

Western Electric News

Vol. IV. No. 12

Feb., 1916



and pleasure is to get a

Western Electric Rural Telephone



IT IS NOT HARD TO GET. IT DOES NOT COST MUCH. YOU AND YOUR NEIGHBORS CAN PUT UP THE LINE YOURSELVES.

If you'll fill out and cut the coupon, paste it on a post card and mail to our nearest house, we'll help you to get the simple, reliable equipment, and tell you how to put it up. We'll send you full details by return mail.

WESTERN ELECTRIC COMPANY

SOUTHERN HOUSES:

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

EQUIPMENT FOR EVERY ELECTRICAL NEED

A Rural Telephone Advertisement Appearing in the Leading Southern Farm Journals

This Guaranteed Electric Farm Lantern

Only \$1.50



THIS LANTERN CANNOT SET FIRE TO ANYTHING. You can upset it—have a horse kick it over—put it right in a pile of hay—IT IS ABSOLUTELY SAFE. No exposed wires or switch. No danger from crossed wires. Can't be accidentally turned on or off.

GIVES A BRILLIANT WHITE LIGHT—STEADY AND POWERFUL. Shines for hours and uses any standard dry battery. Has two handles as shown, and can be hung up anywhere. The all-metal case is a rich black—the reflector is bright nickel.

Sold by the makers of the Bell telephones—**FULLY GUARANTEED** If your dealer cannot supply you, we will send you this electric lantern, postpaid, complete with battery, for **ONLY \$1.50.** Use the coupon, and send it to our house nearest you.

WESTERN ELECTRIC COMPANY
Dept.

Please send me one of your guaranteed electric lanterns. I enclose the price, \$1.50.

Name _____

Town _____

State _____

**Don't take Chances
With the Oil Lantern
Use the Coupon**

Western Electric Company

Dallas Houston

EQUIPMENT FOR EVERY ELECTRICAL NEED

This Advertisement of the Western Electric Battery Lantern Appears in the Texas Farm Journals

Western Electric News

PUBLISHED ONCE A MONTH FOR THE EMPLOYEES

FEBRUARY, 1916

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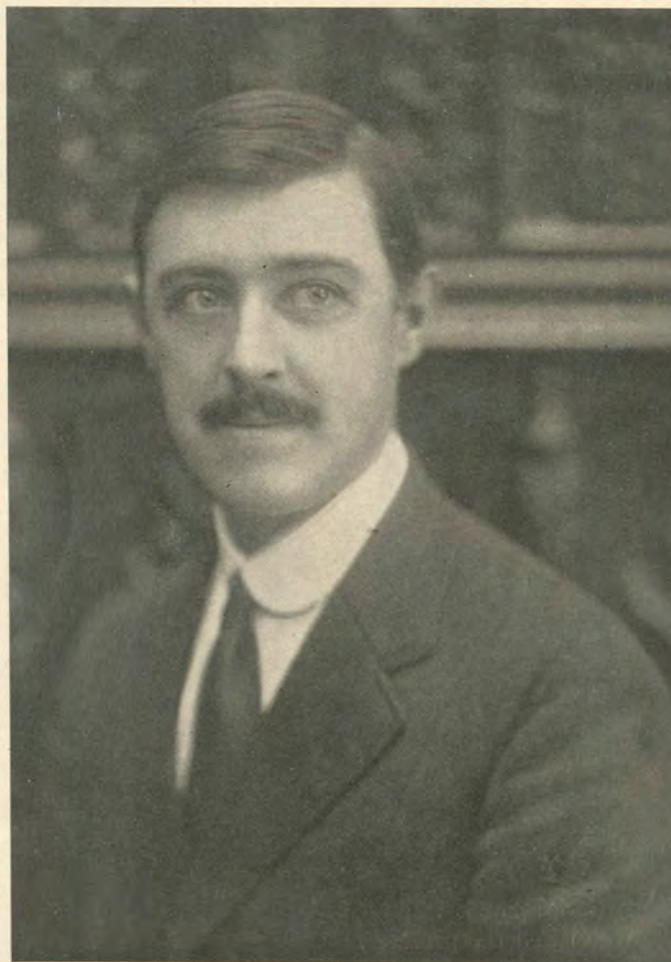
When Arlington Talked to Paris

As Told By H. E. Shreeve

EDITOR'S NOTE: Readers of the NEWS are already familiar with the story of how New York talked to San Francisco and Honolulu, through the article by F. B. Jewett, Assistant Chief Engineer, that appeared in the issue of November, 1915. In the same issue, a postscript by Dr. Jewett told how telephone messages from Arlington, W. Va., had also been heard and recorded by H. E. Shreeve, of the Research Branch of the Engineering Department, who was "listening in" at the Eiffel Tower wireless station at Paris. Mr. Shreeve recently returned to New York and the following account of some of his experiences is set down as he told it for the NEWS.

IT was all arranged for at a conference in Mr. Carty's office. The experiments between Montauk and Wilmington had been so encouraging that the American Telephone and Telegraph Company's chief engineer was sending men out East and South and West to prove that we could telephone by wireless across the continent in one direction and across the Atlantic in the other, and to Panama and perhaps even to Hawaii. Accordingly, at this conference it was decided that various American Telephone and Telegraph and Western Electric engineers should start for the different points that we were going to try and reach by wireless telephone. Curtis and I were assigned to Paris, where we were to work from the Eiffel Tower wireless station.

Curtis and I sailed, armed with letters of introduction to Lieutenant-Commander Sayles, U. S. naval attaché at Paris, and to Ambassador Sharp. It was an exciting trip. Only a few weeks previous the *Lusitania* had been sunk and everybody had an uneasy feeling



H. E. Shreeve

Engineering Department, Western Electric Company, Inc.

children had been lowered. With all these reminders, it is no wonder that several passengers sat up all night, with their life-preservers on, the last night of the voyage!

However, we reached Bordeaux without mishap of any sort, and we had our first taste of what it was going to mean to travel through France and England in wartime. We had to go before a commissioner, who came aboard the ship at the dock, and tell him why we had come to France, where we were going, and what we were going to do there.

that we might be destined to suffer her fate. Moreover, the British cruiser *Bristol*, lying off New York Harbor, was a significant reminder that we were bound for a continent at war. When we got into the so-called war zone, near the end of the voyage, the precautions that were taken, both to render the ship invisible at night and to provide for the escape of the passengers in case of trouble, were anything but reassuring. For three nights we sailed without a single light of any kind being displayed on deck and with all the portholes sealed up. We were not even allowed to light matches on deck, and I nearly got myself arrested as a spy one night by hunting for a lost quarter with an electric flashlight. Everyone was given a ticket on which was marked the number of his lifeboat and of his place in it. In addition, ropes were hung over the side of the ship so that in an emergency the men might slide down them into the boats after the women and



Mr. Shreeve's Passport as It Looked on His Return from Europe

...verp factory, appeared in the NEWS about three years ago. It was during this trip that I saw something of the French people, and learned something of their attitude toward the war. To me one of the most striking things about the French is their wonderful calmness, the faculty they seem to have acquired of putting their own feelings in the background. Now, my own countrymen—I am a British subject, you know—are stoical about it. They simply refuse to talk about the war, at least the part that directly concerns them. But the French do not. A Frenchwoman will talk to you freely about the war, with apparent calmness; and you may not discover, except by accident, that she has perhaps lost her husband, or a son, and has other relatives at the front. While I was in Paris

there was little excitement. As a matter of fact, one gets more news here than one does there. The average Parisian newspaper to-day contains only four pages, and even these may not be entirely filled. As in England, the censorship is necessarily strict. I remember one paper—the *Matin*, if I remember rightly—that came out one morning with nothing left of one article except the headlines. In the vacant column was set the following notice, in inconspicuous type: "Subject Matter Deleted by the Censor. If you want to know what it was about, turn to the second column of the first page of the *Journal de Genève*, where you will find the article in full!"

No Zeppelins visited Paris while I was there, although

NOTICE.

MINIMISING DANGER
FROM HOSTILE AIRCRAFT.

PLEASE KEEP THE BLINDS LOWERED
WHEN LAMPS ARE ALIGHT.

A Warning Notice from an English Railway Coach



Emergency Currency Issued by the City of Bordeaux at the Outbreak of the War

once in a while a "Taube" would fly over the city, only to be chased away by a flock of French aeroplanes that would appear as if by magic. Later, when I crossed over to England, I found the Zeppelin to be still a more or less regular visitor. Signs in the railway carriages, for example, warn passengers to keep the blinds down at night. This is not so much for the protection of the train, which would not be an easy mark to hit, as to prevent the moving line of light from being a possible guide for hostile aircraft.

Although we did not, of course, see any actual fighting in France, we had plenty of evidence that the war was not far off. At night, for instance, from the top of the Eiffel Tower, the flash of the guns on the firing line is plainly visible.

Of our work in Paris, there is not much to say, but what has been reported already. The newspapers and various technical journals have published the story of the success of the Bell Engineers at Paris, Arlington, Darien, San Diego, Mare Island, and Honolulu. It was indeed gratifying to us that we had been able to do our bit and to



A RECEIPT FOR GOLD

Persons residing in France are not allowed to have more than a certain amount of gold in their possession. Anything above this amount must be exchanged for bank notes, a receipt like the above being given by the Bank of France.

justify the confidence which the French authorities had shown.



Keep the Kettle Boiling

THE men of the Hawthorne technical branch entertained each other on January 15th at a dinner, topped off with a story-telling contest and other features. You can't help eat the dinner now, nor can you expect us to tell you all the stories here, but you can look at the evening's chief novelty, a reproduction of the famous piece of mechanism that has doubled Hawthorne's output of profanity since 1913—the Billhendryteakettle.

The heat for running the apparatus was provided by filling it up with "stingers" (and anyone who has ever been kissed by a bee knows there is nothing hotter this side of Helena, Mont.). Bubbling Bill, the highly esteemed inventor of the original contraption, was en-

trusted with the delicate task of removing the "stingers" and passing them one by one to the guests, who then actually swallowed them. Sure! Good for rheumatism, you know. Also cures dyspepsia, spavin, pip, spring-halts, earache and the blues.

Anyway, nobody there had any troubles he could think of that evening with the teakettle bubbling away so cheerfully. "Pop" Lyon showed his ability to present the thing in the right way when he remarked that a man too old to enjoy himself must have been very old indeed.

Aye, very, very old.



Business Ethics

[EDITOR'S NOTE: The following is an extract from an article in a recent issue of THE REMINDER, written by T. A. Burke, sales manager at our Atlanta House.]

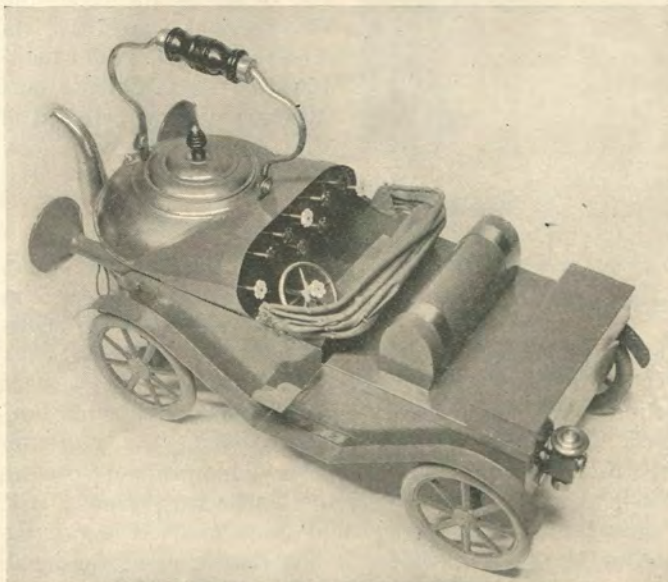
BUSINESS ethics is that side of business activities which seeks the most efficient means for the attainment of the greatest amount of good for the business as a whole. It is the study of business activity, regulated by business standards to meet business needs.

In business, as in the individual, character, associations and ideals are the determining factors which regulate the code of ethics, and the code varies, being dependent upon the temperament, environment and education of the individual dominating the policy of the business.

Broadly speaking, Business Ethics is the observing of the customs and common standards which have long been accepted by the business world.

Be fair in all business transactions both with your customers and with your competitors.

Put your business upon such a high plane as will make you respect yourself and your business policy, and your business ethics will be more than apt to be right.



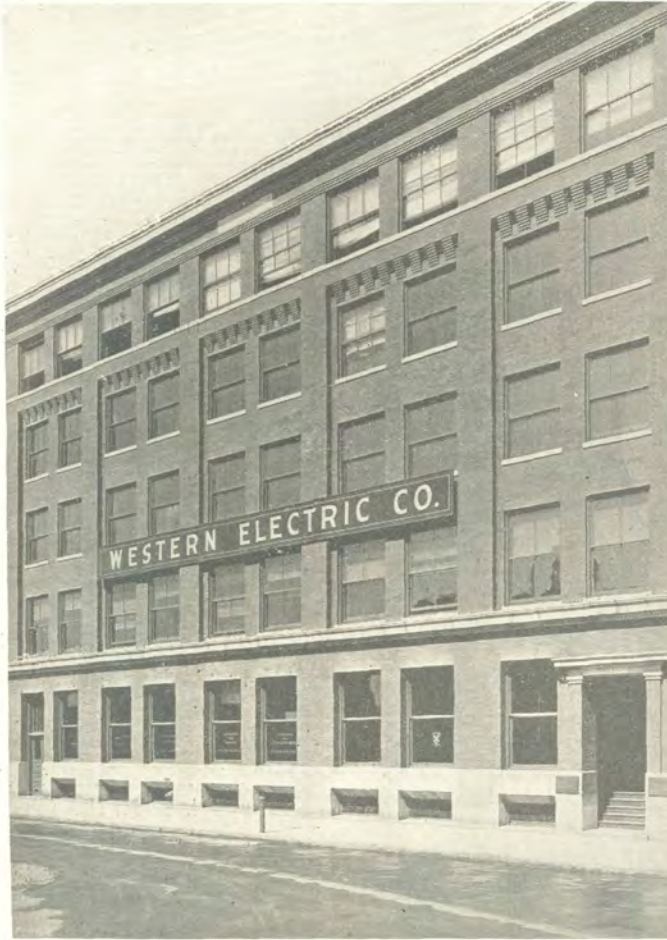
The Teakettle. From a Rare Old Print

The Minneapolis House

An Account of the Company's Minnesota Headquarters

PREVIOUS to the year 1899, customers in the territory from the Ohio and Pennsylvania state lines to the Pacific Coast and from the Gulf of Mexico up into Canada were served from the Chicago warehouse of the Western Electric Company. At that time business had started to localize, and it was getting difficult to secure orders from customers in the territory having local sources of supply. C. D. Crandall, who was manager of the Chicago house, conceived the idea of placing an agency in St. Paul, Minnesota, to distribute our merchandise to customers in the Northwestern territory. A separate company was accordingly formed, in which the Western Electric Company became a stockholder. This new company was named the American Electric Company, and the doors of the new concern, which later became the first branch house of the Western Electric Company, were opened for business in November, 1899. The new company was given an exclusive agency covering Minnesota, South Dakota, North Dakota, Montana, Northern Iowa, Northern Wisconsin, Northern Peninsula of Michigan, and Canada from Winnipeg to the Pacific Ocean.

The first officers were C. D. Crandall, President; G. S. Ellicott, Vice-President and General Manager; A. M. Little, Secretary and Treasurer. The results for the first twelve months were not entirely satisfactory, and under the supervision of C. G. Du Bois, the Western Electric



Present Building of the Minneapolis House

Company purchased the interests of Mr. Ellicott and Mr. Little. This gave our Company control of the business and gave Mr. Du Bois the title of "The Father of distributing houses."

In 1907, a supply contract was entered into with the Associate Company and a warehouse in Minneapolis taken over to serve the Northwestern Telephone Exchange Company, Duluth Telephone Company and the Missabe Telephone Company. The headquarters of the Associate Company being in Minneapolis it was decided in 1908 to move the supply business to that city and combine the two departments under one management. In 1912, the Associate headquarters were moved to Omaha, and Minneapolis was relieved of the accounting work for that department.

Territory

The Minneapolis territory is one of great distances. Frequently salesmen will travel over a thousand miles between prospects. The distance between the eastern and western boundaries of the territory is approximately thirteen hundred miles. The State of Montana alone has a greater area than the combined area of New Hampshire, Vermont, Rhode Island, Massachusetts, Connecticut, New York, Pennsylvania, New Jersey and Maryland. The population of Montana, however, is less than that of the small State of Rhode Island. The population of the entire Minneapolis territory is approximately 3,400,000, with an



The Minneapolis House Employees

area of 387,000 square miles. The Northwest is the wheat raising district of the United States and the territory is also famed for its iron mines and lumber interests. The lack of extensive manufacturing, and the extreme winters, limit active business opportunities to about eight months of the year, and in this respect Minneapolis differs from other sections of the country which enjoy an even demand for the entire twelve months.

The offices and warehouse of the Minneapolis house are located near the business section of the city. A sub-store is located in St. Paul to care for customers in that city; this store is in charge of A. L. Frankenberger.

The City of Minneapolis has had a phenomenal growth during the past ten years, not only in population, but also in the erection of modern office buildings, hotels, churches, and handsome residences. The natural lakes, boulevards, and the highly efficient street car system are all sources of delight to visitors.

Organization

C. D. Wilkinson has been manager of the Minneapolis house for nearly fifteen years and was one of the first distributing house managers. He started with the Com-

pany as office boy at the Chicago house in 1886. Later he served in the clerical department and in the sales department as road salesman and office specialist.

Paul Joyslin has been sales manager at Minneapolis since October, 1912. He started with the Company at Chicago in 1900 in the clerical department; in 1904 he came to the St. Paul house as bill clerk, and later, salesman; in 1906, he was transferred to Chicago and remained there until 1908, when he became sales manager at Dallas.

W. J. McNulty, credit manager, came with the Company in May, 1913. Mr. McNulty has been identified with credit work for a number of years.

The Minneapolis pay roll includes many names of employees who have been with the Company over five years. Notable among these are: F. W. Doolittle, whose customers all call him "Dooley"; also J. E. Cameron, R. J. Courtney, R. F. Geeseka, V. L. Runyan, G. E. Brown, J. J. McGlone, J. H. Symons, Ed. Lewiston. A. Scherzler, F. Bagger, O. G. Bonorden, Geo. Halfman, D. Kohlberg, I. Chamberland, E. Sjoberg, R. E. Jones, Mamie Sullivan, Ada Kager, Mattie Hinshaw, Lena Lienlokken, and Ruth Fridlund.



Novel Fan Equipment for Southern Building

THE First National Bank building of Paris, Texas, is noteworthy among many things for its installation of electric fans. The building, a 7-story structure, is completely equipped with 132 Western Electric ceiling fans. Each fan is supplied with an electrolier attachment made up of a Holophane reflector and a 60-watt Sunbeam Mazda lamp. The fan thus serves two functions—ventilation and illumination, either of which can be employed independent of the other; or the two may be employed simultaneously.

Married

JANUARY 1st.—Miss Ruth Wakeman, accounting department, New York, to Earl Clifford King.

January.—Miss Lucial Sytniewska, of department 7393, Hawthorne, to Bernard Warner.

January 8th.—Miss Meta North, of department 7393, Hawthorne, to Frederick Otto.

January 8th.—Ollie Ness, of department 8149, Hawthorne, to Miss Linda Kolstad, of Chicago.

January 8th.—Miss Ella Likas, of department 7381, Hawthorne, to Leon Alepuns, of Chicago.

January 26th.—Miss Helen Hess, of department 7393, Hawthorne, to Hugh Fullerton.

THE New York, New Haven and Hartford Railroad is planning to enter New York City by way of Long Island City and the Pennsylvania Railroad tunnels. To achieve this result necessitated an elevated structure several miles long, that winds around on stone piers all the way from upper New York to Ward's Island, then over Hell Gate to Long Island, across which it goes to meet the Pennsylvania Railroad.

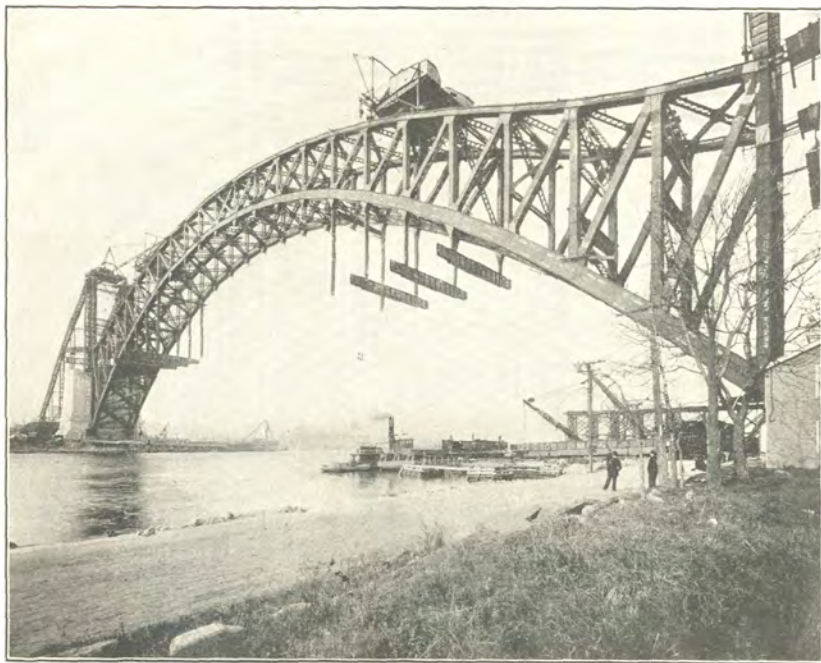
The greatest problem that confronted the engineers was the bridging of treacherous "Hell Gate," as that part of the East River between Ward's Island and Long Island is called. A massive arch of steel, designed to carry on its four tracks the heaviest weight ever carried by a similar structure, was designed to meet the contingency. The work was started in January, 1915, and last October the steel arms

that have been creeping over the river from shore to shore were joined with the aid of a telephone system that in itself was a fitting climax to one of the world's greatest engineering feats. From the day the concrete piers, one on each side of the river, were completed, telephones governed the driving of every rivet, the hoisting of every beam, and the final junction of the completed arms in mid-air.

The arms started with four gigantic steel shoes, two of which were fastened on each of the concrete piers. On these shoes the first girders were hinged in a saddle-like arrangement that allows for the contraction and expansion of the steel. As bit by bit the girders took the form of the ultimate arch, a steel falsework reared itself per-

pendicularly on each of the concrete piers. On the tops of these steel columns four gigantic hydraulic jacks were placed—two for each column. Connected to each jack were eye beams, to which in turn were connected girders that stretched themselves land- and river-ward. The girders that stretched over the river were fastened to the

part of the arch that was completed, while those extending landward formed a balancing arm. Thus a balance could be maintained, without which the weight of the steel arms would have overturned the concrete arches. The hydraulic jacks under the eye beams served as hoists. By a twist of the wrists of these jacks, with their force of 4,800,000 pounds' pressure would lower or raise the steel arms. As the traveling erector slowly crept out over the river, putting girder after girder into place, these jacks kept pace by lifting the arms inch by inch.



The New Hell Gate Bridge, New York

The movements of the jack attendants, as were the movements of every man on the job, were controlled by a telephone system. Standard Western Electric telephones were located in the power houses, the offices, the erecting cabins, at the jacks, at the compressor house, and on the structure itself, in close proximity to the boss riveters. All the stations on the Ward's Island side were connected to one line, and all the stations on the Long Island side to another. A central telephone was put in the Long Island power house, and a submarine cable run from there to Ward's Island. When a station on either side wanted to communicate with the opposite shore, it could do so by signaling the Long Island power house, where the engi-

neer in charge, by the use of a special key, could make the desired connection. All the instruments were thrown across their respective lines, and any station could be called from any other by means of code signaling. The system worked perfectly, and it was not necessary for the chief engineer to leave his desk to receive messages and orders.

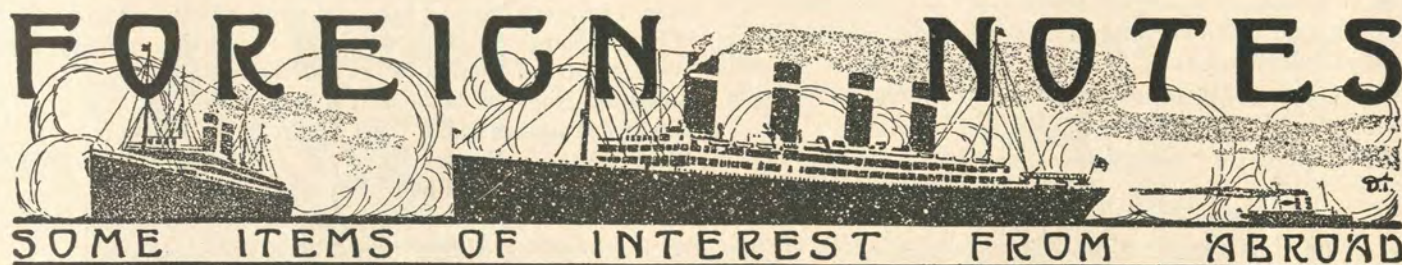
The climax of the work of the telephone came on the day when both arms were ready to be lowered into place. The completed arms hung in mid-air, exactly 22½ inches out of alignment. The traveling erectors had been shoved out to the last eighth of an inch. Another shove, and they would have tipped over the whole structure. It was necessary that the erectors be out as far as possible on the arms so that the riveters and the bridgemen would have something to work from when they fastened the arms together. There could be no hit and miss work, and nothing must be left to chance; for if one side went too fast and the other side jammed, or if the weight of one arm rested

on the other unevenly, everything would have gone to the river bottom.

Gauges, marked off to the thirty-second of an inch, were affixed to the sides of the final beams, and at the exact spot the foreman stood, with the telephone attached to a girder directly in front of him, and with every station cut in and open. He knew that the Ward's Island arm had to be lowered twelve inches, and the Long Island arm fourteen inches, which meant that while one arm traveled one inch the other would have to go seven-eighths of an inch. Next to the foreman in responsibility came the men who operated the jacks, for one twist too much on the valve that admitted the water to the pumps would spell disaster. Every man knew his job and every man repeated back his telephoned order. The result was complete success. Three hours after the foreman had taken his place on the topmost girder, the two arms gently settled into place and the riveters welded them into one piece.



FOREIGN NOTES



SOME ITEMS OF INTEREST FROM ABROAD

London

H. Barnett, Correspondent

LONDON LETTER FOR DECEMBER

The second social and whist drive was a huge success. These functions, in everybody's opinion, are getting better each time. Songs were rendered by the following: H. Rowlings, Miss L. O'Neill, G. R. Dye, Miss Gardiner, A. J. Dale, Fred Ellis, Miss E. Roper and Ted Bird. Mr. Rowlings had joined the Army two days previously, but obtained leave to join us. All the above singers were encored, and it would be invidious to single anyone out for special mention. Mr. Dodge came down, intending to stop for "a short time," but so much enjoyed himself that he stayed to the end and presented the prizes. As we go to press the result of the third (Christmas) Social has come to hand, and the balance is better than ever.

C. L. Rice told us some time ago that the Athletic Club would be a lucky dog if it survived the war. He will be able to see from above that we mean to keep it alive in spite of the war.

We are proud to state that L. Verbaere has been decorated with the Military Cross for bravery. Mr. Verbaere was shop chief clerk at Antwerp, and when the war started came to London for a short time, and then enlisted in the Belgian Army. Mr. Verbaere (who was in the hospital at the time) was talking to his brother, who since the siege of Antwerp had been in Holland, when suddenly the order "attention" was given, and the King of the Belgians walked into the ward to where Mr. Verbaere was

lying, and shook hands with him. The King then pinned the Military Cross on Mr. Verbaere's breast, at the same time telling him that the decoration was awarded for bravery on the field, and expressing the hope that he would soon be well again.

All honor to Mr. Verbaere! He is indeed a very gallant gentleman, and we can pay him no greater compliment.

Vancouver

H. N. Keifer, sales engineer at Vancouver, who has taken a very active interest in the affairs of the Vancouver section of the American Institute of Electrical Engineers, was recently elected secretary of the local section.

Paris

Former Paris house employees who have recently been cited in the Orders of the Day are the following:

ORDER OF THE REGIMENT

Private Delestre.

"Has given, on several occasions, proof of the greatest courage in carrying out orders under heavy fire. Under all circumstances has perfectly fulfilled his duties as liaison agent." Lieutenant Jean Calmettes.

"Distinguished himself on September 6, 7 and 8, 1914, by his courage. Since then, has performed the duties of liaison officer and telephone officer, divisional artillery, giving of his utmost without thought of himself.

"At Woevre, he personally took part in the serving of outpost trenches that were being constantly and violently bombarded, and, in the course of the operations during September, 1915, has given ample proof, in similar ways, of his courage and devotion."

We, too, have torn our raven locks, and like the raven, sworn "nevermore" to plead for news from the 97 Sturtevant cerebral vacuums that never contribute anything but kicks.

We have cajoled, threatened, bribed, begged, and flattered this worthless tribe at Boston in an effort to get them to contribute real news—the interesting stuff that they delight to read in other columns—and to no avail.

Finally we stalled on the job, hoping that we'd be fired, and also to no avail. On the contrary, the boss has enlarged us—an editorial "we" now are of a surety; for we are a trinity. Your correspondent has two associate editors, and there is going to be *some* news from Boston.*

And believe us, L. R. B., those associates who have been the worst kickers at our silence, are going to knuckle down and scratch news or scratch dirt!

* Is the foregoing a sample?

PURITANICAL BOSTON.

(Being a rendition prompted by W. M. G.'s verses, "Giddy Hawthorne," appearing in the January issue.)

Shame, Chicago, why so touchy?
Dost thou think we'll angry pose?
Just 'cause Hawthorne's fifteen matrons
Found a place in Hitchcock's prose!

Surely thou hast not forgotten
All those coals of burning fire
"General Sales" has heaped upon us
When we've given vent to ire.

Now we'll tell our little secret,
Why we fain would wield a club;
Dear Chicago, Mister Hitchcock
Is no stranger to The Hub.

Now and then he comes to see us,
As do Messrs. Dean and Dietz,
And if we should frown on Hawthorne—
P'raps they'd all postpone "repeats."

If we've gained the rep of "scrappy,"
We must trample this to pulp.
Never lived more docile maidens
(Encore, please, from B. S. Culp!).

But, of course, if Kansas City,
"General Sales", or Breezy Chi,
Open up debate with BOSTON
We're the girls who'll *make reply*.

E. M. T.

"I work so hard, I'm almost dead.

I wash and clean from morn till night
To make my home look neat and bright."
This used to be the housewives' daily tale
Before W. E. household helps were put on sale.
But now those housewives everyone
Tell you housework is merely fun.

No more rubbing at the tubs all day.
For W. E. washers turned washing into play;
No more heating irons on coal or gas stoves
For American Beauty irons press all the clothes.
Now Vacuum Cleaners take the place of the brooms
Which means, no more dust flying round the rooms;
With Sunbeam Lamps to spread their glow,
Sunshine from the home will never go.
Electric Toasters make toast bread taste delicious,
While Electric Ranges leave the food cooked nutritious
When the weather is bad, shop by telephone
And get what you want without leaving your home.
W. E. Household Helps turned housework into play,
And no more do we hear housewives say;
"Housework is hard—Huh, it's only fun
Since we have W. E. servants on the run."

—Dick, the Office Boy.

Philadelphia

L. R. Browne, Correspondent

The annual get together meeting and dinner of the Philadelphia sales organization was held at the Manufacturers' Club on Tuesday evening, January 4th.

The sales department extended invitations to the heads of the various other departments. Covers were laid for thirty-five. E. P. Clifford, Eastern District Manager, and E. W. Rockafellow, Assistant General Sales Manager, were guests.

Aside from short* addresses by Mr. Clifford and Mr. Rockafellow, the evening was given over to "choral" work, a number of famous (?) songs having been re-written by local talent for the occasion. We almost forgot to mention that a solo was executed by "Buck" Tavey. "Buck" has a voice of sorts. The "eats" program was arranged by A. L. Hallstrom. Needless to say, it was wonderful. His reputation as a "gustatorian" is wide.

* Honest?—Ed.

Denver

Miss M. Cassidy, Correspondent

After we had admonished Salt Lake City to make a thorough re-survey to make sure all items were inventoried, they sent in a card for "2 Warehouse Cats". The item was not entered on the inventory, though, for the accountant couldn't think of a proper stock classification to give them.

H. B. Lane
W. E. Dept.
Schenectady

E. A. Hawkins
Telephone
Sales Manager

W. A.
Schnedler
Gen. Sales
Dept.

M. A. Oberlander
Asst. Supply
Sales Manager

H. R. King
Power Apparatus
Sales Manager

P. L. Thomson
Advertising
Manager

so that the toastmaster could explain in advance to the 600 members who the guest of honor for the evening would be. When, shortly afterwards, the "nobleman" arrived, everyone stood up and applauded.

Later in the evening the toastmaster explained that "Mr. Wu" was handicapped by the illness of his interpreter, and that therefore he (the toastmaster) would read in English what Mr. Wu had intended to say. Among other things the speech brought out that he wished to purchase as much of his electrical requirements as possible in Chicago, and asked that representatives of certain lines would turn in their cards to him. A large collection of business cards resulted, and Porter was solicited by several to introduce them personally.

Finally, toward the end of the evening, the Chinese nobleman, who had not spoken, arose to leave. As he neared the door, he called back, "Well, good night fellows! It's time for me to beat it back to the laundry."

ACCOUNTING DEPARTMENT REPORTEE

Visitor (to Accountant): "Say, I don't see how you fellows can stand sitting in such a cold office."

W. A. T.

Atlanta

O. Whitmire, Correspondent

THE ATLANTA BOWLERS



Atlanta has been playing quite an important part in the Telephone and Telegraph Society's bowling matches this season, for we have had the distinction of furnishing two teams from our organization. One is known as the Telephone team and the other as the Supply team.

The accompanying photograph shows the members of the two teams. Reading from left to right, they are:

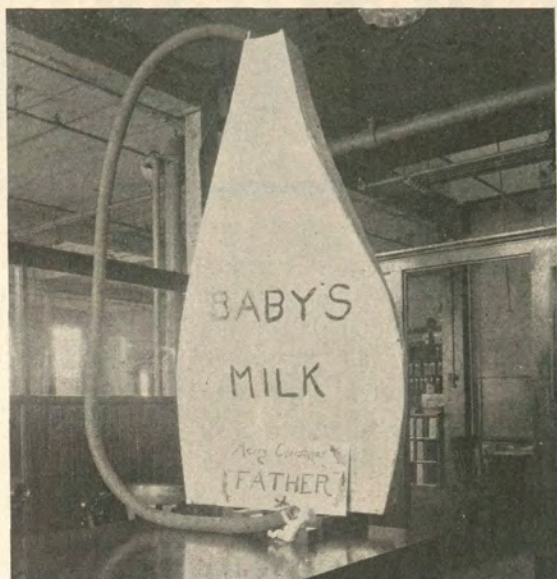
Standing: J. W. Stafford, H. R. Hoffman, W. E. Gatliff, right and G. A. Yates. Sitting: J. C. Willis, H. H. Hill, Albert Twilley, Wade Turnipseed, Paul Sewell and Harry Willbanks.



A WESTERN ELECTRIC SPEED DEMON

The above photograph shows a racing motorcycle equipped with a Western Electric-Pittsfield spark plug and partly owned by W. H. Lange of the Savannah house. This racer won first five out of five events recently held on the Savannah track. Mr. Lange says that the spark plug is responsible.

We know it's against the rules to mention anything about births in the NEWS now, but this "birth notice" comes



Some Christmas Gift!

cerns a Christmas present, too. Our stores manager was presented with a Christmas present by the Stork, and the accompanying illustration shows how his—the stores manager's office—looked when he came down to work on the following Tuesday.

A DICTAPHONE GIRL'S DREAM.

(With Apologies to the Author of "The Lost Chord.")

Seated one day at my Underwood,
 I was weary and ill at ease,
 And my fingers wandered idly
 Over the well-worn keys.

I knew not what I was doing,
 For my thoughts were far away,
 And the letters I should have been writing
 On my desk forgotten lay.

I thought that my troubles were over,
 And I'd reached the Heavenly Gate,
 And was standing just outside the door,
 Where others were having to wait.

While waiting I watched and listened
 To see what the others would do,
 To hear what the verdict of St. Peter was,
 To see whom he would pass through.

To some he said, "You've done well
 And you may pass in the gate,"
 To others he said, "Pass on down to h—l:
 You mended your ways too late."

Of some of them he asked their names,
 Of others, "What is your station?"
 But all of them had to explain
 What had been their occupation.

At last when St. Peter called me
 I was all aquiver with fear.
 The very first question he asked me
 Was what I did while down here.

I told him a dictaphone girl I had been
 When I with mortals did roam.
 He opened the gate, and invited me in,
 And said, "You are welcomed home!"

"Just step inside my dear little girl,
 And you will find a berth.
 For if you have used a dictaphone
 You've had h—l enough on earth!"

M. V. P.

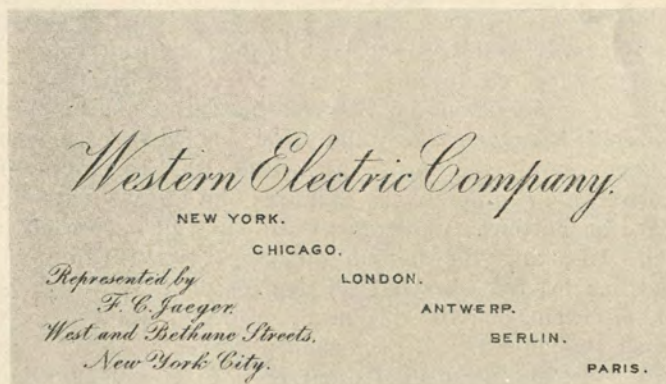
Two Old Business Cards

F. C. JAEGER, of the Philadelphia sales department, recently forwarded the NEWS an interesting souvenir in the shape of a business card that he used at the time of the opening of the Philadelphia house. Philadelphia was the first distributing house we opened, outside of New York and Chicago, to do a general supply business. This was in May, 1901. As Mr. Jaeger says,



The First Philadelphia Card

in a letter, "the idea of the card was to give the people an idea of the size of the building we occupied," besides serving as a business card. His territory extended from Philadelphia to Altoona, Pa., the latter city being on the dividing line between Philadelphia's and New York's territory. A line was drawn north and south of that point, New York handling the Pittsburgh district.



New York Card Used Prior to 1900

The other card shown is the one used by Mr. Jaeger prior to his transfer from New York to Philadelphia. This was used by the New York salesmen about 1899-1900. Has anybody any older cards?

DO NOT HEAVY WORK
WITH AN HYDRAULIC
PRESS.



...at says: "I've got a new way, Sam. Let's try it out for fun?" Who puts some new contraption in we know won't work, by jing, and then, dog-gone his lucky skin, saves money with the thing? Whose arts entice our big chiefs here to tell us what they do to earn their umpty thou' per year, so we can do it, too? Whose name, if you unhitched the "hoss," could still run just the

same? (Honk! honk! Let's get that joke across.)—"Bill" Hosford; that's the name.

* If you don't happen to know a tinker, any teamster can supply the word for you.—Ed.

Joe Wildbore Almost Gets Away With It

Some people are continually calling on the shades of their ancestors to cast a little greatness upon themselves, but J. E. Wildbore has greatness enough to cast his own shade. As proof we submit herewith a semi-side elevation of Joe's personal architecture, from which you will observe that his greatness has been largely allowed to go to waist. And that brings us up to the start of our story, which is perhaps where we should have begun in the first place.

When Mr. Wildbore sat down in the restaurant recently and endeavored to insert his napkin between the customary two buttons on his vest he found one of them missing. Anyone else would probably have been completely nonplussed, but emergencies of that sort were not entirely new to Joseph E. Figures like his are naturally hard on buttons. Consequently he knew at once what to do. Inserting the napkin quickly between two other buttons located at about 20 degrees south latitude, he calmly went on with his meal, entirely unmoved by a crisis that might well have shaken nerves of steel.

In fact he forgot the occurrence so completely that when at the close of his meal he felt in the accustomed place and found his napkin gone he concluded it had fallen to the floor, and so wasted no more thought on it. Consequently he advanced toward the cashier a moment later with a flag of truce waving tranquilly below his line of vision.

...merely directed a searching glance toward that va- napkin, Mr. Wildbore."



...Six dishes of ice cream on the serving counter succumbed to the heat of his blushes as he stammered "Why—er—yes—er—thank you."

"On the contrary," she answered, just a hint suspiciously, as he handed over the napkin, "Thank you."

Cross Talk in the C., R. & I. Shops

F. J. Sheridan, of department 7681, knows that Ireland has no king. Consequently when he recently discovered on his bulletin boards a circular picture containing nothing but a man's head and the inscription, "Michael II," he thought some wabble-wit was trying to ring in a variant on that moth-eaten joke about the Irish navy. Not Frank won't stand for any warmed-over humor, so he called the group-head over and remarked: "Say, . . . (Hold your ears for five minutes here. . . . "And you just see to it that nobody else hangs up pictures on the bulletin boards, too."

Later, however, when he came across the peaky thing on all the other bulletins and noted a white line imitating a crack through the center of them, he began to ask questions and learned that the amusement committee of the Hawthorne Club was about to run "The Broken Coin" and had put up those facsimiles as a preliminary curiosity-rouser.

Oh, nothing much. Only Frank was once considered wide-awake enough to act as chairman of that very same committee.

The Publicity Committee of the Hawthorne Club keeps its secretary, C. E. Jahn, department 7122, so busy that his other work has to be attended to noons and Saturday afternoons. Therefore the neatly wrapped box of cigars he received on the day before Christmas, bearing a fancy tag, "Merry Christmas from the Publicity Committee," was received with mingled feelings of joy and satisfaction as fitting acknowledgment of faithful services. Knowing there would be no cigars left for himself if he opened the box at the office, Mr. Jahn very thriftily refrained from that pleasure until his arrival at home. This is what he confided to a friend on the following Monday: "I wouldn't have cared so much if I'd opened it myself, but I've sworn off smoking, so I gave it, just as it was, to a friend as a Christmas present. This morning he called me up and thanked me for my thoughtfulness in picking out a pine block to give to him, as it would split so much more easily than hickory."

Some people are always lucky. Take J. B. Barton, of department 7967, for instance. While at lunch December 30th, he received word that his house in Berwyn was afire. "Bart." was nonplussed for a minute, but quickly recovered and remarked, "Well, I suppose I had better hurry home." As everything was fully insured, however, his "hurry" landed him home some hour or so later. (Blame the street cars, of course.) In the meantime Mrs. Barton had called up the Berwyn fire department, which apparently does not work during the noon hour, as it arrived

only a few minutes before "Bart.," who reached home shortly after there was no such animal any more.

Now just think what a good time he and his wife will have refurbishing that nice new house the insurance people are going to make to their measure. If only it wasn't so uncomfortable camping out this time of the year.

The 1916 Year Book Distributed

THE News for February, 1915, contained an account of the new Western Electric supply catalogue that was given to the trade as a marked innovation in several respects. Previous to its appearance the custom in the electrical jobbing trade was to issue a supply catalogue once every three or four years. Last year's catalogue, however, was issued with the idea of making it an annual affair. In point of price lists, too, it differed radically from anything that had ever before been seen. Instead of a complicated and jumbled list of discounts that nobody understands, the year book contained a complete series of Western Electric list prices, upon which a uniform basic discount applied. This system greatly simplified the task of calculating discounts and prices.

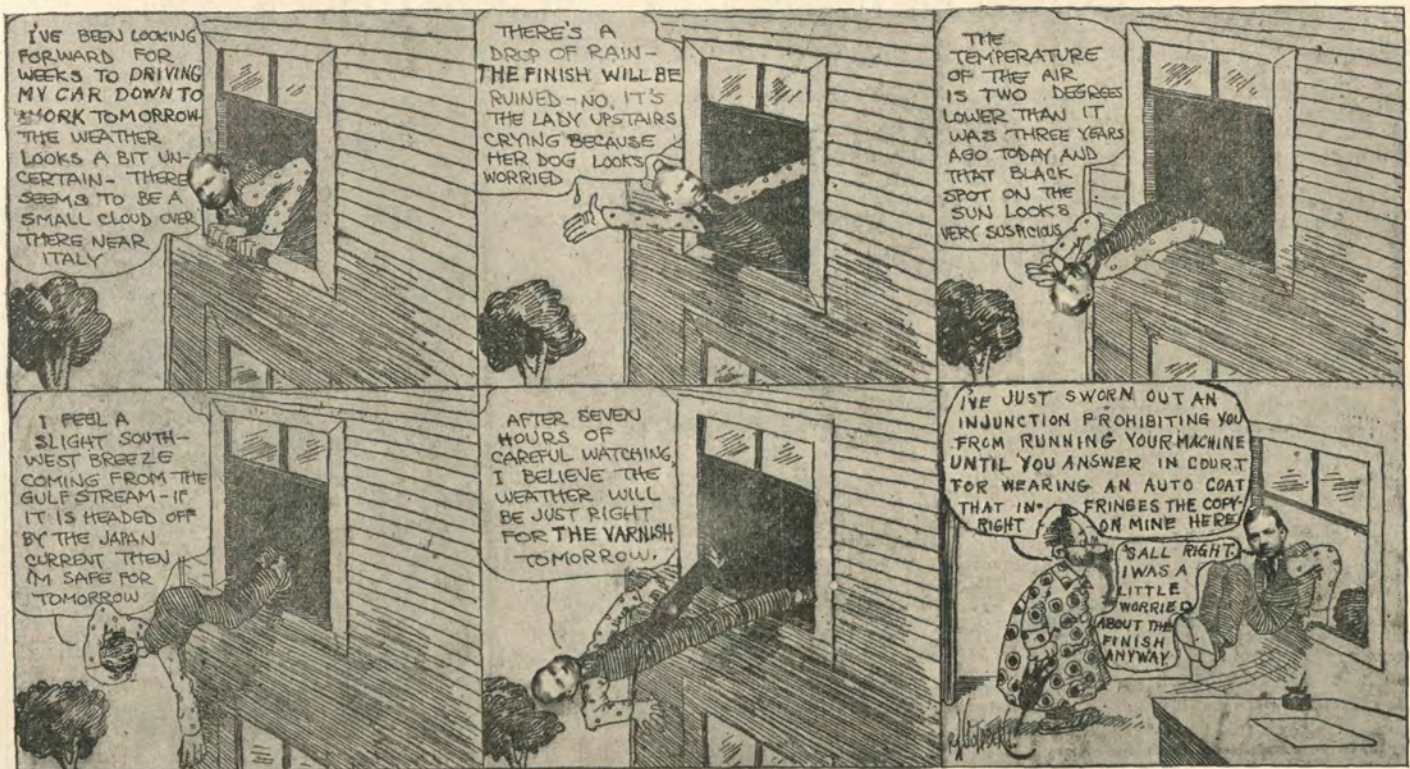
The 1916 Year Book differs from last year's catalog only in that its listings are more complete and comprehensive, the number of pages being 1504 as compared with 1296 last year. It is attractively bound in light blue paper boards.

The present edition will fill eight cars, weighs 250,000 pounds, and contains a total number of 73,696,000 pages.



Berry and His Buggy

(Scenery Taken from R. L. Goldberg's Cartoon in the Chicago Daily News; Faces Taken from M. E. Berry)



HAWKINS—COSTELLO—KING—THOMSON

Assisted by Choruses of Salesmen

In Their

Side-Splitting Specialties

A Real Big-Time Attraction

All Principal Cities in South Booked

PROGRAM

OPENING CHORUSSalesmen

“We Sell Our Lines But Not Enough to Please ’em”

SONG AND DANCE.....Local Managers

Refrain

Now listen well
To the tales they tell,
And the moral will be plain, boys.
Though harsh they be,
Pray don't blame me.
It also gives me pain, boys.

Introducing a new act entitled

“Keeping ’em All Going While Adding New Ones”

TOPICAL SONGS.....Phil Tinney Thomson

Introducing: “Why do you think we advertise?”

Refrain

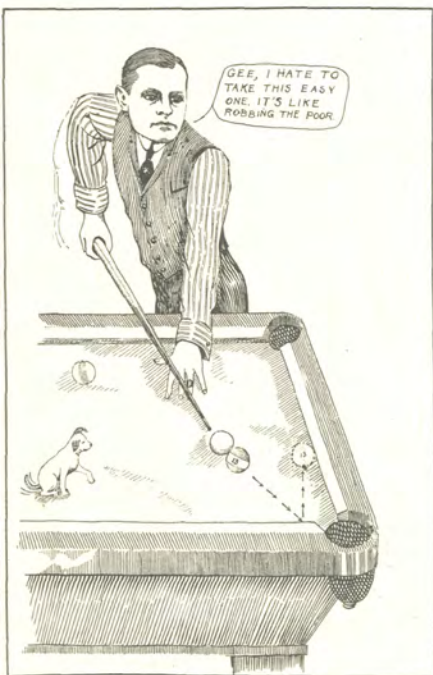
Why do you think we advertise?
Why do you think we do it?
To spend our money just for fun?
Is that the way you view it?
We advertise our name and goods.
We tell it to the dealer;
For he's the chap you've got to reach,
To him our advertising preach
And make him use our sales helps—
They're free, boys, free.

FINALEEntire Company

“Good-bye, boys, we're through.”



The General Merchandise Pool Prodigy Unwittingly Poses for Those Three Inevitable Questions



“Why Do It at All?”



“Why Do It Now?”



“Why Do It This Way?”

AMONG THE ENGINEERS



NEWS OF THE DEPARTMENT FROM NEW YORK AND HAWTHORNE

New York

K. Bungerz, Correspondent

The day before Christmas R. A. Tate ordered two pocket flashlights from the retail store. He got—a bill for two Christmas tree outfits and two No. 12 protectors. Moral—Do your shopping early.

A. W. Lawrence was likewise dilatory in making his Christmas purchases. About 11:30 A. M. of the 24th he swooped down on two girls in his department.

“Say,” he said, “I have seven nieces—four boys and three girls. Go out and buy them some presents—ages run from one to seven years.”

The girls came back with seven bundles, the size of which was only limited by the fact that they had to carry them. When Lawrence went home that night he looked as though he had been buying clothes for all his relatives.

The physical laboratory is still pulling them. In a recent report one of the men laid down the epoch-making rule that “it is dangerous to leave magnets out without a keeper.”

Getting into the realm of romance, we have a “D”spec. folder which is entitled “Si to Su.”

We are wondering (standard engineering form to be used at least twice in each letter) if Harry Wetzelberger is now duly constituted H. P. Treat’s successor in the general sales department’s news items.

No, Genevieve, the patent churn used by Hawthorne, and described in the January NEWS, is not equipped for squirrel drive, because all the horses have been sold to the various belligerents. The nature of the food supply determines what animal will be most economical.

ENGINEERING MEETING

On Friday, January 7th, J. H. Bell, engineer of special telegraph studies, read a paper on Multiplex Telegraphy, particularly as illustrated by the Western Electric printing telegraph system. By way of introduction Mr. Bell touched on the selection of the most desirable code. Following this, he described the development of the requisite transmitting apparatus, the method of maintaining synchronism between the apparatus at the two ends of the circuit, and the apparatus at relay stations. As a concrete illustration of the system the speaker dwelt on the line which handles traffic between New York and Hawthorne.

In addition to the usual slides, moving pictures of the various pieces of apparatus in operation were shown. These pictures were taken in the building by members of the engineering department. The showing of these pictures marked the entrance of the department into the field

of licensed purveyors of the fitting pastime. We have the machine and the curtain. All we need now is an engineer who can manage to wriggle through the City examination for licensed operator.

At the conclusion of the lecture motion pictures of the construction and operation of the transcontinental line were shown. As usual, the orchestra entertained before and after the lecture, and while the eats were disappearing.

The well known English sense of humor appears again, in an order from London, which reads as follows:

“50 micras per sample in enclosed box (sample has been lost from box.”



In Dallas, Tex., a railroad manager received the following letter:

Gentlemen: Is it absolutely necessary in the discharge of his duty, at night, that the engineer of your yard engine should make it ding and dong and fizz and spit and clang and bang and buzz and hiss and bellow and wail and pant and rant and yowl and howl and grate and grind and puff and bump and click and clang and chug and moan and hoot and toot and crash and grunt and gasp and groan and whistle and wheeze and squawk and blow and jar and jerk and rasp and jingle and twang and clack and rumble and jangle and ring and clatter and yelp and croak and howl and hum and boom and clash and jolt and jostle and slam and scrape and throb and erink and jangle and quiver and rumble and roar and smell and shriek like—

The man who wrote that letter ought to come up North and hear our little old whistle at New York. When Messrs. Sanford and Gordon get to exercising their pet, they make that engineer look like an amateur.



Fig. 1—Part of Hawthorne's New Buffing and Polishing Equipment



Fig. 2—A "Close-Up" View of One of the Machines

The Very Latest in Buffing and Polishing Machinery

ALTHOUGH in these troublous times holding a buffer state is not a very pleasant position, nevertheless, on the other perfectly manicured hand, holding a buffer's position may for all that be a very pleasant state. As proof of this assertion we offer in evidence Fig. 1, which shows some of Hawthorne's beltless buffing machines—strictly made to order and guaranteed to be the latest style.

To the casual observer the most striking thing about the installation is the absence of the usual maze of belts, counter-shafts, pulleys, exhaust piping, and wiring, and the consequent improvement in the lighting and other operating conditions. That was in fact one of the important reasons leading to the development of the apparatus, for improving working conditions is always one of the foremost considerations with the manufacturing organization. However, that is not the only advantage gained. The new machines are also decidedly more efficient than the old.

Preliminary tests with constant speed buffing machines showed a falling off from the maximum output of as much as 40 per cent., when wheels of different sizes were put on the spindles. If one wheel is twice as big around as another and both turn the same number of times in a minute, a point on the surface of the larger wheel will in that time travel twice as far as a point on the surface of the other and must therefore be moving twice as fast. Assuming that the surface speed of the smaller wheel is just right for a certain class of work, that of the larger wheel will be too great until it is slowed down to half the speed of the smaller wheel. Or, as the engineers put it:—"The angular velocity of the wheel must vary inversely with the diameter if maximum working efficiency is to be maintained."

The only feasible answer to that requirement for a buffing and polishing room is individual variable-speed motors with the wheels fastened directly on the motor shafts. Now no commercial motor made has a range sufficient to give to any wheel between 14 and 20 inches in diameter any one of the different surface speeds required for the various kinds of buffing and polishing we do at Hawthorne.

Consequently special motors had to be made. Besides the special electrical characteristics, these motors are also equipped with ball-bearings to prevent wear in the shaft from the side thrust produced by the buffing wheels. Special pedestals, exhaust hoods, etc., were also designed and made in the Shops. Fig. 2 shows one of the complete machines.

The motors are stopped and started by push buttons. The control rheostats are designed to give thirty-six different speeds, varying from 2,000 to 4,000 revolutions per minute. An automatic device makes it impossible to run any wheel too fast. Motors and rheostats are cooled by air sucked through them by the exhaust fans.



Fig. 3—What the Average Belt-Driven Buffing Equipment Looks Like

The motors are mounted on pedestals in rows, back to back, with metal benches bolted between. All exhaust piping and electrical wiring is concealed beneath the benches. To the motor pedestals are also attached tables extending out on each side of the operators. Adjustable cast-iron hoods conduct away the dust abraded in the work. Since the Illinois law requires an exhaust of about 800 cubic feet of air per minute for each outlet it is necessary to draw part of the air from the outside, so that workmen will not be gasping in a partial vacuum.

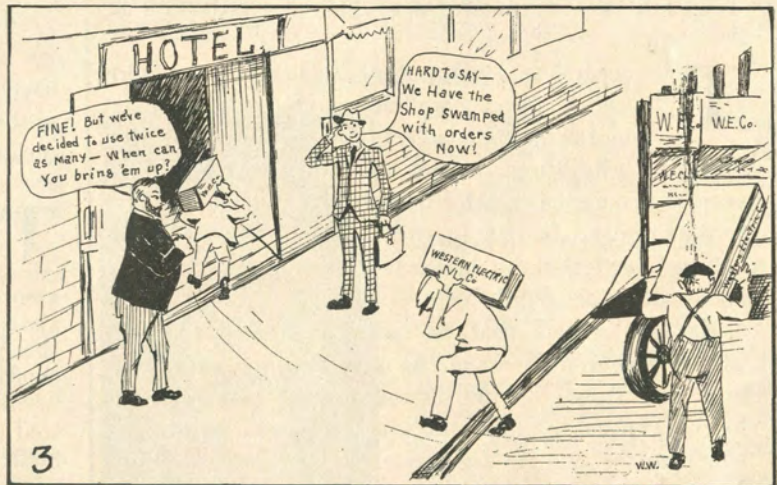
cordingly by-passes are provided for this purpose. One and a quarter horsepower to each hood is required to maintain the requisite suction on the system.

Some of the results obtained by all this attention to details is shown by the photographs. We shall let them tell the rest of the story.



Father Was Right

(With Apologies to R. L. Goldberg)



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

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VOLUME IV FEBRUARY, 1916 NUMBER 12

THE other day, a native New Yorker, who thought that he was pretty well acquainted with his own home town, made a trip to the tower of the Woolworth building. It was an unforgettable experience. From the platform where he stood, nearly seven hundred feet in the air, he looked down upon a New York that he had never seen before, a new and unfamiliar city.

He saw streets that he had not known existed. Those streets with which he was familiar appeared in a new light; he understood better their relation to the general plan of the city. Certain buildings, which to the man in the street were dwarfed or hidden entirely by their bulkier neighbors, now assumed their true proportions. Others, which he had hitherto regarded as important and imposing structures, now receded into relative unimportance. He came down from the tower with a new outlook upon his city, a fresh conception of the relation of its various elements.

The Woolworth tower trip is one that we could all make, mentally, with advantage. No matter where we may live and work, we might well take the time, once in a while, to get a proper "perspective" on our jobs, to look at them from a wider, more detached viewpoint, to try and see what their true relative significance is. Down on the ordinary level of daily routine, we are too apt to lose sight of the inter-relation of our work and that of other men, other depart-

THE history of mankind is marked by certain epochs, ages that saw the discovery and first use of the various materials and forces of our present-day civilization. First came the stone age, when primitive man hunted his game and fought his enemies with rocks. Then followed the iron age, the age of bronze, and others, bringing us finally to the nineteenth century, which has been called the age of steam.

This twentieth century is the age of electricity. Forty years ago there were no motors, no dynamos, no electric lights, no telephones. All these things are commonplace to-day, and new uses for this new force are being discovered daily. In one respect, electricity is almost unique. It is an unknown force. We can produce it, we can measure it, we can harness it; but we have never seen it, and we cannot tell whence it comes, nor where it goes. Its uses, known and as yet undiscovered, are as countless as its origin is mysterious.

TO us, as employees of the world's largest manufacturer of telephone apparatus, the science of telephony is, perhaps, of paramount interest among the electrical arts; and in that science the year 1915 has been a notable one. Just a year ago this month, the NEWS announced a new triumph, the completion and successful opening of the Transcontinental Line. In an interview last March, Mr. Shreeve told of the Western Electric Company's share in that achievement. In October, a fresh marvel was announced. Men had talked over the telephone, without wires, from New York to San Francisco and Hawaii. A few days later, this accomplishment was in turn eclipsed by the news that telephone messages from Arlington had been heard at Paris.

In this issue, the NEWS presents Mr. Shreeve's account of the months of work in the French capital that preceded the final day of triumph for wireless telephony. It is an account, significant not only in itself, but also as further evidence that we of the Western Electric Company are doing our share toward making this, the electrical age, the greatest in the history of civilization.

Occupational Diseases

NO. 7—BOOBITIS, or PARALYSIS OF THE GUMPTION. Move out of the state of bewilderment into the state of Missouri. Then the next time somebody tries to slip one over on you, tell him where you're from.

Employees' Pension, Benefit, and Insurance Fund Notes

A New Pensioner



John Palmer

JOHN PALMER, of the New York repair shop, was pensioned on November 30th, in his 77th year. He worked with the Company in the early days of its history, from 1880 to 1882, under the supervision of Mr. Phelps, then superintendent. Mr. Palmer was working on the first types of wall sets that the Company made, repairing these sets and testing them out over a line

running from the Western Electric shop to the Western Union building at the corner of Broadway and Dey Street. He clearly remembers the Royal Crown receiver used in this early type of wall sets, which contained eight steel magnets. In his work of repairing these receivers, he discovered that the receivers

would work as well with four magnets as with eight, because at one time he was obliged to replace four of the steel magnets with small brass parts in order to get the sets out on time.

Mr. Palmer left the Western Electric Company in 1882. He entered the employ of the New York Telephone Company in its repair shop on March 27, 1889, and during the seventeen years between this date and December 14, 1914, when the telephone company's repair shop was transferred to the local organization of the Western Electric Company, he was engaged in the repair of desk stands and plugs.

In a recent letter Mr. Palmer says: "I am pleased and thankful to express my feeling of having received fair play and much consideration and courtesy during my long term of about twenty years in the employ of the Company. Memories of the many pleasant years of the past impel me to express my regrets that my age and the rules of the Company part me from many companions and friends."

A Veteran



Michael Hastreiter

THE NEWS recently received an interesting letter from Michael Hastreiter, one of the first Western Electric Company employees to receive a pension under the original Pension Plan adopted in 1906. Mr. Hastreiter can well claim to be a Western Electric veteran, as the records show that he entered the employ of the Company in June, 1873, at the old Kinzie Street factory, Chicago. He was born in Vienna, Austria, February 18, 1843, and after

leaving grammar school attended the Technical Institute of Vienna for three years. He then worked as an apprentice and machinist at Budapest, Frankfort, and Brussels, making surgical instruments, small tools, and sewing machines.

Immediately upon coming to this country in 1868, he secured a position with the Western Union Telegraph Company in New York City and later in Ottawa, Illinois, and continued in the employ of the telegraph company until their repair shops were taken over by the Western Electric Company in 1873.

At the old Kinzie Street shops, where a great deal of the early Western Electric Company history was made, Mr. Hastreiter was associated, among others, with Frank P. DuPlain, John P. Monter, and James B. Warner. The first two of these men are also on the pension roll. Mr. Hastreiter has the honor of having done a great deal of the early experimental work on the telephone. During

the later 90's, he was placed in charge of the ironwork department at the Clinton Street shops.

A New Pensioner from Boston



Seth Good

SETH GOOD retired on a pension, December 1st, 1915. Mr. Good's connection with the Bell system (New England Telephone & Telegraph Co.) dates from July 23rd, 1892, when he entered the New England Company's employ as a cabinet-maker. On January 1st, 1912, he was transferred to the repair shop, and on March 31st, 1913, when the Western Electric Company took over the telephone company's repair shop, he was transferred to the Western

Electric shop. This gives Mr. Good continuous service of about 23½ years, of which 2 years and 8 months were spent with this company. On Mr. Good's last day of service, he was surprised and deeply affected by the presentation of a handsome gold watch and chain from his fellow employees in the shop.

Mr. Good is making his present home in Naples, N. Y.

Mr. Ketcham Recovering

F. A. Ketcham, Central District Manager, has been reported on the sick list, having contracted a severe case of pneumonia shortly after returning from a vacation trip in Northern Michigan. He is now recovering nicely, but it will be some time before he will be able to return to the office.

instead of a conscience. If my natural honesty would allow me to take the Company's money without working for it I also might be a salesman and draw on ten-cent cigars, not to mention drawing on the expense account to pay for them. 'Entertaining customers,' eh, Ty?"

"Entertaining suspicion, eh, Felix?" retorted Tyrus. "Ah, once more the poisoned dart from the hand I love! I note the tenor of your base insinuations, as they say in the Western Electric Orchestra. But you are as sadly mistaken as the little boy who put the honey bee into his mouth because he thought it ought to taste sweet. You have accused me unjustly, and dearly will you repent it when I am no more. This cigar was given to me by one of our fellows who has just raised the population up a notch—two notches, to be absolutely exact, for it was twins."

"Then why didn't he hand over two cigars—one for me?" demanded Felix. "The Company ought to be ashamed of itself for hiring such a tight-wad."

"Felix," interrupted Practical Pete, "as your second I am going to throw up the sponge for you. You're out of form to-day. You're pulling off old stuff. 'The Company ought to be ashamed of itself!' Heck, that spiel was old when the two grouches in the Ark used to spring it about the Noah Navigation Company. Excuse me, Felix, for being so forcible when I know you were only joking, but whenever anybody gets off that 'Company' talk he's walking right over my pet corn."

"Why, say, I fired a new man last week down in the Shops for telling me to go to blazes when I tried to show him how to hold a tool so he wouldn't hurt himself, and what do you suppose he told me? 'That's just like this Company,' says he, 'to try to curtail the freedom of speech granted to every man by the Constitution of these United States.'

"I was mighty flattered to be called 'the Company' and all that, but let me tell you right now, if this same free and independent citizen had picked some spot outside of our fence for inviting me to go to blazes I would have been tempted to send him on ahead to let them know I was coming."

"But he knew he was safe—probably said to himself: 'Here's some meddlesome boob butting in. I'll just hand it out to him good and proper. He can't hit me because 'the Company' don't allow fighting on its premises, no matter what the provocation.'

"That's once when one of 'the Company's' rules made a hit with him—although I'd be willing to bet that 'the Company'—if by that such fellows mean the President

beyond a few big questions of general policy the Board Directors keeps out of it altogether. He must furnish first-class product in every particular and do it in a reasonable time; he's got to use up-to-date manufacturing methods to keep prices as low as first-class stuff can be made for; he's got to run a sanitary, well-lighted, safe shop—a few rules of that sort, of course, are laid down for him. But aside from that he and his men just work by plain horse sense, which is the kind of horse-power that'll pull a man out of a bad hole every time.

"A little trouble comes up and somebody—maybe it's you or maybe it's me—makes a ruling on it so it won't happen again. Well, you know as well as I do how long that rule lasts if it ain't fair and reasonable. Just about as long as a fat possum at a nigger wedding."

"Why, I'd be willing, if I had that much money, to bet every penny of eleven good copper cents against a collar button or a Mexican thousand dollar bill that if any one of these knockers had the running of this plant for a year starting out with no rules, he'd finish the year with even one we've got now and probably a whole lot more. He'd have to, because you couldn't run a plant like this without them."

"Take the rule against smoking in the buildings, for instance. No concern can afford to risk having its buildings burned down by some careless smoker throwing a match somewhere. Of course, insurance will take care of the loss of the buildings, but it won't pay for the loss of production while others are being built and fitted up nor it won't pay the other employees who'd be thrown out of work. Besides that, it wouldn't be fair to ask the people that don't smoke to work all day in a place blue with tobacco. Still some fellows kick on that rule and on lots of others that are just as sensible, if they'd only think them over."

"That's the way all our rules have been worked out. They don't pretend to be the last word. They're changed right off the reel whenever anybody can suggest better ones. The men that make them—we've all had a hand in know shop conditions. Almost every last official at Hawthorne has worked up from the bottom and has got more than only the common sense but the experience needed to set what rules are necessary and to can all the useless ones. And they're the men that make them, too—not some pipedream bunch that lots of people picture in their so-called minds as 'the Company.'"

"Peter," remarked Felix, as the foreman concluded, "the depth of your remarks is only exceeded by their extreme length. But they don't solve a question that h

been bothering me ever since you began talking. You know one of the rules around here says: 'Fresh air is necessary for good health and employees shall not interfere with the proper ventilation of the offices and work-room.' Now that means we are forbidden to shut things up when somebody wants to air his office, doesn't it?"

"It sure does," agreed Pete.

"Well, then, fellows," added Felix, "what I want to know is this: Does that also prohibit us from shutting

Pete up when he wants to air his views? Now, I contend that, in view of the torrid character of the air involved, this latter case classifies properly as heating rather than ventilation. But I want to be sure because, as you say, Peter, I don't want to get into trouble with 'the Company.'"

"Here, Gwennie," growled Pete disgustedly, "give me my check. I'm going to beat it before *this* company gets into trouble with *me*."



Dinner of Hawthorne Service Men and Chicago Installers, December 2, 1915

Installation Department Dinner

THE Hawthorne service men and the Chicago installers enjoyed their second annual "get-to-gether" dinner December 2nd. The anticipatory grins shown in the flashlight were nothing to the smiles the banqueters wore after the tables had been cleaned of their good things. C. C. Logan, of the switchboard equipment department; C. B. St. John, installation chief clerk, and A. J. Devos, division foreman of installation, who made the arrangements, certainly had nothing to apologize for. G. C. Potts acted as toastmaster.

Among the forty-four employees present were W. Oest, acting district superintendent; C. J. Hurley, general foreman of installation, and W. A. Titus, of the installation methods department. Every one of the forty-four had been with the Company somewhere between two and fifteen years, the average length of service being eight and two-thirds years.

"Shop talk," singing and stories kept things lively. "Bill" Peloubet, of the engineering drafting department, "pianoed" for the occasion. All took part in the singing, and most of the banqueters contributed stories, although a few claimed to be entirely without anecdotal ammunition. Perhaps their enthusiasm was damped by the large wet sponge they saw slipped on the chairs of some of the narrators before they reseated themselves.

But everyone knew everyone else when the evening was over, and after all, sitting on a wet sponge is a very small price to pay for getting acquainted with that bunch of good fellows.

Best Star Orders of Interest, December 13th to January 15th

First Group

NEW YORK

EIGHTY-EIGHT thousand feet of 30-150 pair type TB cable.

Office.

Second Group

PHILADELPHIA

Eleven thousand, five hundred twenty-six feet of 10-76 pair combination cable, 129 No. 1305 telephones, 22 No. 1048 transmitter arms, 22 No. 1300 desk set boxes, 126 No. 1 battery boxes, 25 No. 14 cable terminals, 16 special connecting blocks, and miscellaneous material.

Office.

Third Group

PITTSBURGH

Twenty-eight thousand feet of 23-pair composite cable.

O. R. Lepper & Office.

Results of New Customers and New Business Contest for October and Ten Months of 1915

SALESMAN SECURING THE LARGEST NUMBER OF NEW CUSTOMERS DURING THE MONTH OF OCTOBER

G. C. Ellis, St. Louis

SALESMEN SECURING THE LARGEST NUMBER OF POINTS FOR SALES TO NEW CUSTOMERS FOR PERIOD ENDING OCTOBER 31ST

C. L. Goldin, Chicago, 874

C. L. Bess, St. Louis, 384

J. E. Taylor, Kansas City, 377

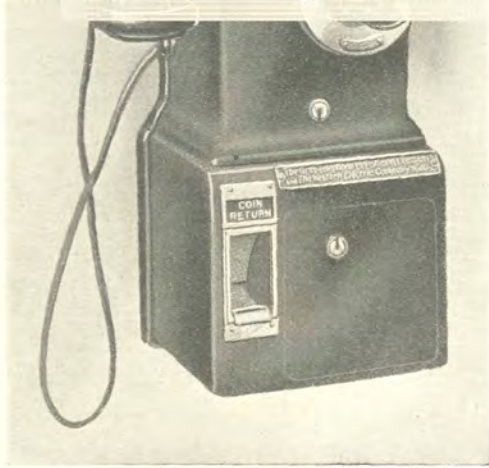
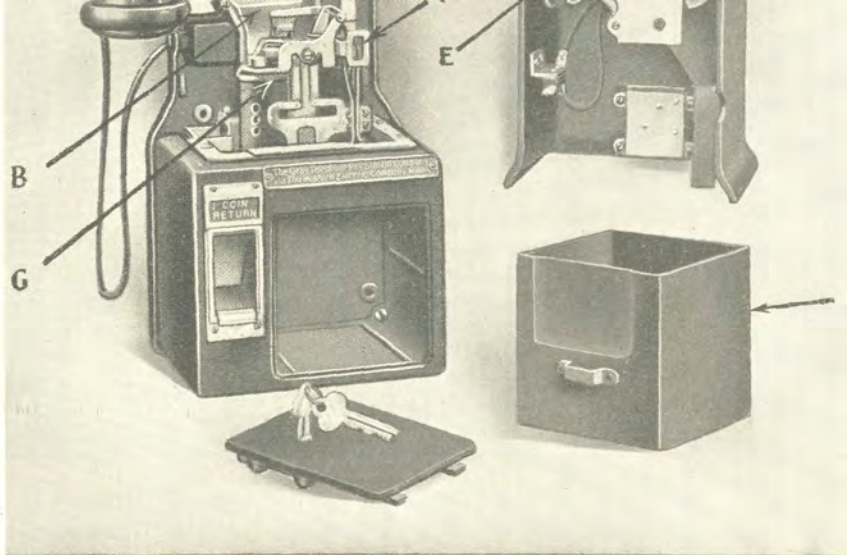


Fig. 1—The No. 50-A Coin Collector

Fig. 2 (at right)—Inside View



Untechnical Talks on Technical Subjects

The No. 50-A Coin Collector

THE coin collector is a device which makes possible a telephone service for the general public, payments being made at the time service is rendered. It thus becomes a sort of impersonal business representative of the telephone company, and in order to maintain the good feeling between the public and the company, it should give this service accurately and unflinching; secure every cent that the company is entitled to; and return such money as is due the public for service not rendered. Of all the devices that have ever been designed to measure up to the above conditions, the familiar Western Electric No. 50-A multi-coin prepay coin collector is pre-eminent. By means of it, the public can obtain any call by depositing the amount due, and the operator can tell the amount of the sum and either turn it into the cash box or return it to the patron at her will.

Fig. 1 shows us this collector as we see it at the public pay-stations. At the top is the coin gauge, marked with values of coins which may be properly inserted. Immediately below is a frame holding the instruction card for the proper use of the collector. Below this we have the transmitter with the telephone receiver on the hook to the left. Below these is the cash compartment, provided with door and lock. Coins inserted in the wrong opening of the coin gauge drop into the coin return chute to be seen at the left near the bottom. To this also returns all the money due for calls not obtainable.

Fig. 2 shows the same collector opened for inspection,

the housing carrying the perforated coin chute A and gongs D and E, being removed and turned around. Below it we find the cash box C, removed from the compartment attached to the backboard; the door with lock and keys being shown removed. By aid of the pictures we will try to make clear the working of the instrument.

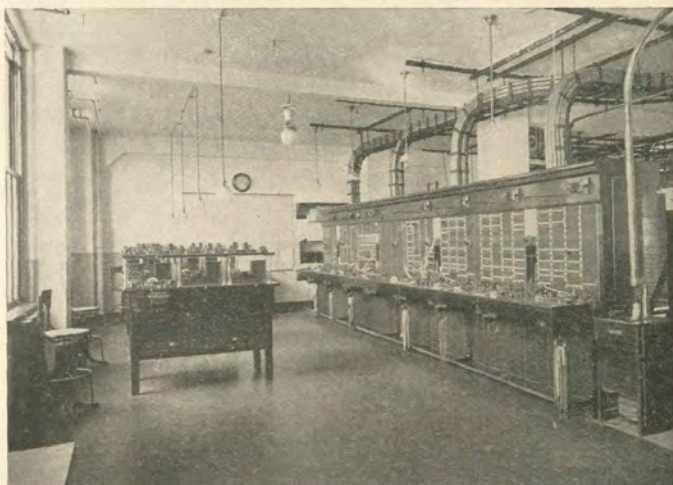
Let us assume that a patron wishes to make a local call. The five-cent piece inserted in the opening marked '5c' on the gauge rolls down through the winding chamber provided for it in the coin chute A, and falls into the coin hopper B, where it remains for the time being, resting on a trap door bottom, not shown. In falling into the hopper, the coin releases a trigger provided with levers which close the electrical contacts at F. This gives notice to the operator by the usual signal and she answers the call. This signal is an indication that a coin was dropped, and the request being for a local call, the operator completes it at once.

Let us now change the assumption, and imagine that a long-distance call is wanted. The patron obtains the operator, as above, by dropping a coin. The operator, learning that the call is for long-distance, returns the first coin to the patron. The return of the coin is accomplished by the operator pressing a button, which causes the electro-magnet G in front of hopper to release the trap door and to deflect the coin into the coin return pocket. Being told by the operator what amount

money to drop into the coin collector for the call, the patron deposits amount asked for, one coin at a time, in the coin gauge. The operator now listens to the distinctive signal produced by each coin as it proceeds to pile up on the trap door of the hopper. The five-cent piece, ten-cent piece and quarter all follow separate winding paths of their own, and in doing so strike their respective gongs. The nickel hits gong D once, on the top edge. The dime strikes this gong twice, once on the upper edge and, after rebounding and rolling further, again on the lower edge. The quarter strikes the cathedral or spiral gong E, once. These tones are heard by the operator and give her a simple way to check the sum. It must be said, however, that even a fairly large sum can be deposited in a short time—

much less, indeed, than it takes to describe it. Should there be a dispute as to the correctness of the amount, it is very easy for the operator to return the money and ask the patron to repeat. After the conversation is over and the receiver has been restored to the switch-hook, the operator presses a button which tilts the electro-magnet in the reverse direction to that which it took when it refunded; the trap is thus released and all the coins drop into the cash box.

In addition to the function of telephone, cashier, and depository, the device offers a stubborn resistance to petty thieves and burglars. How well the No. 50-A coin collector has done all these things may be inferred from the thousands that are in service.



Toll, Test and Morse Boards and Repeater Stations



Rear View of Toll, Test and Morse Boards

Improved Long Distance Telephone Service for Los Angeles

THE Pacific Telephone & Telegraph Company of Los Angeles has recently cut into service a new long distance exchange, which in point of improved and complete equipment, is on a par with any similar installation in the country. The exchange is located in a new six-story, fireproof building with the main switchboards on the fifth and sixth floors.

The switchboard sections are arranged in five different line-ups. Eighteen of the twenty-four outward sections are in one line and contain positions numbered from 100 to 136, which is the ultimate of space for one side of the operating room. The other six sections of this board numbered 200 to 212, go down the center of the room with space for an ultimate of eight sections. The outward toll positions are equipped with twelve "high efficiency" cord circuits each, and the inward positions with fifteen each.

The eight recording sections start another line-up numbered 300 to 316, along the rear wall of this floor with an ultimate of fourteen sections. This equipment is practically one-half of the ultimate capacity of the floor space, which will at some future time be devoted entirely to toll.

The fourth floor contains the distributing frame, relay racks, coil racks, fuse boards, Morse power plant, telegraph tables and test boards. The toll test board consists



One Hundred and Two Hundred Outward and Night Toll Sections

of three two-position No. 4 type sections. All cabling between this board and the frames is lead-covered. At each section a total of 2,080 conductors are made into one large form which measures nearly $6\frac{1}{2}$ inches in diameter near the butt. These wires are all double silk and cotton-covered, and are largely No. 16 B & S gauge. The Morse

HOPING that your pocket-book will be by this time recovered its usual portly figure, we are venturing the hazardous experiment of recalling Christmas to your mind by running the accompanying picture of G. A. Parker, of the Club's entertainment committee, in his maiden performance as Santa Claus at the children's moving picture show. He started out with 2,000 popcorn balls and ended with none. Leave that to the youngsters! They had a fine time laughing at "The Runaway Auto" and "Gertie's Joy Ride," gazing amazed at the tricks of "The Prankful Ponies" and at "The Wonders of the Insect World" and enjoying to the full "Such a Princess" and "The Flag of Fortune." And after all that they had Christmas to come yet, too—the lucky little beggars!

Another for the Grown-Ups

This month the Club ran another of its popular serial pictures, "The Broken Coin," 44 reels of it. It was split into three parts, each of which was given on two successive nights, so that everybody could get a chance to attend.

The story concerns a girl reporter, who finds half of a strange coin in a curiosity shop. Now you can pass almost anything on the "L" during the rush time, but it has to be round, at least. So (although that is not the precise reason given to the play) she promptly sets about finding the other half.

In her quest she runs into more trouble than a bachelor taking care of a baby. We couldn't begin to tell you all the adventures she mixes up in, but every one is of the kind that keeps you sitting on the edge of your chair praying desperately for her safety, even though you know all the time that you're a fool for your pains, because she just has to live through the whole 44 reels or there wouldn't be any show.

Anyway, you see, there's a King and a Pretender. And this coin, you know—the whole of it, that is—shows the location of the secret treasure that the—no, the other king—his father—has hid before his—no, the father's death. And this other king—the king of the neighboring kingdom, that is—you see, he wants to get the coin, too, so he can steal the treasure from this king, and—Oh, well,



G. A. Parker as Santa Claus at the Children's Movie Show

marrying the supposed Pretender, with her aid, has located the treasure and incidentally has learned that he is the real king after all. Which, we believe, makes her the only reporter in existence who ever got rich at the business.

The performance met with an enthusiastic reception that furnished conclusive testimony to the judgment of the entertainment committee in the matter of selecting the very best in films.

The Skating Carnival

An ice carnival has been advertised on our own skating pond for this month—exact date subject to the weather, which reservation has proved its freedom up to going to press, for the weather man has shown capriciousness that would be reprehensible even in one of the fair sex. We shall certainly refrain to vote for him another term.

Enrollment for the Evening Class

The enrollment for the evening classes indicates that the present term will be as successful as was the last, and perhaps will even surpass it. None of the Club's activities has been received with more universal approval than this helpful educational feature. The work is already in full swing for the spring term.

February 11th Is the Date

Sweetheart of mine, my eyes could dine for aye on beauty such as thine. I'd never pine for sparkling wine while thy bright eyes upon me shine. So come and j'ine thy hand in mine and be my lovely valentine.

No, no, girls! Not really. That invitation is extended only in our official capacity as poet. Do not allow the lips of aupid beauty of those lines to make you forget that we are married. You see, we are just exercising Pegasus a little to work the stiffness out of his knees so that he'll be in shape for the Club's valentine party on February 11th.

There, by the way, is an invitation you *can* accept. The actual arrangements for the affair are kept a profound secret—which in itself promises something novel—but the committees in charge say it is to be even better than the Hallowe'en party. We think that must be an exaggeration but we are going just to see if anything *could* be better. Put on your old gray bonnet.

Hawthorne Athletics

By E. A. Hemmer

Bowling

THE half-way mark has been passed, and the league has speeded up to such an extent that all former records for this time of the year have gone by the board. The average of all the teams in the league is 868 pins per night, and the team managers have set 880 pins as their goal for the year. On an average, 20 games with scores over 200 have been rolled for each night of play. One night the league averaged 918. On another night four games of over 1000 points each were chalked up. The boys are beginning to show the effects of this speed, and larger hats will be required soon. The most encouraging thing of the year is the satisfaction shown by the men, which, of course, is due to their success in getting the pins.

Miller, of the Inspection team, gave way to Jenkins, of the Technical team, in high individual average, but it is the closest race for individual honors that has existed in a great many years. As the leaders are setting a terrific pace and four or five are bunched, it is anybody's race yet. Several men have been coming to the front of late. Heslin, LaFont, and Knoke have taken their places among the honored. The nightly prize for high games has been pretty well divided. Jenkins (winning 3), and Miller (2) are the only ones to repeat. Miller, Kirk, Hicks, Jenkins, and Fliger all have ten or more games over 200 for the season.

The Industrial League team slipped a little this month and were thoughtless enough to loose two games to Heywood & Wakefield, and one to the J. F. Jelke & Co. team, but they are still in the race for first place and have promised to step into the lead this month.

Educational Department

A. C. McLean, Correspondent

Two very interesting talks have been given us during the last few weeks. The first, by Mr. Ambler, of the Advertising Department, explained very clearly the compiling of the company's supply catalogue and salesman's catalogue. The second was by D. C. Richardson, chief auditor, and covered the financial and auditing work of the Company.

Among the visitors who last month inspected the Hawthorne Works as guests of the Educational Department were the following: Professor Gilbert and twenty students from Armour Institute of Technology, Chicago; Professors Fish and Meeker and twenty-seven engineering students from Iowa State College; H. M. Lange and twenty-three boys from Carl Schurz High School; Mr. Johns, father of F. W. Johns, a former student, and Professor Bennett and thirty-five students from Northwestern University, Chicago. The visit of the latter party was a little out of the ordinary, as their chief interest lay in the social side of the work.

W. W. Stickle has finished his time in the commercial

The following was the standing of the Western Electric Inter-department League January 8th:

Team	Won	Lost	Average
Technical	36	12	904-10/48
Switchboard	30	18	869-19/48
Machine	27	21	893- 4/48
Inspectors	27	21	874-17/48
Prod. Mdse.	23	25	876-16/48
Wks. Clerical	21	27	860-19/48
C., R. & I.	17	31	834- 3/48
Engineers	11	37	833-44/48

High average, 1 night, Prod. Mdse., 981-1/3.

High average, 1 night, Mach., 966-2/3.

High game, 1 night, Prod. Mdse., 1079.

High game, 1 night, Tech., 1040.

It seems that some of the regulars are breaking under the strain of such a terrific pace and the managers have begun calling for help on the home stretch.. Consequently a lot of new faces are seen each night in all of the line-ups. The individual averages are as follows:

Name	Team	Pins	Average
Jenkins	Tech.	9068	188-44/88
Miller	Insp.	8389	186-19/45
Skoog	Mach.	8925	185-45/48
Fliger	Tech.	8296	184-16/45
Hicks	P. & M.	8271	183-36/48
Larson	Mach.	8787	183- 3/48
Heslin	P. & M.	6052	182-13/33
Shoda	Insp.	8773	182-13/42
Kuhrt	Mach.	7570	180-10/42
Knoke	Tech.	8624	179-32/48
La Font	Wks. Clerical	6478	179-34/36
Pruessman	Eng.	6971	178-29/39
Lindberg	Mach.	8576	178-32/48

course and has been assigned to a permanent position in the New York stores department.



The Original Warming Pad. Drawn by Herbert Metz, Advertising Department



(Left)—General View of the Offices, Cleveland House
(Right)—New Building, Cleveland House



New Home for Cleveland House

BETTER and bigger business has caused our Cleveland house to seek new quarters. In July, 1912, the Company opened a house in Cleveland superseding the Cleveland Electrical Supply Company, which for years had enjoyed the reputation of leading supply house

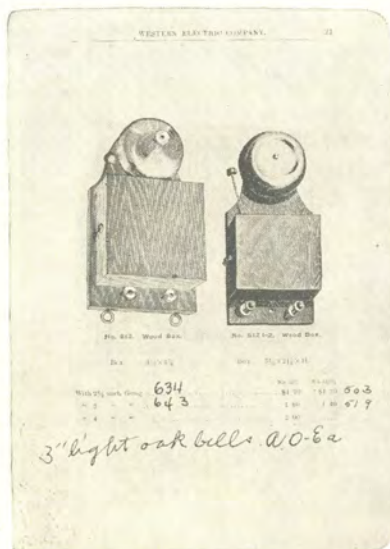
in that city. These offices, located at 724-726 Prospe Avenue, were occupied by the Cleveland organization until this fall, when we moved into the Haserot Building 413-415 Huron Road, which has had two stories added it preparatory to our occupancy.



An Old-Timer

HERE are reproduced two pages from a Western Electric catalogue, issued in 1892. It was taken from the library of ancient Western Electric history maintained by C. D. Wilkinson, manager of the Minneapolis house. This catalogue is one of the few, if not the only one of its kind in existence, contains an illustration of a telephone that may prove a revelation to those who believe the interphone to be a thing of recent development. While many of those now interested in intercommunicating telephones as engineers and salesmen were schoolboys in knee trousers, the early Western Electric salesmen were selling these sets for use in factories and office buildings, to fulfill the functions of the present day outfits. As the picture indicates, this "inter-phone" was extremely large as compared with our present sets, but at the time it was considered the acme of telephone construction.

This old 1892 catalogue contained 347 pages, making a book about three-fourths of an inch in thickness—a convenient size for the coat pocket. It will be interesting to



compare it with the 1916 Western Electric Year Book our present catalogue, which is described in this issue the NEWS.

R. F. GEESEKA, Minneapolis.

Make Your
Own Electric
Light and Power



Send for this
Book To-Day

It tells about the simple battery that will give you real safe electric lights at little cost; that will run your pump, feed grinder, and other light machinery on the place. It will enable your wife to have an electric iron, an electric vacuum cleaner, a washing machine, and save her most of her household work. It is the only safe light—the economical light. No experience is necessary to run the

Western Electric Farm Lighting Outfit

The whole outfit—battery, generator and switchboard—can be placed anywhere that is convenient for hitching up to your gas engine. Run your engine a few hours twice a week, and it will store up in the batteries all the electricity you need. Guaranteed by the makers of the Bell telephones.

The full story of electricity on the farm is told in this new, attractive illustrated booklet, "Brightening Up the Farm." Get a copy. Put your name and address on the coupon, paste it on a postcard, and address it to us. DO IT NOW.

Agents will find the sale of our small outfits satisfactory and remunerative, and a rapidly growing business.

Every isolated house or farm beyond the reach of the wires of the Electric Lighting Company needs one of these outfits.

Get in touch with our nearest house, asking for details of our agency proposition. Give us facts concerning your business activity and credit rating. We furnish literature with your name.

Western Electric Company

463 West Street, New York
500 So. Clinton St., Chicago

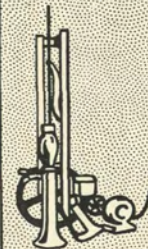
Houses in All Principal Cities
of the U. S. and Canada

Please send me copy of your Booklet No. EM-17,
"Brightening Up the Farm."

Name _____
Town _____
State _____



WASHING MACHINE



PUMP



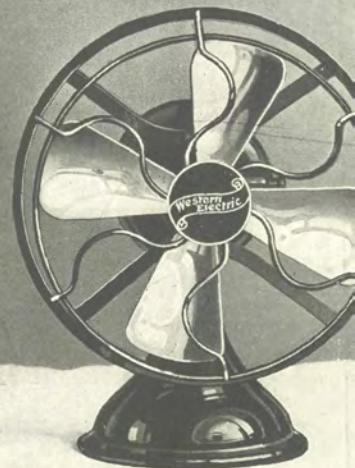
CHURN





Think of it!—on
\$5.95
 and backed by the people
 who make the telephone

Reliable a
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The NEW Fan

Western Electric

SIX

BACKED by Western Electric reputation and by one of the most striking, forceful and complete sales campaigns ever launched; National magazines, window displays, circulars—every medium of fan publicity—will carry the low-priced fan message--the BIG sensation of the year. People who could not afford a good fan before will buy now--virtually a new sales-market! Write for full details of our proposition



Western Electric Company



- | | | | | |
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| New York | Atlanta | Chicago | Kansas City | San Francisco |
| Buffalo | Richmond | Milwaukee | Omaha | Oakland |
| Newark | Savannah | Indianapolis | Oklahoma City | Los Angeles |
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EQUIPMENT FOR EVERY ELECTRICAL NEED "DO-IT ELECTRICAL-ITY"