



Dividend checks from the American Telephone and Telegraph Company are received quarterly by more than 200,000 telephone users.

## Owned by those it serves

Less than fifty years ago an application was made for a patent which created the possibility of speech between distant points. It was the culmination of years of study, research and experiment. It suggested a new aid in commerce and domestic life; a new tie to bind the people together. But it was only a suggestion—a dream.

To make that dream come true required the creation of an organization unlike any other. It demanded a kind of scientific knowledge that was yet to be formulated, as well as a type of equipment still to be devised. And it necessitated the financial and moral support of many communities.

Out of this situation grew the Bell System, bringing not only a new public service, but a new democracy of public service ownership—a democracy that now has more than 200,000 stockholders—a partnership of the rank and file who use telephone service and the rank and file employed in that service. The American Telephone and Telegraph Company exists to serve the people and is

owned directly by the people—controlled not by one, but controlled by all.

Evolution is going on. Each year the ownership is more widespread. Each year the various processes of the service are performed more efficiently and economically. Each year new lines and extensions are constructed. The responsibility of the management is to provide the best possible telephone service at the lowest possible cost and to provide new facilities with the growth of demand. To do these things requires equipment, men and money.

The rates must furnish a net return sufficient to induce you to become a stockholder, or to retain your stock if you already are one; after paying wages sufficient to attract and retain capable men and women in the service. They must adequately support and extend the structure of communication.

These are considerations for the interest of all—public, stockholders, employees.



"BELL SYSTEM"

AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES

One Policy, One System, Universal Service, and all directed  
toward Better Service

## This Week's Outlook

**A**N outline study of current history is published each week based on that week's issue of The Outlook and is sent without charge to all subscribers who request it, but is especially designed

for groups of students engaged in the study of current events, history, civics, English, etc. Information as to special rates for subscriptions ordered in quantities for class work will be sent on request to

Educational Director

The Outlook Company, 381 Fourth Avenue, New York City

## BY THE WAY

**T**HE good friends who, after hearing story, say to us, "The way I heard it was this," try us terribly, but they generally improve the story, we have to admit. A subscriber thus betters the legend recently printed in this column about Lafayette's greeting to married and unmarried men: "In our story (handed down in our family in Philadelphia) he told the unmarried man he was a lucky dog, while he said to the married individual, 'What a happy man you must be!' When his attention was called to the apparent contradiction between the two compliments, he said 'There is a great difference between happy man and a lucky dog!'"

The names of towns on the borders of States are sometimes made up of syllables from the names of the States. Sylmar, for instance, in Maryland, borrows syllables from Pennsylvania and Maryland, and Pen Mar, in Pennsylvania, does the same thing in a slight different way. Calexico, in California indicates its proximity to Mexico in its name. Mexicali, just on the other side of the border, in Lower California, has become celebrated as the possessor "the longest bar in the world," to which Californians can cross over from Calexico and slake their thirst without fear of prohibitory laws.

"To be offered for sale by auction," says an advertisement in an English paper, "part of the ESTATE of LOCHIE extending to a total area of about 117,000 acres." This Scottish estate, consisting of over 180 square miles of territory, includes a deer forest of 13,000 acres, a castle, lakes, mountains, sheep farms, trout streams, etc. In its various preserves a total of about 200 stags are often shot during the season, and quantities of salmon and trout obtained. "I once preserve," it is said, "Lord Burto shot the famous 20-pointer." (Refers to a huge stag whose antlers had 20 points.) This vast domain is advertised as a "sporting estate," and probably could be matched only in America for extent and romantic scenery, which includes the famous Ben Nevis.

In the window of a wholesale silversmith's house on Fourth Avenue, New York, the wayfarer sees this cheering sign: JOBS ALWAYS ON HAND. This is probably short for "job lots."

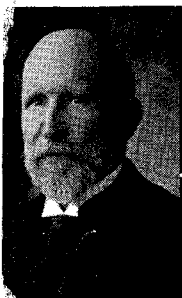
Another sign, at a recent industrial show, read: GUARANTEED EGGS. THESE EGGS ARE LAID BY HAPPY, HEALTHY HENS.

A sign on the Bowery reads: FRENCHY ARTIST. It speaks volumes as to the popular impression that the French are up on art.

Another Bowery sign, perhaps suggested by "Frenchy's," is: SHOEY THE BOOTBLACK.

A Yiddish-English sign in Brooklyn reads as follows: OUR MOTTO: QUALITY TRUTHNESS, QUICK SERVICE.

## CONTRIBUTORS' GALLERY



**EVERETT PEPPERRELL WHEELER**, lawyer and author, was born in New York in 1840. He was educated at the College of the City of New York, and in 1859 received his A.M. degree from there and his LL.B. from Harvard University. He has been prominent in various local and national Civil Service Commissions, a member of the New York Board of Education, and Vice-President of the American Bar Association. He is the author of "Daniel Webster, Expounder of the Constitution," "Sixty Years of American Life," "A Lawyer's Study of the Bible,"

**THOMAS MASSON** is one of the best known of American critics and essayists. He has been literary and managing editor of "Life" since 1893, and is the author of several volumes, including "A Bachelor's Baby, and Some Down-ups," "A Corner in Women," and "The Best Stories in the World." He has edited many collections, such as "Humorous Masterpieces of American Literature," "Humor of Love in Verse," and "Best Short Stories." His home is in Glen Ridge, New Jersey.

**JOHN BALLARD** is a newspaper and magazine writer and a native of Wisconsin. He did newspaper work in that state for several years and was later a correspondent in the Northwest for New York and Chicago papers. While engaged in that capacity he began to make a study of the radicalism that has readily gained strength in the granger states, and from 1920 to 1922 he was engaged in making investigations and writing on the subject for the American Constitution League of Wisconsin. Mr. Ballard does not view radicalism from the standpoint of either a politician or a professional economist, for he is neither one nor the other. His chosen work is that of a writer on outdoor life, and he is a regular contributor to the "Outers-Recreation Magazine" of Chicago.

**KINGSLEY MOSES**, who has made an enviable name for himself as an industrial writer, is a graduate of Dartmouth College. He was the only American present in Tripoli during the Italo-Arab hostilities of 1919 and the consequent negotiations for peace of that spring and summer. He traveled considerably over a thousand miles in Libya; and to him, as probably to no one else, were confided the Arab ideals of autonomy.

**IMOGEN B. OAKLEY** writes The Outlook of her experiences as a juror in a criminal court in Pennsylvania.



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Residence of D. A. Phillippe, Champaign, Ill. Steam from Central Station 4,300 feet away.

## Community Heating is Logical

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We have prepared an interesting booklet on Adsco Community Heating; ask for Bulletin No. 20-O. Bulletin No. 158-O describes Adsco Heating—the coal-saving system—for individual buildings with any make of boiler.

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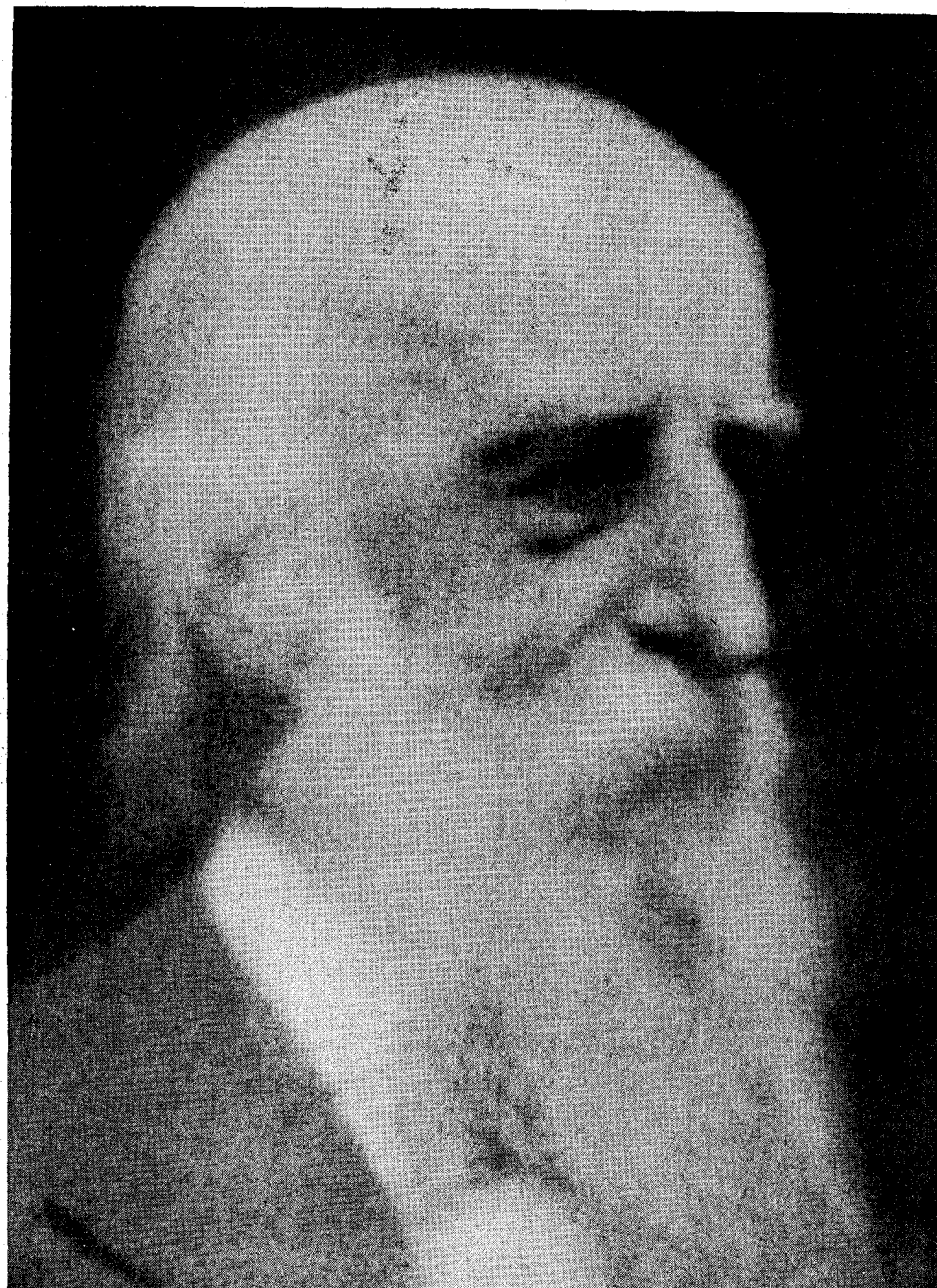
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