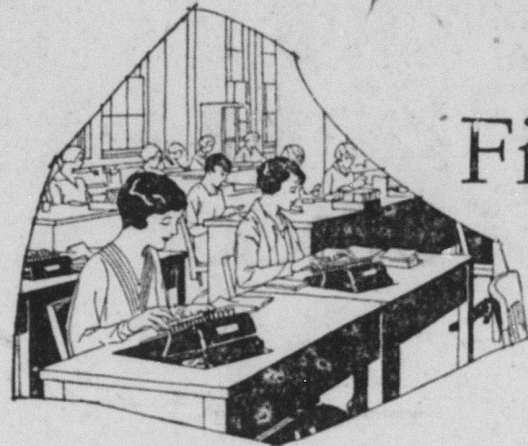




"... attention to your personal needs when you visit the Business Office."



In the billing department, accuracy is essential to personal service



"You want the installer to do his work... without making a mess of things"

## Filling your service measure

PROMPT AND RELIABLE telephone service is what you most want.

That's where you put the emphasis most of the time.

And that's where we put it!

But service means more than that to you; as it does to us. You want close, helpful attention to your personal needs when you call or visit the Business Office.

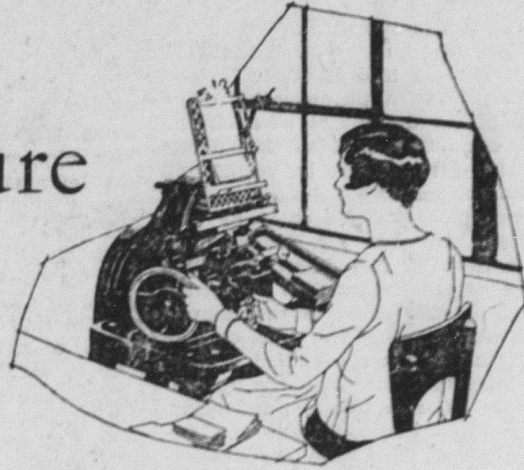
You want your bills to show clearly what your usage has been.

You want the installer or repair man who visits your premises to do his work quickly, and without making a mess of things.

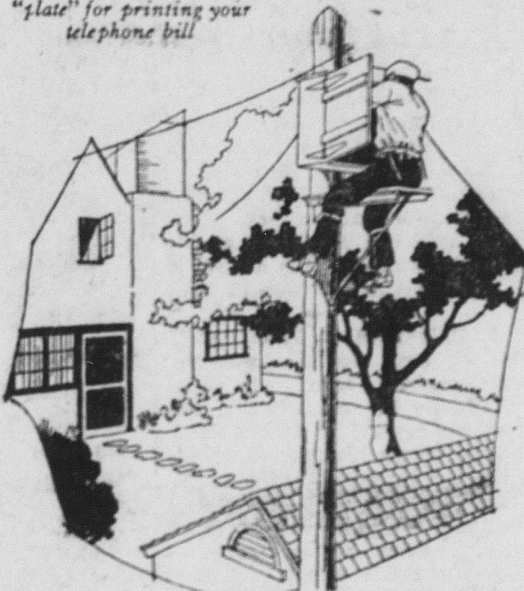
These and other details you want well handled

And on these, we, too, put emphasis.

What we are trying to do is to bring the best efforts of a capable workman to bear on every feature of your service—to put ourselves at your personal disposal in your every contact with this company.



This machine makes a "plate" for printing your telephone bill



Each telephone must be connected by a pair of wires to the Central Office

# THE BELL TELEPHONE COMPANY OF PENNSYLVANIA

"AN ORGANIZATION DEVOTED



TO PERSONAL SERVICE"

## Community Building

### School System Calls for Wise Foresight

What are the right school conditions and how shall they be brought about?

It will not be long now before every city has its planning commission, a part of whose job is the study of schools. A school distribution survey should be made as part of the general city plan.

Nor should schools be located near hospitals, for the sake both of the sick and of the children themselves. It should not be necessary for children to go through heavy or dangerous traffic.

In the development of a school system, the plan should look ahead for twenty-five years at least and school buildings should be located where permanent residence districts will be built up. If there are good schools in a locality, there people will come to live.

School playgrounds should be large enough for all kinds of activity and for every class of child. The small children should be able to conduct their play without being disturbed or overrun by the older children. Every kind of game should be possible which is suited to the age of the children who use the ground. A physical education system which develops eleven players and 1,000 spectators will never go far in raising the physical efficiency of America.—Marcia Mead and George B. Ford in McCall's Magazine.

### Best Citizen Looks to Good of Neighborhood

Theoretically a man who owns property ought to have the right to do what he wants to with his own land. Yet practically the man who does just as he wishes with his own property may create serious damage to his neighbors. For instance, if a man who owns a home in a pretty residence neighborhood should put up an ugly chicken coop in a conspicuous position, the neighborhood is to some extent damaged. Real estate promoters often establish restrictions on the use of land which those purchasing consent to for the benefit of the neighborhood.

Some people may object to certain restrictions, on the ground that they interfere too far with private rights. Yet these conditions may make the land more attractive to others because they seem to make the property more secure against deterioration.

People ought to realize that if they make any addition that is inappropriate or ugly, or if they put up structures unsuited to the location, a damage is done not merely to their neighbors but to themselves as well. The inexpensively built town may show so much refinement in its homes and the care given to them, that it looks more pleasing and livable than one in which the average cost of the dwellings was twice as much.—Lebanon Reporter.

### School Garden Spot

A few trees, a bit of grass and a rose bush for every home is the formula by which Paul R. Young, supervisor of school gardens, expects this summer to turn the old Brooklyn district into a garden spot. On the five-acre garden tract at Benjamin Franklin school several hundred children will set an example for their parents. They will stake out a tract the size of the ordinary home lot and show how to beautify it.

The children are to be encouraged to take a hand in the home beautification as well as in the school project and they will receive seeds and instructions. A garden class for adults is projected. Prizes probably will be awarded for the most beautiful home surroundings.—Cleveland Plain Dealer.

### Careless Americans

Americans are the greatest rubbish scatterers in the world. Most of us seem to think that it is one of the inalienable rights of man to deface the streets and parks and roadways by throwing about any waste material that happens to encumber us. The other day we read in an English newspaper that a young man was fined five shillings for leaving some chocolate paper and tinfoil under a bench in a London park. In New York or Boston or Chicago, would anyone have so much as shaken a finger at him?—Youth's Companion.

### Trees, Shrubbery Aid Looks

In the process of turning a house into a home the planting of trees and shrubs plays a most important part. What to plant and when and how to plant it are questions not to be lightly answered. By all means confer with a landscape architect or equip yourself with literature published by tree and shrub nurseries. Proper planting adds beauty and value to any house.

### Permanent Construction

The intending home builder should realize that permanent construction is the only sensible type of construction for him. This is doubly true in the case of the man of moderate means, and that takes in most of us, where the investment in a home is a big thing, probably the biggest single investment he ever makes.

### Red Hair and Souls Not Found Together?

I believe that if the red-haired women one knows are submitted to an impartial comparative scrutiny it will be found that there is something difficult to define, impossible not to feel, which all of them lack.

It is the harder to distinguish in that few of them are destitute of attraction; yet the ruthless analysis of close contact will, in nine cases out of ten, bring the attracted up against some ultimate blind spot, some chord that does not sound, some insensitiveness that cannot be moved.

Until one gets near, probes deep, cares much, one may not discover it; but as one does one will. There is something inaccessible, something that does not respond, something, above all, that rejects responsibility.

There is a word for this thing the red-haired woman has not got, though it is one that has gone out of fashion and will probably be haled with contempt. A soul. The red-haired woman has no soul.

There are men and women who have souls; there are men and women who have not; and we know them when we meet them. Red-headed women belong to the latter class; and there is no other form of words which will cover their peculiarities except that which declares that they have no souls.—Mary Agnes Hamilton in the Atlantic Monthly.

### Oldtime Home Brewing

Brewing beer was a respectable household task among families along the Tigris and Euphrates rivers 9,000 years ago. Evidence of this high antiquity of the craft of brewing and its place in ancient social systems of Babylonia and Egypt has been traced by German scientists of the Society of History and Bibliography of Brewing. There were laws about drinking in those days, the report shows. Certain rations of beer were allowed to each class of workers. Beer was also used in mixing medicines, and as an offering to the gods. Brewing was an organized business as early as 5000 B. C., it is stated.

### News

"News" is commonly believed to be formed from the initial letters of the four directions, north, east, west, and south, but it is authoritatively claimed that the interesting sameness is merely coincidence. There are synonymous foreign words "nova" and "nouvelles," which employ various letters to mean the same thing. In our own language the word was formerly spelled "newes." It is likely that the German word "das neue" is the origin of ours since their phrase, "Was giebt neues?" means the same as our, "What's the news?"

### Romans First to Make Fine Art of Bathing

Historical writers mention people in early times as bathing and cleansing themselves in some manner or another. Although the time of the first bathtub is fixed on or about 200 B. C., it was not until several centuries later that general use was made of tubs for bathing.

The Greeks are said to have been the first to use what we might term a bathtub, but which was really only a bowl not large enough to hold a bather and which necessitated dipping the water out of the vessel and pouring it over the body. The practice of bathing flourished and the Greeks made luxurious use of it, but it took the early Romans to develop the practice almost into a fine art.

Some of the largest Roman baths covered areas of a square mile and could accommodate over 3,000 people. For over 600 years Rome used no other medicine than her baths.

The swimming tank in the city of Maecenas was the first to use warm water. No mention is made as to how the water was heated. The earliest method was to place heated stones in the water and later using dracones, or coils of thin brass pipes, which passed through large jars heated by flames of fire.

Bathing spread to the English and in 1127 Henry I included bathing in the initiation ceremony accompanying the knighting of 600 commoners into the "Order of the Bath."

### Ancestors in Seats of Honor at Feasts

Entertaining the spirits of ancestors and conversing with them is as real as an actual affair of this world to the natives of some of the small Japanese villages in the neighborhood of Tokyo.

Signal fires are kindled by the villagers before the graves of their ancestors and the spirits invited to come home with them to partake of the feasts spread in their honor. When the fires go out, torches are lighted to show the way home for the departed souls. As they walk it is not at all unusual for old folk to talk aloud to the spirits and often these simple folk point out a mud puddle to their spirit guests, warning them to be careful.

When a family reaches home, a tub of water is found at the entrance, in which the spirits are invited to wash their feet. At the table, the living members talk to the spirits, usually about incidents that took place while the ancestors were alive. The following night, the spirits are escorted back to the graveyard and bidden farewell until the following year.

### Unfortunate That He Backed "Short Horse"

When Conan Doyle was in St. Louis on his visit to the United States he met some congenial souls—"cinema men" he says they were—"who would, I should imagine in a less dry climate, have been a lively crowd."

"One quaint fellow," says the creator of Sherlock Holmes, in his book, "Our Second American Adventure," "who had been a jockey at some period, gave us some funny experiences on southern race tracks, especially the adventures of some negro tout who used to get his information 'out of the oats box,' to use his own expression, and pass on for a fee the plans of the horse to his fellows.

"When the information proved wrong he had to invent excuses to avoid trouble.

"Yes, sir, your horse was beat by six inches, sir. But it really wasn't beat at all. It was just unfortunate. Did you see the race, sir?"

"See it? I had \$2 on it. You bet I saw it."

"Well, then, if you saw it you would notice the rumps of them horses was dead on a line when they passed the post. It was a dead heat at that end, but you backed a short horse. That was all that was the matter."—Kansas City Star.

### Importance of Oil

Springs of oil were mentioned by a Franciscan missionary writing of a visit to America in 1632, and the Red man, when laid low by sickness, skimmed it from the surface of the rivers and drank it as medicine years before the Paleface set foot in the country. Products of petroleum are met with on every hand today, motor cars, motor boats, airplanes, and airships all rely for their safety on petrol, for fuel in their engines, ocean liners, the mighty generating machinery, providing electric current for countless purposes, and the driving power for our great industries often depend on "crude oil" for power, either to raise steam or for direct use in internal combustion engines.

### Energy From Grains

Of the food eaten by the people of the northern part of the United States, 90 per cent is represented by the following five articles of diet:

Bread and cereals: These furnish 37 per cent of caloric energy.

Fat, including butter and lard, contributes 16 per cent of calories.

Meat provides 15 per cent of food energy.

Sugar yields 10 per cent of nourishing service.

White potatoes, the most generative of the food, fuel required to keep the body machinery in operation.

### Many Odd Forms of Home Savings Banks

From Manila comes direct evidence that the Filipinos believe in growing their own coin banks. The two most popular forms are a section of bamboo with a slit and firmly sealed on both ends, and the other is a carefully hollowed and polished coconut. The bamboo bank is called an "Arkancla" and the coconut a "Tabo." Both are pretty good at defying the attempts of children to get at the contents, because they are very difficult to break.

Although coin banks are not widely used in the Argentine there is one form which serves a double purpose, particularly in the interior of the country. This is an artistically decorated gourd which though primarily intended as a receptacle for tea drinking is sometimes converted into a coin bank. The tea drunk in the Argentine is known as "mate." It is sipped from the gourd by means of a metal tube called a "Bombilla." The gourd of tea passed from one to the other at table is considered a gesture of real friendship and regard.

Dolls and animals, attractively colored, are very popular as designs for children's coin banks in France. Singapore uses no design typical of that section of the world, the favorite receptacle being a tin can with a slit at the top.—Exchange.

### "Shook Up" Officeholders

President Andrew Jackson was among the first Presidents to recognize the power of the press and the value of its support in a political campaign. Not long after his inauguration some of his advisers decided that it was highly important to have a newspaper in Washington.

They organized the Washington Globe and started it on an immediate paying basis by the simple procedure of making a subscriber of every federal officeholder whose salary was more than \$1,000 a year. The hand-picked subscribers were sent the paper and a bill for a year's subscription. Most of them paid promptly and with as good grace as they could summon. A few balked, and these were told they could either pay up or get another job. They paid.—Kansas City Times.

### Term of Opprobrium

Fakir is a word that has come to us from the Far East where it literally means a poor man, a Mahomedan religious mendicant, who espouses poverty as being in harmony with his sense of spiritual insignificance. The life is one of inactivity. Many of these ascetics are sincere, but many were humbugs and so in the West the word "fakir" has come to mean much the same as mountebank, an impostor, especially in matters relating to religion.