

## Dial System Installation Marks Telephone Progress

**Number Of Subscribers Hits All-Time New High; Calls Increase**

The year 1940 was another in the march of progress of the Southern Bell Telephone and Telegraph company in Wilmington, for in that year it changed from the old manual exchange system to the dial system, saw an increase in the number of telephone calls to a new all-time high, and an increase in the number of telephone calls of ten percent.

In 1933, at the depth of the depression, there were only 4,064 telephones in Wilmington. At the end of 1940 there were 6,412 and already 175 additional phones have been installed since the beginning of 1941.

This is no sudden rise from a static total, for the company has gained in the number of telephones in operation each year since 1933. In 1934 it gained a net 100 telephones; in 1935 it added another 432; in 1936 another 477 were added; in 1938 the increase was 270; in 1939 there was an increase of 386 and in 1940 and addition of 359 phones in Wilmington.

Telephone calls during the year, after the installation of the dial system, rose about 10 percent which, according to telephone company officials, is normal in any community in which the dial system is installed. Just why there is an increase in telephone calls when a dial system is installed is not known, the company officials said, but wherever it is installed, a ten percent rise in calls usually follows and Wilmington was no exception.

The increase has put calls to the point where they now range from 75,000 to 90,000 a day.

That figure, however, does not include the tolls on long distance, which now have risen to an average of from 900 to 1200 a day.

**More Expansion Seen**  
And the end of the expansion of business for the company here is not yet, for shipyards are rising at the southern end of Sunset Park and it is anticipated this will call for many additional telephones.

But the mechanical hands in the dial bank room of the beautiful new telephone building which was opened during 1940 do not mind. They can handle many calls as easily as a few without mistake and without hurry. Since the advent of the national defense program signs have been erected on various doors throughout the building barring all save employees from entering.

But the visitor who takes a personally escorted tour of the building finds it a veritable mechanical wonderland.

In the basement is a huge air con-

ditioning unit, which controls not only the temperature of the building but the humidity and washes the air before allowing it to circulate through the building.

Ceilings in the building are perforated with thousands of tiny holes through which the cool air comes in summer and warm air in winter.

### Separate Powder Plant

In the same room in the basement is equipment which would allow the company to operate its telephones from one New Year's day to the next should the electric power service in the city be turned off that long. An interruption of power service of an hour or so has no effect on the telephone service, for it and when such interruptions occur the telephones are carried along on batteries.

But should there ever come a prolonged interruption of power service the telephone company would simply start its own generator plant and produce its own electricity to operate its own plant and its thousands of phones until the regular power service was resumed.

In this room also is found the bell ringing device, a mechanism which causes the bell of the phone you are calling to ring at regular intervals until it is answered, or which gives you a busy signal if the line is in use.

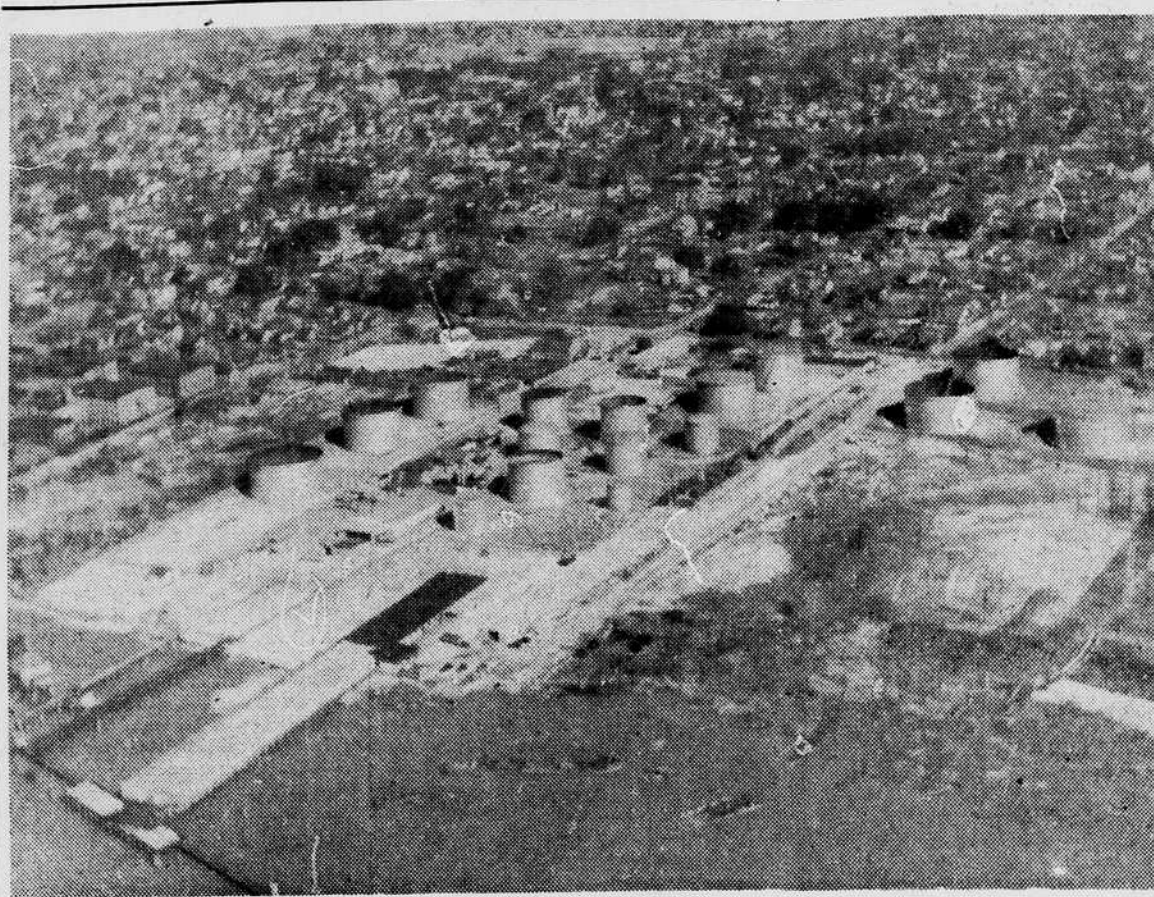
Practically all of the equipment here is supplied in duplicate, for it is always possible that a piece of equipment may go out of order and another must be had on hand immediately so that service will not be interrupted. Such duplicate equipment is alternated in use, one piece being used one day and another the next, so there is always a test to show that both pieces of equipment are in perfect condition.

Also in the basement is the cable vault, which is one of the points of pride of the company management. Deep beneath the ground, safe from attack, the cables which carry the thousands of telephone conversations daily, enter the building through a huge vault.

**Dial Mechanism**  
The room in which the dial mechanism is located is on the main floor of the building, which also houses the business offices. In the dial mechanism room the visitor finds that for every possible ailment of the intricate machinery which gives you the correct phone when you dial a number, there is a warning signal which notifies a wire man if and when trouble develops.

Throughout this room there are thousands of tiny fuses. If and when any one of these myriad fuses blows out immediately a gong begins to ring and lights flash on to indicate to a wire man where the blown fuse is located. The fuse itself is a tell-

## OIL TERMINALS FROM THE AIR



The oil tanks and docks of the Cape Fear Terminal company, an ever expanding business, are shown from the air. During the last year a warehouse, seen in the foreground, was built and facilities were expanded to allow the terminals to handle two ships simultaneously instead of one. (Photo courtesy Pennington Flying Service).

tale, for when it burns out a spring immediately pushes a small piece of metal outward from the fuse, so that the faulty fuse can be located in a moment.

Similar devices protect the user of the telephone from almost every other possible source of telephone trouble.

For example, if after making a telephone call you fail to hang up the receiver of your phone properly, there is a device which a few minutes later will give the wire men a signal. When it is determined the trouble lies in the fact the receiver is improperly hung up, this information is sent to the test board in another room. Here the test board operator puts a "howler" in operation and the subscriber who has failed to hang up the receiver hears a loud, peculiar noise emitting from the receiver.

On the top floor of the handsome building is located the toll room and manual switchboard. Here all long distance calls are handled through the manual board, information is given subscribers and telephone numbers are dialed for those subscribers, such as the blind, who are unable to dial numbers for themselves.

The year 1940 was one of progress for the Southern Bell Telephone and

## FSA PUSHES SMALL GRAIN PROGRAM

**Two Combines For Harvesting Purchased; Other Purchases Planned**

One of the greatest contributions the Farm Security Administration program is making to farmers in Brunswick county is the promotion and encouragement of the small grain and livestock program. During the past year, two combines for the harvesting of grain have been purchased and there will be two or three others purchased before the spring wheat harvest. The lack of adequate harvesting machinery has in the past prevented farmers from growing their own flour. Consequently, thousands of dollars have gone out of the county to the western farmers for flour, and a great deal more has gone to elevators and transportation facilities for handling and shipping flour.

H. L. Climmens of Supply, has already secured through the Farm Security Administration a combine which will cut, thresh and sack the wheat right in the field with one operation. A majority of his neighbors for two or three miles around have from one to four acres of wheat planted and doing nicely. Next summer when many families may be wondering where their next bread is coming from these wheat growing farmers are expecting to have their flour in the bin.

Before this equipment was purchased the FSA and the Extension Service under the leadership of J. F. Dodson County Agricultural Agent of Brunswick county, held meetings in the leading agricultural areas of Brunswick county, at which time the advantages of small grain growing and the possibility of purchasing equipment through FSA loans were discussed. At the present time there is a combine at Supply and one at Exum. It is hoped that in 1941 combines will be bought for the following additional communities: Bolivia, Shallotte, Ash, and possibly Hickman's Cross Roads.

Brunswick county is not a good cotton county, and both the farmers and the soil are very greatly removed from the best tobacco area. Therefore, neither the soil nor the people are very well adapted or trained for tobacco growing. However, these wide, flat, and in many cases fertile, fields are adapted to the use of machinery and livestock. Along with the greater use of machinery more small grains can be produced and consequently more livestock can be produced. To do well with livestock a farmer must produce the majority of his own feed. In addition to increasing the livestock an additional supply of grain may be partly disposed of through the regular market channels.

One farmer at Exum produced 47 bushels of barley per acre. This crop required no cultivation, only planting and harvesting. There is a good market for most of the seed. However, any surplus not needed for seed is sold to various types of manufacturing plants.

In the same area one farmer produced lespedeza seed for sale. The yield and quality equaled the leading areas in lespedeza seed production.

FSA farmers in Brunswick county are required to plant their wheat fields if there is any harvesting machinery available, or if there is any likelihood of such equipment being available. Loans are not approved otherwise.

The County Agent who has been in the county for many years and other agricultural leaders see the future of Brunswick county lying in the direction of small grain and livestock production. The Holly Ridge project with its demand for butter, eggs and other livestock products will boost this trend. The FSA is doing its part to help the farmers adjust their farming oper-

## Girl, Hurled Through Culvert During Flood, Is Rescued And Revived

LONG BEACH, Calif., Feb. 22.—(P)—Hurled by flood waters through a 60-foot culvert, 6-year-old Eva May Landon was rescued in a nearly drowned condition today. She soon revived.

A motorist saw Eva May topple into a big ditch near the culvert's mouth. He leaped from his car, ran to the other end of the culvert and dragged her out of the torrent as she was cast forth. In the excitement following the rescue, the motorist disappeared unidentified.

During the fiscal year of the government ending June 30, 1940, 4496 miles were added to the domestic civil airways.

ations to meet these changing conditions.

## Pickets Withdraw From Arms Depot Project

GALLUP, N. H., Feb. 22.—(P)—Mounted pickets withdrew today from the \$9,000,000 Fort Wingate ordnance depot construction project.

The pickets, cowboy style, leisurely began riding their horses yesterday along the line fence in front of the vast military reservation, carrying printed slogans that the job was "unfair to organized labor."

Actual construction is not slated to start until next month.

Union officials declined any comment concerning the withdrawal except to say:

"This is Washington's birthday—no one is working."

Union leaders and army officials have been discussing suggestions for a closed shop.

## Expansion Of Crops In South Seen By Wickard

DES MOINES, Ia., Feb. 22.—(P)—Secretary of Agriculture Claude R. Wickard predicted here today that the southern farmer whose cotton and tobacco markets have been choked by the European war will

## ? PROF. WHIZ'S QUIZ ?

S'CUSE ME, GEORGE—BUT I WANT RIVER DO FOLKS SAY YOU THREW A SILVER DOLLAR ACROSS?—THE RAPPAHANNOCK THE DELAWARE—OR THE POTOMAC?



The Rappahannock is the river over which Washington's dollar was thrown . . . but to avoid being "Thrown" for a financial loss by the unexpected consult us, about plate glass, insurance. Present dividends are 25 per cent.



expand production of crops generally produced in the corn belt.

Wickard spoke at the National Farm Institute, which is considering "Economic Preparedness and Agriculture."

"Here in the middle west," Wickard stated, "we might as well recognize that all indications are that the south in the future will grow more hogs, raise more corn and

wheat and produce more livestock and dairy products generally. "The south will grow more of these products even if it gets a bit of its cotton market back."

**RATION DOUBLED**  
LONDON, Feb. 22.—(P)—The British food ministry announced today the weekly butter ration would be doubled—to 4 ounces per person—beginning March 10.



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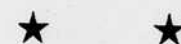
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all other biggest-selling low-priced cars? . . .

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**WHAT CAR OUT-RIDES**

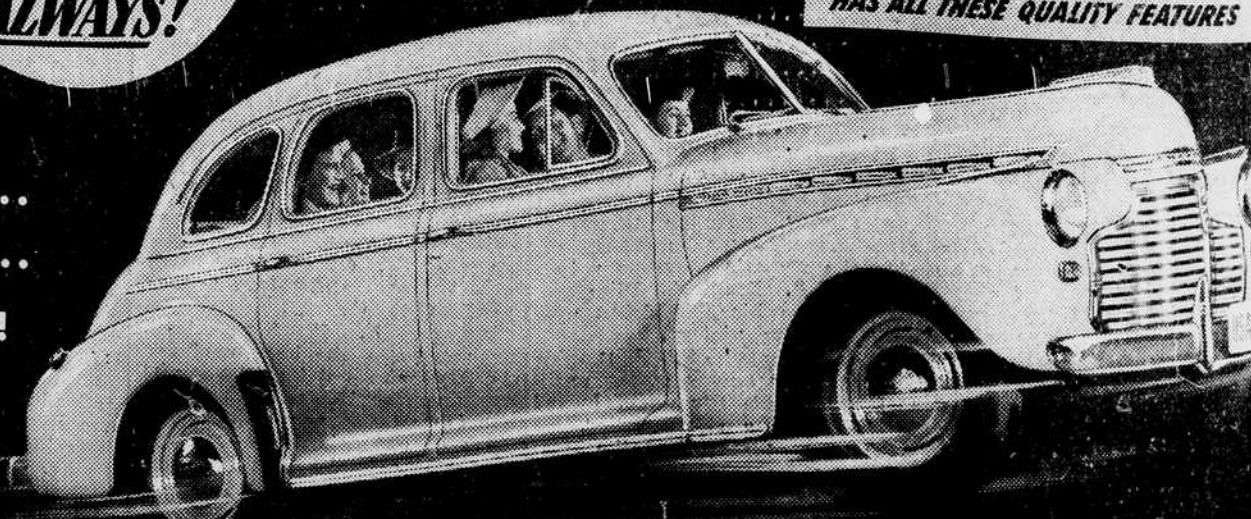
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Telegraph company in Wilmington, but even now plans are being made for other expansion which will give telephone service subscribers in and near Wilmington better telephone service.