

1933

## FRIEND AND NEIGHBOR

CLOSE to those who live in small towns, and farther out upon the farms, is the helpful service of the telephone operator.

In the truest sense, she is both friend and neighbor. Ties of kinship and association bind her to those whose voices come across the wires. Through her switchboard pass many messages that are important to the life and business of the community. FAH - Q

Bright and early in the morning she puts through a call that helps a farmer locate a drill for sowing oats. Another connection finds out if Jim Thomas, "over near Bogard," is feeding a bunch of calves and needs any shelled corn. Another gets the latest price on heavy hogs for Bill Simpson, and helps him catch the market

near the top. Through the day she aids in finding a doctor for Mrs. Moore, whose baby plugs in an emergency call that sends an ambulance east of town. Puts through a long distance call for Bob Roberts, whose boy attends state college. Then, through the night, she is ever ready to help those in need.

Constantly in her mind and activities is a fixed, guiding purpose . . . "Speed the call" is the further thought that she serves best when she serves with courtesy and sympathetic understanding. In the bustle of the city, as in the country, that is the established creed of every employee of the Bell System. Its faithful observance in so large a percentage of cases is an important factor in the value of your telephone service.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY





*Friday night . . . Boake Carter says "Cheerio" on Columbia for Philco. A  
 your finger . . . the nearest N. B. C. Red Network station brings the Cities  
 Concert starring Jessica Dragonette. Tuned perfectly . . . tuned instantly  
 . . . tuned automatically . . . without a thought of "numbers." That's Philco  
 matic Tuning . . . radio's newest, greatest convenience. The call letters of favorite stations  
 on a dial . . . like that of an automatic telephone. Twirl the dial just once . . . and you  
 from swing to symphony . . . change from chamber music to a sports broadcast. No longer  
 you "jiggle" a tuning dial back and forth to tune a station. Philco Automatic Tuning assures  
 tuning precision. On foreign stations, too, Philco provides new convenience and accurate  
 tuning. London . . . Berlin . . . Paris . . . other important cities in Europe, South America  
 Asia are named, located and spread six times farther apart on the 1937 Philco Spread-Band*



*Radio's Greatest Convenience*—PHILCO AUTOMATIC TUNING

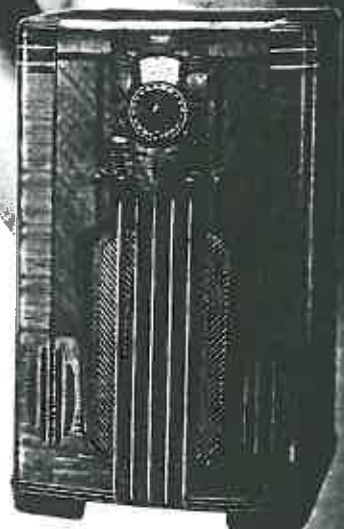
On the Philco 116X De Luxe . . . call letters of your favorite American stations are inserted where the mythical call letters appear above. One twirl tunes the station with un-failing precision and true High-Fidelity tone. "Boom" is eliminated by Acoustic Clarifiers . . . and every note brought to ear level by the Philco Inclined Sounding Board. Five Spread-Band Tuning Ranges cover all that's interesting in the air . . . while the Philco Foreign Tuning System and High-Efficiency Aerial double the foreign stations you can get and enjoy! See the classified telephone directory for your Philco dealer. Buy, if you choose, on the Philco Commercial Credit Easy Payment Plan.

**PHILCO**

*A Musical Instrument of Quality*

FIFTY-TWO MODELS \$20 TO \$600

PHILCO REPLACEMENT TUBES IMPROVE THE PERFORMANCE OF ANY RADIO . . . SPECIFY A PHILCO FOR YOUR AUTOMOBILE



PHILCO 116X De LUXE\* . . . \$195 (Low)  
 \*Sold only with Philco High-Efficiency Aerial  
 to insure greatest foreign reception

1936



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# LIFE on the American Newsfront: In Washington



The Social Security Board prepares to launch the New Deal's annuity-for-oldsters from the old Labor Department Building. Effective date: Jan. 1, 1937.

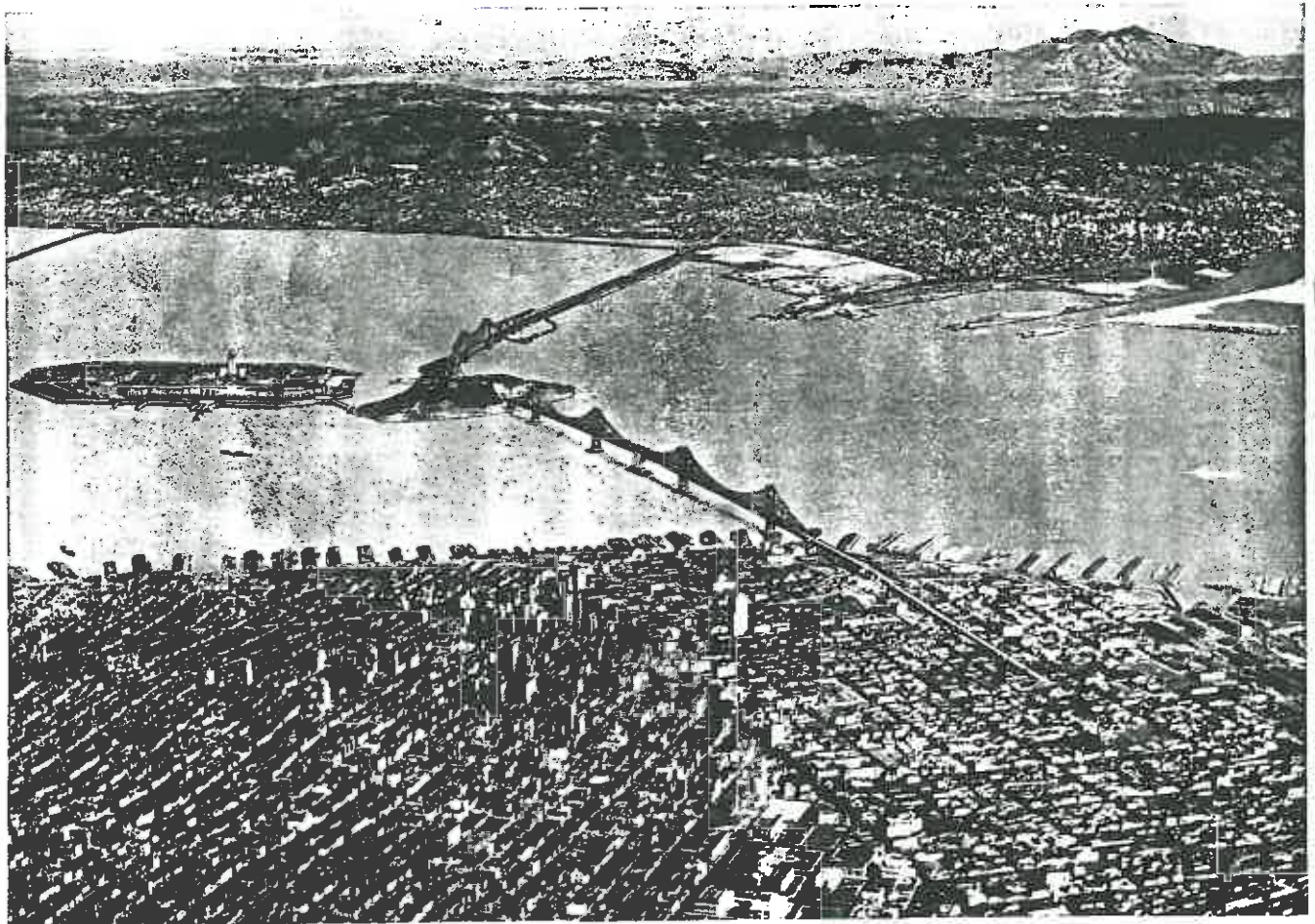


Acting Chairman Arthur Joseph Altmeyer (right) and Board Member Frank Bane plot the tremendous job of registering 26,000,000 industrial workers throughout the country, taxing their pay envelopes.



Actuary W. R. Williamson figures the most favorable rates, the lowest overhead of any insurance institution in the country.

## In San Francisco—Oakland



When President Roosevelt pressed a key in Washington, Nov. 12, long-waiting autoists streamed 8 1/4 miles across the new \$77,000,000 Bay Bridge. From San Francisco (in foreground) a double-decked highway crosses three long spans, tunnels through Yerba

Buena Island, continues on across to Oakland. Toll: 65c. In the air view above, architects have drawn in one feature which no one else has yet seen: the island now being built next to Yerba Buena for a 1939 World's Fair.