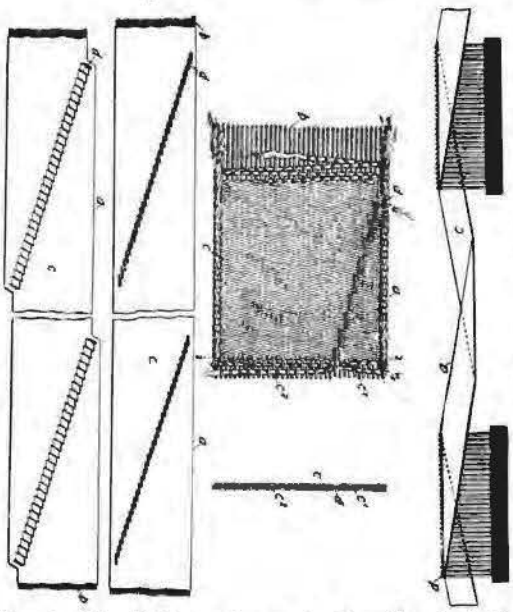


Fig. 1.—The McBerty Automatic Switchboard Cable. Method of attaching to terminals is shown at right

The telephone business was not very old when the engineers were called upon to develop some system or device which would do away with the necessity of open wire construction. Open wires on poles in city streets were not only unsightly, but dangerous. The telephone cable obviated these objections, and cable manufacture became an important part of the Western Electric Company's business. Cables are of various kinds, being designed to meet differing conditions in regard to location and use. The dry core, lead sheathed cable, as made and sold by the Western Electric Company, is standard the world over for aerial and underground telephone lines. Many patents relating to cables and cable manufacture, and assigned to the Western Electric Company have been issued, lived their

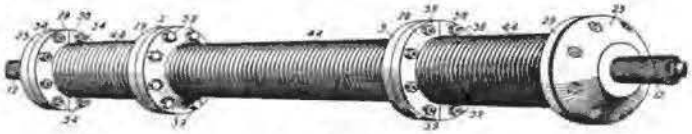
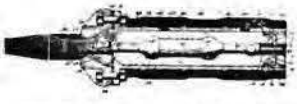


Fig. 2.—Improved Loading Coil Casing, Invented by H. C. Egerton



Transverse Section at End of Coil

Transverse Section at Center

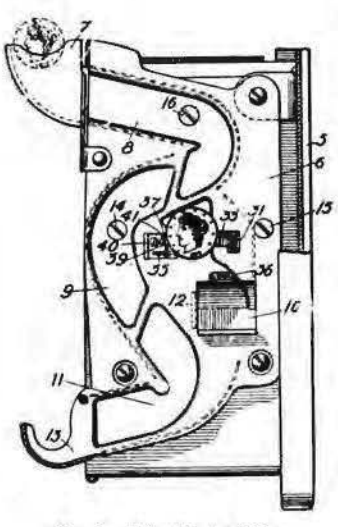


Fig. 3.—The Hosford Type

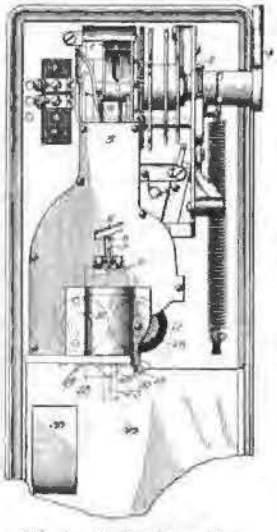


Fig. 4.—Craft-Dixon Type

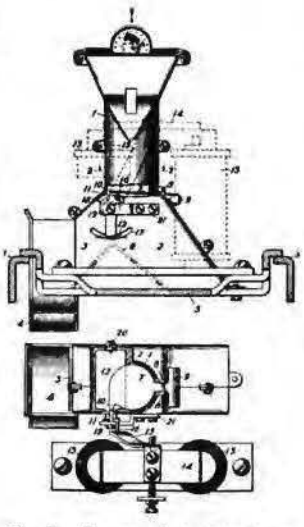


Fig. 5.—Tanner Coin Distributor

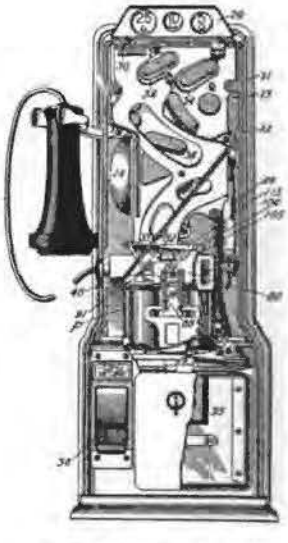


Fig. 6.—Forsberg Distributor

VARIOUS TYPES OF COIN COLLECTORS

term and expired, but improvements in this field are still being made and patented. Two important patents issued in the spring of 1913 cover inventions made by F. R. McBerty, and apply to a special cable which forms a part of the rotary form of semi-automatic telephone system which the Western Electric Company has developed. An experimental installation is now working in our New York building. The construction of this cable (Fig. 1) is a radical departure from standard practice. The individual wires lie parallel to one another, and the cable is flat like a ribbon. This method of construction gives a cable which is readily installed and presents a very neat and workmanlike appearance, and which so fits in with the terminals on the back of the automatic switch that each soldered connection is readily accessible.

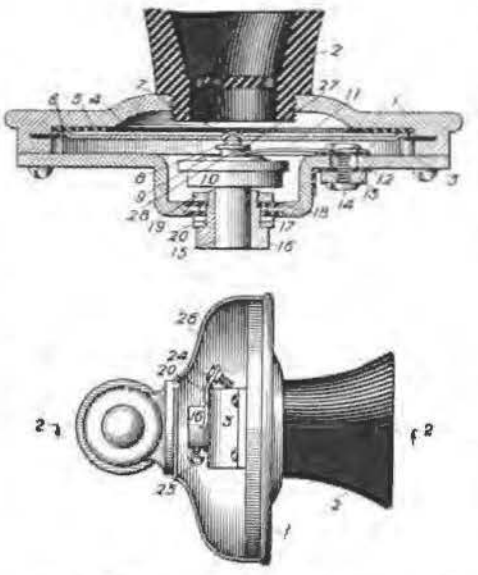
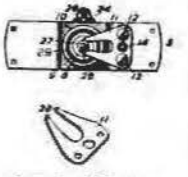


Fig. 7.—The No. 291 Transmitter, Invented by C. E. Scribner

You can talk satisfactorily over only about thirty-one miles of No. 19 gauge cable. The bunching of the wires all into a lead sheath has a choking effect on the transmission. The engineers call this choking effect impedance. Professor Pupin of Columbia University invented and patented a system of what are called "loading coils" the application of which to telephone lines in cable counteracts this choking or impedance and makes possible the commercial use of telephone cable for long distances. The Western Electric Company has taken out patents covering several improvements. One of these, dated September 23, 1913, covers an invention of Henry C. Egerton and relates to a loading coil casing. This invention (shown in Fig. 2) has been applied to a submarine cable across Chesapeake Bay. It is being used in the new Boston - Washington long distance telephone cable.



Detail of Button

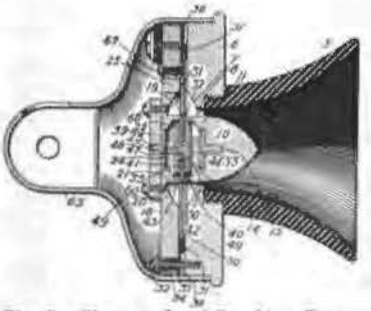


Fig. 8.—Shreeve Loud-Speaking Transmitter

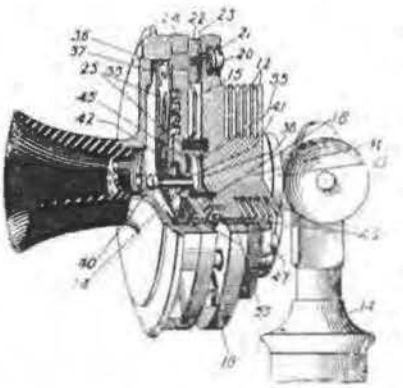


Fig. 9. (right)—Egerton Loud-Speaking Transmitter

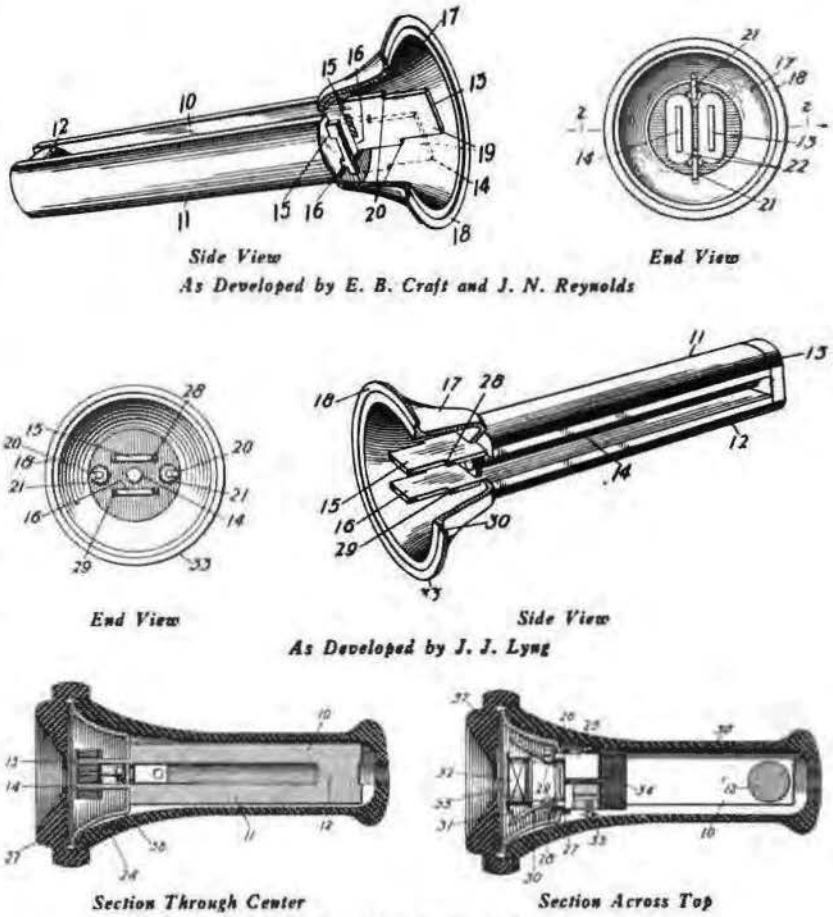
The development of coin collectors for use at telephone pay stations has claimed a considerable share of our engineers' work, and much ingenuity has been displayed in the improvements which have been produced. The conditions that this class of equipment has to meet are peculiar in that the coin collectors are placed outside of the telephone office and are handled by the public. They are practically the cashiers of the telephone company, and they must be made as nearly "fool-proof" as possible. One of these improvements is covered by a patent for an invention of William F. Hosford, issued in October, 1913. This machine is of the so-called "nickel first" type; that is, the coin must be deposited before the operator's attention is called, and the mechanism is so arranged that the operator at the central office has absolute control over the coin, and can either return it to the calling party or deposit it in the coin box, according to whether the charge is to be made or the coin refunded. This invention (Fig. 3) has been adopted in our standard No. 7-J coin collector.

The multi-coin collector, which is usually arranged to receive nickels, dimes and quarters, is now coming into extensive use. It has been made the subject of very careful study, and mechanism has been produced capable of meeting the most exacting and difficult requirements of actual service. This is also a "nickel first" device, and on calls where the charge is more than five cents, the amount in addition to the nickel already deposited is requested, the value of each coin deposited being noted by the operator by means of certain automatic audible signals transmitted over the telephone line. A patent was issued in October, 1912, on a joint invention of Edward B. Craft and Amos F. Dixon. It covers a mechanism (Fig. 4) wherein several coins of different denominations may be placed one at a time in rocking coin carriers and either returned to the party calling or deposited in the coin box at the will of the operator. Another patent was issued in April, 1913, covering an invention of DeWitt C. Tanner. This (Fig. 5) was an improvement on the coin - distributing mechanism. Another improvement upon this mechanism (Fig. 6) was covered in a patent issued in November, 1912, on an invention of Oscar F. Forsberg.

Since the telephone business is primarily concerned with transmission of speech, there has probably been no one part of the art which has received so much attention by inventors as that relating to telephone transmitters

and receivers. This phase of the art has been so highly developed that to some it seems that the only thing left for inventors is the refinement of mechanical structures or improvements in manufacture that would reduce cost. However, such is not the case, as the development of recent years will testify. For example, a patent was issued in January, 1913, on an invention of C. E. Scribner, the features of which are embodied in our No. 291 transmitter. This patent (Fig. 7) covers what is known as a centrally damped diaphragm. The diaphragm is the piece of japanned sheet metal that you see extending across the inside of the face of the transmitter. In the new No. 291 transmitter, this diaphragm is connected in a peculiar manner to the carbon button, which has been aptly called "the dynamo of the transmitter." This special mounting together with the arrangements of the springs makes possible a better quality of transmission than the design formerly used.

The growing demand for annunciators for theatres, railroad waiting rooms, and other places of a like nature, has been met by placing upon the market what is commonly known as loud speaking telephone equipment. Considerable development work was involved in producing this equipment, and although improvements are still being made, the Company has succeeded in producing a very satisfactory line of apparatus for loud speaking systems upon which two patents have been issued, one (Fig. 8) to Herbert E. Shreeve and the other (Fig. 9) to Henry C. Egerton, both of which relate to the special transmitters that are used in the loud speaking system. The Shreeve patent covers an improved arrangement for mounting the diaphragm and the other parts. The Egerton patent provides a transmitter in which the parts are as few as possible, and in which heat radiation may readily take place. The heavy current required generates heat very rapidly.



Side View *End View*

As Developed by E. B. Craft and J. N. Reynolds

End View *Side View*

As Developed by J. J. Lyng

Section Through Center *Section Across Top*

As Developed by V. Anderson

FIG. 10.—THE NO. 144 WELDED MAGNET RECEIVER

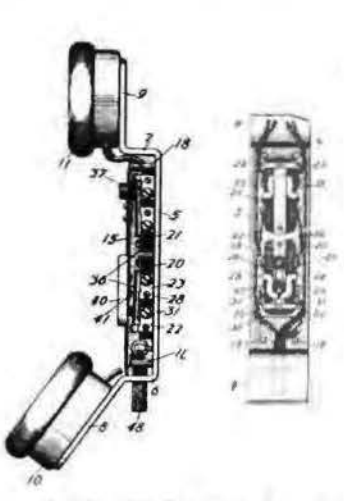


Fig. 11.—The No. 3 Hand Set, Invented by R. R. Ireland and A. F. F. Gilson

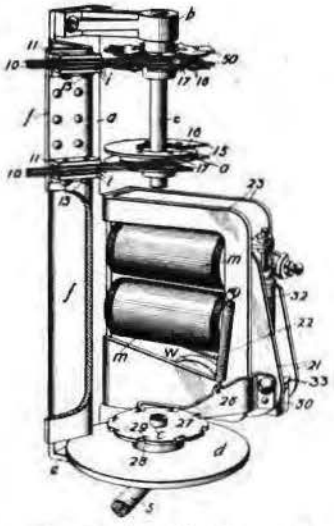


Fig. 12.—The Reynolds Selector Switch

One of the difficulties which has been experienced in the manufacture of telephone receivers was that of fastening the soft iron pole pieces of the electro magnet to the permanent steel magnet. This is now done electrically, and the result is known as our No. 144 type. It is not only the best receiver that has ever been made from a mechanical standpoint, but also from the standpoint of transmission efficiency. These improvements are covered in patents to Edward B. Craft, John N. Reynolds, Victor Anderson, and John J. Lyng (see Fig. 10).

The development of intercommunicating telephone systems has created a great demand for telephone hand sets in which the receiver and

transmitter are mounted upon a single handle for the convenience of the user. Recent developments along this line have been to provide an inexpensive yet efficient structure which can be used by the most inexperienced persons, and the No. 3 hand set has been developed to meet just these conditions. This is covered by a patent issued in October, 1913, on a joint invention of Roy R. Ireland and Albert F. F. Gilson. This hand set (Fig. 11) is made up principally of stamped and moulded parts of simple design, and it can be easily and quickly assembled.

A somewhat unique and very handy telephone is covered by a patent issued in February of this year on an invention of Gerard Swope. The important feature of this telephone set (see illustrations on page 1) is a small wall plate very similar to the wall plate for electric lighting switches. Mounted on this plate and fitting into the wall box receptacle is a buzzer. This box is also equipped with a set of springs which engage a plug on the end of the hand set cord. A push button is also provided for signaling, that is, for ringing a bell or annunciator. This system is intended to complete the convenience of the old-fashioned annunciator call. In the case of the annunciator or call bell system much time is lost and usually much annoyance is experienced due to the fact that, after the signal has been given, the party calling must await the arrival of the other party and then give the message. With this telephone system the calling person "sends his voice on his errands," as our advertising department would say, and the wiring is just as simple as that of a call bell system. One of the attractive features of the system is the fact that when the annunciator of the call bell system is first installed, if the telephone feature is not desired at that time, wall boxes and face plates may be installed at very little additional cost over that of the ordinary push buttons, and the system may be used as a straight annunciator or call bell system. Then, when the telephone feature is desired, the hand sets may be purchased and plugged into the face plates and the convenience of the system completed.

The very extensive adoption of the telephone by the railroads for train dispatching has led to the development of various classes of selective signaling apparatus. A train dispatching circuit comprises a pair of wires running from the dispatcher's table out along the railroad connecting the various signal towers and way stations, and the selective signaling apparatus provides a means whereby the dispatcher may ring the bell at any one of the towers or way stations without signaling any other. This is accomplished by arranging the apparatus so that the dispatcher can send out along this telephone line a series of electrical impulses, each station responding only to a certain pre-arranged set of impulses.

One of the patents taken out by the company in this branch of the art is on an invention of Joseph C. Field. The feature of Mr. Field's improvement is the arrangement of the apparatus and wiring in such a manner that these signaling impulses are so handled that no disagreeable thump may be heard in any telephone receiver which may at that time be connected to the telephone line.

Richard F. Spamer recently patented a simplified arrangement of the apparatus which sends out the signaling impulses from the dispatcher's headquarters.

An important link in the ideal wire service chain is the printing telegraph. The art of printing telegraphy is older than the telephone, but the average person knows little or nothing of it. It is, briefly stated, a system of apparatus whereby the manipulation of a keyboard, like that of an ordinary typewriter, causes a printed message to appear in page form at a distant station. The cablegram from Mr. Wilkins, shown on page 8 of the September NEWS, was printed in this manner.

For several years the engineers of this company have been laboring to produce a satisfactory printing telegraph system which would meet the exacting requirements of the telegraph companies. Mr. Scribner and Mr. McBerty first gave this development their personal attention, and produced systems which proved very satisfactory, and from this beginning there has been developed a printing telegraph system of which the company expects the most promising results. Patents relating to all the various features of these systems have recently been issued to Mr. Scribner, Mr. McBerty, Arthur H. Adams, Amos F. Dixon, and others. With this new system an average of from forty to forty-five words a minute is expected as a commercial operating speed, although under test it has shown much greater speed.

Our engineers have spent considerable time in the field of automatic telephony. One of the important features in the automatic telephone exchange is the selector switch. That is where the automatic connections are made. The engineers have developed two fairly distinct types of switches, one known as the rotary switch and the other as the panel switch. Both have been manufactured and successfully operated in the trial installation in the Western Electric Company's West Street building in New York City. A semi-automatic telephone exchange employing the panel switch is now being installed at Newark, New Jersey. Some of the recent patents on this automatic equipment and system have been issued to Frank R. McBerty, James L. McQuarrie, Edward B. Craft, Amos F. Dixon, and John N. Reynolds (see Fig. 12).

The field of automatic telephony is a fascinating one, and is practically in its infancy in this country. It is probable that within the next few years many of our patents will cover apparatus relating to this branch of the art of speech transmission.

Conditions Favorable at European Houses

RECENT cable messages received from abroad by Vice-President Swope furnish reassuring information as to the situation at our associated houses abroad. A message from the Milan factory, dated October 5th, reads:

"Vienna situation satisfactory. September sales and orders normal, Berlin business good. One thousand, four hundred and forty workmen, Americans well. Milan 192 workmen, good prospects."

A cable from Petrograd, dated October 8th, reads as follows: "All perfectly well, business brisk, working overtime to rush outstanding orders."

A later message from Milan, dated October 19th, says: "Berlin business good, 1,480 workmen. Americans well. Milan good, 220 workmen."

Pictures Sent to the "News" by C. G. Stoll, Antwerp, Showing the Damage Wrought There by Zeppelin Bombs

When the Zeppelins Visited Antwerp

How It Seemed to an Eye-Witness

EDITOR'S NOTE:—The following vivid account of the dropping of bombs upon Antwerp by the German airships is an extract from a letter written by J. S. Wright, assistant manager of the Antwerp factory, to his brother in New York. Since this letter was written the bombardment and capture of Antwerp by the German army has forced Mr. Wright and other Antwerp employees to take refuge in Holland.

WE are living a sort of hand-to-mouth existence here. There are six of us on the job: Stoll, Castler, Manley, Clayton, Whipple and myself. I am living with the first three. My house on the Ave. Van Lyswyck seemed to me to be too good a target for Zeppelin bombs. To begin with, it stands alone or rather is unprotected on one side, and that side about 100 feet away from a new wireless station and 300 feet away from a breach in the old fortifications which is protected by a hundred soldiers day and night. Both the breach and the wireless station are said to be heavily mined. Then, too, the house is only about 1,000 feet from the government factory. The latter has already been the target of a Zeppelin bomb, which missed its mark, as did *all* the bombs, and landed in the garden outside of my window, about 1,000 feet away. Fortunately, my house was out of line and was not damaged, but I felt that it was a little too close for comfort. It has a glass roof, and if a bomb struck it, it would certainly drop clear to the cellar and probably wreck the house.

I am not sure whether or not I told you of the first Zeppelin bomb that hit Antwerp. It was about one A. M. I was awake, had my light lit, and was sitting up in bed trying to catch a mosquito that had been bothering me. The government factory was all alight as usual, for they had been working a night shift for some time. I remember thinking that they made a much louder noise than usual and then suddenly realized that the additional noise came from an airship's motors. Even then I did not realize that it was a German airship, for the Belgian aviation station is near the house, and I had been used to hearing aeroplanes at all hours of night and day.

Suddenly there was a terrific explosion, then guns began to fire, officers to give commands; then came another explosion. I had jumped out of bed and begun to dress as soon as I heard the first explosion. Bergmans and the servant were also dressing, and we met in the hall, Bergmans exclaiming that the siege of Antwerp had been begun. I soon used my head to remember that I had heard an airship, and told him that evidently one had just dropped a bomb on the government factory and then made off. I did not realize until the next day that the airship was a Zeppelin, and that it had made its way past the forts and over the city trying to destroy the government factory, the court house, national bank, stock exchange, king's palace, and a barracks. You have read about the result: a few women and two policemen killed, and several houses damaged.

The next time it came was just eight days later, and the forts kept it outside—or rather the forts and the fortified places in the city; for in the meantime rapid fire guns had been mounted on several high buildings, and when the Zeppelin appeared there was a regular rain of shots. We all "beat it" for the cellar, as did everyone else in Antwerp, and stayed there till the firing had ceased. Then Bergmans and I dressed and went down to the factory to see if it was intact. Of course it was, as the town had not been touched.

Lots of people are sleeping in their cellars now and lots of others have had tables, chairs, rugs, etc., placed in theirs, so as to be comfortable when another Zeppelin comes.

We find lots to do and are very happy.

On a postcard received just as the NEWS goes to press, Mr. Wright wrote the following message:

Bergen, Opzoom, Holland, October 9th.

Walked eighteen miles yesterday from burning Antwerp. Reached here at 10:30 P. M., twelve hours after I left. 75,000 people on the road—refugees like myself. All are being fed and most of them housed by the Hollanders, whose hospitality beats anything I have ever seen. Intend leaving Rotterdam for England to-morrow.

On the Firing Line Near Liège

Some Vacation Experiences of a London Employee

ON July 31st I left London, accompanied by a friend, for Antwerp, where we arrived the following morning amidst great excitement, owing to the mobilization of the whole Belgian Army.

On the 3d of August a proclamation was issued by the Burgomaster announcing that the Dutch province of Limburg had been invaded by the Germans (a rumor which later proved to be incorrect), and that Antwerp was considered to be in state of siege. My friend, being a British subject, returned the same evening to England.

Being a Dutch subject (incidentally a native of Limburg), I proceeded home, a distance of about 100 miles from Antwerp, where I arrived two days later after a journey full of trouble and incident. This journey normally occupies a little over two hours, but owing to the fact that the railways were taken for military purposes, I was compelled to take a circuitous route through Holland. In the meantime an order had been issued for the ejection of all German subjects from Antwerp and Brussels, and a special train had been placed at their disposal to take them to Germany via Holland. My destination lying on the route Antwerp-Dusseldorf, I was compelled to travel during part of the time in this train filled with German and Austrian refugees. All the railway bridges had already been mined, and were ready to be blown up at the first appearance of the German invaders.

I proceeded the same evening to Maastricht in the south of Limburg, where I joined one of my friends, who had placed his motor car at the disposition of the Dutch Red Cross service, by which means I was able to get a glimpse of the battles of Mouland, Berneau, and Visé, three villages in the vicinity of Liège and the Dutch frontier, and to render service in the transport of the seriously wounded to the hospital of Maastricht, the slightly wounded being attended to by the German Red Cross corps on the field.

On account of there being so many volunteers and my services not being required till the evening of the 6th, I went with some newspaper correspondents to Kerhrade, a small mining town on the Dutch-German frontier, where we witnessed the arrival of the German reinforcements of the Seventh Army Corps.

During the night of the 5th to the 6th there were continual arrivals of large bodies of German artillery on the line from Aix-la-Chapelle to Herzogenrath. Throughout the whole night trains drawn by two powerful engines thundered past, laden with troops, horses and field guns, all bound for the siege of Liège. At the same time large bodies of Uhlans (lancers) had penetrated from more southern parts towards Liège, where the big guns of the surrounding forts had already been thundering for two days and nights.

On the 6th of August the Germans had advanced sufficiently to endeavor to cross the river Meuse at Visé, but the great bridge at this point having previously been blown up by the Belgians, they were unable to do so, and commenced to build a bridge. This was done three times and each time it was destroyed when nearly completed by some well-aimed shots from the forts of Fléron or Pontisse. This we actually saw with field glasses, from a hill at the most southern point of Holland, viz., Eysden, where our position got at last so dangerous that we had to leave the hill on account of the bursting of Belgian shells in our direct vicinity. After the Germans had been bombarding for more than two days the side of the forts covering the river some of the fort guns were put out of action, thus enabling the Germans to reconstruct the bridge and cross the river Meuse, the borders of which had been defended for more than four days by the Belgians with heroic courage. By this time the German military staff had issued instructions to the effect that no neutral Red Cross would be allowed to pass the occupied territory, as among the wounded were many distinguished German officers who, after having their wounds tended, would be interned in Holland until the end of the war, which would, of course, mean a withdrawal of valuable men from the fighting forces.

Our services being no longer required and being due back in London on the 17th, I returned home for a few days' rest.

I returned to England on the 13th, via Flushing, without incident except for the fact that while crossing the North Sea we saw a big airship of the Zeppelin type maneuvering near one of the lightships, but being carefully followed by three English destroyers, a fact which I have not seen recorded in any of the newspapers.

One may think it horrible to hear that far away hundreds of wounded are lying on the battle field, moaning with pain and waiting till the Red Cross comes to take them away. It is more horrible when one is an eye-witness of those wounded, with hands and legs shot away, and when one sees the inhabitants of whole villages, with terror-stricken faces, hunted out by the enemy, and sees those villages burning like tremendous torches against the black sky.

E. J. W.

Annual Meeting, Pennsylvania Section of N. E. L. A.

DURING the week of September 7th the Pennsylvania Section of the National Electric Light Association held their annual meeting at Eagle's Mere, Pennsylvania. Four hundred delegates were registered from all sections of the state.

The Western Electric Company was represented by five men, including Mr. Haynie, of the Conlon Electric Washer Company, and Messrs. Sigg, Jaeger, Tower, Alexander, and Hallstrom, sales manager, who was on the committee of arrangements. All except the first-named are members of the Philadelphia organization.

The Company had a vacuum cleaner and washing machine exhibit.

Organization Changes

C. H. MINOR has been appointed Acting Foreign Sales Manager at New York, to succeed P. K. Condict, who has been transferred to Philadelphia on special work.

The Ukiah Hop Festival of 1914 and Western Electric Co-operation

IN Mendocino County, Cal., above a notable variety of fruits and vegetables, hops stand pre-eminent. In fact, the annual county fair is known as the hop festival, although all sorts of products are exhibited and every merchant attempts to present an attractive and original display. The 1914 festival was held late in September at Ukiah, the county seat, and transcended all such previous affairs.

Our agents, the Ukiah Farmers' Club, who have established an influential business in this territory, presented, with our co-operation, a complete line of the various electrical household helps that the Western Electric Company is so widely advertising. In addition to a pumping outfit, vacuum cleaner, range and washing machine, Wesley Todt, traveling salesman for the district, and George Schneider, power apparatus, etc., expert, were hastily assembled and shipped—by another train, of course.

As the state is considerably agitated over the Wet and Dry question, Mr. Schneider kept the pumping outfit gurgling, clanking and splashing, attracting Wets and Drys alike. There will be no further fear of drought in Ukiah and vicinity, since this demonstration. In the meantime Mr. Todt, while shaking hands with batches of customers, observed the profound impression made by the electrical washing and wringing of a pair of overalls belonging to a foppish hop-picker, and followed one spectator home, found he was a hotel-keeper, and left with an order in his pocket for a large outfit. Mr. Schneider actually baked bread in the electric oven and disposed of it, too—clear profit this. He shrewdly chose the last night, so that the purchaser, when carried down to the scene four days later, found that the tents, big and little, had silently stolen away.

That our sort of sales co-operation is appreciated, is

Western Electric Exhibit at the Ukiah Hop Festival

evidenced by a letter from Mr. Bernhard, secretary of the Ukiah Farmers' Club, predicting increased business in Western Electric household helps and lauding the services of Todt and Schneider.

C. L. Huyck, San Francisco.

A Successful Washing Machine Exhibit

THE illustration on the left shows our exhibit of Western Electric washing machines at the recent Home Exhibition held in Chicago September 14-26th. The gentleman is W. B. Pierce, one of Chicago's sales specialists, who is taking charge of Chicago's washing machine campaign. Mr. Pierce, who has unusual success in handling the washer, had a number of other salesmen on hand to handle the large number of inquiries received. Several machines were sold from the booth during the course of the show. During the last two months, Chicago has sold considerably over 250 Western Electric washing machines.

Form 2606

WESTERN UNION CABLEGRAM

THEO. N. VAIL, PRESIDENT

Received at WK 445 West 13th Street

Conditions in Europe Shown by Recent Cablegrams

LONDON OCT 5
CLT GERARD SWOPE
WESTERN ELECTRIC CO 463 WEST ST N Y
LONDON CONDITIONS NORMAL. SHOP ACTIVE. NEW ORDERS COMING IN GOOD VOLUME WHICH WILL KEEP SOME DEPARTMENTS BUSY UNTIL MARCH. ANTWERP FIVE HUNDRED AND ELEVEN EMPLOYEES. TELEGRAMS AND SHIPMENTS COMING THROUGH LETTERS SLOW. ALL AMERICANS STILL THERE CAN LEAVE PROMPTLY AND SAFELY ANY TIME. ACCORDING TO PAPERS THIS MORNING SITUATION THERE IS CRITICAL. PARIS TWO HUNDRED AND NINETY EMPLOYEES. LARGE TENDERS CALLED FOR A REPLACE APPARATUS DESTROYED IN WAR ZONE. MILAN FREQUENT LETTERS TELEGRAMS AND REPORTS SITUATION REMAINS GOOD IN GENERAL.
FREDERICK WILKINS
WESTERN ELECTRIC CO
LONDON 574A

LONDON OCT 9
LCO GERARD SWOPE
WESTERN ELECTRIC CO 463 WEST ST
NEW YORK
NO DIRECT ADVICES FROM OUR PEOPLE IN ANTWERP SINCE THE SIXTH WHEN THEY WERE STILL IN OPERATION WITH FIVE HUNDRED AND EIGHTY-FOUR PEOPLE. INDICATIONS ARE THAT SOME AMERICANS AND PROBABLY SOME OF OURS INTEND TO STAY RIGHT THERE UNDER PROTECTION AMERICAN CONSULATE TO PROTECT AMERICAN PROPERTY. THIS POSITION MAY OF COURSE BECOME UNTENABLE.
FREDERICK WILKINS
WESTERN ELEC CO
LONDON

LONDON OCT 9
GERARD SWOPE
WESTERN ELEC CO 463 WEST ST NEW YORK
TELEGRAM FROM STOLL DATED TEN THIS MORNING JUST RECEIVED FROM BERGENOPZOOM HOLLAND SAYS ALL AMERICANS HERE SAFE COMING LONDON SOON AS POSSIBLE AFTERNOON, PAPERS SAY ANTWERP IN FLAMES FROM SOUTH STATION TO PALACE JUSTICE THIS SECTION REPORTED ALSO SUFFERED SEVERELY FROM BOMBARDMENT OUR PEOPLE EVIDENTLY FOUND PLACE UNTENABLE NO INFORMATION AVAILABLE YET CONDITION OUR PROPERTY.
FREDERICK WILKINS
WESTERN ELEC CO
LONDON

LONDON OCT 12 1914
GERARD SWOPE
WESTERN ELECTRIC CO 463 WEST ST N Y
STOLL TELEGRAPHS FROM ROTTERDAM CAN'T GET PASSAGE LONDON UNTIL MIDDLE THIS WEEK MANLEY TELEGRAPHS FROM HAGUE LEFT ANTWERP TEN FIFTEEN MORNING THURSDAY FACTORY WALLS NOT YET DAMAGED SHELLS FALLING ON ALL SIDES WINDOWS BROKEN FURTHER THAN THIS NOTHING DEFINITE OBTAINABLE YET PRESENT CONDITION PLANT WE ARE CANVASSING POSSIBILITY GOING ANTWERP FROM HERE ALSO THAT ONE OUR PEOPLE NOW IN HOLLAND CAN GO BACK AND AT LEAST ASCERTAIN CONDITIONS REPORT SAYS GERMANS ARE INVITING REFUGEES TO RETURN TO HOMES.
FREDERICK WILKINS

LONDON OCT 14 1914
GERARD SWOPE
463 WEST ST N Y
SON OF VANDERWEG CONCIERGE AT ANTWERP HAS ARRIVED. LEFT THERE SEVEN FRIDAY MORNING. NO DAMAGE DONE THEN. SAYS HIS FATHER AND SEVERAL OTHER BELGIAN EMPLOYES MOVED INTO PLANT WITH THEIR FAMILIES AND STAYED THERE. CONCIERGE VANDERWEG IS EMPLOYE OF SEVENTEEN YEARS STANDING. AGE SIXTY. YOU WILL REMEMBER HIM AT ENTRANCE.
FREDERICK WILKINS

LONDON OCT 15
GERARD SWOPE
463 WEST ST NEW YORK
CLARENCE STOLL, JOHN WRIGHT AND RUSSELL OASTLER REACHED HERE FROM ANTWERP TODAY ALL WELL. HAVE NO DEFINITE LATER INFORMATION REGARDING PLANT THAN FRIDAY MORNING THEN UNDAMAGED.
FREDERICK WILKINS

LONDON OCT 17 1914
GERARD SWOPE
463 WEST ST N Y
MANLEY TELEGRAPHS FROM HAGUE HAS BEEN TO ANTWERP. FACTORY NOT DAMAGED. LEAVING FOR LONDON TODAY. SHOULD ARRIVE MONDAY WHEN WILL CABLE YOU ANYTHING IMPORTANT.
FREDERICK WILKINS

LONDON OCT 19
GERARD SWOPE
463 WEST ST NEW YORK
MANLEY HERE NO DAMAGE COMPANY PROPERTY PRACTICALLY NONE EMPLOYEES HOUSES. PLANT SEEMS SAFE FOR PRESENT BUT PROBABLY MUST REMAIN IDLE.
FREDERICK WILKINS

LONDON OCT 20
LCO GERARD SWOPE
463 WEST ST NEW YORK
LONDON VERY BUSY BOTH APPARATUS AND CABLE SHOPS. PERSONNEL MAINTAINED REPLACING THOSE JOINING COLORS. USING GOOD ADVANTAGE ANTWERP REFUGEES. PARIS COMPLETE REPORT STEAMER TODAY. TWO HUNDRED AND SEVENTY EMPLOYEES. GOOD ORDERS RECEIVED. EXPECT LARGELY INCREASED SHOP OUTPUT. MILAN NO IMPORTANT CHANGE SINCE LAST REPORT.
FREDERICK WILKINS

AROUND THE CIRCUIT

GOSSIP GATHERED BY THE DISTRIBUTING HOUSE CORRESPONDENTS

R. E. Webster
Correspondent

NEW YORK

We have heard it whispered that Boston claims to have a baseball team, and that Philadelphia says *its* team is a winner. We respectfully refer both Boston and Philadelphia to the athletics page.

A maid sedate,
A car that's late,
A rush through "arched" door;
A flight of stairs,
Breath goes, who cares—
At last, that seventh floor.

A voucher clerk asked Mr. Higgins of the sales department by what right he spends the Company's time and money taking a girl automobiling. Higgins denied the allegation and threatened to whip the allegator. But the voucher clerk was on to his job, for Higgins had sent in an expense voucher showing an item, "Automobile for Miss Calls, $1.50." Someone suggested to Higgins that while he was about it, he might be a sport and give the girl a real ride.

JUST TO ADVERTISE THE MEDICAL DEPARTMENT.

By Dr. Embury, House Physician, New York

On Thursday at half after three
We moved into the new Surgeree.
The Hack-saws and pills,
Mustard plasters and squills
Are now found in 222-C.

The Doctor's a portly M. D.;
He's there from one-thirty to three.
He treats all diseases
From measles to sneezes
Free gratis, without any fee.

Besides there's a gifted young nurse;
'Tis a pleasure with her to converse.
Just bring her your aches,
Your sprains, or your breaks,
And your troubles she'll quickly disperse.

The typist's exceedingly fair;
She sits bolt upright on her chair.
But in spite of the noise
She hears, when the boys
Admire her dignified air.

So come, all who suffer from ills
And need surgical dressings or pills;
And do not be shy,
There's the best reason why:
You'll never be bothered by bills!

We had a fine time for a dollar the other day. We bought an Ingersoll watch and held it on D. C. Richardson and J. R. Tulloch. One used 198 words a minute and the other 176 in telling R. Gordon what they thought about moving.

With a femininity percentage of 76, the order-entering department owns the Baseball Captain.

An old gentleman went into the office of one of our agents to inquire into the expense of wiring his house. He was finally convinced that the work ought to be done, but he positively refused to place the order for the wiring of the house unless the dealer would guarantee in writing that none of the electricity would leak out on the floor.

When I was hungry from my head to my feet,
I went to the lunch room for something to eat.
I ordered up doughnuts from the tray,
And handed the lunch man a nickel to pay.
He looked at the nickel and then at me,
He said, "My boy, as you can see,
This nickel has a hole in through and through."
And I said "The doughnuts have a hole in, too."
—*Charles Carlson, Office Boy.*

The girls now have a real restaurant on the sixth floor, three times the capacity of the old one. The service is cafeteria. If there are any suggestions for improving the service, put them in the "Suggestion Box."

The growth of the vacation savings fund is noteworthy. Starting in March, 1912, with an even $20 deposited by twelve depositors, the fund has to-day 153 active depositors who have made, up to October 10, 1914, deposits of $3,079.70.

CLEVELAND

E. W. Shepard, Correspondent

In a recent issue of the NEWS, Ross D. Cummings of Dallas mentioned the extremely hot weather in Cleveland. But records of the weather bureau show that the thermometer jumped 40 degrees as soon as he arrived. Now, surely no one could blame Cleveland for that.

AN INTANGIBLE ASSET.

That doesn't sound like any thing you could put in your vest pocket, does it? And it isn't anything you can put on the credit side of your statement when looking for a temporary loan from your friend the banker. But good will, the principal intangible asset, is fundamental to every business.

From the men who are shaping the policies to the workmen who are shaping the products there should be a common interest to increase this asset by remembering that a satisfied customer is an asset and that a dissatisfied one is a liability.

DALLAS

A NEW USE FOR INSULATING TAPE

O. T. Hazelton
Correspondent

We recently received the following letter from one of our customers:

"Western Electric Co., Dallas, Tex.
Gentlemen:

Please send me, by parcel post, one small roll of ½ inch wide insulating tape.

I want this very thin and something that will stick well which my cotton-pickers can wrap around their sore fingers.

Yours truly," ———

One more argument in favor of our contention that Ross D. talks too much:

One of our rural telephone customers spent some time in the office the other day, and after watching our Sunbeam specialist spouting into a dictaphone for an hour or so, asked the telephone sales specialist if we had one man here who did the dictating for the entire office.

One of Dallas' Two

Here is the way in which Dallas responded to the "Buy a Bale of Cotton" movement. The photograph shows one of the two bales bought by the Dallas house from Miss Edith Hale, of Dallas, at ten cents a pound. The bale shown is an exhibition in our city sales department. The other bale stands at the entrance to our office.

OMAHA

J. M. Bateman, Correspondent

A QUESTION OF HIGHER ACCOUNTING

Recently a question arose at Omaha regarding the division of expense for clean towels and water between Associate and Non-Associate departments. The matter was referred back to the person responsible for the division, who made the following explanation:

"We believe our division correct. Taking into consideration the fact that the nature of the work of most of the Non-Associate department employees does not entail excessive use of the items in question, we think our proportion is reasonable."

The question is, Don't they need 'em, or won't they use 'em?

W. E. B.

CINCINNATI

J. F. Doban
Correspondent

The attached shows what keen observers our salesmen are, particularly "Tennessee" Charley Monk. Most people imagine that Alexander Graham Bell invented the telephone in 1876. It can easily be seen that it dates from civil war times in Tennessee.

From the "Fifty Years Ago To-day in Nashville" Column in the Nashville Tennessean.

THURSDAY, SEPT. 29, 1864

Forrest was reported to have reached Fayetteville, and all *telephone* and telegraph lines and railway communications with the South were cut off, owing to his activities.

SAN FRANCISCO

C. L. Huyck, Correspondent

Horace Case, who handles our government and railroad business, complains that these columns no longer tell of his exploits. Perhaps the answer is that Mr. Case passed up a certain Salvation Army bid on the grounds that it could not be legitimately considered as Army business, and it was your correspondent's lot to unravel its many tangles.

Acquire a heart, Horace. Meanwhile, our limelight seeks the more appreciative.

We have declared a moratorium upon noise by the mobilization of a cork carpet along the southwestern frontier of our main office. A noise like an order, however, is always welcome.

Mr. Behrman, of the stores department, has returned from a business trip to the Denver house via the Royal George. At least, we think he has returned, but cannot make sure because of the soft coal sediment which is one of the scenic features of this trip.

The Weco baseball team finished third in the Saturday Commercial League by winning the last six games of their schedule. Unfortunately, they did not find themselves until late in the season, otherwise this splendid work would have walked away with the trophy.

The boys are especially happy over an 11-inning, 7 to 6 victory over the Naval Training Station. During five seasons these teams have battled, usually with extra-inning and one-run victories.

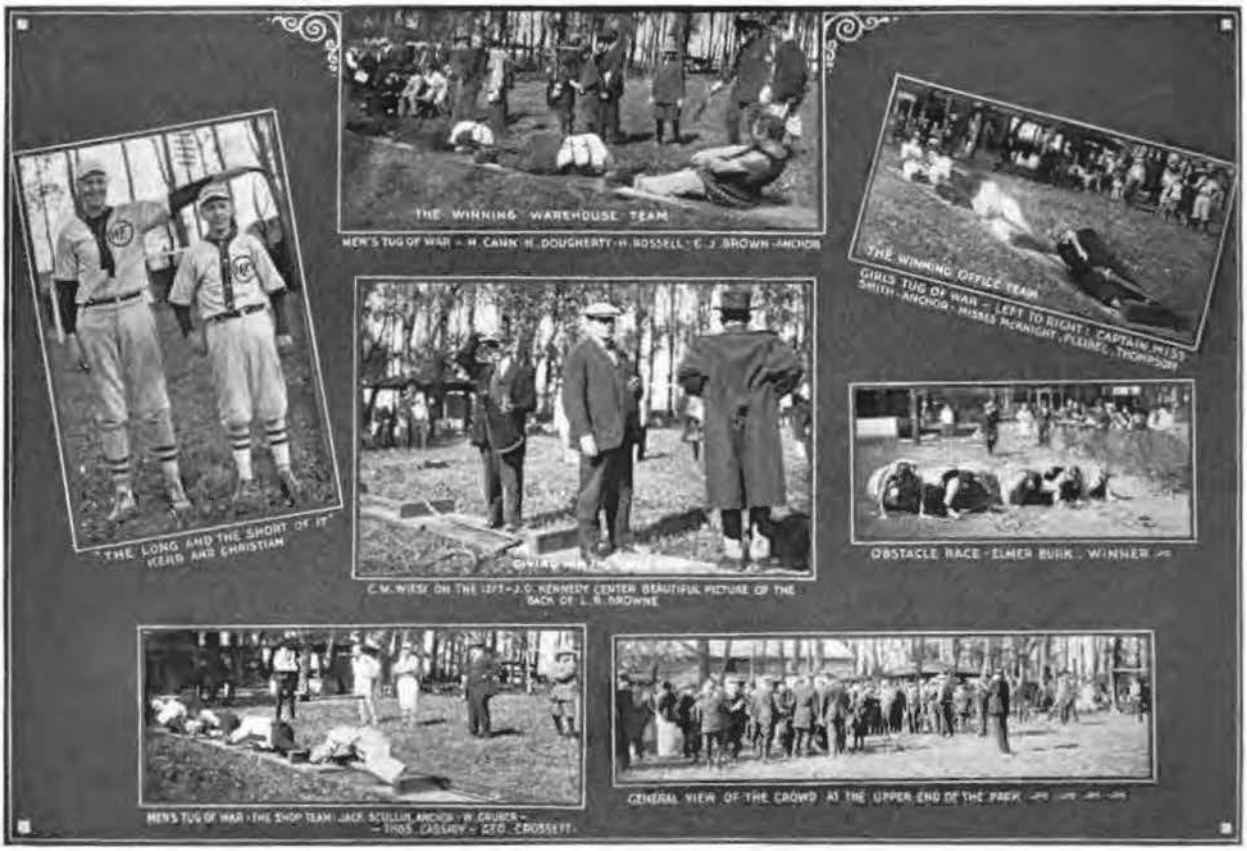
We line up as follows: Feeley and Steffens, pitchers; Johnson and Therion, catchers; Diehl, 1st base; Rickey, 2nd base; Souza, short stop; Lunn, 3rd base; Weyand, left field; Swoboda, right field; Olsen, centre field; Simmins, scorer; J. M. Steffens, manager. J. M. S.

DENVER

Miss M. Cassedy, Correspondent

Recently one of our rural telephone customers called the office on long distance and complained that he was short "the key to wind up the telephone" received on his last order for a telephone set.

We sent him a generator crank by mail, and peace reigned again. H. W. D.



Side Lights on Philadelphia's Stupendous Outing

L. R. Browne
Correspondent

PHILADELPHIA

Stand aside, ladies and gentlemen, ye poetasters, rhyme tinkers, departmental squib writers, and jokesmiths! We have no room for you. Such small space as the all powerful editors see fit to allot to us is needed for recording the events and happenings of that red letter day—September 26th—when solid ranks of the Philadelphia organization marched forth to feats of strength and contests of skill on the occasion of the first annual outing of the Western Electric Club of Philadelphia.

Wist ye not that we number among us runners—fleet of foot and strong of wind—lithe, long-limbed athletes of jumping and vaulting ability—tough muscled—and stocky youths and girls possessed of "pulls," of strength unique even in politics; besides a team of hardy youths, whose ability to toss, throw, pitch, catch and bat the leather sphere is not matched by that of any other tribe in Philadelphia†*

Picture, if you can, an ideal Philadelphia September day (of course, if you have never been in Philadelphia, you cannot picture it),† a bright sun tempered by zephyrs bearing on their breath the faint coolness of the surrounding woods and shady valleys, a crowd of happy, hungry, eager enthusiasts, a green field, a grove of trees—just touched with the golden wand of autumn.

Lack of space precludes the possibility of listing the various events. A better proof than written words of all that the day meant is evidenced by the pictures submitted. There were so many good ones, we found it difficult to choose among them. As modesty forbade our requesting the space of the entire issue‡ to reproduce them, we have chosen a few of the interesting ones.

The last of the athletic events—the ball game between the Western team and that of the Cresson-Morris Company—was, as usual, won by the Western Electric team. Following is the summary:

Cresson-Morris	0	0	1	0	0	0	1	0	0	—2
Western Electric	3	1	1	0	0	2	0	0	x	—S

* Including the Athletics, we take it†—Ed.

† 118° in the shade. Yes, we've been there.—Ed.

‡ Go ahead; request all you like.—Ed.

THE MARDI-GRAS

A general invitation was extended by the Philadelphia Electric Company to all electrical concerns and individuals in any way allied with the electrical industry to attend their outing on September 19th.

Their country home in Kelly's Woods was beautifully decorated in the most modern electrical way, and every possible entertainment was provided.

The main attraction of the afternoon was a baseball game between the girls of the Philadelphia and Western Electric Companies, the Philadelphia girls winning by a

PHILADELPHIA'S BASEBALL TEAM

Top Row: H. Bubeck, Scorekeeper; J. P. McQuaide, Manager. Middle and Lower Rows (from left): Kerr, 1b; Scott, rf; Flood, p; Wittuhn, cf; Zilenziger, p; Waetjen, sub. inf; Martin, 2b and Captain; Yetters, sub. inf; Barry, 3b; Christian, ss; Plant, lf; Tewes, c.

THE GIRLS' BASEBALL TEAM, PHILADELPHIA

Left to Right from Top: Stuffy Harpel, 1b; Home Run Baker Smith, cf; Connie Mack Sweeney, Manager; Hans Wagner Davis, 2b and Captain; Chief Bender Taxis, p; Rube Oldring Thompson, lf; Eddie Plank Leonard, 3b; Johnny Evers Wright, rf; Frank Chance Widemer, ss; Jack Lapp Dunion, c.

score of 7—1. The prizes were pearl and sapphire pins, gifts of the General Electric Company.

The Western Electric Company, however, later demonstrated its athletic prowess by winning the centipede and marathon races and the tug-of-war.

ATLANTA

HEART TO HEART TALKS

O. Whitmire
Correspondent

Mr. Burke believes that St. Louis has adopted our "homing pigeon scheme," and that it was one of their pigeons that got its compass twisted and invaded Omaha.

We are looking forward to seeing a copy of the November NEWS so we will know what happened out in Kansas City last June.

All of our bachelors want to go to Hawthorne since they saw the picture of Miss Anna Johnson's troupe of Cable Plant Water Nymphs.

Sing a song of heating goods
Twenty million irons,
Forty thousand toaster stoves and other
Things with wirin's.*
No one ever sells none,*
Not a single thing.
Isn't that a pretty tale to tell to H. R. King?*

Salesmen all out on the road,
Running up expense.
J. L. in his office,
Feeling—Oh, immense!
Specialist at his little desk
Wishing someone would
Get on out among 'em
And sell some heating goods.*

C. D. M.

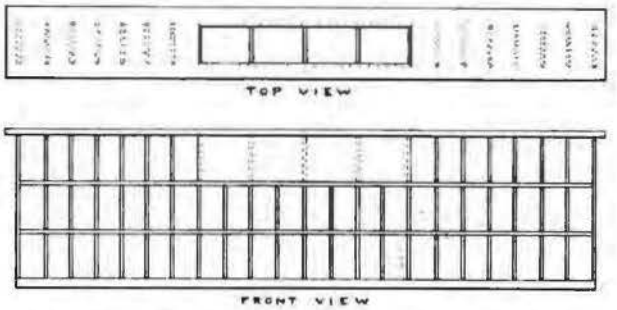
* Poetic license.

NOTICE TO ALL HOUSES

Atlanta is open to receive orders from all the houses for cotton at 10c. per pound. Join the "Buy-a-Bale" movement and make big profits on your investment. As we only have a limited supply of about ten million bales you'll have to hurry with your order.

At the meeting of the Telephone and Telegraph Society of Atlanta, held October 6th, O. Whitmire, of the Atlanta house, was elected Second Vice-President and Director No. 2.

This society has become very popular with the telephone and telegraph employees at Atlanta, and now has a membership of nearly 600. W. B. W.



The accompanying illustration shows a front and top view of the new record room counter we have just installed, and while it may be old to some of the houses there are probably several that might like to consider trying it.

All of the Non-Associate "live" correspondence is kept in the open compartment shown in the top of the counter so that it may be convenient to all departments. All current shipping ticket binders, both Associate and Non-Associate, credit binders and etc., are kept in the racks shown in the front view, and these have certain places which are marked by designation strips.

The file clerks are situated behind this counter and can pass the 1913 binders to any one desiring them. This scheme, which puts the records most used within reach of all, has enabled us to reduce our record room force by two employees.

Now come on—who had one of these before the Revolution? O. W.

CHICAGO

JAMES METCALFE

H. L. Grant
Correspondent

We've noted with pride—and who of us hasn't—the verses that Omaha springs.
The poems that croon of the glories of June are rubbish when James Metcalfe sings.
With each clever ditty, he boosts his fair city—he's modest as shown by his name,
And though he decries it, and likewise denies it, he's long been familiar to fame.

Now "James" is quite common, though we must admit that "Metcalfe's" uncommon and rare;
And for hours together in all sorts of weather it had us near tearing our hair.
But now we have got him, we're Sherlocks to spot him, he can't hide from us nor from fame.
It's *Bateman* the poet, though who would e'er know it when all muffled up in that name? W. M. G.

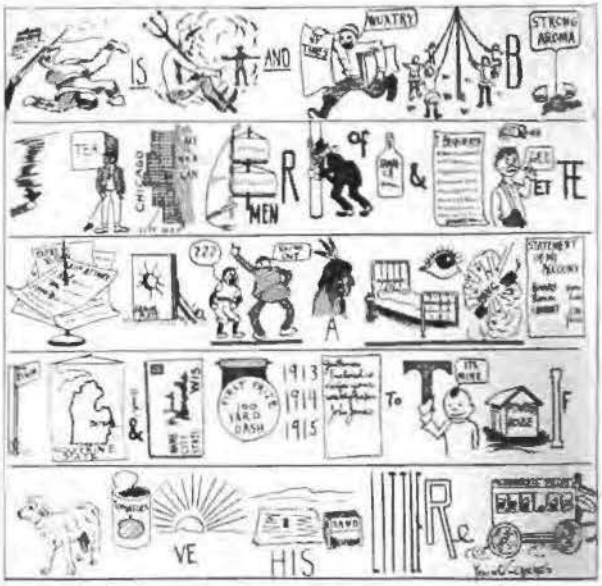
If your sales are falling off—
Blame the War!
If expenses shoot aloft—
Blame the War!
If the bogie which you face
Leads you such a merry chase
That you cannot keep the pace—
Blame the War! —*G. I. S.*

Al. Letourneau has been driving a Ford all summer. We now hear that he is going to buy a Cycle-car so that he can put his big car up for the winter.*

* So that joke's gone on the road, has it?—Ed.

THE STENOGRAPHER'S LAMENT

The melancholy days have come,
"The saddest"—and all that;
Times are hard, and business bum,
I'm wearing last year's hat! —L. H.



Chicago's Latest Rebus; Who Can Guess It?
Answer Next Month

BOSTON

D. A. Chase, Correspondent

FROM THE BOSTON GIRLS

Philadelphia, be comforted! Our Braves did beat you good and proper, but if like treatment of your baseball wonders had ever been meted out to you at the hands of New York, we think you would have found their patronizing air, and stories of how they did it, far more humiliating than the slings and arrows of an outrageous fortune. E. M. T.

Perhaps in this issue New York will make certain modifications to their recent utterance about being forced to believe they had a "real" baseball team. We are now wondering if the recent performances of our Braves have in the slightest degree, forced New York to believe that THERE ARE OTHERS. E. M. T.

Some Familiar Products Seen Overseas

The Western Electric Booth at the Scientific and Electrical Exhibition Held Recently at Selfridge's Great Department Store in London.

HEARD IN THE SHOPS

ACTIVITIES OF THE MANUFACTURING DEPARTMENT AT HAWTHORNE

WHO'S WHO AT HAWTHORNE

Who keeps all Hawthorne cleaned and brushed with even greater care than yon scant locks so tightly crushed across your bald spot there? Who cleans the whales of prints—(Phrase right. The English is reversed.)—the prints, we say, our 12-C's (tight) leave where they'll look the worst? Who'd stand ace-high in Spotless Town as Johnny-on-the-Spot? (Here's to his motto; drink it down—"Scrub while the water's hot.") Who keeps the Works more sweet and fair than Helen, late of Troy? Speak up; you have the answer there. F. Smola—'atta boy.

TELEPHONE APPARATUS SHOPS

"And Then He'd Row, Row, Row."

When S. C. Wiley, the foreman of departments 2326 and 2327, tells a secret on himself he does it with his eyes open. So if you'll promise to never, *never* breathe a word of this to any living soul, Minnie—

Well, you see Mr. Wiley and another man hired a boat and went fishing up at Fox Lake recently. When they had finished their day's sport Wiley was feeling strong enough to hold his own with anybody. Samson once pulled over a temple, and S. C. determined to go him one better by pulling over the lake.

While his companion dozed comfortably in the stern Wiley bent to his oars. He put a little extra energy into the work because he noticed another boat coming up behind, but in spite of his efforts the other man soon overtook and passed him. Schuyler is Mr. Wiley's first name—not sculler, so he didn't feel particularly aggrieved because somebody was a slightly better oarsman than he. However, when a second man, rowing one boat and towing another, began to gain on him he made up his mind right then and there that *that* chap wasn't going to pass him. For the next ten minutes he worked harder than the master of ceremonies opening kegs at a German picnic. The perspiration ran off into his eyes and down into the boat in such streams that the man in the stern thought they had sprung a leak.

When at last Wiley stopped, wiped the perspiration from his eyes and looked to see how far behind he had left his unconscious rival he voiced a whoop of joy. The other boats were completely out of sight. Then he turned to see how far he had yet to row and the sweets of victory turned to gall and wormwood in his mouth. There was the other man leisurely tying up his two boats at the landing.

"Wouldn't that get you?" asked Wiley in disgust. "Say, I'm not even fit to hold a job as stroke oar on a gasoline launch."

"We *don't* seem to be moving very fast," admitted the man in the stern, eying their wake critically. Then suddenly he began to pull in on a dangling rope. At the end of it he brought up a galvanized iron pail full of solid cement.

* * * * * * * * * *

Now come quick! Let's hurry along out of here. This is no place for a Sunday-school scholar.

And whatever you do, don't you sing "Lightly Row" when Wiley is around unless you have a suicide clause in your life insurance policy.

CROSS TALK IN THE C., R. & I. SHOPS

H. C. Lewis, of department 3150, ate a cold supper one day last week. You see the distance from his location in the south end of the cable plant due north to the front door is so great that it behooves him to be up and doing almost as promptly as Holbrook, his boss. After an unusually fleet sprint on the evening in question he settled back in his seat on the homeseeker's limited and contentedly started in on the war news. He had got down to the place where "Berlin dispatches on the contrary state that," etc., when a friend tapped him on the back and asked him whether the idea in going without a hat was to lower the cost of living or to raise the hair. Then it dawned on "Lewey" that his hat was in his locker, that his locker was in the Cable Plant and the Cable Plant was in the dim distance. The hat now can be found just prior to 5:15 every evening in the place of honor at his right hand, one easy arm's length away.

C. E. Jahn, of department 3012-B, who carefully follows all his orders by means of memoranda, recently wrote to W. F. Stephenson a "Request for promise of delivery" form filled out as follows: "Dept. 3307. Job required at once. Rush!!!" Not one word stating what the job was. Now "Steve" recognizes urgent need when he sees it. He felt that such desperate haste must indicate a starving family, at the very least. So he replied by return mail: "Have a job open for you. Report for work right away."

William Mackoitch, of 3023-A, is obsessed with one great ambition—to catch his adding machine in a mistake. After adding his figures on the machines he surreptitiously runs a pencil up the columns and proves them "by hand." So far the machine has eluded his vigilance, but he vows he will get it yet.

The accompanying photograph shows the members of department 3306 and their friends at a pleasant Saturday afternoon outing held in Garfield Park. Games, races and, of course, a fine picnic lunch added to the joys of the occasion. The winners in the main events were:

100-yard dash—Miss G. Bubert, first; Miss A. Grothier, second.

Shoe race—Miss Mary Hefferen, first; Miss E. Leitman, second; Miss A. Kral, third.

Circle race—Miss Josephine Braint.

Three-legged race—Misses Barbara Stanek and A. Kral.

Children's 50-yard race—Little Miss Rosenbaum.

Miss Margaret Powers, of department 3080, asked her "boss," "Andy" Anderson, for a package pass while he was making out one for a trucker. She was considerably surprised later when she was asked to explain whose overalls she was taking home. We haven't heard how the trucker slipped by the doorman with a lady's apron pass.

Fred Ulrick, of department 3060, was unable to interpret the inscription "G M" on the natty caps of the opposing indoor ball team we trimmed recently until he heard them start several heated arguments. Then a great light broke in on Freddy's intellect as he exclaimed, "Oh, yes; now I know. It means 'Get Mad.'"

AMONG THE ENGINEERS

NEWS OF THE DEPARTMENT FROM NEW YORK AND HAWTHORNE

HAWTHORNE

ANTWERP-HAWTHORNE CHESS GAME

The following extract from a letter received from Mr. Bergmans, at Antwerp, by J. L. Harrington, of the Hawthorne Chess Club, is interesting as tending to bring the members into a somewhat more personal contact with the great European struggle:

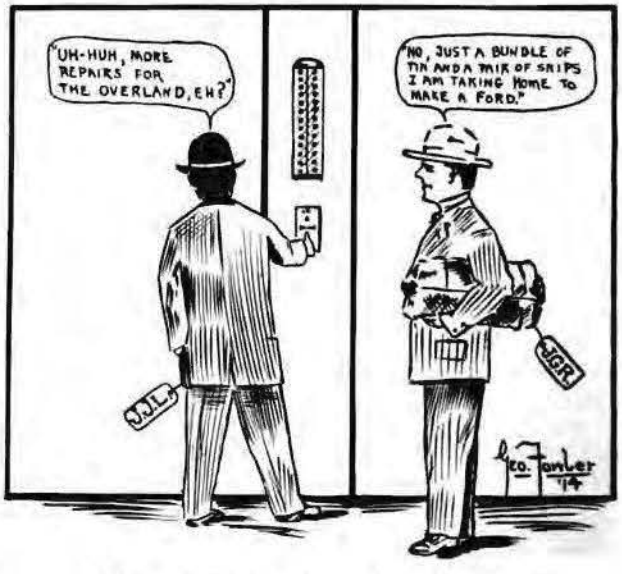
"Your letter addressed to Mr. Schenk was opened by me, as I realized that it contained your next move of the chess game. I am sorry to say that we will have to temporarily place a hold up on the chess game, as all the engineers interested have been called to the front.

"G. BERGMANS."

NEW YORK

MEETING OF THE ENGINEERS

On the evening of October 23rd at the first engineers' meeting of the season, W. F. Smith, of the apparatus design section, presented a paper on the "Design, Manufacture and Laying of Submarine Telegraph and Telephone Cables." The paper was well illustrated with numerous slides, many of which were made from photographs taken at sea during the actual operation of cable laying. Mr. Smith also discussed some of the difficulties and problems encountered in the loading of submarine telephone cables. Readers of the NEWS will recall that in the July issue Mr. Smith had an article on this subject.



A Little Elevator Repartee by Lyng and Roberts
(Overheard by C. W. Lowe)

Now that we have disposed of the question of glass containers for small piece parts, will some one tell us who first counted apparatus by weighing?

NEWS FROM HEADQUARTERS

Some Items of Interest from the General Departments

W. A. Wolff
Correspondent

RETORTING COURTEOUSLY

[Conspicuous by its absence in the September issue, to the fair sex at Boston, was "W. A. W's" customary bit of verse, which has appeared with such regularity under New York "contribs." We half expected that Mr. Wolff's September offering would be a laudation of Boston's "Braves." We know from past experience that Mr. Wolff delights in bestowing praise where praise is due.

Look out girls, for the boomerang!—E. M. T.—*Boston Item in the October* NEWS.]

Deem you that we are ungallant,
Or enough of boor and churl
To come back—O thought horrendous—
At that gentlest creature—girl?

Be she suffragette or anti,
Wondrous clever or a dub
Never need fair damsel fear us,
O ye maidens of the Hub.

Yet, if boomerangs you're dreading,
Certes, the fault is but your own
For that weapon of destruction
Of itself flies back whence thrown.

We're quite flattered that you missed us
Missed our bit of rhyméd fluff;
But, sub rosa, it was canned, girls,
And at that 'twas darn good stuff.

Why we're bursting so with gladness
We would even cheer the Braves,
Though the hopes of Giant rooters
Did they send to early graves.

Yes, indeed, we're glad you missed us,
For it proves beyond a doubt
That at least somebody's reading
What our pen is grinding out.

—W. A. W.

GREAT CAESAR'S GHOST!

They are great students of the classics in Richmond. Witness the following:

Manager Hall recently sent Salesmen Jewett and Pearson to a town in Virginia to capture a contract and, being particularly anxious about the business, instructed them to wire the results of their efforts. In less than a day they closed the deal and Jewett waggishly wired to Hall: "Veni, vidi, vici." The latter looked at the telegram, shook his head and said to himself, "Guess I'll get Whitehurst in on this and see what those fellows want. It looks like a G. E. code." So Whitehurst was handed the classical lemon.

After consulting his power apparatus code book, he came back to Hall, saying, despairingly, "I've got most of the code translated, but I'm stumped on one letter. Better wire 'em for more information."

And, dear reader, THEY ACTUALLY DID, and THIS ACTUALLY HAPPENED!

A movement is afoot among the members of the general department to appoint a commission for the purpose of inquiring into the mental condition of J. H. Warren. He went to Philadelphia on the afternoon of Thursday, October 8th, and with the opening game of the World's Series scheduled for Friday afternoon, CAME BACK FRIDAY MORNING.

M. A. Curran is hurt and grieved at our skeptical reception of his fishing story in last month's issue. "Since the October NEWS appeared," he said in a recent interview, "I have listened to numerous stories upon the following themes: golf, 7; infant prodigies, 4; suburban gardens, 3; fall styles for men, 8; how I put the deal across, 9; fishing, 0. Not one of these was substantiated by photographs or other evidence. Yet I believed them. But when I tell you a perfectly true story of my own experiences, and show you a photograph to prove it, you insinuate that the picture is a fake, and that the story is a—Oh, what a world!"

GENERAL MERCHANDISE DEPARTMENT

J. H. Hellweg, Correspondent

EGG TRUST AT HAWTHORNE

When the dogs of war are howling,
And the pessimists are yowling
That the business of the country is quite likely to have slumps,
It is certainly most cheering,
And our hearts jump up at hearing,
That some wise guys out at Hawthorne still hold the ace of trumps.

As I looked upon the faces
Of the clerks who have their places
In the large and airy office of the good old G. M. D.
I was much surprised at noting,
Three men there who were gloating
And were chortling most exultantly with wild and ghoulish glee.

When I asked for explanation,
I received the information
That Messrs. Brennan, Elce and Wilson were salting down the yens;
They were selling eggs and chickens,
And they charged so like the dickens
That the banks were fairly glutted with the proceeds from their hens.

This tentative 'splanation
Had a further confirmation
When I saw the three together in a confidential buzz.
As I passed in their direction
I caught Brennan's high inflection:—
"On the first day of November we will raise 'em 10 a doz."

—F. W. G.

THE SHAME OF THE G. M. D.

Lincoln J. Steffens has accepted a position with us as messenger boy. They come high, but we must have them.

FOREIGN NOTES

SOME ITEMS OF INTEREST FROM ABROAD

LONDON

THE LONDON SPORTS CLUB AND THE EUROPEAN WAR.

A. S. B. Fletcher
Correspondent

The chief item of interest in connection with any London sports club at present is the toll taken by the war.

Sportsmen generally, are responding to the call for volunteers and many members of the Western Electric Athletic & Social Club are among the number.

One of the first to go was the general club secretary, J. B. Hill, who resumed work in the Queens Westminster regiment; he has been quickly followed by members of all sections of the club.

The cricket section loses a good bowler and forcing bat in Watson, who has joined the Public School Corps. The

The Rifle Range, London Social and Athletic Club, Showing Some of the Members at Practice

Army Service Corps claims a fine runner and tennis player in F. W. Hicks.

The Howitzer Section of the Royal Field Artillery boasts quite a little Western Electric colony, among others being Good, of the cricket section, and F. C. Morris, of the tennis section, Farris, claiming allegiance to both sections, and Wakeford, a prominent hockey and tennis player.

Pheazey, R. Wilkins and Bantick, three members of the sales and service relay team, which made such an unexpected good showing in the general sports meeting this year, have already joined various branches of the army. Pheazey is with the Royal West Kent Yeomanry, and his comrades include Clifford, of the rifle firing section, and Pollock, well known in cricket and running circles. Hockey contributes Smart, Fawkes, and Vandell to the army, and A. Kidd to the navy, while Hidden, the rifle section secretary, is with the army medical corps.

—*F. Winchcombe.*

London's Sunday Tennis Section. Left to right from top: A. Horn, A. Imrie, E. Mears, H. H. Woodcock, A. Aldridge, F. C. Morris, A. D. Jackson, W. E. Dann, F. Winchcombe, H. G. Goodwin

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A Young Western Electric Refugee

THE original of the accompanying photograph appeared in the London *Daily Mirror* of September 11th, with a heading, "The Youngest Refugee From Paris." The picture is of especial interest to NEWS readers, as the youngster is Master John S. Judd, son of J. W. Judd, of the Paris house, on his way to a place of safety in London.

Cricket Team, Northern Electric Co., Ltd.

M. S. Allen Beginning a Portage

E. C. Peterson and Indian Guide on Portage

MONTREAL

The accompanying photographs were taken on a hunting trip made in September by M. S. Allen, telephone sales manager, and E. C. Peterson, district manager, Montreal. The hunters went into the bush about ninety miles north of Quebec, being forty miles from a railroad. Each succeeded in killing a moose. Mr. Peterson's had 21-point antlers, with a spread of 56 inches. It stood almost 10 feet high at the shoulders and weighed three-quarters of a ton.

MONTREAL'S CRICKETERS WIN CHAMPIONSHIP

The B. N. I. Cricket Club (which is composed of employees of the Bell Telephone Company of Canada and the Northern Electric Company) has just closed a most successful season, winning the championship of the Montreal and District Cricket League ("B" Division) which entitles the club to the Victoria trophy shield and promotion to the "A" Division of the league.

E. P. Wallace, captain, is to be specially congratulated on a repetition of his splendid performance of last year in winning of both the batting and bowling averages of the League.

The following brief summary of the results of the League fixtures, would indicate that the B. N. I. Club had things pretty much its own way:

Matches played: 14; won 12, lost 1; 1 drawn. Average runs per inning: for, 94.58; against, 37.66.

Reading from right to left, those shown in the photograph on page 18 are:

BACK ROW: M. K. Pike, Distributing Dept. Manager; G. W. Jones, Treasurer; W. Cropper; G. Greenway; N. E. Newton, Asst. Gen'l Supt.; H. J. Gracie; W. Toole, Umpire.

MIDDLE ROW: H. L. S. Williams, Vice-President; G. J. Briscoe; E. N. Mather, Vice-Captain; J. Norris, President; E. P. Wallace, Captain; A. Mansfield; T. E. Carr.

FRONT ROW: E. H. Greenidge; N. Cronk; T. Raper, Secretary; F. Hill.

Irving Macdonald's Interrupted Holiday

MR. MACDONALD, whose picture appears in this issue, was one of the many Americans whose vacation did not turn out just exactly as he had planned it.

Mr. MacDonald has for the past few years been connected with the Antwerp house. When the war "bust right in his face," as Will Irwin would put it, he was showing his sister the wonders and "color" of Europe. Their journey from Paris as far as Lucerne by way of Geneva and Interlaken was as eventful or uneventful, whichever you like, as that of thousands of other tourists who have done the same territory.

When they arrived in Lucerne, the news came that Germany had declared war on Russia. They, however, decided to carry out their original itinerary, which included Lucerne, Munich, Cologne and Rotterdam. They were compelled to stay in Munich over a week, as the trains were all being used for mobilization. Mr. MacDonald and his sister finally succeeded in getting to Rotterdam, where he left his sister to go to Antwerp. Both eventually returned to London. Mr. MacDonald sailed from Glasgow, arriving in New York September 21st.

Of particular interest is his description of the attitude of the various peoples toward the war. He says:

"London was strikingly different from the Continental cities in that the people seemed to be going about their business as usual, all the theatres and places of amusement and interest being open. I even heard a Wagnerian concert in Queen's Hall as late as September 10th, and one could get frankfurters and sauerkraut and wienerschnitzel in the restaurants. In Munich some weeks before it was just the contrary. One day in the Café Furstenhof I picked up the bill of fare and noticed that all the French names had been scratched out, even the words "Grand" and "Café" on the top of the bill of fare having had a pencil-mark run through them. It was a frequent occurrence to see workmen on ladders changing the French names of hotels to German. In short, anything that savored of French or English was wiped out."

EDUCATIONAL DEPARTMENT NOTES

Herbert Metz
Correspondent

We do not know how many admirers the girls in Fisher's department have, but we do know that they are well supplied with "protectors."

We notice that the girls in the coil winding department are very careful what they say around the "repeating coils."

For the benefit of those who come into personal contact with the students and have trouble deciphering their lingo we are appending the following list of definitions:

Whale—Something large.

Shark—Somebody who gets three times as much as you with half the effort. No relation at all to the above.

Drag—That particular thing used to open the door from the other side.

Frosh—Apprentice.

Grind—One who works overtime unnecessarily.

Exam—Something which many take but few survive.

College Spirit—Anything from hops* to Scotch.

*Of course "hops" do not classify as spirits, but the innocent boys cannot be expected to know that.—Ed.

Student: "What sort of a 'phone is that?"

Other fellow: "Mine."

Student: "I didn't ask whose 'phone it was, but what kind it was."

Other fellow: "And I repeat—MINE."

(Dont you like it? Many a vaudeville sketch has been built upon less.)

FAMOUS STUDENT BLUNDERS NO. 2

On a recent inspection trip through the T. A. shops, one of the students in the party asked more questions than the guide could answer. However, when the party reached the switchboard department, he was effectively silenced by the laugh that greeted him when he asked: "Say, what are these jacks they talk so much about? Are they those little colored signal plugs to remind them to jack up a customer who hasn't paid his bill?"

The following students have been recently transferred to permanent positions: Engineering students—R. J. Egner (Purdue), New York research branch; H. C. LaRoe (Pratt), New York physical laboratory; L. F. Wood (Penn State), transmission laboratory; R. O. Sewell (Colorado Agricultural College), equipment drafting department; W. C. Jones (Colorado College), New York transmission laboratory. Commercial students—C. J. McCarthy (Massachusetts Institute), New York physical laboratory; K. P. Conover (Union), New York comptroller.

J. Danner addressed the students on "Equipment Engineering Problems" recently. H. C. Quigley gave a talk on "Raw Material."

J. J. O'Connor, C. H. Burns and C. J. Dietz, of the International Harvester Works, recently visited the Works.

In a corner of Mr. Simon's department there may be found a number of pantograph-like machines with girls tracing out on different plates all sorts of numerals with unerring proficiency. A student recently visited the department and stood behind one of the girls for some time watching her trace out number after number. Finally, he leaned over and said:

"Pardon me, but after watching you for some time, it strikes me that were you to lose your job here you could easily get another with any wax works. You are some bear at making figures."

Western Electric Man Wins Society for Elec. Development Prize

W. A. WOLFF, of the advertising department, has been awarded a prize of $10 in the prize story competition held recently by the Society for Electrical Development. The competition was announced in the July NEWS. Mr. Wolff's successful entry was a rhymed "Autobiography of a Copper Atom."

In the "Buy-a-Bale" Country

THE accompanying picture, taken at Bonham, Texas, shows a scene typical of the cotton-producing areas of this country. A bumper crop of cotton this year, coupled with the sudden closing of the European market, produced a crisis in the cotton situation, for which one remedy is the "buy-a-bale" movement on foot.

At the steering wheel of the automobile is Emmett Thompson, proprietor of the Bonham Electric Supply Company, with Emmett Haling, Dallas' supply sales specialist, seated beside him. Mr. Thompson is one of Dallas' best customers.

In The Market Square, Bonham, Texas

Best Star Orders of Interest, Sept. 7 to Oct. 10

FIRST GROUP

Chicago

THIRTY-THOUSAND dollar contract for one year's requirements for meters, transformers, heating devices, pole line, and miscellaneous material.

F. H. Van Gorder.

SECOND GROUP

Minneapolis

Three complete train dispatching outfits, one of 29, one of 18, and one of 15 stations, 62 No. 1048 transmitter arms, and miscellaneous material.

J. A. Kick & Office.

THIRD GROUP

Seattle

Twenty-six 1½—300 Kva transformers, one 10Kva regulator, one set of aluminum cone lightning arresters, 26 ½—50 hp. motors, 26 switchboard panels, 17,000 feet lead covered power cable, and miscellaneous material.

J. H. Kelly.

One on the Advertising Department

AN amusing error was made by the advertising department in preparing the vacuum cleaner advertisement shown on the back cover of this issue. It will be noticed that the hand appearing in the upper right hand corner wears two rings, a wedding ring and an engagement ring. A letter just received from a jeweller in Champaign, Ill., comments as follows:

"I notice a slight error in your advertisement in the November *Cosmopolitan*. The wedding ring on the finger of the lady operating the vacuum cleaner should be *behind* the engagement ring. I mention this just to illustrate the close scrutiny a display advertisement receives nowadays."

Considering our correspondent's profession, he ought to know! But as long as our models are single young women and the artists and photographers are bachelors, mistakes of this kind are likely to happen.

This Month's Cover

DESPITE the rather military look of the cover design for this issue of the NEWS, the scene depicted is a most peaceful one. A group of boy scouts are busily engaged in erecting a telephone line to connect two of their camps. On the way they have had to span a small river, but now the work is almost finished, and their leader stands ready to connect up his telephone.

The outfit he carries is a Western Electric No. 1375 portable telephone set. Sticking in the ground near his foot may be seen one of our bayonet type ground rods. By using one of these ground rods the scouts are enabled to build their line of only a single wire instead of a pair.

Married

OCTOBER 14th—A. C. Paterno, of the central vouchering department, New York, to Miss Carolina Serocke, formerly of the order entering department, New York.

October 10th—Miss Lillie Rowe, of department 3300, Hawthorne, to Charles Riedl, of Chicago.

October 2nd—Miss Margaret Vrgga, of department 3300, Hawthorne, to Alexander Melnik, of Chicago.

September 19th—Miss Marie Vaclavek, of department 3300, Hawthorne, to Steven Peter, of Chicago.

September 18th—W. J. Wilson, London, formerly of Montreal.

September 15th—George W. Latham, central accounting division, New York, to Miss Edna Gracy Van de Water, of Flushing, L. I.

September 12th—H. H. Timbers, of department 3473, Hawthorne, to Miss Florence Birmingham, department 2091, Hawthorne.

August 18th—C. H. McFee, sales department, New Orleans, to Miss Julia Doughty, of Concord, Tenn.

August 8th—Miss Ludwina Traud, San Francisco house, to L. Schmidtbauer.

July 29th—Miss Emily Kindblad, San Francisco house, to T. V. Anderson, of Los Angeles.

June 17th—Miss Anita Young, San Francisco house, to Ralph Halloran.

Western Electric News

PUBLISHED MONTHLY — FOR THE EMPLOYEES

BY THE WESTERN ELECTRIC COMPANY

H. B. Thayer, *President*
W. P. Sidley, *Vice-President and General Counsel*
Gerard Swope, *Vice-President and General Sales Manager*
J. W. Johnston, *Treasurer*
G. C. Pratt, *Secretary*
H. A. Halligan, *Vice-President*
A. L. Salt, *Vice-President and Gen. Purchasing Agt.*
H. F. Albright, *General Superintendent*
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R. H. Gregory, *Comptroller*

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VOLUME III — NOVEMBER, 1914 — NUMBER 9

IDEAS

DID you ever have an idea?

Don't be indignant;—of course you have; but why blame anyone for asking the question if you have kept your ideas bottled up inside of you and have failed to put them to any practical use? How many times have you thought of a better way of doing some part of your work, but have kept quiet about it because the fellow who had the job before you always did it that way or because some neatly printed instruction had been issued on the subject? Manifestly it wouldn't do to go ahead on your own hook, because you had a "hunch" that your way was best, but at the same time there is no reason for burying your idea. Why not make a suggestion?

There is something in all of our work which suggests the tread-mill. It is necessary to go through a certain amount of routine day after day to keep the work going—to hold our job; but the progress of the company no less than that of the individual depends on the successful application of new ideas to our methods. The telephone resulted from the idea that it would be possible to transmit the vibrations of the human voice by means of an electrical current. Without the idea of the telephone, we would not have had the Western Electric Company of to-day; and the Western Electric Company of to-morrow depends no less on the adoption of practical ideas suggested by its employees. Invention of new apparatus and the improvement of existing design is constantly going on as is shown by the leading article in this issue. New ideas are constantly improving our manufacturing processes, and the methods of carrying out the work of other departments are frequently revised as new ideas are adopted for improving our efficiency and reducing the costs.

These ideas do not all spring from some one solitary genius, but are suggested by men in all ranks and all departments, and the proof of a live organization lies in the number of practicable ideas suggested by its members. To encourage the unearthing of ideas "Suggestion Boxes" have recently been installed at Hawthorne to which any employee may contribute his suggestions as to the improvement of any phases of the Company's work which he prefers to present in this manner rather than through the regular organization channels. Similar boxes are about to be installed at New York.

The next time you have what appeals to you as a real idea, don't smother it. Tell your boss about it, drop it in a "Suggestion Box" or send it to the NEWS. The Company's success is our own success, and in days like these when economy is the watchword, if we cannot be among those who are increasing the Company's sales, let's each of us demonstrate that we are thinking on how we may do our work more efficiently or more economically.

ON THE FIRING LINE

IT is only a few months ago that the NEWS took occasion to comment upon the achievements of some of our number in the work of giving Western Electric service to bring about the restoration of telephone traffic interrupted by fire, storms or floods. Many such reports of the successful meeting of such emergencies have been published in these columns, and in reference to them the NEWS has borrowed the military term "on the firing line."

So much for our achievements in peace; and now we record the accomplishments of like achievements in times of war. It is with the same spirit and under vastly more difficult conditions that the European organization has had to conduct its work during the past few months, and those of us in America, who are fortunate to be far away from the actual scenes of conflict, will read with interest the dispatches from the front on page 9.

Many of our associates in foreign countries have loyally responded to their countries' call and are now engaged on both sides of the great European struggle; and as we read Mr. Wright's graphic account of the trying conditions under which the little band of men at Antwerp had to work preceding the capture of that city, we realize that even then loyalty and devotion to their work kept them literally "on the firing line."

THE TEAM THAT FORGOT HOW TO LOSE

THE second week in October saw an epoch in baseball history—saw the Philadelphia Athletics, thrice champions of the world, lose the World's Series in four straight games to the Boston Braves, a team that had come from last to first place in the National League in two months.

How did the Braves do it? Those who saw the World's Series know. The Boston team had forgotten how to lose. The idea that they must win, that they couldn't help winning, had so permeated every man that the idea became a fact. It was will power that turned a good team into a phenomenal one.

You can't always win, of course; but you will come pretty close to it if you never think of losing.

V. Tosto

W. Goldner

J. F. Walsh

J. O'Toole

Employees' Pension, Benefit and Insurance Fund Notes

NEW PENSIONERS

SINCE the last issue of the NEWS four new names have been added to the pension roll.

Mr. V. Tosto of the New York House was pensioned under date of October 1st after having served the Company twenty-eight years. Mr. Tosto was born in Italy and came to America when he was twenty-nine years of age. Immediately upon arriving in New York, he went to work for the Western Electric Company and has remained with us steadily since. In a letter to the New York house, he writes: "I enjoyed the work I did immensely, and was always treated with the utmost respect by the foremen over me. The Western Electric Company was like my home."

James O'Toole, also of the New York organization, was added to the pension roll under date of September 21st. His service record with the Company covered over twenty-three years. Mr. O'Toole has written the Benefit Fund Committee as follows: "Words cannot express my gratitude to Western Electric Company for the kindness shown me in the pension which you have given me. . . . There is no other Company that takes such good care of their employees."

John F. Walsh, of the manufacturing department, Hawthorne, retired under date of October 1st. Mr. Walsh began his services with the Company in the brass foundry about twenty-five years ago, when it was located in the basement of the buildings at Congress and South Clinton Streets, Chicago. He has continued in the foundry work during the whole period of his service, working under Foremen Galvin, Neeve, Kreft, and Thumann. He retired in good health.

William Goldner, also of the manufacturing department, Hawthorne, after eighteen years of active service, has been added to the pension roll on account of disability. He first entered the Company's employ at Clinton Street as a cabinet maker under Mr. Gehrke and has worked since successively under Foremen Culley, Nielsen, Gehrke, Culley, and Taylor.

There are now sixty-seven names on the pension roll, an increase of eleven names since January 1st of this year.

ATLANTA

All of the old employees of the Company, especially at New York, Chicago, and San Francisco, will be interested in hearing from O. S. Lair, former stores manager at Atlanta. As mentioned some few months ago in the NEWS, it was necessary on account of his health for Mr. Lair to obtain a year's leave of absence, which he is now spending in Colorado. We are glad to learn that Mr. Lair's condition is much improved, and the accompanying photograph just received shows how he is spending his time in Colorado.

A Good Day's Catch

O. W.

DEATH BENEFITS

Death benefits have recently been voted by the benefit fund committee to the dependents of the following:

H. Rasmussen, Mfg. Dept., Hawthorne; died, Aug. 30, 1914.

W. H. Acree, Atlanta House; died, July 25, 1914.

W. J. Brennan, Atlanta House; died, Sept. 4, 1914.

Charles Molinet, New York House; died, Aug. 8, 1914.

Appreciative letters have been received at Atlanta from Mrs. Brennan and from Mr. Acree's daughter. One point mentioned by Mrs. Brennan is the promptnes with which payment was made. She pointed out how much this means to a wife dependent upon her husband's weekly salary, especially when there are children in the family.

New York's Baseball Team

Left to right, from top: Brown, o. f; Webster, Secretary; Finley, Chairman; Baird, Manager; Vogely, p; Young, 3b; Weinhardt, p; Gregg, c; Butz, 2b; Hanson, p; Mueller, o. f; Garrity, o. f; Blanchard, ss; Crocker, c; Murphy, o. f; Beigner, 1b; Clark, Scorer.

Miss E. Patterson, Dept. 2095, Winner of the Hawthorne Women's Tennis Championship

ATHLETICS AT NEW YORK AND HAWTHORNE

NEW YORK'S baseball team finished the season with a record that will be hard to beat. Without a single opportunity for practice, and with a constant shifting of its membership, the team played a thirteen-game schedule, of which it won nine, lost three, and tied one. F. H. Gregg has been elected captain for 1915.

The completed 1914 schedule follows:

Team	Won by	
Brooklyn Central Y. M. C. A.	W. E. Co.,	8—1
Brooklyn Central Y. M. C. A.	W. E. Co.,	6—3
American Tobacco Co.	W. E. Co.,	7—3
Cutler Hammer Mfg. Co.	W. E. Co.,	6—5
Atlas Portland Cement Co.	W. E. Co.,	14—4
Steinway Piano Co.	W. E. Co.,	15—0
Riker-Hegeman Co.	Tie Game	
American Bank Note Co.	A. B. N. Co.,	4—2
Montauk Athletic Club	M. A. Club,	2—1
New York Telephone Co.	W. E. Co.,	7—3
Trojan Athletic Club	W. E. Co.,	6—5
Riker-Hegeman Co.	R. H. Co.,	13—6
Pierce Arrow Automobile Co.	W. E. Co.,	7—5

F. J. KELLY

Golf Champion, Winner of the Sidley Cup, 1914

Mr. Kelly defeated A. Dale in the final round 3 up and 2 to play.

THE WESTERN ELECTRIC SOCCER TEAM, HAWTHORNE

Left to Right from Top: W. Adamson, Chairman; G. Spurling, Reserve; E. Turvill, Right Back; Doig, Goalkeeper; E. Lafferty, Right Back; F. Goddard, Manager; J. Mackey, Reserve; J. Dickie, Right Half Back; J. Herries, Center Half Back; T. Drain, Left Half Back; E. Poulter, Outside Right; J. Dowling, Inside Right; F. Cowell, Center and Captain; C. Taylor, Inside Left; H. Dade, Outside Left.

The Engineers' Team, Champions of the Hawthorne Inter-department Tennis League. Left to right: R. D. Williams, C. M. Smith, C. F. Hall, W. P. Strickland

The Hawthorne Doubles Champions: L. M. Wheeler (left) and A. Dale (right)

TENNIS AT HAWTHORNE

The tennis season of 1914 is drawing to a close after a most varied and interesting program. In addition to the regular championship and handicap tournaments which have been run in past seasons, new activities were carried on during the present season, which greatly increased the interest in the sport. The first of these was an inter-department league composed of eight teams, representing various departments within the Works, as given below:

Engineering Department—Team No. 1.
Engineering Department—Team No. 2.
Equipment Drafting and Installation Departments.
Methods and Inspection Departments.
General Merchandise Department.
Works Clerical Departments.
C., R. & I. Shops.
T. A. Shop Production Departments.

A silver cup was donated by Moore & Evans for the championship trophy and the Company presented gold medals to the members of the winning team. A great deal of local interest has been created by this activity.

The championship of the Works was won by the Engineering Department No. 1 team, composed of C. M. Smith, R. D. Williams, C. F. Hall, and W. P. Strickland. This team won 30 out of the 42 matches played. The Equipment Drafting was second with 29 matches won, and the Merchandise third with 28. A table showing the final standing of all teams follows:

Teams	*Matches Played*	*Matches Won*	*Matches Lost*	*Pctg. Won*
Engineers No. 1	42	30	12	71.4
Equip., Drafting & Installation	42	29	13	69.0
Merchandise	42	28	14	66.7
Methods & Inspection	42	21	21	50.0
Cable, Rubber & Insulating Shops	42	17	25	40.5
Production	42	16	26	38.1
Engineers No. 2	42	16	26	38.1
Central Works	42	12	30	28.6

The second new departure was the formation of the Chicago Commercial Tennis League, comprising teams from the Western Electric Company, the Chicago Telephone Company, Sears, Roebuck & Company, the Peoples' Gas Light and Coke Company, and the Commonwealth Edison Company. There were six players on each team.

Until the Western Electric team met the Sears-Roebuck men, we seemed to be headed for the championship, but a team including such men as Walter T. Hayes, ex-state champion of Illinois; C. F. Peters, another ex-state champion of Illinois, and H. McQuistion, former member of a team which won the championship of the South in doubles, proved too much for us and we were obliged to content ourselves with second place.

The men's championship in singles was not decided in time for the results to appear in this issue. The contestants in the finals were R. D. Williams, of the engineering department, and H. L. Philler, of the installation department.

The men's championship in doubles goes to L. M. Wheeler and A. Dale, both of the general merchandise department, who defeated C. N. Weir and H. L. Philler, 6—1, 6—3 and 8—6, in the finals.

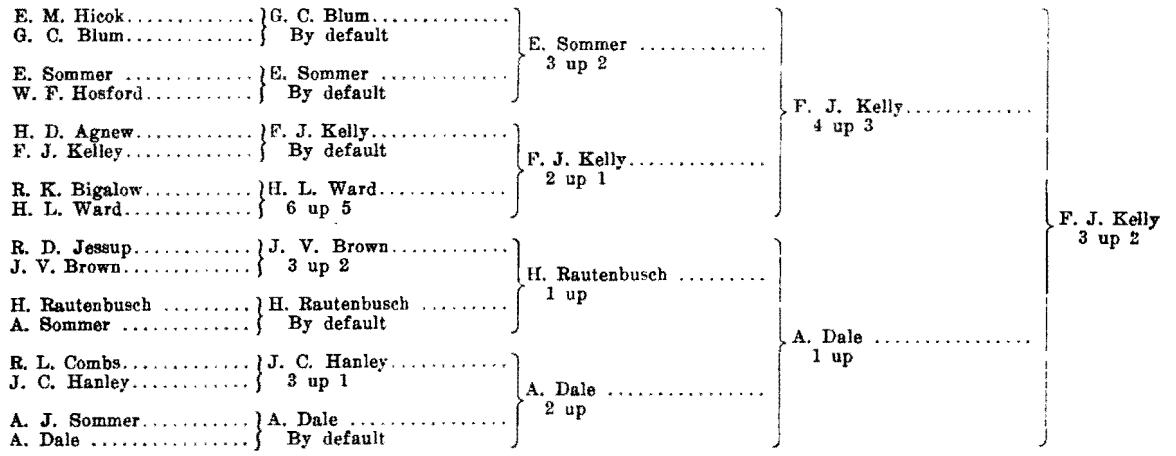
The women's championship in singles was won by Miss E. Patterson, department 2095, who defeated Miss P. Gagnon, of department 4150, in the final round. The score was 6—3; 7—5.

The men's handicap tennis tournament resulted in a victory for G. Fredrickson, of the installation department, over C. M. Dolan, of the engineering department. The match was closely contested throughout, and the full five sets were necessary to determine the winner.

FOURTH ANNUAL GOLF TOURNAMENT FOR HAWTHORNE CHAMPIONSHIP AND SIDLEY CUP

The fourth annual golf tournament for the championship of Hawthorne and the Sidley cup was played off at the Wheaton Golf Club commencing Sunday, September 27th. The results are shown in the table on page 26.

RESULTS, FOURTH ANNUAL HAWTHORNE GOLF TOURNAMENT



WESTERN ELECTRIC BOWLING LEAGUE

The bowling season of 1914 and 1915 started September 17th at Flenner's Bowling Alleys. The games for this season began on September 17th, 1914, and will end April 15th, 1915, which makes a period of 28 weeks.

There have been no changes from last season's arrangements, the league being composed of the following teams: Inspection and Assembly Departments; Machine Departments; Technical Departments of the T. A. Shops; Cable Rubber and Insulating Shops (all departments); Works Clerical Departments; Engineering Departments; Switchboard Departments; Production and Merchandise Departments.

Below is the standing of the teams on week ending October 3rd:

	Team	*Won*	*Lost*	*Pct.*
1.	Inspection & Assembly	7	2	777
2.	Technical	6	3	667
3.	Switchboard	5	4	555
4.	Machine	5	4	555
5.	C., R. & I. Shops	5	4	555
6.	Engineers	4	5	444
7.	Works Clerical	3	6	333
8.	Production and Merchandise	1	8	111

For each game won a prize of 60 cents will be awarded; total prize, $201.60. The team prizes are: 1st set prize, $5.00; high average 1 night, $5.00; high game 1 night, $5.00. Individual prizes: 1st grand average, $15.00; 2nd grand average, $12.00; 3rd grand average, $11.00; 4th grand average, $10.00; 5th grand average, $9.00; 6th grand average, $8.00; 7th grand average, $7.00; 8th grand average, $6.00; 9th grand average, $5.00; 10th grand average, $4.00; 11th grand average, $3.00; 12th grand average, $1.40; high individual average, 1 night, $5.00; high game, $5.00. This makes a total of $318.00 in prize money for the Western Electric Bowling League.

The annual tournament is the fifth under the direction of the bowling committee. For the season of 1914 and 1915 this committee is composed of the following men: A. Pruessman, chairman, department 2470; C. Wizral, department 3218; J. Larson, department 2341; E. Knoke, department 2360; G. L. Callander, department 1400; W. Teichtler, department 2173; W. H. Adamson, department 2302; J. G. Dusheck, department 2481; J. F. Grosvenor, department 2028.

SOCCER FOOTBALL

The Western Electric soccer football team ushered in the season of 1914-1915 by playing an exhibition game with the Ogden Park team at Ogden Park on Sunday, September 6th. It was a well-played game and resulted in a victory for the Electrics by a score of 3 to 2. The game served as a good preliminary to the opening of the Chicago Soccer League season, which took place the following Sunday, the 13th. The drawings for the opening date showed the Western Electrics paired with the Slavia Team No. 1. The game abounded in good plays, first one team excelling, then the other, and after 90 minutes of play, resulting in a draw, each team having scored 2 goals.

On Sunday, September 20th, the Electrics lined up against the Campbell Rovers, Jr., team on the Western Electric field, and after many thrilling plays by both sides, the game ended in a victory for the Western Electrics by a score of 2 to 1.

The Electrics played the Norsemen team Sunday, September 27th, at the Norsemen's grounds, and easily defeated them by a score of 8 to 1.

The Chicago Soccer League is divided into two sections. The present standing finds the Western Electric team leading their section.

On Sunday, October 11th, the Western Electrics defeated the East Side Utd., 4 goals to 0, at 107th Street and Ewing Avenue, in a very fast game.

The standing of the clubs is as follows:

	Games	*Won*	*Lost*	*Draw*	*Goals For*	*Ag'nst*	*Pts.*
Western Electric	4	3	0	1	15	3	7
Kenwood	4	3	1	0	21	5	6
Slavia	4	1	0	3	14	6	5
Campbell Rovers Jr.	4	2	1	1	10	5	5
East Side United	4	1	2	1	8	10	3
International Harvester	4	1	3	0	5	17	2
Cambridge United	4	1	3	0	10	11	2
Norsemen	4	0	4	0	5	26	0

Activities of the Hawthorne Men's Club

OCTOBER 1st is fall moving day in Chicago, so the Hawthorne Men's Club very appropriately made a movie night of it the preceding evening—a veritable orgie of reel drama. The entertainment was open to guests and many members brought their families. It is safe to wager that even the kiddies went home this time with their appetites for moving pictures satisfied. Ten full reels were shown, some comic and some serious, but all good. At the end of the first picture Lee Mitchell, assistant manager of the Standard Film Exchange, gave a talk on "The Production of Moving Pictures," explaining the tricks of the trade. He showed how it is possible to produce a literally "all-star" picture. It is done by covering up half the width of the film and using the other half to photograph part of the stage, showing the "screen idol" playing one character. Then the rest of the stage, with the actor playing another part, is taken by running the film through the camera again, this time exposing only the half previously covered. When the whole film is developed, there you have it—the leading man playing with himself in a literally all-star production. It is better than a "Tom show" with two Topsies. You can't help but think what fun you and yourself could have together if you were only twins. Mr. Mitchell also explained how trick pictures are made and how movie actors can smash all kinds of expensive furniture and automobiles and railroad trains (to say nothing of stage traditions) and still hold their jobs. But if you expect us to repeat it all to you, you are in for the disappointment of your young life. We are no official phonograph. If you want to know what is said at these interesting lectures you will have to come out and do your own listening.

Mr. Moffett's Lecture

Help yourself to an encore of those last three sentences, because they go here, too. If you missed H. H. Moffett's lecture on "Dry Cells," October 8th, you lost a chance to gain some valuable information. You'll have dry cells in your brain through atrophy if you don't exercise them once in a while on something educational. Having dry cells *on* the brain is what Mr. Moffett is paid for, and he knows all about them. He is the assistant sales manager of the National Carbon Company, which makes them by the million. If you keep a door-bell you probably feed it on juice canned by his company. Of course, if you went to the lecture you know that statement gives a very good idea of the way dry cells *do not* work. If you stayed away it will pay you to go and find out how they *do* work when you get another chance. We intend to keep on making a noise like a sphinx until you learn that the way to find out what a lecturer has to say is to go and hear him say it.

The Reception and Dance

The class in elementary arithmetic went into immediate session when the printed notices were distributed announcing the Men's Club reception and dance at Riverview Park on October 9th. These notices stated: "Members and their ladies admitted upon presentation of membership card. All Hawthorne Works employees who are not members of the club may purchase tickets from the ticket committee. Gentleman (admitting lady), 50c." The problem was this: Subtract 50 cents (the non-membership admission price) from 25 cents (the amount of one month's dues) and find out how much you make by not belonging to the club. But why use mathematics when a little applied common sense is all you need? Even if that quarter difference represented a monetary profit instead of a deficit it would still mean an actual loss. Life is measured in enjoyments—not dollars and cents. If you are going to give up all pleasures, why not give up the ghost as well, and be a sure enough dead one?

Please excuse the preaching this time. We don't do it often and we promise not to pass the collection box. The moral, by the way, is "Join the Men's Club now."

When we started out we meant to tell you all about the good time everybody had at the dance, but you know that already if you were there and if you were not, it is rather mean to gloat over you. Still we don't mind telling you that the first prize ($5) in the tango contest went to Miss A. Boyles and C. Driscoll, both of department 2327; second prize ($3) to Miss Bishop (2338) and D. C. Rice (3097); third prize ($2) to Miss Kretech (2326) and J. E. Lynch (2151). The judges were J. McDonough (2143) and F. J. Sheridan (3140).

The Evening Classes

The work of the evening school commenced during the week of October 12th. Five hundred and sixty-three men were enrolled when the classes began, some of whom were taking two courss, making the total enrollment by courses 817. The final figures will probably be larger than this, due to late enrollments.

The instructors for this season are:

Course I, Electricity and Magnetism—S. Bracken, head instructor; G. P. Anderson, R. W. Tomlinson and C. F. Scheel.

Course II, Telephone Practice—E. C. Higgins, head instructor; C. Borgman and B. E. Niven.

Course III, Practical Mathematics—R. W. Rosendale, head instructor; C. H. Bragg, L. P. Sittig, S. B. Dunlap, G. A. Laundry and C. T. Harmer.

Course IV, Shop Practice—F. C. Peterson, head instructor; H. Blount.

Course V, Mechanical Drawing—A. Thomas, head instructor; G. P. Anderson, J. F. Cizkovsky and R. T. McIntosh.

Course VI, Business English—C. S. Carney, head instructor; J. C. Binford and F. M. Craft.

Course VII, Mechanical Principles—F. A. Carlisle, head instructor.

In conjunction with the work of the evening school, the Educational Committee has arranged with Prof. Walter Dill Scott, of the Northwestern University School of Commerce, to give a series of lectures on the general subject of personal efficiency. These lectures will be open to all members of the Men's Club. You won't be sorry if you go to all of them; you may be if you don't. Play it safe.

Western Electric

Una de Nuestras Grandes Fábricas

Nuestras Oficinas de Nueva York

La Western Electric Company cuenta con recursos ilimitados para la fabricación y el despacho de aparatos y materiales eléctricos. Sus numerosas fábricas dan trabajo a todo un ejército compuesto de miles de expertos obreros.

De uno solo de sus artículos—teléfonos—la Western Electric Company ha vendido más de 10,000,000 que están en uso en todas partes del mundo, como también inmenso número de conmutadores y demás accesorios telefónicos.

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ha hecho un detenido estudio del comercio de exportación; sus ingenieros han recorrido el gran territorio de la América Latina y las Antillas, y hoy se encuentra en posición de suministrar cualquier artículo que en su ramo sea menester, despachándolo sin demora y bien empacado.

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Tómese buena nota de nuestro nombre y dirección

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463 WEST STREET NEW YORK U.S.A.

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Western Electric News

VOL. III, NO. 10 | CHRISTMAS ON THE ISTHMUS | DECEMBER, 1914

A Christmas Vacuum Cleaner Advertisement, appearing in seven magazines, whose combined circulation exceeds 4,000,000 copies

Western Electric News
PUBLISHED ONCE A MONTH FOR THE EMPLOYEES
VOLUME III, No. 10 DECEMBER, 1914

Telephoning the Isthmus

By J. B. Reddig, Export Sales Department

THE telephone interests on the Isthmus of Panama may be classified as follows, in order of the extent of development of the several systems. First, there is the system as installed by the United States Government in the Canal Zone; second, there are the systems, privately owned, as installed in the cities of Panama and Colon, both of which cities are within the boundary lines of the Republic of Panama. Next comes the system, as installed jointly with the telegraph system, of the Republic of Panama, to afford service from Panama City to the interior towns.

Telephones on the Isthmus are by no means an innovation of the past few years. On the contrary, telephones were in use during the days of the "New" French Company, and the system and equipment then in use became the property of the United States when the canal property was acquired by purchase in 1904.

In the light of our present-day knowledge of telephony, the system used by the French Company may seem primitive, but we must remember that not only the telephone system, but the whole plant acquired under the purchase would seem primitive to-day. One must remember that it was with just this plant that the Americans started in to work in 1904, and that not until some two years later did the larger capacity equipment begin to arrive. Some of the old equipment was still in service as late as 1913.

When the Americans took charge of the Canal Zone two iron wires afforded the entire transmission facilities between Colon and Panama, a distance roughly of 50 miles. One wire was used for the telegraph, and the other for a grounded telephone circuit. The headquarters of the last French Company, and of the Americans, for a time, were located in the "Old" administration building in Panama, and here was set aside a telephone and telegraph room. One of the illustrations shows the equipment as installed in this room by the "New" French Company, and used by them and by the Americans in the early days. On the table may be seen the telegraph instruments, while on the wall is the telephone switchboard, resembling our present annunciator type. On the side wall is the telephone, equipped with a microphone hand set, a type of instrument that is popular at present throughout Europe. Upon inquiry, I found that this was a Western Electric set, made in Antwerp. This means that the first telephones on the Isthmus were of Western Electric manufacture.

The Author in a Characteristic Attitude

The Canal Duct Line Passing Under Duct Line to the Interior

So much for the earliest days at Panama from a telephone standpoint. The next few years were the most interesting years in the history of the telephone on the Isthmus.

As the volume of work on the canal increased, the telephone facilities had to be increased correspondingly. The grounded circuits were changed to metallic, additional circuits were required, and more telephones were installed, as new towns, new shops, new construction and executive divisions were created. When the canal engineers began to get the work systematized in the nine-mile Culebra Cut, the big problem was not of digging the dirt and loading the dump cars, but of moving the loaded cars out of the cut—twenty cars to a train—and hurrying back the empties to the ever voracious steam shovels. In other words, it was a question of train dispatching. At the old tower "R," at the north end of Culebra Cut, the train movements at one time averaged one train for every one and one-third minutes during a nine-hour working day. Although the Panama Railroad is only 50 miles long, Culebra Cut

Emergency Dam *Note Post Socket for Telephon*

A PANORAMIC VIEW OF THE GIGANTIC GATUN LOCKS, PANAMA C

alone, in the construction days, held 100 miles of track.

The only way in which such heavy train movement could be handled was by telephone, and the finished canal is sufficient proof that the telephone system met the heavy demands placed upon it. Many were the difficulties and discouragements encountered by those whose duty it was to maintain telephone service. At the bottom of a cut would be located one of the many little towers that housed the district train dispatchers. It was impossible to build pole lines to carry the telephone wires to all of these towers, and it was also impossible to pay out the lines on the ground, owing to the ever passing traffic, so the telephone men at Culebra would simply string a messenger strand across the cut, some 2,800 feet between anchors, would place rings over the strand, and attach telephone conductors to the rings. These conductors were left long enough to drop from the suspended strand to the dispatcher's tower. The twisted pairs would then be slid along on the strand until the hanging wires were over the tower, when connections were made and service established. Everything would run smoothly until a blast, set off too close to the tower, would hurl rocks through the tower, damaging the instruments, or up in the air, cutting the hanging wires. Train movements generally had to stop until telephone service was restored. So down one side of the cut would come a telephone man with one or several new instruments, while others would haul in the twisted wire, connect on longer drop ends, send out the rings again until the drops were over the tower, and so establish service once more—until next time.

Another ever present source of trouble was the dampness, which seriously affected the service until means and materials could be provided to combat the low insulation trouble.

The earliest pole line of which there is any present day knowledge employed a cast iron pole, the upper part of which was round, the square lower part being riveted to a bottom plate. The pole carried a cast iron crossarm with two pins.

Later came the first concrete poles. These were about 15 feet long, round in section and tapering to the top. Single insulator pins were attached to iron bands passed around the top of the pole.

The next type of pole was a 20-footer, the lower half being of concrete with a concrete base, while the top section was of wood. The insulators were what we call the Spanish type, attached to a goose-necked iron bracket screwed into the pole.

It was not long until telephone offices were installed at Culebra, Empire, Bohio, Cristobal, and other points. By 1907, three years after the Americans took charge, the system had grown to 11 exchanges, 800 telephones and 32 telegraph offices, with practically every steam shovel or working unit equipped with a telephone and connected to the engineering headquarters. It is interesting to note also that there were at this time 18 wires from Colon to Culebra, 24 from Culebra to Panama, and 8 to 24 in the Culebra Cut section from Bas Obispo to Pedro Miguel. These latter were carried on creosoted wood poles, the others on iron poles. The present existing lines are carried on iron poles, generally made by bolting two old steel rails together. Sometimes it was necessary to resort to "H" fixtures. Both of these types are shown in the illustrations.

As the construction work progressed, the pole lines had to be moved out of the way. In the first three years 35% of the lines had to be moved, and without interruption to traffic.

A Panoramic View of the City of Colon, at the Atlantic End of the Canal

y Other Post Carries One of These *Emergency Dam*

E LOCKS ARE OPERATED THROUGH THE AGENCY OF WESTERN ELECTRIC TELEPHONES

Coming down to the conditions as they existed while I was on the Isthmus, we find a system having nearly 2,000 telephones, connected through exchanges at Cristobal, Gatun, Empire, Pedro Miguel, and Ancon, with principal sub-exchanges at Mt. Hope, Culebra, and Balboa. The big U. S. Government hotels at Colon and Ancon have private branch exchanges with telephones in every guest room and every department. The new docks at Cristobal, which almost duplicate the Chelsea piers in New York, have a telephone on every alternate column. Every telephone connected to the principal system is of the central battery type, as are the switchboards and, what is more, *every piece of apparatus is Western Electric apparatus.*

Just a word as to the traffic conditions, conditions probably experienced nowhere else in the world. Since the telephone system is an adjunct of the construction plant, all business calls are free of toll charges, and as the building of the canal was a strictly business proposition, most of the telephone traffic is probably official business. In other words, here are nearly 2,000 telephones located on a strip of land fifty miles long and less than half a mile wide, with all calls free—one big, 2,000-line private branch system.

As construction work drew to a close, plans were made for a permanent plant for the operation of the canal. During the construction days the force and equipment were housed as near the work as possible. But many of these quarters have now been abandoned—for example, the once thriving towns of Gorgonia and Matachin are now covered by the waters of the canal. The railroad shops and terminals located at Gorgonia and Empire, once the busiest railroad places on the Isthmus, have all been moved to Balboa. This fall the new fireproof administration building on Ancon Hill, now called Balboa Heights, was completed and the heads of departments moved there from Culebra.

Between Balboa shops and Balboa Heights is being built the town of Balboa, and here will be housed eventually the majority of the 5,000 persons making up the future canal operating force. Other permanent towns will be located at Pedro Miguel and at Gatun. At the latter town will be the hydro-electric plant, where all the electricity used on the zone will be generated. Cristobal, the northern terminal of the canal and railroad, will also remain.

You will notice that I have just referred to the "northern" end of the canal. If you will examine the map on the cover of this issue, you will notice that the canal does not run east and west, as is popularly supposed. A sort of "goose neck" in the Isthmus places Colon, on the Atlantic side, some 22 miles *west* of Panama City, on the Pacific side. From the halfway point of the canal the sun rises in the Pacific and sets in the Atlantic. The canal channel runs properly north-west to south-east, with Colon at the northern end, some 2,000 miles from New York and almost due south of our Pittsburgh house.

Except for a necessary clearance along the canal channel, the railroad, and near the town-sites, the Canal Zone will revert to primeval jungle, for military reasons. When the question arose of transmitting the electrical power generated at Gatun, the only clear space for the transmission line was along the main line of the railroad. This enormous power is carried, for the most part, at a pressure of 44,000 volts, over a three wire transmission line. Some of the pictures herewith show the track-span bridges along the railroad, as the transmission towers are called.

A Panoramic View of the City of Panama, at the Pacific End of the Canal

Building the Panama Duct Line—Various Stages of the Work

1. *The Level Man*

2. *Carpenters Erecting Levelling Frames*

3. *Laying the Concrete Base for the Duct Line*

4. *Laying the Duct*

5. *Ready for Casting*

6. *Pouring the Forms*

7. *Forms Removed*

One of the "Offices" Mr. Reddig at the Phone

8. *Putting in Dirt Fill*

9. *A Trainload of Cable Arrives*

10. *Putting the Cable in at One of the Manholes*

11. *Primitive but Effective. Pulling the Cable Through the Duct*

The general plan for the permanent telephone system of the Canal Zone was developed several years ago, and all reconstruction and extension of the system have been made along the lines of that plan. First the moving of the majority of the shops and offices to the Balboa end of the canal has necessitated the laying out of a new system of exchanges. These will be located at Balboa, Pedro Miguel, Gatun, and Cristobal.

Within a year, there will not be an overhead telephone cable in sight on the Isthmus. All will be underground, in vitrified clay ducts.

The Old Administration Building *The New Administration Building*

Part of The Plaza, Panama City

Like the transmission line, the open wire telephone circuits followed the line of the railroad, and some of the pictures show the pole line as it existed a few months ago. But the presence of a power circuit of such enormous voltage would render impossible the carrying of overhead telephone lines near it. Consequently, the telephone circuits must go underground. After a thorough investigation the government officials adopted Western Electric duplex telephone cable. This cable, heavily loaded, is carried alongside of the railroad tracks in vitrified clay conduit.

All the remaining equipment of the new telephone plant is of the most up-to-date construction. One of the illustrations shows the new Western Electric No. 1 central battery switchboard of 3,000 lines capacity, located at Balboa. This will serve the whole southern end of the Canal Zone.

The cable was shipped on 330 reels, together with over 2,500 loading coils. As this issue of the NEWS appears, the final tests of the completed cable are being made, if, indeed actual service has not been begun. The cable affords 69 circuits available for telephone transmission.

As there is, of course, no frost on the Isthmus, the duct line generally is built right on top of the ground, except where drainage of the line required some excavation to give a slight fall.

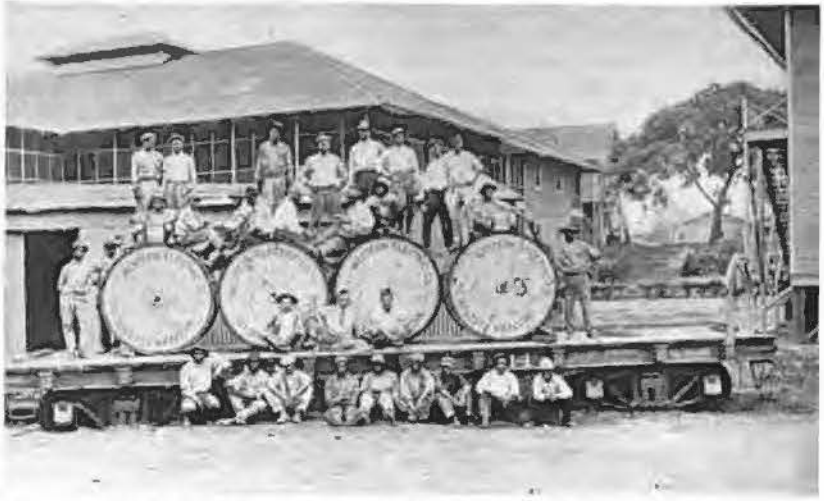
It was interesting to see this work in progress. The work was subdivided among level men, "bush" gangs, who cut out the undergrowth, carpenters, excavators, concrete gangs, duct gangs, removal gangs, and clean-up gangs. The details of the work are graphically shown by the illustrations on page 4.

Two crews did the entire work, starting near the middle and working in opposite directions. Each crew was made up of seven white foremen and supervisors and about five hundred colored laborers, or as they say on the Zone, seven gold, and five hundred silver men. The officers and crews lived at Cristobal, going to work every day in special work trains.

Rain or shine the gangs worked, and the fifty miles of duct line were completed in about six months. Each "office" tent was equipped with a telephone, giving service between the offices and to the nearest telephone exchange.

After a sufficient head-way had been made with the duct line the cable began to arrive. The cover design of this issue shows one of the reels being unloaded by a big locomotive crane.

There was nothing about the installing work that differed materially from similar work here, except possibly the fact that the drenching rains allowed of each cable man making but one splice a day.



A Carload of Western Electric Cable for Use on the Isthmus

So far, you have heard only of the general system as installed throughout the Canal Zone. A division under the signal service of the army carried the extensions to the numerous fortifications, and still another division has to do with the installations on the three big locks. The equipment of both divisions is arranged to work uniformly with the equipment of the general system.

On the locks again the telephone plays an important part. Gatun lock, which is typical, has two lockage ways for vessels, which may be used simultaneously or singly. The division between the two lockage-ways is known as the center wall and on this wall is located a high building called the control house. Here are the switches that control the entire machinery equipment of this vast plant—some motors being located almost 4,000 feet away from the

The Old: The First Switchboard and Western Electric Hand Set in Use on the Isthmus

The New: A Western Electric 3000-Line Common Battery Switchboard for Use in the New Exchange at Balboa

control house. It is to assist the lock operators that the telephone system is installed. The telephones also will do duty in the maintenance work, and for transmission of business between locks and canal offices and terminals.

Each of the transformer rooms at Gatun has a telephone. Every lamp post on the center and both side walls has a little bronze box in which is located a telephone jack for making connections with a portable hand set, so that the lock superintendent, his assistants, or the canal pilots can quickly get in telephonic connection with the control house operators. The sub-control houses in the emergency dams are provided with telephones, also the hydro-electric plant, spillway, transformer substation and all other necessary points. All these lines center in a Western Electric central battery lamp switchboard of the most modern type. This board is located in the operating room of the control house, and through it calls from the lock wall telephones are automatically switched to the proper control board operator, each of whom has a chest type telephone set.

The big Darien wireless plant, half-way across the Isthmus, also has its complete telephone private branch system of Western Electric equipment, with trunk line connections to the important canal terminals and offices.

From the foregoing you will appreciate that there is a telephone system on the Canal Zone of which this company is justly proud. The system is operated by the Panama Railroad Company, both for its own use and for the use of the canal organization. Non-employees may use the system by paying the customary toll charges in coin-collectors of the same general type as used by the associated companies.

Outside the Zone, in the cities of Panama and Colon, are two telephone systems, which are competitive, and to afford connection between their systems they lease trunk lines through the new cable, since it is impossible to construct telephone or telegraph lines across the Isthmus except through the Canal Zone. Both companies are equipped with Western Electric apparatus, one company having its plant on a magneto basis, the other company, the older one, using central battery equipment.

Lastly, there is the plant and system of the Republic of Panama. As stated earlier in the article, this telephone system is maintained and operated jointly with the telegraph system. In Panama City a Western Electric private branch connects the many government buildings and offices with the Department of Posts, Telephones and Telegraphs.

Panama and Colon, to reach the interior, must first cross the Zone, so to connect the main office in Panama City with the interior it was necessary to reconstruct the outside plant in conformity with the wire requirements of the canal authorities. The cable passes through the canal duct line to Pedro Miguel locks, where it crosses the canal through an underground passage.

To sum up, nearly 4,000 telephones, together with magneto and central battery switchboards, power plants, cables, and other apparatus have been installed in and around the Canal Zone by the Western Electric Company. We may well be said to have "telephoned the Isthmus."

Recent Activities of the S. E. D.

THE Society for Electrical Development has just issued a comprehensive *Report to Members* which summarizes the work done so far along various lines. Representatives of the society have been touring the country, addressing conventions and meetings of various electrical organizations. The co-operation of the U. S. Department of Commerce has been secured.

J. P. Mallett is continuing his work investigating the use of electricity in the various industries and supplying information along those lines to members that request it.

The publicity department of the society has been especially active. A membership button for members' employees has been devised. The society has also issued booklets, newspaper cuts, poster stamps, calendars, real estate signs, etc. The display service bureau has sent out directions and hints for arranging several attractive window displays. The motion picture department has issued a total of five educational reels.

The directors of the society held their annual meeting in New York on November 11th. Gerard Swope, Vice-President of the Western Electric Company, was appointed a member of a committee to consider the questions of personal membership for engineers and others, co-operation with boards of fire underwriters in the compilation of model city ordinances, and co-operation on legislation.

One End of the Antwerp Factory (at right), Showing Building Two Doors Away Completely Demolished

Across the Street From the Antwerp Factory. From a Photograph Taken From the Window of Mr. Minor's Office

The Month in Europe

The Present Situation of Our Allied European Houses Briefly Summarized

SINCE last month's issue of the NEWS appeared, the situation in Europe, as regards the houses allied with our Company, has changed very little. The siege of Antwerp necessitated the closing of the Antwerp factory, for the present at least; but the building itself is undamaged.

Although the Antwerp factory escaped unscathed, with the exception of a broken window or two, many buildings near it were badly damaged, several being completely demolished by bursting shells. The accompanying illustrations show, better than any description, the havoc wrought, and the Antwerp factory's narrow escape from destruction.

Wrecked Buildings Near the Gare du Sud, a Short Distance Below the Antwerp Factory

The following is an extract from a letter written by one of our friends in London: "Our Americans left Antwerp Thursday morning, the 8th of October, when shells were flying fast over the town. They all escaped without a scratch, via Holland. I am told that probably not more than 10,000 people remained behind in Antwerp during the bombardment. . . . All the early reports with regard to the Antwerp damage done seem to be much overdone. It now develops that none of the public buildings are damaged, even the *Palais de Justice* only received a shell in the corner somewhere. Only a few residences of our friends were damaged, and in each case the damage was limited solely to the roof being burnt or windows being broken.

". . . I spent a week in Paris. The travelling between London and Paris is quite normal, the journey taking about twelve hours, via Dieppe. Paris itself is a dead city. About half the shops on the boulevard are closed, all the theatres, museums, and public buildings are shut tight, and cafés and restaurants close at 8 o'clock. With only about a quarter of the lights burning in the streets, you will get an idea of what the town looks like at 10 o'clock at night. While I was there, one of the staff of our allied house in Paris happened in, just back from the firing line at Compiegne. He is attached to the engineers, and supervises the placing of telephones. This gives him plenty of opportunity to get into the firing lines. He has many stories to tell of the bravery of the French and of the accurate artillery fire of the Germans."

At London, conditions are practically normal. The shops are busy filling orders already received, and sales continue good. The number of employees is increasing daily, refugees from the Antwerp factory being employed as fast as they arrive.

The Berlin factory is running on full time, with 1,500 employees.

Conditions are also normal at Milan.

The Petrograd factory is operating under almost normal conditions, and also with full personnel. There is some difficulty in procuring materials, especially for the telephone business. Fortunately, supplies of material on hand will last for some months. Other branches of manufacture use Russian material almost exclusively, and are anticipating almost no inconvenience.

Many members of the European organization have recently come to America. Among recent arrivals in New York are the following:

G. E. Pingree, Managing Director, London; C. L. Rice, Works Manager, London; C. L. Johnson and G. A. Pennock, European General Manufacturing Department; E. M. Montchyk, Antwerp Chief Engineer; B. F. Pfannenstiel and F. A. Cox, Automatic Division; and W. T. Booth, European General Engineering Department.

An Impression of London In War Time

A Letter from One of Our Friends Abroad to an Officer of the Company

DEAR ——: Replying to your letter of the 17th inst., which was received this morning, I think that no one has begun to feel any anxiety with regard to remaining in England, while at the same time there is no disposition to make light of possible dangers which may develop in the course of a long war. In fact London is, as you doubtless know, taking great precautions now against the danger of a Zeppelin attack. Numerous and stringent regulations have been made and are being enforced with regard to the night lighting of the city. The street lights have been cut down to a minimum both in number and in the intensity of those remaining. The lighting of private and public buildings is also carefully supervised. Motor-cars are forbidden to carry any dazzling lights and are obliged to put out all lights when crossing bridges, and to travel with only one small light in certain thoroughfares. A good many people think that these precautions are uncalled for, but the general opinion seems to be that they at least bring home with emphasis to the people the gravity of the situation and the reality of war. I think it would be a mistake to suppose that these steps create apprehension or that public confidence is thereby decreased. They seem to me rather to be looked upon with interest and approval and as an indication that the authorities are taking all necessary precautions for the protection of the city.

THE "LISTER" MILITARY TELEPHONE IN USE
This portable set is manufactured by the Northern Electric & Manufacturing Co., our allied company in Canada, for the use of the Canadian troops. The operator can talk to six different points at once.

Searchlights have been established at many points in London and these I understand are connected by telephone and are operated, probably for practice, an hour or two nightly. The possibility of one or more Zeppelins appearing over London is admitted, but in view of the risk attached both to the airship and its crew in such an enterprise, it is not believed that the loss of life and property due to Zeppelin raids would be, on balance, materially to the advantage of the Germans. Quite a large business has been done in Zeppelin insurance however, and we have ourselves placed a policy at a cost of £500 which covers the first £50,000 of damage which may be done by hostile aircraft.

It is certainly extraordinary to think that the great battle which is now in progress around Lille is only about 150 miles from London and that Calais, which is said to be the objective of the German army, is less than 100. It remains to be seen whether the Germans can make good their advance along the coast to Calais. Should they succeed in doing this, it may still be a long time before they are in such undisturbed possession of the coast as to conduct offensive operations against England with it as a base, and even in this event it is hard to see how anything very effective can be done as long as the British fleet retains its supremacy.

The losses inflicted by the German submarines have been undeniably important, but as yet not important enough to seriously affect the naval situation. Obviously if they could bring off a series of such successful attacks the strength of the British fleet would ultimately be impaired. I think it more likely that such attacks will become less effective as methods are developed by the British for dealing with them. On the whole it seems to me that the spirit of this country has been thoroughly roused, and that there is everywhere displayed an attitude of serious determination, coupled with a settled confidence. The streets are full of men in khaki and large and small detachments of recruits, some in uniform and others without, are to be seen at the work of drilling in the parks and marching through the streets.

I can see no other conclusion that that it is to be a long war. At the outset Germany was the only nation that was ready, and with all the tremendous forces which she could instantly put into the field, made her march on Paris. Since then the forces of the Allies in France have been getting stronger all the time, and it seems to me that to have any chance of succeeding in a second move on Paris, the Germans will have to make a much stronger attack than their first one. I doubt very much whether they can do it, but this remains to be seen. It would be foolish to underestimate her great effectiveness in military matters, and it is almost as difficult for me to make a mental picture of Germany beaten as it is of Germany victorious.

AROUND THE CIRCUIT

GOSSIP GATHERED BY THE DISTRIBUTING HOUSE CORRESPONDENTS

BOSTON

D. A. Chase, Correspondent

Boston noted with regret the departure of F. W. Dykeman, who had been with the house as buyer since it opened in 1908. Mr. Dykeman has gone to Hawthorne to join the staff of the assistant general purchasing agent. His fellow employees supplemented their good wishes with a traveling bag, and—as R. P. Tracy said in the speech—they sincerely hope that it may be used on a return trip to Boston.

We might attempt a little sentimental stuff by a chronicle of the fact that D—— Cupid is busy hereabouts. Three marriages have recently taken place among members of the local shop and stores organization.

Boston has entered into the bowling league of the local telephone organization with a good percentage of wins.

FROM BOSTON'S GIRLS

The Boston girls extend a most hearty Christmas greeting to all of the boys and girls "Around the Circuit." This is especially directed to Mr. W. A. Wolff, New York, and Atlanta's eleven bachelors. *E. M. T.*

OMAHA

W. E. Burroughs, Correspondent

With the transfer of J. M. Bateman to the managership of the Cleveland house, Omaha loses its white hope, NEWS correspondent, poet, and sales manager, all in a bunch.

Here's hoping that Jim will find time enough from his arduous duties of steering the ship of Cleveland to dash off a few rhymes with the customary vivacity which so distinguished his efforts while in Omaha.

We have organized a bowling team which will represent us in the Telephone League, the other members of which will be teams from the various departments of the Nebraska Telephone Company.

Preliminary trials indicate that we have excellent material, and we are sure to be heard from when the season gets under way.

Senator Tom Powers, of Wyoming, whose private duties include the management of the Platte Valley Telephone Company's interests in Wyoming, is something of a wag. On one of Jim Bateman's Western trips recently, the Senator Forded him to the top of one of Old Laramie Peak's foothills which, by the way, is 500 miles from Omaha.

"I suppose," Big Jim remarked, "that on a fine day you can see Omaha from here."

"Oh, farther than that," replied Powers, "on a fine night we can see the moon."

THE CORRESPONDENT'S CASE WELL STATED

Copy of a Letter Circulated Among the Boston Employees

November 10, 1914.

SUBJECT: WESTERN ELECTRIC NEWS

Your correspondent is in imminent danger of losing his job—November 10th and nothing to correspond. A correspondent is not an author—neither can he fill the Boston column with a lot of bunk poetry.

You read the WESTERN ELECTRIC NEWS. You read the Boston column, because you come around and kick when there's nothing in it, or if you don't like what *is* in it.

What did *you* ever contribute?

The WESTERN ELECTRIC NEWS as a paper is a success, because it is live and interesting. The Boston column can be a success if you will contribute items which are live and interesting.

Surely everyone, and especially you, Mr. Salesman, Mr. Claims Clerk, or Mr. Service Man, could contribute items of interest or comedy.

When contributing, consider: would you be interested in such an item if it appeared in the column of another house? Don't wait until you die or get married to get into print.

Yours for the NEWS,

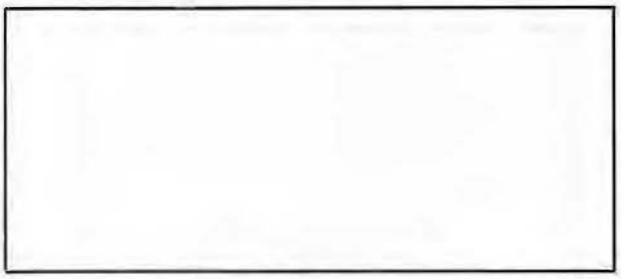
D. A. CHASE, Correspondent.

DENVER

Miss M. Cassedy, Correspondent

We object to New York closing up on election day and forwarding a notice to reach us after the deed is done. On that day we like to send our liveliest telegram.

We are pleased to make the acquaintance of Mr. Behrman of San Francisco, through the columns of the NEWS. The next time you make a "business trip to the Denver House" do not make yourself so invisible. We are quite certain that you will be pleased with the photo reproduced below, taken while at the Denver Office.



Photograph of Mr. Behrman, of San Francisco, Taken During His Recent Visit at the Denver House

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In the early part of the year, San Francisco tipped us off on how to cut telegram expense by a relay system (See March NEWS). Now Omaha suggests a method of cutting down House Service Expense (See November NEWS, page 11). The answer is a cinch. They're not allowed to use 'em.

If any of the other houses have suggestions for cutting down expenses, we at least shall be pleased to hear of them.

O. Whitmire
Correspondent

ATLANTA

PROCRASTINATION

There's a prospect to see in the morning;
But before Jack attempts any work,
He settles the war for an hour or more
In a talk with the telephone clerk.
He looks at a couple of letters,
And sketchily skims through the news,
And says that the dope bore out his fond hope
The Athletics were going to lose.

He goes out to luncheon at noontime,
And sits 'round and puffs a cigar,
While he stoutly contends to a couple of friends
That this fighting is going too far.
He is back on the job at two-thirty
And sticks till a quarter past four,
Then he strolls to the board where the tallies are scored,
And "fans" for an hour or more.

At his home or hotel in the evening
He plans out the Russian campaign.
He tells all the bunch of his newly born hunch
That the plans of the Allies are vain.
He sits 'round till bed time, deploring
The prices of food-stuffs and cotton,
Then he climbs into bed, wearied out and half dead,
And wonders why business is rotten!

—W. E. L.

The Approaching Storm

HEART TO HEART TALKS

Denver's customer who did not have a "key to wind up his telephone" was in almost as bad a position as one of ours who wrote in as follows:

"We ring, but crank turns light. No movement is seen. No sound is heard. The drop is bad. It is dead."

We are glad to learn that there are others who have been baffled by the "poet mystery" out in Omaha. Our hearty co-operation is hereby tendered Chicago in this connection, as we will be glad to assist you in any way possible. We can't do much for your rebus, though, during inventory season, but would be glad to work this out next spring some time.

CLEVELAND
E. W. Shepard, Correspondent

OH, OMAHA!

We've got your poet now.
Ha! Ha! Old Omaha!
He's going to show us how
To correspond, aha!
You'll miss him, Omaha.
You'll sorely miss, we trow,
His high poetic brow.
Perhaps he'd tell us wha—
T to rhyme with Omaha,
If he were with us now.

OUR FOOTBALL FIENDS

Scrib and Trieb to the park did go
To bring back mem'ries with the old football.
While the ball soared high from the kicker's toe
A man rode up who was straight and tall.

"Where is your license?" he quickly inquired.
Each looked at the other, a stare on his face.
Then one came back, as though inspired,
"Did you take it Charlie? It's not in its place."

But the stern visaged copper could not be misled,
And while they searched pockets, and linings of caps,
He looked down upon them quite fiercely, and said,
"I guess you had better come with me, you chaps."

THOS. L. SIDLO, DIRECTOR — CITY OF CLEVELAND, DEPARTMENT OF PUBLIC SERVICE, DIVISION OF PARKS — FRED. C. ALBER, COMMISSIONER

DATE 11/6 1914

PERMISSION IS HEREBY GRANTED TO Scribus & Triebus

for football practice

TO OCCUPY THE Wade Park Ave Jo Bldg. DIAMOND-GROUNDS

BETWEEN THE HOURS OF 2 AND 6 ON Evenings Except Sun. 1914

INDECENT LANGUAGE OR ANY ACTS OF ROWDYISM WILL RESULT IN THE WITHDRAWAL OF BASEBALL DIAMOND PRIVELEGES FOR THE REMAINDER OF THE SEASON.

(SIGNED) M. McCarty

SUPERVISOR OF RECREATION

So, meekly, they marched, till the horse became skeered;
He jumped and he turned all round and around,
And before he was settled the boys disappeared,
And though hunted and hunted they could not be found,

They hid in the bushes, and made their escape,
But today brings no terror from coppers in blue.
They've a permanent license now, after this scrape.
And now they can kick as they please, just these two.

F. E. McKeever
Correspondent

LOS ANGELES

Since the unofficial opening of the Panama Canal about August 1st, we receive stock consignments from the East in much less time than formerly. Under the old arrangement, water shipments from New York were in transit six weeks or more, and necessarily had to be transported via steamer to Panama, thence via the Panama Railroad to the Pacific, there again to be loaded on the steamer for Los Angeles. This caused annoyance in receiving partial shipments only at a time. Frequently material for which we were in a hurry would become misplaced, and consequently would not be received until the next vessel arrived from Panama a few weeks later.

Under the present routing via Panama Canal, material reaches us from New York in twenty-three days. Furthermore, shipments are not handled except in New York and again at destination. The result is they reach us in very good order and are complete.

Our new building is now under roof. It is a six-story and basement reinforced concrete and brick structure. The building is in the immediate vicinity of a half dozen warehouses, all of which have been erected within the last year, and the group makes a fine appearance.

We expect to move before the annual inventory is taken. Our new address will be, 8th and Santee Streets, Los Angeles, Cal.

In the October NEWS a member of the installation department gave us the details of a trip in the mountains, part of which was made by trolley. We have a real "hiker" in our midst. A. C. Wadsworth, our shipping clerk, recently walked from Santa Ana Canyon to the top of Mount Grayback, the highest peak in Southern California, and back to San Bernardino, a total trip of about 80 miles covered in 2½ days. On another recent short hike he covered 52 miles in one day.

Any better walkers, you other houses!

SEATTLE

F. N. Cooley, Correspondent

The baseball team of the Western Electric Company recently defeated the team of the Fobes Supply Company by a score of 9 to 5, thereby winning the electrical championship of Seattle, as the Fobes Supply Company had previously defeated all of their competitors. Among the features of this game was the umpiring of H. E. Sanderson, representative of the Bryant Electric Company on the Pacific Coast. He stuck to his post until the score was tied, at which time he refused to continue inasmuch as he felt that possible future decisions, upon which might hinge the result of the game, would result in his losing business from one or the other of the jobbers playing. Another noteworthy feature of the game was the attempt of J. H. Kelley to catch a high foul with his teeth, with poor success. After this exhibition, Kelley, who was also manager of the team, put himself out of the game, and the players, taking on new spirit, overcame a four run lead and won hands down.

On Tuesday, September 29th, the sales department of the local house gave a banquet to H. D. Brainard, who was about to leave for New York to assume new duties at that point. Covers were laid for twenty-five. J. I. Colwell, fresh from his golf triumphs at Del Monte, acted as toastmaster, and handled the affair in his usual excellent manner. Speeches were made by nearly all those present. Mr. Brainard's departure is the cause of regret to every one connected with the Seattle office.

A Woman "Lineman"

The accompanying photograph may perhaps strengthen the belief of some of our eastern friends that this country is still the "Wild and Woolly West." This "linelady" is one of our very good country customers who has the proud distinction of being her own manager, office force, collector, and construction crew. Some of her accomplishments in line construction work rival the achievements of some of the best linemen in the business.

The members of the Seattle organization were entertained Wednesday evening, October 21st, at the Rainier Grand Hotel, by a lecture prepared by the general advertising department and read by our manager, Mr. Colwell. A number of interesting slides illustrating the work undertaken by our advertising staff were thrown on a screen. They made clear the good work being done to help the salesmen in their work to establish agents for Western Electric devices.

SAN FRANCISCO

C. L. Huyck
Correspondent

Perhaps the juxtaposition of the war articles in the October NEWS and that on San Francisco's Exposition may have caused you to wonder as to the effect that European conditions will have on foreign representation. The Exposition authorities officially announce that no foreign nation has withdrawn from participation; that work on the foreign pavilions is advancing rapidly; and that, contrary to any diminution in the funds provided, their total amount has actually increased by $1,000,000 since the war's inception.

Many carloads of specialized displays were already enroute then, and every steamer brings its quota. In fact, the warring nations have apparently considered it a point of national pride to proceed with the plans originally ratified. The expected tide of European visitors will be naturally lessened, but, on the other hand, the usual summer throng of American globe trotters will all be diverted to San Francisco.

W. P. L. is pleased to remark, in the October NEWS, that "they're slow on the Pacific Coast." But how about our representation in the same number? October seems to be our best bet—look at last year's October issue, too. Then the Long Night sets in for another 12 months, and subscriptions fall off, until we come to the rescue again with another masterpiece.

Our Pittsburgh correspondent, who is evidently a George-Washington-with-reverse-English, told of a farmer who substituted blasting powder for the granulated carbon in his transmitter and subsequently blew into the office. No wonder!

Well, Walter Martinez of the Oakland store says that the common listening key of a telephone switchboard aroused the ire of the schoolmarms in the high school where it was installed. They concluded that it meant dictographs in their classrooms for spying purposes, waxed very wroth and descended upon the unlucky heads of the principal and board of education in two flanking indignation committees.

Next!

The compositor who set up "Royal George" for "Royal Gorge" in our November contribution must have known that Messrs. George A. Sherman and George A. Schneider are a part of our plant and equipment.

Idora Park is located in Oakland, about six miles across the Bay from San Francisco, and is a sort of 14th carbon copy of Coney Island. However, it is now warm and balmy, while icicles are hanging from the original. (This is technically known as California climate stuff.) Among the amusement features is a huge roller skating rink and here was held, in October, a two weeks' carnival and fair. One of our dealers, the Piedmont Electric Company, had a well decorated booth, and displayed many Western Electric household helps. The dealer and his demonstreuse were stiffened by a secondary defense from our San Francisco and Oakland stores, who handled crowds every night.

1914 has been a big year for such fairs, and right in line with our household campaign. Hop festivals, apple shows, industrial fairs—we have put a Western Electric imprint on all of 'em.

NEW YORK

R. E. Webster
Correspondent

AN EXCUSE

Our new NEWS Correspondent believes in our ability
To turn out spicy articles with greatest of agility.
And so we take our pen in hand, to write we know not what;
For prose is always rather dry, and poetry is "Rot."

Exhausted are our quips and jests on people of great fame,
Jokes on Scotch and Irish have long since sounded lame,
Knocks on old Chicago have had their trial too,
And so we write of nothing, since there's nothing else to do.

The ardent muse, in times of war, is always feign to turn
To ennobling the warriors, and making ears to burn,
But we cannot write a lyric on the business of to-day,
For work's not fine or glorious when customers delay.

And so we must abide our time, and "futurists" become
For business will be better soon and then we'll make things hum.
But whether "Christian scientist" or "futurist" our views,
There's one thing very sure—we *must* contribute to the NEWS.

V. G. C.

TO THE SECOND FLOOR FRONT

If you stub your toe or break a finger nail,
Get a bump on your nose, or think you're feeling pale,
We've got a Medical Department.

If you fall off the roof and break your pipe,
Eat green apples and get a gripe,
Lose a phalanx of your index finger,
Do not hesitate, do not linger,
We've got a Medical Department.

A regular doctor, a regular nurse,
The Company certainly opened up its purse.
Everything up-to-date, sterilized and pure,
Guaranteed not to kill, but always to cure.
Pretty glass bottles on shining glass shelves,
We really ought to congratulate ourselves
On our Medical Department.

Our "little" salesman, E. E. Higgins, has more exciting things happen to him in five minutes than most people in a month of Sundays.

While he was stopping at a hotel in Poughkeepsie re-

cently, the hotel caught fire and burned out the two upper floors. Higgins was found wandering up and down the sidewalk in front of the hotel, clad only in pajamas, with a telephone in one hand and his catalogue in the other. The fire found him on the job.

PEEP!

I'm a happy little messenger
Toiling all the day
An I'm trying to raise myself to
be like Mr. Merrill some day.

M. Maher.

A DAY DREAM

The office boy is a funny bird,
A bird who has no wings,
A song bird though who is frequently heard,
And this is what he sings:

Some day when I'm a prominent guy
Getting sixty bucks a week,
A fast little automobile I'll buy
And down to the Western sneak.

The kids who'll be carrying baskets then
Will say Holy Smoke, who's he?
And as I go by I'll wink my eye,
For I won't be stuck up, by gee.

When a kid tells me his grandma is dead
When the baseball season starts,
I won't get sore and say What's the score?
For I well know how that smarts.

I'll let him think he's smarter than I
And that I have never been young,
Nor sat in the bleachers high and dry,
And the praises of Matty sung.

Yes, I'll let him go and see the game,
Because I'll know I've done the same
Many a time in the days of yore,
And buried grandmas by the score.

That's the kind of a boss I'll be
In the sweet bye and bye,
When I am getting sixty a week
And am a prominent guy.

F. X. Goggin, Office Boy

RICHMOND

W. Lancaster, Correspondent

General Auditor Dan Richardson recently tarried at the Jefferson Hotel in Richmond, and wrote home to one of his friends that the famous hostelry is named after "the first president of the Confederacy."

Wish somebody would ask Dan the following questions:

1.—Why not "the last president"?

2.—Why shouldn't it be called the Davis Hotel then?

3.—Why does all the hotel stationary bear the autograph of Thomas Jefferson?

TELEPHONE PIONEERS MEET IN RICHMOND

The fourth annual convention of the Telephone Pioneers of America was held at the Jefferson Hotel, Richmond, Va., the 28th and 29th of October. There were present more than 200 members of the association. In the absence of President Vail, the meeting was called to order by Thos. D. Lockwood, first vice-president of the Pioneers.

At the afternoon session of the first day, J. S. McCullough read a paper on the first use of the telephone for train dispatching, in 1882, on the West Shore Railroad. A. S. Hibbard, the originator of the familiar "Blue Bell" sign, described how he came to devise it. The sign in use to-day remains practically unchanged, except for a few minor changes suggested by E. J. Hall.

Thursday evening the Pioneers were the guests of the American Telephone Co. at a banquet. A boat trip down the James River on Friday, with dinner at Old Point Comfort, and a night boat trip to Washington, D. C., where the visitors spent Saturday in sightseeing, concluded the festivities. President Vail welcomed the Pioneers at Old Point Comfort.

KANSAS CITY

W. J. Laufenberg
Correspondent

Attached is a picture of the famous Western Electric Quartette. From left to right they are, Harry Bartlett, Aloysius Grogman, Don Manning, Jimmy DeJarnette. Our quartette is so much in demand that it is kept busy warbling most of the day. Every educational meeting that we have, our quartette renders several selections. They were asked to fill an engagement on a vaudeville circuit, but preferred remaining with the Western Electric Company.

That Quartette

IN WHICH ED GETS HIS

[*Apologies to "Anonymous"*]

Oh why should the spirit of mortal have hopes
Of getting an item or even some jokes*
Approved by the editor, into the NEWS?
The way he demolishes would give you the blues.

The leaves of your manuscript, pictures that fade,
Shall be scattered around, in the waste basket laid.
And then a small substitute, written by "Ed",
For which you could punch his bloomin' old head.

Pray, why does he ask us to hand in the stuff
If after it's sent he must treat it so rough?
He changes our dates without our consent
He casts slurs upon us we highly resent.

Oh yes, Mr. Ed, we're behind time we know;
But the blow that kill'd father was for *you* to say so.
We *are* wild and woolly, we bag at the knees,
We still think the moon is made of green cheese,—

But you could wait a month, now couldn't you Ed?
We don't mind delay; it's the changes we dread.
And as to this brevity, one request we would shout:
If you can't get it all in, please leave it all out!

* Poetic license.

DALLAS

O. T. Hazelton
Correspondent

Dear Mr. Editor:

Philip's always contributing to the NEWS so I thought maybe you would like to hear from me. Me and Philip get along alright most of the time but then Philip thinks nobody has any right to write you but him.

How do you like this picture of our men? I think its pretty good myself even if they did all work at Kansas City, that is all of them with the exception of Ross Cummings. Mr. Harper, the one standing at the end is our Telephone Specialist and the bald-headed one next to him is Mr. Chivens. Mr. Haling sure wears some grin, don't

he and then notice Mr. Heiser's hair. They say Mr. Heiser only lets one barber work on his hair. Thats what I'm going to do when I get a job in the Service Department.

Our boss, Mr. Quirk comes next and thats Mr. Perry from Hawthorne standing beside him. Us boys sure did keep busy while Mr. Perry was here. Ross D.'s stenographer said his appearance is deceptive. I don't know exactly what she means, but don't *you* think he looks pleasant?

A Trio of Nimrods

The man up on top, the one with the frown is Mr. Coad. He used to be warehouse foreman but they put him in the Sales Department. The other one on top is Mr. Barber. I guess he kept his hat on to hide his bald head. You know him and Mr. Chivens work together, there the power apparatus department. It must be hard to work in that department.

This next picture shows Mr. Haling and Mr. Lowrey on a hunting trip. We thought the other fellow was a customer at first cause the Voucher Clerk said Mr. Haling turned in a fierce expense voucher for entertaining a customer at Lake Wichita, but its Mr. Couch of the Southwest General Electric Co. I don't know where the customer went—maybe he took the picture. I asked Mr. Haling but he was to busy to answer.

Philip's always telling you the funny things that happen so I guess I'll tell you a joke on Mr. Willett. You know our office is right over the City Sales and the other day Mr. Miller had a customer down there. It was during the Fair and there was a whole lot of soldjers in town. The customer thought he heard a bunch of them walking up stairs but when he got up there it was only Mr. Willett. He was kind-a disappointed; he said he wanted to see the uniforms.

Well I guess that's all I know right now but I sure hope you'll publish this and show Philip he's not the only one that can get things printed.

—JIMMIE SHARP, *Office Boy.*

The following letter is from the superintendent of supplies of our associate telephone company. The equipment referred to is a No. 105 board containing about 100 lines.

Dallas, October 13, 1914.

Mr. Van Valkenburgh, Manager,
Western Electric Company, Dallas, Texas.

Dear Sir:

Our central office at Blue Ridge was completely destroyed by fire Thursday night, October 8th. At 1:05 P. M. Friday I gave Mr. Kelly a telephone order for complete equipment to be shipped on the 2:00 P. M. express. The complete equipment was assembled and actually left your warehouse at 1:30 P. M.

It is desired that you express to each employee concerned in the handling of this shipment our appreciation for the efficient manner in which the order was handled.

If any of your branch houses have a record shipment that can beat the above, I would like to know where it is located.

With best regards, I am,

Yours truly,
L. T. POWELL, *Supt. Supplies.*

PITTSBURGH

W. A. Wayman, Correspondent

Another story from Pat Jones: An independent telephone company in Ohio received numerous complaints about "rubbering" on one of their rural lines. After several attempts to catch the offender, a lineman, sent out to locate trouble on another line, called in on the line in question to report progress to the wire chief. During the conversation, they heard the cackling of geese over the wire. Knowing of only one farmer on that line who had geese, they did the Sherlock Holmes act, deduced that he must be the offender, and with this evidence in their hands, finally extracted a confession from him.

We hope that Atlanta's correspondent thoroughly appreciates the editor's kindness in printing our poetical masterpiece on the sale of heating goods under Atlanta's name in the November NEWS.

Yes, we had a lot of complaints about that—from Atlanta.—ED.

Hallowe'en Window Display of the American Electric Company, Pittsburgh, Pa., Agents for All Western Electric Products

CHICAGO

H. L. Grant
Correspondent

WHAT COUNTS

What do I care if my collar is soiled,
If my new suit of clothes is all mussed,
If my hands and my face are a sight to behold
And my shoes are all covered with dust;
If for what seems like ages I've sweated and toiled,
Over boxes and barrels and loom,
To find out just what my dear customer stocks,
And for what other goods he has room;
I say what care I, yes, if all this and more
Occur in the course of my day,
"I've gotten the order," and that's more by far
Than my competition can say.

W. M. G.

WESTERN ELECTRIC COMPANY

No, we have not lost our "good name." The heavy bronze sign at the Clinton Street entrance was stolen, that's all.—D. C. G.

Note: Fortunately it is back in place now. The two men who lugged it off were chased by our watchmen and forced to drop it in their retreat.

"Well, Smith, how do you find business?"
"By going out after it!"
By going out after it and going hard.

By getting the jump on competition that has withdrawn its forces to wait till foreign conditions pick up.

By firing 16-inch salesmanship while the other fellow is oiling up his 22 calibre.

By capturing neglected orders at home rather than going to South America for new ones.

W. M. G.

OBSERVATIONS OF THE OFFICE BOY

The dolls in our office—they're pretty fair—
Far be it from me to knock; but say,
When it comes to class, why they can't compare
With the blonde in the office across the way.

Onct, when I told that to the kid over there,
He hollered, and laughed, and he said "Aw, gee!
"D'you call *that* class? Say, kid, on the square,
"It's the dames in *your* office look good to me."

An' after he says that, I thought a lot.
Now, aint it funny, but aint it true,
It's always the thing that you *haven't* got,
Looks better'n anything else to you?

L. H.

HOW CHICAGO SELLS WASHING MACHINES

A. H. Ben Oliel, one of Chicago's solicitors, is shown at right of the picture with a truck load of eight Western Electric washing machines, which he is about to deliver personally on trial demonstration orders.

W. B. Pierce, washing machine specialist, stands at his right, with Fred Norman, truck driver, at the wheel.

ANSWER TO REBUS IN NOVEMBER ISSUE

War is hell and times may be bad but the Chicago salesmen are full of ginger and will get the orders throughout Indiana, Illinois, Iowa, Michigan, and Wisconsin. One year's subscription to this magazine if you can solve this little rebus.* *R. F. Y.*

* Nobody could solve it, and the offer is hereby withdrawn.—Ed.

HEARD IN THE SHOPS

ACTIVITIES OF THE MANUFACTURING DEPARTMENT AT HAWTHORNE

WHO'S WHO AT HAWTHORNE

Who, with a wrench, ten yards of bar, a license, and some buzz, could build a 40 horsepower car? (Thank heav'n he never does!) Who's not a man of brawny limb and ready battle-cry, yet men who call for aid from him oft get a punch and die? Who speaks of "jig" and "mill" and "chuck" — words all within our ken, but what he means (dog-gone the luck!) is something else again? Whose name, through Mother Goose and 'Bert, is known from hence to yon? (You'll guess it now, we'll bet our shirt.) —Frank Hubbard. Right; you're on.

"THERE OUGHT TO BE A LAW"

Kipling somewhere remarks that "a woman is only a woman, but a good cigar is a smoke," and in another outburst he refers to her as "a rag, and a bone, and a hank of hair." Now just why our purchasing department should mix these two quotations and get the idea that "a rag and a bone and a hank of hair" constitute a good smoke is a little problem for the psychologists to puzzle over. All we know about it is this:

An affable gentleman walked into the purchasing department the other day with a supply of cigars and a tale of woe. Of course any one will listen to a man's tale of woe if he has a lot of good cigars for distribution, so our buyers lit up, leaned back and settled themselves comfortably to enjoy a good weep.

The man's sad story was this: He had on hand a big shipment of cigars direct from Cuba—the nice plump mottled kind that they pickle in a glass bottle and sell to you for 50 cents a copy. As he had to dispose of them immediately to pay an urgent debt, he was willing to sell them at whatever the purchasing department was willing to pay. His first price was $6 a hundred, but they say he finally offered to sacrifice them at $2.50. However, official figures are mighty hard to get now, as nobody in the department seems to remember anything about the deal.

Our buyers remembered that Biggar and Holdsworth are men who like a good cigar, so they called them up and told them of the stupendous bargain. Each at once seized his hat in one hand and a roll of bills in the other and sprinted for the Central Works Building. Each sampled the cigars—of course, taking the one that stuck farthest out of the handful the unfortunate seller took from one of the boxes. Each, after taking a few puffs, plunged to the limit of his roll. One of our 8-ton trucks delivered their purchases for them.

Of course they treated their friends. That was very generous and praiseworthy in them. But soon it was noticed that they had begun treating even their casual acquaintances. A man couldn't talk to either of them 2 7/64 seconds without having a cigar offered to him.

That was contrary to all precedent, so, fearing they had lost their reason, we put the local sleuth on the job. The next day when we 'phoned in to learn of his progress we found he was laid up in the hospital, but the day after he appeared, pale and wobbly in the legs, but triumphant.

"I smoked one of those cigars," he announced, "and take it from me, those fellows know what they are doing when they try to give them away. In the first place, the cigar wouldn't draw. But I finally got it going and took eight or ten puffs on it. Next thing the nurse was saying: 'Just lie still and don't try to talk. You'll be all right now.' Well, I ain't right yet, but those fellows are, and don't you forget it; nothing wrong with *their* wheels."

All of which goes to show the danger of having a literary purchasing department buying for two such cloistered innocents as Holdsworth and Biggar. We wouldn't feel so bad about it if they hadn't fallen for such old stuff, but now—gosh, we are humiliated. We wouldn't have any one hear of this for the world.

Das Eiserne Kreuz, Oder Wer Hat Den Bock?

A Strictly Neutral Account of a German Speech and Its Results

You have all heard of the freshman who attempted to squelch a gang of sophomore hazers by getting up on his dignity and remarking, "Gentlemen, this no longer ceases to be funny." Exhibit A is a melancholy relic of just such a non-humorous joke. It toils not, neither does it spin, and when a joke won't work there is nothing sadder—unless it is the perpetrators.

The jewelry shown is an alleged "iron cross" presented at the students' banquet to R. C. Dodd, the oldest W. E. student in captivity. H. C. Dosch, uniformed as a German officer, led the assault against the victim in a German speech. At the conclusion of his oration he took the beautiful jewel-studded ornament from his coat and attached it to Mr. Dodd's, incidentally seizing the opportunity to *de*tach that gentleman's goat and walk off with it. Then everybody laughed except the victim.

That unfortunate did not, in fact, even smile again for days, for the loss of the goat he had cherished so long lay heavy on his heart. Then came a glad day when the door to his office swung open and in walked a student leading—yes—yes—there could be no doubt about it—yes, it *was* the long-lost goat. The student looked so sheepish himself that it was hard to distinguish between the two, but Dodd would have known that goat anywhere.

It seems that it is a hard animal for any one but the owner to keep, for the student offered to return it and hand over his own for good measure if only he could get back the priceless "iron cross." A little questioning unearthed the fact that the costumer from whom the German uniform had been rented had sent in a bill for $12 to pay for the ornament missing from the coat. A noise like 50 cents had found him deaf as a post. He professed to be utterly unable to distinguish sound waves of a lower frequency than those emanating from $12 good United States money.

The unfortunate part of the whole thing is that Mr. Dodd, ignorant of the great value of the ornament, had thrown it into the junk, whence it has doubtless gone into the fiery furnaces.

Here, never you mind where we got it to take the photograph. We've told all of this story that we intend to.

CROSS TALK IN THE C., R. & I. SHOPS

Miss Anna Johnson and her Cable Plant nymphs have been acting a little coquettishly ever since the November issue of the NEWS came out and told them right to their very faces what a hit they made with Atlanta's bachelors. Now they are anxious to learn whether the Atlanta correspondent belongs among the untied, as he *looks* very nice in his picture.

George Du Plain, foreman of department 3300 and manager of the Cable Plant restaurant, was proudly drawing attention to the three or four weddings a month from his department. He declared that the girls of 3300 were more in demand than any other group in Hawthorne because of the culinary instruction they get while helping in the restaurant during the noon hour. W. F. Stephenson at once called George's attention to *his* handsome army of Amazons from 3307, as shown in the September NEWS. "Steve" declared that the only reason he doesn't immediately lose all of his girls by marriage is because they have so many admirers they can't make up their minds which one to take.

WHY CABLE SHIPPERS PLUCK AT THE COVERLET

The following is a note on Order No. 162475-2 recently received for 624-pair cable: "Cable after being used on reel shall be heavily covered with burlap and the periphery of reel nailed on with buttons at least two inches thick."

"Sandy" Fauquier, of the cost department, was looking for some "specs" recently. The boy brought him the file of D-specifications.

"No," said Sandy, who had meanwhile found his glasses, "I was looking for eye specs, not D-specs."

TELEPHONE APPARATUS SHOPS

Joe Hoffman, the doorcheck repair man of department 4930, was stopped in the T. A. Shops and asked to show his badge. He had just put on a clean suit of overalls and had forgotten to attach the badge, so he was required to give his name, department and clock number. He gave "Joe Hoffman, department 4930, clock number 7469," but the man who "held him up" wasn't to be fooled so easily. "Hoffman nothing," he remarked shrewdly. "You think I don't know you, don't you? You're Doorcheckman, that's who you are."

THE TRACER'S DREAM

I thought of the job on my table,
As I turned on my pillow again.
"All done but the lettering," I murmured,
"I can finish to-morrow by ten."
Then I cuddled down under the covers.
But all of a sudden I found
I was sitting again at my table,
With no other person around.

I wondered where everyone else was
When a voice from my drawer I heard cry:—
"Quick! Quick! Take me out. I am choking!
Help! Help! Or I surely will die."
I opened my drawer in a flurry
And there lay my poor ruling pen,
All choked with dry ink. In my hurry
To leave, I'd forgot him again.

I looked for my pen-knife to aid him.
Alas! to my horror I found
He was teaching my bow-pen to tango
And swinging her 'round and around.
They were ripping big holes in my tracing,
And swaying and whirling like mad.
Each step of their sharp pointed slippers
Put two hours' work to the bad.

I reached for my hammer to fell them,
But that, too, eluded my reach,
And started to chase some poor thumb tacks
For the pleasure of making them screech.
A triangle tried to protect them
By thrusting himself in between
And tripped up a half-filled ink bottle,
Which landed kerplunk on its bean.

More troubles! It started to crying;
Shed big briny tears of black ink.
"Say," I cried, "just weep over your troubles—
Not over my tracing, you gink."
Ye gods; What was next booked to happen?
Crash! B-r-r-r! Ding-a-ling-a-ling-ling!
(That's alarm-clockese; means seven-thirty.)
I'd been sleeping, and dreamed the whole thing.

—*Mildred Henderson, Dept. 2099.*

HAWTHORNE CHESS AND CHECKERS CLUB

At the fall election meeting of the Western Electric Chess and Checkers Club, J. L. Harrington, of department 2481-A, was elected president and J. M. Stahr, of department 2002, secretary. F. P. Poole, of department 2098, was appointed chairman of the membership committee. Any of these men will be glad to furnish information about the club to employees who are interested.

This will probably be a very active winter for the club, as most of the contestants in last year's tournament are still members, including J. Shallcross, of department 4516, who was last season's champion.

FOREIGN NOTES

SOME ITEMS OF INTEREST FROM ABROAD

A. S. B. Fletcher
Correspondent

LONDON

The Editor will, we hope, excuse the shortage of news items from the London House. He will quite understand that, at this time, our minds turn to the great struggle which is raging on the Continent. We understand well enough the sound policy of impartiality in the Company in America, as set out by Vice-President Swope in the October number of the NEWS. The writer of this short note, by his position on the pay roll department, has come into personal contact with all the salaried, and most of the hourly employees of the London House who have joined the colors.

The outstanding feature of all these splendid fellows as we gripped them by the hand was a modest confidence and a grim determination to go "all out" and win. It is impossible for us to estimate the greatness of mind behind these chaps; some of them, having been here a few years, and just making positions for themselves in the Company, come along without fuss, say "Au revoir," and at once sacrifice practically everything—home, career, possibly life, to a noble spirit of patriotism. There is no "Mafficking" or flag wagging over here, Mr. Editor. We just quietly realize that we are up against a tough proposition, but the motto of everyone is "Business as usual."

We are glad to see that the Company is setting a good example in this direction. The works are as busy as usual, places are being kept open for the volunteers, and their dependents are being looked after by the Company. This latter item especially will benefit the Company in more ways than one. Meanwhile, those of us who must stay at home are doing our best to keep the flag flying in our own particular sphere, and should the time come for us to occupy the trenches instead of the desks, we shall still do our duty.

The writer trusts that this note is not infringing any of the rules laid down by the Vice-President in his letter to the employees of the Western Electric Company in America.

H. BARNETT, *Pay Roll Department.*

LETTERS from abroad bring the sad news that two Western Electric men have already fallen in battle.

J. B. RATINCKX, of the Antwerp engineering department, who joined his regiment at the outbreak of the war, has been killed in the fighting in Belgium. The exact place and date of his death are unknown. Mr. Ratinckx was familiar to readers of the NEWS through his numerous cartoons which have appeared in these pages during the past two years. The un-named "Sphinx" cartoon published in the August issue was his work.

PRIVATE Dell, of the British Expeditionary Force, was killed early in October. Mr. Dell was formerly a setter in drill press department 643, London factory. His death was a heroic one. His regiment was attacking a very strong position, and the task of reaching the wounded was such a dangerous one that the officer in charge hesitated to give a definite order, but called for volunteers. Dell, who was in charge of a water cask, went forward at once. He was hit almost immediately, but stuck to his post, bandaging others who were more dangerously wounded, until he was hit again, in the shoulder. He lay on the battlefield for some time, and by the time he was rescued, was beyond hope of recovery.

The regimental chaplain writes: "He was extraordinarily brave as a patient, frequently asking that the others be fed first, as he took so long. . . . One of the orderlies had been especially attentive to him, and he was very grateful—tried to sing 'For he's a jolly good fellow' two days before he died. . . . He was laid to rest with his comrades, with every honor, his own regiment turning out so far as was possible."

Best Star Orders of Interest, Oct. 12 to Oct. 31

FIRST GROUP

New York

ONE million, five hundred thousand Mazda flashlight lamps. *A. M. Case.*

SECOND GROUP

Atlanta

Nine thousand, nine hundred eighty-eight feet of 25-600 pair type P, 600 feet of 200 pair type D, cable, and 1,140 feet of 20-250 pair phantom cable. *F. B. Vary.*

THIRD GROUP

Richmond

One special common battery switchboard equipped for 600 lines, main and intermediate distributing frames, and power plant. *Office.*

AMONG THE ENGINEERS

NEWS OF THE DEPARTMENT FROM NEW YORK AND HAWTHORNE

HAWTHORNE

Considerable discussion is heard in these days of "watchful waiting" as to what prizes will be awarded to our victorious playground ball team. Since they have already won two watch fobs apiece from previous championships, the betting is 5 to 1 that the prizes will not be fobs this year, and even money that the honorable Athletic Committee will see the eternal fitness of things and come across with the watches.

Here he is: a student draftsman in the equipment engineering department. He's a comer, and there are about forty-nine more of him, clean cut young men from our Chicago technical high schools. They are doing things

now, and they will certainly make themselves heard in the future on their way to the top.

These young men are given one year of instruction on switchboard drafting and several talks on how to sweep out the office, open packing boxes, paint the main frame, sew cables, and other atrocities. Then they are sent out for six months' installing experience.

When these boys get back off the road with calloused hands, strong backs, and a man's point of view, they take up their drafting work like old hands at it.

Our John Harper, who has charge of the drafting department, has been troubled considerably by his bees this summer. He says he never knew they were accompanied by such diseases as "wax mouth" and "foul brood" until he got the help of Uncle Sam's bureau of entomology. Now, after running an aparian hospital all summer, he declares he can do all the doctoring any sick bee requires —except feel its pulse. If you contemplate keeping a bee, call on John.

NEW YORK

MEETINGS OF ENGINEERS

At a meeting of the engineers on November 27th W. F. Smith presented a paper on the *Operation and Maintenance of Submarine Telegraph and Telephone Cable.* This paper supplemented and completed the paper presented at a previous meeting. It covered the method of operation and described the difficulties met with in the work of repairing cable in deep sea. The paper was illustrated with numerous slides.

At a meeting of the engineers on November 20th two papers were presented, as follows: *The Vreeland Oscillator,* by Mr. M. Sultzer; and *The Measurement of Capacity and Inductance by Means of the Shielded Bridge,* by Mr. W. J. Shackelton. Mr. Sultzer and Mr. Shackelton are both of the Physical Laboratory.

A LAY OF THE LAB

Came a little letter from the South Sea Isles:
"Got a chieftain smitten with a lady's smiles;
Wants a 'phone to talk to her in her little hut,
While he's basking on the beach, eating cocoanut.

"Hurry up and write a 'spec' for the shop to make
The stuff, so it can catch the boat; haste, for pity's sake!
War in Europe's opened up fields like this. So we
Think there's money to be made by W. E."

"Andy" Lawrence got the job all in a rush—
Thought of South Sea Island belle makes him blush—
Wrote a ton or so of "specs"; did the job up brown—
Great little specifier, best in town!

Apparatus design division No. 634 has at times, for one reason or another, been called "the mouthpiece of the New York engineering department." However, some fair typist must be weak on anatomy, for a long hand report reading "Charge to App. Design Div. No. 634" recently came back neatly typewritten, "Charge to Appendix Design Division No. 634."

NEWS FROM HEADQUARTERS

Some Items of Interest from the General Departments

GENERAL SALES DEPARTMENT

W. A. Wolff
Correspondent

VENTILATION VEXATION

When the chill winter winds are beginning to blow
And the mercury drops 'til it's down pretty low,
When the flags on the buildings are whipped by the gale
That whistles and moans like a banshee's wail,—

Then the annual tussle sets in once again
'Twixt those in whose blood the red corpuscles reign,
And the others who, fish-like, have veins that run cold
With leucocytes dominant, greedy and bold.

The red-blooded folk say, "We need lots of air,"
So down go top windows with never a care
For the poor luckless wights who will shiver and shake
And come in next day with a neuralgic ache.

The thinly clad damsel with sheer, filmy waist,
Surveys the whole thing with an air of distaste,
Then slips on a sweater and stifles a sigh,
And murmurs, "I'll bet I look just like a guy."

It goes on like that from November to May,
A scrap about windows at least once a day,
For you can't ventilate and suit every one, too.
Won't some reader tell us what we are to do?

W. A. W.

SNAPPY STUFF FROM OMAHA

Query from the Telephone Sales Manager:
"My dear Bateman—
I noticed with much regret that Omaha, as an Interphone house, completely passed away last week. What kind of flowers shall I send?

[*Signed*] E. A. H."

Quick as a flash (of mail):
"E. A. H.
Blue Bells.

J. M. B."

DRINKING SONG

The rose is red,
The violet's blue,
Mud is yellow,
And so is our drinking water.

TALK—DON'T WALK!

E. V. Thompson told us the other day that the NEWS ought to give some publicity to the No. 16 Inter-phone outfit. Here it is:

While E. V. was talking, his room-mate, O. E. Hill, who has one of the outfits installed between his desk and the file clerk's desk, required some data. So he took up his hand set, pressed the button and waited for the immediate reply that should have been forthcoming. He waited, and then waited some more. Presently he arose wearily and walked out to do his own errand.

MORAL: It takes two to make an Inter-phone outfit a success.

GENERAL MERCHANDISE DEPARTMENT

J. H. Hellweg, Correspondent

According to a shipping memorandum, we recently shipped to the Engineering Department:

"One sample of slightly rounded hole."

This must have presented quite a problem to the Packing Division.

A recent Denver order dated October 27th requested shipment by parcel post on October 26th. This undoubtedly represents the distributing house view of the ultimate something or other.

Our Switchboard Billing Division possesses in the person of R. W. Davis an individual with a most phenomenal memory. Asked the other day for the order number on a job installed early in 1908, Dave gave it from memory right off the reel.

The General Merchandise Department recently asked the various Stores Managers for frank opinions as to the success of the scheme for maintaining central stocks of certain lines of merchandise not-W. E. Thanks, dear friends, for them kind words in reply.

Born

SEPTEMBER 18th,—To Mr. and Mrs. M. S. Gathright (stores department, Atlanta), a daughter.

September 25th,—To Mr. and Mrs. Frank Erau, department 2338, Hawthorne, a son.

October 11th,—To Mr. and Mrs. T. H. Fonda, Cleveland, a son.

October 14th,—To Mr. and Mrs. R. M. Burton (stores department, Atlanta), a son.

October 24th,—To Mr. and Mrs. W. P. Lemmon (stores department, Atlanta), a daughter.

November 7th,—To Mr. and Mrs. K. A. Riffee, department 2077-A, Hawthorne, a son.

November 11th,—To Mr. and Mrs. H. W. Hall (manager, Richmond house), a son.

Making the Most of an Opportunity

The total enrollment in the Hawthorne evening classes for men has now reached the gratifying number of 611 members. It is evident that Hawthorne employees are not slow to avail themselves of the exceptional educational opportunities offered by these classes.

Notes from the Educational Department

Herbert Metz
Correspondent

The Students Wish All Western Electric Men and Women a Merry Christmas and a Happy and Prosperous New Year.

At an informal smoker given recently by the Electric Club—a student organization—fifty students made merry with song and jest and the recital of college deeds of valor. The scene resembled Monte Carlo as seen in the movies, but the stakes were no higher than a pipe, which was awarded to him who at the end of the evening had "won" the most. Then there were drinks, and eats, the former being cider and the latter, what cider's made of.

Foreman: This is one of the few departments that has not been moved. It has been in the same place for ten years.

Student: Stationery department, eh?

DO YOU KNOW HIM?

"I'm not afraid of the boss. Whenever he says anything to me I ain't a bit slow in telling him where to get off. I do my work just as I want to and I won't let any boss tell *me* what to do!"

Ten minutes later:

"Yes Sir, I'll have it for you this afternoon—anything else, sir?—Yessir—no, sir—very good, sir—all right, sir."

Committee Man: This banquet room looks mighty small to seat 250 people.

Mr. Higgins: I don't think so. Look how high the ceiling is.

A STUDENT'S LOT IS NOT A HAPPY ONE

Boss:—"Take this down to the stenographer and have a duplicate made."

The boss forgets that there are two hundred stenographers in the same room, and that the poor student does not know one from the other. But the latter is game, and goes up to the best looking one.

"Pardon me, will you please make a duplicate of this for me?"

"Oh, I don't do that—take it to that girl over there in the corner."

"Thank you."

"Pardon me, will you please make a duplicate copy of this for me?"

"Oh, I don't do that—take it to that girl over there in the blue dress."

There are three girls in blue dresses; the student tosses up a coin and takes the one on the end.

"Pardon me, will you please make a copy of this for me?"

"Oh, you must take it to that girl there first to be checked."

"Thank you."

"Pardon me, will you please check this?"

She checks it.

"Thank you. Now what do I do with this?"

"Take it to Minnie."

"Pardon me, are you Minnie?"

"O, no thir; Minnie ith that girl there."

"Thank you."

"Miss Minnie, will you please fix me up on this?"

Minnie smiles—the student smiles—they all smile. Business of typing.

"May I have this paper now?"

"No, you must take it to that girl there to be checked again."

[Curtain.]

One of our number, W. G. Stewart Grant, has left us to enlist in the British army. We cannot but feel a thrill of pride for this clean cut chap, who willingly sacrifices a future and a life, perhaps, to return to his country and shoulder a musket. We hope that W. G. will eventually return to 1460 safe and sound and chuck full of war stories.

Coming to work on the "L," Henthorne called Whitehead's attention to a dog standing on the roof of a building. "I wonder how he got up there?" he said.

"Can't you see he's a bird dog?" replied Whitehead.

If a man answers the telephone and is given a message for another, would that be a "told call?"

During the month we had the pleasure of escorting the following visitors through the plant:

Professor J. Hill, with twenty senior electrical engineering students from the University of Iowa; Professors Harding, Ewing, Achetz, Ludy, Young, and one hundred and twenty-five electrical and mechanical engineering students from Purdue University; and H. S. Moffett, Assistant Sales Manager, National Carbon Co.

J. H. Hellweg, General Merchandise Manager, recently gave us a very entertaining and comprehensive talk upon the work of his department.

The following students have initials before as well as after their names. In other words, they are X-students by reason of their having been transferred: E. S. Gibson (Northwestern) to Development Engineering Department, New York; F. C. Washburn (Princeton) to Development Engineering Department, New York; O. R. Frasch (Harvard) to the San Francisco house; H. B. Smith (Norwich) to the Comptroller's Department, New York.

Merry Christmas to Everybody, from the News

Western Electric News

PUBLISHED MONTHLY — FOR THE EMPLOYEES

BY THE WESTERN ELECTRIC COMPANY

H. B. Thayer, *President*
W. P. Sidley, *Vice-President and General Counsel*
Gerard Swope, *Vice-President and General Sales Manager*
J. W. Johnston, *Treasurer*
G. C. Pratt, *Secretary*
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A. L. Salt, *Vice-President and Gen. Purchasing Agt.*
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R. H. Gregory, *Comptroller*

Office of publication and address of President, Secretary, and Treasurer, 463 West Street, New York City.

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VOLUME III — DECEMBER, 1914 — NUMBER 10

HOW MUCH ARE YOU WORTH?

"HOW much am I worth?" is a question every man is accustomed to ask himself from time to time, and Western Electric employees are no exception to the rule. It's a question that is pertinent wherever labor sells its service. Our own Company, as a matter of fact, early took rank among the great business enterprises of the country for the flexibility of its plan to adjust the compensation of its employees. And the success of the semi-annual plan of considering salary changes has undoubtedly been one of the causes contributing to the Company's remarkable history of continuous good feeling in its relations with its employees.

But an estimate of labor-value arrived at in that manner is at best but relative; and there is for all of us food for thought in the recent utterance of a prominent railroad man. He pointed out that the man who earns $12 a week, or $624 a year, represents a capital of $15,600, conservatively figuring that his salary is a return of 4% interest on the principal. And in the same way the man who earns $1,000 a year represents a capital of $25,000.

Stated in this way we get a new light on the dignity of labor, be it engineering, manufacturing or commercial activity. After all, labor is only capital in another form, and a man's earnings representing the investment of his effort mark his worth. It is clear then, that if we would build up our earning capacity the way to go about it is to increase our "capitalization."

Now, our "capital" is what we contribute to any business undertaking that makes our entrance into it of interest and value to the other partners. It may be money, it may be experience, or it may be our services. And the proposition is much the same when as individuals we deal with a corporation—in our case the Western Electric Company. The Company is in the market for the services of men and women for specific work. But that is not all. It is looking all the time for "capital"—for men with clear minds, who can solve problems as they arise, the executives of the future—for unskilled hands that will later on become skillful, for skilled hands that will become more skillful—the engineers, the inventors, the manufacturing geniuses of the future.

All of these the Company must have if its progress is to continue. They represent the capital which must continually be added to its present great store. And it's all the sort of capital that we of to-day may be contributing if we but wish. Whether we labor with hands or mind, the man who steadily tries to master new detail, who is fixed on future possibilities as he himself may develop them, who is intent on doing something more efficiently than it has been done before, who views his work not as an end in itself but as related to the whole, and who through it all keeps his body healthy, his disposition cheerful and his mind clear—that man cannot fail to increase his capitalization. For such a man, the future will take care of itself.

AN ENVIABLE ACHIEVEMENT

JUST a year ago, the NEWS gave its readers an account of the pole industry, as carried on in the Northwest. To those who are familiar with the severe winters of the northern part of this country, Mr. Reddig's article in this issue, describing his recent midwinter experience in the Canal Zone, will come as an interesting contrast. Mr. Reddig left for Panama in the fall of 1913, to be present as Western Electric representative during the construction of the Canal telephone line, returning during the summer of 1914. Last Christmas day, he says, he spent in the surf at Bella Vista, Panama's "Coney Island."

As Mr. Reddig points out, the fact that the entire telephone equipment on the Isthmus of Panama is of Western Electric manufacture indicates an achievement of the Company of which we may well be proud. Here is high tribute to the quality of Western Electric apparatus from an exacting customer—Uncle Sam.

MAKE IT AN ELECTRICAL CHRISTMAS

ONE of the distributing houses reports the sale of thirty-six Western Electric washing machines to its own employees and those of its associate telephone company. It may not be generally known that merchandise of this character may be purchased by any of us employees under very favorable terms. Now that there is such a complete line of household electrical goods bearing the familiar Western Electric trade mark, it may be that there is a place for some of them in our own homes. Just now, as the Christmas season approaches, our advertising department has put out a booklet suggesting a wide variety of electrical devices as suitable Christmas gifts, and at the suggestion of the NEWS one of these has been furnished every employee as an enclosure with this issue.

Employees' Pension, Benefit and Insurance Fund Notes

Employees on the Disability Roll, October, 1914

SICKNESS DISABILITY ROLL

Name	*House*
O. S. Lair	Atlanta
John J. Manning	Boston
John Hayes	Boston
John F. Martin	Boston
Charles H. Powers	Boston
O. Huebner	Chicago
Beatrice Norwood	Chicago
Blanche Hickey	Chicago
V. Erickson	Chicago
May Coates	Hawthorne
J. Thomas	Hawthorne
W. Culley	Hawthorne
A. Schaberg	Hawthorne
A. Eiselt	Hawthorne
H. Lindner	Hawthorne
I. L. Davies	Hawthorne
Eva E. Montgomery	Hawthorne
C. Nelsen	Hawthorne
J. Kucharczyk	Hawthorne
F. Kurek	Hawthorne
A. P. Jemm	Hawthorne
J. Rose	Hawthorne
R. D. Speirs	Hawthorne
R. W. Kuhnle	Hawthorne
L. Duzenski	Hawthorne
E. La Fountain	Hawthorne
Rose Dolejs	Hawthorne
L. J. Neary	Hawthorne
V. C. Falt	Hawthorne
R. A. East	Hawthorne
L. Mastro	Hawthorne
Mary Henricksen	Hawthorne
Elizabeth Bartsch	Hawthorne
H. Fenske	Hawthorne
H. Bates	Hawthorne
Louise Lemke	Hawthorne
J. Czajka	Hawthorne
Stella Kawczynski	Hawthorne
T. Arboe	Hawthorne
R. Strelak	Hawthorne
P. Johnson	Hawthorne
Mabel Peters	Hawthorne
Mamie Ryan	Hawthorne
C. W. Sutton	Hawthorne
O. G. Schrade	Hawthorne
G. Bohnar	Hawthorne
Frieda Grubbe	Hawthorne
Martha Hammel	Hawthorne
J. Lynge	Hawthorne
Vera B. Collins	Hawthorne
L. J. Ten Eyck	Hawthorne
Kittie Kennedy	Hawthorne
J. Cheney	Hawthorne
J. V. McKeon	Hawthorne
F. G. Sargent	Hawthorne
G. E. Kenney	Hawthorne
W. S. Winters	Hawthorne
Florence E. Anderson	Hawthorne
F. M. Skrzydlewski	Hawthorne
Mary Fuller	Hawthorne
Helen Kontny	Hawthorne
Elsie Krause	Hawthorne
C. Gabriel	Hawthorne
T. Johnsen	Hawthorne
Genevieve Hajek	Hawthorne
A. Biga	Hawthorne
Anna Becvar	Hawthorne
Dora Grams	Hawthorne
Kathryn O'Hare	Hawthorne
Anna Pisapia	Hawthorne
O. Leonhart	Hawthorne
A. Ness	Hawthorne
A. Lassial	Hawthorne
S. E. Fritz	Hawthorne
A. Barta	Hawthorne
P. T. Papiech	Hawthorne
R. Campbell	New York
J. H. Dorst	New York
Susanne V. Halpin	New York
Sarah C. Hyatt	New York
T. McAuliffe	New York
J. F. Miceli	New York
Rose E. Monteggia	New York
R. Musolino	New York
Florence E. Trigge	New York
Ethel M. Walker	New York
Katherine E. Funke	New York
B. A. Gilbert	New York
F. W. Klein	New York
A. J. Miller	New York
W. O'Donnell	New York
S. S. A. Watkins	New York
Ruth W. Scott	New York
Bessie S. Cooper	New York
A. Krasne	Omaha
R. Honomichl	Omaha
J. G. Bowers	Philadelphia
H. Cooper	Philadelphia
W. M. Marks	Pittsburgh
J. R. Sweeney	San Francisco
Maud Hendriekson	San Francisco

Total, 101

ACCIDENT DISABILITY ROLL

Name	*House*
C. A. Graham	Boston
Gerald S. Shea	Boston
J. E. Peterson	Chicago
A. Poolos	Chicago
C. R. Anderson	Dallas
Charles Hamm	Denver
H. Pincus	Hawthorne
P. Murphy	Hawthorne
W. Fenske	Hawthorne
C. Di Giovanna	Hawthorne
S. Firlick	Hawthorne
J. Brouk	Hawthorne
Frances Skopek	Hawthorne
H. A. Knight	Hawthorne
O. B. Carlson	Hawthorne
W. O. Copeland	Hawthorne
E. Lazarus	Hawthorne
E. F. Shriver	Hawthorne
E. Kief	Hawthorne
J. A. Joyce	Hawthorne
E. Walts	Hawthorne
J. J. Dillon	Hawthorne
J. A. Reider	Hawthorne
C. H. Corbin	Hawthorne
S. W. Moore	Hawthorne
T. P. Pedersen	Hawthorne
W. D. Ellis	Hawthorne
J. Dvorak	Hawthorne
P. Gilginback	Hawthorne
J. Petrowski	Hawthorne
R. J. Hubka	Hawthorne
J. Wilson	Hawthorne
J. Stoddard	Hawthorne
P. H. O'Rourke	Hawthorne
C. Schreihaus	Hawthorne
R. Chamberlain	Kansas City
K. L. Christianson	Kansas City
Lloyd D. Shurtleff	Minneapolis
F. J. Braun	New York
R. E. Lee	New York
J. Miller	New York
T. J. Stanton	New York
E. Noonan	New York
W. Hoerst	Philadelphia
R. Rafter	Philadelphia
John P. Rio	Pittsburgh
Louis Pohl	Pittsburgh
C. J. Welti	Salt Lake City
H. K. Beatty	San Francisco
G. Depaoli	San Francisco
G. Clements	San Francisco

Total, 51

Grand total, 152

DEATH BENEFITS, OCTOBER, 1914

Name	*House*
Theodore Johnson	Hawthorne
J. W. Lindgren	Hawthorne

Activities of the Hawthorne Men's Club

IF you are really perfect you are an angel, and have no business any place but in heaven. If you just *think* you are perfect, you have no business any place but in heaven, either, and nobody cares how soon you go there. But if you are only an ordinary mortal with a personal efficiency curve breaking its back at about thirty-seven per cent., the place for you is the front seat at Prof. Walter Dill Scott's lectures on "Increasing Human Efficiency in Business," given under the auspices of the Hawthorne Men's Club. You should know by now that that means good practical stuff—the kind that gets right down to brass tacks, where you can't fail to see the point. Men's Club education is always of that sort; it doesn't show up strong in discussions on the whatness of things but it is great at beautifying a pay envelope at raise time.

Mr. Scott teaches in the Northwestern University School of Commerce, and has written a book on "Increasing Human Efficiency." This volume is on sale at the Restaurant candy counter at 40c. and 90c., the dearer copy having, of course, superior paper and binding. Better get a copy if you have missed any of the lectures up to date. In any event don't miss the remaining two, scheduled for Wednesday, January 6th, and Tuesday, January 19th.

The educational committee is offering two prizes to members making a study of the lectures. Dr. Scott will act as judge of the contest. The prizes are $6 and $4 worth of books to be selected by the winners, but every contestant will get more than $6 worth of good out of his efforts. This is the kind of a course you send your $25 for when you see it attractively advertised in the magazines. Here you can get it for nothing and meet the instructor face to face, too, where you can ask questions.

And once again the moral is "Join the Men's Club *now*."

The Movie Entertainment

You know the sort of piano playing they usually have at a picture show. The "perfesser" is filled with a deathless determination to knock some tones out of that piano or burst a lung. The trouble is that after he has knocked out all the tone it ever had in it, he refuses to let up. That kind of music is fine for a deaf mutes' convention, but the Hawthorne Men's Club doesn't care for any, thank you. So we just reached down into the pocket of our collective jeans and bought a real hope-to-die piano with a tone sweeter than your very best girl. And just to guard against some good lad with blacksmith qualifications ruining his muscle on it, we bought one that plays itself. It made its first appearance before the public on October 28th at the 10-reel moving picture entertainment for members, their families, and the girls of the Hawthorne Works. Every one thought we had Paderewski nailed up inside the box. The evening was a real treat for film fans —movies, good; music, good; fellowship, good. That's saying it backwards and proves that the Club slogan, "Goodfellowship" works from both ends.

That Wrestling Show

If there is one thing in the world the members of the Men's Club like better than a wrestling match it is a wrestling match. They certainly saw some good ones November 12th, when the first bouts of the season were staged in the restaurant building.

It is hard to say which bout was the best when there were so many very good ones, but the contest between Bragg and Holub in the 136 to 145-pound semi-finals was certainly one of the most interesting. Bragg won in 13:07 with a cross body and arm lock. In the finals he appeared somewhat tired, and although he put up a good aggressive fight, he finally lost to Teurich in 3:18.

The two Schmidts, F. and G., put up a very pretty exhibition, which was finally won by F. Schmidt in 3:27 with a reverse Nelson and leg lock.

Olsen and Varon showed up well in the finals of the heavy-weight class, Varon finally winning with a cross body hold in 5:24.

S. Vorres, who won the national amateur championship last year, always does some very clever wrestling, and both of his bouts were enjoyable.

The special exhibition between Ben Rueben, of department 3159, champion amateur middle-weight of the United States, and E. Kartje, champion light heavy-weight of America, who is the instructor in wrestling at the Hebrew Institute, was won by Kartje with a scissors and bar arm hold after 17 minutes and 32 seconds of top-notch wrestling.

Games for Everybody

A good sport is always generous in standing treat. The members of the club have proved their sportsmanlike qualities time and again by admitting non-members to many of the privileges of the organization. Their most recent move has been the purchase of equipment for several games (chess, checkers, dominos, etc.), which has been placed on the tables at the east end of the restaurant building, where it may be used by every one. The innovation has proved very popular, and many enthusiasts may be seen every noon bending over the boards.

Non-members are welcome to the use of these games—just as much so as the members, but the question naturally arises, Why be a non-member and let the other fellows do all the treating?

Evening Classes for Women

While women claim to be equal to men in some things and superior in most others, there are two things they admit they can't do—sing bass and join a men's club. The latter limitation of the sex proved a derelict, imperiling the plans of the gentlemen composing the Hawthorne Men's Club educational committee, who are firmly anchored to a broad-minded policy of making it possible for any person at Hawthorne to obtain educational privileges. The difficulties of the situation were solved when the Company furnished an appropriation for women's classes to supply the deficit not covered by the fees for the courses. This made it possible for the committee to conduct classes for women without drawing on Men's Club funds.

These classes started early in November. Two courses are given, business English and typewriting. One hundred and thirty-three women are enrolled, some of them in both courses, which makes the total enrollment by courses 158. The instructors in business English are: Miss H. Bacon, department 1310, Miss J. Espe (1460), Miss L. Peterson (2090), and Miss A. Nelson (2485-E). Miss M. S. Patterson (1035) and Miss Fitzgerald (2485-B) teach the classes in typewriting.

Hawthorne Students Hold Their Third Annual Banquet

KI-YI . . . KI-YI . . .!—The Texas yell ripped out across the room, followed close by the "Whiskiwah" of Penn State, and the third annual banquet of the students was on. The scene is partially preserved by the illustration, but no flash light can truthfully depict the picture presented in the banquet room of the Auditorium Hotel, Chicago, the night of October thirtieth. One hundred and eighty fellows—all of them so many years young, gathered about round tables—put on Hallowe'en dunce caps and tried to act accordingly. The walls were covered with pennants from all the colleges represented. Then there were Messrs. Albright, Gilchrist, Gilman, Bancker, Spurling, and other celebrities, come back to be boys again. After the eats, which were well interspersed with the "Rah-rahs" of every college, the chairs were pushed back, cigars were lighted, and the real fun began. Led by the inimitable H. L. Grant, Chicago's sales manager and cheer leader, everybody sang, yelled, and finally whispered. There is a limit to the human voice you know. But we're not going to tell you any more. If you missed it, it's your fault, but you'll have another chance next year. And say, if you don't believe we had a rip-snorting good time, ask any of the foremen who were our guests.—H. E. M.

Married

SEPTEMBER 19th,—Harry H. Clark, shop foreman, Oklahoma City, to Miss Lou Stapleton, of Marron, Okla.

September 26th,—Miss Hazel Snape, of department 3145, Hawthorne, to William Harris.

September 12th,—Miss Helen Werner, of department 3145, Hawthorne, to Ralph Person.

November 11th,—Miss Mattie Frederickson, of department 3145, Hawthorne, to Gilbert Gilbertson.

November 10th,—Miss Lillian Helie, of department 1047, Hawthorne, to A. H. Hall, of department 2481-A, Hawthorne.

November 7th,—Miss Emma Hade, of department 3307, Hawthorne, to Robert C. Hruby.

November 25th,—Miss Catherine Cox, of department 3307, Hawthorne, to David Mahoney.

September 17th,—Miss Minnie Till, of department 3307, Hawthorne, to Richard Lenz.

September 26th,—Miss Georgiana Hybl, of department 3307, Hawthorne, to Edward Sevcik.

November 7th,—Miss Martha Boehm, of department 3306, Hawthorne, to Leo Sokel.

October 10th,—Miss Gertrude Hienen, of department 3159, Hawthorne, to Joseph Smith.

October 28th,—Miss Dora Trager, of department 3306, Hawthorne, to George Bayles.

September 20th,—Miss Anna Flaska, of department 3300, Hawthorne, to Florian Klein, of Chicago.

October 18th,—Miss Stella Zygadto, of department 3300, Hawthorne, to Richard Cybulska, of Chicago.

October 17th,—Miss Bessie Sen, of department 3300, Hawthorne, to William Haisman, of department 3159, Hawthorne.

November 25th,—Miss Elsie Eisman, of department 4100, Hawthorne, to Jos. Gastreicht, of Oak Park.

November 26th,—Miss Martha Lochner, of department 1029, Hawthorne, to Hunter Barry, Minneapolis.

November 26th,—Miss Josephine Sullivan, of department 2063, Hawthorne, to James J. Kerrigan, Lyons, Iowa.

August 22d,—William Floyd Buchanan, Kansas City, to Miss Elsie Garst.

September 21st,—H. W. Tompkins, Richmond.

October 29th,—R. E. Costello, foreman, Pittsburgh Shop.

Changes in Organization

H. D. BRAINARD, formerly Sales Manager at Seattle, has been transferred to the Local New York Sales Department.

C. W. Chesnut has been appointed Sales Manager at Omaha to succeed J. M. Bateman, who has been appointed Manager at Cleveland.

A. E. Beling has been transferred to New York, to do syndicate work in the General Sales Department.

Untechnical Talks on Technical Topics

Relays, Drops, and Signals

RELAYS, drops, and signals are devices essential to the successful operation of a telephone system. While they are hidden away in the central office equipment, it is the faithful performance of their functions which makes possible telephone service as we know it to-day. As has previously been explained in these talks, there are two general types of telephone systems in use in this country.

1. The central battery system, which is generally to be found in the larger cities. In this system the subscriber has but to remove the receiver from the hook in order to secure the attention of an operator.

2. The magneto or local battery system, which is used extensively in smaller cities, towns and rural districts. In this system, in order to call the attention of the operator, it is necessary to turn the crank of the generator. In both systems, however, the service is obtained by means of relays, drops or signals, as will be explained.

In a common battery system, the instant a subscriber takes his receiver from the hook, a relay is operated in the central office, which notifies the operator, by lighting a small lamp, that the subscriber is calling. In a local battery system, when a subscriber turns the crank at his generator, the current generated operates a drop or signal at the central office, which notifies the operator that a connection is desired. These are by no means the only places where relays, drops and signals are used, but are common examples of cases in which millions of relays, drops and signals are used throughout the country. In telephone work relays are more extensively used in common battery systems, while drops and signals are more commonly found in magneto or local battery systems. Relays are equally important in the operator of the telegraph. Each time a telegraph operator closes his key in sending a telegraph message, the current passing through the contact of the key operates a relay or relays connected into the line. Drops and signals are also used to a limited extent in telegraph work.

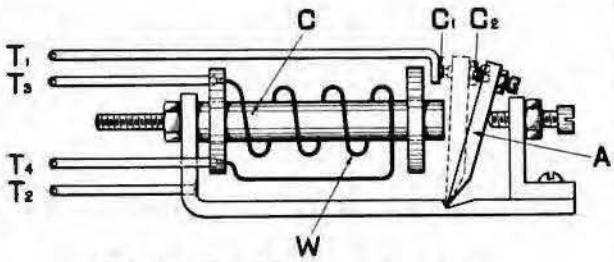


Fig. 1.—Common Form of Telephone Relay

Relays

A telegraph or telephone relay is essentially an electric switch or key. The function of a switch or key is to open or close contacts in an electric circuit. Switches are ordinarily operated by hand. In a relay, an electromagnet is provided which performs this operation. In previous issues it has been explained that an electric current flowing through an insulated wire wound around a soft iron rod called the core, magnetizes it, and causes it to attract other pieces of iron which may be within close proximity to the ends of the core. This constitutes the electromagnet, and the movable piece of iron near the end of the core is called the armature. It is the movement of this armature in response to current passing through the winding of the coil which operates the contacts of the relay. A common form of telephone relay is shown diagrammatically in Figure 1. *T-3* and *T-4* are the terminals of the insulated wire winding *W* of the electromagnet. *A* is the armature, *C* is the core, and *T-1* and *T-2* are the contact terminals which are normally insulated from each other. When current is

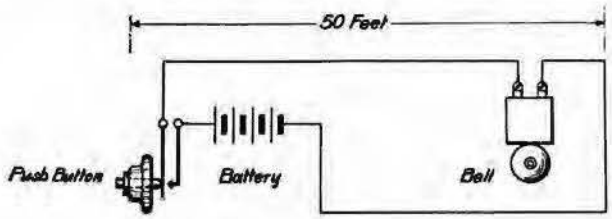


Fig. 2.—Simple Bell Circuit

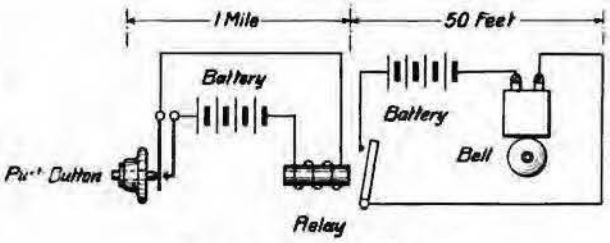
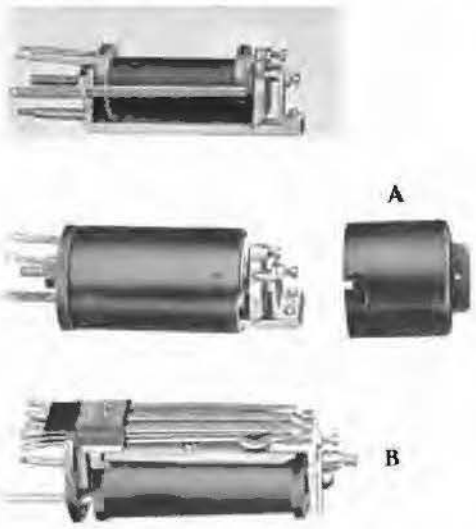


Fig. 3.—Bell Circuit with Relay



Figs. 4-A and 4-B

passed through the winding *W*, the core *C* is magnetized and attracts the armature *A*, causing it to move to the position shown by the dotted lines. This brings the contact points *C-1* and *C-2* together, making electrical contact, and completing a circuit between the terminals *T-1* and *T-2*. When the current through the winding *W* is broken, the armature *A* falls back to its normal position, and opens the contacts *C-1* and *C-2*. These contact points are usually made of platinum or of some other metal or alloy having a high melting point, in order to prevent them from wearing out or corroding, due to sparking caused by using these contacts for closing and opening other electric circuits.

To illustrate the use of a relay, we may take for example an ordinary door bell, operated with a push button, which is in fact a particular kind of switch or key. Fig. 2 shows such a circuit, consisting of a push button, a battery, and a door bell, so connected that when the contacts of the push button are closed, the bell will respond. While this arrangement is satisfactory for short distances it would require too large a battery or a wire too big in diameter and therefore costly if the distance became several miles. Inasmuch as it requires less energy to close contacts than to ring the bell sufficiently loud for ordinary purposes, it is preferable to operate a relay over the long distance and have it in turn operate a bell circuit over the remaining few feet. Fig. 3 shows such arrangement, in which it may be seen that the action of pushing the button causes the relay to operate at the further end, and this closes the circuit of the bell and battery, and causes the bell to ring. The action of closing the push button contacts is thus "relayed" or passed along to another circuit. This is the origin of the term "relay" as used by the telephone engineer.

There are a great many types of relays, which serve numerous purposes. Fig. 4-A shows two relays, each with one pair of contacts. One is shown with a dustproof shell, the cover of which is removed. Fig. 4-B shows a type of relay having three sets of contact springs. When this relay is energized, the armature is pulled up, and hard rubber studs in the armature push the thin middle springs in each set against the three upper springs, which are then pushed out of engagement with the three lower springs; in other words when the relay is operated by the current it closes three sets of contacts and then opens three and restores these when the current is interrupted and the relay armature returns to normal. Other relays are made up with various combinations of contacts, which are either made or broken by the movement of their armatures.

Drops and Signals

Drops and signals are closely related to the relay. They have electromagnets with armatures, but the armatures instead of being utilized to make contact, as in the case of a relay, are employed to give some visual signal to the operator. Fig. 5 shows one of our standard drops. To the pivoted armature in the rear is attached an arm with a latch on the end, which normally holds a shutter in a nearly vertical position as shown at A. When the armature is attracted, however, if only for an instant, as from a pulse of current obtained by a quick turn of the handle of a generator, the latch is lifted and the shutter falls by gravity into the position shown at B. This serves as a signal to the operator. The shutter remains down until the operator restores it by hand. The word "drop" probably originates from the fact that the shutter falls by gravity.

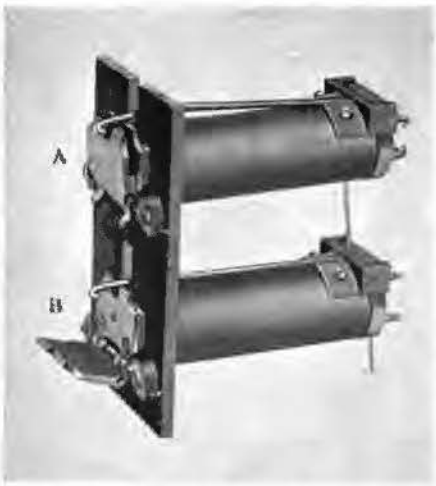
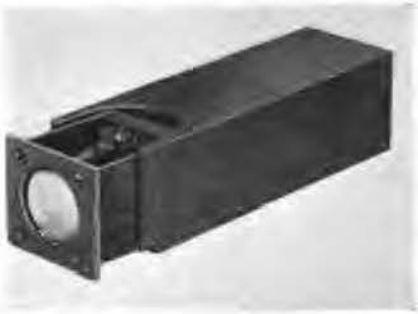


Fig. 5 (above); Fig. 6 (below)



In the case of common battery operation a continuous flow of current is available, and for this reason the drop is replaced by a signal, one type of which is shown in Fig. 6. In this type of signal the current draws up an armature to which is attached a target. As long as the current flows this target is exposed, as shown in the illustration.

Upon interruption of current the armature returns to normal and this causes the target to be removed from sight. It will thus be seen that the signal is self restoring, whereas the drop must be reset. Fig. 6 shows the cover on, but slightly pushed back. A close inspection will partly show a set of contact springs which are operated whenever the armature is drawn up. Drops are in some cases likewise equipped with contact springs. The functions performed by drops and signals are therefore seen to be very much the same.

Mr. Hitchcock on Welfare

AT a recent conference of the local branch of National Safety Council No. 3, held in Chicago, A. W. Hitchcock, our assistant superintendent of employment and welfare, addressed the conference on safety and welfare work as carried on by the Western Electric Company. Mr. Hitchcock was elected secretary of the organization.

New Western Electric Jovian Congressmen

READERS of the NEWS in general, and members of the general sales department and Kansas City organization in particular, will be glad to learn that Messrs. M. A. Oberlander and F. B. Uhrig, whose candidacy for membership in the 13th Jovian Congress was announced last month, were elected by comfortable pluralities.

FOR PROFITABLE LAMP SALES

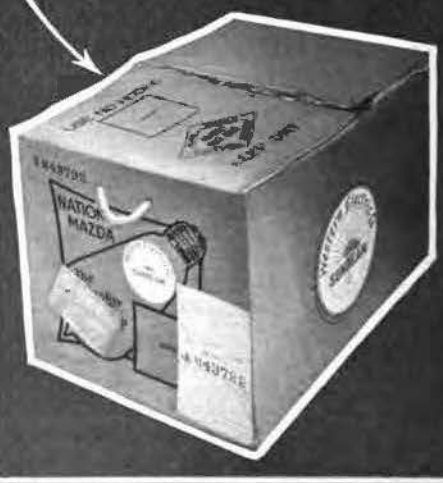
SELL THIS LAMP

WITH THIS LABEL

Western Electric Co. SUNBEAM

IN THESE CARTONS

ORDER FROM THE HOUSE NEAREST YOU



Western Electric Company

Manufacturers of the 8,000,000 "Bell" Telephones

New York	Atlanta	Chicago	Kansas City	San Francisco
Buffalo	Richmond	Milwaukee	Omaha	Oakland
Philadelphia	Savannah	Indianapolis	Oklahoma City	Los Angeles
Boston	New Orleans	Cleveland	Minneapolis	Seattle
Pittsburgh	Houston	Cincinnati	St. Paul	Portland
St. Louis	Dallas	Denver	Salt Lake City	

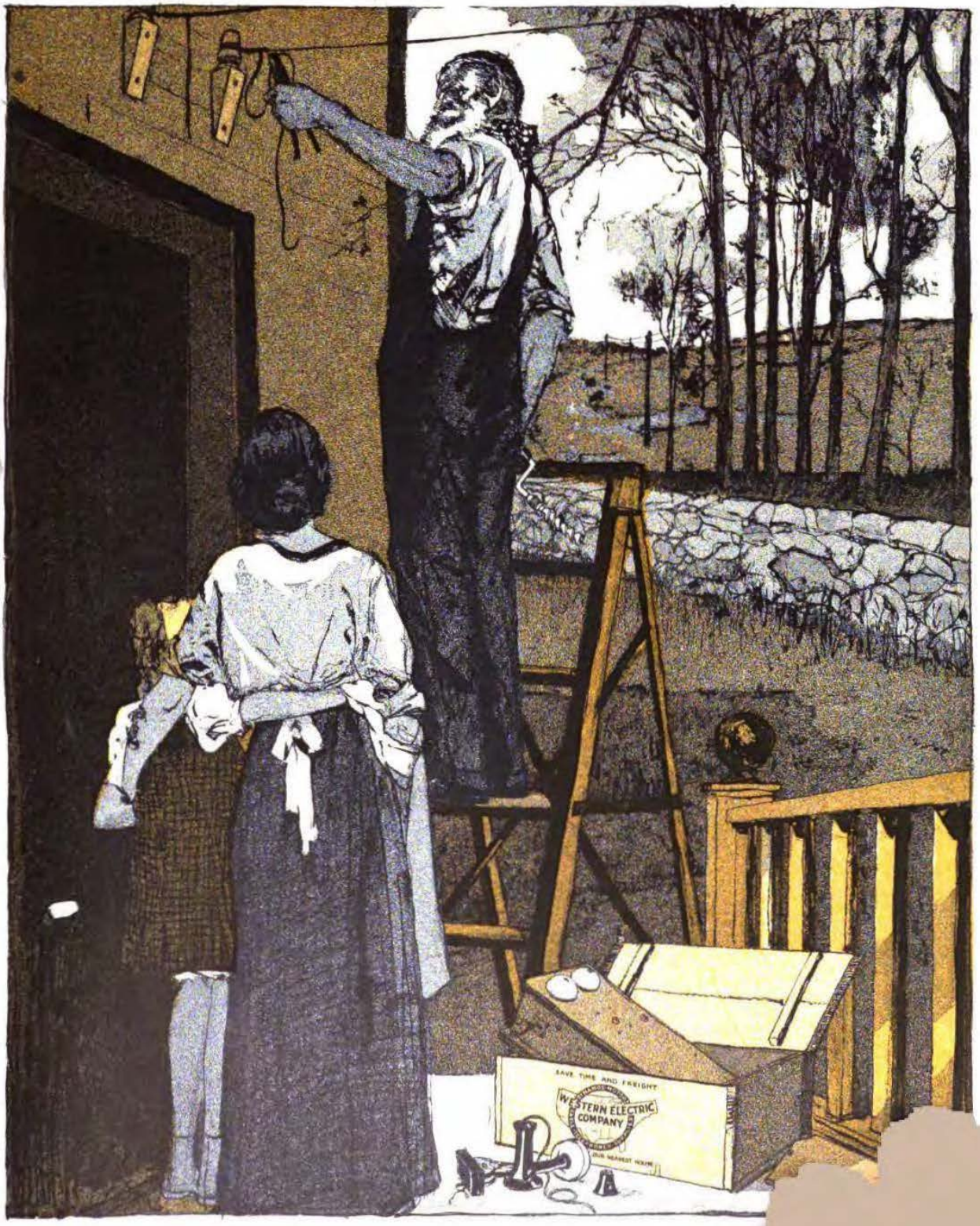
EQUIPMENT FOR EVERY ELECTRICAL NEED

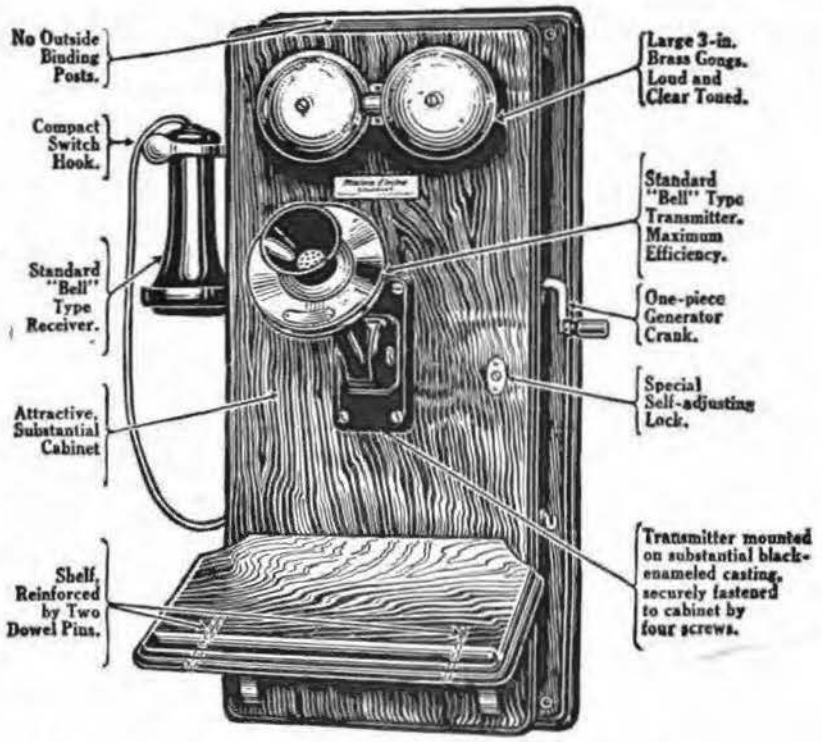
A Recent Trade Paper Advertisement of Western Electric Sunbeam Lamps

Western-Electric News

Vol. III. No. 11 January, 1915

PUBLIC LIBRARY





The Leading Rural Telephone

The above diagram shows why your next telephone should be a Western Electric. No other rural telephone has such sturdy construction—such positive action—such clear, loud transmission. No wonder it is best!—it is made in the same shops where all "Bell" telephones are made. It is the product of highest engineering skill and expert workmanship. You can absolutely depend on a

Western Electric Rural Telephone

We shall be glad to send on request any or all of the following booklets: "The Leading Magneto Telephone," "How to Build Rural Telephone Lines," "How to Organize a Rural Telephone Company." Write to the nearest house below and mention name of this paper.

WESTERN ELECTRIC COMPANY

Manufacturers of the 8,000,000 "Bell" Telephones

New York	Atlanta	Chicago	St. Louis	Kansas City	Denver	San Francisco
Buffalo	Richmond	Milwaukee	Indianapolis	Oklahoma City	Omaha	Oakland
Philadelphia	Savannah	Pittsburgh	Minneapolis	Dallas	Salt Lake City	Seattle
Boston	Cincinnati	Cleveland	St. Paul	Houston	Los Angeles	Portland
New Orleans						Detroit

EQUIPMENT FOR EVERY ELECTRICAL NEED

A Typical Western Electric Rural Telephone Advertisement

This Advertisement Appeared Recently in Seventeen of the Leading Farm Journals, Having a Combined Average Circulation of 2,400,000 Copies Monthly

Western Electric News
PUBLISHED ONCE A MONTH FOR THE EMPLOYEES
JANUARY, 1915 VOLUME III, No. 11

The American Farmer and the Telephone

What the Western Electric Company Has Done and Is Doing to Develop Telephone Service in Rural Communities

THE commercial growth of any community nowadays depends to an ever increasing degree upon the extent and quality of its telephone service. In business circles the telephone has become a recognized necessity. Indeed, the conduct of modern business would be well nigh impossible without this indispensable adjunct. In rural communities, however, the growth of the telephone has been slower. Until recent years it has been classed as more or less of a luxury. As a matter of fact, however, the telephone is as great a boon to the modern farmer as it is to the modern business man, and in certain ways it is even more useful.

The chief disadvantages of rural life as compared to city life have always been the comparative social isolation of the former; and its fewer facilities for protection. The telephone is the agency that has reduced these disadvantages to a minimum. Telephone service is now a matter of course in the thousands of small towns and rural communities which are scattered throughout the country.

Two Booklets Issued by the Western Electric Company Which Give Full Directions Both for the Organization of Rural Telephone Companies and the Construction of Their Lines

Looking Backward

The attitude of the farmer of twenty years ago toward the telephone was that of the business man of thirty-five years ago: the telephone might be all right for "the other fellow," but it was unnecessary in his line. This attitude began gradually to change as the urban telephone companies extended their lines so as to afford service to more sparsely settled communities. But rural lines, in the present sense of the word, were unknown. What rural service there was, was merely an extension of city lines. The rates were high, owing to the high construction cost of the lines entailed by the high wages and travelling expenses of the construction crews. Poles were also expensive, and farmers often demanded excessive right-of-way fees, feeling, as they did, under no obligation to co-operate with their city neighbors.

It was obvious, therefore, that rural telephone service could never be extended very far under existing conditions. Soon, therefore, the rural telephone company began to develop as a distinct class of organization. These companies worked for the most part along lines entirely independent of the urban operating companies, and usually gave merely local service.

Now began a period of mushroom growth in the rural telephone field. Many of the basic telephone patents having expired, anyone who would might manufacture telephone apparatus, and the market was soon flooded with various types of cheap instruments, many of them designed for quick sale rather than for satisfactory service. As a result, although the number of small local telephone companies increased by leaps and bounds, the quality of the service began to deteriorate seriously. The lack of standardization in apparatus caused great confusion in constructing lines and made prompt replacement of worn-out parts difficult; the cheaper instruments were constantly getting out of order, causing vexatious interruptions to service. The farmer, never entirely convinced of the indispensability of the telephone, began to regard it as a device that was unreliable at best, and in general, more bother than it was worth. A period of reaction set in, that for a time threatened to postpone indefinitely the development of the rural telephone.

The Western Electric Company's Work

About this time, in 1907, the Western Electric Company's new plant at Hawthorne commenced operation.

An "Educational" Advertisement

An Advertisement Emphasizing "Quality"

TWO OF THE EARLIER RURAL TELEPHONE ADVERTISEMENTS ISSUED BY THE WESTERN ELECTRIC COMPANY

Prior to the opening of the Hawthorne works, our output had been sufficient only to supply the wants of the Bell companies; Hawthorne, however, increased our capacity to an extent that made it possible to offer telephone apparatus and supplies to customers outside of the Bell system.

The company immediately began a systematic effort to remedy the rural telephone situation outlined above. We inaugurated persistent country-wide advertising campaigns. These were planned and carried out along broad lines with a view to demonstrating the usefulness of the telephone to rural communities. Scores of rural publications were selected as advertising mediums, in order to obtain the desired amount and character of circulation; so that in almost every section of the country, the farmer, on opening his favorite paper, would have his attention attracted by an advertisement of Western Electric telephones.

One of the Lantern Slides Furnished by Us to the Larger Rural Telephone Companies

These advertisements were of two general classes—"educational" and "quality." For it was realized by the Company that the slow development of the rural telephone was the result not alone of the farmers' lack of appreciation of the utility of the telephone, but also of his distrust of the cheap and unreliable instruments with which the market was then flooded. So, while the "educational" advertising demonstrated in general the advantages of telephone service in the country, the "quality" advertising was directed more particularly to the farmer who was already aware of the usefulness of the rural telephone—might, indeed, have one—pointing out the superiority of Western Electric apparatus to any yet manufactured, and showing him the imperative need of standardized apparatus and supplies in constructing rural telephone lines.

Many other manufacturers had contented themselves with laying the emphasis on the low price of their instruments, relying largely upon this one argument to make sales. The Western Electric Company, on the other hand, with its twenty-four years of experience as manufacturer for the Bell system, had devoted its energies to developing telephone apparatus whose claims rested not on low initial cost, but upon high operating efficiency, long life, and low maintenance cost. Consequently, our advertising has never claimed that we make cheap telephones. It has always claimed that we make good telephones.

The Company did not depend upon its advertising campaigns alone to further the cause of the rural telephone. It soon began to take an active part in the organization of rural telephone companies. Through our salesmen, and through correspondence with country doctors, lawyers, storekeepers, and postmasters, we got in touch with such rural communities as were not already equipped with efficient telephone service, and helped them organize their own local companies.

These rural companies are of two classes. First, there is the small "mutual" line, usually serving less than twelve subscribers. Here a group of neighbors simply club together to buy the necessary line material and telephones, sharing *pro rata* both the labor and expense of construction. The nearest operating telephone company usually builds out an extension line and connects to the rural line. A small annual charge is usually made for switch-

An Advertisement in the Southern Papers

An Advertisement for General Use

TWO RECENT WESTERN ELECTRIC RURAL TELEPHONE ADVERTISEMENTS

ing service, this charge carrying with it the privilege of local calls over the wires of the operating company.

The work of building these mutual lines has been greatly simplified by the Western Electric Company's system

Electrotypes Furnished Free to Our Customers Among Telephone Companies

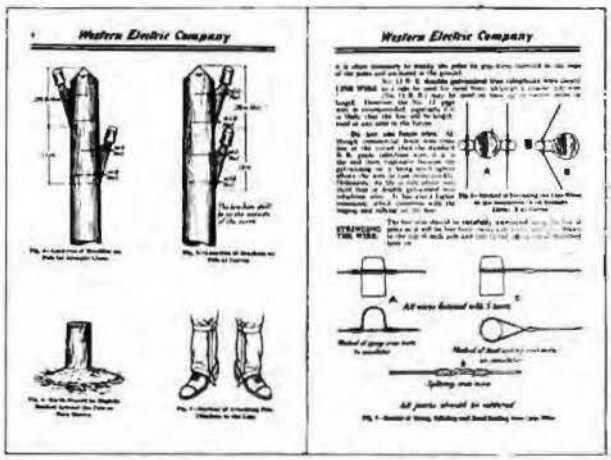
of so-called standard packages, in which both telephones and line material are sold. The Company furnishes detailed directions both for installing the instruments and building the line, so that the members of the community can do all the work themselves, effecting a considerable saving in the cost of line construction. The picture on this month's cover shows a farmer putting the finishing touches to the outside construction work on his own line.

The second class of rural telephone company is organized upon more ambitious lines. When the number of subscribers is large enough to necessitate the operation of a switchboard, the mutual cost-sharing plan is not feasible. Generally, therefore, the enterprise is incorporated as a stock company, with sufficient capital to operate along the usual commercial lines.

Present Scope of Our Work

The advertising that we carry on at the present time in the farm journals is essentially the same as that of our advertising in the past. Western Electric rural telephone advertisements appear in such journals as can produce evidence that they are sufficiently influential in their respective fields. Just now our rural advertisements appear in forty-seven publications, which have an average combined circulation of 4,000,000 copies a month. Among them are such periodicals as *Farm and Fireside*, *Farm and Home*, *Successful Farming*, and *The Country Gentleman*. This advertising is naturally creating a tremendous demand for telephone service throughout the country. In so doing, it serves materially to improve conditions—both social and commercial—in rural communities, and creates business not only for ourselves but for the local operating telephone companies.

The Company also plays a very active part, as always, in the organization of rural telephone companies. Here our attitude toward our customers is far different from the usual attitude of seller to buyer. The Western Elec-



Two Pages from Our Booklet "How to Build Rural Telephone Lines"

tric salesman in rural districts is more than a mere order taker; he must be ready to act as organizer, engineer, financial expert, and general adviser. He visits the farmers in their homes. Very often he is the active agent in transforming a community's vague desire for telephone service into a definite determination to operate its own telephone system. He addresses grange meetings, suggesting plans for organization, furnishing lists of appa-

ratus necessary, estimating costs, in some cases even suggesting the schedule of rates necessary to make a given line pay. He is familiar not only with the prices of the apparatus he sells, but with the conditions under which a given type of apparatus works best, and equally important, the conditions under which another type of apparatus is preferable. After new companies have been organized and are in active operation, he revisits them periodically, not only with a view to selling more apparatus, but also in order to see that things are going smoothly, and to suggest possible new economies or improvements in the service.

In order further to assist the larger telephone companies in the development of their territories, the Western Electric Company has for some time been furnishing them, free, various aids to publicity, such as advertising lantern slides for the "movies," electrotypes for use in printing telephone directories, stationery, and circulars, electrotype newspaper advertisements, mailing folders, booklets, and other advertising matter.

It is generally admitted that the Western Electric Company has been one of the chief agencies in the development of the rural telephone company; and it is not too much to say that this company's insistence upon high quality of apparatus rather than low initial cost has been one of the chief factors in raising the standard of telephone exchange operation in rural communities. For we have convinced the farmer, not only that the telephone is as much of a necessity to him as it is to the city man, but also that he should and can have as good telephone service as his city cousin; and that the only way to get such service is to use the best apparatus that money can buy—in other words, as we sincerely believe, Western Electric apparatus.

Chicago's New West Side Terminal

ONE can look out of the windows of the accounting department at Chicago to the exact spot, one and one-half blocks away, where Mrs. O'Leary's cow kicked over the lantern and started the great Chicago fire.

The present site of the Western Electric Company and that of the Union Station nearby were "in the path of the flames" as a newspaper man would say. The fire was in 1871. Therefore, the present Union Station at Chicago must have been built after the fire, although any one who has ever seen it would have difficulty in believing it to be only 43 years old.

But now this finest specimen of the almost extinct railroad architecture of the early 70's is to be sacrificed. After several years of agitation, it has been decided to waive sentiment and to replace this relic with a new $65,000,000 station.

The new Union Station project, or rather the new West Side Terminal project, as it will be known henceforth, includes also the widening of some streets and the opening of others over the Chicago River; new bridges over the river and the straightening of the course of the river.

This new city gate will be only a five minutes' walk from our Chicago house, at 500 South Clinton Street, and only twenty minutes from Hawthorne, via the Douglas Park elevated.

The new freight terminal will extend south of Harrison Street, between Canal Street and the river. More than 24 acres will be covered by this new terminal—four times the amount of ground now in use. Twenty-six tracks will enter the train sheds, 16 from the south and 10 from the north. The new terminal will be used by the Pennsylvania lines, the Chicago, Burlington and Quincy, the Chicago, Milwaukee and St. Paul, and the Chicago and Alton railroads.

Some of the enterprising members of the Chicago sales department have already figured out the number of feet of conduit to be used in these new structures.—*R. F. Young, Chicago.*

Rural Telephone Development in Canada

By M. S. Allen, Telephone Sales Manager, Northern Electric Company, Ltd., Montreal

WHEN I came to Canada a few years ago it was with a great deal the same idea of its possibilities that many Americans have—with no conception of its vast size, its tremendous wealth, or the fact that it had three transcontinental railway systems. Nowhere in the world are there such tremendous stretches of fertile land still open to settlement as in the prairie provinces of the West, which to-day produce a greater average yield of wheat per acre than any other country in the world.

Canada, with an area greater by 111,992 square miles than the United States, including Alaska (Canada 3,729,665; United States and Alaska 3,617,673), has a population which has increased from 5,371,315 in 1901 to almost 8,000,000 in 1914, divided between urban 3,749,000 and rural 3,151,000. Of these, about ten per cent. live on the Island of Montreal, where one out of every seven immigrants settles.

There are over half as many people in New York City as there are in the entire Dominion, and there are more telephones. Yet the telephone development of Canada is truly wonderful, particularly the rural development.

To appreciate these figures one should look at a map of Canada so as to appreciate its tremendous distances.

Prince Edward Island is largely devoted to farming, but its inhabitants are used only in one city, and are allowed outside the city on only one road and on that on one day each week. They have accepted the telephone with little more enthusiasm than they have the automobile.

Ontario's population is confined to the southeastern portion of the province, and of the 223,000 farms, 150,000 are owned outright by the farmers. This is one of the wealthiest farming communities in the world, as well as one of the most progressive.

In Manitoba the population is confined almost to the narrow belt south of Lake Winnipeg, and the entire rural development has been carried on by the provincial government, which owns the telephone system in the province, and which rents rural telephones at $18 per year, losing money on every instrument.

The Bell Telephone Company of Canada operates in the Provinces of Quebec and Ontario only. Its long distance lines connect with the A. T. & T. system, but do not connect with either New Brunswick or the western part of Ontario, being isolated in both directions by great stretches of almost uninhabited timber country. It has developed a rural business around its various exchanges, and connects with almost a thousand rural companies, some of which operate exchanges of their own, but most of which are farmer lines running into the Bell switchboards.

PROVINCE	POPULATION 1911	INCREASE 10 YEARS	NO. OF FARMS	TELEPHONES RURAL	TELEPHONES PER CENT.
Prince Edward Island	93,728	*9,351	14,369	361	.026
Nova Scotia	492,338	32,764	50,000	5,546	.111
New Brunswick	351,889	20,769	38,000	4,241	.111
Quebec	2,002,712	353,814	160,000	16,324	.102
Ontario	2,528,208	340,261	223,000	49,700	.223
Manitoba	455,614	200,403	46,347	13,373	.288
Saskatchewan	492,342	401,153	96,370	12,524	.13
Alberta	374,663	301,641	67,750	8,500	.125
British Columbia	392,480	213,823	18,500	2,500	.135

* Decrease.

Three of the population figures in the appended table stand out prominently, i. e., the very low development in Prince Edward Island, and the high development in Ontario and Manitoba.

The principal telephone development in Prince Edward Island, Nova Scotia, New Brunswick and British Columbia is in the hands of the Prince Edward Island Telephone Company, the Maritime Tel. & Tel. Company, the New Brunswick Telephone Company, and the British Columbia Telephone Company, each of which has done considerable rural development. In four of these provinces are a number of rural exchanges, and in Nova Scotia a paternal provincial government recently passed a bill which authorizes the payment of a bonus of $20 a mile on lines built by rural companies, provided they meet the government specifications, which are very rigid.

The provincial governments of Manitoba and Alberta own and operate the provincial systems, and also the rural lines. The only local rural companies in either province are at points so remote that the government lines will not reach them for many years. In Alberta the most northerly rural system is located northwest of Lesser Slave Lake, over six hundred miles north of the Montana line, and two hundred and fifty miles from the nearest railroad. This is a region that produces wonderful crops of hay and oats, and where tomatoes can be raised out of doors.

In Saskatchewan the provincial government owns the telephone system, but builds no rural lines, recognizing that it could not operate them, except at a considerable loss. To enable the farmers to build their own lines, they recently passed an act enabling them to issue debentures with which to raise the necessary funds to construct lines in accordance with the government specifications.

Except for certain small areas of some of the provinces, the population of Canada is so scattered that Wyoming seems crowded in comparison, yet the demand for telephone service in the newly settled portions of the country continues at such a rate that it will be only a few years before the development compares favorably with that in Ontario and Manitoba.

Our Annual Emergency Work Begins

The Season's First Sleet Storms Find Western Electric Service in Readiness

TWO days of sleet, rain, cold, high winds, and falling trees resulted in damage to the toll and local plant of the Southern New England Telephone Company, to the extent of 25,000 miles of fallen wire and 1,200 poles down.

This happened on December 7th and 8th, and the extent of the activities of our New Haven warehouse in handling emergency shipments of material for temporary repairs can be gauged by the fact that at least a few toll line circuits to every exchange in Connecticut were re-established by December 10th.

During the seventy-two hours between seven o'clock P.M. December 7th and seven P.M. December 10th, our New Haven house shipped over one million feet of No. 17 twisted pair copper steel distributing wire, ninety-three thousand pounds of bare copper wire, nineteen thousand pounds of iron wire, over a ton of copper tie wire, and twenty-six thousand sleeves, not to mention many and frequent shipments of other miscellaneous line material items.

The total bulk shipped during this seventy-two hour period weighed over one hundred and nine tons (of which fifty per cent. was handled through the warehouse) and was moved in six special trolley freight carloads, three specially moved freight cars and innumerable express shipments. Some conception of what it meant to the West Haven organization to handle this bulk can be gained by comparing it to the average monthly total weight shipped during the past year, which was one hundred and eighty-eight tons per month. In other words the warehouse force did eight days' work in three days.

The photographs reproduced here will give an idea of the storm damage.

Whatever success attended New Haven's efforts should be shared with the Whitney-Blake Company, The American Brass and Copper Company, the New York and Boston houses, the general purchasing department, and the transportation companies. They all contributed co-operation that weighed more than one hundred and nine tons.

—*T. L. Holmes, Stores Manager, New Haven.*

PHILADELPHIA'S territory was visited on December 8th and 9th by a severe sleet storm, which seriously impaired telephone and telegraph service. The rain began Saturday, and early Sunday morning changed to sleet. At 7:30 Sunday morning, Stores Manager J. P. McQuaide was called on the telephone by Supervisor of Supplies J. A. Mann, of the Delaware & Atlantic Telephone Company.

The first reports of trouble arrived from Jenkintown,

Five Points, and Norristown. Mr. McQuaide immediately called Mr. Read (in charge of the warehouse), and both arrived at the office by 9:30 o'clock, gathering the entire warehouse force by means of telephone and special messenger.

Our men were on duty day and night for the next three days. The orders poured in from all quarters. The northeast and northwest sections of Philadelphia seemed at first to have suffered most severely, but, subsequently, reports reached us from Chester and Delaware Counties, the entire State of Delaware, Easton, Hazleton, Pottsville, Harrisburg, Williamsport, Lebanon, and Reading, indicating heavy damage and disruption of service in those sections also.

At one time, during the height of the work, there were in our yard fourteen five-ton trucks, loading and waiting. Monday, Tuesday, Wednesday, and Thursday, we shipped six cars of copper wire, over 2,000,000 feet of distributing wire, 100,000 connectors, 2,500 cross-arms, and large quantities of other line material. Two hundred and thirty thousand pounds of express material went out, and freight aggregating over eleven carloads.

Orders were received promptly on the telephone and every possible effort made by use of telephone and telegraph to insure prompt and immediate shipment of all materials needed. —*L. R. Browne, Philadelphia.*

New Haven's Warehouse Gang
Costello, Gwatkin, Hallinan, Comiskey (Storekeeper), Bechler

Speeding Up Packing

THE accompanying photographs illustrate the standard packing conveyor system recently installed in the general merchandise department warehouse at Hawthorne.

The arrangement of this system is such that empty standard packing cases may be placed on the roller gravity carrier at any point on the mezzanine floor where the boxes happen to be stored. The attendant on the mezzanine floor places the desired quantity of the right kind of boxes on the conveyor. The boxes then pass by gravity along the conveyor and down the chute to the packing floor. As they pass along the horizontal stretch of the conveyor on the packing floor the goods to be packed are removed from the trucks, which are arranged alongside the conveyor, and placed in the empty cases. At the same time the cases are marked and stenciled. The boxes then pass along to the elevating conveyor at the east end, which raises the boxes to such a height that they pass by gravity to a nailing machine. This machine is adjustable to any of the various sizes of standard packages which we use. Sufficient space is allowed between the packers and the nailing machine to permit boxes to accumulate while the nailing machine is being adjusted to take care of the kind of boxes it is next to receive. After the boxes are nailed they are given a shove and pass on by gravity to a spiral chute, which conveys them to the first floor for storage. A short section of conveyor is set at right angles to the other conveyor at the nailing machine in case any boxes are to be diverted for storage on the second floor.

Empty Boxes Coming Down from the Mezzanine Floor

Boxes Being Filled (Right) and Nailed (Left)

Mr. and Mrs. Pfannenstiehl

The Belgian Moving Van that Traveled from Antwerp to New Jersey

Moving a Vanload of Furniture from Antwerp to East Orange

[EDITOR'S NOTE: *Mr. Pfannenstiehl, formerly a member of the European engineering department, was forced by the capture of Antwerp to leave that city. He is at present in the engineering department at New York. He has written for the* NEWS *the following account of his adventures in moving his household effects in a Belgian van that he was obliged to buy for the purpose.*]

MRS. PFANNENSTIEHL and I left Antwerp for London on the 4th of August, on the refugee ship *Montrose*. An account of this trip was printed in a previous number of the NEWS. After the city fell into the hands of the German army we returned to Antwerp to save what we could of our possessions. It was necessary to return by way of Holland, as all other lines of communication were cut off. In getting to Roosendaal, Holland, no difficulty was experienced, but from Roosendaal it was necessary for us to take a refugee train. These trains were being run by the German military authorities to take the refugees back who had fled from Antwerp during the bombardment. After experiencing considerable inconvenience we managed to get on a train and arrived in Antwerp the same day. In disembarking from the train it was necessary for every one to present his passports, but as my American passport was in good order, we experienced no difficulties.

We were fortunate enough to find our house unscarred by the bombardment. Houses within a few doors of us and the house across the street from ours had been demolished by bursting shells. The windows in our house were broken by the concussion of these shells, but otherwise everything was all right. While arranging for storing our effects in the Bell Telephone Company's factory there, I ran across a man who had a van for sale and who would agree to load the van with my stuff and cart it to Holland if I could obtain the necessary papers. We were unmolested by the soldiers in loading the van and they allowed us to take everything we possessed, with the exception of some valuables and papers which we had stored in a bank vault before we fled from Antwerp.

I received the proper papers from the American Consulate, and after loading the van, gave the papers to the driver, who was to present them to any German soldier who challenged him. The van left Antwerp early in the morning and was hauled by four horses to Roosendaal, where it arrived all safe that evening. It was a ten-hour haul over bad roads. The driver experienced very little difficulty with the soldiers, as the papers I handed him were an "open sesame" through the lines. When the van arrived in Roosendaal I had it shipped from there to Rotterdam, where it was placed on board ship and left for New York. From New York it was hauled across the Newark Meadows to East Orange, where it created considerable curiosity, due to the unusual size and the Flemish signs on the sides. —*H. Pfannenstiehl.*

Hawthorne Sales Society

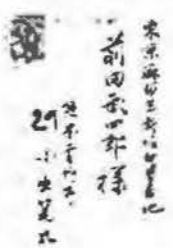
AN organization under this title has recently been formed to promote the selling interest in Western Electric apparatus and to increase individual sales efficiency. Membership in the society will, for the present, be confined to members of the sales, educational, and general merchandise departments at Hawthorne.

At the first meeting, held on the evening of December 2nd, the society was fortunate in having E. A. Hawkins, Telephone Sales Manager, present. Mr. Hawkins' talk brought out many interesting features of sales work and will prove of much value in the future work of the society.

The following papers were read and discussed: *Essentials of Selling*, by J. F. Sweeney; *Engineering a Given Proposition*, by E. D. Hall; *Requirements for Estimating a Given Proposition*, by E. H. Pierce.

At the second meeting, held December 7th, the society got down to business, and R. K. Bigalow sold the purchasing committee a desk telephone set, while E. W. Thurston sold a common battery wall set.

Regular meetings will be held hereafter every two weeks, and the program will be so arranged that the members will in time become familiar with our entire line of telephone apparatus and at the same time become acquainted with the problems that confront the salesman.



Front and Back View of a Japanese New Year's Card. Cards such as this, having pictures of storks, fans, pine trees, bamboo and plum blossoms, are used in Japan to send New Year's greetings. All of these pictures symbolize good wishes, long life, and so forth.

Holiday Greetings from Afar

Messages of Good Cheer from Our Allied Houses in Japan, Australia, and South Africa

FROM TOKYO, JAPAN

THE members of the Nippon Electric Company organization send Christmas greetings and best wishes for a happy and prosperous New Year to the NEWS, to Western Electric organizations and their members.

In Japan, Western customs have been adopted very rapidly so that it is not surprising that Christmas greetings are now exchanged quite generally. It is quite probable, however, that in the minds of the Japanese, Christmas time will always be of less importance than the advent of the New Year. It is a very old custom in Japan that all sorts of pros and cons are adjusted late in the year so that as the temple bells strike one hundred and eight strokes of "Woe-be-gone" which marks the passing of the old year, all can emerge from the bustling scene of strife and business on the tranquil morn of a happy New Year.

All entrance gates are decorated with bundles of green pine trees and bamboo, emblems of long life and virtue. At the top is suspended a straw, hanging to which is fastened a lobster, with various accompaniments such as sea weed, oranges, and fern leaves, each of which has its peculiar meaning for good luck, old age, growth of family, or prosperity.

All work ceases for several days, and every one busies himself calling on friends to wish them good health and prosperity, and at all houses refreshments are served. Games are played at this time and many young girls will be seen in bright kimonos, playing battledore and shuttlecock; the penalty for losing is a stroke of white paint on the cheek.

In olden times the New Year's holiday extended over a period of about two weeks, but at present the feasting and visiting lasts about three days, and business is resumed in about one week's time.—*Nippon Electric Company.*

FROM SYDNEY, AUSTRALIA

AUSTRALIA sends hearty Christmas greetings to the WESTERN ELECTRIC NEWS—peace on earth and good will toward men—especially Western Electric men.

Perhaps a general description of the manner in which Christmas is kept in this land might be of interest. Australians, at least, cannot be accused of taking their pleasures sadly. Early in November the cities and towns begin to assume a festive appearance; and business firms expect to do a brisk trade by selling articles—useful or otherwise—intended as gifts on the great day.

On Christmas even, shops are thronged, the cities being full of country visitors. At midnight and until the small hours of the morning, carol singers parade the streets of the suburbs; and the strains of "Christians Awake!" often arouse mingled feelings in the breast of the tired citizen.

Christmas day itself is usually given over to family gatherings, wherever possible, most people preferring to spend that day in the home; the succeeding days, up to January 2nd, are given up to excursions, picnics, surf-bathing, mountain trips, etc.

As is known, Christmas on this side of the globe falls in midsummer; so the contrast between an American and an Australian Christmas is very great, the latter being essentially an "out-of-doors" holiday. In spite of a temperature ranging anywhere between 90° and 110°, turkeys, ducks, etc., are roasted, and plum puddings boil merrily; for people still cling to the traditions of the home country in this respect, notwithstanding the absence of snow and ice, rain and hail.

In conclusion, what with Western Electric fans cooling the air, and Western Electric telephones transmitting Christmas messages and greetings all over the country, Christmas in Australia is certainly the busiest and jolliest season of the year.

FROM JOHANNESBURG, SOUTH AFRICA

IN our territory we have to deal with customers speaking three different languages, hence we send our holiday greetings as follows:

IN ENGLISH: A Merry Christmas and a Happy New Year to all readers of the WESTERN ELECTRIC NEWS.

IN CAPE DUTCH: Een plezierige kerstfleet en geluktige Nieuw Jaar vir al die Leesers van de WESTERN ELECTRISCHE NIEWSBLAD.

IN PORTUGUESE: Boas festas aos leitores do WESTERN ELECTRIC NEWS.

In South Africa we have no special customs with regard to Christmas. This is such a cosmopolitan country that both Christmas and New Year are celebrated equally, so that we have holidays for both events. In Johannesburg, it is the practice for everybody to gather in the two principal streets on Christmas and make merry by blowing trumpets and scattering confetti like a crowd in Southern Europe at carnival time. Otherwise there is nothing to distinguish South Africa from any other English speaking country, except the climate. Being in the Southern hemisphere, our seasons are almost the exact reverse of those in London and New York, and therefore Christmas and New Year fall in what we call mid-summer.

Hence December 21st is our longest day, and although as a matter of English custom we eat turkey and plum pudding at Christmas, we generally take it in the open air, or as near the open air as we can get, and think regretfully of the Christmas cards sent us in our childhood, depicting red-breasted robins disporting themselves amid holly trees and snow.—J. W. KEEFE.

W. E. Gathright
Stores Manager

T. A. Burke
Sales Manager

E. J. Wallis
Southern District Manager

W. B. Wallace
Assistant Treasurer

The Atlanta House

A Sketch of Our Georgia Headquarters

THAT part of the Western Electric Company labelled "Atlanta" dates its beginning from 1905, with the acceptance of the supply contract by the Southern Bell Telephone and Telegraph Company. For about two years Atlanta's business was confined entirely to the service of that Company. In 1907 a small territory was allotted to the house in which to develop a supply business. With expansion of territory and increased sales this supply department has grown from the smallest in the country to one of the foremost among Western Electric Houses.

The Atlanta Distributing House

Historically, its important epochs have been the introduction of service to the Southern Division of the A. T. & T. Company, undertaken in 1910; the organization in 1911 of the Richmond house, with which its territory was shared; the introduction of the supply contract with the Cumberland Telephone & Telegraph Company in 1912; with the Southern Division of the Western Union Telegraph Company in 1913, and the opening of the present New Orleans office and warehouse also in that year.

Territory

While the City of Atlanta has many substantial claims to prominence the territory for which the Atlanta organization is responsible is so extensive that purely local interests are relatively small. No one city can dominate half a million square miles. If you combine the territories served by our houses in Boston, New York, Philadelphia, Pittsburgh, Cleveland, and Chicago, you will have made up a territory about equal in extent to that served by Atlanta's associate telephone companies. A salesman has never traveled a thousand miles between prospects, but it would be possible to do so without getting out of the dominion of Atlanta. A population of nineteen millions leaves plenty of room for everybody to grow, and makes "The South" a land of opportunity. Its wealth is largely agricultural and chiefly cotton and tobacco. Its manufacturing is notably lumber and cotton cloth, with an important production of iron and steel in Alabama. Extensive water power is distributed electrically, and diversified manufacturing is developing everywhere. Railroads have been extended liberally and all the ways and means of growth have been substantially provided.

The development that has come is in itself phenomenal. When we consider that it took fifteen of the fifty years since the Civil War for the South to readjust itself, that which has been accomplished during a period covering a space of less than the life of a young man is indeed a record of achievement.

Buildings

As has been said, there is no dominating commercial center for Atlanta's territory. An economical distribution of supplies presents, therefore, some difficult problems. No one distribution center would be adequate. A battery of three sub-warehouses is necessary. These are located 500 miles apart, at Nashville, Savannah, and New Orleans. Pictures of two of these houses accompany this article. Portraits of Messrs. Dallas and Stover, in charge

The Savannah Warehouse

The Nashville Warehouse

at Nashville and Savannah respectively, appeared in the July NEWS. Pictures of the New Orleans house and of Mr. McFall, its manager, appeared in the issue of August, 1913.

The Company owns a large building in Atlanta, which provides ample office and warehouse space, with the best of facilities for stock and shipping. Its location is at some distance from the center of the city, the local needs being supplied from a store conveniently situated in the retail district.

The offices and warehouses in Savannah and New Orleans are located near the active business sections of those cities.

A sales office is maintained in Birmingham, the center of the coal and iron industry of Alabama.

The Nashville sub-warehouse provides service for the associate company only.

Atlanta's Retail Store, 31 Luckie Street

Some Important Cities

Atlanta, the city, is entitled to liberal praise for its enterprise, its public spirit, and its rapid growth. Skyscraper office buildings, magnificent hotels and theatres have risen where blackened ruins of fifty years ago marked Sherman's march to the sea. The prosperity that Atlanta has enjoyed has been shared by many Southern cities. Birmingham, Jacksonville, Tampa, Nashville, Memphis, and others have attracted capital and men, resulting in splendid increases in population and wealth.

New Orleans possesses a charm of its own, besides being the gateway to the sea for an extensive territory. Every gulf city claims a dominant position to share in the benefits resulting from the Panama Canal, but New Orleans seems to possess the most logical advantage.

Organization

The Atlanta organization is made up almost exclusively of men native to the South, and for this reason enters most naturally into business conditions and requirements of that section of the country.

E. J. Wallis, Southern District Manager, is manager at Atlanta. Mr. Wallis began his service with the Company in 1896, and before joining the Atlanta organization had been a member of the general staff, and chief clerk at Chicago and New York.

W. B. Wallace, Assistant Treasurer, came with the Company in 1890 as an office boy in the New York office. He served as cashier and credit man, and became assistant treasurer at Atlanta in 1911.

T. A. Burke joined the Western Electric Company's sales force in 1907 and was made sales manager soon after. Mr. Burke was identified with several Atlanta electrical concerns before taking his position with the Company.

W. E. Gathright was made stores manager in 1914. He has been assistant sales manager and assistant stores manager, having grown up through the stores department since his employment in 1908.

In describing the membership of the Atlanta organization mention must be made of O. S. Lair, who was stores manager up to June, 1914, when his health made it necessary for him to go away on sick leave. Mr. Lair was with the house when the business started and not a little of its success is due to his aggressive enterprise and courage.

The sales organization includes some stellar artists as W. E. Flowers, "Harry" Stanton, "Jimmie" Smith, C. H. Cabaniss, nicknamed "Cab," F. B. Vary, and "Ed" McFall, who started in the electrical business in New Orleans just after Andrew Jackson won his victory, and who is now manager of our warehouse there.

The Atlanta organization prides itself on the harmony that always exists among its members, and this may be attributed to the appreciation that is shared by all of the almost unlimited opportunity afforded by the growth of the South.

AROUND THE CIRCUIT

GOSSIP GATHERED BY THE DISTRIBUTING HOUSE CORRESPONDENTS

KANSAS CITY

C. L. Wells
Correspondent

The Missouri Telephone Association held its third annual convention in Kansas City, December 9th and 10th. Four hundred members, the largest number in the history of the association, were registered. Nine manufacturers had exhibits.

We had a fine exhibit of telephone apparatus with special illumination features, including Telesigns. A temporary installation of indirect lighting which was made for the occasion gave the room an unusually attractive appearance.

The convention crowds were handled by representatives from the Kansas City and St. Louis sales departments.

One of the favorite indoor sports of the telephone department is dictating letters to our customer C. A. Stocking, and watching the stenographer blush.

The Western Electric Bowling League has been organized. Four teams, known as the Blue Bells, Sunbeams, Evereadys, and Autoducts, are entered.

SALT LAKE CITY

M. McCarrie, Correspondent

THE HEIGHT OF IMPERTURBABILITY

[NOTE: *The following letter was written by a customer to whom we had written ten times, on whom we had drawn a sight draft, and whom we had threatened with legal proceedings.*]

"Gentlemen:

I have the pleasure of enclosing herewith my check to the amount of fourteen dollars and fifty cents ($14.50) in payment of one chafing dish which was purchased under date of June 1, 1914.

You, of course, will agree with me when I state that it is necessary to take at least six months to make the proper investigations as to the quality and stability of a chafing dish.

After investigations were made I find the Western Electric Company's chafing dish to meet with all requirements and it is, in my opinion, one of the most modern.

I thank you for the consideration shown me in regard to the above.

Yours very truly,"

BOSTON

D. A. Chase, Correspondent

We regret the departure of the installation force from our Boston building, and wish F. M. Minuse and his workers success at Providence.

All together now: A regular cheer—with three long "inventories" on the end!

PHILADELPHIA

L. R. Browne
Correspondent

Your humble correspondent at Philadelphia heartily seconds the wail of D. A. Chase, of Boston, in the December issue. A correspondent's difficulty lies not in "corresponding," but in the responsibility laid on his shoulders of acting as author, news-gatherer, rhymist, reporter, and "cub." If occasionally the Philadelphia column is a little slim it is not through a lack of desire for representation, but through a lack of interesting news to contribute.

No, sir! Such is not the case! Philadelphia is not now, nor has it been, asleep—merely modestly silent. We are going to turn over a new leaf, however, and let the outside world know something of what we have been doing in the way of athletics.

The Philadelphia Western Electric Club was organized in the early summer with a membership of approximately two hundred. Since its organization the men in the various departments interested in athletics have organized several teams.

At the present time we are running a pool eliminating* contest, which has proved highly successful, and many who labored under the delusion that they knew something of the game have gone down to defeat by amateurs, who had always supposed they did not know enough about the game to hold a cue.

The club boasts two men who have won honors in various bowling tournaments throughout the East, and through their efforts a bowling league has been organized, consisting of eight teams from various local departments. Contests are held on Monday nights. To date J. W. Barnwell holds the record—217 points in one game; R. J. McBride holds the record for low points—we considerately refrain from mentioning his score.

We also are somewhat puffed up over the showing made by our basketball team. In this particular sport we are beginning to feel that we cannot be beaten. Following the precedent established by our baseball team, we are leading the National Basketball League without having so far suffered a defeat. One member of our team, Dave Kerr, is an undersized chap of six feet five inches, and because of his handicap it is, of course, very difficult for him to score, as he finds it necessary, after hitting the ball, to take two or three steps before he can place it in the basket for two points. He is compelled to do this so often that he naturally grows weary. Hess, Carter, Werner and McNamee play an agile and heady game. Kerr has a record of eighteen field goals in one game against one of the fastest teams in a big eastern league.

Taking our club by and large, we feel that we are

* It *ought* to be eliminated.—ED.

pretty well represented in local athletics and are longing for a chance to match our talent against that of any one of the other houses—even New York.

The new salesmen's catalog has just been received and it is a beauty. It looks as though the catalog committee had said almost the last word in catalog construction. They have even gone so far as to design the key, in such a way that it can be used, not only to open the binder, but to open bottles of the beverage that made Milwaukee famous. If they had only found room for a sanitary drinking cup, the thing would be perfect.—A. L. H.

The Western Electric baseball team of Philadelphia captured the pennant of the Industrial League of Philadelphia with a percentage of .875, the next team showing a percentage of .719. A total of twenty-one games were played, of which the Western Electric team won seventeen.

As evidence of the excellence of the individual players, it is interesting to note that, whereas we had but about 300 employees from whom to draw our talent, we were competing against teams of other concerns having employees numbering from 1,200 to 2,800 men.

ST. LOUIS

F. W. Cherry
Correspondent

"Duke" Don Cameron, our affable Arkansas salesman, blew in early in December. He says everybody is trying to help the cotton planters. He contributed his share by dyeing a handful and pasting it on his upper lip.

A CALL TO ARMS

Only in a general way are we acquainted with the plan of campaign being conducted by the Boston girls against the Atlanta bachelors' club.

We have been waiting patiently for developments—in Missouri results are what count—but from the latest information the Atlanta club is still intact.

Boston girls, take warning! Our army has captured quite a few prisoners in the past, and is again becoming active. What's the password?

St. Louis Girls.

On December 3d, at the Saint Louis Architecture Club, A. J. Grimm gave the second lecture of a series which he is giving before the members of the club and their friends. By the use of lantern slides, demonstrations and technical data, he has explained the fundamentals of reflector design and practical considerations in laying out lighting installations.

The lectures have been largely attended. It is hoped that they will tend to draw the architect and the illuminating engineer into closer relations for the betterment of lighting conditions in general, and will educate the public to the point that they will recognize the difference between mere light and illumination.

DALLAS

O. T. Hazelton
Correspondent

We submit the following, from one of our younger customers, to the engineering and patent department:

"I have invented a *Buglar* alarm which runs By Batteries. Its works on the doors and windows of the house when the Buglar trys to open the Door ore window. you are woken at a moment and you can tell which Door he is trying to open wherever you are at. Its makes no Difference how many doors ore windows the house may have its works just the Same. If you want to By ore trade for the Buglar alarm I want to trade it for a 2 speed tourist standard model 7 H. P. twin cylinder Indian motor cycle with electric head and tail Light, Electric Signal, Corbin Brown speedometer the price is $300.00 F. O. B. Factory."

FROM OUR MAIL BOX

"Yesterday we wrote you to cancel order for switch. But as we received same in good order to-day, you had better cancel the cancel."

A long, thin young man, named Bill,
The NEWS column was called on to fill;
He wrote notes by the score,
Made himself quite a bore,
But the column remains vacant still.

Our telephone service man, Hill
He tried to accommodate Bill,
But the "pome" that he wrote
We found in his coat—
And the column remains vacant still.

Hill's assistant, one Schmucker, a joker,
Quickly came to the front to help Bill.
But his jokes were so stale,
He is now out on bail;
And the column remains vacant still.

Bill posted a note in the shop—
He tries nobly to raise a NEWS crop—
But the gang on the third
Produced not a word;
And the column remains vacant still.

When the warehouse men sent in *their* load,
Bill found it was written in "code";
What it was about
He couldn't find out;
And the column remains vacant still.

The financial folks, asked to come through,
Sent some "dope" in, and asked "Willett due"?
Bill slid from his chair
With a far-away stare;
And the column remains vacant still.

To the billing department went Bill,
And he swore to get grist for his mill.
So he went thru that bunch,
From Welch to Mrs. Thomas;
But the column remains vacant still.

But the troubles of Bill will soon end,
For in Ross Cummings he'll find a friend.
Just turn on the juice,
Cut that Lamp Booster loose,
AND YOUR COLUMN WILL OVERFLOW, BILL.

Note to Editor:—This literary homicide was committed strictly in self-defense. He made me do it.—KELLY.

The brute!—ED.

ATLANTA

HEART-TO-HEART-TALKS

O. Whitmire
Correspondent

We wonder how Boston's girls knew that they were our choice. The only thing that keeps us this far away is the distance.
[*Signed*] ATLANTA'S ELEVEN BACHELORS.

Well, Cleveland, you seem to draw the lucky card this time. We believe that Atlanta needs a poetic correspondent more than any other house in the circuit, and we hereby submit our application for "next" on J. M. Bateman.

In answer to Denver's question (December issue) on cutting expense, we respectfully refer you to the July number, in which we outlined the vast saving resulting from placing an awning over the skylight in the room where the ice box is located.

Manager Wallis has requested your correspondent to place an order with R. E. Webster, of New York, for two carloads of the same kind of "enthuse" that caused V. G. C. to write: "There's one thing very sure—we *must* contribute to the NEWS."

Dallas, we certainly want to congratulate any House upon rendering such service as would inspire your Associate Company to write you a letter of the type you displayed in the last issue.

We want to take back all we have ever said about the editor now, since we have found out that he got so sorry for us that he swiped a poem from Pittsburgh to put in our column.

After reading San Francisco's little paragraph about the "Long Night" in the December issue, we got so inspired that we just dashed off the accompanying cartoon instead of writing two or three columns in reply.

Our associate service man was pretty well puzzled when the telephone company called up and said that on their order for forty feather dusters, they had received "tail" feather dusters instead of "wing" feather dusters, and that they could not use them. We wonder if the engineering inspection department cannot arrange to write up a specification on this article.

After watching the desks in the office change positions for the sixth time in two months, Mr. Wallis said to the stores manager: "Wreath, when you die, I am going to tell Saint Peter that if he wants to keep you up there he had better give you a dozen or two office desks to slide around the corridors."

We are very proud of the fact that our assistant shop foreman is meeting such success in organizing and teaching a class in electrical engineering. The elementary course of Professor Houston's *Electrical Engineering Leaflets* is being taught, and we have a large class.

The object of the work is to present, concisely but accurately, some of the fundamental principles of electrical science, as employed in engineering practice.

The class meets for one hour at 5:15 every Monday afternoon.

Much attention has been given lately to the reduction of stenographic expense through the use of form letters. Our force have co-operated heartily. That the benefits derived are appreciated is evidenced by the fact that one of the men is endeavoring to develop a form letter to use in writing to his best girl. So far, however, his efforts have not been noticeably successful.

Why doesn't he get Moore's *Complete Letter Writer*?—ED.

SEATTLE

A QUESTION OF AGE

F. N. Cooley
Correspondent

A recent inquiry from an out-of-town customer asks for prices on *young* dynamos. Our power apparatus specialist was a bit discouraged at first, owing to the fact that an overstock list of motors had just been placed on his desk, indicating the fact that our stock was pretty old. However, after a careful search he located a dynamo that had only been in stock one day, and is going to ask the customer if this is young enough.

Washington and [illegible]gon are "electric cooking mad," if any of our dear readers can comprehend such a disposition. We have sold five carloads of Western Electric-Hughes ranges during the last seven months. In Medford, Oregon, where a $5 per month flat rate is in effect, the good people have removed their kitchen-to-dining-room doors, and are heating their houses with all elements going full blast.

Will some one kindly inform the correspondent whether or not Jim Bateman, of Cleveland, ever found a word to rhyme with "Mazda"? If he hasn't some one in authority should tell him that he "hazta."

During the past few months Seattle has secured two star orders in the Orders of Interest list. We propose to start out in 1915 with a New Year's resolution to "get a star order a month."

CHICAGO

H. L. Grant
Correspondent

METHOD IN HIS MADNESS

Buy a bale of cotton, Bill,
Buy a lot of lamps,
Buy a case of condulets,
Buy some cable clamps.

Buy a case of Victor tape,
Buy some Pittsfield plugs,
Buy a barrel of Thomas cleats,
Buy some cable lugs.

Buy a motor with a base,
Buy a hundred bells,
Buy a lot of Inter-phones,
Buy some Blue Bell cells.

Buy some "Beauty" heating stuff,

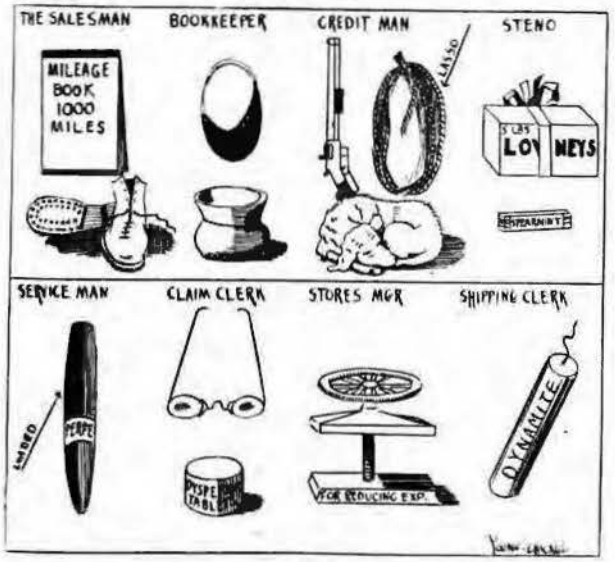
. . . . . .

That's the line that pays;
Then your friend the specialist
Can maybe get a raise.

—W. M. G.

Will W. A. Wolff, the sales department's correspondent, kindly explain what is a "banshee" and what is a "leucocyte." Also where does he get his pull with the editors. They won't let that rough stuff through when it's in Chicago's column. G. S. M.

It's your spelling we object to.—Ed.



What They Got for Christmas

PAGE MR. SHERLOCK HOLMES

The following verbatim copy of a letter seems to indicate that something must be kept under somebody's hat:

"JHG—12—6—14—G

Referring to the motors being supplied to the John Doe Building, regardless of what question anybody asks you, regardless of who they are, and regardless of what the question is, regarding motors for the John Doe Building, tell them nothing. If they ask you, or if anybody asks anybody else connected with your office, if you have the motors for the John Doe Building, in your warehouse, tell them you cannot tell unless they give you the order number. If anybody asks for any information relative to the equipment in this building, regardless of who asks you, and regardless of what the question is, do not answer them.

J. H. Gleason."

WHAT THE STENOGRAPHERS THINK ABOUT THE BUDGET

The beastly budget,*
We cannot dodge it.
Why was it put on earth?
To make us worry,
And fret, and hurry,
And work for all we're worth?

Oh, how we sigh
When we hear the cry,
"The budget *must* go out!"
Then we work all day,
And night; but say,
Just *what* is it all about?

It even seems
To haunt my dreams—
It fills me full of care.
I know, when I die,
And reach the sky,
I'll meet the blamed thing there.

—L. H.

* Pronounced bodgit.

In Sales Data No. 42.14-I Mr. Rockafellow intemperately describes our new line of portable lamps as follows:

"Each lamp is *piped* from top to bottom, which insures the socket always being *tight*." J. T. V.

CAN YOU?

When a "failure" is marked up against you,
Can you smile when they pass you by,
And then plunge in,
With a will and a grin
And give it another try?

"Laugh and the world laughs with you"
Is a maxim oft quoted by men;
And it laughs with the fellow,
Who doesn't show "yellow,"
And helps him to try again.

SERVICE

Dec. 5th. Customer telegraphed order for five items cable. Order entered and shipped same day (as usual).

Dec. 6th. Customer forwarded confirming order; also asked us to use his shipping tags which he enclosed.

Should we expect a service complaint for not using his tags? J. J. R.

GETTING PAST THE CENSOR

We tried last month to get the notice about Miss Ford's party for a number of our stenographers into the News. Our account, however, failed to pass the Board of Editors. Somebody, we understand, was shocked.

Please Messrs. Editors, may the following homeopathic write-up be inserted?

"Miss Ford gave a pancake party. It was called a pancake party because the refreshments served were pancakes; potato pancakes, apple fritters, and egg pancakes. She baked them herself, and they were very appetizing.

After we had partaken of the repast, we repaired to the back-yard, where we played some dignified games. Then we returned to the house, and indulged in singing a few hymns, and after that we all went home—perfectly sober." L. H.

PITTSBURGH

W. A. Wayman, Correspondent

PITTSBURGH'S VERSATILE CUSTOMER

C. A. Van Sickle, who recently secured a contract for electric street lighting in Cumberland, Ohio, and came to the Western Electric Company for his material, appears to be pretty much the whole works in that town. Besides running the telephone company and the electric light and power company, he puts in his spare time making tombstones. The picture shows him as our salesman found him when he called for the order.

WHY CUSTOMERS LIKE TO DROP IN AT THE PITTSBURGH OFFICE

As long as several of the houses exhibit a propensity to hold beauty contests in the NEWS, Pittsburgh hereby puts forward its winning septette.

RICHMOND

W. Lancaster, Correspondent

Some time ago, at the instance of H. W. Hall, manager, and G. T. Marchmont, assistant sales manager, we inaugurated a weekly luncheon for all the male office force and warehousemen, the object of which was to promote efficiency, stimulate co-operation, and secure a higher service standard.

Only one hour is allowed for this lunch—from 1 to 2—and by having a chairman and three assistants to prepare the program, order the food, and collect from the members, the time allotted is rarely exceeded. These lunches are held in a private room at the Business Men's Club, and the privacy adds to the freedom of both speech and action. All of the functions of the various departments of the organization are discussed—from management, credits and stock, to packing and shipment—each has an opportunity to relate not only the duties of his position or department, but to suggest any reasonable improvement or assistance that could be rendered by any other department with which he comes in contact. Every suggested improvement meets with full discussion and is adopted or rejected upon its merits.

This discussion of routine is not only interesting, but enlightening, and gives each one of the members of the organization a clearer understanding of its workings and the importance of his part in promoting a greater general efficiency.

We do not confine ourselves to discussing business routine, but frequently call upon the specialists for technical talks. If the representatives of any of our suppliers are in town, they also are invited to talk upon any subject they may select.

Unquestionably these branches are attaining the object of their inception and, no doubt, other of our houses could use the idea with profit.

MINNEAPOLIS

R. F. Geeseka, Correspondent

The Minneapolis Electric Bowling League has been organized and is in full sway. Contesting teams have been entered by the Westinghouse Company, General Electric Co., W. O. Hartig Electric Co., Sterling Electric Co., Northern Electrical Co., Grady Fixture Mfg. Co., Minneapolis Electric Equipment Co. and ourselves.

SAN FRANCISCO

INVENTORY

LOS ANGELES

INVENTORY

DENVER

INVENTORY

BUFFALO

INVENTORY

R. E. Webster
Correspondent

NEW YORK

GIDDY SPEED

A letter dated and postmarked August 4, 1905, was returned by the Wall Street post office station on October 20, 1913, to the Central Post Office, as undeliverable. The letter was there held until recently, when it was returned to writer, at the Western Electric Company, New York.—H. O. V.

APROPOS OF THE NEW SUGGESTION BOXES

"Say, can you open that box?"

"What box?"

"That suggestion box."

"Why?"

"We have one just like that in the back of our church, and as I went by this one I dropped a nickel in it."

F. X. G.

PUZZLE—FIND THE MAN WHO DIDN'T WRITE AN ARTICLE FOR THE "NEWS"

Daniel Webster we all know, an orator renowned,
Who spoke from stumps or wagon tails, wherever they were found,
But a chance he never could obtain his captive soul to ransom,
Like namesake "Bob," who eases *his* by talking through the transom.

The ordinary mortal man, who has no good protection
Is easy meat for Bobbie; but *doors* sever this connection.
And so when an intended victim locks it, goodness knows
Friend Webster through the transom climbs, with roars, and howls, and blows.

But why endanger life and limb and own yourself a laggard?
This constant "dillytantyness" is making Webster haggard;
New York has many able men who like to air their views,
Who should, to stimulate their pride, CONTRIBUTE TO THE "NEWS"!

D. E.

BOWLING

The first New York Western Electric bowling tournament is in full swing. Eight teams of five men each represent the following departments: New York Stores, General Telephone Sales, Engineering Apparatus Design, Engineering Circuit Laboratory, Engineering Physical Laboratory, Engineering Semi-Automatic, and two teams from the Installation Department. Each team is scheduled to bowl one evening a week from November 23rd until March 17th.

We forget that times are hard as we look at the bulletin boards and see the many "Money Lost" and "Jewelry Lost" notices.

Looking north from the Bethune Street side of the Building we see advertised a well-known brand of beer with a picture of a bottle of the amber delight, also a well-known brand of crackers with a large package of the brittle satisfiers. If some cheese concern would only get busy, we might, by looking at the three ads, and using our imagination, save many a penny on lunch.

Said one transmission engineer to another, "Why is transmission better down town than up town?" And the other replied, "Because it's nearer the battery."

Officer!

E. F. I.

WE DID NOT QUOTE IN ANSWER TO THIS INQUIRY

"Gentlemen:

We have an inquiry for a young male Brazilian monkey called Teetee (*Callithrix Torquatus* of the *Callithrix* or *Chrysothrix* genus). Kindly let us know whether you have any of these monkeys available, and if so, quote us your best price on same.

Yours very truly,

_____."

G. C. B.

NEWS readers will be interested in the above photograph by C. C. Graves, which shows in part what remains of the Thomas A. Edison plant at West Orange, New Jersey, which was swept by fire on December 9th. Mr. Edison's energy and courage in planning the rebuilding of his plant, even while the flames were sweeping through building after building, call for the highest admiration.

New York's Vacation Savings Fund

THE Vacation Savings Fund, of which we have a sub-station at New York, is part of the Women's Welfare Department of the National Civic Federation, New York and New Jersey Section. It was organized in November, 1911, to encourage self-supporting women and girls to save such sums as they could from time to time. Though the fund was started with the vacation idea, the money saved can be withdrawn at any time and used for any purpose whatsoever.

No interest is paid on deposits, as the savings fund is not a savings bank, but only an agency whereby small savings may be readily deposited, each depositor withdrawing cent for cent what she has deposited.

The money is deposited in a national bank and draws 2½% interest. This interest, together with the receipts from the annual entertainment and ball given by the depositors, helps towards the maintenance of the office, printing, stationery, etc.

It will interest our girls to know that since we opened a sub-station of the Vacation Savings Fund in the New York office, there has been deposited $6,909.65.

We started in March, 1912, with twelve girls, who deposited $20. We now number 157, whose total weekly deposits range from $65 to $123.

Sixty-five dollars does not seem a large amount for 157 girls, but as some deposit only twenty-five cents, and all do not deposit weekly, the total weekly deposits are good. The smallest amount accepted is five cents. Very few of these deposits have been received, however. The majority of deposits are of fifty cents and one dollar. The largest deposit received was $50.

During 1912 there was deposited $1,274.95. The deposits increased in 1913 to $2,555. Up to November first, 1914, there has been deposited $3,591.55.

Each depositor takes care of her own bank book and no accounts are kept by the local secretary.

At any place where there can be found ten girls or more who wish to form a branch of the Vacation Savings Fund, by choosing a girl to collect savings and act as local secretary, as many branches can be made as are desired.

E. Halley, New York.

Western Electric Band Wins Contest

THE large attendance at concerts given by the Western Electric Band at Hawthorne shows how much the employees appreciate the organization. Many of these will be pleased to learn that their opinion squares with that of musical critics. In a band contest before the C. S. S. Cross of Frabia Society on September 26th and 27th, our band was awarded first place.

Three bands participated in the contest, the Italian Marine Band of Chicago, the Verdi Band of Chicago, and the Western Electric Band. The bands played in rotation, each playing several selections. Our musicians played the second act from *Lucia* (Donizetti), a potpourri from *Madama Butterfly* (Puccini) and the third act from *La Bohéme* (Puccini).

Medal Presented to Signor Forcellati Dante as Leader of the Winning Band in the C. S. S. Cross of Frabia Society's Band Concert and Contest, Held on September 27, 1914

The size of the bands competing was limited to thirty-five pieces, and our band was therefore somewhat handicapped through being compelled to play without its full membership.

Besides giving a prize of $300 to the winners of the contest, the society presented the conductor, E. Forcellati Dante, with a gold medal in recognition of his ability. Mr. Dante also leads the Western Electric Orchestra, which plays during the noon hour each Wednesday on the second floor of the Company restaurant building.

Many of the Hawthorne employees will remember that our band took first honors in a similar contest in 1912.

A Word of Appreciation from an Old Friend

B. B. NEAL HARDWARE CO.,
120 WHITE STREET,
NEW YORK

Western Electric News, N. Y.

FRIENDS:—I would be very glad indeed to have you add my name to your list. I cannot refrain from stating that the wonderful progress of your great corporation is almost past comprehension. Can recall about twenty years ago the beginning in Thames Street, New York City, when such gentlemen as Messrs. A. L. Salt, Loveridge, Oberlander, and Chace constituted almost your entire executive force. I have done business with you in a most satisfactory manner to all concerned, and am still continuing to do so. It is certainly a great pleasure to write you these brief words of appreciation.

Thanking you for all favors shown, and with highest personal regards, I remain,

Yours most truly,

[*Signed*] B. B. NEAL.

Notes from the Educational Department

Herbert Metz
Correspondent

Visitor, at the Chicago telephone exchange: "My, what good looking girls—I don't think I've ever seen a better looking group of young women."

Employee, brightening: "Yes, you see this is part of the great Belle System."

Down at Clinton Street they have a language all of their own, used almost exclusively in the stoek rooms. The students are proud of their smatterings of French, German or Spanish, but this is a language no college ever taught. For instance:

"Say, Joe, got any more of those 87432's?"

"No, but the 342397's came in. Take one of the 87430's and one of the 36491's and a 300042 and that'll give you a 342397."

"All right. Say have you heard anything about those 97498's?"

"Yep. They and the 43967 came in on order No. 67004 on 11-18."

This sort of thing has even extended to the neighborhood. They have a restaurant nearby, where you order your meal by number. Go in and say "Number 1" to the waiter and he will bring you an omelet; Number 2 is fried eggs, sunny side exposed; Number 3, fried eggs on a raft, wrecked, etc. A fellow has to be a football quarterback to order a square meal there.

First Student:—Here's a riddle——

Second Student:—Shoot.

First Student:—At a recent society dance the most beautiful girl sat in a corner all evening, silent and brooding. Now tell me, why was she like the Western Electric Company's batteries?

Second Student:—Beautiful-silent-morose-batteries? I give up—why was she?

First Student:—Because she was a blue belle.

Halp!

The reason one of the students came "home" from Clinton Street prematurely.

Big Chief:—Whatcha got there?

Student:—Two dozen Bryant snap switches.

B. C.:—Indicating?

Student, very respectfully:—No, in the truck.

STUDENT BLUNDER NUMBER FOUR

A student who recently spent some time at Clinton Street on his course interviewed the local purchasing agent. The latter was suddenly called from his desk and thinking he might give the student something to do in his absence, gave him the following order:

"Call up the Chicago Nut Factory and ask them when they are going to send us those thousand lock nuts on order 87494."

The P. A. returned a few minutes later to find the student in a heated argument over the 'phone. Not waiting to learn the nature of the argument, he took the 'phone from the student and the following conversation ensued:

"Hello, is this the Chicago Nut factory?"

"No," responded a plaintive voice through the receiver, "this is the Insane Asylum and I am Queen Elizabeth."

In all justice to the student in question, he did not call for his party by number, but by name. At least he says so.

LISTENING IN

"When the Zeppelins visited Antwerp" in the November NEWS, tells of an aviator who failed to hit the Antwerp factory with his missiles. We can't see how anybody coming to Antwerp could miss our factory.

In the third group of star orders for October, there appeared, "26½ 50 H. P. motors." We agree that 26½ motors is some star order.

The Montreal correspondent tells of the "hunters who went into the bush about ninety miles." We know of some ordinary baseball players who go a lot further than that.

The fishing picture sent in by the Atlanta correspondent is labelled "A Good Day's Catch." We think the Editor missed a good chance to save space. For instance, he could have placed the picture over the marriage announcements and made the one caption do for both.

The following students have finished their work on the course and have been transferred to permanent positions: *Manufacturing students:* B. J. Egert (Iowa State) transferred to telephone apparatus shops' engineer-of-methods department; P. G. Thayer (Pennsylvania State) transferred to telephone apparatus shops' layout department; N. T. Ronan (Purdue) transferred to the installation department. *Engineering students:* S. E. Kent (Beloit) and C. A. Leech (Kansas State) transferred to equipment engineering department.

Professor B. E. Miller and seven electrical engineering students from the University of Wisconsin, and Professors Shaad and Johnson with twenty-eight engineering students from the University of Kansas, visited the Hawthorne Works recently.

Best Star Orders of Interest, Nov. 2 to Dec. 12

FIRST GROUP

Chicago

FORTY-thousand-dollar contract for Sunbeam mazda lamps. *J. F. Davis.*

SECOND GROUP

St. Louis

Forty-five thousand, six hundred sixty-five feet of 10-400 pair type TA cable. *A. Peters.*

THIRD GROUP

Pittsburgh

Ten-thousand-dollar contract for Sunbeam miniature lamps. *E. S. Stickle & J. McNeely.*

HEARD IN THE SHOPS

ACTIVITIES OF THE MANUFACTURING DEPARTMENT AT HAWTHORNE

WHO'S WHO AT HAWTHORNE

Who's Cap. in charge of drafting, yet has never raised a troop to fight in trenches cold and wet and suffer from the Krupp? Who rules o'er rules of the rule—a good "above-board" force? (A draftsman, be he knave or fool, works "on the square," of course.) Who raises bees to feel their stings — they mind him so o' burns —(hot Scotch for Robbie, bard, whose things each Scottish laddie learns)? Who, though he thinks loud talk bad taste, is strong for Lauder talk? Come, come! The answer there! Make haste!—John Harper. Right—it's Jock.

HEARD IN THE NIGHT SCHOOL CLASS IN SHOP PRACTICE

Instructor (*to student using his notes during examination*): "You understand you are not allowed to refer to your data."

Student (*meekly*): "But I have to, in order to answer the question."

CROSS TALK IN THE C., R. & I. SHOPS

Here are some cable plant girls in hoops. The picture was taken at Clinton street before the Company disposed of the battery department. Reading from left to right the ladies are: Miss Anna Johnson (remember the water nymphs, Atlanta?), who has charge of department 3145; Miss Mary Fuller, department 3080; Miss Jennie Emrick, Miss Mary Symons, Miss Alice Symons, ex-forewoman of department 3307, and Miss Josephine Bailey, department 3305.

HERE'S ONCE WHERE A MESSENGER BOY WASN'T

Andy (3080):—"Say, kid, how often do you collect, anyway? This mail has been in the 'deliver' basket for three hours."

The Kid:—"Well, you put it there yourself, didn't you? I don't put any mail into your old basket. All I'm supposed to do is take it out."

HAWTHORNE'S FLEET

"How fast can you run your car for a mile?"
"You mean how fast can I run a mile for my car, don't you?"

J. C. Graham, of department 3154, generally takes home a weekly box of candy. But not always. One pay day recently H. C. Lewis, of 3150, acquired an enviable reputation among the ladies by handing around a nice box of bon-bons. Of course he got it back with one piece untouched. No girl was going to risk being an old maid by taking the last piece. Feeling sure that Mrs. Graham, being already married, would take no stock in such a foolish superstition, Lewis very thoughtfully returned the box and its lonesome occupant to Graham's desk, whence he had borrowed it in the first place.

A private dancing party was enjoyed by department 3306 at Humboldt Park Pavilion November 21st, at which 200 or more were in attendance. Songs by outside talent supplemented the musical program and encores were frequent. N. Swerth and Miss Frieda Kannberg were the committee on arrangements, assisted by Misses Sophia Bruesch, M. Rosenbaum, L. Payel and T. Ristow.

The contribs are looking for the chap that sliced the pep out of some of their items in last month's news. One of them read the lines substituted for those he had so carefully doped out and remarked: "Aw, shucks! Nobody home but the cat, and it's gotta flee."

Well, you saved us the trouble of changing the spelling of that last word.—Ed.

We would respectfully suggest that the "Married" column be located just below our "Cross Talk" items for the convenience of our readers. Last month 13 out of the 21 items were from the C., R. & I. Shops. Department 3307 led with four, while departments 3300 and 3145 tied for second with three each. Get busy, you bachelors. The choicest are going fast.

WESTERN ELECTRIC CHESS AND CHECKER CLUB

A competitive simultaneous chess match was played by members of the chess club in December. J. Shallcross, department 4516, won 8 games and lost 2, and C. F. Weselak, department 2360, won 6 and lost 4.

Several able players have been added to the chess team this year and a good showing is expected in the first match of the year, which will be with the Northwest Chess Club of Chicago.

DINNER TO INTERDEPARTMENT CHAMPIONS

Assembly Department Baseball Team, Champions of the W. E. Interdepartment League. Left to right, from top: Schute, ss; Evans, capt. and rf; Hauser, mgr; Bennett, p; Stock, c; Shasty, 1b; Harris, sub; Kennedy, p; Weyer, 3b; Jeyette, cf; Robel, 2b; Barrett, lf; Lockey, scorekeeper; Goski, c.

The Hawthorne athletic committee gave a dinner and theatre party on December 10th to the winning and second teams of the interdepartment baseball league, and to the members of the commercial league team. The accompanying photograph shows the assembly department's team, which won the interdepartment championship by taking two games out of three from the Works clerical team, leaders of the second division. They also made a very creditable showing against the commercial league team (the official "Western Electrics") in a ten-inning game, which they lost by a score of 7 to 8.

Theodore R. George

Died December 20, 1914

MR. GEORGE'S connection with the Western Electric Company dated from 1899, when he entered the engineering department at Chicago. In 1903 he was transferred to the equipment engineering department at Hawthorne, being assigned to the engineering investigation department three years later, and to the apparatus engineering department in 1908. In 1913 he was transferred to the sales department at Hawthorne. Just a year ago, in January, 1914, he left Hawthorne to become a member of the general sales department at New York.

His death was extremely sudden. On Monday, December 14th, he left his office early, complaining of a slight headache. On the 16th, his condition became serious, and the Company telegraphed for his brother, who lives in Chicago. He died on Sunday, the 20th of December. He was 38 years old, and leaves a widow. The cause of death was cerebral hemorrhage.

It is almost impossible to exaggerate Mr. George's personal popularity. Few men can boast of such a host of friends as he had. He was president of the Hawthorne Men's Club in 1913, and was generally known as "the most popular man at Hawthorne." His death comes as a great shock, not alone to the loyal friends he left behind him at Hawthorne, but to his newer friends at New York. For all of us, his memory will remain a solace and an inspiration.

NEWS FROM HEADQUARTERS

Some Items of Interest from the General Departments

GENERAL SALES DEPARTMENT

A NEW YEAR'S GREETING

W. A. Wolff
Correspondent

To all our brothers and sisters in the world-wide Western Electric family we offer our good wishes for a very happy New Year. To those who dwell in the lands where strife has displaced the gentle arts of peace, we offer a fervent wish that the New Year may bring with it a cessation of all hostility of nation toward nation and man toward man, to the end that a brighter, happier era may spring into being the world over.

THE CORRESPONDENT'S VISION

[Some blank thoughts in blank verse]

The correspondent sate him down to write
And pondered long into the stilly hours,
While o'er the paper not one single line
Had there been traced—nay, not one word, in sooth—
By his stagnated, erstwhile facile pen.
'Twas not his mood, nor even yet a lack
Of inspiration for his pleasant task
That lay in fashioning a verse or two
To gladden some New England damsel's eyes,
And bring from her quick pen a flash of wit.
None of these things did cause his mental stress;
Yet what had brought him pause came of the dearth
Of aid that should have come from his colleagues
In contributions.
While he stared into
The blackest corner of his study room
There seemed to fade pen, paper, light and all.
Then, presently, a faint, unearthy glow
Broke forth before his startled gaze, and as
His vision cleared, within th' illumined space
A form took shape—the trunk that of a man—
With heads a score or more that from it sprang;
A fabled hydra in a modern guise.
The glow grew brighter, features more distinct,
Each one a member of the General Sales.
The Thing ashamed and as if one mind
Had moved each head to act, a chant arose
In unaccustomed unison, to wit:—
"Oh, sir, we, who are all your colleagues, feel
That for too many moons have we been lax,
And given you no aid in this your work
Of keeping our department's name alive
Within the crowded columns of the NEWS.
Henceforth, shall we each month prepare for you
A full symposium of all things that hap,
Unto the end that from them you may choose
Whate'er will qualify ——."
* * * * *
With this a voice
From other regions came, insistent, shrill:—
"Say for the love of Mike, why don't you go
To bed—the light bill's high enough." Whereat
The vision faded and the dream was o'er.

W. A. W.

The enthusiasm and real pep manifested by certain of the members of the general department are bearing fruit in raising Inter-phone sales to a high point. The bacillus of *endeavoritis* has been successfully inoculated into the systems of a number of our distributing house organizations, with the result that Inter-phones are going on the map to stay.

DO YOU KNOW?—as the New York *Tribune* would put it—AGK will be in San Francisco this month? Yea, Brother Kingman, of the advertising department, is going out to put the finishing touches to the Panama-Pacific show. Don't forget to send the department a souvenir post card; you know us Arthur.

GENERAL MERCHANDISE DEPARTMENT

J. H. Hellweg, Correspondent

Our returned goods division has received an inquiry relative to the allowance which we could make on:

"1 Unsanitary Stenographer's Desk."

Mr. Distributing House, did you ever receive anything like the following from one of your customers? Is it the right thing to frame letters of this kind and hang them in the front office?

"This will acknowledge receipt of the invoices which were requested in my letter of the 16th inst., and I must say that I am greatly pleased with the very prompt manner in which you forwarded these papers; I note that the envelope is marked 'Special Delivery.'

Further, I wish to state that it affords us great pleasure to deal with your department, whose promises we have never known to fail, and such efficiency enables us to keep our customers posted to date without difficulty.

Again thanking you for your prompt action and for past favors, we remain," etc.

Perhaps offhand you do not see the connection between packing telephone apparatus and the foot and mouth disease. Recently, however, on account of this disease, there was an embargo placed upon hay for packing purposes, and for a few days we were somewhat embarrassed by our unsuccessful attempts to secure affidavits as to the cleanliness of the hay used in packing. The following letter received from the supplier is strictly to the point:

"Your letter was received last week and I ought to answer sooner, but one thing is that I won't swear on anything like that, all I will say, that there have not been any cows at that packing hay, that is the best I can do for you. I am busy now in buying and selling cows, hope there won't be no more trouble to use about that hay."

We should imagine after reading the letter quoted below that the company which wrote it would like to have one of our catalogues. What is your guess?

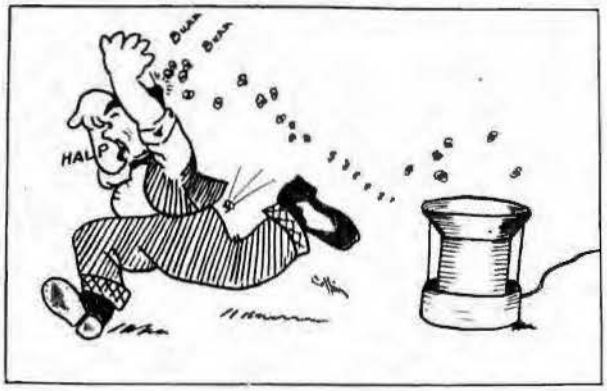
"Gentelman I had a catalogue which wase of Western Electric Co. and it was given to me and wen I recived it was so old, that some of paiges were mison and it weuire those are in my line in Electrical Construcon work.
and the stove sset my office a fire by office nat er and I only had a fue boocks and Catalog of youres and severl other burnt up. I would like have you seend me youre General Catalogue of 1915 youre nuest Catalogue you got out. and I never in my life had a discount sheet frome you.
and I would like tell you that my re-onisibility finantol re-onisibility is orite and that I have money in bank. and I cane inclose Check with my order 2 and I capible pay you eney way you wonted
I have in towne and other townes farmers of Country town and officiers want a Comanatican talefone sistum and we will istole thing. theaire be other joubes to due and this will be on row and joubes all wait untill turne. Send me you Catalogue by parstel post. to me or by express.
I sorry we have no leter heads. bill heads because we had a fire! We remain

Yourest very truley,"

Installation Department Jottings

SAN FRANCISCO

A. C. Ortmann, who is installing a No. 10 addition at Glendale, Cal., wants to testify to the fact that orders for beeswax are now being filled with the genuine article. A recent shipment to him has the approval of the bees.



Ortmann was recently supervising the heating of a wax pot in the alley at the rear of the exchange when a neighboring swarm of bees decided to take possession. Ortmann promptly appointed the bees to carry out the instructions on page 301, D. I. I., and hurriedly departed. Unfortunately, some of the bees accompanied him.

We were able to secure the accompanying excellent snapshot of his departure.

Ortmann says that he doesn't expect to have to stand up longer than a week or two.

GET-TOGETHER BANQUET AT SAN FRANCISCO

On the evening of November the 7th, we of the installation department of San Francisco and Oakland held our first get-together banquet at the St. Germain Café, ninety-nine of us being present.

The hundredth one, J. J. Foley, District Superintendent of Installation, happened to be out of San Francisco on a tour of inspection. We had with us General Foreman P. R. Bloden, of San Francisco; General Foreman F. J. Koch, of Oakland, Cal.; S. H. Foley, who had just returned to San Francisco after installing an exchange in China, and Inspector G. Pratt.

We also had with us H. Linkins, Sr., "Dad," the cabinet maker from San Francisco. Mr. Linkins is in his seventy-sixth year, but is still one of the biggest boys going. We will match him against any other "boy" of his age in the installation department, anywhere.

James Gooch, one of the foremen from Mr. Koch's district, acted as toastmaster. The music was furnished by Messrs. H. Groscup, W. Jackson, W. G. Scott, and F. B. Conroy.

After dinner talks were made by Mr. Koch, Mr. Bloden, S. H. Foley and G. Pratt.

R. E. Headley, Correspondent.

WESTERN ELECTRIC JOVIANISM IN MEMPHIS

A great many southern district Jovians returning from the recent St. Louis convention stopped in Memphis a short time, where they were entertained by local Jovians, who endeavored to wind up for them what every one said had been a big time.

A large room in the new Madison telephone exchange building was arranged for a big get-together meeting on the night of October 27th. The assembly numbered nearly 200, and all were later conducted through the new exchange building. Western Electric merits, both as to equipment and installation, were detailed by H. B. Davidson, of the St. Louis house, and Jake Daubert and Johnny Evers, both of the installation department.

F. B. Evers, Correspondent.

HAWTHORNE

THE SPELL OF THE ROAD

We never had any idea how many words are mis-spelled in Webster's Dictionary until we got this letter:

"Gentlemen: as I was Compled to Leave My Poshion that I was Holding at the Time that thiss Estemet was in Order On Account of an Accadent that happen to my Mother I wish that you would send me an Applacation lank that I may Fill out for same Poshion Again as I thingk That I made Quite a Good Reekord with the Foreman who was Mr. ———— at the Time and as had never had any Experence with the Equipment Dept before. I was forman Cable and sawdering at "the time I was compled to Go to My Mothers Bed as the Doctors Thought that she was in a Dying Condiction. I am Simpley Longing to Get thurly Acquinted with the Engering. Part of Telephone. Buisness I dont ask that you Pay me a big Sailary to Start, just so that I make Enough to Pay Expences Hoping that thiss part of my letter will Sent to the Proper Canels That I may get a Poshion With you, Again I beg To remain. "————————"

CINCINNATI

F. D. Wilsey

On November 16th the Cincinnati and Suburban Bell Telephone Company commenced active operations in its new building at 4th and Hammond Streets. The Cincinnati Telephone Society, publishers of the *Cincinnati Telephone Bulletin* issued a special souvenir edition in December, commemorative of the event. One of the features of the issue is the following message from the president of the company, B. L. Kilgour, which pays a well-deserved tribute to Fay D. Wilsey, of the installation department, who had charge of the installation of the new apparatus:

The cut-over on the morning of November 16th, from the old to the new Main Exchange, will stand forever as a record. In future it may be equalled, but not surpassed, for it was perfect in every detail.

To the heads of the different departments and each employee whose line of duty was in connection with this work, I extend my heartiest thanks and high appreciation of their faithful and untiring efforts which made the cut-over what it was.

Mr. Wilsey, of the Western Electric Company, deserves the highest praise for his work in connection with the same.

[*Signed*] B. L. KILGOUR.

FOREIGN NOTES

SOME ITEMS OF INTEREST FROM ABROAD

A. S. B. Fletcher
Correspondent

LONDON

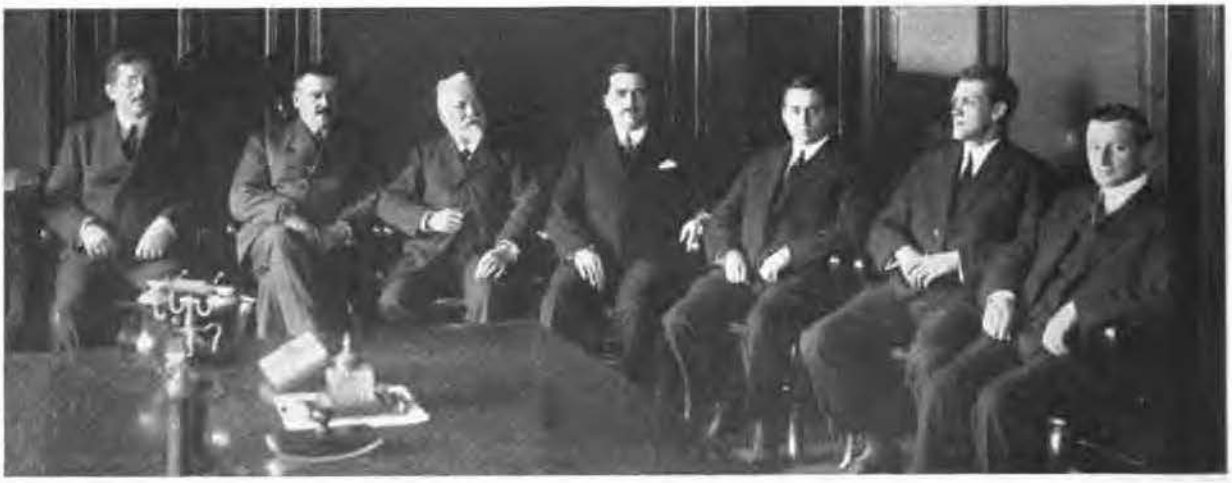
Lieutenant Henry Ivanhoe Vandell, who was killed between November 10 and 13, was the only son of Mr. and Mrs. H. A. Vandell, of Gillingham, Kent. He obtained his commission from the Officers' Training Corps (University of London) in December, 1912, and was gazetted to the General Reserve of Officers. In August last he joined the Royal West Kent Regiment, and proceeded to the front on September 24, and was attached to the Northamptonshire Regiment. He was in the trenches at the Aisne and took part in the fighting round Ypres, where he met his death. Lieutenant H. I. Vandell became a graduate of the Institute of Mechanical Engineers, 1913, and for the last three years held a responsible position with the Western Electric Company (Limited), North Woolwich. He was in his 24th year.

British Union Jack Placed Over Mr. Vandell's Desk in the London Office

The above announcement in the London *Times* of November 26th informed us all in the office that Mr. Vandell, late of the shop stores department, has died fighting for his country. Absolutely straight, generous to a fault, and a true friend, he gave up his position in this office, and quietly, without any fuss, marched away to obey orders.

Although at this time no particulars are available, we know, in our hearts, that Mr. Vandell would be at the head of his company in action, and that he died as he had lived, a very gallant gentleman.

H. Barnett, Shop Stores Dept.



This photograph, taken about a year ago, shows the staff of our allied house at Antwerp as it was constituted at that time. The group includes, from left to right: E. Montchyk, Chief Engineer, now in New York; J. B. Christoffel, Sales Manager, now in New York; T. Delville, Belgian Director, now in London; C. H. Minor, afterwards Manager at Paris, now Foreign Sales Manager at New York; J. S. Wright, Assistant Manager, now in London; C. G. Stoll, Superintendent, now in London; J. R. Oastler, Buyer, now in Paris.

AMONG THE ENGINEERS

NEWS OF THE DEPARTMENT FROM NEW YORK AND HAWTHORNE

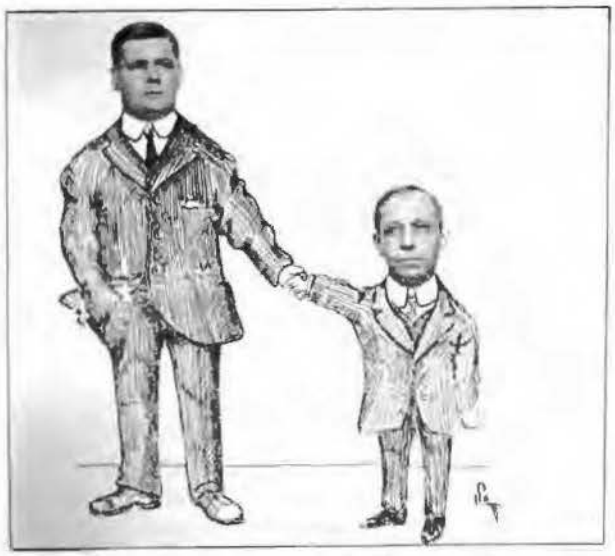
NEW YORK

THE NEW STENOGS.

It was in the month of December,
That the rumor came around,
That after the Christmas holidays,
No office boys would be found.

They had worked hard all the season,
And now to their delight,
The girls will act as messengers,
While the boys learn to typewrite.

—*Office Boy.*



J. H. Bell and O. A. Danielson sailed for London December 5th, on the *Lusitania*. Bell, with characteristic modesty, remarked that the combination represented the beef and brains of the engineering department. A glance at the accompanying picture will make his general idea clear.

MEETINGS OF ENGINEERS

At the December 4th meeting of the engineers R. L. Jones, transmission engineer, presented a paper on *The Physical Aspect of Transmission Problems*. This paper outlined the method by which the mathematical analysis of transmission circuits is made. As an illustration the author selected a specific telephone circuit and showed how it could be reduced to equivalent impedance networks for the purpose of making single frequency current computations.

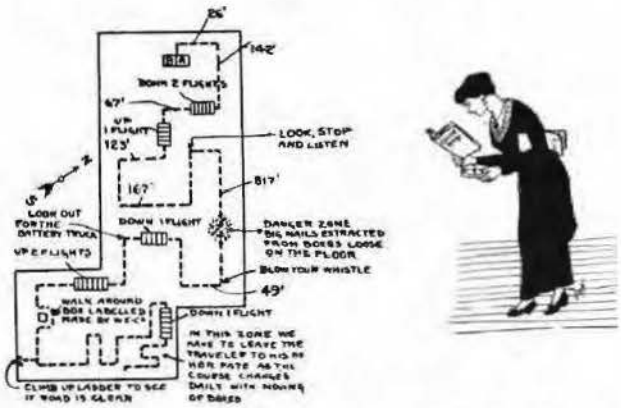
At the meeting of the engineers held December 18th O. B. Blackwell, transmission and protection engineer of the A. T. & T. Co., delivered an address on *The Economic Side of Transmission Problems*.

THOSE COIN COLLECTORS

Uncle Sam is nearly broke—got no cash at all.
Has to lay a penny tax on each toll call.
Congress shot the tax bill through, thought it only play.
Up to *us* to fix the lines to help the public pay.

Uncle Sammy wants a slot in every coin machine
Wants it by December first—worst job ever seen.
Wants the slot to catch the penny in its downward path,
To fill the coffers emptied by the warring nations' wrath.

Get McLarnin on the job—make him rush and hustle.
Model shop and draughting room—all are in a bustle.
Job all finished, model made, Mac's cares now are done,
And Uncle Sam will get his cent on toll calls, every one.



H. C. Egerton has recently been assigned to what his comrades facetiously dub his Exile Laboratory. No one knows just where it is, but the diagram shows the most popular route for pedestrians, as outlined in the Western Electric Company's new handbook, *Pleasant Trips for Rainy Sundays*.

Born

NOVEMBER 17th.—To Mr. and Mrs. R. J. Courtney (Minneapolis), a daughter.

December 1st.—To Mr. and Mrs. J. E. Cameron (Minneapolis), a daughter.

December 5th.—To Mr. and Mrs. L. B. Grewer (central accounting department, New York), a son.

Organization Changes

O. C. Danielson has been transferred from the Telephone Sales Department, Minneapolis, to the Engineering Department, Hawthorne.

E. B. Denison has been transferred from the Telephone Sales Department at Chicago to the Telephone Sales Department at Minneapolis.

Western Electric News

PUBLISHED MONTHLY — FOR THE EMPLOYEES

BY THE WESTERN ELECTRIC COMPANY

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W. P. Sidley, *Vice-President and General Counsel*
Gerard Swope, *Vice-President and General Sales Manager*
J. W. Johnston, *Treasurer*
G. C. Pratt, *Secretary*
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Office of publication and address of President, Secretary, and Treasurer, 463 West Street, New York City.

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Matter intended for any given issue must reach New York not later than the 12th of the preceding month.

VOLUME III — JANUARY, 1915 — NUMBER 11

"GETTING ACROSS" YOUR IDEAS

THE Company is always anxious to receive suggestions from the employees concerning any branch of the business. The suggestion boxes which have been installed at Hawthorne for over a year, and which have just been installed at New York, typify this attitude. Many useful and practicable suggestions have already been received and put into effect. But many others, some of which might have proved successful, have fallen by the wayside, and have not been adopted. Why?

In almost every case, when a good idea fails of adoption, it has not been rightly expressed. Suppose an employee "gets a hunch" that a certain manufacturing process or clerical routine can be simplified. He immediately lays the suggestion before his "boss"; but he is often so full of his idea, and so sure that it will work, that he forgets that others do not see it as clearly as he does. He states his idea and says that it will work, without bothering to explain *why*. His boss perhaps has not the time to make a detailed investigation of every suggestion laid before him, and the mere unsupported statement that an idea is practicable is no proof to him that it is. Consequently, he may reject what would have been a valuable innovation.

When you do get an idea that you feel is a good one, carry it through to its conclusion. Don't be satisfied with feeling that it is a good one. Work it out until you *know* that it will work; and what is more important, until you can prove that fact to somebody else.

WHERE DO YOU STAND?

DURING the month just past all departments have been having a strenuous time of it. "Inventory time" is an ordeal to which none of us look forward with much pleasure. Yet we all realize that an annual inventory is a necessary institution, if the Company is to know exactly where it stands at the beginning of the new year.

Now that the Company's inventory has been taken, it wouldn't be a bad idea for each of us to take a personal inventory. Ask yourself: "Where do *I* stand at the end of 1914? Is *my* stock—of ideas, of enthusiasm—in good condition? Do I need a fresh supply, a bigger stock, for 1915? Have I met my budget—in other words, have I accomplished more than I expected to do during the past year, or have I fallen a little below my best? Have I a clear plan of what I am to accomplish this year?"

Think it over. The idea is worth a trial at any rate.

EIGHT YEARS OF THE BENEFIT PLAN

BACK in 1906, when the first benefit plan was inaugurated, it was considered one of the most liberal that had been put into effect up to that time. It was, and still is for that matter, one of the very few pension systems, either in this country or Europe, that does not require the employees to contribute in any way toward its maintenance.

The present plan, with its additional provisions covering sickness and accident benefits, is even more liberal, and has been notably successful. In practically all accident cases the injured have been paid promptly and without solicitation considerably more than the State law provides in such cases, and in cases of sickness the Company is taking care of those employees who have appreciable service records.

The Pension Board believes that the Western Electric pension and benefit plan is one that would be difficult to improve upon. At the same time the Board will welcome criticisms or suggestions from the employees.

MR. GEORGE'S DEATH

IT is seldom that the NEWS is called upon to record the death of a man so widely and so favorably known as was T. R. George. He was without doubt one of the most popular of the younger men in the Western Electric Company. His death is a loss, not only to his host of friends, but to the Company that he served so well.

Employees' Pension, Benefit and Insurance Fund Notes

George D. Clark

GEORGE DALLAS CLARK retired from active service, with a pension, on December first. Mr. Clark was in the service of the Central Union Telephone Company from February, 1883, to January, 1906, and of the Western Electric Company from January, 1906, to the present. He was transferred from the telephone company to this company. As early as 1877 Mr. Clark worked for the Western Electric Manufacturing Company, during which time he made certain improvements on the Blake transmitter. These were purchased by the Company.

When Mr. Clark was first employed by the Central Union Telephone Company, the supply department headquarters were at 1237 South State Street, Chicago, and he and one stockkeeper constituted the combined shop and supply departments of the company. Later the shop was transferred to Indianapolis, and Mr. Clark went with it.

For many years Mr. Clark was shop foreman, and had much to do with the designing of the mechanical part of the Central Union's early equipment. Both Central Union's old E-154 and E-167, No. 10 and No. 13 boards were largely his work, from a mechanical standpoint. He perfected a drop restoring device and helped materially in perfecting the protector heat coil.

ATLANTA

The accompanying illustration shows a Christmas card, the original of which is 20 by 30 inches, which was drawn in colors and signed by all members of the Atlanta organization from the Southern District manager down. This was sent to our former stores manager, O. S. Lair, beloved by all of us, and known so well at several of the other houses.

Mr. Lair is still out West, and we are glad to learn that his health is improving fast.

G. E. Pingree,
Managing Director

Two Recent Arrivals from Abroad

The Heads of the London House

C. L. Rice
Works Manager

Map of the Neighborhood of the Antwerp Factory. The Circles Mark Where Shells Landed. The Factory is Marked in Black

An Unexploded Shell Picked Up Next Door to the Antwerp Factory

The Bombardment of Antwerp and the Flight to Holland

By an Antwerp Employee

WE who had been watching the progress of events in the besieged city had seen the net gradually tighten as the Germans drew near the town, and we marveled at the calm, the *sang-froid* of the Anversois. During the day it was only such sights as automobiles dashing by at full speed, a few German prisoners being brought in or the flight of a "Taube," pursued, always fruitlessly, by a shower of shrapnel, that reminded us of the terrible conflict that was going on a few miles away. But at night things were far from normal. On October 4th a "no light" edict went into effect and shops, factories and cafés closed at dark and the unfortunate person who found himself in town at dusk had to walk home, for there were no trains.

Our American Colony had been reduced to six men and as the net began to close we were naturally drawn together. Four of us moved into one house where we ate, slept and in the evening talked war.

We had been in the habit of going every night to the roof of the factory to watch the flashes of light where the cannon were in action. On the night of October 7th we saw flashes in three directions but all seemed farther away than the night before, and so we decided to go home and have one more good night's sleep before the bombardment began. We had grown used to the booming of cannon and were all asleep when just at midnight we were awakened by a sound that we had never heard before, and that we never shall forget; first, the loud report of a cannon, then at once the shriek of a projectile whirring through the air, a sickening, uncanny sort of screech, first pitched high and then descending the scale, like a siren whistle, then a heavy explosion, as the bomb struck a house.

These bombs came at the rate of six per minute—often more frequently—and it did not take us long to grab the blankets from our beds and hurry to our cellar, where we sat till morning, while with terrifying regularity the shells shrieked over our house.

Those hours in the cellar were one long nightmare of shrieking, bursting bombs and hurrying, fleeing feet in the street above us. At daybreak we dressed, packed our bags, hastily prepared some coffee and started for the factory, passing burning houses and fleeing people.

On three sides of the factory houses were burning. Convinced that our staying could not save the plant if it were struck with a projectile, at ten o'clock in the morning, with what baggage we thought we should be able to carry, we six Americans fled from the town. There was but one way to flee—on foot, and but one direction in which to go—to Holland.

At the gate of the city we became a part of a vast procession of seventy-five thousand fugitives fleeing toward the north. At times we could not move at all, and at other times only inch by inch, but once outside of the ramparts progress became easier.

Towards six o'clock we arrived at Putte, the Holland frontier. There was nothing to eat in the town and no place to sleep, so on we trudged. And here the silver lining of the cloud began to disclose itself. On both sides of the road were farm-houses, unpretentious villas and beautiful country houses with finely kept grounds. All of these were thrown open to the fugitives with a generosity that asked no questions and made no distinctions.

At nine in the evening, eleven hours after we had left Antwerp, we arrived at Hoogerheide, having walked about twenty-five miles. Here we were able to get some bread, cheese and coffee and there we also found army wagons with Dutch soldiers in charge, which took large numbers of people to Bergen-op-Zoom; we were fortunate enough to be allowed to ride there in one of them. On arriving we were taken in charge by a Dutch gentleman whom we had never seen before, who invited us all to his house for a late supper, and put us all up for the night. It will be a long time before we forget his hospitality and that of his charming English wife, who was working early and late to help the poor Belgians. They had two other guests beside ourselves that night and their stable was filled with horses belonging to refugees.

On Friday, October 9th, the German army entered Antwerp, with bands playing "Die Wacht am Rhein" and "Ein Feste Burg," but they entered an empty city. For of the half million inhabitants of the old Flemish town, not a thousand stayed behind.

Activities of the Hawthorne Men's Club

Dooley Reported and Duly Apologized for to F. P. Dunne

YEZ kin talk about yer poor tired fate, Hinnessy, thot fale as if they cuddn't carry yez a step further, but don't yez be a worritin'. The only toime tired fate goes back on a man is whin he gets thim rubber tired, wid thim roller skates yez hove heard of. They wuz named afther Doc. Roller, the phaysician who has raversed his profission av gittin' pa-aple off their backs onto their fate, an' is now rasslin' thim off their fate onto their backs. It's a gra-at game, Hinnessy, but the skates are a bit more profacient at ut thin the Doc. It don't tak thim fifty-foive minutes to git a fall. They have a toe-hold on yez to shtaart wid an' yez go down quicker thin a raw Blue Point at a Taft banquet. Man, man, but it's a great spoort it is, containin' all the brutalities thot used to make futball int'ristin'.

Oi'm the old fool thot knows all about it, Hinnessy, fer didn't Oi make a spictacle av mesilf by thryin' on a pair av the buckin' bastes at the roller skatin' party guve be me frinds av the Wistern A-lictric Company employees' Hawthorne Men's Club on Wednesday avenin', Dacimber the nointh? They told me that all Oi had to do wuz put on a pair an' stroike out, an' Oi did—in thray stroikes. Fer tin minutes aftherwards all Oi cud think av thot cud be sid in the prisince av la-adies wuz, "Twinkle, twinkle, little shtar."

Whin Oi came to mesilf agin Oi asked thim wud they plaze git me a sate where Oi cud look on fer the rist av the toime, "fer Oi know," siz Oi, "thot wid so miny pritty gir-ruls about Oi'm surely sartin to lose me head, but Oi'm sartainly sure not to lose me fate agin this av'nin' if Oi kin pravint ut."

Well, Oi inj'yed mesulf, Hinnessy, an' iv'rybuddy ilse did. Yez can't hilp it at these Min's Club doin's. The mimbers are spicialists in goodfellowship, which is whot makes yez buy somethin' fer the crowd when yez want one yersilf, becaz ye're too good an Oirishman to inj'y it onliss iv'rywan ilse is inj'yin' theirsilves, too.

Thot's the Wistern b'ys fer yez. They've got to git av'rybuddy into the fun.

Dr. White's Lecture

But they ain't intoirely friv'lous, nayther. Whoile all their doin's are inthrustin' an' inj'yable, they ain't all fer amusemint alone. There are insthructive an' iddycational avints as well. On Tuesday, the 15th, fer instance, there was an illystrated licter by Docther R. A. White on "Belgium an' the War Zone," an' a moighty foine worth-whoile talk it wuz.

Yez kin be as neutral as a nayger at a St. Pathrick's Day scrap, but yez can't hilp failin' sorry fer thim poor Belgians thot wuz drawn into this turrible war becuz the only way the Germans an' the Allies cud git afther aich ither wuz over their front lawn. It's glad Oi am to know that the Wistern A-lictric Company at Antwerp is lukin' afther the fam'lies av their b'ys thot hove been called to the colors. Yiss, an' thot it's doin' the same fer the lads from Paris an' Berlin an' London an' Saint Pa-athers—howld on, howld on; Oi mane Petrograd. Hiven kape thim all, Hinnessy, an' sind thim back soon to their woives an' babbies where they belong.

The War Films

The followin' Tuesday avenin' Oi wint out to Hawthorne agin to see the movin' picters taken in the war zone. Thruly, war is a bad, bad business, Hinnessy—bad enough fer the min, God knows, but fer the women an' childer, druve from their homes, cold, starvin' an' helpless, wid the fayther thot shud care fer thim bleedin' on a battlefield foul wid onburned corpses—och, it goes to me heart, man. May the good God soon make an ind of it.

Professor Scott's Lectures

An' whoile they are holdin' loife at sich small worth over there we in this happy land have a chanct to add to the worth av ours. Oi hove been goin' to talks by Walther Dill Scott, av Northwistern Univarsity, on "Incr'asin' Human Efficiency"—agin as the guest av me friends, the Hawthorne Min's Club. Oi wuz surprised to learn, Hinnessy, thot whin Oi hove thought mesilf the busiest Oi wuz wastin' the most toime. Ye'll notice thot the otty-mobile makin' the greatest sputter ain't the one makin' the greatest spade. Nothin' is too big fer yez if yez knows how to tackle it, as David ramarked whin he daylivered the finishin' stone to Goliath's dome. Perfisser Scott has been tellin' us b'ys how to make our wor-ruk eount, an' on the 6th of Jinuary, nointane hoonderd an' faftane, yez will foind me on the front row at his nixt lecture.

The Club Dance

If Oi cud dance loike Isadore Duncan, Hinnessy—(which, thank Hivens, Oi can't, fer Oi'm none to war-rum as it is)—Oi wud sure go out on the floor an' hove the toime of me loife waltzing around at the Min's Club dance this month. As it is, fer all me age an' me rheumatism, Oi'm goin' along an' look on. It's a joyous toime they hove, an' it war-rums me ould heart jist to watch thim. The broight loights an' the gay music an' the pritty gur-ruls—aw, man, if Oi wuz only twinty years younger!

Sixth Annual Banquet of the Hawthorne Works Employees

But Oi kin still ate as well as ivver, an' Oi bought me ticket good an' early fer the big sixth annual banquet of the Hawthorne Works employees. Last year, before the har-rud toimes, the banquet wuz the biggest ivver hild in Chaycago. We filled Medinah Timple fuller than the proud new fayther av twin b'ys. An' this year the lads say the banquet is goin' to be better than ivver. They hove a way av makin' good on their promises, an' Oi wuddn't miss it aven fer a chanct to attind the funeral of an Orangeman.

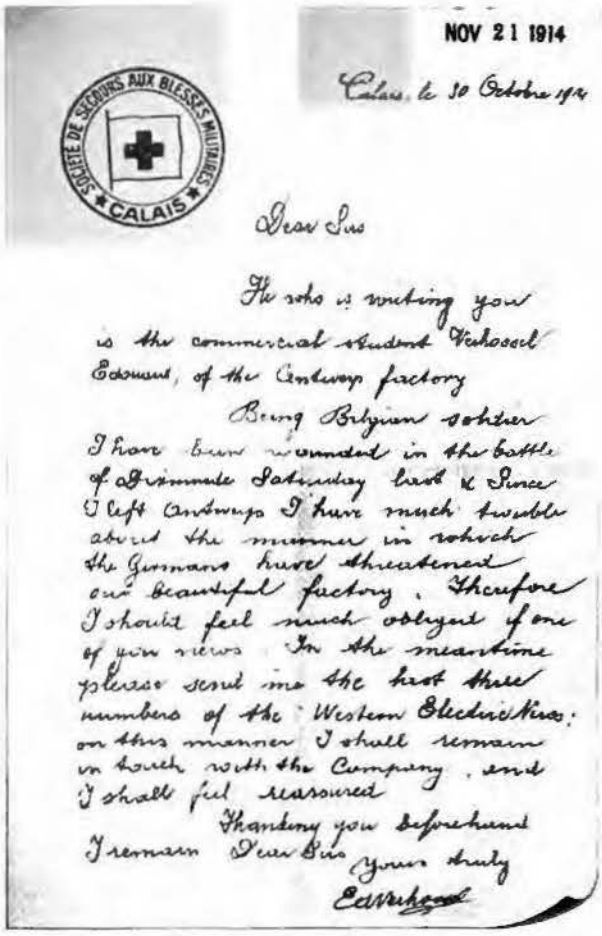
Oi sartinly hope me digestion stands the strain Oi'm goin' to put on it doin' justice to thot good fade, fer Oi do loike a rasslin' match, an' the Club is goin' to give anither in Fibruary. It's fer mimbers only an' yez kin bet we'll all be on hand.

"Mimbers only?" asked Mr. Hennessy. "An' ain't all the min at Hawthorne mimbers thin?"

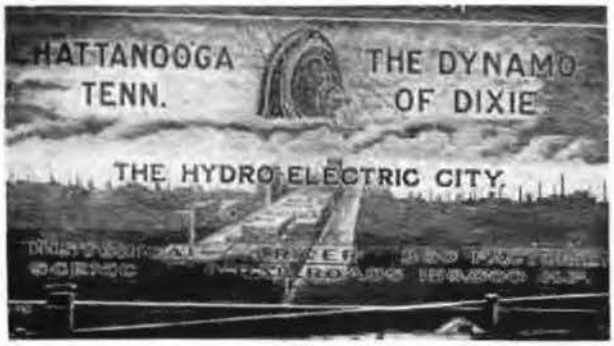
"Sh, not so loud Hinnessy," cautioned Mr. Dooley. "There do be wan or two dead wans over there thot still think they're aloive, an' we don't want thim to foind out diff'rant fer fear they'll troy to draw on the Binefit Fund fer dith binefits befur they're planted."

A Wounded Belgian Wants the "News"

Photograph (at Right) of a Letter Recently Received at London



Chattanooga's Civic Sign



ALTHOUGH representing an investment of about $500, the civic sign in the business district of Chattanooga, Tenn., cost the Chamber of Commerce, under whose auspices it was erected, nothing. Public spirited firms contributed the material and work put into this novel project for advertising their city.

The lighting of this enormous sign is accomplished by the use of a locomotive headlight, in which is mounted a 2,000 candle power, nitrogen-filled, Western Electric Sunbeam Mazda lamp. The lamp was donated by the W. C. Teas Company, who are the local agents of our Cincinnati house.

A Hillside Telephone Advertisement

Sign Built of Boulders Along the Line of the Santa Fe Railroad near Clements, Kan. This sign, which was constructed by L. F. Duggan, division superintendent of the M. & K. Telephone Company, is 220 feet long; the letters forming it are 10 feet high.

Married

AUGUST 22d.—William F. Buchanan, Kansas City, to Miss Elsie Garst.

November 15th.—Miss Frances Cohen, Minneapolis, to H. J. Field.

November 18th.—Miss Frances Ursula Degan, formerly of the New York house, to John Joseph McCarthy.

November 29th.—E. L. Paschell, Dallas shop, to Miss Fay Huckelby.

December 2d.—Miss Helen E. Ohman, Minneapolis, to R. L. Parks.

Miss Helen Judd, department 3306, Hawthorne, to John Lemke.

December 12th.—Miss Katherine Sedlock, department 3145, Hawthorne, to Bohumel Medal.

December 16th.—George Fowler, engineering department, New York, to Miss Daisy Garner, of the A. T. & T. Co.

Miss Margaret Hart, St. Louis, to Walter Day.

Miss Olga W. Ossberg, New York house, to Frank Edward Wilt.

SELLING FANS

THE profitable merchandising of ELECTRIC FANS and other electrical household and business helps is the aim of every electrical dealer. The problems involved are similar to the profitable selling of any other commodity.

The successful merchants are those who advertise.

To help you make 1915 the best ever for fan sales, we have ready for your use a most complete line of attractive Sales Helps.

They are shown in our folder entitled "Selling Fans." If you did not get your copy write for it today.

If you order them they cost you nothing—but if you do not, they may cost you many a profitable sale.

Better Line Up with the "Western"

AS NECESSARY AS GOOD PLUMBING IS A *Western Electric* Sturtevant Stationary Vacuum Cleaner

CLEANING house like this is as unsanitary and dangerous to health as bad plumbing. Every time the broom sweeps over a part of the floor, or the dust rag goes over walls and pictures, the air is filled with dirt, dust and germs. They get into the lungs of the person doing the cleaning and of everyone else who may come into the room. After dusting, they settle down again ready for the next cleaning-day disturbance—and your home is never thoroughly cleaned.

You would not permit bad plumbing in your home; then why employ these injurious, old-fashioned cleaning methods?

CLEANING house this way banishes the drudgery of housework. As you move the vacuum-cleaning tool easily over the floors, walls, draperies and pictures, every particle of dirt and dust and the millions of germs are sucked through the tube, then down the pipe into the dust pan in the vacuum cleaner down in the cellar. No germs to breathe—not a particle of dirt left behind in this clean way to clean, and yours is the "home sanitary."

Be just as particular about cleaning methods as you are about your plumbing. A vacuum cleaner is good health insurance.

It will profit you to learn something about the Western Electric Stationary Vacuum Cleaner—about the careful design and manufacturing methods that have made it the cleaner pre-eminent—about the simple mechanism that cannot get out of order and requires practically no attention.

WRITE TODAY FOR YOUR COPY OF BULLETIN NO. 141 A.

WESTERN ELECTRIC COMPANY

Manufacturers of the 8,000,000 "Bell" Telephones

463 West Street, New York City

Houses in All Principal Cities of the U. S. and Canada. Agents Everywhere.

A Stationary Vacuum Cleaner Advertisement Appearing in the January Issue of *House and Garden* and the February Issue of *Current Opinio*

Tech. Division.
230

Western Electric News

Vol. III. No. 12 Feb. 1915

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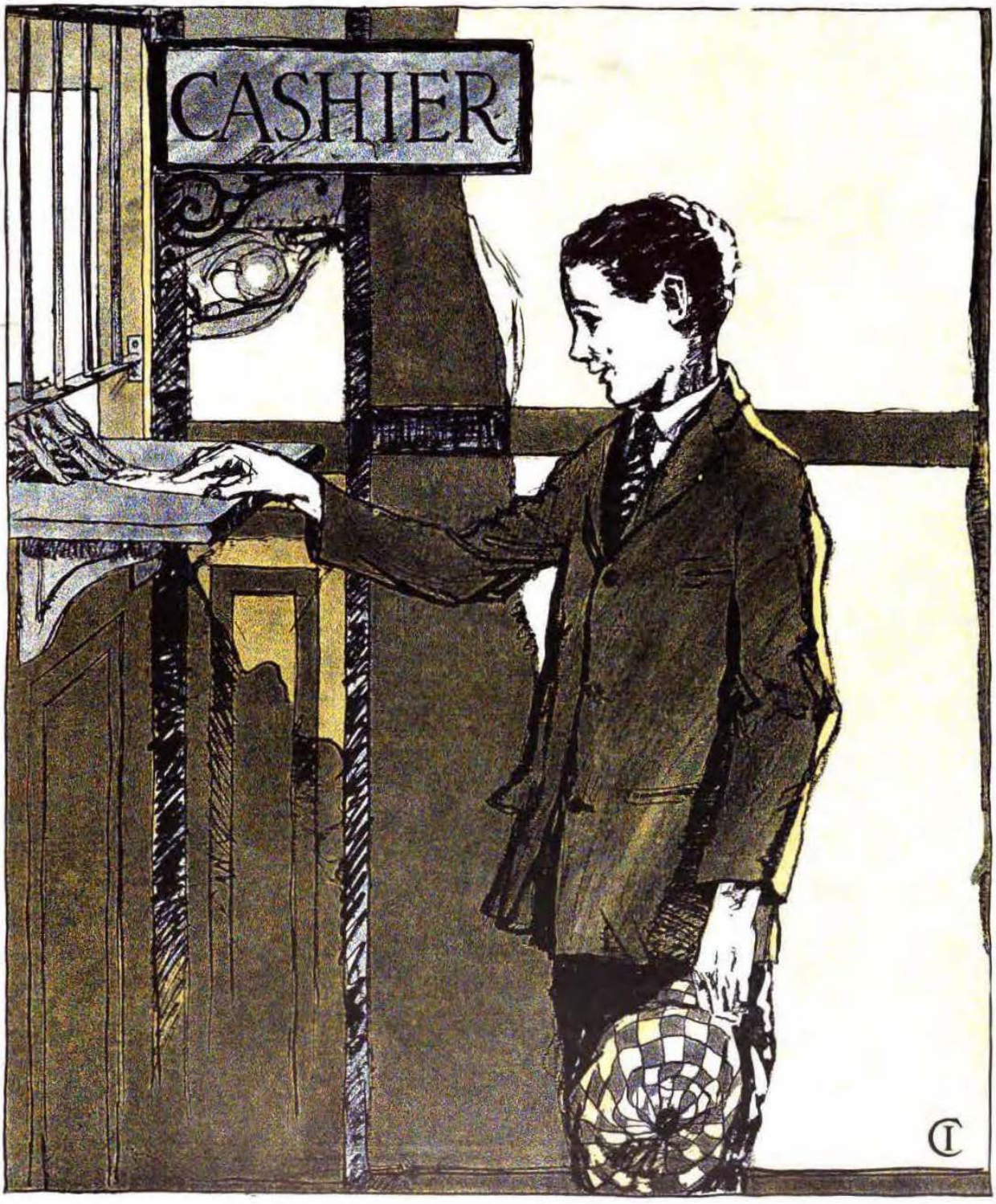


HIS FIRST PAY

The Newest Convenience

You will want Western Electric Inter-phones in the new home. It costs nothing extra to wire for them when you build. The same kind of wires that you would have for push-buttons will serve for Inter-phones. No argument is required to show the comfort and convenience and the saving in effort and labor that is effected by being able to talk from floor to floor or from house to garage.

Western Electric
Inter-phones

are easily installed in new or old houses. There is different equipment to meet different conditions; so, whether you are interested in wiring a house just being built, or simply in adding Inter-phones to your present house equipment, write to our nearest house below and let us send you booklet No. 21-R.

Any reliable electrical contractor will wire your house the Western Electric way.

WESTERN ELECTRIC COMPANY

Manufacturers of the 8,500,000 "Bell" Telephones

New York	Atlanta	Chicago	St. Louis	Kansas City	Denver	San Francisco
Buffalo	Richmond	Milwaukee	Indianapolis	Oklahoma City	Omaha	Oakland
Philadelphia	Savannah	Pittsburgh	Minneapolis	Dallas	Salt Lake City	Seattle
Boston	Cincinnati	Cleveland	St. Paul	Houston	Los Angeles	Portland
New Orleans						Detroit

EQUIPMENT FOR EVERY ELECTRICAL NEED

A Home Inter-phone Advertisement Appearing in the Suburban Magazines

Western Electric News
PUBLISHED ONCE A MONTH FOR THE EMPLOYEES
FEBRUARY, 1915 VOLUME III, No. 12

The Treasurer's Department

By E. R. Gilmore, Assistant Treasurer, Chicago

THE duty of the treasurer, in brief, is the custody of the funds of the Company in America. This duty involves his responsibility for the making of disbursements; his supervision of credits and collections; and of insurance, except as to the physical condition of the property. A special duty assigned to the treasurer is the supervision of the Company's charities and contributions.

It will perhaps be interesting to trace the development of these duties by looking back to the beginning of the financial department and observing its growth and the definition and limitation of its functions.

When the Western Electric Manufacturing Company was organized in 1872, its by-laws were modeled after those of a large manufacturing company in Chicago, which was considered to be a thoroughly up-to-date corporation. One feature of this organization was that there was no one who held the title of treasurer. Checks issued by the company required two signatures, one, that of the president or vice-president, the other, that of the secretary.

J. W. Johnston
Treasurer

The secretary of the company in question was a very elegant young man in appearance, who explained the methods of handling money by his concern to the inexperienced representatives of the Western Electric Manufacturing Company.

There was thought to be great safety in the system of double signatures on checks, and one of the vice-presidents of the corporation was supposed, as part of his duties, to give considerable attention to countersigning the checks already signed by the secretary.

Following this model, Colonel S. G. Lynch, an attaché of President Steger's office, was elected vice-president of the Western Electric Manufacturing Company, his principal function being to countersign the checks. M. G.

E. R. Gilmore
Assistant Treasurer

M. A. Curran
General Credit Manager

C. W. Crankshaw
Assistant Treasurer

Kellogg was cashier and bookkeeper, handling the money and preparing the checks for signature.

This plan was continued for some years, modified from time to time as Mr. Kellogg assumed other duties; and it was not until some time in the eighties that the Company had a treasurer whose signature alone was authorized. John Mason Jackson was the first one who held the title of treasurer. In the meantime the general impression that a system of double signatures was a safeguard had received some severe jolts. One in particular resulted from the fact that the secretary of the large corporation above mentioned, in spite of the double-signature system, drew out $125,000 of the company's money in gold and disappeared. He was arrested, however, in Spain, returned to Chicago, and pleaded guilty to embezzlement. He served a term in the Joliet Penitentiary, where it is said he kept the books of that institution in exquisite shape.

Experience showed that the system of double signatures resulted in a divided responsibility, in that one signer depended on the other. This led to signing in blank by one or the other authorized signer. There was a change in the general opinion on the subject, which settled down to favor the custom which now prevails, that a single signature is safer than two signatures. M. G. Kellogg, N. F. Hansen, B. R. Bulkley and Charles A. Brown, in succession, acted as bookkeeper and cashier, doing the routine work of the treasurer's office until Mr. Jackson was elected treasurer and the one-signature system was adopted.

J. M. Jackson
First Treasurer of the Western Electric Company

Mr. Jackson was a thorough accountant and an ideal treasurer. He continued to exercise both these functions until his untimely death, which occurred late in the nineties. By that time the volume of the Western Electric Company's business had become so large as to call for a separation of the duties of the accountant and auditor from those of treasurer. In a highly organized business it is now generally considered that the department which has the custody of the money should be as distinct as possible from the accounting department; and such has been the practice of the Western Electric Company, in form as well as substance, for a number of years past.

This division was at first informally recognized to a certain extent by the election of assistant treasurers. The assistant during Mr. Jackson's time looked after the work of a routine character, leaving Mr. Jackson to inaugurate the system of accounting and auditing, which was further developed by Mr. DuBois, Mr. Halligan, and Mr. Gregory.

After Mr. Jackson's death J. W. Johnston was elected treasurer, with functions limited to those which pertain to the office. Mr. Johnston continued as treasurer until 1905, when he was transferred to the position of manager of the Chicago house. F. V. Bennis then became treasurer and continued to discharge the duties of the office for four years, until early in 1909, at which time Mr. Johnston was re-elected treasurer, an office which he still holds.

The financial operations of the Company require the paying out and the collecting of sums of money as large as the gross receipts of the larger railroads of the country. Unlike the business of the railroads, however, the bulk of the Western Electric Company's sales are on credit, and the treasurer must see to it that goods are not sold to anyone who will not pay for them.

Not only is the treasurer responsible for seeing to it that the Company does not suffer unreasonable losses from the failure to collect for goods sold. He is also responsible for the prompt conversion into cash of the accounts resulting from the sale of goods on credit. If accounts are not collected promptly, the Company's investment increases, since accounts due from customers make up a large part of the investment. The object of the Company is of course to earn a fair return on its total investment. If, without an increase in the volume of sales, the Company's total investment is increased by poor collections, it follows, since there is no additional profit without additional sales, that the rate of profit on the total investment is diminished.

This credit and collection work is performed at the different distributing houses by credit managers, who are under the direct supervision of the local managers and responsible to the treasurer for carrying out the policies laid down by the general department. The treasurer keeps in touch with this work through the general credit manager, who corresponds with the local credit managers and frequently visits them to inspect their work and give them advice and assistance, reporting to the treasurer. M. A. Curran is the Company's present general credit manager.

The local credit managers are also responsible for handling the cash and paying off the employees at their respective houses. Usually they have cashiers or assistants who relieve them of the details of this work.

The Company has two assistant treasurers reporting to Mr. Johnston: C. W. Crankshaw and E. R. Gilmore. Mr. Crankshaw assists Mr. Johnston at New York in carrying on the financial work, and Mr. Gilmore performs similar duties at Chicago and Hawthorne.

The treasurer also has charge of placing all kinds of insurance and surety bonds.

He is responsible for the handling of the Company's

payrolls, which is a big job, especially at Hawthorne, where different departments are paid every day in the week but one. This takes from $25,000 to $50,000 every pay day. The Company's total annual payroll amounts to millions of dollars. Sometimes it has been hard to get cash with which to pay off. For two or three weeks during the panic of 1893 the New York banks could not furnish currency, or did not. It was decided to give each employee part cash and part check. To provide the necessary currency, the cashier was once or twice obliged to go over to Nassau Street and buy one or two thousand dollar bills for a dollar and two cents apiece. Again, in 1907 the Chicago banks were short of currency, and employees had to be satisfied with clearing house certificates.

Loading an Express Wagon with Money for Hawthorne's Payroll

For several days the treasurer did nothing all day but sign printed five and ten dollar checks payable to the order of bearer.

Of course, the kinds of positions held to-day, by men whose work with the Company began in the financial department, are many and varied; but it is interesting to see how many of our district and distributing house managers received their early training in this department. Among present-day graduates of the financial department are: E. P. Clifford, Eastern district manager, New York; F. B. Uhrig, Western district manager, Kansas City; G. E. Pingree, managing director, London; R. W. Van Valkenburgh, manager, Dallas; J. I. Colwell, manager, Seattle; J. S. Wright, assistant manager, Antwerp.

The Credit Men's Conference at Hawthorne

THE first general conference of Western Electric credit men was held at Hawthorne during the week of January 4th-9th. All the distributing houses were represented, with three exceptions.

On Monday, January 4th, after assembling in Chicago at 9 o'clock, the conferees proceeded at once to Hawthorne, where the first meeting of the week was opened at nine-thirty, with an address by M. A. Curran, General Credit Manager. Papers were then read by W. E. Rice, of New York, and W. B. Wallace, of Atlanta. This, like most of the subsequent meetings of the conference, was held in the General Merchandise Building. The afternoon was devoted to a tour through the Hawthorne Works.

Tuesday's meetings were held in the Auditorium Hotel, Chicago. Papers were read by A. V. Willet, of Dallas, E. W. Wolfstyn, of Cincinnati, E. W. Shepard, of Cleveland, and J. J. O'Reilly, of Buffalo. Luncheon was served at the University Club, where Frederick P. Vose, Secretary of the Chicago Electrical Credit Association, delivered an address upon "Personality in Business."

The evening was devoted to a grand bowling tournament at the Chicago Athletic Club.

On Wednesday the conference met for the day at Hawthorne. The day's papers were read by L. R. Browne, Philadelphia; G. Williamson, New York; W. A. Williford, St. Louis; I. D. Warrington, Pittsburgh; and E. L. Myers, Omaha. In the evening the party saw a performance of "Potash and Perlmutter."

Thursday morning's meetings were held in Chicago. After the reading and discussion of papers by H. R. Weisiger, of Richmond, E. R. Gilmore, of Chicago, and J. H. Kelly, of Seattle, the conferees repaired to the Union League Club for luncheon. Edmond D. Hulbert, Vice-President of the Merchants Loan and Trust Company, delivered an address upon the Federal Reserve Act. The afternoon was devoted to a sightseeing tour of Chicago.

Meetings at Hawthorne occupied all day Friday. The morning's papers were read by W. H. McNulty, of Minneapolis, John Bray, of San Francisco, and R. P. Tracy, of Boston. At the afternoon meeting, W. P. Sidley, Vice-President and General Counsel, delivered an address upon "Some Legal Phases of the Credit Man's Job." The conferees also heard general talks by Gerard Swope, Vice-President and General Sales Manager, and O. D. Street and E. W. Rockafellow, Assistant General Sales Managers.

On Friday evening occurred the culminating event of the week, the big banquet at the University Club. Nevertheless, they were all on hand at 9 o'clock Saturday morning for the last session, at which papers were read by Messrs. C. E. Vandel, of Kansas City, I. E. Stiles, of Chicago, and W. F. Gibbs, of Los Angeles. After a very impressive talk by J. W. Johnston, Treasurer, Mr. Curran then delivered the closing address of the conference.

FIRST GENERAL CONFERENCE OF WESTERN ELECTRIC CREDIT MEN, CHICAGO, JANUARY 4th-9th, 1915

Standing, left to right:—G. Williamson, New York; E. L. Myers, Omaha; W. B. Wallace, Atlanta; E. W. Shepard, Cleveland; J. H. Kelly, Seattle; John Bray, San Francisco; J. J. O'Reilly, Buffalo; A. V. Willett, Dallas; H. R. Weisiger, Richmond; E. T. Martner, Chicago; W. M. Leighton, Atlanta; W. F. Gibbs, Los Angeles.

Sitting, left to right:—I. D. Warrington, Pittsburgh; I. E. Stiles, Chicago; W. E. Rice, New York; E. R. Gilmore, Chicago; M. A. Curran, General Credit Manager; L. R. Browne, Philadelphia; R. P. Tracy, Boston; E. W. Wolfstyn, Cincinnati; C. E. Vandel, Kansas City; W. H. McNulty, Minneapolis.

SIDE LIGHTS ON THE CONFERENCE

The bowling tournament was a handicap affair. The districts ranked as follows, in average scores per man for three games: Central, 579; Southern, 576; Eastern, 565; Pacific, 537; Western, 527. The three highest individual scores were 674, by Stiles, of Chicago; 638, by Martner, of Chicago, and 625, by Wolfstyn, of Cincinnati.

After the adjournment of the Thursday morning session, the conferees made a grand tour of the Chicago house, visiting such famous resorts as Mahogany Row and Oak Alley. They then went to the Chicago board of trade, where B. C. Sammons, Vice-President of the Corn Exchange National Bank, escorted them upon the trading floor. The wheat pit was in a turmoil on account of the rising prices, and the scene was a fascinating one.

After luncheon on Thursday the conferees visited the Continental and Commercial National Bank, where they met Vice-President Ralph Van Vechten and other bank officials. After a tour of this immense institution they proceeded to the offices of the Chicago Telephone Company, where they met President B. E. Sunny. They were introduced by Vice-President Alonzo Burt, whom they had met at luncheon.

There were forty-two present at the grand banquet on Friday night. As is usual upon such occasion, the congregational singing was under the precentorship of Harry L. Creatore Grant, the greatest musical director that was ever sales manager at Chicago. Guided by his magnetic baton, the choristers rendered such up-to-the-minute hits as "Happy Hottentots" and "Good-bye, Dolly Gray" with telling effect.

Peloubet and Sheridan, Hawthorne's famous "brother act," entertained with songs, stories, and recitations. Mr. Spamer played the piano, and W. E. Rice, New York's credit manager, sang two songs, the first by request, the second by mistake. Mr. Vose's many anecdotes of his varied and active career contributed greatly to the evening's festivities.

A very important feature of the evening was the reading, by Mr. Williamson, of a paper, entitled "Closing the Account." No discussion followed. If you want a copy of this paper, apply at the NEWS offices.

Mr. Stiles, who made the high individual score in the bowling tournament, was presented with a for-sure silver cup, suitably engraved.

It was the credit men's first experience in the way of a general conference, and their comments leave no doubts as to whether they'll have another one next year. Some ardent spirits are clamoring for another one next month.

Our Exhibit at the San Francisco Fair

Photographs taken by A. G. Kingman, of the Advertising Department, showing how the Western Electric booth at the Panama-Pacific International Exposition looked late in December. The right-hand picture shows the framework of the enormous telephone desk stand that is to be a conspicuous feature of the exhibit.

The Western's Five-Star Employees. Each of these men has been with the Company 35 years or more

W. H. Weber
Dept. 2334, Hawthorne

F. W. Loehr
Dept. 2302, Hawthorne

J. B. Barchfield
New York

G. E. Perlewitz
Dept. 2300, Hawthorne

C. E. Scribner
Chief Engineer

J. C. McDonnell
Western Traffic Mgr.

Button, Button Who's Got a Button?

The Company's New Service Badges

WHEN you see one of the Western Electric family looking as proud as the drum major in a negro band don't waste good astonishment wondering why. Just take another look and you will notice that he is wearing a neat gold button bearing the W. E. monogram. It is one of the service buttons given out by the Company the first of the year to all employees with a continuous employment record of ten years or more with the Western (service with associated companies not included). If the button has no stars upon it, it represents a service of from 10 to 15 years; one star, 15 to 20 years; two stars, 20 to 25 years; three stars, 25 to 30 years; four stars, 30 to 35 years; five stars 35 years or over.

Out of a total of 1,339 buttons distributed 884 went to Hawthorne and 302 to New York. The remaining 152 were secured by representatives of the various other houses. Hawthorne has 23 persons who have been with the Company continuously for over 30 years, four of these having service records of over 35 years. New York has six over 30 years, two of these having served over 35 years. Kansas City is the only other house having a representative in any class above the 25 to 30 year division. It has one man in the 30 to 35 year class.

One hundred and twenty-six of the buttons went to women and 1,213 to men.

Miss Josephine Bailey, of the C., R. & I. Shops, Hawthorne, has the distinction of being the only woman who has been with the Western over 30 years.

Accompanying this article is a summary of the buttons presented at the various houses, classified according to the recipients' years of service. Over each column is shown a photograph of the button presented to that class.

The youth of most of our "veterans" is one of the things that strikes an observer forcibly. That, if you will stop to think of it, means something:—It means that the Company is a mine of opportunities for young men—men in their full vigor, at the age when they are most in demand by other companies and when it is easy for them to make a change if they consider it to their advantage. A "veteran" summed up the situation very definitely when one of the youngsters frivolously referred to his "G. A. R. button."

" 'G. A. R.' is right, sonny," he remarked, "and it stands for 'got a reason.' If you ever grow a reason of your own you will find that there are lots and lots of other reasons for sticking to the W. E., and each of them shows that this button is the badge of wisdom, representing a long head as well as a long service. After you have used your reason long enough to pay back to the Company some of the money it is investing in you now, when you're of mighty little use to it, you will be about eligible for the pension fund. And that pension fund, you'll find, is another and a very substantial reason."

It is that spirit which has landed so many of the "old-timers" in the higher positions—loyalty to the Company and confidence in it. That sounds decidedly altruistic, but really it is pure selfishness—not the mean petty sort that everyone despises, but a broad intelligent selfishness, which realizes that success for the individual can only result from co-operation with the many. When a man has a brain big enough to be worth any money to anybody, it is big enough to appreciate his employer's viewpoint as well as his own. That gives him a feeling of confidence which leads him to tackle his job with renewed interest and enthusiasm—a determination to get out of it all there is in it. And he gets it.

That is loyalty to the Company—intelligent selfishness—a realization of the fact that no business concern can afford to advance men who do not in turn do their utmost to advance the business. Such loyalty the Western Electric has always appreciated. It is the man "in line for the job" who gets it when a vacancy occurs—*if* he has done his part and prepared himself for it. In any event it goes to somebody in the Company when it is at all pos-

Table Showing Distribution of Various Classes of Service Buttons at Hawthorne and Among the Houses.

House	No star button Service 10 to 15 yrs.	1 star button Service 15 to 20 yrs.	2 star button Service 20 to 25 yrs.	3 star button Service 25 to 30 yrs.	4 star button Service 30 to 35 yrs.	5 star button Service 35 yrs. & over	Total
Hawthorne	500	212	90	60	19	4	885
Chicago	27	17	5	3	0	0	52
Atlanta	2	1	1	0	0	0	4
Boston	1	0	0	0	0	0	1
Cincinnati	7	0	1	0	0	0	8
Dallas	4	0	0	0	0	0	4
Denver	6	0	0	0	0	0	6
Kansas City	8	1	0	0	1	0	10
Minneapolis	2	0	0	1	0	0	3
New York	171	89	29	7	4	2	302
Omaha	5	0	0	0	0	0	5
Philadelphia	24	2	1	0	0	0	27
Pittsburgh	12	0	0	0	0	0	12
Richmond	1	0	0	0	0	0	1
San Francisco	12	1	0	0	0	0	13
Seattle	2	0	0	0	0	0	2
St. Louis	3	1	0	0	0	0	4
	787	324	127	71	24	6	1,339

sible to find such a person. An outsider is absolutely the last choice. And that is loyalty *from* the Company.

Now you understand why the "legion of honor" wear their buttons so proudly. They are one friend's mark of recognition to another friend—the Company's appreciation of their intelligent and loyal service.

The Maui Telephone System

By E. R. Murray
San Francisco

Western Electric Switchboard, Maui Tel. Co.

The Chief Operator

ON a recent visit to the Hawaiian Islands I made a side trip to one of the most beautiful and scenic islands of the group, the Island of Maui. In the picturesque towns of Paia, Wailuku, and Lahaina, are located the exchanges of the Maui Telephone Company. Their central offices are about 15 miles apart, and the respective towns form the center of vast pineapple and sugar plantations.

E. B. Larley, the manager of this modern telephone plant, is especially proud of his well-designed cabling system, which is the signal feature of the outside plant arrangement. The switchboards are Western Electric type 1220 magneto, each equipped with associated protective apparatus and cabinets.

The accompanying photograph shows a portion of the Wailuku exchange, manned by proficient Kanaka operators. In the other photograph is shown Chief Operator William Kahalawailua, who has faithfully served the Maui Telephone Company since the day of its opening, April 5, 1890. Native women operators are unknown on the island.

Some Old Time Pictures—Anybody Here That *You* Know?

Winding and Insulating Department, Clinton Street, in 1884.

None of this group is now with the Company. The man in front is the foreman, F. C. Du Plain, the father of G. J. Du Plain, present foreman of the insulating and twisting department in the C., R. & I. Shops. The third woman from the right in the second row is Miss Carrie Groshens, who was retired on a pension about two years ago. The second man from the right in the back row is John Shaw, also recently pensioned.

Western Electric Baseball Team at Washington Park, Chicago, in 1886.

Of this group four are still with the Company. The man at the left is W. Miller, department 2298, *Hawthorne. J. C. McDonnell, department* 1470, *Hawthorne, is the man holding the catcher's mask. The fourth man from the right in the front row is W. B. Barron, department* 4516, *Hawthorne. The boy seated in front is B. S. Culp, now stores manager at the Chicago House.*

Shop Foremen's Staff at Clinton Street in 1904

Top row (l. to r.)—Ross, Ludwig, Hopkins, Lawson, O'Neil, Emmons, Puffer,* Nielsen, Tegerdine, Scholes, Gehrke. Second row—Park, Allenbrandt, Engel, Kenny, Sass, Weber,† Smola,† Reeves, Pierce,† Gould. Third row — Yeisley, Fox, Plamondon,† Altman, Dillon,† Beckwith, Lynch, Frazer, Fisher, Johannessen.† Fourth row—Miller,† Oehring,† Manueffel, Culley,† Roost, Sage, McArthur, Consuer, Reiser, Diller, Butler. Fifth row—Tompkins, Clark, Quigley,† Allen, Miss Emrich, Du Plain,† Miss Bailey,† Lancaster,† Wise,† Shaffert, Yarbrough, Jacoby.† Front row—Gardner, Homer, Schaberg,† Ellsworth, Herrlein,† Rose, Talley, Klingeman, Henderson.*

*Pensioned January 1, 1915.

†Still in W. E. employ.

First Hawthorne Foremen's Staff in 1904. *Taken Before the Main Shops Were Moved from Clinton Street.*

Only two of this group are still with the Company—S. C. Wiley, department 2326, *Hawthorne, who stands at the left end of the back row, and G. J. Du Plain, department* 3300, *the second from the left in the front row.*

Shop Office Staff in May, 1904.

Top row, left to right:—Horn,† Crawford, Gauthier,† Hopf,† Hanson, Denness. Middle row:—Waterman, Jessup, Hopkins, Johnson,† Benson,† Goodell, Hedrick. Front row:—Wells, Cary, Puchta, Sage, Anderson, Tewkesbury.

† *Still in W. E. employ.*

Carter H. Harrison, Mayor
City of Chicago

Chicago House Secures Largest Incandescent Lamp Contract In the History of the Western Electric Company

City Hall, Chicago
Holabird and Roche, Arch'ts

DURING January Mayor Carter H. Harrison approved of the awarding of the 1915 incandescent lamp contract for the City of Chicago to the Western Electric Company. This contract amounts to over $100,000, and besides representing the largest incandescent lamp contract the Company has ever handled, it also means that Western Electric-Sunbeam Mazda lamps will be used in the largest Type C installation in the United States.

This is not the first time the Western Electric Company has been awarded the lamp contract of the City of Chicago. In fact, we have had this contract for the last four years. With the introduction, however, in 1914, of the Mazda Type C street series incandescent lamp (which is a high candle power gas-filled Mazda lamp, replacing the arc lamp), the City's contract for 1915 becomes many times larger than in former years.

In awarding this contract, Mayor Harrison has pursued the policy of favoring a local Chicago concern after quality, price and the proper safeguarding of the City's interests had been considered.

Western Electric-Pittsfield Spark Plugs Used by Famous Drivers

THE following letter from F. S. Duesenberg, designer of the well-known Duesenberg motor, is striking evidence of the favor in which Western Electric-Pittsfield plugs are held by automobile experts:

"Des Moines, Iowa,
Nov. 19, 1914.

Western Electric Company, Chicago.

GENTLEMEN: Recently I had the pleasure of being with our racing team at Minneapolis and was informed that the spark plugs you furnished us were used in our cars at Sioux City and in four other important races, and that they gave absolute satisfaction under this hard service. . . . Some Western Electric-Pittsfield plugs were used by Alley in the car with which we broke the world's 100-mile record at Minneapolis on October 24th.

I have instructed my brother to use whatever number of your plugs we may have on hand in the Corona race on Thanksgiving day.

Yours very truly,
[*Signed*] F. S. DUESENBERG."

Driver Eddy O'Donnell came in a close second in the Corona race, using Western Electric-Pittsfield mica-porcelain spark plugs.

Best Star Orders of Interest, Dec. 14 to Jan. 9

FIRST GROUP

Chicago

TWO carloads of red cedar poles, 8,000 fir cross-arms, 2,460 mast arms, 827 cast iron columns, 8,500 machine bolts, 10,000 galvanized washers, 5,000 lag bolts, 15,000 carriage bolts, 5,000 galvanized strain plates, 12,000 cross-arm braces, 3,000 strain insulators, 30,000 glass insulators, 50,000 locust pins, 2,700 galvanized pole locks, 2,700 galvanized rope clamps, and 51,000 feet of core weatherproof finish rope.

—*H. D. Haring.*

SECOND GROUP

Philadelphia

One central office equipment consisting of 6 positions arranged for 340 lines.

—*Office.*

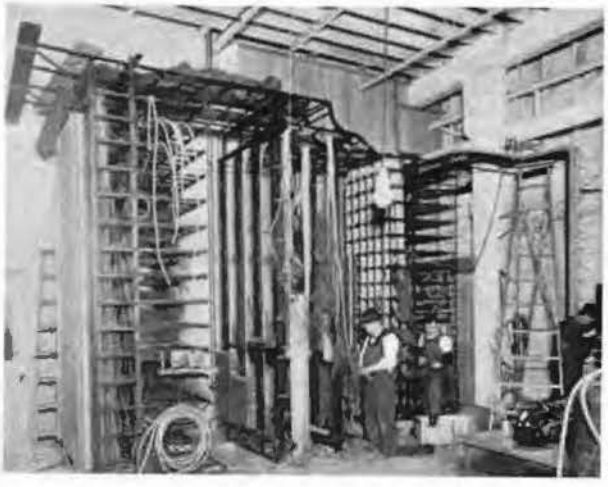
THIRD GROUP

Richmond

One 2-section, 6-position No. 1 switchboard.

—*W. Lancaster & Office.*

Power Apparatus for the Exposition Exchange



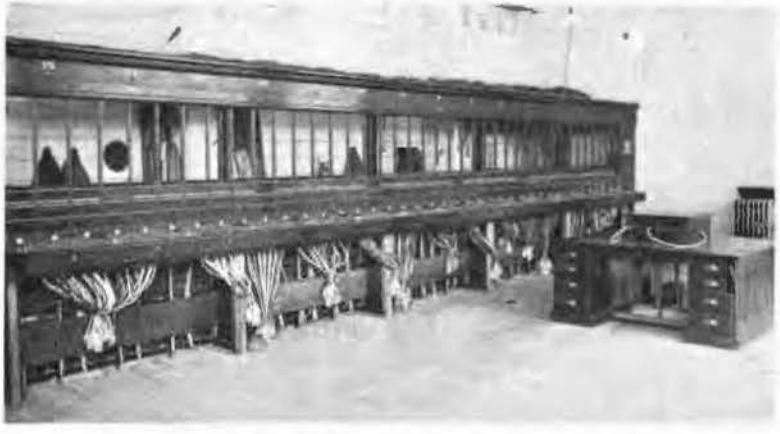
Distributing Frames, Exposition Telephone Exchange

The Telephone System of the Panama-Pacific Exposition

Western Electric Telephone Apparatus for San Francisco's Big Fair *

IN one respect the telephone system of the Panama-Pacific Exposition, which opens this month, is out of the ordinary. The huge size of the exposition necessitated the installation of such a large number of telephone lines that a special switchboard was necessary to operate them. Consequently the system is not operated directly by the local telephone company, but is run by the exposition officials as a large private branch exchange.

The exposition grounds have a frontage of over two miles on the Bay of San Francisco, and adjoin the residential section of the city. The area enclosed is 625 acres, and for reference is divided into four sections: the Zone, on the east, devoted to amusement features; the Exhibit Buildings Section in the center, comprising thirteen large buildings; west of this the States and Foreign Sites Section, and the Live Stock Exhibits Section, athletic field, and race track.



Main Switchboard, Made by the Western Electric Company, for the Telephone Exchange of the Panama-Pacific International Exposition

There are 150 buildings in the Zone. In the exhibit buildings there will probably be some 2,000 exhibit booths, with 75 small detached buildings adjacent to the exhibit buildings.

The States and Foreign Sites will contain 200 buildings of varying sizes, and on the Stock Exhibit Section, athletic field, and race track there will be twenty-five buildings.

The telephone distribution system, except in the district west of the States and Foreign Sites, is underground, and the telephone cables are run in the same conduit with the light and power cables.

In order to estimate the number of subscribers' lines necessary, studies were made of each section of the grounds by the engineers of both the Pacific Telephone & Telegraph Company and the exposition company. As a result of these investigations the exposition officials prepared to handle 1,000 lines, at the same time laying out the underground system so that the plant could readily be enlarged if necessary.

In the States and Foreign Sites, where there are some 200 buildings scattered in an area of one-half a square mile, a large cable has been looped into several of the larger buildings and connected to feeder cables for other important buildings. Where the service requirements do not warrant a cable to a building it is connected, by means of weatherproof wires, to the nearest building connected to a feeder cable.

In the Zone the concession buildings are located on one long street, and subscribers are connected by means of weatherproof wires running in rings along the backs of buildings and fences. These terminate in feeder cables,

* EDITOR'S NOTE: This article is based upon a paper by Alexander McBirney, Assistant Engineer, Panama-Pacific International Exposition Company.

which in turn are fed into the main cable handling the district.

The underground system has required 41,000 feet of cable, of which 4,500 feet is 400 pair. The trunk line connecting the Pacific Telephone & Telegraph Company's system with the exposition exchange has a capacity of 1,200 pairs. The central office is located in the Food Products Building, and covers an area of 2,400 square feet. The switchboard is made up of five sections, or fifteen positions, of Western Electric standard No. 1 type switchboard, the equipment including a complete storage battery plant with charging generator and ringing machines. In addition to the main board there is a No. 8 chief operator's desk and a 4-position information desk. The switchboard will also have 200 incoming and 60 outgoing trunks. There is an operators' rest room, which contains all modern conveniences.

To care for the needs of the public and those participants who do not have telephones, thirty-six pay stations have been installed. The equipment of these pay stations consists of from five to ten booths, according to the location, connected to Western Electric standard No. 4 P.B.X. switchboards. A station is located in each of the exhibit palaces, and the balance are located at points selected for their accessibility. At these stations one can be connected direct with the system of the Pacific Tel. & Tel. Company and its associated companies. These stations will also be used as registration and information bureaus, and ten-word messages, in telegram form, will be received, registered at the main office, and delivered at any of the pay stations to persons calling for them in the name of the person addressed. These messages will be handled at the main office by special operators at the information desk.

A Typical Manhole and Duct Line. The dry climate and temporary nature of the installation made it possible to construct the manholes of wood

Long distance calls to and from the exposition grounds will be handled direct, by the regular long distance switchboard of the local telephone company. The quality of the telephone service within the exposition grounds has been assured by arrangement whereby the Pacific Tel. & Tel. Company supplies its regular operators for the exposition exchange.

Platinum—Where It Comes From and How the Western Electric Company Uses It

By F. G. Austin, Assistant General Purchasing Agent

PLATINUM was first discovered in a Spanish mine of South America early in the sixteenth century, from which source it received its name, "Platina del Pinto" (little silver from the River Pinto). The ore is now found in various parts of the world, but the richest deposits are those of the Ural Mountains, which have been worked under the supervision of the Russian government since 1828.

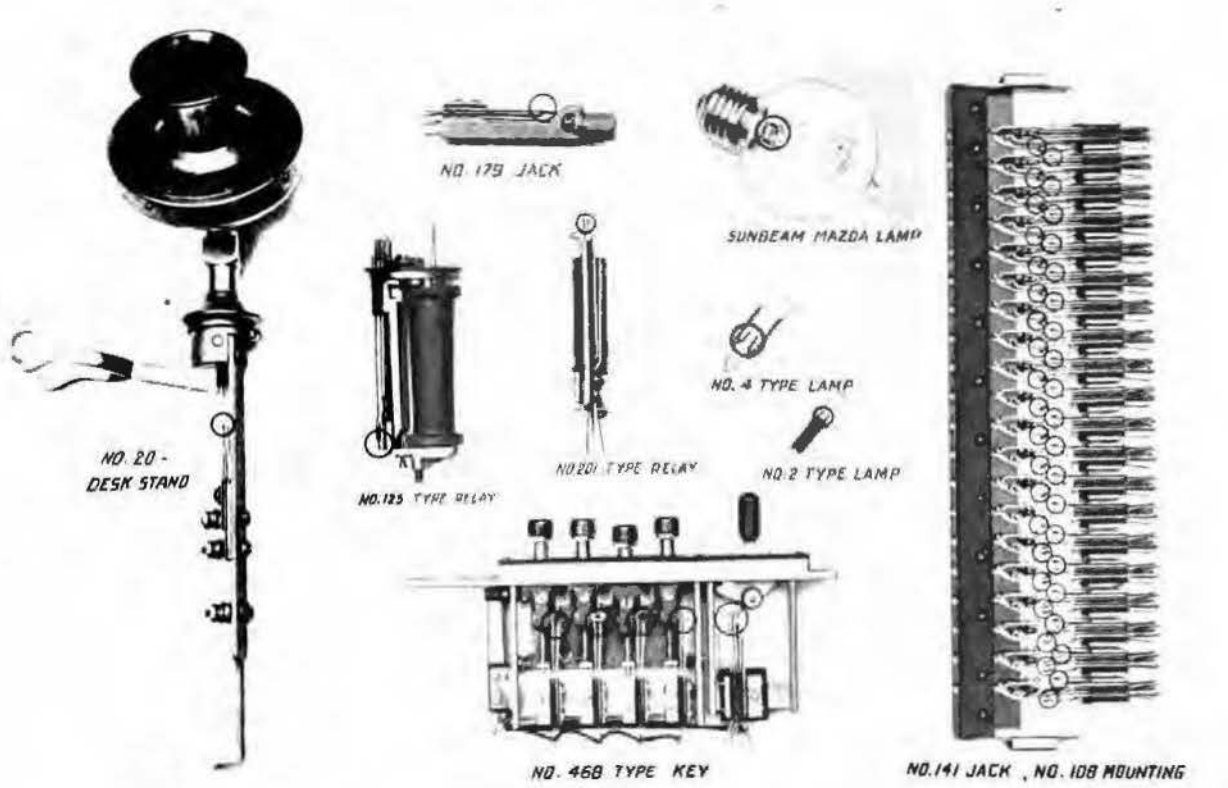
The platinum of commerce is obtained entirely from alluvial* deposits, at depths varying from six to forty feet, the sand and gravel of former river beds being subjected to a series of screenings and washings to effect the separation of the ore. The yield of the ore per ton of gravel seldom exceeds six grams (less than 3-16 of an ounce), and deposits yielding less than three grams per ton are rarely worked with profit.

Between eighty and ninety per cent. of the present world's supply is derived from the alluvial deposits of the Ural Mountains, although many of the gold-bearing gravel beds of the world yield traces of platinum, and a few, most notably those in Colombia, S. A., have given promise of attaining commercial importance. The physical and chemical properties of the ore make its detection and extraction far more difficult than the more easily recognized and separable gold, so it is possible that much of the ore has been lost in the black sand washings of gold placer deposits. This is especially true of the alluvial deposits of the Pacific coast in California and Oregon, where the platinum occurs in a finely divided form.

Platinum ore is usually found in the form of rounded or flattened grains, or "sand," occasionally in irregular lumps the size of peas; large nuggets are very rare—the largest as yet found weighing twenty-one pounds. The ore has a metallic lustre and is distinguished by its steel gray color; shining light gray streak when rubbed on a hard white surface; high specific gravity (16 to 19 times as heavy as its own volume of water); infusibility in the hottest blast furnaces, and insolubility in any single acid.

Platinum occupies a unique position among metals. When pure, and in compact form, it is tin white in color. It combines the highest specific gravity and highest fusing (melting) point of any single metal in commercial use. Its specific gravity is 21.5; it is therefore twice as heavy as silver and nearly three times as heavy as cast iron. A temperature of 1755° Centigrade or 3191° Fahrenheit is necessary to fuse the metal, hence it is unaffected by tem-

* "Alluvial" is the term applied to matter deposited, as sediment, by running water.



SOME WESTERN ELECTRIC APPARATUS THAT EMPLOYS PLATINUM

The metal is used for contact points (within the circles) on all of the apparatus except the Lamps. In these, the "Leading-In" Wires are of Platinum

peratures attained in the hottest of blast furnaces. This valued property has led to the extensive use of the metal in the construction of electric resistance furnaces and in pyrometers for measuring high temperatures.

Platinum is a good conductor of both heat and electricity—it expands and contracts under variations of temperature less than any other metal. Because of these properties, together with its high fusing point and non-oxidability (non-"rusting" properties), it is the best metal available for conducting electric current into glass vacuum apparatus.

Platinum is almost as soft as copper and ductile as gold. It can be easily rolled into sheets so thin that a thousand of them piled on top of each other would not exceed an inch in height. It is frequently drawn in the form of wire to sizes less than one one-thousandth part of an inch in diameter.

For use as "spider lines" in optical instruments, platinum is drawn by a special process to diameters as small as 6/100,000 of an inch. Such wire is nearly invisible to the unaided eye, and a strand of it of sufficient length to encircle the earth at the equator would, in volume, be equal to a bar one inch in diameter by six inches in length.

The metal is used in many chemical manufacturing processes, notably in the manufacture of anhydrous sulphuric acid. Platinum is also widely used in dentistry for fillings, in surgery for cauteries and hypodermic needles, in the manufacture of jewelry, and in photography. Another application of the metal is its use in the preparation of X-ray apparatus.

The telephone, telegraph and, in fact, almost all electrical instruments, are yearly making heavier demands upon the limited supply of platinum. In these industries, it is chiefly used for contact points in electric circuits, and this service means a large actual loss of the metal, as it is slowly dissipated in the miniature arcs formed between the contact points at each opening of the electric circuit.

The Western Electric Company uses platinum extensively in the manufacture of telephone apparatus, in the form of contact points for desk stands, drops, signals, relays, spring jacks, ringing and listening keys, etc. It is also used for the leading-in wires in Sunbeam Mazda lamps. For telegraph apparatus it is used for contacts, principally on relays and keys.

The history of platinum and its by-metals during the past twenty years has been a varied, and, at intervals, a stormy one. About eighteen years ago, its price was as low as $6 a troy ounce. So greatly has the demand for it increased in recent years that the price to-day is between $43 and $44 a troy ounce.

There has been an endless endeavor on the part of chemists and research laboratories to replace platinum, but the fact remains that there is as yet no substitute that embodies all the qualities of this metal. It is preëminent among the precious metals, having all the noble qualities of gold, and excelling it in many respects.

AROUND THE CIRCUIT

GOSSIP GATHERED BY THE DISTRIBUTING HOUSE CORRESPONDENTS

San Francisco

C. L. Huyck, Correspondent

The sales department, skippered by Mr. Berry, held its annual "Review and Resolve" conference on the last three days of 1914. Mr. Berry gave 1914 the hook and led 1915 into the spotlight; Mr. Sherman impressed us as never before with that sniff-ful, scoff-ful subject, "Sales and Stores Co-operation," and Mr. Leggett cited extracts from George Ade and Rudyard Kipling to prove that 1915 will be a good year. It was the best conference yet.

The usual foreign talent has been imported to help us in our inventory, with the result that we run across references to "Saxon" guards and "Clattering" compound and other previously unsuspected items of stock.

A prevalent question is "Who's got the button?" alluding, of course, to the ten-year service emblems. Fourteen San Francisco employees have earned the right to appear in the "Our Oldest Families" column—a good showing considering that we, as a house, are still in our early teens.

F. H. Leggett, Pacific Coast Manager, has been elected President of the San Francisco Electrical Development and Jovian League for the Exposition Year of 1915. Immediately after that he won another golfing cup at the Del Monte Jobbers' Convention. At this point, the NEWS correspondent intervened, with great presence of mind, and prevailed upon the reckless man to save something for future numbers of the magazine.

New York has detailed A. G. Kingman to superintend the installation of the Western Electric Company's exhibit at the Panama-Pacific International Exposition. He is provided with a pass, and some of our human bulletin-boards have even seen him drawing money from the cashier.

As a boy, did you ever apply your eye to the center field fence or scuttle under a circus tent? Do you recall your feelings when you learned that some people, like reporters, were actually PAID for their attendance? That's how we feel about Kingman.

Cincinnati

J. F. Dohan, Correspondent

On December 30th the Cincinnati Telephone Society, which includes many Western Electric men among its members, gave a dinner in its new quarters. After the pangs of hunger had been somewhat allayed, our peerless toastmaster, Joe Heintzman, proceeded to roast all the celebrities present, not sparing even our own good boss. Mr. Milner responded gracefully. The Telephone Glee Club then rendered some close—very close—harmony. W. L. Sioussat, our stores manager, was very much in evidence, wearing his customary broad grin. Another distinguished guest was S. H. Kitchen, manager of the Middletown (Ohio) Telephone Company.

Kansas City

C. L. Wells, Correspondent

The first quarter of the Western Electric Bowling League season has just ended, with the following results:

Team	*Won*	*Lost*
Blue Bells	7	2
Sunbeams	5	4
Evereadys	4	5
Autoducts	2	7

The Blue Bell crowd have been "hitting Louie" more consistently than their rivals, but the Autoducts have been putting in secret practice, the Sunbeams are still smiling, and the Evereadys are expected to flash something soon.

Here is a picture of our bicycle specialist, Joe Ross. After winning several amateur road races in Kansas City, Joe went over to St. Louis and annexed fourth place in a twenty-six-mile event in which there were more than 100 entries. Joe is "Western Electric Quality" on the bike.

Martin Oberlander will be sorry to learn that Santa Claus left Charley Talmage a set of golf clubs this year. Mr. Talmage says his caddying days are over. From now on he intends to play.

St. Louis

F. W. Cherry, Correspondent

Our genial city salesman, A. B. Spicer, called upon a butcher prospect of foreign extraction, who was in the market for a 5 h.p., a.c. motor. After the preliminary chat and price skirmish, our friend told A. B. he had been quoted the very low price of $117 for a single phase motor. Whereupon Spicer pointed out to him the tendency on the part of the selling fraternity to take advantage of the innocent. "Why," said he, "I will show you that I am different: I will make you a price of $72 and throw in two more phases. Mine is a *three* phase motor—sign here." And he did.

The St. Louis Advertising Men's League, during its annual convention and election of officers at the St. Louis City Club, departed from the usual by having an oratorical contest by long distance telephone. One of the candidates was in Dallas, and several others were in points throughout Missouri. Each speaker was allowed five minutes, and a direct line was leased for him. Each judge was provided with a receiver. Between speeches motion pictures portrayed the contesting candidates.

Philadelphia

L. R. Browne, Correspondent

HAPPY THOUGHTS FOR HAWTHORNE

Mr. McQuaide gave the members of the service department tickets for Billy Sunday's recent revival meetings in Philadelphia—doubtless in the hope of converting a few. They have all needed it, for they said more than a few prayers when Hawthorne wanted eight weeks to deliver a few jack spacers and other small items.

Billy Sunday has converted more than the service department. The entire warehouse force now address each other as "Mister" So-and-So—no more nicknames.

PHILADELPHIA ATHLETIC ASSOCIATION

At the last monthly meeting, our association held its annual election of officers, and, much to its credit, elected our shop foreman, W. J. Segelken, president; H. J. McKnight, vice-president; L. R. Browne,* treasurer, and R. L. Colfax and C. M. Wiest, secretaries.

Just watch our Philadelphia club grow. It was only a baby in the fall of 1914, but it is growing fast, and if there is any branch house that thinks it can play any kind of sport, just let us know.

*"Much to its credit"—and he the correspondent!—Ed.

Our basket ball team is still on top with honors. The team suffered the absence of their center and forward men during the holiday games, which was certainly the cause of the team's first defeat.

The pool elimination tournament has come to a close, and, as luck would have it, our newest salesman, H. Harter, won the cup. The contest proved to be such a success that we are about to start a second one.

It was on the Monday night before Christmas that all the good bowlers at Philadelphia got together in the regular league game and rolled for the Christmas turkey. All the married men took off their coats and collars, got down to hard work, and did their best for that bird. When they counted up the scores and found that our purchasing department assistant, Fred Williams, had won it, there were great noises, as it seems Fred gets a lot of things without working hard for them. George Crosset got the box of cigars.

The bowling league promises to be a huge success, and from the following report you can see that we have quite a lot of frisky players. Now, New York, open your heart and give us a game.

HIGHEST TEN MEN

Pos.	*Name*	*Pins*	*Av.*	*Games*
1.	Segelken	4707	174-9	29
2.	Barnwell	5799	161-3	36
3.	Towes	4725	157-15	30
4.	Martin	4545	156-21	29
5.	Firman	4783	154-9	31
6.	Wiest	4555	151-25	30
7.	Louchs	5349	148-21	36
8.	Crosset	4642	145-2	32
9.	Creamer	4467	144-3	31
10.	Cann	2567	142-11	18

TEAM STANDING

	W.	*L.*	*%*
Accting.	25	8	.757
Swbd.	26	10	.722
Apps.	23	10	.697
Royalty	19	17	.528
Insp'n	18	18	.500
Wareh'se	15	18	.454
Mtnce.	6	27	.182
Stores	6	30	.167

TEAM HIGH SINGLE

Martin	207
Crosset	211
Tewis	206
Louchs	198
Neely	211
Cann	193
Hess	175
Lozier	197

First High Three Individual Games:	Firman	567
Second High Three Individual Games:	Segelken	559
Highest Single Game:	Barnwell	217
Lowest Single Game:	McBride	55
Next Lowest Single Game:	Murray	66

HIGH INDIVIDUAL GAMES

Barnwell: 217, 207, 200, 200; Segelken: 212, 203, 200; Crosset: 211, 211; Firman: 217; Neely: 210; Martin: 207; Tewis: 206.

SOME MORE BLUSHING VIOLETS

Please, Mr. Editor, don't close the Matrimonial Bureau until we Philadelphia girls get in our bid for some of these bachelors around the circuit.

You see, we have just begun to realize that in this age of competition it's bootless business to sit around and wait for some plumed Sir Knight on his snow-white charger to hunt us up and beg us to become his liege lady. The thing to do these days is to ADVERTISE, and get before the bachelor public.

We feel that we are handicapped by Mr. Wolff's apparent preference for Boston (we congratulate him on his good taste), and by Atlanta's "distance" cry. Those eleven Atlanta bachelors surely must be from the far, far North, for we know that no true Southerner would permit such a small thing as "distance" to come between him and his choice.

It looks like "Westward Ho!" for us. F. O.

Richmond

W. Lancaster, Correspondent

Our local sales conference on the 6th, 7th and 8th of January was a sort of Progressive Hearts affair, where each of the conferees of the general department left his heartiest thoughts and passed silently during the night to the next house south.

Mr. King and Mr. Thomson occupied the first day's sessions; Mr. Oberlander and Mr. Hawkins the second day, and Mr. Thurman the third.

Charlie Schoen, our telephone specialist, on a recent trip to North Carolina, passed through one of the isolated mountain villages of that section of the country and returned with a new idea for increasing the sales of Blue Bell batteries. While waiting for his train, he walked over to the cross-roads store with the hope of a possible order for Blue Bells, flashlights, or other rural specialties. In front of the store a horse, hitched to a wagon, was standing in serene contentment. Marvelling at the nonchalant attitude of this mountain steed, Charlie was moved to investigate, and found that the horse, instead of being hitched to a vulgar post, had two Blue Bell batteries on the end of his halter. Charlie hustled into the store and promptly secured the proprietor's order for another barrel of Blue Bells (we have the order and we can prove it).

Chicago

H. L. Grant, Correspondent

THE SERVICE BUTTON

For "service with honor" the soldier receives the "cross" or the craved "V. C."

Likewise the statesman, scholar, inventor—the dreamers of things to be.

They win their laurels for deeds accomplished, for sake of a flag unfurled:

But what of the man who honorably fills a place in the business world?

His deeds are not those which are done in a moment of action, or impulse, or tears,

But rather, the patiently doing the task that is measured by months and years.

We all might be heroes at times in our lives—there's good in us all, you know—

But here's to the hero who gives of his work, with a star on his button, or so! W. M. G.

The following three telephone operators at the Chicago house received service buttons on December 31st:

Minnie V. Fries,	16 years' service
Clara Bielefeld,	19 years' service
Amy Fries,	16 years' service

Can any house beat this? F. E. S.

FEBRUARY

Back in the time of long ago
The days of the year held a meeting,
They divided themselves into numerous groups
So we'd know how time went a-fleeting.

These groups were grasping, as most groups are,
And a few more days they demanded;
The result you know, for the calendars show
That seven, an extra day landed.

But one little group had a very hard time
And drew twenty-eight for its share.
Did he wail or bemoan? Did he shout loud or groan,
Or yell that he thought 'twasn't fair?

Not on your life did he carry on so!
But he gathered his units together,
And his days all agreed, they'd endeavor to lead
And the blows of the strongest they'd weather.

So he came to the front with St. Valentine's Day,
And gave us George Washington, too,
And he wasn't through yet—for a statesman, you bet,
In Abraham Lincoln we view.

Here's a tip for us all with the Western,
To help this short month in its aim,
Make records to shoot at, and not ones to hoot at;
Brace up! and excel at *your* game.

F. F.

Old Bill Weiss submits the following classic stanza from Cincinnati:

What is so rare as a smile from Sioussat?
His cold, stony gaze would credit Medusa,
That lady of old, who had snakes for her hair.
And so, too, might Sioussat, if any grew there.

He was a country customer from a small town, evidently on his first visit to the city. He was doing his best to appear metropolitan, however, and after he had placed a small order for dry batteries, leaned over and said to the office salesman, "Got a cigarette?"

"Sure," said the salesman, drawing from his pocket a silver cigarette case richly engraved.

The customer's eyes opened wide with astonishment. "Gosh!" he exclaimed. "What kind of cigarettes do they give *that* box with?" W. M. G.

STENOGRAPHIC DEPARTMENT NOTES

Young Cupid is a careless guy—
Lord, how he lets his arrows fly!
"Twang!" goes his bow—then speeds the dart,
And lands in some poor steno's heart!
The "Old Maids' Club" is thinning out;
This little chap's put it to rout.
And our poor boss, so sore perplexed,
Just shakes his head, and groans, "Who next!"

L. H.

Pittsburgh

W A. Wayman, Correspondent

J. T. Grundy

On December 24th the employees of the Pittsburgh house presented to James T. Grundy, our worthy janitor, a gold watch and chain in appreciation of his services during the past year. The presentation speech was made by A. G. Nabors and responded to by Mr. Grundy. Nearly the entire Pittsburgh organization was present, and it was almost too much for Mr. Grundy when he received the beautiful gift.

C. J. N.

That Sales gang showed the results of the practice they get entertaining customers, for they licked the stores crowd three straight in a duckpin match. Gray Nabors, who sells "sticks" by the carload, must have been thinking in carload terms when he got his 131. The scores follow:

	Stores				*Sales*		
Wayman	101	85	98	Stickle	92	90	111
Maier	91	94	94	Jaques	110	121	109
Dailey	82	93	90	Clinton	97	107	89
Warrington	81	73	81	Nabors	121	131	84
Nieman	100	106	122	Schulz	103	116	108
	455	451	485		523	565	501

We held a regular banquet on the evening of December 29th, at the Hotel Henry. All the boys turned out in full force. It was a Dutch treat but, from the noise, outsiders must have imagined it was an Irish wake. Thirty wild and woolly Pittsburglars made merry for four hours, singing all of the popular and most of the unpopular songs. Our band consisted of four pieces: 2 piano players, 1 violinist, and Ed. Stickle.

We have hopes of making it a monthly, instead of an annual affair. J. G. McN.

Boston

D. A. Chase, Correspondent

FOUND ON THE INVENTORY SHEETS

"4 pkgs 2 oz tacks @ .05 per barrel" and (under the classification *Small Tools*) "1—2 HP motor."

Why shouldn't a "lunch" at $3.75 be classified as "packing expense," rather than "entertainment"?

To Atlanta's Eleven Bachelors: While we can be, and are, hospitable upon occasion, still, if we catch any Southern bush leaguers snooping around here, except on *business*, he'll wish he was back in Dixie. We'll let you know when there are no more bachelors left in Boston.

Say, "Ed," we'll bet you know how a war censor feels. That's the job we're in training for.—ED. NEWS.

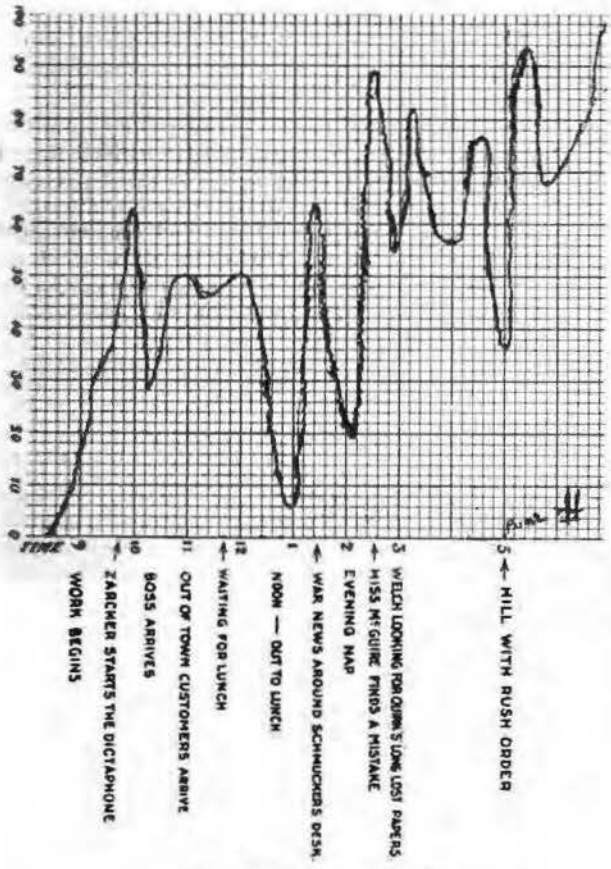
FROM THE BOSTON GIRLS

Of course we are delighted to learn that the fame of Boston's "Sunbeam" bowling quintette has spread to Kansas City and induced the latter to organize a group of Sunbeams. We wish them every success. Incidentally, Boston has available a medley of original Sunbeam songs and cheers, warranted to create consternation in the ranks of opponents, and which we will be glad to furnish upon request, eliminating the usual interhouse charges.

Far be it from us to criticise Chicago, but we deem "G. S. M." entirely too analytical in his recent attack on the representative of New York "General Sales." Did not some one say that "Where ignorance is bliss, 'tis folly to be critical"?

Dallas

O. T. Hazelton, Correspondent



WESTERN ELECTRIC NOISE
As Heard By a Nervous Dallas Employee

0—*Perfect Silence*
10 *to* 20—*Fairly Quiet*
20 *to* 30—*Average Noise*
30 *to* 40—*Noisy*
40 *to* 50—*Very Noisy*
50 *up*—*Awful*

Atlanta

O. Whitmire, Correspondent

Judging by the amount of space Chicago had in the January issue, we assume that their inventory must have been a cinch.

NASHVILLE TELEPHONE AND TELEGRAPH SOCIETY ORGANIZED

The employees of the American Telephone & Telegraph Company, the Cumberland Telephone & Telegraph Company, and the Western Electric Company at Nashville recently organized a telephone society. The Western Electric Company was fortunate enough to have B. F. Hawkins, storekeeper at Nashville, elected first vice-president.

HEART-TO-HEART TALKS

If any of the other correspondents happen to be members of the stores department we certainly will be able to tell it by the appearance of their February notes. You can't close Associate billing for Mr. Gregory on the 9th and contribute to the NEWS, too.

If the St. Louis girls would like to *come* from Missouri, we can certainly offer them the finest town on the map.

(*Signed*) The Atlanta Bachelors.

P.S.—Look out, Pittsburgh; that picture in the last issue looked very good.

P. L. Thomson, Advertising Manager, leaving Atlanta just after our budding poets and literati had discovered that he is also editor of the "News"

Denver

Miss M. Cassedy, Correspondent

The Denver sales department is rejoicing in the fact that, in spite of so-called "hard times," our retail sales for the month constituted a record in the history of the house. Cash sales showed an increase of at least 33 1-3% over December, 1913, which was an average Christmas month.

THIS HAD TO COME

"Inventory"; that's all you hear.
Count the stuff from all last year—
Stock that we hadn't seen for ages.
Still come the items—pages and pages.

Over the phone comes a big rush order:
Must go to-day, way down near the border.
Assembler, rattled, stops his count,
And finds, when he's back, he's lost the amount.

"Gee! Why don't we close for a day?"
Nope. Got to do it some other way.
Well, then, we'll work every night
On the bloomin' cards, by electric light.

The boss makes a list of the ones to work.
Then they all have dates, and most of them shirk.
Got to go dancing, or see a gal,
Or stay up all night with a poor, sick pal.

Drawn by Fred Staible, Denver Warehouse

This hurry and flurry, though, doesn't last long.
New Year's Eve is a grand, sweet song.
Then start the year in a burst of glory—
Twelve months, now, to our inventory!

H. E. S.

Omaha

W. E. Burroughs, Correspondent

J. L. Mattox, formerly with the sales force at Dallas, has joined our hustling crew at Omaha.

The following veterans of the Omaha organization are now proudly displaying their service buttons:—C. H. Shearer, stores manager; W. E. Burroughs, accountant; W. G. Hansen, warehouse foreman; A. Krasne, switchboard repair man, and W. K. Groves, storekeeper, Des Moines warehouse.

After our team had been bowling a few weeks in the Telephone League, we discovered a "find" in one of our shop employees, Ray Shields, who bowled 14 consecutive games at an average of 207, his high game being 288. Needless to say, he was immediately signed as a regular.

C. H. S.

JAMES METCALF, WHY DON'T YOU?

J. M. B. why don't you write,
Are you working *every* night?
Is inventory such a task?
Old friends come to us and ask
"Have you heard from Jim?"
We must answer, "Not a line from him
Since leaving our fair city.
Not even a Western NEWS ditty."
Now, James Metcalfe, is this right?
Burn the oil and write to-night.

Even "Dutch" Riebel inquires for you,
Corr, Burgess, and Harwood, too.
Lowery, Gillespie, known as Ed,
Ask "For the love of Mike, is Jim dead?"
Johnston, Seabury, Fried, "Lincoln," Lou,
Are continually calling for a word from you.
Abbott, and "Doc" Milliner, of wireless fame,
Seem to think you've forgotten their name.
Smith and Wilson, both Loyd, and Don C.,
Are wondering and wondering what the trouble can be;
While Israel Lovett's consumed with grief.
So drop us a line, no matter how brief.
Now, Jim, on your old friends take pity,
And let's hear from Cleveland, the "sick" City.

H. N. G.

New York

R. E. Webster, Correspondent

The local sales department held a three days' conference during the last three days of December. The various meetings were addressed by J. A. Pizzini; E. P. Clifford, Maj. Geo. Gillon, Electrical Products Company; W. D. Lindsey, A. W. Hartigan, J. C. Mason, J. J. Raftery; W. S. Sisson, D. & W. Fuse Co.; Caxton Brown, Weston Electrical Instrument Company; E. W. Rockafellow; F. V. Burton, The Bryant Electric Company; E. A. Hawkins, and H. R. King.

The warehouse has been asked to carry ice as packing material! Wonder who wants to pack what? W. T.

MAYBE SHE'S AFTER BRYANT SWITCHES

"Western Electric Company,
Gentlemen:

Will you kindly let me know where I can obtain a further supply of WESTERN ELECTRIC PUFFERS. I don't seem able to get these any more in the department stores, since the styles in hairdressing have changed.

These puffers are small and black and are patterned after the WESTERN ELECTRIC CURLERS, which are easily obtainable. The puffers were originally gotten out when puffs were worn a few years ago.

Very truly yours,"

A. G. M.

NEW YORK'S TELEPHONE REPAIR SHOP

On account of the fact that the building which has for years been occupied by the New York Telephone Company's repair shop was to be used for exchange purposes, it recently became necessary to find new quarters for the shop.

The transferring to Hawthorne of all the manufacturing work which had formerly been done by the Western Electric Company at New York left a considerable amount of space available in our buildings. The telephone company therefore accepted our standard repair shop agreement, and on December 14, 1914, we began the operation of this repair shop in the same way that we operate similar shops in other cities. Three hundred and eleven employees of the telephone company were transferred to our pay roll. The shop occupies 35,000 square feet of floor space, and is thoroughly equipped for high-class repair work.

This work, added to the repairing of American Bell instruments and telegraph instruments, makes rather a healthy distributing house repair shop.

Prominent Men of the Country Officially Open the Telephone Line from Ocean to Ocean, January 25, 1915

At 4:25 P.M. President Woodrow Wilson at Washington talked to President Charles C. Morse, of the Panama-Pacific Exposition, and later to Dr. Watson at San Francisco; also with Dr. Bell at New York.

Dr. Alexander Graham Bell talked to Dr. Watson at San Francisco.

Honorable John Purroy Mitchell, Mayor of New York City, talked to Honorable James Rolph, Jr., Mayor of San Francisco.

President Theodore N. Vail talked from Jekyl Island, off the coast of Georgia, to Washington, New York, and the Golden Gate.

Mr. Union N. Bethell, Senior Vice-President of the American Telephone & Telegraph Company, talked with Mr. George E. McFarland, President of the Pacific Telephone & Telegraph Company.

Melville Bell Grosvenor, the thirteen-year-old grandson of Dr. Bell, talked to San Francisco.

The Boston office of the A. T. & T. Co. was later connected, Mayor Curley and Messrs. Lockwood, Spaulding and Driver talking to San Francisco.

Statement by Mr. Swope

Yesterday was quite a memorable event in telephony, and it was especially dramatic to see Alexander Graham Bell, with his white hair and white beard and venerable face, open the longest telephone line that there probably ever will be, and talking to the man with whom he talked over the first telephone forty years ago. Bell, the first man ever to talk over the telephone, and Watson, his assistant in 1875, the first man to receive a message over the telephone, were in the same relative positions yesterday.

As you listened in on the line it was difficult to believe that thirty-four hundred miles separated the speakers, as the voices came back so clear and distinct; in fact, it seemed difficult to believe, until Mr. Leggett, who was in the audience at San Francisco, after the formal ceremonies were over, asked to speak to me, and I heard and recognized his voice. As a further test, and to make assurance doubly sure, I asked if Mr. Street, who was supposed to be in San Francisco, was there, and found he was in the room, and talked with him. There was then no longer room for any doubt in my mind, as I caught and recognized his voice.

The entire audience felt a sympathetic thrill when Alexander Graham Bell picked up a replica of the original instrument and handled it with great tenderness, and then actually talked over it to San Francisco; as a demonstration of what improvements in line building had been introduced to make this possible, this was a marvellous feat.

Among those present at the New York office of the A. T. & T. Co. were the following:

Telephone Company Officials:—F. H. Bethell, J. J. Carty, B. E. Sunny, W. T. Gentry, C. E. Yost, B. L. Kilgour, H. J. Pettingill, J. W. Alling, J. T. Moran, H. B. Thayer, J. L. Swayze, G. D. Milne, C. H. Wilson, F. A. Stevenson, J. L. R. Van Meter, K. W. Waterson, B. Gherardi, U. N. Bethell, C. G. DuBois, N. T. Guernsey, C. D. M. Cole, H. F. Thurber, Ford Huntington, E. F. Sherwood, J. A. Stewart.

Western Electric Company Officials:—H. A. Halligan, Gerard Swope, A. L. Salt, W. P. Sidley, C. E. Scribner, F. B. Jewett, J. L. McQuarrie.

Mr. Newcomb Carlton, President of the Western Union Telegraph Company, and many other men prominent in various walks of life, witnessed this great demonstration.

In the San Francisco office there were among others the following: Geo. E. McFarland, P. H. Coolidge, J. O. Nowell, C. W. Burkett, D. P. Fullerton, J. P. Downs, O. D. Street, F. H. Leggett, H. E. Shreeve.

In the Boston office there were among others: P. L. Spalding, W. R. Driver, Jr., T. D. Lockwood, Mayor Curley of the City of Boston.

LESS than forty years ago, Alexander Graham Bell, standing in a little attic at No. 5 Exeter Place, Boston, sent through a crude telephone, his own invention, the first spoken words ever carried over a wire, and the words were heard and understood by his associate, Thomas A. Watson, who was at the receiver in an adjacent room. On that day, March 10th, 1876, the telephone was born, and the first message went over the only telephone line in the world—a line less than a hundred feet long. The world moves a long way ahead in the span of one man's life. On Monday afternoon, January 25th, this same Alexander Graham Bell, sitting in the offices of the American Telephone & Telegraph Company, at New York, talked to this same Thomas A. Watson in San Francisco, over a wire stretching 3,400 miles across the continent and part of a system that includes 9,000,000 telephones, connected by 21,000,000 miles of wires.

In that same memorable year of 1876, Dom Pedro de Alcantara, Emperor of Brazil, visiting the first telephone exhibition at our first great national show, the Philadelphia Centennial, picked up the receiver, listened as Professor Bell talked at the other end of the room, and, amazed at the wonder of the thing, cried out: "My God—it speaks." Had Dom Pedro lived to see the Pan-American Exposition he could have heard Professor Bell talking to him, not merely from the other end of a room, but from the other side of a continent.

The Pan-American Exposition itself, planned to celebrate the completion of the Panama Canal and the joining of the Atlantic and Pacific oceans, will mark a still closer welding of the East and West. When its gates are thrown open on February 20th, San Francisco will not only be nearer to New York through a shortening of its water ways, but will be in constant and instantaneous touch with it through the medium of speech. It is a curious fact, too, that this second great feat of engineering, this other canal, this even more intimate connection between the two seaboards, has been completed in the same year. Quietly, almost unnoticed, but steadily and bravely, while the gigantic steam shovels were cutting their way through the earth in the South, the engineers of sound and electricity were weaving their magic webs through the air and pushing on toward the Golden Gate. Their work has been less spectacular, it has excited little attention, but these men have met obstacles as hard to overcome as the Culebra slide, and they have conquered them. The long-dreamed-of Transcontinental Line is no longer a dream. New York can talk to San Francisco.

The Transcontinental Line Open

Monday, January 25, 1915, has taken its place among the momentous dates in the annals of science and human progress. On that day, in the presence of groups of prominent men on either coast, the Transcontinental telephone wires were given their first public test, and the completion of the line was formally celebrated. Distinguished men in the offices of the Pacific Telephone & Telegraph Company in San Francisco conversed freely with distinguished men on the Atlantic seaboard, and one more great chapter in the history of telephony was finished as Bell, sitting in the offices of the American Telephone & Telegraph Company in New York, talked to Watson across a continent.

There was no hitch in the programme, or any doubt as to the immediate success and practicability of the new line. Those who talked over the telephone did not raise their voices above the usual conversational pitch, and the replies came back from across the continent, clear and instantaneous. There was no more effort, delay or indistinctness than in talking across a table. Professor Bell says that he thought out the telephone in Salem. A fitting place for its conception—there is witchcraft in it, and the most blasé of business men in the offices of the American Telephone & Telegraph Company on Monday felt something akin to uncanniness at the thought that his voice had gone across thirteen states, shot over prairies and through forests, hurtled through cities, climbed the Rockies, skimmed across the desert and reached the Pacific coast, and the answer had come back to him in an eye-wink.

A Dramatic Moment

There have been few more dramatic moments in the history of science than when the venerable Professor Bell lifted the receiver from its hook and called to Watson, the friend and fellow-workman of his youth, in far away San Francisco. There was a wonderful story in that first "Hello," a marvelous tale of miracle-working, of heroic struggle and sublime achievement. Few men have seen so great a dream come true, probably no two men before, in all the history of the world's discoveries and inventions, ever lived to see such magnificent results from work in which they had been the pioneers. Hardened telephone users as all of those present were, and accustomed to big events as most of them were, a hush that was tinged with awe, an almost solemn silence, fell on the assemblage as the great inventor talked to his associate. Every one felt that he was taking part in an epoch-making event, that, in the future, school children would be made to learn January twenty-fifth as one of the big dates in the world's scientific, commercial and political history, one that ranked with that other day when "What wonders hath God wrought" was flashed over Morse's wire.

In the Space of a Lifetime

Most wonderful of all, perhaps in the minds of those present at the opening of the new line was the fact that this achievement, the crowning glory of so vast and complex a system, had taken place within the space of a man's lifetime. On March 10th, 1876, Professor Bell, working away at the simple telephone he had invented, called to his comrade, "Mr. Watson, come here, I want

Official Opening of the Tran

Western Electric Telephone Apparatus and Line Material Ar

you," and Watson heard that first of all telephone messages over the wire. In New York, thirty-eight years later, the same voice was talking and, in San Francisco, the same ear was listening, as on that spring day in 1876, but under what different conditions! Then the struggling young inventor and his associate had just succeeded in producing the only telephone in the world and in talking over a few feet of wire. Ahead of them were years of ridicule for their invention, indifference to their plans and opposition to their efforts. On this other great day they saw their simple contrivance as part of a vast system joining together the country's greatest and most distant cities and serving the uses of 100,000,000 people. Not many men have seen so great a fulfillment of their early ambitions, no other invention has ever taken so great a stride in so brief a time.

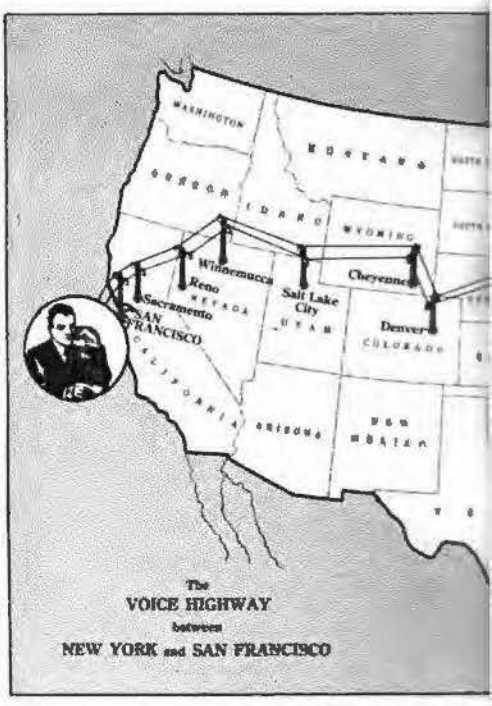
It *has been* a tremendous stride, for when Bell invented that first feeble receiver, it was the beginning of telephones. There had been nothing like it or anywhere near like it in all the ages. It was a creation—as far as scientific apparatus was concerned, it was made out of nothing. More than that, this crude instrument—just capable of transmitting speech the length of a room—was all Bell gave to the art of telephony, but it was enough. The American Telephone & Telegraph Company and its associated companies have done the rest.

The Real Problem

Just what this "rest" means can be fully appreciated by those only who know the difficulties to be overcome by the telephonic engineer and the subtlety and delicacy of the forces with which he has to deal. The very minuteness of things makes his task herculean. Instead of having to figure on immense weights and masses, he is baffled by infinitesimally small fractions. His energies are devoted to conservation, and conservation of the most intense kind.

It was, perhaps, little more difficult to string wires from Denver to San Francisco than from New York to Denver, but the actual construction of the line was the least of the engineer's troubles. His real problem was to make the line "talk," to send something 3,000 miles with a breath as the motive power. In effect, the voyage of the voice across the continent is instantaneous; if its speed could be accurately measured, a fifteenth of a second would probably be nearly exact. In other words, a message flying across the continent on the new Transcontinental Line, travels, not at the rate of 1,160 feet per second, which is the old stage-coach speed of sound, but at 56,000 miles per second. If it were possible for sound to carry that far, a "Hello" uttered in New York and traveling through the air without the aid of wires and electricity, would not reach San Francisco until four hours later. The telephone not only transmits speech, but transmits it thousands of times faster than its own natural speed.

But, while the telephone is breaking speed records, it must also guarantee safe delivery to these millions of little passengers it carries every few minutes in

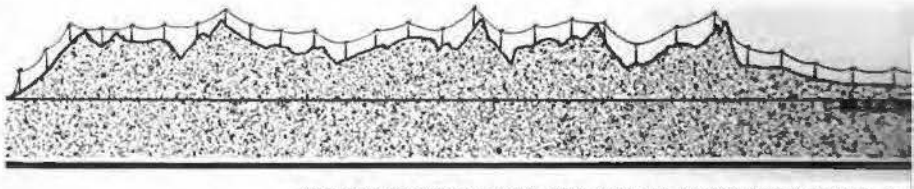


3400 MILES B

CONSTRUCTION CAMP MOVING

THE LINE EAST

SAN FRANCISCO



PROFILE MAP OF THE ROUTE FOLL

continental Telephone Line

In Use Along Every Inch of This 3400-Mile Voice Highway

TELEPHONE

the way of sound waves created at the rate of 2,100 a second. There must be no jostling or crowding. These tiny waves, thousands and thousands of varying shapes, which are made by the human voice, and each as irregular and as different from the other as the waves of the sea, must not tumble over each other or get into each other's way, but must break upon the Pacific coast just as they started at the Atlantic, or all the line fails and the millions of dollars spent upon it have been thrown away. And in all this line, if just one pin-point of construction is not as it should be, if there is one iota of imperfection, the miles of line are useless, and the currents and waves and sounds and words do not reach the end as they should. It is such tremendous trifles, not the climbing of mountains and the bridging of chasms, that make the Transcontinental Line one of the wonders of the ages.

The engineer in telephony cannot increase his motive power. A breath against a metal disk changes air waves into electrical currents and these electrical currents, millions of which are required for a single conversation, must be carried across the continent and produce the same sound waves in San Francisco as were made in New York. Here is a task so fine as to be gigantic. In his "History of the Telephone," Herbert N. Casson says that the energy set free by cooling one spoonful of water just one degree, would operate a telephone for ten thousand years. It was to nurse and coax this baby current of electricity three thousand miles across the continent, under rivers and over mountains, through the blistering heat of the alkali plains and the cold of snow-capped peaks, that has taken the time and thought and labor of the brightest minds of the scientific world.

Solving the Problem

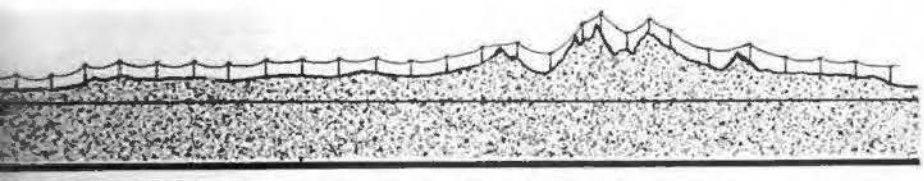
Never has been such a skilful and patient lot of trained nurses, though, as this invalid of a current has had. Beginning with that first timid step in Boston, thirty-eight years ago, they have led the weakling on, mile after mile, to city after city, till it has reached the other coast.

Who did it? Who made this wonderful achievement possible? Ten thousand men, beginning with Bell and Watson tinkering away at that first crude telephone in an attic, forty years ago. It has taken an army of thoughtful, conscientious, patient men, keen of brain and skilled of hand, striving day and night for the one great end—the perfection of a system and the conquering of time and space. In office, laboratory and shop, under the earth, high up in the air, they have thought and experimented and toiled, always aiming toward this idea of universal service.

There has been no isolated problem, literally as well as figuratively the development and perfection of the system has been "all along the line." The fight, this new "Winning of the West," has not been a duel, to be won by a single inventor struggling for the solution of some one big problem, but a battle, a campaign, in which thousands have helped to over-

DSWORTH, NEVADA

SETTING POLE IN HUMBOLDT LAKE, NEVADA



D BY THE TRANSCONTINENTAL LINE

NEW YORK

come a thousand hindrances and imperfections and difficulties.

When the telephone left the hands of Bell and Watson, it was "an essentially perfected instrument" in the eyes of the law, that is, it did what was claimed for it—it talked—but that was all. The diaphragm was simply an animal membrane tied around a piece of wood and in touch with a magnet. From this acorn the oak of the Bell System, nation wide, has grown. From this small beginning, the Transcontinental Line has been evolved, and it *has been* an evolution. In the words of President Theo. N. Vail, it is "the cumulative effect of improvements, great and small, in telephone, transmitter, line, cable, switchboard, and every other piece of apparatus or plant required in the transmission of speech." In all the 3,400 miles of the line there is no one spot where a man may point his finger and say, "Here is the secret of the Transcontinental Line; here is what makes it possible to telephone from New York to San Francisco." Rather, it is the perfection at every point that has brought this about. It is the development of the transmitter at New York that makes the receiver at San Francisco do its work so well; it is the improvements in the receiver at San Francisco that causes the transmitter at New York to perform its functions so admirably; it is the perfecting of every inch of line and every bit of mechanism between them that enables the instrument at New York to talk and that at San Francisco to hear.

The Magnitude of the Task

In spite, however, of the fact that, compared with the electrical problems, the mere engineering task of constructing the line may appear simple to the scientist, no one can run his finger over the route of the new line on tbe map without being impressed with the magnitude of the undertaking. The data and figures are tremendous. The line crosses thirteen states, it is carried on 130,000 poles. Four hard-drawn copper wires, .165 inch in diameter, run side by side over the entire distance, establishing two physical and one phantom circuit. One mile of a single wire weighs 435 pounds, the weight of the wires in the entire line being 5,920,000 pounds or 2,960 tons. This, of course, is the transmission wires alone. In addition to these, each physical circuit uses some 13,600 miles of fine hair-like insulating wire, 4-1,000 of an inch in diameter, for its loading coils.

Simply to string this immense amount of wire across the continent, to set the poles and insure insulation, to conquer the innumerable difficulties offered by land and water, forests, mountains, deserts, rivers and lakes, was in itself a task of no mean magnitude. The Panama Canal is hailed as one of the greatest achievements of the world's workers, as it is, but the almost invisible lines of the Bell System, considered simply as to labor and cost, constitute a monumental achievement.

The Canal was begun nine years ago and has cost $310,000,000; within the same space of time the Bell Company has spent twice that amount in its engineering construction work alone.

Two Leaders in the Work

The building of the Transcontinental Line depended on the solution of no one isolated problem nor will the glory of it be given to any one isolated individual, but there are a few names that will always stand out above the rest in connection with it. There must be great generals for armies that win such victories.

For many years this line from ocean to ocean has been the dream of Theodore N. Vail, president of the American Telephone & Telegraph Company, the goal toward which he has pushed and toward which he has steadily led his associates and the army of his employees. Not the dream of a dreamer, but the prophetic vision of a practical, forceful, capable man, a man of unlimited business energy and knowledge, who could see anything in telephony except impossibilities. He not only cannot see them, but will not admit that they exist; he does not find the word "impossible" in his dictionary of engineering terms. Almost from the beginning of the telephone, his energy and enthusiasm, his dauntless optimism and ambition in everything relating to its perfection and promotion, and his idea of "universal service," have dominated the company and made enthusiasts of every one connected with it in great things or in little.

At his side through most of these years has been a slightly built, lithe, keen-eyed man, who never has to be told but once when a great thing is to be done. A nod, and a line goes to Denver; a word, and it stretches to the Pacific coast. That is John J. Carty, Chief Engineer of the American Telephone and Telegraph Company. A leader among the scientific men of all nations and honored by their rulers for his distinguished services in engineering accomplishment, his wide knowledge, his keen judgment and his indomitable energy have combined to make him one of the great factors in telephone achievement and advancement. He is a wizard of the wires. Long ago he said this great thing could and should be done, and through the great banks of silence that separated the East from the West, this Goethals of electricity has been cutting his way, year by year, until the great canal of human speech is done.

Others have played big parts in this drama of human endeavor and achievement, and thousands have given their share of thought and labor, but, whoever is forgotten or remembered, the names of Vail and Carty will be linked with this new triumph of science as long as man talks to man.

There has been no greater achievement in the history of the Bell Company, none in the history of telephony, few in the history of the world. The gain in science is great. Immeasurably more precious, however, is tbat to the nation, and incalculably greater are the benefits to commerce and society. What the Transcontinental means to the future of the country, what it will bring about by drawing the East and West closer together, how much of increased prosperity and happiness these thousands of miles of wire will insure, no man can gauge.

What It Means to the Country

One of the most prominent of the guests who talked over the longest of long distance telephones at the celebration, said:

"I thought I had gotten over wondering at the miracle of the telephone, but what I have just done amazes me as much as the first words I heard over the wires many years ago. Even now I can hardly conceive that it is possible. I have talked over long distances many a time before, but this is far beyond the limit. Chicago I am used to, even Denver; but this talking from the Atlantic to the Pacific gives one a thrill. It appeals to the imagination—it is a theme for poets.

"What it means to the country, it is impossible to estimate. For one thing, it is a final blow to sectionalism—it has put a seal on the fact there is no longer East and West, North and South. Not even the railroads or the new canal have done or can do so much toward bringing the States closer together and uniting them more firmly, not only in commerce, but in thought and language. Provincialism will become rarer and rarer, localisms, dialects—all such things that depend on isolation—are getting to be an impossibility in the United States, and the telephone has been the greatest agent in bringing about this desirable condition. It is hard for people to get very far apart when they are in such constant touch with each other, and I know of nothing which is doing more to strengthen the bonds between individuals and communities than the network of wires the American Telephone & Telegraph Company is spreading over the country. So much importance do I attach to this idea, that, extreme as the statement may seem, I believe quite firmly that, had the telephone system reached its present perfection previous to 1861, the Civil War would not have occurred. The wires would not have let the North and South drift so far apart."

Universal Service

The new Transcontinental Line is a concrete exemplification of the possibilities of universal service and a justification of the arguments for a single system. Under no other plan would such a line be possible. This line, 3,400 miles long, and joining the Atlantic and Pacific, is part of the great Bell System of 21,000,000 miles of wire, connecting 9,000,000 telephone stations located everywhere throughout the United States. Comprising this system are the American Telephone & Telegraph Company and its associated and connecting companies, thousands of them, giving instant and perfect communication among 100,000,000 people.

The opening of this line is the culmination of the Bell idea of universal service—in presenting it for the use and convenience of the public, the American Telephone & Telegraph Company renders an account of its stewardship. It has fulfilled its promise and, not only in itself, but as an earnest of what is to follow in future development, this nation-wide line proves that it is the intention of the American Telephone & Telegraph Company to make it possible for every man who can talk, to talk over the telephone to every man who can hear.

The telephone was born here and it has reached its greatest perfection here; under no other conditions, except such as exist in the United States, could it have come to its highest development. With its dozens of telephone systems, Europe has no long-distance line to compare with this. The Transcontinental Line is a culmination of an art that was born in the United States, the high-water mark of a science that was created and has been developed entirely by American genius and enterprise. It is the highest achievement of practical science up to to-day—no other nation has produced anything like it, nor could any other nation. It is *sui generis*, it is gigantic—and it is entirely American.

So, Philadelphia, you think you have a bowler or two. You have got to do better than "217 points in one game."

NEW YORK BOWLING TOURNAMENT

STANDING OF TEAMS FOR WEEK ENDING JANUARY 9, 1915.

	W.	L.	%	Total Pins
Circuit Laboratory	12	3	.800	11,833
Apparatus Design	11	4	.733	11,616
Semi-Automatic Development	11	4	.733	11,113
Installation No. 2	10	5	.666	10,978
New York Stores	8	7	.533	11,135
Telephone Sales	7	8	.466	11,123
Physical Laboratory	1	14	.066	9,816
Installation No. 1	0	15	.0	9,223

AVERAGE STANDING OF 12 HIGH INDIVIDUALS

	P.	G.
Williams—SA	182	1
Fowler—CL	176	6
Filer—CL	171	15
Sigler—NYS	171	3
Ireland—AD	164	9
Dusheck—SA	162	15
Miller—AD	162	15
Colgan—TS	160	15
Lawrence—AD	158	15
Le Compte—CL	158	15
Fagrelius—CL	158	5
Wilbur—CL	158	3

HIGH THREE GAMES, ONE NIGHT

S. C. Miller—AD	599
A. W. Lawrence—AD	549
E. C. Mueller—AD	547

HIGH INDIVIDUAL GAME

S. C. Miller—AD	222
G. F. Fowler—CL	216
C. D. Dusheck—SA	214
J. A. H. Colgan—TS	214

HIGH TEAM, INDIVIDUAL GAME

Apparatus Design	908
Installation No. 2	856
Circuit Laboratory	849

New York's New Restaurant for Women Employees. It Has a Seating Capacity of Two Hundred and Fifty

HEARD IN THE SHOPS

ACTIVITIES OF THE MANUFACTURING DEPARTMENT AT HAWTHORNE

WHO'S WHO AT HAWTHORNE

Ananias Club?—(A lyin' club? "Pop" Lyon; he's the cub.

Who grabs a foreman's nanny goat and twists the critter's tail until its squeals would shame a shote caught underneath a rail? Who shouts: "Five minutes on that job? Say, lay off on that song. Don't tell me that! So help me Bob, I've known Pa Time too long." Who takes the piece-rates barrel of pork and nails the cover on it and tells the shops: "Put up your fork. No more of that, doggone it?" Whose name would serve to start a zoo, or Right. Good for you.)

CROSS TALK IN THE C., R. & I. SHOPS

This is the way the C., R. & I. Shops' restaurant looks now. It has recently been enlarged about 50 per cent. and equipped with new tables and additional kitchen equipment. The present facilities are ample to serve 650 persons. The corps of waitresses which is recruited from the Cable Plant departments is shown, with the girls wearing their new caps and gowns for the first time. The man in the group is G. J. Du Plain, foreman of the twisting and insulating department, who also has charge of the restaurant.

It is well known that F. W. Willard, our technical superintendent, is using strenuous means to make the Cable Plant stand high in deportment. Up to date he has only succeeded in making the behavior curve stab the 100 per cent. line on days when illness compelled him to remain home. However, in spite of the evidence from the statistical department, he declares the whole fault is with C. W. Robbins, our chief inspector. Mr. Willard advances as proof of Mr. Robbins' total depravity the following set of New Year's resolutions, which he states upon his oath the culprit refused to sign:

"I HEREBY PLEDGE MYSELF TO ABIDE BY THE FOLLOWING RULES OF CONDUCT DURING THE YEAR A.D. 1915:—

1. I will cease drinking alcoholic beverages.
2. I will discontinue attendance at church.
3. I will tell the truth so far as possible without sacrificing my dignity.
4. I will not wear clamorous raiment.
5. I will not attend the annual saturnalia.
6. I will arrive in my office at 8:30 A.M. every working day.
7. I will not form any entangling alliance with the engineering department.
8. I will not put my trust and confidence in the engineering department.
9. I will not indulge in hypercriticism of my fellow-sufferers.
10. I will speak the English language correctly."

Everybody keep real quiet now, so you can all hear what Mr. Robbins has to say for himself.

J. B. Hunt, of department 3142, was elected president of the Western Electric Benevolent Association at the December meeting.

This Cable Plant group picture represents one of the most difficult feats ever achieved in photography. *The man with his back turned is J. V. ("Jimmie") BROWN! You* understand.

Every once in a while these days one of us goes out into the reel yard, waves his arm madly over his head and lets out a series of whoops that would make an Indian sound as if he were equipped with a Maxim silencer. The doctor diagnoses the symptoms as bowler's hysteria. Why, look a' here, man, do you know that at the end of the first half of the bowling season the C., R. & I. Shops were heading the Interdepartment League? Not only that, but we had high team game. Ten hundred and twenty-five points! How's that for a score, eh? Hicok and Patten each bowled 234 in that game, Dohl 221, Schulda 188 and Wizral 148. And, here!—we had the high team average too—936 points, made the same night. Patten's average for that evening was 204¼. And besides that Wizral of our team rounded up the high individual game honors with a 277 score. Tell you what, we certainly are out after that championship this time, and any team that wants to nose us out has a pretty little job of up-hill fighting in store for it. Enthusiastic? Who—we? Say, *we're* not enthusiastic. You jnst ought to talk to some of the "bugs" over here.

Last year, as per Scriptural injunction, we got out our handkerchiefs and wept with those who wope when we heard that those dear innocents, the T. A. Shop engineers, had listened to the siren voice of one of their number who knew where a lot of dear Christmas candy could be bought cheap, only to find that it would still have been dear candy if it had been twice as cheap. But this year, when we heard they were investing in about a carload of cheap nuts we abandoned them to their fate, settled watchfully back and waited. Sure enough. What did we tell you? When the precious cargo arrived and was sampled the nuts proved to be some of the identical lot that Aesop some twenty-five centuries ago immortalized in his fable of the monkey and the cat's paw. Probably some mean person will now remark that it showed a snobbish spirit in the engineers anyway not to recognize cheap nuts just because they didn't belong in the department. If he does he ought to be ashamed of himself. Nobody on *this* side of the Belt Line would think of making such a remark.

TELEPHONE APPARATUS SHOPS

Unless you stick to your New Year's resolution not to do anything to make your wife unhappy, we are betting that when you read in the birth column about C. J. Eiss' new boy you will remark to friend wife: "A little Eiss, eh? Well, what would you expect this time of the year?"

You need not be afraid to spring it; the copyright expired during the glacial period. Besides, everybody else has. And if she beats you to it, you know, you remark: "Well, anyway, it's an Eiss baby."

Here are a few sporting statistics which will interest Western Electric people: Charles Heslin, of department 2014-C, has rolled the highest game so far recorded in Chicago during the present bowling season. His score was 290. Frank J. Bradley, of department 2017-E, recently won the Illinois pocket billiard championship from Joseph Murphy, 500 to 465. Bradley's high run was 31 and Murphy's 46. L. La Font, of department 1049, finished seventh in the singles and fourteenth in the "all events" in the City Bowling Tournament. There were over 1,500 entries in the singles and more than 1,000 in the "all events." La Font's scores were 659 in the singles and 1,783 in the "all events."

T. A. SHOPS

T. A. Chrisholm, department 2028-E, wears a 7¼ hat except the morning after the night before, when he has been at lodge. No, that's the peculiar thing about it—he wears a *smaller* hat, then. Sounds incredible, of course, but here are the facts: One Saturday recently E. P. Skubic, Chrisholm's locker-mate, started home before Chrisholm and left a hat. But not Chrisholm's hat. When that victim donned the second choice he looked as if some one had called down a curse upon his head and the censor had expurgated most of it before allowing it to appear before the public. And it looked dark for Skubic.

However, on Monday morning that worthy appeared, wearing his own hat and a look of bland innocence, both of which he continued to wear calmly during the next few days, despite the dark cloud of suspicion that hovered over him. Then somebody discovered that E. V. Purdy, department 2150, a lodge brother of Chrisholm, had been compelled to invest three cents in extra newspapers to keep from losing his head in a 7¼ hat some one had wished on him in place of his own "old gray bonnet."

Yes, you've solved it. But here is one more question for you: Does Chrisholm's head always feel that much too large for his headgear on lodge nights, or was that one of those night blooming hats that close up in the daytime?

Married

JANUARY 26th.—Miss Catherine M. Huether, for over eight years with the export department, to Adam Ermak, Rockville Centre, L. I.

January 20th.—Miss Julia Casey, department 3307, Hawthorne, to Mr. McCaffrey.

January 12th.—Miss Julia Smalley, department 3307, Hawthorne, to Edward Glawzar.

January 7th.—Fred J. Zirzow, department 2150, Hawthorne, to Miss Theresa Dohler.

December 30th.—Miss Grace Camp, Richmond, to H. E. Bullington.

December 22nd.—Miss Bertha Kerber, department 3300, Hawthorne, to Frank Kufke, of Chicago.

Born

DECEMBER 9th.—To Mr. and Mrs. C. J. Eiss (department 2064, Hawthorne), a son.

December 10th.—To Mr. and Mrs. Carl Caven (San Francisco), a daughter.

December 11th.—To Mr. and Mrs. Frank Peteras (department 4910, Hawthorne), a daughter.

December 18th.—To Mr. and Mrs. Michael Costello (department 3021, Hawthorne), a son.

December 20th.—To Mr. and Mrs. W. P. Hunter (stores department, Atlanta), a son.

December 30th.—To Mr. and Mrs. L. A. Lindsey (stores department, Atlanta), a daughter.

December 28th.—To Mr. and Mrs. Frank Oswald (department 1840, Hawthorne), twin sons.

NEWS FROM HEADQUARTERS

Some Items of Interest from the General Departments

General Sales Department

W. A. Wolff, Correspondent

CULTURELESS CHICAGO

Will W. A. Wolff, the sales department's correspondent, kindly explain what is a "banshee" and what is a "leucocyte." Also where does he get his pull with the editors. They won't let that rough stuff through when it's in Chicago's column.—*Chicago Item, January News.*

When but a child we read with doubt
  Full many a quip and lively jest
That comic papers heaped about
  Chicago and th' uncultured West.
These japes did pain us even then,
  We thought them canards, writ in spite:
Outpourings of strabismic men,
  Who suffered from a mental blight.
Nor was this all—we saw arise
  In our mind's eye, a noble place
That arts and sciences should prize
  And hold a cultured populace.
Alas that one's illusions must
  Dissolve into ethereal realms
And nought remain but cosmic dust—
  The very concept overwhelms.
We know now that the comics do
  Speak sooth e'en when they jest the most.
We shudder that the thing be true;
  Of hope, we now give up the ghost.
Oh culture, culture—where art thou?
  Canst not get 'neath Chicago's skin?
In very shame our head we bow,
  To flow, our lachrymals begin.

. . . . . .

Arise, Chicago! Overthrow
  The things that make you seem so crass.
Go, get a dictionary, Bo,
  And jump into our highbrow class! W. A. W.

On Tour

Grand All-Star Aggregation

THE THREE TALL TALKERS
PRESENTING THEIR UNIQUE SPECIALTY
"IT'S SALES THAT MAKE THE WHEELS GO 'ROUND"
INCLUDING

***Bert Hawkins, "The Man Behind the Interphone" in* "Songs of Hope"**

***Harry King, In the cleanest act ever staged*:**
"Clean and Wash Electrically"

***Phil Thomson, In a heart-throb monologue*:**
"Who'll Buy My Advertising?"

and

for a short engagement only—added attraction
***Mart Oberlander, In his acrobatic novelty act*:**
"Swinging on Short Profit Lines"

. . . . . .

Closing in one, in the soul-stirring patriotic drama:
"Rally round the bogie, boys!"

NOTICE.—No one-night stands played. Consult the map.

H. L. G. IN A NEW ROLE

A copy of the Chicago *Herald* of December 21st, showing the accompanying picture, was the first intimation we had that Harry L. Grant, who combines the duties of sales manager and correspondent at Chicago, has added the rôle of Santa Claus to his other achievements. H. L. G. gladdened the hearts of 300 kiddies from two Chicago settlements with songs and stories, and aided in the distribution of toys and candies. A good deed shineth forth, etc. We put this in our column because H. L. G. would never place it in his.*

*—and get away with it.—Ed.

Having noted with much gratification the enthusiasm in the Inter-phone department, H. R. King consented to an interview, and admitted that the vacuum cleaner business is also picking up. J. H. G.

At a recent meeting of the cost committee the secretary made use of the Edison graphophone for taking down certain parts of the minutes. With the graphophone at hand, he was able to dictate into it whenever the occasion arose, without the delay of obtaining a stenographer. This use of the graphophone by committees has certain decided advantages, which should not be overlooked. C. S. V.

General Merchandise Department

J. H. Hellweg, Correspondent

Selling point developed at a recent meeting of the Hawthorne Sales Society:

Salesman (*addressing purchasing committee*): "As an illustration, gentlemen, of the tireless effort expended in the design and manufacture of Western Electric apparatus, I wish to direct your attention to the shape of the ear cap on this receiver. In arriving at the design, 10,000 ears were measured, and the mean of these measurements

was used in working up the dimensions of the ear piece. Consequently, the receiver will unhesitatingly fit anyone who has a composite ear."

FOWL LANGUAGE

It is interesting to note how closely those two chicken fanciers, Messrs. Brennan and Wilson, stick to their work. The following is a sample of their conversation:

"Hello, Wilson. How's your gizzard?"

"I feel like a fighting cock. How are you?"

"Oh, I'm roosting high. Fowl weather, isn't it?"

"Rather. Good weather for ducks, though."

"Where are you winging your way to this morning?"

"I'm going to waddle down to see Mr. Blank of the layout department."

"Going to collect that little bill, I suppose?"

"Eggsactly."

"That bill seems to stick in your crop."

"Yes, but I'm in earnest this time. I'm going to spur him up to do something about it."

"Wattle you do if he refuses to pay?"

"Oh, I'll have to pullet out of him some way."

"Don't beat him up too much."

"Oh, no. I've been as light as a feather on him heretofore, because I knew he'd been goose enough to yolk himself up with an old hen, who keeps him cooped up so tightly that she won't let him go out to a turkey trot."

"Gracious! If I had such a wife I'd wring her neck. I understand the poor fellow has brooded over his trouble so much that he's about ready to fly the coop."

"Well, I'm sorry for him, but I've got to roast him good and plenty to-day."

"Don't knock the stuffing out of him."

"Oh, no, but chanticleer a good sum of money if I collect the bill?"

"Sure, you'll be all set then, but don't count your chickens before they're hatched."

"Oh, I won't crow before I get it. Well, I must fly."

"I must beat it, too."

And so they scrambled off.

INVENTORY PROBABLY ACCOUNTS FOR THIS

From a recent letter to the returned goods department:

"Did you get our letter of August 20th, No.——? If not, refer to your file and secure it." A. G. T.

The total switchboard billing from the general merchandise department for the month of December, 1914, amounted to $1,745,945. This figure surpasses all previous records for one month's billing. The highest previous record was made in April, 1907, when the amount reached $1,540,000.

WHY SERVICE MEN BECOME INDIFFERENT TO "RUSH" NOTATIONS

From an order for cable from one of the houses:

"RUSH—Do not ship till March 1st."

Notes from the Educational Department

Herbert Metz, Correspondent

STUDENT BLUNDERS NO. 5

The following letter was received by the Men's Club:

"Dear Sir:—

Allow me to express my desire to join the H. M. C., it might perhaps be most convenient for your representative to drop a note to me stating when he would like to call and see me. I could then let him know where I might be found at the appointed time."

We're not a poet—and we know it;
But, Mr. Editor—Have a Heart,
Try and print one of our verses
And give budding genius a start.

All right. Write one.—ED.

After a student has dictated into a dictaphone for the first time, this is what the stenographer hears:

"Dictation by John Doe—De—De—Department 1856—D"

WOOF-WOOF! WOOF-WOOF! (*Business of cylinder turning around. emitting blank verse*), SCRATCH, BANG! "Ah, ah—Replying to letter—124321—Kansas City—1-2-15—" WOOF, WOOF! WOOF, WOOF! "We have, ah, ah, we have looked into"—WOOF! WOOF! WOOF, WOOF, SCRATCH, BANG! "Say, operator, go back to the beginning. I forgot the subject." WOOF, WOOF; WOOF, WOOF, SCRATCH, BANG! "Subject, ah, ah, subject No. 118-AT relays"—WOOF, WOOF; SCRATCH, BANG! "We are, ah, ah,—we are"—WOOF, WOOF; WOOF, WOOF! "Say, George, come over here and dictate this blank—blank letter. I like to talk to something that answers back!" WOOF, WOOF; WOOF, WOOF, SCRATCH, BANG!

With a degree of proficiency that would be a credit to old Sherlock himself, we have tracked the *"Das Eiserne Kreuz, oder wer Hat Den Bock?"* (whatever that means; we don't know, we're neutral) story to its lair, and brand it false! That "iron cross" was not "damaged goods" but was "bought and paid for," not "under cover," but honestly "and we can prove it."

The following lectures were given to the students: "Qualifications for Sales Work," by J. F. Sweeney; "Opportunities at Hawthorne," by E. A. Hawkins; "Estimating in Connection with Associate and Non-Associate Business," by E. H. Pierce; "The Telephone in Railway Service," by J. A. Kick.

The following students have finished their course and have been transferred to permanent positions:—*Manufacturing Students*—B. J. Egert (Iowa State), to T. A. engineer of methods department; C. H. Orr (Purdue), to T. A. layout department; C. A. Monteith (Alma, Mich.), to installation department; M. S. Unger (Colorado), to T. A. engineer of methods; E. Sneder (Kansas A. & M.), to T. A. engineer of methods; W. L. Holt (Michigan), to cable, rubber and insulating shops, engineer of methods. *Engineering Students*—R. B. Simon (Texas A & M), to Hawthorne equipment engineering. *Commercial Students*—H. H. McQuiston (Monmouth, Ill.), to Chicago, stores; M. Stanley (Michigan), to Chicago, stores; M. R. Denny (Rose Poly), to San Francisco, stores.

Installation Department Jottings

NEW YORK

You've read of Western Electric track teams, football teams, tug-of-warriors, quoit throwers and toreadors, but you never saw a regular dyed-in-the-wool, yard wide and full blooded installation department bowling team. There ain't no such animal? Bet your life there is. And what's more, there are several of them. Most any night you can see them making pin-boys gape at the alleys up around 96th Street and Broadway.

You could tell those stalwarts were installers by the only test there is for such chaps—quality, cost, and schedule.

Inspector Bowly in a confidential interview told the correspondent that their quality was "rotten,"* P-minus, but admitted that poor detail work might have been responsible in making him prejudiced.

Heine Warneke, the financial expert, said he was free to admit that when he saw those big balls ruthlessly swinging Ted Paul around, ever in a semi-mechanical way, thus endangering the mirrows which flanked the alleys, he realized the game has possibilities of being a "vurra, vurra, expensive sport."

The schedule is good, for we saw it. It's the regular big league kind, printed by a real printer.

Watch this column for scores.

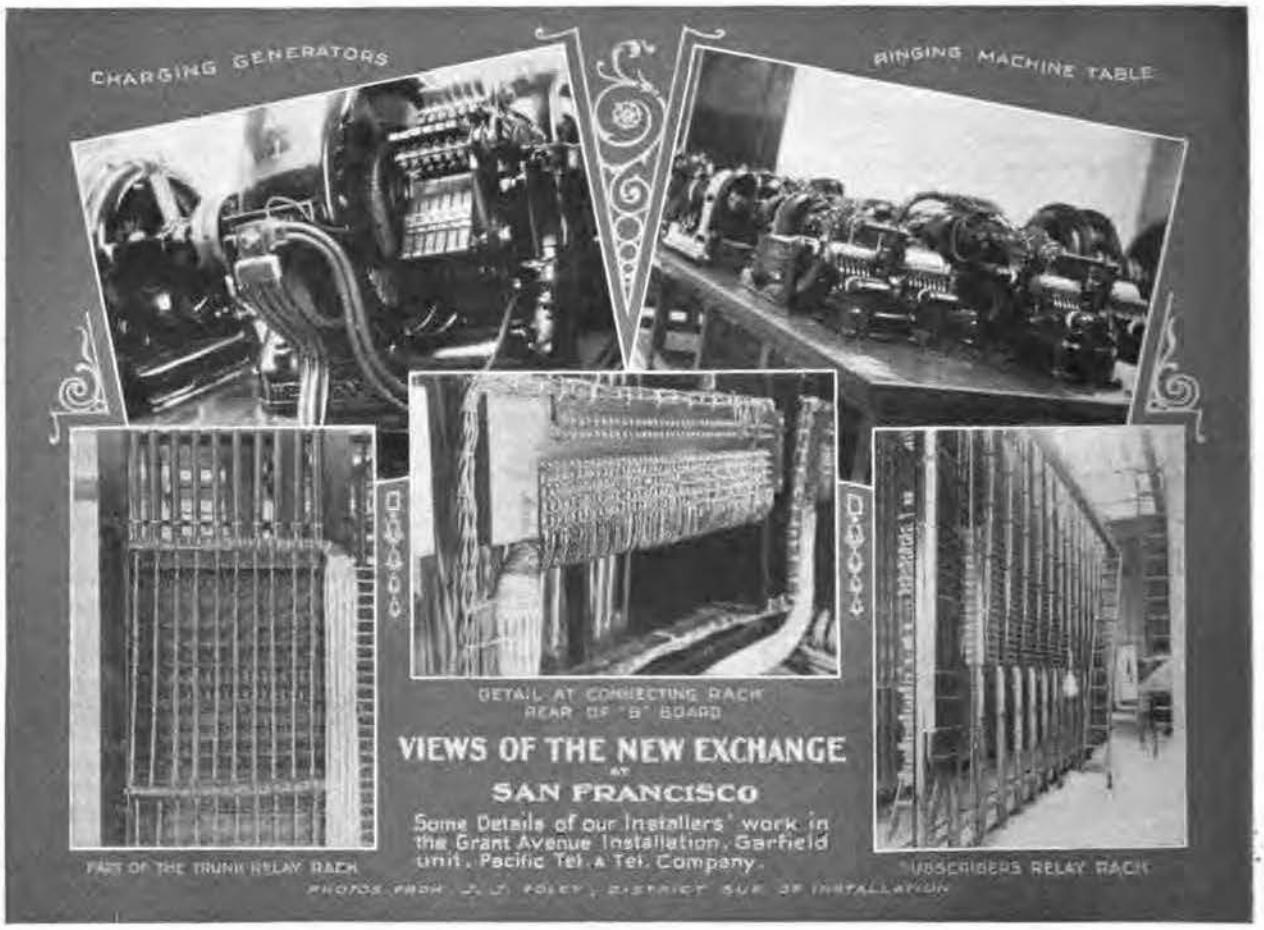
During his visit to the Rochester, N. Y., installation, Superintendent R. C. Dodd, while interestedly watching the foreman's office boy ink in the job chart, was given a teeth chattering surprise. Teeming with activity, and fully conscious of his responsibility, the dignitary with the ink suddenly turned to the superintendent, and in the tone of one born to command, snapped, "Hey, you! Get me a blotter while you're restin'."

A hasty retreat from the room by Heine Warneke and Inspector Burns caused the department to lose a historical description of fire works.

SAN FRANCISCO

Henry Linkins, of the engineering department of the Pacific Telephone and Telegraph Company, recently gave a talk to the foremen and circuit experts reporting to General Foreman Bloden. The talk described the methods of testing employed by the transmission department of the telephone company, in connection with the use of quad type underground cable, repeating coils, etc., in toll lines and phantom circuits. J. J. F.

* Mr. Bowly now denies this interview. He maintains that "rotten" is not in his vocabulary and a rating of "P-minus" is not known in efficiency circles.



AMONG THE ENGINEERS

NEWS OF THE DEPARTMENT FROM NEW YORK AND HAWTHORNE

NEW YORK

"IN THE MEANTIME"

The inspection branch gave a little send-off to C. R. Myer on January 13th, at "Zum Praelaten" with an overflow meeting at Thum's pool room. Mr. Myer is about to start for Colorado on sick leave. Erckmann did the honors in presenting a little remembrance from the department.

MEETINGS OF ENGINEERS

At the sixth meeting of the engineers, held January 8th, W. T. Booth, of the European central engineering department, addressed the meeting on *European Engineering Departments and Some of the Conditions Governing Their Work.*

Mr. Booth outlined the organization of the European engineering department, and illustrated his talk relative to conditions in Europe with lantern slides, showing typical equipment and installation.

At the seventh meeting of the Engineers, January 22nd, H. D. Arnold, of the research branch, presented a paper on *Vacuum Tube Phenomena.*

Mr. Arnold illustrated his paper with interesting experiments, and described in some detail recent high vacuum developments with special reference to X-ray bulbs, wireless detectors, and telephone repeaters.

No, this is not a picture of the largest hand in the world. We admit it's mighty near to it, being a portrait of one of a pair of fins owned by Barney Theiss of the patent department. But what the picture does show, is the smallest pipe ever smoked by a grown man. Yes, it's a real pipe, and it holds real tobacco, and Buck Hinrichsen smokes it, or one just like it. Buck lost his a while ago, and the other engineers bought him the nice new one you see in the picture. If Buck will apply to department 182, he can have it.

The New York *Globe* is running a series of cartoons under the general heading, "What Was Your Boyhood Ambition," and invites contributions. C. P. McConnell, of the chemical laboratory, whispered the tale of his childhood's yearning to the *Globe* man, with the result shown in the first picture. The second picture was drawn by one of our local artists, and reveals—what McConnell did *not* tell—how completely that ambition has been realized.

GORDEN AND HIS WHISTLE

Gorden blows the whistle to start us at our work,
Then again he blows the whistle to remind us not to shirk.
Oh ye Gods! have mercy on us; make us deaf, or whistle dumb!
Please, Gorden, put your whistle in the twelfth floor muse-um.

Changes in Organization

R. S. MONTGOMERY, Acting Stores Manager at Cleveland, has been appointed Stores Manager.

W. A. Wayman, Acting Stores Manager at Pittsburgh, has been appointed Stores Manager.

Western Electric News

PUBLISHED MONTHLY — FOR THE EMPLOYEES

BY THE WESTERN ELECTRIC COMPANY

H. B. Thayer, *President*
W. P. Sidley, *Vice-President and General Counsel*
Gerard Swope, *Vice-President and General Sales Manager*
J. W. Johnston, *Treasurer*
G. C. Pratt, *Secretary*
H. A. Halligan, *Vice-President*
A. L. Salt, *Vice-President and Gen. Purchasing Agt.*
H. F. Albright, *General Superintendent*
C. E. Scribner, *Chief Engineer*
R. H. Gregory, *Comptroller*

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VOLUME III FEBRUARY, 1915 NUMBER 12

Western Electric Service Buttons

MANY inquiries have been made as to why the Company has distributed service buttons among the older employees.

The button itself is a badge for faithful service during ten busy years and a star is shown on the button for each five years of the employee's service beyond the ten-year period.

Six employees only have badges with five stars representing a thirty-five years' record and these men we are all especially delighted to honor. The complete honor roll is a long one, containing 1,339 names of men and women who have worked ten years or more with the Western Electric Company.

Each of the wearers of these service buttons will be marked as a faithful and loyal worker and one who has the confidence of those with whom he is associated.

It was to show its sentiment toward such employees that the buttons were presented to those who have spent an appreciable part of their lives in the service of the Company.

H. A. Halligan

Vice-President.

DURING January the employees of this Company were given an opportunity to become stockholders of the American Telephone & Telegraph Company.

All are doubtless familiar with the plan, which provided for the sale to any employee, who had been in the Bell service two years or more, of one share of stock for each $300 of annual wages he was receiving, but not exceeding ten shares to any employee.

The price at which the stock was sold was $110 per share, payable in monthly installments of $2 per share; such dividends as are paid by the company are also applied against the purchase price.

Under the terms of payment, provided the company continues to pay its customary dividend of 8% per annum, this stock would be fully paid for by November, 1918, and would become the property of the employee.

Provided the stock is fully paid for by November, 1918, in accordance with the plan, the employee will have actually paid, out of his salary, $2 per month for 45 months, or $90 per share. If the company continues to pay dividends at the rate of 8% per annum on the par value of $100 per share, or $8 per share per annum, the annual return on your actual cash investment will be approximately 9%.

The market price of American Telephone & Telegraph Company stock at this time is approximately $118.50 per share.

An Old Friend Sends His Greeting

To the Editor of the News:

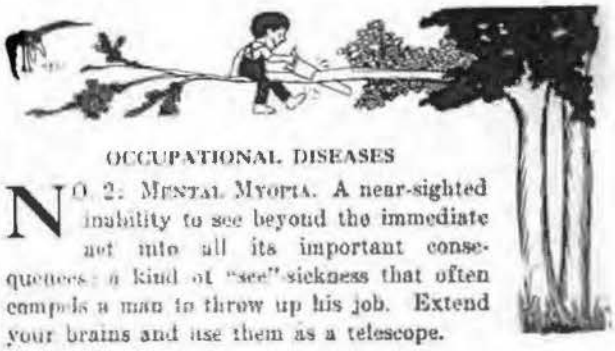
I KNOW of no better way to wish many of my old friends and "boys" happy New Year, than through the columns of the NEWS, whose monthly visits I welcome with great pleasure.

Yours very truly,

[*Signed*] E. W. BENNETT.

[EDITOR'S NOTE: Mr. Bennett is a Western Electric pioneer, having been with the Company for over thirty years. He retired on a pension in 1909, and is now engaged in stock farming at Lawrence, Michigan.]

E. C. ESTEP has been appointed a member of the NEWS editorial board.



OCCUPATIONAL DISEASES

NO. 2. MENTAL MYOPIA. A near-sighted inability to see beyond the immediate act into all its important consequences; a kind of "see"-sickness that often compels a man to throw up his job. Extend your brains and use them as a telescope.

Employees' Pension, Benefit and Insurance Fund Notes

W. S. Mahoney

JANUARY 1st four new names were added to the pension roll: J. J. Ludwig, L. R. Puffer and W. S. Mahoney of the manufacturing department, Hawthorne, and Gustave A. Lutz of the New York house. This brings the number of pensioners up to seventy-one, which is twelve more than at the same date last year. Eighteen new names were added to the roll during the year 1914 and six were removed.

W. S. MAHONEY

W. S. Mahoney retires with a service record of nearly twenty-nine years, all of which time, excepting the first few months, has been spent in the woodworking departments under the supervision of Mr. Culley. While Mr. Mahoney does not now look quite so young as in the photograph here reproduced, he is still in excellent health.

J. J. Ludwig

JACOB LUDWIG

In the middle seventies C. E. Scribner and E. P. Warner were experimenting with an electric search-light which they were flashing from the old North Side water station tower. Young Jacob Ludwig was inquisitive to know the source of such unusual phenomena and traced them to the Western Electric & Manufacturing Company. He immediately applied for a position with the Company, was employed, and for over thirty-five years has devoted his time to this Company. Mr. Ludwig's early work was under the old contract arrangement, under which he worked at different times as sub-contractor and principal contractor for the Company. It is interesting to note that, in the early part of his employment, Mr. Ludwig, with two assistants, aside from doing their regular factory work, constituted the millwright gang. They did all the millwright work outside of regular hours. When the contract system was given up by the Company, Mr. Ludwig was placed in charge of the drill room, one of the largest departments of the Company. He was later placed in charge of the screw machine department, punch press department, small lathe work, and assembling, and the latter years of his service have been given up to these departments.

Mr. Ludwig has now retired on a well-earned pension beginning January 1, 1915.

L. R. Puffer

L. R. PUFFER

Leonard R. Puffer has retired on a pension, effective January 1, 1915, carrying with him a record of service with this Company of thirty years and ten months. Mr. Puffer has been a foreman for a good many years and has promised, for a later issue of the NEWS, some reminiscences covering these years.

Gustave A. Lutz

G. A. LUTZ

Gustave A. Lutz, New York, retired from active service and was pensioned on January 1, 1915. Born on September 6, 1855, Mr. Lutz had considerable electrical experience before entering the service of this Company in January, 1889. Six weeks after his employment as an "experimental workman" at the New York shop, he was made gang foreman. Mr. Lutz retained this position until the expansion of the business necessitated the organization of an inspection department, in charge of which he was placed as chief inspector. For over five years he held this position until further organization changes took Mr. Lutz back into the production department as general foreman. From this position he retires after completing his twenty-sixth year of continuous service.

Fig. 1.—Annunciator—Exterior View

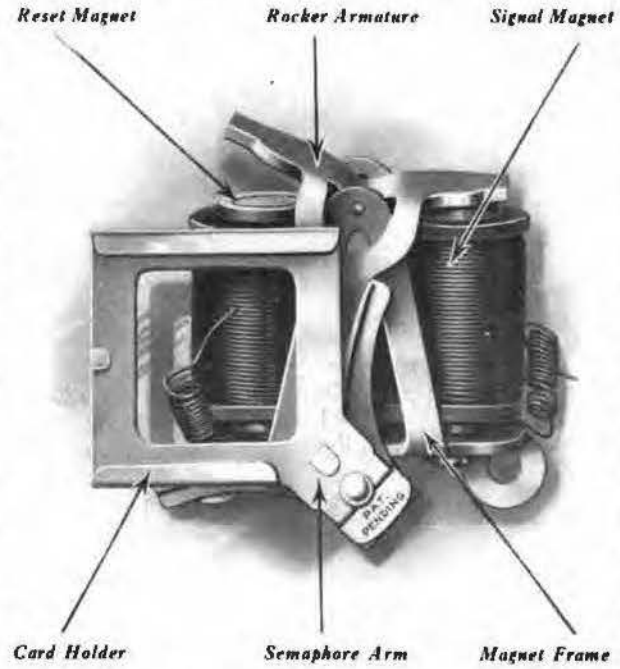
Fig. 2.—Annunciator—Front Removed

Untechnical Talks on Technical Topics

Annunciators

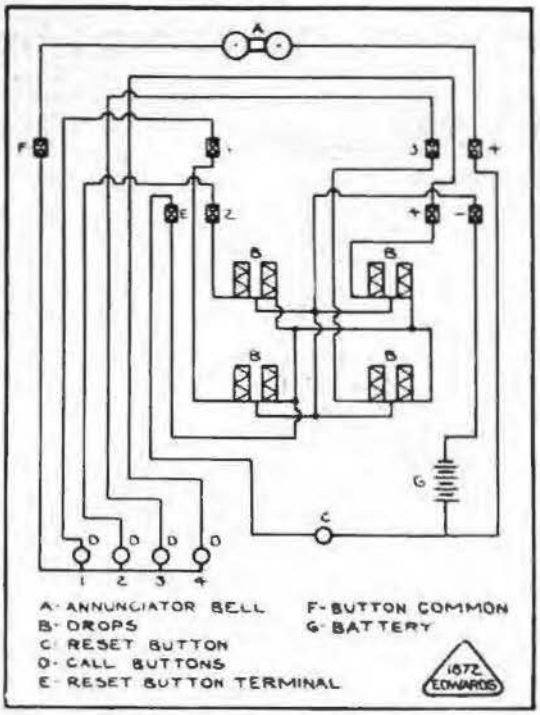
THE annunciator is one of the oldest of electrical devices. It is used for summoning servants, signaling to elevator operators, and, in short, for any service that requires transmission of a simple signal between two points not far apart but inaccessible for direct communication by means of speech or manual signals.

The annunciator unit is essentially an electro-magnetic indicator or signal, and is commonly called a drop. In practice, several drops are usually assembled in a common case and provided with a common bell, as shown in Fig. 1 and Fig. 2, which represent one of the latest models handled by the Western Electric Company. Fig. 1 gives a good idea of the appearance of the outside of the case, Fig. 2 showing the arrangement of the drops inside the case. Fig. 3 is a copy of the wiring diagram that is pasted on the inside of the case of each instrument. From inspection of Fig. 3 it will be seen that each drop (B) is provided with two magnets. The left-hand magnet, which is the signal magnet, is connected in series with the battery (G) through an individual push button (D). These individual push buttons are mounted at the various places where it is desired to originate calls. The right-hand magnet, which is the reset magnet, is connected in series with the same battery through a push button (C), which is common to all the drops. When a button (D) is depressed, current flows through the signal magnet of the corresponding drop and sets the drop in the indicating position. When the reset button (C) is pressed, current flows through the reset magnets of all the drops, causing them to return to the non-indicating position.



The mechanical operation of the drop will be understood by considering the large illustration. Here are shown the two magnets mounted side by side on a common frame, to which is pivoted a rocker shaped armature and a semaphore shutter arm, to which a card holder

is attached. A tongue on the armature actuates the shutter arm by pushing alternately against two curved fingers, which may be seen projecting beyond the sides of the card holder. The figure shows the shutter arm in the indicating position, in which the card is opposite a suitable window in the front of the annunciator case. It will be seen that the right limb of the armature is pulled down against the end of the signal magnet, and that the shutter arm finger at the right side of the card holder rests against one side of this tongue, while the finger at the lower side of the card holder just clears the end of the armature tongue, so that the shutter arm is locked in position. When the reset magnet is energized the left limb of the armature is pulled down, thereby swinging the tongue to the right and throwing the shutter arm into a position on the right symmetrical with the position shown in the illustration.



Wiring Diagram, Semaphore Drop Annunciator

In some of the earlier types of annunciators the shutter arm is returned to the non-indicating position by a mechanical device usually actuated by a lever extending through the bottom of the annunciator case. With this arrangement the drops can only be restored by an operator stationed at the annunciator, and all the drops are restored whenever the lever is operated. With the new electrical reset the drops may be restored either in groups or singly, and from one or from several different points, merely by extending the wiring and providing suitable push buttons. This improvement considerably extends the usefulness of the annunciator.

—*J. T. Butterfield, Eng. Dept.*

We Apologize

THE dropping of a line of type from a paragraph in M. S. Allen's article on page 5 of the January issue transformed what had been a serious sentence into a humorous one. The sentence as it appeared in the NEWS read: "Prince Edward Island is largely devoted to farming, but its inhabitants are used only in one city, and are allowed outside the city on only one road, and on that on one day each week."

The sentence should have read: "Prince Edward Island is largely devoted to farming, but its inhabitants are very conservative. Automobiles are used only in one city," etc.

Montreal Notes

MONTREAL HOUSE BOWLING LEAGUE

To pass a pleasant evening every week the sales department and the stores department got together and formed the above league. When W. M. Turnley, District Sales Manager, got wind of it he immediately dug down in his jeans and purchased the beautiful loving cup shown in the illustration, to be presented to the winning team. L. A. Johnson, Chief Storekeeper, has offered prizes; one to the man making the highest average and one to the man making the next highest average through the season.

Owing to the fact that Mr. Johnson has not decided on what the winners would like, we are unable to show his donations, but we are resting assured, knowing that they will both be well worth receiving.

Much rivalry exists between the different teams, and there is a turn-out of about sixty from the different departments to boost for their respective teams. Everyone has a good time and enjoys himself immensely, and from all indications the league is a huge success.

Bowling Schedule

The Turnley Cup

STANDING OF THE LEAGUE TO DATE

	Won	Lost	%
Stores	11	4	.733
Shipping	9	6	.600
Sales	7	5	.583
Accounting	0	12	.000

Activities of the Hawthorne Men's Club

The New H. M. C. Fob

OLD P. Si Colledgy has a hard name among a good many people. They contend that he won't work; but Prof. W. D. Scott, who on January 18th closed a series of six lectures on "Increasing Human Efficiency in Business," proved to us conclusively that the old fellow has been basely slandered. Mr. Scott is an expert in applied psychology (the "p"—but of course you know that—being omitted, as in "succotash," which we understand is composed exclusively of corn and beans).

Let us explain right here before we go any further that this seemingly frivolous way of referring to a serious subject does not in any way show a lack of respect. It is simply an indication of the relief we feel at discovering that this formidable sounding science is not aloof and impractical, as we had thought before Dr. Scott's advent, but is comprehensible, companionable and helpful. Many of Dr. Scott's hearers were at first surprised to discover that they could understand anything at all about psychology and then were delighted to find the whole subject not only very interesting but decidedly helpful and practical.

In his course of lectures Dr. Scott explained clearly the relation of the different mental processes to human efficiency, indicated the points beyond which certain of them cease to be helpful and become a bar to further progress, and showed how to train and control habits of thought so as to make the mind work at its highest efficiency. Anybody with even an embryo mind to develop could easily understand Professor Scott's clear and practical brand of psychology and profit by it. Dr. Scott and the Educational Committee are to be congratulated on the success of this series of lectures.

Dr. Gunsaulus to Give His Lecture on "Abraham Lincoln"

On February 9th, Dr. Frank Gunsaulus, president of Armour Institute of Technology, the noted preacher and lecturer, will give his famous lecture on "Abraham Lincoln" before the Men's Club. Those who have heard Dr. Gunsaulus speak will want to hear him again and those who have not are sure to welcome this opportunity to do so. Therefore it behooves you to go early if you want to beat the other fellow to the best seat.

H. M. C. Department Dances

Department 2360 not only makes the most of our machine tools; it also makes the most of its opportunities. The tool makers were the first to take advantage of the Club's department dance invitation, which offers the free use of the assembly hall in the Restaurant Building to any department desiring to give a dance. Men may be invited from other departments, but all must be members of the Club. The ladies need not be employees of the Company. Music and guest cards are furnished by the Club, and its entertainment committee has general supervision of the floor, aided by a committee from the department. Messrs. J. Renschler, B. Janota and A. Haslan, the committee in charge of the dance for department 2360 on December 11th, had arranged a good entertainment program by local talent to add to the pleasure of the evening. The entertainers were Ed. Miller, Miss Mabel Sachse, E. Schultz, W. Marth, H. Riemer, G. Roeske, F. Keller, Miss Rose Wohlmuth and H. Mathisen, and their efforts were much appreciated. The dance, which was attended by about 100 couples, closed at 10:30, as required by the rules of the Club.

Department 2324 gave the second of the department dances on December 18th and the plant department followed with another successful evening on January 8th. These dances form a very enjoyable means for department members to get together outside of business hours and become better acquainted.

The Club's New Fobs and Buttons

No matter what kind of a watch you carry, a Men's Club fob is always attached to a good time. For isn't it the emblem of kinship with the good fellows of Hawthorne? The accompanying photograph of the new fob does not do it justice owing to the well-known obstinacy with which the photographic plate will insist that blue is white. Consequently the circle surrounding the Hawthorne tree, which in the original is blue with "Hawthorne Men's Club" upon it in gold letters, appears in the picture somewhat like an idealized home circle as depicted by the inspired "ad" man of a white-wash firm. Perhaps the plate realized that nothing could stay blue around the Hawthorne Men's Club. Anyway it is not telling the whole truth about the fob, so a description may help you get a more nearly correct idea of it.

The fob is finished entirely in antique gold with the exception of the ring surrounding the tree, which is royal blue, lettered in gold. Just outside this ring you will notice an irregular edge, like that of a legal seal. All the central portion of the fob bounded by that edge is removable by unscrewing a disk at the back, and when removed forms an H. M. C. button, which can be attached by the disk to a coat instead of to the fob. The button can be purchased separately if desired.

When you go to the Restaurant Building to look these fobs over be sure to take some money along and save yourself an extra trip, for you are sure to want one.

The Sixth Annual Banquet

Unfortunately the NEWS has to go to press before January 28th, the date of the event that made mid-winter famous—the Hawthorne Works employees' annual banquet. We could write a volume on that banquet but we promise not to. Purchase the March issue of your news dealer and see whether we stick to that good resolution. When we get chuck full of enthusiasm it just has to ooze out of us sometimes.

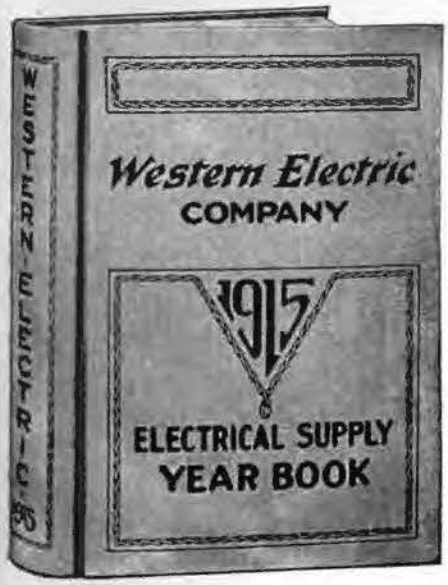
Chess and Checkers Club

How did it go now in those happy old school days?—Positive, "good"; comparative, "better"; superlative, "best." Remember? Well, nowadays in the Hawthorne Men's Club they compare them this way: "Check, checkers, chess," since the Chess and Checkers Club has been consolidated with the Men's Club. Any member of the H. M. C. will be welcomed among the worshipers of the squared board if he will register with J. M. Stahr, department 2002, the secretary. Meetings are held every Tuesday evening in the Club Hall, second floor of the Restaurant Building. The 1915 chess tournament is now in progress. Thirty-five players were entered at the end of three weeks' play, the division leaders at that time being H. Shallcross, C. W. Boot, C. Von Mueller, J. L. Harrington, C. L. Barr and J. M. Stahr.

The Club Dance

Certainly we'll excuse you. Run right along. When we get to talking, you know, we just keep rambling on. Only, to be on the safe side, you should have arranged it with her long ago. Maybe she has an engagement now for the night of the big Club dance and you will have to waltz solitaire. You can't expect her to keep all February open for you. Well, maybe there *is* time yet. We hope you're right, because it is going to be one grand enjoyable evening. But run along—run along. You've wasted enough time now.

A New Type of Supply Catalog



THE Western Electric Company starts the new year by distributing the first edition of its 1915 Electrical Supply Year Book. This catalog, for such it is, represents something radically new in the electrical supply field. Heretofore no jobber has been in the habit of issuing a catalog oftener than once every three or four years. It has remained for this company to adopt the definite policy of issuing an *annual* catalog.

The book departs from the beaten path in another particular. In place of the manufacturers' list prices which catalogs of this kind have heretofore invariably carried, this new book announces a complete series of Western Electric list prices, upon which a uniform basic discount applies, such a discount indicating to the holder of the catalog the approximate wholesale price on all the articles listed.

The former price situation in the electrical field was such that the jobber was obliged to consult various sets of manufacturers' lists, which offered a wide variety of differing discounts.

Our new system of list prices greatly simplifies the task of calculating discounts. No longer will the contractor find it necessary to refer to various price lists and carry in his mind one set of discounts for his wire, another for his porcelain, another for his schedule material, another for his fixtures, etc. With a Western Electric Year Book before him, he can open at any page, apply a uniform discount, and arrive at a price which he can safely consider as his cost.

One of the features of the book is an advertising bulletin embracing examples of advertising and selling helps which the company furnishes to its agents in connection with the sale of goods carrying its familiar trade name. This section of the catalog includes the listing of electros for newspaper advertising, street car cards, window displays, and lantern slides, together with booklets and other literature on fans, motors, vacuum cleaners, washing machines, inter-phones, and other electrical household devices.

The new catalog was distributed by the houses to our customers about the first of the year. Included in every copy of the book was an order blank in post card form. The "Roll of Honor" which follows gives the names of some of the first customers to send in orders on these cards during the first week in January. The names of the "Honor" customers of the remaining houses will appear next month.

ROLL OF HONOR

FIRST ORDERS RECEIVED IN RESPONSE TO CARD ENCLOSED WITH 1915 ELECTRICAL SUPPLY YEAR BOOK

New York

1.—C. Schneider's Sons, Washington, D. C.
2.—Hewitt & Warden, Newburgh, N. Y.
3.—John C. Rau, Washington, D. C.
4.—A. B. Rover, Binghamton, N. Y.
5.—Enterprise Electric Company, Middletown, N. Y.
6.—W. W. Gale & Company, Incorporated, New Haven, Ct.
7.—Rudolph Schmidt, Rochester, N. Y.
8.—Joy Electrical Supply Company, Syracuse, N. Y.
9.—Nathan Zolinsky, New York City.
10.—Jacob Landy, New York City.

Pittsburgh

1.—Underwood Supply Co., Farmington, West Virginia.

St. Louis

1.—Forsythe Milling Company, LaRussell, Missouri.
2.—Piggott Power Company, Piggott, Arkansas.
3.—Mitchell Mach. El. Company, Paducah, Ky.
4.—Southwestern R. R. Company, Webb City, Missouri.
5.—Majestic Manufacturing Co., St. Louis, Missouri.

Denver

1.—The Town of Del Norte, Del Norte, Colorado.
2.—Mr. Leslie Pim, Trinidad, Colorado.
3.—The Intermountain Ry. Light & Power Co., Laramie, Wy.
4.—Mr. M. S. Bunnell, Estes Park, Colorado.
5.—Southwestern Milling & Electric Co., San Marcial, N. M.

Chicago

1.—Young Hardware Co., Bellevue, Iowa.
2.—Macomber & Whyte Rope Co., Kenosha, Wis.
3.—Baker Manufacturing Co., Evansville, Wis.
4.—H. N. Alexander, Electrician, Chicago & Northwestern R. R. Co., 314 10th Avenue, Council Bluffs, Ia.
5.—Peotone Elec. Light Co., Peotone, Ill.
6.—Apparatus & Specialty Co., Lansing, Mich.
7.—Village of Black Earth, Black Earth, Wis.
8.—Michigan Wire Goods Co., Niles, Mich.
9.—Christy Box Car Loader Co., Des Moines, Ia.

Hawthorne's Indoor Baseball Team, Chicago League Champions
Top row, left to right:—Alexander, L.S., Baginski, P., Russell, C., E. A. Hemmer, Manager, Jahnke, L.F., Daes, 3d B., Pesch, Sub.
Bottom row:—Whitehead, 2d B., Bach, Sub., Tichy, R.F., Tukey, R.S., Howie, 1st B.

ATHLETICS

Western Electric Team Champions of Chicago Indoor Baseball League

THE Western Electric team captured the pennant in the Industrial Indoor Baseball League of Chicago for the season of 1914 by defeating the strong Sears-Roebuck team on December 23rd, and incidentally established a score record which will probably stand for some time. While no data are available it is safe to say that few teams have made such overwhelming scores as our team piled up on their opponents. An idea of the speed and strength of the team may be gleaned from the fact that they have a record of 122 runs in the seven games played as against 13 scored by the opposing teams. This makes an average of 17 runs per game—more in any one game than the other five teams scored in all their games against the W. E. team.

The members of the team deserve much praise for the splendid showing made in winning the championship. "Team work and speed" was the slogan throughout the schedule and the results it accomplished speak for themselves. If any one member deserves more credit than the others it is perhaps Pitcher Baginski, who has just established a new record in the Chicago Indoor League by going 45 consecutive innings without allowing a run. This record includes a no-hit, no-run game. This mark will undoubtedly give other pitchers something to shoot at for some time. "Bags," as he is popularly called, is unquestionably the best indoor pitcher in the game to-day and much of the credit for winning the Industrial League championship belongs to him.

Following are the scores for the various games and the box score of the championship game:

Western Electric Co.	22	Western Electric Co.	34
Jno. F. Jelke Co.	1	Chicago Screw Co.	3

Western Electric Co.	20
Liquid Carbonic Co.	0

Western Electric Co.	10	Western Electric Co.	11
Heywood Bros. & Wakefield	3	Sears, Roebuck Co.	4

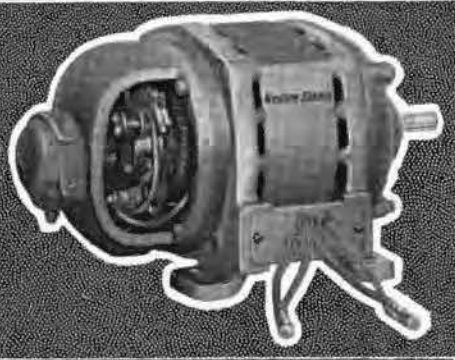
Western Electric Co.	Semi-Final Game	17
Jno. F. Jelke Co.		0

W. E. CO.	A.B.	R.	H.
Howie, 1B.	5	2	4
Daes, 2B.	4	2	0
Jahnke, L.F.	5	1	2
Alexander, L.S.	5	1	1
Whitehead, 3B.	3	1	1
Russell, C.	4	0	2
Tichy, R.F.	4	0	0
Baginski, P.	4	0	1
Totals	38	8	11

SEARS, ROEBUCK	A.B.	R.	H.
Daly, L. S.	3	1	1
Kemp, 3B.	4	0	0
Witte, 1B.	4	0	0
Morrissey, C.	3	0	2
Brady, P.	4	1	2
Murray, R. S.	3	0	0
Herr, L. F.	3	0	0
Miller, 2B.	3	0	0
Havlecek, R. F.	3	0	0
Totals	30	2	5

FINAL GAME

Western Electric	2	0	0	0	0	2	2	1	1	—8
Sears, Roebuck	1	0	0	0	0	0	0	0	1	—2



Get After the Machinery users in your territory. Show them these examples of

Western Electric MOTORS

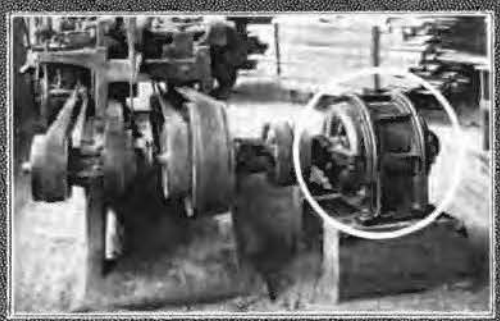
applied to

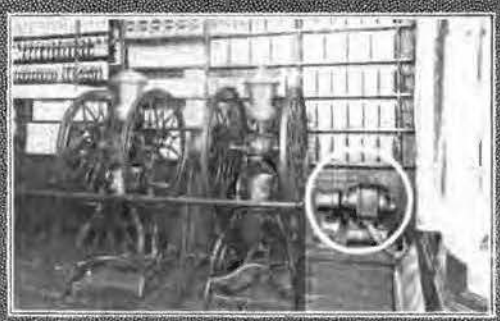
Machine Shop — Printing Press
Ice Crusher — Saw Mill
Coffee Grinder

Most of these motors replace other forms of motive power. All are simple connections.

You can sell many Motors as our agent

Write our nearest house today





Western Electric Company

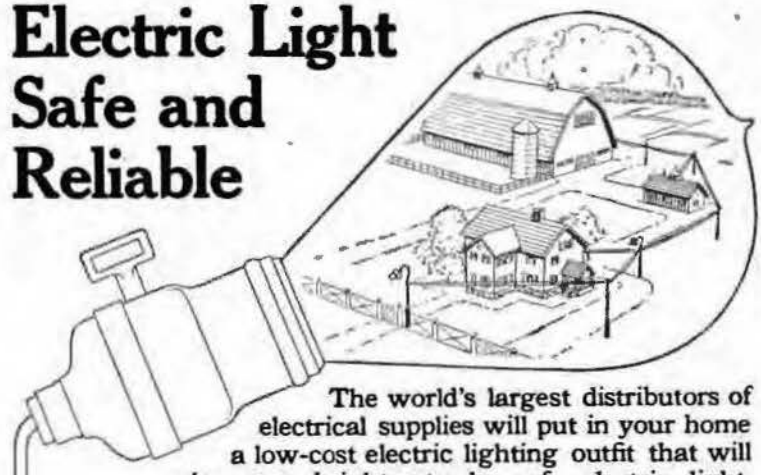
Manufacturers of the 8,000,000 "Bell" Telephones

New York	Atlanta	Chicago	Kansas City	San Francisco
Buffalo	Richmond	Milwaukee	Omaha	Oakland
Philadelphia	Savannah	Indianapolis	Oklahoma City	Los Angeles
Boston	New Orleans	Cleveland	Minneapolis	Seattle
Pittsburgh	Houston	Cincinnati	St. Paul	Portland
St. Louis	Dallas	Denver	Salt Lake City	

EQUIPMENT FOR EVERY ELECTRICAL NEED

A Motor Application Advertisement from a Recent Issue of the *Electrical World, Electrical Review, Southwestern Electrician* and *Electrical Engineer*

Electric Light Safe and Reliable



The world's largest distributors of electrical supplies will put in your home a low-cost electric lighting outfit that will give you bright, steady, safe electric light, and give you power to run electric household labor-savers. Electric light all over the house and in your barns and outbuildings without danger of fire, without work, just by pushing a button. No knowledge of electricity is necessary. This wonderful

Western Electric Farm Lighting Plant

is complete when it comes to you—just as here illustrated—all ready to hitch up to the wires, which any reliable electrician can put in. Consists of a generator, a switchboard and a storage battery. The battery is the celebrated Hyray-Exide. It comes already charged with electricity, ready to use. After that is used up, your gas engine, attached to the generator, will make all the electricity you can use. If you haven't a gas engine, we can supply you.

Write for the Up-to-date Book

Let us send you our new book, which shows how easily you can have electric light, how cheap it is, how much more comfortable and convenient it will make your home. Just write us a postcard, saying, "Send me Electric Light Book No. NF-5." Mail it to our house nearest you.

WESTERN ELECTRIC COMPANY

Manufacturers of the 8,500,000 "Bell" Telephones

802 Farnam St., Omaha 500 S. Clinton St., Chicago

Houses in all Principal Cities of United States and Canada

EQUIPMENT FOR EVERY ELECTRICAL NEED

A Typical Farm Electric Light Advertisement Running in the Farming Periodicals