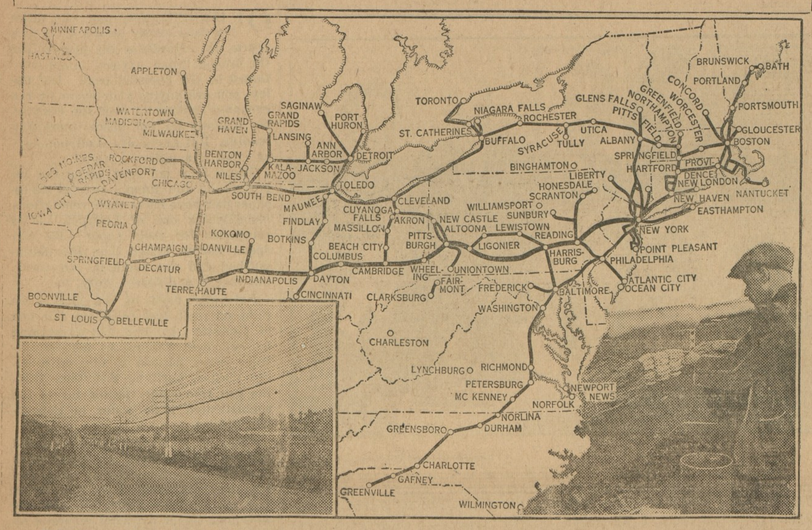
Telephone Cable Network Connects 75 Per Cent of U. S. Cities of 50,000



Telephone cable network which now connects 75 per cent of cities of 50,000 or more population. Insert, right: Splicing underground cable. Left: Open wire telephone lines which are fast being supplemented by storm proof cables.

Present day telephone efficiency enables people in cities and towns throughout the United States to talk with each other as if they were in the same community. The telephone has made a neighborhood of this country and to a large extent has brought the countries of the world closer together.

Telephones in this country are now connected by 83,110,000 miles of wire of which about 93 per cent is in cable. Today seventy-five per cent of the cities of 50,000 or more inhabitants in this country are connected by a network of practically storm-proof underground and aerial cable. Last year about 5,000 miles of additional toll cable was constructed in this country, according to the annual report of the American Telephone and Telegraph Company. This was one-fourth of the total cable mileage in service at the beginning of the year.

Continued development on long distance transmission both in cables and on open wire lines brought about important improvements to the telephone system during the year, the report shows. The toll cables designed in 1930 had higher transmission standards than any previous ones. A new method of insulating exchange cables worked out during the past year will result in further economy in cable manufacture. Carrier current transmission systems by which several telephone conversations or telegraph messages are carried simultaneously on one pair of wires has been much improved for both open wire and cable circuits.

Modern radio broadcast services use interconnecting telephone networks, according to the report. The circuits in these networks have to be specially designed, constructed, maintained, and operated in order to give good results over the wide range of frequencies used in broadcasting. Research in the past year has made great progress in designing new cable circuits which can handle the broadcasting as well as do the specially cared for open wire lines, and at the same time provide additional insurance against storm damage.

President Gifford Lauds Bell Telephone Employes



W. S. Gifford

Employees of the Bell Telephone System including the Western Electric Company and the Telephone Laboratories feel greatly elated at the fine tribute given them by President Walter S. Gifford, in his annual report to the stockholders. Emphasizing the value of the employee's service to the system, Mr. Gifford says:

"Although not appearing on the balance sheet, the greatest asset of the Bell System is the skill, energy and character of the hundreds of thousands of men and women who make up its organization, who have during the past year rendered a more efficient service than ever before."

It is the aim of the Bell System, he states, to maintain its employee forces on as even a basis as possible, for that is equally advantageous to the employees and to the efficiency of the organization. It is likewise the aim of the Bell System to offer employment on a basis that will enable its employees to meet the vicissitudes of life with the maximum assurance possible. The Bell System pays sickness, accident and death benefits, and pensions. The employees do not contribute to these payments, which amounted to $7,803,000 in 1930.

At the same time, to aid employees in providing for themselves a higher degree of economic security, Mr. Gifford states, that all of the companies of the system have thrift plans to encourage employees to save. These plans include the opportunity to buy stock of the American Telephone and Telegraph Company by deductions from salary, an arrangement for depositing salary deductions in savings banks and an arrangement for using salary deductions for the payment of life insurance premiums. The use of any of the plans is left entirely to the discretion of the employee and more than 80 per cent of all employees participate in one or more. Under these plans in the year 1930 the employees of the Bell System, including the Western Electric Company and the Bell Telephone Laboratories, saved about $70,000,000, or ten per cent of the payrolls.

Why "Hammer and Tongs"

When you see two or more people evidently disputing any question, heatedly airing their views pro and con, thumping their fists and gesticulating with their hands, they may fairly be said to be at it hammer and tongs.

This phrase is a typical illustration of how words, through mere usage and similarity to others, become altered in form, for hammer and tongs is a corruption of hammer and tongues.

The significance of the latter is instantly perceptible when the typical application just given is considered.—Kansas City Star.

Why Insects Don't Look Back

The Bible tells how Lot's wife looked back at the burning cities of Sodom and Gomorrah, and for disobedience was turned into a pillar of salt.

There is a tradition that since then insects have not looked back.

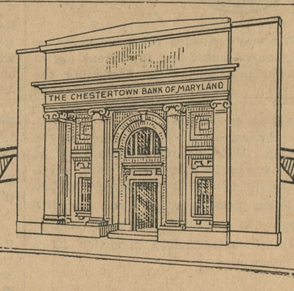
Insects' heads are set so that they cannot turn them to look backward—except the "Praying Mantis." This bug's long front legs are held in a position of prayer.

Why Called Trilby Foot

Trilby, a model, was the heroine of a novel by du Maurier, and a Trilby foot means a small, perfectly formed foot.

Odd Water Bottles

Ostrich eggs are used as water bottles in the Kalahari desert country of Africa.



What Is Required for Opportunities

A person without money or property usually has little credit. What is required for opportunities is ready cash to grasp them. Your account is invited.

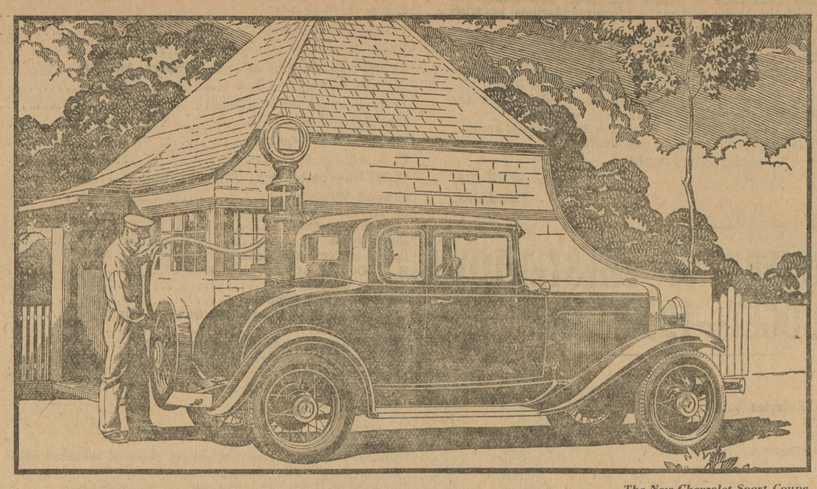
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2. Modern Chassis Design increases the ability of the Chevrolet Six to run dependably. This modern design is typified by Chevrolet's long heavy frame, four parallel-mounted springs, and smooth-running six-cylinder engine.

3. Excellence of Manufacture also adds to Chevrolet dependability and long life. Chevrolet pistons, for instance, are built so carefully, and held true to such close limits of precision, that many owners have gone 20,000 miles or more without having their motors opened for major servicing.

4. High-Quality Materials are used throughout the Chevrolet car—costly nickel steel, chrome-vanadium steels, chrome-nickel steels—to assure trouble-free, low-cost service for tens of thousands of miles of operation.

5. Economical Nationwide Service, with its low flat-rate charges on labor and genuine parts, is available at 10,000 dealers throughout the country.

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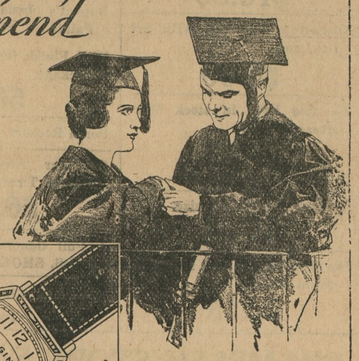
NEW CHEVROLET SIX

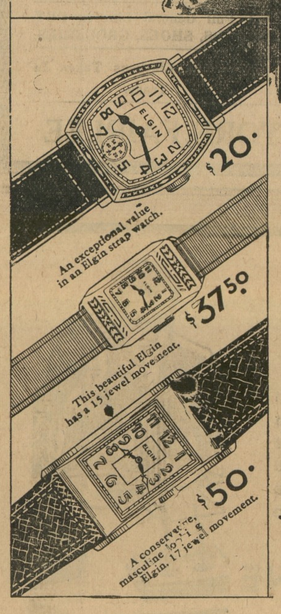
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