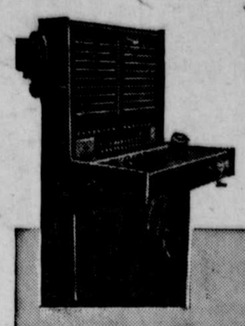
S. S. AMERICA, NEW $17,000,000 U. S. LINER, CALLED SAFEST VESSEL EVER BUILT

Modern Communication System Is Important Part Of Precautionary Measures Adopted On Ship



When the S. S. America, new flagship of the United States Lines passenger fleet docked in New York recently, it wrote "finis" to another chapter in the drama-packed history of U. S. shipbuilding.

The first page of this chapter dates back six years ago, in 1934,

New U. S. queen of the seas is the liner S. S. America pictured above. Commanded by Captain Giles C. Stedman (inset), formerly captain of the S. S. Washington, the magnificent vessel boasts more telephones than any passenger ship now in service. Calls from these telephones flash through a 360-line switchboard shown at top left. At the right is a view of the desk and telephone in the sitting room of one of the vessel's deluxe staterooms.

when the United States Lines began to plan for the construction of a ship to serve as a mate for the S. S. Manhattan and the S. S. Washington. From that time on the designing, constructing, decorating and equipping of the new vessel added page after page to this story of American shipbuilding.

One of the most interesting and by far one of the most important features of this story was the part played by the Newport News Shipbuilding and Drydock Company of Newport News, Virginia. Theirs was the job of construction . . . of making the ship on paper a reality. That they succeeded in this tremendous task is best illustrated by the opinion of the U. S. Maritime Commission which considers the S. S. America the safest and most comfortable vessel ever built.

The liner deserves this accolade partly because of the ingenuity and skill of the thousands who had a hand in its making and partly because the employees of the Newport News Shipbuilding and Drydock Company remembered and followed a creed . . . a creed which reads:

We shall build good ships here
At a profit if we can,
At a loss if we must,
But always good ships.

In spite of the fact that the Virginia Shipbuilding concern set something of a record in fast work for ship construction, the S. S. America is in every respect a "good" ship. Built at a cost of $17,000,000, the new luxury liner is of 35,440 tons displacement and is 723 feet in length from the stem to the fore part of the rudder post.

From the top to the bottom of its ten decks, the liner is equipped with all the modern conveniences of a metropolitan hotel. Such practical services as telephone, valet and laundry combine with the pleasures of moving pictures, dancing, music and sports to weave around the 1,219 passengers who can be accommodated, an atmosphere of "being right at home."

More than 90 per cent of the vessel is constructed of non-inflammable material and she is the first ship ever designed with magnetically operated steel doors. These doors can be closed in an instant to shut off any section of the ship.

This "floating town's" communication system—in itself a vital link in the chain of safety measures—is as complete and modern as that found in many communities. She is equipped with a 360-line common battery lamp signal switchboard and power plant. She has more telephones than any other liner afloat today, with instruments linking all sections of the ship, including a large proportion of the staterooms. Through the use of the latest type of radiotelephone equipment those on the ship can be connected with any Bell System telephone regardless of the ship's position. When the liner lies at dock, the switchboard provides for 12 trunks for use in connecting with central offices on shore.

Designed for a service speed of twenty knots and a reserve speed of twenty-three knots, the America was originally scheduled for North Atlantic service. This schedule was revised, however, and United States Lines officials placed her in service to the West Indies.

Thus, the new queen of the seas, built in America by American labor and with American materials has closed another chapter in the history of U. S. shipbuilding. She is now ready to take her place along side the great fleet of ocean-going liners which have and are now serving America.

DR. BUCKLEY NEW HEAD OF BELL LABS

Dr. O. E. Buckley, left, new president of Bell Telephone Laboratories, receives congratulations from Dr. F. B. Jewett, his predecessor. Dr. Jewett becomes chairman of the Board of Directors of the Laboratories.

Dr. Oliver E. Buckley, executive vice president of the Bell Telephone Laboratories, New York City, has just been appointed president, succeeding Dr. Frank B. Jewett, who has held the post of president since the incorporation of the Laboratories in 1925.

Dr. Jewett now becomes chairman of the Board of Directors of the Laboratories. While he retains responsibility for the general program of research in the Bell System, the change will increase the time he has available to meet two official assignments in the service of the nation. These are his presidency of the National Academy of Sciences, which is the official scientific advisory body to the government, and his duties as a member of the National Defense Research Committee.

Dr. Buckley entered the Bell System in 1914 as a research physicist. Since then he has been intimately associated with telephone research. He became director of research in 1933 and executive vice president in 1936. He is chairman of the Engineering Foundation Board, a member of the National Academy of Sciences, and a fellow of several engineering and scientific societies.

MEMBERSHIP OF TELEPHONE PIONEERS OF AMERICA NOW NUMBERS 47,000

Over 2,000 Employees Of C. & P. Companies Belong To Chapters Of Organization Founded In Boston, Mass., Twenty-Nine Years Ago

Twenty-nine years ago in the city of Boston, Mass., a group of telephone employees organized the Telephone Pioneers of America for the purpose of promoting and continuing the friendships made during the progress of the industry and to recall from time to time the traditions, memories and facts of the business. Any person having served twenty-one years in telephone work was eligible for membership.

From that small nucleus has grown a great organization which today numbers over 47,000 members with pioneer telephone men and women affiliated with chapters throughout the nation. The association has increased by 22,000 members in the last five years, and in the next five years a growth of almost 30,000 is expected, which would place the membership above the 75,000 mark in 1945. Of the present 47,000 members, 8,238 are life members.

It was on September 12, 1922 that the Alexander Graham Bell Chapter of the Telephone Pioneers of America was organized to serve Chesapeake and Potomac Telephone Company employees. At that time about 35 employees in Washington held memberships. Today the roster has grown to 448, 45 of which are life members.

Eleven years after the Washington chapter was organized, a group of employees in the Chesapeake and Potomac Telephone Company of West Virginia formed a West Virginia Chapter of Telephone Pioneers of America. This chapter today has a membership of 282, 30 of which are life members.

On July 11, 1934 a Maryland Chapter, to serve employees of the Chesapeake and Potomac Telephone Company of Baltimore City, was organized. Approximately 840 telephone men and women are now members of this group, 137 of them being life members.

The Old Dominion Chapter was organized in October, 1934 by employees of the Chesapeake and Potomac Telephone Company of Virginia. Its present membership numbers 445 with 49 life members.

There are now 55 chapters in the Pioneers' Association; five of them are in Canada, and a new chapter is in the process of formation in British Columbia. The largest chapter is the Manhattan Empire, New York City, with a membership of 3,053; the smallest chapter is the Manitoba, Canada chapter, with 85 members. Thirty-nine of the chapters have memberships of less than 1,000, 12 have between 1,000 and 2,000 members and four are above that figure, the Theodore N. Vail Chapter, Chicago, having 2,900; Manhattan Empire, New York City, 3,053; Thomas Sherwin, Boston, 2,073; and Charles Fleetford Sise Montreal, 2,745 members.

FREE CALLS IN TELEPHONE EXHIBIT AT N. Y. FAIR ATTRACT MANY CELEBRITIES

Authors And Noted Stars Of Stage And Screen Are Among Those Entertained At Bell System Show

James Melton and Francia White, singing stars of the Bell System's "Telephone Hour," "eavesdrop" along with some hundreds of other visitors, on the demonstration long distance telephone calls in the Bell exhibit at the New York World's Fair.

Authors and writers and stars of stage and screen mingle with American Express guide chair pushers when eavesdropping on the long distance telephone demonstration calls in the telephone exhibit at the New York World's Fair. From 10 a. m. to 10 p. m. 300 "eavesdrop" telephones are in almost constant demand as a parade of callers climb to the glass booths so the listeners can watch as well as overhear.

Among the celebrities noted listening to the demonstration calls were authors Octavus Roy Cohen, Kurt Steele, detective writer, Anna Sioux Carberry, noted serial fiction writer, and Helen Hayes, stage and screen star, Prof. Quiz of radio fame and singers James Melton and Francia White, stars on the Bell System radio program, "The Telephone Hour."

TELEPHONE DIRECTORY OF 1894 HAD BUT 336 PAGES

National Directory Included Exchanges for Eighteen States

A national telephone directory published in 1894 contained only 336 pages. This directory listed all telephones in the United States which could be connected by metallic circuits with the long distance lines of the American Telephone and Telegraph Company.

It included exchanges in 18 states: Connecticut, Delaware, Illinois, Indiana, Maine, Maryland, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont, West Virginia, Wisconsin and Kentucky; also the District of Columbia.

Today a bookshelf 35 feet long would be required to hold one copy of each of the current telephone directories issued by the Bell System.

New York state had the longest list, covering 135 pages. This compares with 1,132 pages in the latest edition of New York City's telephone directory for Manhattan alone.

When this "national" telephone directory was published, long distance telephone service extended only as far west as Chicago. Today telephone communication is practically world-wide.

A remark carelessly dropped does not always fall flat.

Five good laughs are better than a quart bottle of nerve tonic.

SOUTH AMERICAN AND PACIFIC PHONE CALLS REACH ALL-TIME HIGH

Messages Over Bell System's Radiotelephone Circuits Hit 2,000 For Month Of June

Smashing all previous records, telephone calls over the Bell System's radiotelephone circuits to South America and across the Pacific reached a new high with a total of nearly 2,000 messages for the month of June, according to figures of the American Telephone and Telegraph Company.

The report shows that overseas traffic generally is less than 15 per cent below what it was a year ago, despite the sharp drop in transatlantic business due to the imposition of military censorship.

South American business is at present averaging about three times what it did last year at this time, while transpacific business is more than double the figure for the corresponding period last year.

At the outbreak of the war, military restrictions abroad shut off all private and commercial telephone service with Great Britain and continental Europe. Within ten days, however, general service to continental Europe, except France, was restored over two new circuits.

When a man keeps his wife in the dark, he shouldn't expect her to make light of it.

There is always a mystery about how the people next door live.

Life without God is like the existence of a mule on a treadmill.

The more we think about our troubles the bigger they become.

The Pied Piper Of Death!

THE juke box is the Pied Piper for 1940's Dance of Death!

In case you don't know, juke box is American slang for the coin-operated mechanical phonograph, usually found in taverns and saloons, and full sister of those other products of the vending machine industry—the slot machines and the pin games.

Members of this multi-million dollar industry are frank in saying that without the liquor traffic their business would evaporate.

Right now they are very worried about their "public relations." It seems like an upsurge similar to that of national criticism against the social effects of the relegalized liquor traffic is bringing a lot of critical discussion of the juke box.

It's a nickel-in-the-slot business, but with 300,000 units in operation, a lot of nickels are totaled every day. The man who runs the tavern gets 25 to 50 per cent of the "take." The rest goes to the distributor for that area, who has purchased his machines from one of the big manufacturers.

The nice income from the music box helps the saloon, but the indirect results are what make the machine both popular with the liquor traffic and the Pied Piper of youth.

Young people "love" music and dancing. They usually are short on money. Without the juke box you wouldn't find half-a-dozen high school or college age young people in any liquor emporium. But, the juke box and the tavern make an irresistible combination. At the tavern they can dance to the latest "hot" records for a nickel, or to the music paid for by some other patron. The implied cover charge for a table is to buy a drink. They do—starting in with beer or wine or very possibly a soft drink, ending up as full-fledged customers of rum coolers, gin or whisky.

The young people draw most sympathy from such groups as the W. C. T. U., which looks with favor on a recent youth-inspired move toward milk bars, fruit juice stands, and liquorless night clubs.

But, the music box also is the big final lure which takes most girls, if not men, into the taverns, those thousands of little "hot spots" in every neighborhood and on every highway. It wouldn't be far-fetched to put some of the blame for the tremendous highway death toll due to drinking drivers on the music which draws the customers.

The temperance groups are beginning to wonder if all states shouldn't follow the lead of a few forward-looking commonwealths which bar music and dancing in drinking places; if such a ban generally wouldn't get youth and women out of the saloon long enough to look around and really assay the effects of their so-called "fun".

SCIENTIST CONDUCTS TEST ON GLACIAL ICE "FLOW" WITH AID OF TELEPHONE

In a New Haven, Conn., cold storage plant, where the thermometer never goes higher than 15 degrees above zero, Dr. Max Demorest, a geologist at Yale University, is studying the crystalline structure and "flow" of glacial ice with the aid of a telephone.

Last summer, Dr. Demorest carried on his research in a hut beside a glacier on Mount Rainier, Washington. He returned east with 350 pounds of the glacier and found the cold storage plant an almost ideal laboratory. However, when he tried to make notes in his frigid workshop, his fingers quickly became numb. A telephone was the solution. At the other end of the line, in the comfort of her home, Mrs. Demorest records her husband's dictated observations, while he keeps his gloves on.

RADIO IN SCHOOLS

Among the numerous states now using radio programs a san integral part of their educational systems not the least is Illinois. In 1938 when the Radio Council of the Chicago Public Schools began broadcasting for schools a survey revealed that there were some 200 radios in Chicago schools and that 50,000 children listened to the Council's 75 programs. Today, there are more than 1,200 radios in Chicago's public school classrooms, and the Council's listening audience numbers close to 200,000 students.

To further extend the use of radios in Illinois schools, John A. Wieland, State Superintendent of Public Instruction, has appointed a permanent state radio committee. Instead of setting up a program of its own, this committee, according to Wieland, will "accept from the broadcasters the programs which they feel are worthy of immediate reception in the schools of our state." Both the CBS and NBC national broadcasting chains already have well-established educational programs. CBS's American School of the Air alone is heard daily by 8,000,000 pupils in 200,000 classrooms.

A man thinks that he's just as good as anybody when he goes to church in the rain.

DENTAL CARE AND GENERAL HEALTH

"Don't let your child suffer from toothache and lose time from school because of neglect on your part," is the advice of Dr. Richard C. Leonard, Chief of the Bureau of Oral Hygiene of the Maryland State Department of Health, to mothers of growing girls and boys.

"Aching teeth and absence from school should be avoided as a matter of course", he continued, "but what is even more serious is that the child's general health is likely to be endangered if his teeth are neglected. Regular dental care will help to maintain the general health.

"Dental care does not mean merely going regularly to the dentist. Such visits are a part of a program of dental care--an important part. If visited often and regularly, the family dentist can detect tooth defects when they are very tiny and correct them, not only with little difficulty but, with greater certainty of preventing the recurrence of the trouble.

"But there should also be personal dental care. That is, the mouth should be kept clean by thorough painstaking brushing at least twice daily. Clean teeth are not guaranteed against decay but there is much less chance of clean teeth decaying.

"Another part of personal dental care involves the diet. During the formative period of the teeth the body must be regularly supplied with tooth building foods. Once the teeth are formed, a good, well rounded diet will help to maintain both general and dental health. Such a diet includes a liberal supply of milk and other dairy products, plenty of fruit, vegetables and eggs.

"Eat wisely, cleanse the teeth thoroughly and visit your family dentist regularly.

"Such a program is dental health insurance."

DRY MILK HIGH IN FOOD VALUE

Dry skim milk, which is being distributed in quantity through relief channels this year, has all the food values of fresh milk with the exception of fat and vitamin A, according to the Bureau of Home Economics. One advantage it has over other forms of milk is that it can be used to make foods richer in nutritious milk solids without increasing their volume

Dry skim milk is an excellent and economical source of calcium and phosphorus, which are needed for strong bones and teeth. The protein, like that of fresh milk, is of the efficient type, used readily by the body. Dry milk also contains considerable riboflavin (vitamin G) and some thiamin (vitamin B1.)

In beverages, soups, gravies, sauces, and custards, dry skim milk combines best if it is diluted with water first. Then it may be treated in the same way as fluid milk. To dilute, sprinkle the dry skim milk over the water--then beat until smooth. One part dry milk to four parts water (that is, ¼ cup of the milk powder to 1 cup of water) makes a milk about equal in food value to fresh fluid skim milk. To increase the food value, use ½ cup of the milk powder with 1 cup of water. Or, add powdered milk to fresh fluid whole milk. In breads, cake, cookies, dry skim usually is combined by sifting it with the dry ingredients.

Properly stored, dry skim milk will keep without refrigeration for several weeks. Keep it in a tightly covered container. Store in a cool place, if possible. When there is a refrigerator available, store the dry skim milk there, and it will keep even longer.

CHRISTIAN SCIENCE SERVICES

"God" will be the subject of the Lesson-Sermon in all Churches of Christ, scientist, on Sunday, Jan. 5.

The Golden Text will be from Psalms 65:1, 2, "Praise waiteth for thee, O God, in Zion: and unto thee shall the vow be performed. O thou that hearest prayer, unto thee shall all flesh come."

Among the citations comprising the Lesson-Sermon will be the following from the Bible, Psalms 68:5: "A father of the fatherless, and a judge of the widows, is God in his holy habitation."

The Lesson-Sermon also will include passages from the Christian Science textbook, "Science and Health with Key to the Scriptures," by Mary Baker Eddy, among which is the following, page 507, "Spirit duly feeds and clothes every object, as it appears in the line of spiritual creation, thus tenderly expressing the fatherhood and motherhood of God."

NEW MYSTERY NOVEL BY MASTER AUTHOR

"Dead Man's Passport," stirring novel of the Orient, has thrills and romances that will hold your interest during the entire story. It has been written by Max Brand master mystery novel author. Don't miss this feature beginning January 12th in

THE AMERICAN WEEKLY
the big magazine distributed with the BALTIMORE SUNDAY AMERICAN

If you would outshine your neighbors acquire a good reputation and then keep it polished.