

## New Telephone Skyscraper Opened To Serve Long Island Territory

27-Story Structure in Brooklyn, Second Largest Telephone Building in State, Is New Administrative Headquarters for Area

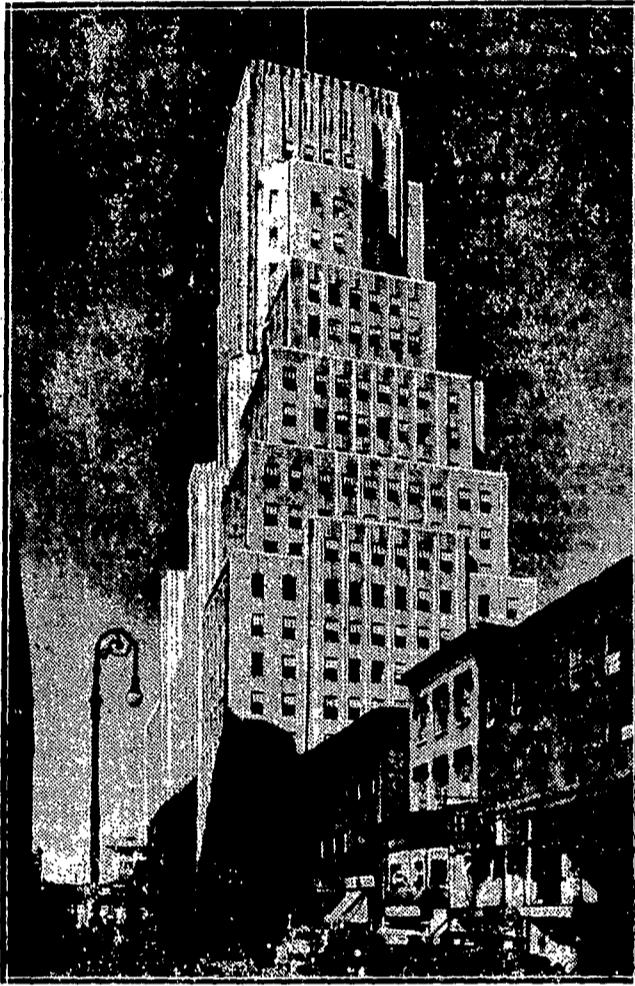
Rising to a height of 348 feet above the street, the new 27-story Long Island headquarters building of the New York Telephone Company has been completed and formally opened in Brooklyn. The tallest and largest telephone building in the state, with the one exception of the Company's statewide headquarters building in Manhattan, the new structure is an imposing addition to downtown Brooklyn's own rapidly increasing group of pinnacles. The great new building stands as tangible evidence of the great growth of telephone service in Brooklyn and the Long Island area.

With the completion of the transfer to the new structure of general office forces, formerly quartered at

ence to office workers, much of the transfer of equipment being effected during week-ends throughout the summer.

The massive new structure of steel and brick has a floor space of 320,000 square feet and cubical contents of 6,732,695 cubic feet. Its exterior is of reddish-brown brick of varying shades. From its base line the building rises through a height of nine stories to the first of a series of three setbacks of three stories each, the tower emerging from the mass and extending upward nine stories with a setback on either side at the twenty-fifth floor.

There are two entrances, one from Willoughby Street and one from Bridge Street, both adorned with wrought iron grilles with doors of the



The massive new Long Island headquarters building of the New York Telephone Company, towering above its surroundings in downtown Brooklyn.

various locations throughout Brooklyn, there are now 2,220 tenants in this building which has been designed for an ultimate capacity of 3,500. These telephone employees comprise the general administrative and executive forces of the company's Long Island area. This concentration of higher administrative personnel in a single building is not only an economical arrangement from the standpoint of efficient operation, but also makes available space in which additional central office facilities may be installed as required, in buildings occupied by office forces transferred to the new building.

Work on the headquarters building began in the fall of 1929 with the demolition of twelve tenement buildings that formerly occupied the site, which extends 100 feet on Willoughby Street and 255 feet on Bridge Street. Foundation work started in November of that year and the building's steel structure was begun in June, 1930, with the brick work commencing a month later. Within a year of that date the building was completed and tenants began moving in last June.

The moving period required over four months, in which time considerable necessary equipment was brought from the older buildings and installed in the new offices. This work progressed with a minimum of interference

same material. These entrances lead into lobbies that give access to the main corridor from which the two banks of elevators are reached. Twelve elevators in the two banks provide a swift and convenient system of transportation to the higher floors. A large business office is located at the Willoughby and Bridge Street corner while diagonally opposite at the other end of the first floor is an auditorium seating 400. A cafeteria, soda shop and lounge for employees is located on the first of three basement levels, with kitchens, boiler rooms, refrigeration machinery, ventilators and pumps contained in the two lower basements.

From the second to the twentieth floor a vast area is being utilized by the general office forces, while from the twentieth to twenty-second floors space is provided for the managerial offices with the executive offices located on the twenty-third floor. Additional general office space is afforded on the next two floors, while the twenty-sixth and twenty-seventh house elevator equipment and water supply tanks.

In the Long Island area there are now about 760,000 telephones, or one-quarter of all the telephones in New York State,—more than twice as many telephones as were in service on the island ten years ago.

## Broadway Players Rehearse Over Long Distance Telephone Hook-Up

The transcontinental telephone recently solved a big problem of rehearsals for one of Broadway's latest stage extravaganzas.

As B. S. Moss was preparing the second edition of his "Varieties" for showing in his new Broadway Theatre in New York, Miss Ginger Rogers, scheduled for one of the stellar roles in the cast, was in St. Louis, completing another engagement. The question of rehearsals became a moot point. What to do under the circumstances was a vexing problem until Alexander Lettich, stage director for Mr. Moss conceived a bright idea.

"We'll rehearse by telephone!" he announced, and forthwith arrangements were made with the Bell System for special wire service to St. Louis and for special headpieces in New York so that every one of the some fifty members of the cast assembled there could listen in and respond to their cues.

The settings for this unusual drama thus consisted of the stage of the

Broadway theatre, where the mass of players were assembled, and an office back stage at the Ambassador Theatre in St. Louis where Miss Rogers was at her end of the telephone alone. The time was midnight and for four successive days until dawn, the rehearsals progressed.

Mack Gordon and Harry Revel, the composers, taught Miss Rogers the music and lyrics over the hook-up. Then Eddie Dowling and Ray Donley, co-starring with her, would get on the wire and the rehearsals would proceed with frequent interruptions by the stage director who explained the various stage settings and props to the actress in order to get the proper staging.

Thus back and forth voices traveled over several thousand miles of telephone wire until Miss Rogers had completed her St. Louis engagement and was able to come to New York by airplane in time for the final rehearsals prior to the actual staging of the new show.

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## 83 MILLION 'PHONE CALLS

Nation's Daily Average Shows Big Gain in Recent Years

The American people make an average of 83,520,000 telephone calls a day. Since every telephone conversation involves two people, this means that 167,040,000 people talk over the telephone in the United States every day. As this figure is considerably in excess of the total population of the country, it also implies that many people use the telephone more than once a day.

During 1930 the total daily conversations over the lines of the Bell System figured up to about 65,300,000, and over the Bell-connecting and non-connecting lines it is estimated that the daily average was about 18,220,000. Approximately 80,225,000 of these conversations were local conversations, which means that inter-city conversations averaged about 3,300,000 every 24 hours throughout the United States.

These figures are in excess of those of the previous year. The total number of local telephone conversations in 1930 was two per cent greater than the preceding year, and the total number of long distance conversations about one per cent above 1929 for the Bell System.

However, in certain sections of the country, the gain was much greater than this. In Florida, for example, a total of 231,726 outward long distance calls was made in 1930 as compared with 196,313 in 1929, an increase of 18 per cent.

## MANMADE WEATHER AN AID TO HEALTH

"Fresh Air" Misnomer, for It's Filled With Dirt and Gas.

"EVERY home-owner may now enjoy the comfort of 'fresh air' the year round, without resorting to the opening of windows and doors," says the Holland Institute of Thermology, of Holland, Michigan. The Institute points out that the term "fresh air"



"Sunbeams" Conspicuously Indicate That the Home Air is Too Dry and Too Dusty for Health or Comfort. Sunbeams Would Not Be Visible Were It Not for the Large Amount of Dust in Home-Air.

is a misnomer; that air is a permanent mixture of gases, principally hydrogen and oxygen, that covers the earth in a comparatively thin layer and unlike fruits or vegetables and other organic matter, is not subject to decay or change.

Other buildings, says the Institute, "become uncomfortable because the air supply may have become overheated, under-heated, stagnant, or polluted with dust, odors or gases. Indoor discomforts are generally experienced during the heating season due to lack of circulation, lack of moisture, and to high and varying temperatures. During summer, discomfort is traceable to lack of air circulation, excess warmth and excess moisture.

"Any and all of these conditions may now be eliminated. This is made possible by thermostatically controlled heating systems, which, more correctly, are air-conditioning systems. These air-conditioners perform many functions heretofore relatively foreign to the home—they purify the air by washing and filtering it; during winter they healthfully moisten the air to offset the characteristic winter dryness; they maintain moderate and uniform temperatures as desired, and keep the air in constant circulation, thus preventing stagnation and over-heated areas. In summer they are effective home cooling units, washing, cooling and circulating the indoor air.

"It is now possible to enjoy in homes, an indoor comfort the year round that generally will be far superior to outdoor air summer or winter. There no longer is reason why dust-ridden, dry, excessive temperatures during winter, and dusty, muggy, stagnant atmospheres of summer need be tolerated, for the means of inexpensively air-conditioning the home is within the reach of every person who can afford a furnace or other type central heating plant.

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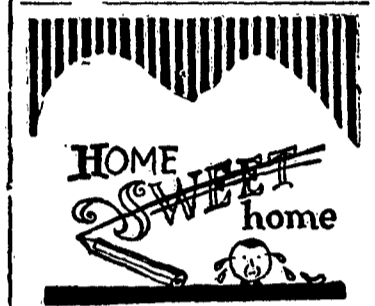
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