

TELEPHONE COMPANY TO SPEND MILLIONS FOR IMPROVEMENTS.

The Bell Telephone company of Pennsylvania has estimated that approximately \$31,000,000 will be spent to provide extensions to telephone plants in Pennsylvania during 1925.

This is more than three times the amount spent in 1920 when the aftermath of the war with the renewing of normal conditions required much additional equipment. Next year's program will affect every town in the territory and at some time in the year telephone linemen or other workers will be in every part of the State to add to the far-reaching net work of wires already in place.

It is estimated that 220,000 new telephones will be installed during the year, an average of 750 for each working day. The net increase in telephones for the year will be 70,000.

The telephones already in service with the new telephones to be added will handle an estimated number of 4,500,000 local connections daily and around 60,000,000 toll and long-distance calls throughout the year.

A large part of the extensive program is the additions to pole lines, outside wires and conduit system. This equipment grouped together is called in telephone parlance "outside plant."

The budget for "outside plant" extensions alone carries an appropriation of \$10,000,000. Over half of this expenditure will be for cable construction in underground conduits and on pole lines. Enough wire will be laid in these cables in 1925 to provide a telephone circuit of two wires from the earth to the moon. Bare and insulated wires strung on poles in the less congested areas during the coming year would be more than sufficient to run eleven single circuits between Philadelphia and San Francisco.

Underground conduit which will be laid during the next twelve months would form a single duct from Reading to Chicago. New telephone poles for the additional wire and for replacing old poles represents a very material portion of the year's outlay. If used as a single new pole line, these new poles would reach from Philadelphia to Madison, Wisconsin.

Nearly \$3,000,000 will be spent in new building construction. The completion of eight new buildings and major additions to two of the present structures will enlarge the veritable city of buildings which are used by the telephone company in this district.

In the words of one of the telephone officials the program "attempts to be both conservative and progressive, conservative in that it adds plant only where and when needed and progressive in that it attempts to look ahead to the future with a broad, clear vision."

Telephone officials are looking ahead to a year of general business prosperity.

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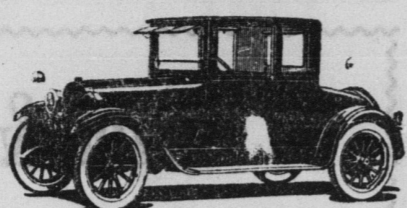
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DEAD TOWN VERY SELDOM RECOVERS

Community That Is Not Prosperous Cannot Attract New Residents.

IS LIKE BIG CORPORATION

People Are Stockholders and When They Spend Their Money Away From Home They Deplete Its Capital.

(Copyright.) There is nothing sadder than a dead town. Try as hard as it may to conceal the facts, the truth is written all over it so that he who runs may read. No camouflage of bluff and bluster can conceal the true situation from anyone who comes within the limits of the community. A dead town is dead and that's all there is to it.

The worst of it is that once a town dies it stays dead. There have been exceptional cases in which dead towns have been revived, have taken on new life and prospered, but these are merely the exceptions that prove the rule. The fact that a town can seldom "come back" is easily explained. The growing and prosperous town today is the one that can attract new residents and new capital. It is one that can offer attractive inducements for the location of new industries. The dead town offers no attraction to outside capital. A man looking for a place to launch a new business or a new location for an old industry, is not going to pick out a dead town. He is going to select a town in which money is plentiful, a town whose business men are progressive and whose residents, as a whole, are prosperous and contented. There are too many live and thriving towns in the world for a man to risk his future in one that is dead. This is the reason that a town, once dead, almost always remains dead.

Town Like Corporation. There is just one thing, ordinarily, that kills a town in the first place and that is a lack of money. A town is just like a corporation and the money possessed by its inhabitants is its capital. If this capital is depleted the town will fall just as the corporation, whose capital is depleted through poor management or other causes, fails. And just as the corporation which has once failed can seldom retrieve its lost fortunes, the town which has failed cannot often "come back."

The capital of a community is depleted when its money is spent away from home in a way that brings no return benefit to the community. It takes no great amount of thought to be able to realize that the town, like the individual, cannot last long if it is paying out more money than it takes in. That does not mean that a prosperous town is one in which the people do not spend any money. On the contrary, a prosperous town is one in which the people do spend money but it is one in which they spend the money at home. As long as the money is spent at home, the town gains by having it kept in circulation, either by being sent to the mail, order houses or by shopping trips to other cities, the town's capital is impaired to that extent and if enough money is spent away from home in that way, the town collapses and virtually goes into bankruptcy just as does the corporation which dissipates its capital.

The people of a community are apt to overlook the fact that they are stockholders in their town and that their fortunes are bound up with those of the community as a whole. They do not realize that if their town falls they will fall with it. They—or many of them at least—send their money away to the mail order houses in the great cities, without realizing that they are impairing the capital of their own corporation and that if enough of them pursue that course they will force their corporation into certain bankruptcy.

Merchants Not Only Ones Hurt. Many customers of mail order houses say that they are under no obligation to trade with their home merchants and this may be true. They overlook that fact that the business men of a town do much for their community and are entitled, in return for what they do, to the support of the people in the community, but leaving this out of consideration, they overlook the fact that they are bringing about their own downfall when they drain their town of its money—its capital.

The home merchant will not be the only one that will be hurt when the town "goes broke." The merchant can reduce his stock and cut down his expenses and get along some way or he can sell out and move to some other town which has not been so blind to its own welfare. It is the great body of the people of the community including all those who have sent their money away to other cities instead of spending it at home, that suffers most when the hard times come.

The time for all the people to pull together for a live town is while the town is still live and not after it is dead, for when a town dies it is a long time dead—if not forever.

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