

NEWSY NOTES

By J. A. Clark, D.Sc.

A TRANSATLANTIC TELEPHONE CABLE

The present transatlantic communication system is by radio. It was commenced in 1927, and has twelve circuits between Great Britain and the United States, and two circuits between Canada and Great Britain, with their frequent interruptions and fadings that occur under certain conditions. Often at the conclusion of a program the announcer states: "This program was recorded for presentation at this time." Similar disruptions occur with conversations direct to the Old Country, but there are times when conversations are as clear as if talking over the phone to a neighbour.

The great increase in transatlantic telephone calls indicates the urgent need of enlarged and improved facilities. When the present system was put into operation there were only 2,000 calls in the year; this had increased to nearly 100,000 calls in 1951. The laying of the cable should make all conversations as clear as domestic calls, and its use is likely to quickly double and treble. The Bell Telephone System now supplies telephone communication to 102 countries and territories of the world.

Canada, the United States and Great Britain signed an agreement in December, 1933, which provided for the laying of the first transatlantic submarine telephone cable between North America and Great Britain. Engineers and research scientists have spent 25 years in preparation for this gigantic task. One of the major problems facing Submarine Cables Ltd., a British firm, that is making nine-tenths of the cable, is to design special boosters to strengthen the sound-carrying capacity of the cable. These amplifiers, or boosters, are to be placed every forty miles across the ocean. The plans call for three vacuum tubes for each booster, and these must withstand pressures that may exceed five tons to the square inch, where the cable rests on the bottom of the Atlantic, between Scotland and Newfoundland at depths that exceed three miles in places. The most serious feature, however, is that these tubes, while they may last longer, are expected to be good for only twenty years.

The replacing of these worn out tubes and any that may be defective, will be a very expensive process, as it will require a ship specially equipped with electrical detecting devices, to locate the faulty ones. The cable will then have to be brought to the surface with grappling hooks, and a whole new section of cable spliced in.

This transatlantic submarine telephone cable that is to be laid between Newfoundland and Oban on the west coast of Scotland, is to be connected with another submarine cable from Newfoundland to Nova Scotia, and from there to the United States it will be an overland system.

The cable is to be laid by the British ship "Monarch," owned by the United Kingdom General Post Office. She was launched in 1946, and has already laid more than 10,000 miles of cable in different

parts of the world. It is estimated that the project will begin as soon as the 8,000 ton cable-laying-ship can be modified for the job. She is the biggest ship of her kind afloat, and is at present working on a job off the coast of Florida. She has also to lay an industrial power cable across the St. Lawrence River. She is then to return to the Tyne to be fitted for the historic job of laying the first transatlantic telephone cable.

The estimated cost of laying the 2,300 miles of cable, is \$35,000,000. When completed, the cable will carry six telephone circuits from Britain to Canada, and twenty-nine from Britain to the United States, and in addition, there will be lines for the "translator," invented by the Bell Telephone Laboratories, Ltd., in June, 1948, may replace the vacuum tube for amplification purposes, and overcome the most difficult problem to be solved in laying the telephone cable. The tiny translator is very expensive, and only a few have been constructed. It has no glass walls to break and does not require a vacuum. It is only about the size of a pinhead, and requires the use of a magnifying glass to assemble it.

It can, however, control the movement of electrons with only one-millionth of the electrical power required for a vacuum tube. A transistor is said to rectify, amplify and oscillate an electric current just as the vacuum tube does. The vacuum tube by means of a heated filament in a vacuum, "boils off" its electrons; it has a complex structure, is fragile, and there is a limit as to how small it can be made.

The transistor has been called a "wonder tube." Its construction is simple: A very small bar of impure germanium or silicon, three wires and a plastic case. The transistor was developed from studying a class of elements known as semiconductors of electricity. The crystals used in the old crystal radios were semi-conductors.

In trying to find out why and how these worked, crystals of pure germanium or silicon, to which a very minute quantity of an impurity, such as arsenic, had been added were found to upset the balance of electrons in the crystal. Three fine wires were attached and the whole encased in plastic so that an electric current may be passed through it. The tiny transistor is expensive but some engineers predict that in a few years mass production may make them available for electronic equipment.

An experimental television set has been made that is about the size of a hatbox. The picture tube is the only vacuum tube in the assembly. The set weighs about 27 pounds, and using transistors, it can pick up a TV telecast at distances up to 15 miles. The tiny transistor, when perfected, would seem to be the ideal amplifier or booster for submarine cables, as it is claimed that it does not deteriorate with use or age.

CITADEL ATTRACTION
HALIFAX (CP) — Citadel hill, built in 1828 in the heart of this historic city, is becoming a major attraction to visitors. In 1935 about 80,000 tourists visited the citadel which three years ago was made a national historic site.

TIMELY NOTES ON TOPICS CONNECTED WITH Silver Fox And Mink Farming



Burlington, Wis., has a population of less than 5,000 but is a beautiful city with splendid buildings and excellent roads. Its stores are exceptionally good for the size of the town. On May Day a huge patriotic parade was staged and the float which attracted the most attention was that of Paul L. Reinhardt, known here, whose efforts in endeavoring to bring silver fox back in fashion are well known. Seated on the float were three girls, one wearing a natural mink coat, another an EMBA tutuella cape and another wearing a Norlam pearl fox cape. It was voted the best in the parade and received a lot of publicity.

A despatch from New York states that Arthur P. Frayling has succeeded W. A. Rose as general manager of fur sales for Hudson's Bay Company. Mr. Frayling has been serving as manager of the London Fur Department of the H. B. C. He will continue in this capacity as well as taking over the leadership of the international H.B.C. fur operations and will make his headquarters in London. Mr. Rose becomes general manager of Rupert's Land Trading Company of Winnipeg, a wholly owned subsidiary of the H.B.C. which handles all the building and development projects of the Hudson's Bay Company in Canada.

New York retailers are planning emphasis on fashion in fall promotions and hope to eliminate cut-throat price wars. This is the dual aim of leading retailers. Many believe they can carry it off this season but not without a battle, several Fifth Avenue executives and fur buyers stating that fashions are really different this year. One uptown buyer explains: "Stores have given half-hearted lip service to fashion for the past five years without anything to show for it. The customer upon examination found the same old style on the racks, the slimmer look and all it encompasses has gotten a national play. The fur industry, in effect, has latched on to a style change which originated in other ready-to-wear fields. We can finally back up our style claims in 1954.

The price story, though still important, has been overplayed and is "old hat" as far as most customers are concerned. Several buyers point to "the sad demise of J. J. Fox." These buyers contend that the demise of that Fifth Avenue institution was a direct result of the store's price approach. "Fox under-priced themselves out of existence," one buyer states. "Other stores in New York don't relish the same experience." We now have a chance to play up fashion rightness in persian lamb and all the sheared light-dyed furs, alongside our mink promotions. Most important, if we handle the situation correctly, we can get over the argument that a woman can be fashionable with almost any fur — not just mink. To achieve this goal, stores here, many buyers feel, will have to exhibit certain human qualities that have not been in excess in recent years. These qualities are courage and trust.

If May figures in New York's department stores are any criteria of things to come, the fur season will definitely show an upturn in volume, according to a despatch in the latest issue of Women's Wear Daily. Federal Reserve figures for New York department

stores show volume gains of 43 per cent. In a report covering six cities, four were on the plus side.

Golden Glory fox which is being promoted by Fromm Bros. received a lot of promotional space in publications in Texas. One store in San Antonio claimed to have the largest collection of these pelts in Texas — 350 skins.

It will be news to mink ranchers here that Otto H. Grosse of North Wood Fur Farms, Cary, Ill., reports that he has severed all connections with the Mutual Mink Breeders Association. EMBA states Mr. Grosse has requested that North Wood stop all advertising and promotion on radio and TV and in fashion magazines. "To yield to their request I feel I would be a traitor to everything that North Wood has stood for and to the entire fur industry and fashion publications." Otto Grosse has supplied mink to mink ranchers in the Maritimes and they have all, to our knowledge, spoken well of him.

Colored furs are now all the rage. Two new additions to the

current crop are gunmetal eyed skunk and pink-eyed squirrel, both introduced for fall selling by Manos and Block. The firm reports that it has several re-orders on pink squirrel pieces and they expect to have equal success with the gunmetal skunk.

Early this week the Quebec government offered 2,905 beaver pelts at the Canadian Fur Auction Sale in Montreal. These pelts are from properties which are now controlled by that government.

The Manitoba Mink Breeders Association will hold its first special mink sale on December 3rd at the Royal Alexandra, Winnipeg, and it will be conducted by the Dominion Fur Auction Sales on behalf of the Association. At the annual meeting of the MMBA held in May it was decided to promote and raise the prestige of Manitoba bred mink through sales sponsored by the Association at Winnipeg's big hotels. Since then a committee has been working on the project and has announced its first date.

In an interview, W. M. Ritchie, High Commissioner, who was in charge of the Canadian government display at the British Industries Fair, London, stated that the furs display was indeed breathtaking, comprising about \$200,000 worth of the best furs Canada produces. Instead of merely draping pelts around the walls as has been done so often, the government also displayed exotic coats and stoles created by Canadian firms, and pretty English mannequins sauntered about modelling their lovely pastel mink and fox

wraps. The Queen Mother was obviously excited when she saw the lovely array of pearl fox pelts, and told the High Commissioner that the pearl platinum fox was quite new to her and as Mr. Ritchie rippled the long cream guard hairs she murmured "wonderful".

So the High Commissioner then directed her attention to a model wearing a full length pearl platinum evening gown. The Queen Mother looked quite taken aback when the motionless "dummy" suddenly curtained, but she was soon absorbed in the gorgeous garment made from 14 perfect fox pelts mounted on pale blue knife-pleated silk. Her enthusiasm was so contagious that Canadian fox breeders may find hope once more in their plans to revive this fur as fashion. All along they have been banking on the Queen Mother to give a boost to their defunct industry. Unluckily at the time a batch of superb but old fashioned silver fox pelts were sent to London earlier this year, it was learned that the Queen Mother had just bought a new fox cape stole of Norwegian blue fox. She has worn it constantly in the past month and neither its design nor its color will recommend it to other fashion-minded women.

TREE SAVES MOTORIST

VANCOUVER (CP) — A Vancouver man crawled to safety from Fraser canyon after his car plunged 80 feet from the highway and draped itself over a tree 400 feet above the river.

ATTENTION FARMERS

MASSEY - HARRIS - FERGUSON LIMITED will soon announce new dealer appointment for MASSEY - HARRIS Machinery area of Charlottetown and vicinity.

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TIP OF THE WEEK FROM YOUR MASTER DEALERS

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|-----------------|------------------------------------|
| Charlottetown | L. J. Rossiter |
| Summerside | Prince Edward Island Fur Pool Ltd. |
| O'Leary | H. B. Willis Inc. |
| French River | Arthur A. Campbell |
| Central Bedeque | Dunk River Dairying Co. |
| Albany | L. D. McLeod & Sons |
| Victoria | L. D. McLeod & Sons |
| Stanley Bridge | Reid's Feed Service |
| Wheatley River | Preston Rackham |
| Morell | Dingwell & Rossiter |
| Kilmuir | McGowan's Ltd. |
| Murray River | D. M. McKinnon |
| Brookfield | Cruwys Bros. |
| Mount Stewart | Clark's Feed Service |

TIP NO. 47

One month before you sell your old hens give them a feed of Master T. & C. Fattening Pellets. Start with 3 to 5 lbs. in addition to regular feed per 100 hens per day, increasing until for the last two weeks the hens are getting all the T. & C. Pellets they will eat in 2 hours.

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