

## Telegraph Cos. Need a Raise

NEW YORK, Dec. 23.—The telegraph companies are about to apply to the Federal Communications Commission for a fifteen per cent increase in rates.

In making this application one of the oldest public service institutions is obliged to break a precedent of thirty years standing. The position of the telegraph industry in the public service field is unique in that it does not assess a standby charge but must rely for its income wholly on what is paid for each item of service performed. By progressive methods and a continued series of improvements and new developments in plant and operating processes, it has not only met all the increasing costs arising during the past three decades, but has actually decreased the cost of its service to the public.

The only increase in telegraph rates which has been made in the past thirty years was made by the government when it operated the industry during the World War.

Today, despite drastic operating economies the financial resources and credit of the companies are being jeopardized by the decline in revenue brought on by the general slackening of the business of the country, on which the industry depends, and the situation is made even more critical by the constantly growing costs of telegraph operation through heavy social security and other taxes, wage restorations and mounting expenses of all kinds.

As indicated by figures published a few days ago, the telegraph companies are operating at a deficit or on a very slender margin, and, it is pointed out, if this condition

### TESTED RECIPE

By Frances Lee Barton

SO you're having guests for dinner — important guests whose opinion matters to you! I'll bet you're wondering what to serve for dessert to convey exactly the right expression of gracious hospitality and distinguished cuisine. My suggestion is Blackberry Roly-poly, a wholesome blackberry and cake roll which you serve hot with cream. You'll be proud of it!



#### Blackberry Roly-poly

2 cups sifted flour; 2 teaspoons double-acting baking powder; 1/2 teaspoon salt; 4 tablespoons butter or other shortening; 1/4 cup milk (about); melted butter; 1 1/2 cups fresh blackberries; 6 tablespoons sugar.

Sift flour once, measure, add double acting baking powder and salt and sift again. Cut in shortening. Add milk gradually until soft dough is formed. Turn out immediately on slightly floured board and roll 1/4 inch thick. Brush with melted butter, cover with blackberries, and sprinkle with sugar. Roll as for jelly roll. Moisten edge and press against roll. Place in greased loaf pan with edge of roll on under side, brush with melted butter, and bake in hot oven (400° F.) 30 minutes or until done. Serve hot with cream. Serves 8.

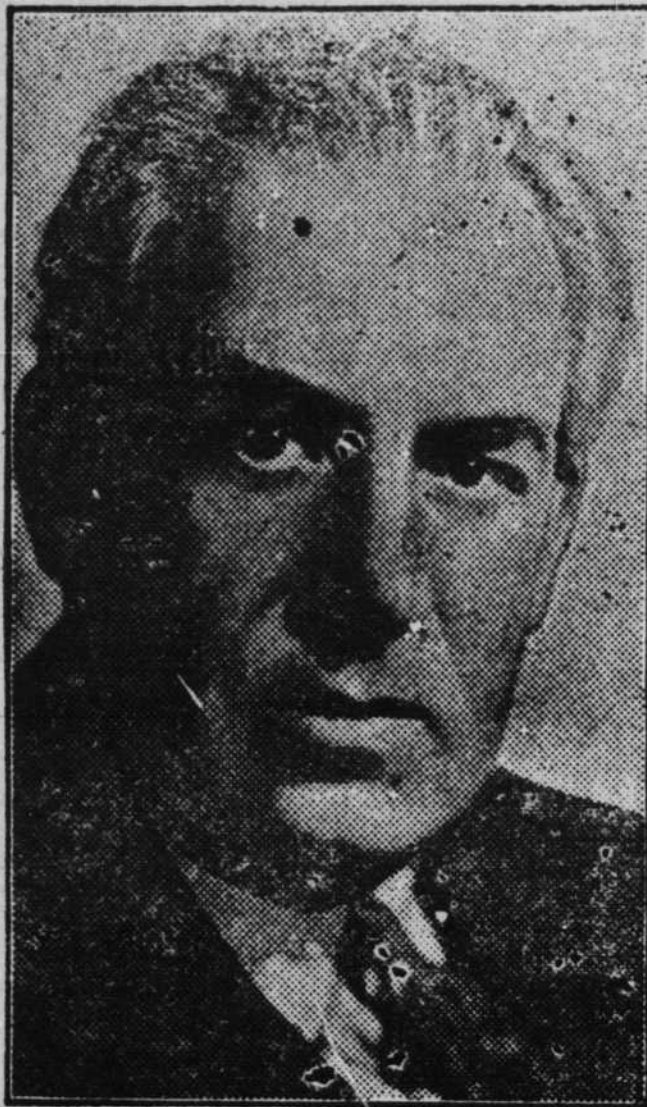
### CHRISTMAS IN ELY

Mr. and Mrs. Charles Squires and their son, Herbert, and grand daughter, Alice Thayer will spend Christmas in Ely at the home of Mr. and Mrs. C. C. Boyer.

continues, it will shortly impair their ability to continue rendering the efficient service on which the public depends and which forms such an essential part of the commercial and social fabric of the nation as well as an indispensable arm of national defense.

In recent years the telegraph companies have offered a number of new and additional services at low rates for the purpose of developing new and enlarged uses of their service in an effort to increase the volume of traffic and thus keep their revenues abreast of the constantly mounting expenses, but in spite of favorable public reception of these innovations they have not been sufficient to offset the general downward trend.

### HAPPINESS IN NOT HAVING TOO MUCH



Channing Pollock

PEOPLE who have nothing to wish for have nothing to live for, in the opinion of Channing Pollock, famous playwright and philosopher.

"Wishing is half the fun, and striving the other half," said Pollock, who contributes a series on "Happiness" from the editor's chair on Columbia's matinee edition of the "Heinz Magazine of the Air," Thursdays at 3:30-4:00 p.m., EST.

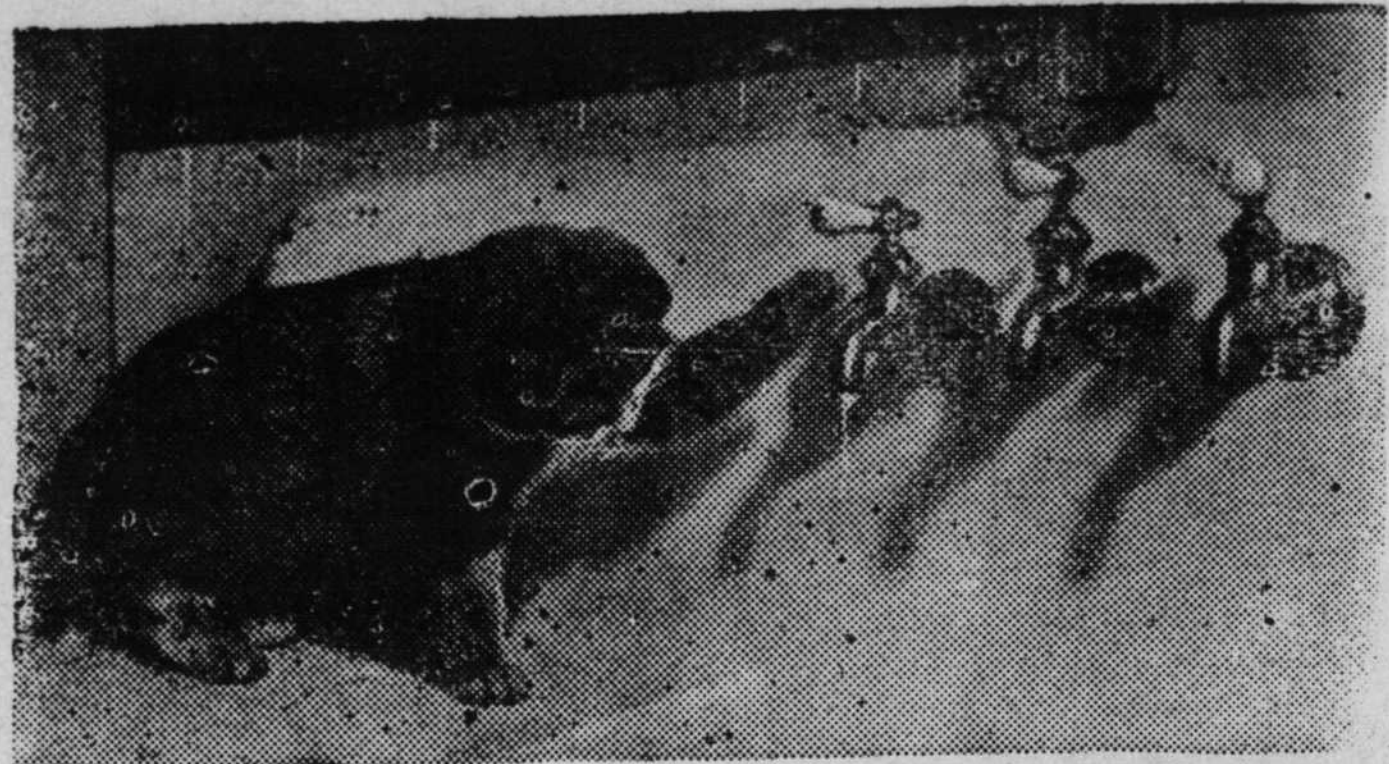
"Getting is only the brass ring on the merry-go-round," continued Pollock, "and just acquiring another something you don't need or want very much is about as exciting as eating your dinner ten minutes after lunch.

"It doesn't take a great deal of money, even nowadays, to provide all we can eat, drink and wear. Beyond that, most of life's joys aren't for sale—not just for money, anyway. Almost anyone can buy a book; but money cannot buy appreciation of the book.

"The great thing," said Pollock, "is having just enough. We all want so much more than we need, and to get that, we give up so many really precious things including peace, leisure, companionship and time to live."

## The SNAPSHOT GUILD

PETS INDOORS



Above — Tag! Sunlight pouring into the kitchen makes this as easy as an outdoor picture. Note the interesting rhythm of the faucet shadows. 1/25 second at f.6.3 lens opening. By the addition of flood lights a snapshot could be made of this subject at f.11 or with a box type camera with lens at largest opening. At right—



What'll I write—a book, a poem or a telegram? Here a 100-watt ordinary electric bulb or a couple of fifties, is sufficient for the backlighting, with two No. 1 flood bulbs for the front light. Exposure 1/25 second at f.6.3 lens opening.

HOW many Snapshot Guild members have really good pictures of the family pets?—not just "pop shots" snatched hurriedly without much attention to idea or background, but pictures with expression and action that give a genuine key to the pet's character?

Pictures like this are well worth all the planning and patience they require and indoors is a good place to take them because it is so much easier to associate the pet with a "home" background that identifies it as a member of the family.

Frequently humor can be obtained in these indoor pictures—a frolicsome kitten tangled up in a skein of yarn and looking baffled, or snatching at the dribble of water from a faucet; a puppy barking excitedly at a rubber mouse or—as here—thoughtfully planning a bit of letter-writing.

Pictures that present the animal in a definite mood or illuminate its character abound for the watchful photographer—the Scotty, like a little old man, his head cocked to one side and inquiry in his shaggy-browed eyes; the majestic Persian cat, dignified in repose, paws extended and chin sunk deep in the soft fur of his chest; the mournful-eyed bloodhound, the silken-coated collie with brown eyes sympathetic and thoughtful, the paddle-footed

cocker spaniel pup almost lost between his enormous ears.

There is a delightful field to be won, too, for the photographer who likes to experiment with lighting effects. Consider, for example, the long-furred white cat posed on a windowsill in silhouette, so that the outdoor light, diffused through the window curtains, surrounds him with a bright silken glow.

Indoor animal pictures can be made either with daylight or amateur flood bulbs. Supersensitive film should be used, because of its extra speed. Where direct sunlight streams into a room and illuminates the subject, exposures can be almost as brief as outdoors. Where sunlight is diffused through curtains, it should be aided with amateur flood lights.

At night, two big No. 2 amateur flood bulbs in reflectors four feet from the subject give enough light for snapshots with box cameras; the lens should be at its widest opening. With lenses marked in "f" numbers, f.11 at 1/25 second or f.6.3 at 1/50 second is about right. Dark-coated pets demand more light, or lights closer up. Portrait attachments can be used over the lens, for close-ups of small pets, without changing the exposure time.

It's all simple—so fire away.

John van Gulder.