## Telephone Achievements

Telephone Service of Today the Creation of The Bell Co.

| In no line of buman endeavor has the inventive brain of the scientist contributed more to the world's progress than by the creation of the art of telephony, of which the Bell system is the embodiment. <br> When the tfion' one was born, nothling analogous to teleplone s rvice as we now know it existed. There $\mathrm{v}^{\mathrm{n} g}$ no tradition to gulde, no experlence to follow. <br> The systen, the ipparatus, the methods-an entire new art had to be created. The art of electrical engineering did not exist. The Bell pioneers, recognizing that sticcess depended upon the highest engineering and technical skill at once organised an exjerimental and research department which is now directed by a staff of over 550 engineers and sclentists, including former protessors, post-graduate students, scientific investigatorsthe graduates of over seventy universities. <br> From its foundation the compe has continuously developed the art. New in.jrovements in telephones, switchboards, lines, cables, have followed one another with remarkable rapidity. <br> While each successive type of apparatus to the superficial observer suggested similarity each step in the evolution marked a decided improvement. These chas, but is continuing. Substantially all of the plant now in use, including telephones, switchboards, cables and wires, has been constructed, renewed or reconstructed in the past ten years. <br> Particularly in switchboards have the changes been no radical that installations costing in the aggregate millions have frequently been discarded after only a few years of use. <br> Since 1877 there have been introduced fiftythree types and stylee of receivers and seventythree typen and styles of transmitters. Of the $12,000,000$ telephone receivers and transmitters owned by the Bell Company January 1, 1914, none were in use prior to 1902, while the average age is less than five years. <br> Within ten years we have expended for construction and reconstruction an amount more than equal to the present book value of our entire plant, <br> Long distance and underground tranaminaion was the most formidable scientific problem confronting the telephone experts. <br> The retarding effect of the earth on the telephone current often impaired conversation through one mile underground as much as through one hundred miles overhead. Overhead conversation had its idatinct limitations. <br> No possible improvement in the telephone transmitter could of itself solve these difficultios. <br> The solution was only found in the cumulative effect of improvements, great and small, in telephone, transmitter, line, cable, switchboard, and every other plece of apparatus or plant required in the transmission of speech. <br> While the limit of commercial overhead talking had increased from strictly local to over 1000 | miles as early as 1893 , it was not until 1905 that conversation could be had over long-distance circuits of which as much as twenty miles was in underground cables. By 1906 underground talking distance had increased to ninety miles, By 1912 It was poselble to talk underground from New York to Washington. <br> It was then that the construction of underground conduits from Boston to Washington was determined upon, not that it was expected to get a through underground talk between those places, but in case of storm or blizzard, to utilize intermediate sections in connection with the overhead. <br> Oúr persistent atudy and incessant experimentation have produced results more remarkable still. <br> We have perfected cables, apparatus and methods that have overcome obstacles heretotore regarded as insuperable both to long distance overhead and underground conversation. <br> Underground conversation is now possible between Boston and Whashington, four times the length of the longest European underground line. This enabled the Bell System in the recent great storm, so destructive on land and sea, to maintain communication for the public between all the principal points on the Atlantic seaboard. <br> Telephone communication is estabilshed between New York and Denver, is potentially possible between all points in the United States, and by 1915 will be an accomplished fact between New York and San Franclaco. <br> In our use of methods or apparatus, we are committed to no one system. We own, control or have the right to une inventions necessary to operate any system recognized or accepted as the most efficlent. The Bell System must always recognize, and in its selection must always be gov. erned by the necessities of a national service, with its complex requirements, which is infinitely more exacting than local or Himited service. <br> These achlevements represent vast expenditures of money and immense concentratior of effort which have been justified by results of :mmeasurable benetit to the public. No local compsoy unaided could bear the the financial or scientifle burden of this work. Such reaults are possiblo only through a centralized general staff, avolding wasteful duplication of effort, working out probs lems common to all, for the benefit of all. <br> The ploneers of the Bell System recognized that telephone service as they saw it, was in the broadest sense a pubilic utillty; that upon them rested a public obilgation to give the beat possible sorvice at the most reasonable rates consistent with risk, investment and the continued improvement and maintenance of its property. <br> Without this expenditure of millions and concentration of effort, the telephone art as it exists could not have been developed. <br> What we have done in working out these great problems in the past should be accepted as a guarantee of what we will do in the future. <br> theo. N. Vail, President. |
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| arshfield-North Bend Auto Line ars every ten minutes from $6 \mathbf{a}$. m to 12:30 p. m. <br> GORAT \& KING, Propn. <br> EDISON'S LATEST <br> A storage battery that continual over charging will not harm. DOES NOT CORRODE AT TERMINALA. <br> CONTAINS NO ACID. <br> Will not lose ita charge while standing talle. <br> IS GUARANTERD FIVE TEARS <br> Coos Bay Wiring Co. <br> 153 Broadway. |
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| River Boat <br> Express leaves Marshfield turaing in evening, Steamer Rafnbow leav head of river at 7 a m, m a returning leaves Marshield <br> ROGERS a SMITH. |
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And systom means incroased businoss, decreas
creased efficlency, welf confidence and rellance.
Your returs checks, cancelled by the bank, w,
plate record of your mozey disburaements.
This bank fovites your account,

## The First National Bank Of Coos Bay

FLANAGAN \& BENNETT BANK
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Capital, Surplus and Undivided Profits, \$115,000




Construction of Earth Roads





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One Must Perspire!
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Bunker Mit Gentlemen on
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