THE TELEPHONE Bay Stater

JANUARY 1958



BRINGING OUR STORY TO OUR PEOPLE AND OUR CUSTOMERS SEE PAGES 2-7

FOR THE TRULY LIVABLE HOME

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TELEPHONES

BOOTHS AT NORTH AND SOUTH STATIONS ENCOURAGED SALE OF CHRISTMAS GIFT EXTENSIONS

For the million people who passed through North and South Stations last month the Telephone Company's Gift Extension booths brought telephones as close as their commuter trains. For a month before Christmas one booth in each station constantly reminded customers and passersby to "Give the Gift that Speaks for Itself."

The booths were staffed by girls from the Sales and Servicing Departments and working telephones at each booth introduced to commuters the latest designs in station equipment: the volume control set, speakerphone, illuminated dial set, and pushbutton telephone.

The booths were dismantled December 23, but in just one month additional revenue amounting to \$10,232.00 was realized by the sale of the following service and equipment: 51 main services, 3 regrades, 210 extensions, 487 colored instruments, 8 illuminated dial sets, 9 jacks, and 20 mis-

cellaneous items of equipment including 2 speakerphones.

In addition to the sales made directly at the booths a number of sales resulted from the requests of interested customers who inquired at the booths and later called their own business offices. Many customers expressed pleasure and satisfaction with this concept of modern telephone merchandising and with the friendly, helpful reception from the attractive telephone girls at the booths.

The booths at North and South Stations proved to be among the most successful ventures involving use of Company exhibits, particularly from the standpoint of revenue returned. In fact, travellers from all over the country must have seen the booths, for extensions have been sold in several states outside the New England Company's territory as a result of the displays at these booths.

Left: Santa watches the goings-on from his vantage point atop the North Station Gift Extension booth.

Right: Girls at the South Station booth are busy with customers.



SIX RESIDENT EMPLOYEE MEETINGS HELD IN AS MANY WEEKS, AN ENTHUSIASTIC TURNOUT AT EACH, AND A VERY REAL INTEREST IN SHARING THE LOCAL TELEPHONE STORY—ALL SHOW THAT OUR PEOPLE ARE

DOING THINGS IN A BIG WAY

During November and December of 1957, in spite of Asian flu and pre-holiday activities, six Resident Employee meetings were held within a radius of 18 miles of Boston-in Scituate; in Hull, Cohasset and Hingham; in Roslindale and West Roxbury; and in Arlington. Their purpose: to establish a more personal means of exchanging information between local resident employees and local management. And these meetings proved to be a sound investment in publicpersonnel relations as well as tremendously successful in achieving their purpose. So successful, in fact, that the South Division under the direction of Division Customer Relations Supervisor Robert E. Reddington has had designed two plaques symbolizing our Resident Employee and Telephone Town meetings (see the cover).

The Scituate Resident Employee kick-off meeting was held on November 13 and was attended by 127 employees. Manager Howell F. Mann welcomed the group and explained the purpose of the meeting. Employees were brought up to date on local conditions and progress in the area by Edward Bryant, District Dial Traffic Manager, who gave a very interesting and informative talk about DDD and AMA, the dial service planned for the No. 5 X-Bar conversion in June. Robert I. Carley and John McManus were appointed cochairmen of the Resident Employee Committee.

Cohasset, Hingham and Hull all go dial on February 16. Discussion at the three meetings by the local management teams of the forthcoming conversion brought the resident employees up to date on telephone progress, and a colored film taken by retired District Construction Supervisor Thomas Hannigan showed various aspects of the million-dollar underground cable project in which 25 miles of cable had to be placed to tie the towns to the central office in Hingham. Robert Kelleher, District Plant Engineer, and David Finn, Unit Engineer, narrated this film and told of the two years of planning that went into



The newly formed committee for the Roslindale Resident Employee Group No. 2, seated: Edward F. Mahoney, Plant; Frederick P. Tinory, C.O.E.I.; Claire J. Bogrette, Commercial; and Jane A. Heanue, Accounting. Those for Group No. 1, standing: Rita Behnke, Commercial; George G. Willis, Plant; and Katherine Malone, Traffic. They are flanked by Wire Chief William J. Deery and Manager Harold E. Donovan. Not shown is Jane White of Accounting.



At their meeting, the Cohasset Resident Employees heard about the forthcoming dial conversion and its probable effects on Cohasset service.



The Arlington Town Hall was filled to near capacity on November 13 when over 300 employees showed up for the meeting.



Each member of the Arlington local management team briefly outlined his department's function in providing good telephone service. Above: Wire Chief Walter Dale has the floor.

the project. The local management team (Manager Crosby Hitchcock, Wire Chief Joseph Callahan and Traffic Manager William Hyland) discussed the effects of dial conversion on their departments, and answered questions about other phases of the business. Demonstrations of nationwide dialing and a "telephones of the future" display were also featured.

Because there are over 700 employees living in the FAirview and HOmestead exchanges of Roslindale and West Roxbury, the area was divided into four geographical divisions and the second of four scheduled meetings was held with 115 employees attending. George Willis, who was elected chairman of the first group, acted as master of ceremonies and introduced the members of the local management team: Manager Harold E. Donovan; Wire Chief William J. Deery; Francis R. Lonergan, Traffic Manager—Dial; William F. Oakley, Traffic Manager—Operator Office; Richard F. Corcoran, Traffic Manager—Information; Cable Supervisor John A. Shepard; Unit Engineer Gerald P. Flanagan; and Accounting Supervisor Jane A. Heanue.

At previous meetings guests were rather timid when it came to asking questions about their own company, so at this one, question pads were placed at each table. This way, all questions were anonymous and the guests were only too willing to keep them coming almost faster than they could be answered.

Chosen to represent this group were Claire J. Bogrette, Jane A. Heanue, Edward F. Mahoney, Gertrude M. Norton and Frederick P. Tinory.

Probably the largest single Resident Employee meeting to date was held recently in Arlington. About 380 telephone people work in Arlington and over 500 employees live there, and the Town Hall was filled to

Guests at the Roslindale-West Roxbury meeting listen attentively as George Willis introduces members of the local management team.



The local management team serving Hingham, Cohasset and Hull are, left to right: Traffic Manager William Hyland, Manager Crosby Hitchcock, Public Relations' Supervisor George MacKenzie and Unit Engineer David Finn.



DOING THINGS IN A BIG WAY

(continued)

near capacity on November 13, when at 7:00 p.m. sharp with more than 300 employees attending, the meeting began. L. A. Coit, Manager, welcomed the group. Then each member of the local management team spoke briefly, outlining his particular job and how his department was providing good telephone service for Arlington residents. They were Traffic Manager Vincent Vicario, Dial Traffic Manager Lawrence O'Neil, Unit Engineer Ralph Oberlander, Supervising Construction Foreman Henry Clark, Supervising Line Foreman James Moran, Maintenance Supervisor John Yauckoes, Wire Chief Walter Dale and Customer Relations Representative Robert Mulhall. Immediately after the remarks the meeting was opened for questions, and a number were asked about local service.

A committee was elected from the group: William F. Fallon, Katharine Keville, Joseph Murphy, Paul Kelly, Eileen Walker, Prudence Wogan, Paul Stanley, Adrian Downey, Leo Conroy, Margaret O'Brien, Winifred Bath, Joseph Quinlan and Kenneth Colbert.

Because of the size of the Arlington Resident Employee Group, future meetings will probably be on a sectional basis or some other suitable means will be developed by the newly elected committee to better tell the local Telephone story.

At the Hull Family Night, William Hyland explains his job to the audience. Seated at the head table, left to right: Paul Winsor, Mrs. Hyland, Mrs. Margaret Silvia, Crosby Hitchcock and David Finn.



Eighty-five per cent of Hingham's Resident Employees came to the Family Night to hear about the role their town will play in the February conversion.





One of the co-Chairmen of, and a speaker at, the Scituate Resident Employee meeting was Traffic Manager Robert I. Carley.



District Dial Traffic Manager Edward Bryant talked about DDD and AMA at the Scituate meeting.



Scituate Manager Howell F. Mann gave the welcoming address on November 13.

One hundred and twenty-seven employees attended the Scituate meeting, where they were brought up to date on telephone conditions and progress in their area.





Joseph Amstein, Chairman of the Board of Selectmen and President of the Ware Fuel Company, had a Town Meeting poster in his window, reminded his customers of the meeting date and urged them to pass on the information to friends and neighbors.



With the exception of a line crew and two installers, there are no telephone people who work out of Shelburne Falls. Members of the local management panel shown at the left come from Holyoke and Greenfield.

BRINGING OUR STORY TO OUR CUSTOMERS

SHELBURNE FALLS TOWN MEETING

People lingered after the meeting and chatted over coffee and doughnuts.

Cowell Gymnasium in Shelburne Falls was recently the scene of a Town Meeting—Telephone Style. This exchange includes all of Shelburne Falls and parts of five other towns, and until not too long ago it was served by the independent Western New England Telephone Company. Our people wanted to show Shelburne Falls customers that although we have a big and highly mechanized operation we are supplying better service to more people, and still maintaining a personal interest in even small service problems.

Invitations were sent to all Shelburne Falls customers, two newspaper articles and an advertisement appeared in the Shelburne Falls section of the Greenfield *Recorder-Gazette*, and there was a story of the meeting over radio station WHAI. Personal visits were made to the Board of Selectmen, the Town Clerk, Town Accountant, Superintendent of Schools, High School Principal and several businessmen.

A representative from each of the operating departments was chosen to be on the panel and the former Treasurer of the Western New England Company, Norma Behr, was invited to participate in the meeting. The panel, then, consisted of the Manager, the Wire Chief, the Traffic Manager, the Unit Engineer, the Construction Foreman and Miss Behr.

The Manager, acting as moderator, explained the purpose of the meeting, and the panel members discussed the part each department played in providing service by tracing a hypothetical order from start to finish. The question and answer period which followed held the attention of all, because while there are no serious problems there are conditions which had never been explained. For example, someone asked, "Why doesn't a toll operator know when a telephone is out of order in Shelburne Falls?" In response to all these questions, the panel answered in terms of the men and women who do the work—people who are well known by the residents.

After the business meeting, many people asked questions and discussed their problems informally over coffee and doughnuts.

In answering questions about standards of workmanship, station inspections, cross talk and trouble reports, the panel carried the Company to the community level by talking in terms of the people who actually do the work. Bob Little, Harold Mills and Clif Shippee are well known by almost all the residents.



At the end of the evening the door prize winner was announced—Pliny B. Gould, who came to the meeting with his daughter. He received a colored extension telephone, presented by the Manager.



WELLESLEY, NEEDHAM, DOVER AND DEDHAM JOIN THE....

DIAL FAMILY

In the wee hours of Sunday morning, December 1, several groups of telephone men were at their posts, waiting patiently for zero hour. At the stroke of 2:00 a.m., the men immediately acted—cables were cut, shims were pulled, and an intricate system of dial relays and circuits was activated. Modern dial service had come to four more Massachusetts communities: Wellesley, Needham, Dover, and Dedham.

The new dial equipment places at the fingertips of the subscribers of these areas the means of dialing hundreds of communities throughout eastern Massachusetts and Rhode Island and such far distant places as Philadelphia and New York without the aid of an operator.

In the Wellesley, Needham, Dover Area, where approximately 26,000 telephones were converted to dial, each community paid special tribute to the occasion.

(Continued on Page 10)



In Needham, Norman D. Beattie places the first call. With Norman, left to right: John E. Anderson, Business Manager; John J. Carrol, Switchman; Ruth Beattie, Norman's mother; and several telephone technicians.



On the receiving end of Needham's first call is David C. Foss. Gathered around David are Selectman and Mrs. Philip Foss, Anne, and John.



Dedham's first dial call was placed to Dedham, England. Those present to receive the call were, left to right: Rev. A. R. Johnston, Annette Morsley, Annette's sister, Colonel Rowley, and Mabel E. Nye.



Talking to her pen pal in Dedham, England, is Sally Reed. Also shown is Grace Hine, Curator of the Dedham Historical Society.



Conductor Rolland Tapley talks with Arthur Fiedler in Milwaukee. Shown at the left is Wellesley Business Office Manager John Anderson. William Kline, member of the orchestra, is at right.





Edmund Rice, chairman of the committee responsible for the reception, presents gifts to the Dover operators.

The dial conversion in Dover saw the retirement of three operators, left to right: Arthur Treadwell, 25 years of service; Thomas McGill, 36 years; and Ruth Woodward, 24 years.



DIAL FAMILY (Continued)

Wellesley residents observed the cutover in a most unique way when 1,200 townspeople attended a Pops Concert given in honor of the conversion. The evening of music and fun was provided by the Wellesley Community Orchestra on November 30. For the occasion, Donald Voorhees, conductor of the Bell Telephone Orchestra, lent the name of his program to the Wellesley orchestra so that the group could present its own Telephone Hour. Those attending the concert enjoyed a variety of delightful musical selections and heard Wellesley's first dial call, made by Rolland Tapley, conductor of the community orchestra, to Conductor Arthur Fiedler in Milwaukee, Wisconsin.

In Needham, the first call was made by members of the younger generation—the group who will be the Company's future customers. The two junior citizens selected were Norman D. Beattie and David C. Foss, twelve-year-old students at Needham Junior High School. The boys share many things in common including a deep interest in science, in fact they hope to enter that field. Norman's mother, Ruth Beattie, is an employee of the Company, who has worked for the past year on data processing in connection with Needham's new dial service. David's father, Philip Foss, is Chairman of the Needham Board of Selectmen.

With the coming of dial to Dover, the townspeople joined together to pay tribute to its local operators, who have served the community so faithfully in the past, by honoring them at a reception held at the Town Hall on December 2. More than 350 people attended the reception which was planned by Mr. and Mrs. Edmund Rice of Dover. Each employee was presented a gift—the women a gold pin and the men a gold tie bar—bearing the inscription, "Dover thanks you."

When Dedham's 12,000 telephones were converted to dial, the community celebrated by placing the first call to its mother town, Dedham, England. In Dedham, Massachusetts, a group of residents from Dedham and Westwood, town officials, and members of the Dedham Historical Society gathered together to place the call to a similar group, which waited in the study of the Vicarage of St. Mary's Church in England.

There has always been a close relationship between the two towns, and pupils of the Dedham Country Day School have corresponded for many years with pupils in Dedham, England. It was only fitting, therefore, that Sally Reed, a sixth grade pupil at the Country Day School, initiate the call by speaking to her pen pal, Annette Morsley. Other callers to England included Arthur M. Worthington, President Emeritus of the Dedham Historical Society; Arthur Lee, Dedham Selectman; and Margaret Dooley, Chief Operator.

The coming of dial to the communities of Wellesley, Needham, Dover, and Dedham, not only means better service for the subscribers in these areas, but it also brings us closer to the day when a system of Direct Distance Dialing will be incorporated throughout the nation.



THE PLANT MAN'S CORNER

the tape record the following information: initial entry which records the calling and called parties' numbers; answer entry which records the time that the called party answered; and disconnect entry which records the termination time of the call.

Because the recorder is common to 100 trunks we must have some means of relating the above three times to each other. This is done by the addition of a Code Identity Index which is nothing more than the intra-office trunk number being used by the calling customer at the time a call is in progress.

Three o'clock in the morning has been chosen as the end of the day's business because of light traffic at this time. The recorder makes a special entry noting this fact to assist our maintenance people in their work of forwarding the reel of tape to the A.M.A.C.

Upon receipt at the A.M.A.C. the reel of tape is fed into a machine called the Assembler-Computer. This machine reads the perforated holes in the tape at a speed of 25 lines a second, reading in a backward direction. The reason for reading the tape in a backward direction is for the purpose of discarding incompleted calls such as Line Busy, Don't Answer and Test Calls.

While reading the tape the Assembler-Computer completes the following functions: groups the three items—Initial Entry, Answer Entry and Disconnect Entry—together; computes the length of time talked on the call; makes new tapes with the above information for toll calls and makes a sort by the ABC digits, such as TRinity 2; and makes new tapes for message unit calls and also sorts by the ABC digits.

The new tapes made for message unit calls are now fed into a Sorter which arranges the subscribers' numbers in numerical order. These tapes are in turn fed into a Summarizer which totals the number of message units for a particular customer's line.

Both message and toll tapes are now processed in a Tape to Card Converter which, as the name implies, transfers the information from perforated tape to punched IBM cards. The IBM cards are now sent to the regular IBM section in the Accounting Department where the cards containing information on toll calls are sorted for numerical sequence by customers' numbers and for general billing purposes.

The final process is the printing of a duplicate bill—one for the customer and one for the Business Office unit.

The Automatic Message Accounting Center

Our Company, at the present time, has three centers in operation for the processing of machine-made tapes on which are automatically recorded the toll and message rate calls of one- and two-party subscribers' lines in No. 5 Crossbar Central Offices. These points are called Automatic Message Accounting Centers.

The three centers are located at 245 State Street, Boston, serving the Boston Area of Massachusetts; in Providence, Rhode Island, serving the state of Rhode Island and the Southeast Division of the State Area of Massachusetts; and at Salem, serving the Northeast Division of the State Area of Massachusetts and the states of New Hampshire and Maine.

A fourth installation may be located in Springfield to serve the Western Division of the State Area of Massachusetts and the state of Vermont.

Machine-perforated tapes are also being used to serve many dial customers in other types of dial exchanges by the use of the Code 11 which directs them to a Centralized Automatic Message Accounting location which has been installed in our headquarters building. The other types of dial offices have to use CAMA facilities because they, unlike the No. 5 Crossbar offices, are not equipped to make identification of the calling party's number. (This feature will be covered in a subsequent issue of the Plant Man's Corner.)

The tapes in the No. 5 Crossbar dial offices and CAMA are perforated by a machine called a recorder. Each Central Office of the above types has one recorder for each one hundred intra-office trunks. The tape used for this work is of paper and about the width of an adding machine tape. Combinations of holes perforated on

THEY LEARN AT HOME BY TELEPHONE

THE 'MAGIC BOX' MAKES IT POSSIBLE FOR TWO STUDENTS TO ATTEND CLASSES AT HOME

Two recent additions to the ever-growing list of students being assisted by the Company's 'Magic Box,' the School-to-Home-by-Telephone system, were Adolph Rosier, Jr., an eighth grade student of Cheshire School, and Robert Race, Jr., a senior at Searles High School in Great Barrington. Both boys are finding the special telephone setup indispensable in their schooling.

Severely injured in an automobile accident last summer, Adolph found he would be confined to a wheel chair for an indefinite period, making it impossible for him to attend school for some time. Dr. Joseph Wilk, Superintendent of the Mt. Greylock School Union which includes Cheshire, recognized that Adolph would not be able to join his class in high school the following year unless steps were taken to keep him up to date in his studies.

Thirty miles away in Great Barrington, School Superintendent Kenneth Preston similarly realized that Robert, a twelfth grade student confined to his home by a chronic illness, could never attain eligibility for his high school diploma next June if something was not done immediately to keep him up with his classmates.

In both cases the superintendents thought the School-to-Home telephone setup would be the solution. They conferred with the local telephone managers—William MacNamara of North Adams and Irl Hall of Great Barrington and with Sales and Servicing Representative Thomas McGarry. Realizing that every lost day was vital to the academic welfare of the boys, Foreman Walter Ballou of North Adams and Thomas Rule of Great Barrington went into action and within a week's time both systems were installed and working.

Thanks to the special telephone system, Adolph and Robert are now making normal progress in their studies. Both boys are looking forward to the time when they can attend their classes in person, but until then they are grateful to the 'Magic Box' that brings their classroom right into their homes.

Installer-Repairman Joseph Rueger makes the final adjustments on classroom speaker microphone as English teacher Miss Dorothy Adams, Superintendent of Schools Kenneth Preston, and Principal John Clark of the Searles High School, Great Barrington, observe the reaction of the class.







Superintendent of Schools Dr. Joseph A. Wilk, PBX Foreman Walter Ballou, and Commercial Representative Thomas McGarry encourage Adolph Rosier, Jr., as he participates in his English class. In order to talk to his class, Adolph presses a button on the base of the transmitter-receiver on his desk.



North Adams Manager William MacNamara looks on while Installer-Repairman Wallace Hodecker adjusts the portable speaker-microphone for Mrs. Howard Grover, English teacher at Cheshire school.

Thomas Rule and Irl Hall, Great Barrington's PBX Foreman and Business Office Manager, instruct Robert Race, Jr., in the use of his newly installed school-by-telephone system.









Members of the Western Chapter of A.S.T.E. are shown prior to their summer meeting. A. F. Dias, guest speaker, is shown fourth from left in the front row.

Officers of the Western Chapter, American Society of Telephone Engineers, are, seated: Regional President William Reavey, Western Chapter; and President Richard L. McBride. Standing: Vincent Walsh, Regional delegate, Western Chapter; Charles Anderstrom, Western Chapter Treasurer; and Raymond Ford, Western Chapter Secretary.





AMERICAN SOCIETY OF TELEPHONE ENGINEERS

WESTERN CHAPTER ACTIVITIES

Arthur F. Dias, speaker at a summer meeting, demonstrates current engineering problems with Chapter officers. Left to right: William Reavey, Mr. Dias, Richard L. McBride, and Charles E. Anderstrom.

The story of the American Society of Telephone Engineers began several years ago when members of the Engineering Department of the New England Company began discussing plans for some sort of organization. Their ideas and plans did not materialize at once, but a few energetic plant engineers got busy on more definite activity along these lines. The culmination of over a year of planning was the organization in the fall of 1952 of the American Society of Telephone Engineers. It was formed primarily to encourage professional pride and good fellowship among its members, as well as to advance telephone engineering in all its many aspects.

Since its formation by members of the Outside Plant Engineering Department, it has grown to include transmission, equipment, and general engineering groups in all five of the New England states served by our Company.

A regional board now serves as a steering committee with local chapters in each area. Activities take place primarily at the chapter level, but two regional meetings are held yearly. At many local chapter meetings, area department heads or staff members have addressed organization groups informally on the working of other departments interrelated with engineering.

Although the organizational period was long, the

enjoyment, fellowship, and pleasure in mutual exchange of general engineering knowledge has made the efforts involved in forming the group worthwhile.

In this issue we feature a local chapter of A. S. T. E. whose recent activities and speakers have been varied and interesting—the Western Chapter.

Among the Chapter's speakers this year have been Kirk Taylor, General Engineering Personnel Supervisor, who addressed the group in the spring on personnel problems and prospects in engineering, and Robert Murdick, Division Commercial Engineer—Western, who discussed the close relationship of Commercial and Outside Plant Engineering. As a result of his proposals a plan to feed pertinent data between departments was adopted.

Arthur Butler, Accounting Manager—Reports and Accounts, of the Western Division Disbursement Accounting Department, recently offered the group interesting information on the relation of engineering and accounting.

At an A. S. T. E. meeting at Lord Jeff Inn in Amherst, Roger Corey, Exchange Transmission Engineer—Western, spoke to a large group of Western Chapter Engineers on power systems and protection employed by telephone and power companies.

Linford N. Fitzpatrick, Dial Traffic Engineer—Western, spoke at a recent meeting. He discussed the relationship of Traffic Engineering, its route and Central Office load studies in conjunction with contemplated plant relief projects.

A particularly informative Chapter meeting was the one addressed by Arthur F. Dias, Outside Plant Engineer—Mass., who explained and demonstrated the current engineering problems and the prospects of imminent problems, with the emphasis on the improvement and advancement of outside plant engineering.

Such informal talks as those planned in the Western Chapter are exemplary of the type of worthwhile educational projects encouraged by the A. S. T. E. The professional value of such a combination of group fellowship and group learning is important to Chapter members, and they take pride in their association with the American Society of Telephone Engineers.

Business-Education Day



Robert W. Stokes, General Information Manager, welcomes the guests in the Lobby.

Greater Boston school teachers recently toured local business firms on Business-Education Day, and our Company, in cooperation with the Greater Boston Chamber of Commerce, was host to several local educators. The guests had a behind-the-scenes look at the telephone company. Each guest was able to see how the telephone system works and to meet employees on the job and discuss the details of the work with telephone people. Included in the tour and over-all program for the group were luncheon in the cafeteria and a planned discussion period with Company executives.



Howard V. Barney, Survey Supervisor, tells the story of the murals in the rotunda. Third from left is Dr. Frederick J. Gillis, Assistant Superintendent of Schools in Boston.



Mr. Barney and this group listen as John A. Bosanquet, Central Office Switchman, shows them the complicated mechanism in a New England Company equipment room.



President Erskine N. White greets the guests in the Directors Room.



Russell Small of the A. T. & T. Co. Plant Dept. explains the function of the teletypewriters in a Long Lines Test Center.



Company hosts and local teachers enjoy luncheon in the cafeteria.

Plant Cost Conference

The Hotel Somerset was the scene of a three-day Plant Cost Conference held recently. It dealt with a statistical view of Plant expenditures for upkeep, installation, construction, and their related subjects. Attending were, standing, left to right: W. E. MacIsaac, Gen. Plt. Supv. and Conference Leader; Gen. Plt. Safety Supv. N. I. Baker; Gen. Cost & Repts. Supv. C. P. Adams; Asst. Vice Pres.—Operations, H. J. Montague; Gen. Plt. Mgr.—State, P. J. Hamill; Div. Plt. Supt.—No., F. J. Collins; Gen. Bldgs. & Mot. Vehicles Supv. E. C. Guiou; Gen. Inst. & Rep. Supv. E. P. Whittemore; Div. Plt. Supt.—West., R. L. Gardenier; Gen. Supv. Op.—Maine, C. H. Tozier; Gen. Maint. Supv.—C. O. Equip., K. G. Swindell; Plt. Supv.—R. I., W. S. Larkin; Div. Plt. Supt.—S. E., J. E. Brooks; Plt. Mgr.—Vt., H. E. Brand; Asst. Gen. Mgr.—Mass., R. G.



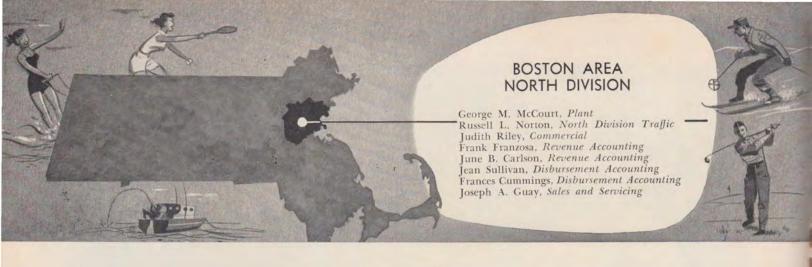
Bleakney; Gen. Org. & Trn. Supv. E. J. Murphy. Seated: Plt. Supt.—R. I., J. F. Shea; W. F. Dailey, Div. Plt. Supt.—N. E.; W. A. Francis, Plt. Mgr.—N. H.; Plt. Op. Supv.—Mass., C. S. Mason; A. K. Wallace, Plt. Supv.—N. H.; Plt. Op.

Supv.—Maine, E. W. Dodge; Gen. Plt. Supv.— State, R. S. Baker; B. E. Malatesta, Div. Plt. Supt.—So.; J. F. Harkin, Gen. Plt. Supv.—Boston. Also attending but not shown was C. W. Owens, Gen. Plt. Mgr.—Boston.

Transfer

Members of the Pubic Relations Department held a transfer party at Steuben's recently for George Cullen, seated center front.







Encouraging Sales

The bulletin board was used as an effective sales stimulus for the personnel of the Newton Business Office. Timely bulletins and flash reports were posted to keep the Service Representatives informed of the progress of the Gift Extension Program. Pictured are: Phyllis Kane and Dorothea Ryan, Supervisors of the Newton Business Office.

Boston Area Disbursement Accounting

Congratulations to Virginia M. Travers who celebrated her 15th anniversary with the Company recently.

We wish to welcome Elaine F. Gillis, Kathleen Cosgrove, Virginia F. Eisenburg, Jean McLean, Ann M. Casciottolo, and Lydia T. Ciampa to the Boston Disbursements Office.

Several girls in the Boston Disbursements Office have announced their engagements recently—Beverly Igoe to Robert Broadbent, Catherine M. Breen to Edward Donovan, Louise H. Stein to Sid Appel, and Frances M. Oatley to William Crosby.

Virginia M. Rogalski was presented many lovely gifts when she transferred to the Commercial Dept.

Best wishes to Loretta Del Core and John J. Stinebaugh on their recent marriage. John is based at the U. S. Naval Air Station in Brunswick, Maine.

The office extends its best wishes and congratulations to Maureen B. Tower (nee Sullivan) who has just returned from a wedding trip to the Poconos.

The office is also pleased to announce the engagements of Mary McAvoy, Janice Carlin and Patricia Keegan.



Telephone Users Workshop

At a recent telephone users workshop held for the employees of the Newton City Hall, Mary McManus, Newton Service Representative, gave instructions on correct telephone usage to more than one hundred and fifty telephone people. Pictured are: Charles E. Ready, Newton Bus. Ofc. Rep.; Robert E. Sliney, Newton Mgr.; Miss McManus, and Robert F. Murphy, Jr., Customer Relations Rep., West. Dist.

Telephone Man Helps Save Boy

Cpl. Arthur T. Flynn, Jr., a telephone man on military leave, and Archibald Cox, Jr., waded hip deep into the Charles River to save a 12-year-old boy from drowning. Frederick Owen was fishing from the river when his rod

dropped into the water. The boy fell into water up to his chin when he bent over to recover it. He could not swim and was thrashing his arms about when the two men driving by saw him and stopped to help.

Transfers



A testimonial dinner was held at 1200 Beacon Street Motel for Mary Denning on her appointment as Manager in Dorchester. Left to right: Mrs. John J. Carver; John J. Carver, Boston Area Commercial Supervisor; Mary Denning; and Frances E. Booth, North Division Training Supervisor.



A farewell gift from his fellow employees was presented W. J. J. Young of the Outside Plant Engineers—Boston Area group, North Division, on the occasion of his transfer from this Company to the Miami District, Florida. The presentation was made by T. H. Barnard, District Plant Engineer.

Service Anniversaries



Chester O'Connor, Everett Sales and Servicing, recently celebrated his 10th service anniversary. Left to right: E. H. Barry, Donald Flocke, Sales and Servicing Manager Clarence A. Clapp, Ruth Knight, Chester O'Connor, Arthur L. Donaghey, Jr.



George A. Janes of the Boston Area Outside Plant Engineering group, North Division, recently observed his 10th service anniversary.



Sports Night

The Met. Chapter of the American Telephone Engineers held a Sports Night at the Boston Yacht Club where an election of new officers took place. Standing, left to right: A. H. Giangrande, Vice Pres.; L. F. Gladney, Sec.; J. B. Qualter, retiring Pres.; E. Shea, Bell Ringer; H. L. Bodio, Pres.; C. J. Bedford, retiring Secy.; and W. L. Dunphy, Treas.



Public-Spirited Employee

Raynold A. Savage, Toll Tester Class "A," Boston Toll Test, receives congratulations on having donated 19 pints of blood under the Company Blood Program. Shown in the photo, left to right: Edward A. Monahan, Jr., Div. Safety Supv.; Mr. Savage; and James J. McTeague, Wire Chief—Toll Test. In another act of public service Mr. Savage last summer participated with other members of the South Shore Neptunes, Skin Divers' Association, in the recovery of the body of a drowning victim.



Bridal Shower

Kathleen Palmer, Service Observing Bureau— Traffic, recently became the bride of Frank Snyder. She was honored at a bridal shower given by her friends in the Summary Department and was given a bouquet of flowers and gifts.

Christmas Party

Over 400 people attended the Boston Area Revenue Accounting North and South Division Christmas Party held at 1200 Beacon Street on December 21, 1957. Norm Crosby was master of ceremonies, and the entertainers included Don Raguza (impersonations), Anna Mae Mitchell of the South Revenue Accounting Office, and Jerry Vale, the highlight of the evening. General dancing followed the entertainment. Pictured at right are officers of the association: Joan Krebs, Treas.; Pat Annese, Pres.; and Claire Foley, Vice Pres. Standing are: Jerry Vale and his manager, Paul Insetta.



THE BOSTON FIVE CENTS SAVINGS BANK 30 School Street, Boston

Oct. 16, 1957

Gentlemen:

A bouquet to long lines Operator No. 40 for a job well done over and beyond the call of duty.

Briefly, yesterday we had an occasion to try to locate a party in Gainesville, Florida, who recently had moved. When the call finally came through, due to the untiring efforts of No. 40, we instructed her to listen in on the conversation and report to us the important message. The reason for this unusual request was because an 83-year-old lady on this end whose memory is nonexistent would not remember the message the minute she hung up.

Your No. 40 did as requested and reported the message to Mrs. Reed at the Glover Hospital in Needham.

You probably have enough brickbats tossed your way so I thought you might also like to receive praise when praise is due.

We wish it were possible for us to place a bouquet of roses before No. 40 to show her we appreciate the truly fine and unusual job she did.

Very truly yours, (sd.) Malcolm B. Reed 267 Hillcrest Road Needham October 28, 1957

Mr. Malcolm B. Reed 267 Hillcrest Road Needham, Massachusetts

Dear Mr. Reed:

This is to acknowledge the receipt of your kind letter in which you express gratitude to Operator No. 40, Miss Margaret Hamilton, for service recently performed for you. It will interest you to know that she is a highly regarded employee of this Company.

It was thoughtful of you to take the time to express your sentiments. I am very certain that Miss Hamilton will be most appreciative and happy to learn your thoughts. It is very satisfying to an operator to know that her efforts to do a good job are recognized by subscribers; it is pleasing to me to know that our girls, recognizing the unusual, prove themselves competent to cope with the emergency situation.

You have my assurance that Miss Hamilton and her supervisors will know your feelings, and a copy of your letter together with my reply will be made available to her. I am certain that she joins me in saying a heartfelt "thank you."

Very truly yours,

(sd.) B. A. Dwyer Executive Assistant

Vail Medal Presentation



Guests at the head table were: Ralph Farrar, Sr., Mrs. Farrar, Sr., Alderman-at-Large Thomas J. Burke of Somerville, Mrs. Ralph Farrar, Jr., Ralph Farrar, Jr., Thomas E. Hardy, Mr. Malatesta, Mayor Donovan, Mr. Brennan, Mr. Sullivan, and Peter J. Morrissey, partially obscured, Pres., Somerville Board of Aldermen.

Presentation ceremonies of Vail Medal Awards to Ralph B. Farrar, Jr., were held recently at Cabot Farms, Somerville. Officiating at the ceremonies were: T. E. Hardy, Div. Const. Supt.; B. E. Malatesta, Div. Plt. Supt.; Hon. William J. Donovan, Mayor of the City of Somerville; William J. Sullivan, Jr., International Pres.,

I.B.T.W.; W. P. Brennan, Gen. Mgr.-Boston.

Last July Mr. Farrar rescued two women from a burning building and attempted to rescue a trapped child. For his alertness, courage, and for his selfless deeds, we commend him.

Far right: William P. Brennan, Gen. Mgr.—Boston, presents the framed award certificate to Mr. Farrar as Mayor Donovan of Somerville looks on at the right.

Right: left to right, Mr. Brennan presenting Vail Medal Award to Mr. Farrer, as Mr. Malatesta and Mr. Hardy watch.



Retirements



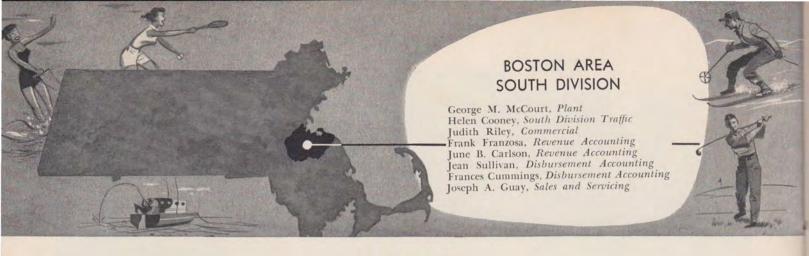


Florence A. Moran, Kirkland Operator, was honored by her many friends and associates prior to her retirement at a dinner held at the Hotel Continental, Cambridge, Mass.



A retirement party for Helen Barry, Ocean Operator, was held at the Hotel Edison, Lynn, recently.

Estelle Dellagana, Toll Observing Department, was the guest of honor at a party held recently at the Town House prior to her recent retirement after many years of service. She was presented a purse of money.



Retirements



Catherine F. VanTassel, Traffic Personnel Assistant in the Boston Area and TOPICS and BAY STATER Associate Editor, was guest of honor at a farewell party at the Hotel Somerset. Nearly 300 friends and coworkers were present. Miss VanTassel was given a gift of money. Left to right: George A. Morley, Right Reverend A. C. Dalton, Miss VanTassel, R. L. Norton.



A retirement party was given for Katherine Craffey of Bowdoin Toll at the Parker House. She was given a watch from her family and a purse of money and other gifts from her co-workers. Shown with Miss Craffey is her immediate family.

A party for Catherine L. Ferriter of the Quincy Traffic Office was held at the Neighborhood Club on the occasion of her retirement after 48 years of active service.





G. Fred Seiferth, Supv. Traf. Eng.—Boston Area, was recently honored by his friends and co-workers at the Hotel Fensgate on the occasion of his retirement after more than 47 years of service. He was presented a gift of money. Seated at the head table: A. McClure, Mrs. Seiferth, G. F. Seiferth, J. Slavin, S. A. Vose, A. A. Payette, H. E. Marr. Standing: G. Seiferth, Jr., E. Farrell, R. W. Dow, M. K. Chandler, A. Thornton, L. Ireton.

Service Anniversaries



A 25th service anniversary party was given for Mary Donlon at the "4040" Club in Roslindale. She was presented a Savings Bond and a purse of money.

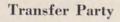


William F. Vogel, Division Plant—South, is shown on the occasion of his 10th service anniversary.



Farewell Party

Marie Griffin of General Traffic Engineers—Boston resigned recently to take up home duties. Prior to her resignation her associates held a party and presented her many gifts.



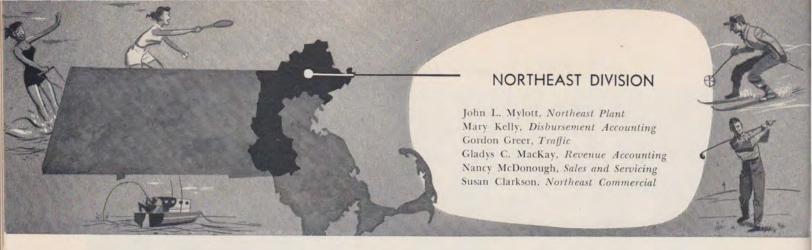


Jane C. Schofield was recently tendered a testimonial dinner by her former associates in the Roxbury Business Office prior to assuming her new duties as Division Commercial Training Supervisor—Boston—South. Shown, seated, left to right: Mary A. Dare, Serv. Rep.—Roxbury; James J. Smart, Mgr.; Miss Schofield; James E. O'Donnell, Dist. Mgr., S.W.; Katherine P. Burke, Supv.—Roxbury.



Outstanding Job Performance

The coin records section in the Boston Area Public Telephone Office completed their all-time high quality route engineering performance in November. A 107% receptacle capacity was used (based on a Bell System measurement). This outstanding job resulted in the average collection from coin stations reaching a new high of \$57.53. Responsible for these encouraging results based on a "Home-made Formula" are Albert E. Cady, center, holding the new minimum objective for 1958, Gerald G. Cooney, left, and Robert E. O'Connor, right.



Milford Management Team Talks to Walpole Rotary Club



A telephone team talk was given at a recent Walpole Rotary Club meeting by the Milford Telephone Management team including Carl Smith, Wire Chief; Richard Kingsbury, Traffic Manager; and Eugene Murphy, Manager. A review of telephone progress since the dial conversion of last February was given by each, followed by a question-and-answer period. Also, members of the club were shown through the new two-story dial building. Conducting this tour was Thomas Conroy, Chief Switchman.

Left to right: Thomas Conroy, Chief Switchman; Richard Kingsbury, Traffic Manager; Richard Cashen, President of the Walpole Rotary Club; and Carl Smith, Wire Chief and Treasurer of the Club.

Good Telephone Usage Program Conducted At Framingham Bank

"How important is the telephone to a bank and how can we improve our telephone technique?" This is a question that was on the minds of the officers of the Framingham National Bank recently before a good telephone courtesy program was given to the employees of the bank by the Framingham Business Office.

First a program was drawn up by John F. Marrs, Jr., Framingham Business Office Representative, and Walter Taubert, Market Relations Officer of the Framingham National Bank. It was decided that a combination of the lecture-demonstration entitled "Your Voice is You"

and the movie, "Telephone Courtesy," would result in better understanding of how important the telephone is to the bank and how to use the telephone properly.

For three days, Catherine Glennon of the Milford Business Office, Marilyn Hogan of the Sales and Servicing Department, and John F. Marrs, Jr., Framingham Business Office Representative, conducted the program which was given to all employees of the bank and succeeded in showing the employees how to put their best voice forward.



Catherine Glennon of the Milford Business Office explains the "do's" and "don'ts" of telephone usage to some of the employees of the bank.



Retirement Party

A retirement party for Amy F. McLaughlin, Night Operator, Lawrence, was held recently at the Little Red School House in North Andover. Head Table: Rose Baril, Former Chief Operator; Gertrude Howell; Deighton Emmons, Traffic Manager; Mrs. McLaughlin; Lincoln Divoll, District Traffic Superintendent; Helen McCarthy, Assistant Chief Operator; and Martha Henshaw, Lawrence Chief Operator.

100 Index Party in Lynn

The Lynn Office recently held a tea to celebrate attaining a 100 index. Among those attending: Edna Chapman; Dawn Morgan; Eleanor Rowland; Hilda Young; Mary Gleason; Robert Marks, Floor Switchman; Jacqueline Bell; Eleanor Lee; Joanne Duffy; Marie Dupuis; Dick Gray, Switchman; Rita Taylor; L. Richard Thompson, Traffic Manager; Edith Reynolds; Florence Keville, Chief Operator; Ann Kiely.



Welcome to Framingham

Framingham welcomes five newcomers to its telephone staff. Transferred from Wellesley are Mrs. Montgomery, Mrs. Emerson, Mrs. Bush, and Mrs. Macura. From Dover comes Mrs. McTavish.

Framingham's MISS WOLLEY SEGAP

Recently Rheta Averill, Service Order Writer for the Framingham Business Office, undertook to make a hat different from all others when the Beta Iota Chapter of the Beta Sigma Phi Sorority conducted a crazy hat party.

Miss Averill certainly did come up with something different and it won her top prize in pretty stiff competition. Combining the Yellow Pages from a telephone directory with a miniature telephone and two dial pencils, Rheta provided Framingham with a MISS WOLLEY SEGAP.





Service Anniversaries

Francis J. Boland, Northeast Plant, recently observed his 5th service anniversary. Albert E. Ryan, Northeast Plant, recently celebrated 20 years of service with the Company.





Donald A. Baldwin, Northeast Plant, observed his 20th service anniversary.



Celebrating her 20th service anniversary is Norah M. Carr, Traffic Department—Franklin. Left to right: Richard A. Kingsbury, Traffic Manager; Norah Carr; Leafy MacDonald, Chief Operator; Mary A. Borruso.



Observing 20 years of service with the Company is Marjorie Mayall, Walpole Traffic.

Leonard S. Belanger, Unit Engineer of the Lowell District Outside Plant Engineers group, recently celebrated 25 years with the Company. Mr. Belanger has spent all his service in the district.



Celebrating 15 years of service is Margaret Connelly, Walpole Traffic Department.





William Broderick, Northeast Plant, recently observed his 25th service anniversary.



William Chicoine, Manager in Lawrence, presents a five-year service pin to Carol Austin while several co-workers look on.

Newcomers to Manchester

The following newcomers are welcomed to the Manchester Traffic Department: Lucille V. Cote, Rita G. Desrochers, Evelyn R. Gilman, Judith A. Goodwin, Gale D. Hudson, Elizabeth A. Jutras, June A. Myslivy, Lorraine M. Swanson, and Carol Tilton.

Engaged

Congratulations to the following girls, who have recently become engaged: Lorraine Bouchard to Guy Brisson, Carole Tilton to Walter Patrick, Gale Hudson to John Balon, and Marlene Beliveau to Henry Baer.

Holliston-Hopkinton Resident Employee Committee Meeting

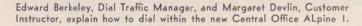


The fall dinner-meeting for the Holliston-Hopkinton Resident Employee Committee meeting was held at Carbone's Restaurant in Cordaville. Topics gaining the most attention were the pending telephone rate increase and the change in the base rate area for the town of Holliston.

The local management team conducting the informal discussion period were: Paul J. Lacroix, Manager—Framingham Business Office; Joseph Marshall, Framingham Wire Chief; Richard Kingsbury, Milford Traffic Manager; and Arthur Smith, Framingham District Engineers. The evening ended with the showing of "Once Upon A Honeymoon," a hit with any gathering.

Dial Conversion in Chelmsford

The new Dial Central Office in North Chelmsford was recently cut into operation. Thirty-six hours after the conversion, the ground was broken for a new Dial Central Office in Chelmsford Center. Prior to those dates the Traffic people completed a dial instruction course which was attended by students in the North Chelmsford Area.







Left: This photo was taken just a few seconds before the shims were pulled in the new Dial Central Office at North Chelmsford. Center: Mr. McAndrews, member of the Board of Selectmen, places the first call from the ALpine I Central Office. Louis M. Reder, Manager, and

Joseph Smith, Wire Chief, look on. Right: Daniel Hart, Chairman of the Board of Selectmen for Chelmsford, turns the first spade of earth to start the construction of the new Dial Central Office in Chelmsford Center.

Telephone Workers Aid United Fund

The Telephone Company in Framingham recently completed its successful drive for the benefit of the Framingham United Fund. Carlton W. Griffin, campaign chairman of the United Fund, congratulated Paul J. Lacroix, Framingham Business Office Manager and chairman of the United Funds Public Utilities division, and John Marrs, Business Office Representative, on going over the top.

The sum contributed by the employees not only boosted them over their quota but represented a figure 50% over and above any other total contributed by this group in past years.

This figure was achieved through the efforts of John Marrs, Company Chairman, and the hard work of the departmental solicitors.

Pictured, front row: Janet Tomasi, Mary Lee, Virginia Sheehy, Company Chairman John Marrs, Gertrude Quirke, Gertrude Gavin, Elinor Donaghue. Back row: James Campbell, Walter Rose, Henry Osterman, John Kinnarney, James Irish, Carl Sydo, John Sibson, James Fair, Wendell Marston, Robert Fair, and Perry Henderson.





A party was held recently at the Oxford Club in Lynn for Richard C. Lefavour, District Traffic Superintendent—Salem District, who was transferred to Methods and Results Supervisor—State Area. Seated, left to right: Lorraine G.

Chase, Mr. Lefavour, Mrs. Lefavour, Edward L. Richardson, Mary Keefe. Standing: Richard T. MacDougal, L. Richard Thompson, Paul F. Greene, Harold R. Steen, Gordon A. Greer, Paul J. Eaton, Frederic S. Mann.

Transfers and Promotions

Albert C. McKinnon has been appointed Head Line Assigner at Beverly.

Walter C. Laverty has been appointed Supervising Switchman at Salem.



Eleanor M. Tilton, Division Instructor—Northeast, was recently honored at a party on the occasion of her transfer to Chief Operator—Salem. Seated, left to right: John J. Hayes, Division Traffic Results Supervisor; Miss Tilton; Gordon A. Greer, Division Personnel Supervisor; Catherine E. Fewry, Division Staff Assistant. Standing: Harold R. Steen, Traffic Manager; Joan Healy, Assistant to Division Staff Head; Ethel K. Callahan, Service Observing Supervisor; and Vincent P. Mathers, Division Traffic Results Supervisor—Southeast.

Baby Showers

Peggy Farrar, Manchester Operator, was recently the honored guest at a baby shower given by her friends and co-workers at the home of Carol Van Lier.

Recently honored at a stork shower given by friends and co-workers was Joan Halvorson. Mrs. Halvorson is an employee of the Manchester Traffic Department.

Births

Mr. and Mrs. Arthur Desrosiers are proud to announce the arrival of their new daughter, Kathleen Margaret. Mrs. Desrosiers is the former Janice Porter of the Manchester Traffic Department.

Sales Program

In the sales program, Aldea Sullivan of Franklin Traffic was named State Area leader for the month of November. Franklin won the gold loving cup for the most sales for the month of November.

Colored Telephone Winners

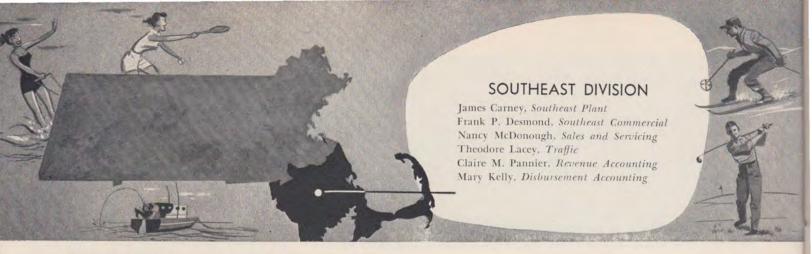


Joseph Huard, Business Office Representative—Lawrence, is shown presenting Placido Grasso and Florence Connell colored telephones which they won at the Blue Bonnet Bakery through a program sponsored by the proprietor.

Party at Sportsman's Lodge in Newburyport



Telephone personnel recently held a very successful party at the Sportsman's Lodge in Newburyport. Left to right: R. Anderson, D. Peirce, E. Hurley, B. Peirce, A. Kaski, M. Reardon, E. Kaski, F. Lucy, M. Kiemian, D. Dale, S. Shoreman, C. Chisholm, and C. Griffin.





Dial a Prayer

A new innovation for daily prayer has been installed in the Lebanon Lutheran Church, Williams St., North Easton. The prayer has been recorded on an automatic answering device. Parishioners dial the Church number and are able to listen to a different prayer each day. The plan has proved successful as the machine is busy all day and comment has been favorable.

In the picture are: Rev. Hubert Ahnquist, Minister of the Lebanon Lutheran Church, and Albert E. Sumption, Jr., Brockton Sales and Servicing, Commercial Representative, who arranged for the installation of the answering device.

On Military Leave

Donald R. Ferguson, of the Transmission and Protection Engineering Office—State, recently started training in Officers Candidate School at Newport, R. I., as the initial phase of a three-year tour of duty in the U. S. Navy. He received a parting gift and the best wishes of his co-workers. Left to right: Arthur Olson, John Hamilton, John Haran, Mark Andrews, Marilyn McKenna, Thomas McGagh, Donald Ferguson, Frederic Gifford, Stanley Grondalski, Virginia Singer, Eugene Shute, Edward Scheipers, William Beers, Edmund Johnson, John Lougee.



Passed Examinations

The following men in the Southeast Division are to be commended for passing examinations during the month of October as follows:

New Bedford District: Leonard A. Pallatroni—Installer-Repairman; Geo. A. Selleck—PBX Repairman; Donald M. Fisher—Lineman; Channing W. Haywood—Cable Splicer B; and Frank Jarvis, Jr.—Cable Splicer B.

Brockton District: Alfred A. Norton—No. 5 X-Bar Switchman; Daniel R. Heath—No. 5 X-Bar Switchman; John J. Kelleher—No. 5 X-Bar Switchman; Harley S. Cadenhead—No. 5 X-Bar Switchman; David X. Sheehan—No. 5 X-Bar Switchman; and Robert B. Howes—Splicer

Journeyman.

The following men in the Southeast Division are to be congratulated upon passing examinations as follows during the month of November:

Brockton District: Cable Splicer B—Galen E. Osborne; No. 5 X-Bar A—Kenwood H. Lawson; and No. 5 X-Bar Switchman—Wilfred F. Duffany.

New Bedford District: Installer-Repairman—John A. Langlois, Frank A. Seaman; Cable Splicer—Frederick Wood; Splicer, Journeyman—Francis E. Lynch, Jr., Jacques R. Morency, Peter LaVallee; and Toll Testman—Robert E. Crockett.

Service Anniversaries

Alphonse J. Michaud, Supervising Switchman— Hyannis, recently celebrated his 25th service anniversary.





Edna M. Urquhart of the Brockton Traffic Office was presented her five-year service bracelet by Walter E. Bartlett, Traffic Manager.



Walter Bartlett, Traffic Manager—Brockton, recently presented Elizabeth P. McGrath, Toll Operator, her 10-year service emblem.



Three girls in the Rockland Office recently celebrated their service anniversaries: Gloria Hill—five years, Dorothy Hammond—fifteen years, Margaret Hart—ten years. Left to right: Chief Operator Agnes M. Weir, Miss Hill, Mrs. Hammond, and Mrs. Hart.



Claire Lapointe, Service Representative in the Fall River Business Office, is shown receiving her 15-year service bracelet. With Miss Lapointe are: Harry W. Robinson, Manager; and Florence Leclair, Business Office Supervisor.

Service Anniversaries in the Brockton Toll Office

Congratulations to the following: June F. Mullins, Catherine J. Keohane, and Alice S. Zarauska in recognition of fifteen years' service. Best wishes to Janet E. Johnson and Mildred Jones who have completed ten years' service and to Mary L. Mack, Irene Bedore, and Anne B. Curin who have five years' service.

Married

Lelita Bastos, Plymouth Traffic Office, recently became the bride of John W. Darulla at North Plymouth Methodist Church.

Toll Class

Irene Dauwer and Esther McLean of the Plymouth Traffic Office have completed Toll training under the direction of Instructor Barbara Gilbert.

Mayflower II Returns to Plymouth

On a recent bitter cold morning, the replica of the historic Mayflower was formally turned over to the Plimoth Plantation. Taking part in the transfer, which was televised on the Dave Garroway "Today" show, were Captain Alan Villiers, who with his crew sailed the small craft from England, and Henry Hornblower, President of the Plimoth Plantation.

Lt. Governor Robert F. Murphy officially welcomed the Mayflower II as it was turned over to the Plimoth Plantation for a token fee of \$1.00. Due to the cold and the early hour there were few spectators to see the British flag, which had flown from the masthead during the long voyage from England, come down and the American flag replace it.

S. D. Cook, Wire Chief at Plymouth, along with help from American Telephone & Telegraph Company, State Area Staff, local management and his own force, was up and on the job at 4:00 a.m. to arrange and insure Telephone Company facilities for the Dave Garroway program. The television signals were beamed from a carryall radio truck at the rear of the log fort to the Myles Standish monument at Duxbury where the new truck with a hydraulically operated antenna was located.

After being amplified at this point the signal was then sent to High Rock in Sharon, Massachusetts, and then out over the network.

The program, thanks to all concerned, went off without a hitch.



Left to right: Henry Hornblower, Plantation President; Dave Garroway; Captain Alan Villiers; and Robert F. Murphy, Lt. Governor of Massachusetts.



At the left, talking over the television setup are: Bob Chase, Lawrence At the right: Bob Blanchard and Tom Regan look over the equipment Plant; Ray Studley, State Area; Stanley Cook, Wire Chief; and Leo in the carryall radio truck. Best, Plymouth Foreman. Mayflower II can be seen in the background.



New Sunshine Committee



The Plymouth Traffic Office has a new Sunshine group. Left to right: Helen Muthig, Ruth Manfredi, Pauline Devine, Chairman Sylvia Priestly, Barbara Gilbert, and Miriam Smart.

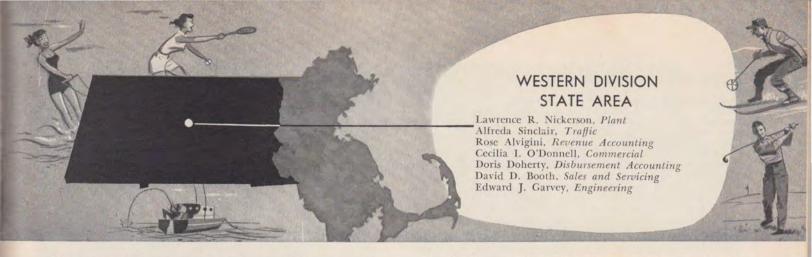
Weddings

Charlotte M. Gormley of the Brockton Toll Office recently became the bride of Michael P. Balukonis. The reception took place in a local hall after which the newlyweds left on a trip to Niagara Falls. They are now making their home in Brockton.

Information Operator Muriel Lambert of the Brockton Toll Office was married recently at the Central Methodist Church to A. Vincent Pellegrini. After an extended trip the couple will reside in Miami, Florida.

Engagement

Best wishes are extended to Penelope Nagle, Brockton Toll Operator, whose engagement to Charles Tartaglia has recently been announced. No date has been set for the wedding.



Christmas Extension Sales Leaders Honored by Springfield Local Management Team



On Wednesday, December 4, at a special meeting, the Springfield Local Management Team honored Irene Ericson and Mary Ann Makuch of the Western Division Revenue Accounting Office. These two young ladies sold between them 17 Christmas gift extensions and over 40% of all Christmas sales in the Revenue Accounting section.

Mrs. Ericson and Miss Makuch gave several interesting accounts of how their wonderful sales record was accomplished and each indicated that their efforts will continue.

It is the plan of the Springfield Local team to honor other departments' sales leaders at future meetings.

The photograph shows Joseph J. Albert, Jr., Manager, Springfield I, Chairman, congratulating Mrs. Ericson and Miss Makuch for their fine results. Left to right: Edmund J. Lovett, Unit Plant Engineer; Mrs. Ericson; Harry T. Collins, Manager, Springfield II; Miss Makuch; Elliot E. Mason, Dial Wire Chief, Springfield; Mr. Albert, Jr.; and James A. Jackson, Sales and Servicing Manager.

Farewell Party

Alice I. Bednarz, Western Division Traffic Clerical Assistant, was presented several gifts from her co-workers when she left to take up home duties.



Western Div. Disbursement Acctg. Summer Weddings

Marion O'Donnell of Holyoke was married to Edward Leyden at Blessed Sacrament Church in Holyoke. The couple made their wedding trip to the Poconos.

Elizabeth Vershon, also of Holyoke, became the bride of Riccardo Boggio at Holy Cross Church, Holyoke. Jean Clare and Margaret Desnoyers, co-workers, served as her attendants. The couple plan to live in Boston. Mr. Boggio is a student at Boston College.

Party in Western Area

The girls in the Western Division Revenue Accounting held a Masquerade Party at the home of Jane Turnbull. Games were played and prizes awarded to winners.

First prize for the most original costume went to Shelia Loughman, and Vickie Wlodyka won the award for the funniest. The winning team in the Scavenger Hunt was Ellen Willis and Evelyn Kasperek.

Later in the evening a buffet lunch was served, and a good time was had by all.

Promotions and Transfers

John V. O'Brien, former District Plant Superintendent in Holyoke, was honored recently at a testimonial at Toto's Restaurant on the occasion of his transfer to the Lowell District. Many of his friends attended and presented him a gift. Shown, left to right: Alan Norris, Wire Chief, Northampton; Mrs. Norris; Mrs. Goggin; Eugene Goggin, Wire Chief, Westfield; Catherine O'Connor, Supervising Clerk; Russell Chase, Wire Chief, Holyoke; Mrs. O'Brien; Mr. O'Brien; Mrs. Hoggan; William Hoggan, District Commercial Manager; James Bruno, President, Local No. 4; and Howard Palmer, Wire Chief, Greenfield.





A ferewell congratulatory party was recently tendered Harold Donovan on the event of his promotion from Manager of Southbridge to the Roslindale Office. More than fifty co-workers attended. Mr. Donovan was presented a beautiful table model radio and Mrs. Donovan received an orchid for the occasion. Back row: Service Representatives Julia Olson, Natalie Lockhart, Service Order Writer Janet Nichols, Cashier Ellen Caplette, Service Representatives Martha Walkinshaw, Thoresa Peck, Jeanine Casavant, and Nancy Chenard. Front row: Service Representative Theresa M. Campbell; Carlton T. Hindle, District Manager—Worcester; Harold E. Donovan, Jr.; Robert J. Lowrie, new Manager—Southbridge; and Service Representative Dorothy Cook.



Paul T. Price, Engineer assigned in the Engineering Department in Springfield, was recently feted by his office associates on the occasion of his promotion and transfer as Engineer III, reporting to the Cost and Utilization Engineer, Boston. Left to right are: Hilmer Ackerman, Mr. Price, and Arthur Fairbanks.

Service Anniversaries

May Hassett of Revenue Accounting — Western, recently celebrated her 20th service anniversary.



Anna Comossi of Revenue Accounting—Western, is shown receiving her five-year service emblem from O. Carl Ward.



Retirements



John T. Foley, Lineman in Pittsfield, recently retired after 35 years of service with the Company.



A retirement party was held recently at the Publick House in Sturbridge for Alfred E. Goodhind of the Plant Department. It was attended by 90 fellow employees and guests. Mr. Goodhind was presented a money gift. Shown in the photo, left to right: John Irvin, Wire Chief; Earl A. Kimberly, Division Plant Supervisor; and Mr. and Mrs. Goodhind.

Approximately 440 friends and telephone employees were present at the German Club, Springfield, to honor Joseph Provost on the occasion of his retirement after serving 36 years in the Construction Department. This was one of the largest gatherings seen in the area for many years and it speaks for Joe's popularity. Among the large group of entertainers present were the Telephone Dial Tones and the Telephone Novelty Band. At the head table, left to right: R. Hyland, E. F. Jenness, Wilfred Provost, Mrs. Joseph Provost, Joe Provost, Joe Beasley, J. Simpson, H. F. Farnham, J. J. Powers, and James Bruno, President of I.B.T.W. No. 4.





Some 150 friends and associates attended a testimonial dinner at the Sheraton-Kimball for Inez E. Kavanaugh, who is retiring after 48 years of service. Mrs. Kavanaugh first worked in the Traffic Department and later became associated with the Disbursement Accounting Department as Payroll Supervisor, when this office was first established in 1928. For the past 10 years, she has served as a Training Supervisor and a Staff Assistant. For the past 9 years, she has been Secretary-Treasurer of the W. J. Denver Chapter No. 20 of the Telephone Pioneers of America. Among the guests present were: Robert V. Jones, Vice-Pres, & Comp.; Daniel F. O'Grady, Gen. Oper. Supv.—Coml.; Robert G. McAnern, Gen. Acctg. Mgr.—Mass.; Ralph G. Griffin, Acctg. Mgr.—N. H. She was presented a purse as a parting gift from her friends and associates. In the picture, left to right, are: Helen Coyne, Chairman of the Association; Mrs. Kavanaugh; and Mike Coyne, who acted as Toastmaster.

William Wood, Facilities Assignment group—Worcester, was honored recently at a retirement party held at the Elks Home in Worcester. Bill has served with the Company for 41 years. He is a well-known sportsman, having won many cups and medals for swimming and rowing and he held the New England 100 yard swimming championship for men in 1911-1915. His favorite sports are now hunting and fishing. Bill has made no definite plans for the future, except to take more active participation in his hobbies.

In the picture are Bill Wood and Daniel O'Sullivan.





SCOMA Christmas Party

These happy members of the Springfield Central Office Maintenance Association are shown enjoying their Christmas party. Honored guests were retired members and Mrs. Thomas Welch, widow of the founder of SCOMA.

Retirement Party

A retirement party was held recently for Merrill B. Steere at Blakes Restaurant. Mr. Steere was Supervising Engineer in the Station Equipment Dept. Left to right: E. F. Chute; Mr. and Mrs. Warren Reed, son-in-law and daughter of Mr. Steere; H. G. Hagen; Mr. Steere; Mrs. Steere; and Robert C. Hyland, Master of Ceremonies. Mr. Steere has completed 45 years of service.



Some Good Advice . . .



This clever poster, designed by Jean M. Strycharz of Western Division Revenue Accounting, helped to boost the sale of Christmas Gift Extensions in that area.



SCOMA Installation

Edward Woods, outgoing President of the Springfield Central Office Maintenance Association, congratulates William Coughlin, the 1958 President. Giving their approval are members of the Executive Committee. Left to right: Pete Santaniello, Mr. Woods, Tom McKenna, President Coughlin, and Gino Bobba.

Wedding Bells in Western Division Disbursement Accounting

We extend our best wishes to Emily Rodzen who was recently wed to Edward Papuga.

Married

Cornelia McCarthy of the Springfield Plant Department recently became the bride of Richard H. Brown, of the Springfield Construction Department. They honeymooned on Cape Cod and they are now living in Springfield.

Business, Industry and Education Day In Worcester

On Wednesday, October 16, Business, Industry and Education Day was held in Worcester. This year, Business and Industry played host to hundreds of teachers from the Worcester School System. Our Company in Worcester entertained a group of fifteen teachers with a Central Office tour and then lunch at the Huguenot Restaurant. The luncheon was followed by a discussion period during which the teachers voiced a very deep interest in practically every phase of the telephone business. Several letters of commendation and appreciation have already been received from various teachers who were among the group visiting our Company.



Teachers from Worcester Area.



These teachers listen intently to Francis E. McKeon, Central Office Supervising Switchman, who is speaking on the operation of the central office equipment.



A group of teachers look over the new Information Board. Merritt E. Taylor, Traffic Manager, on the far left, explains the operation of the switchboard and Winston T. Leavitt, District Traffic Superintendent, at the far right, watches with interest.



Meeting on "Managing the Contract"

A meeting of the Worcester and Fitchburg Chief Operators and District Staff personnel was held recently in Worcester on the subject "Managing the Contract." Francis J. Thompson, Assistant to the Vice-President, conducted the meeting and was assisted by Paul F. Greene recently appointed Lynn District Traffic Superintendent, and Robert J. Bradley, Labor Relations Assistant. The picture shows Mr. Greene addressing the group.

Engagements

Best wishes are extended to the following girls in Western Division Revenue Accounting who have recently become engaged:

Barbara Meissner to Chester Nicora, Beverly J. Freeman to Stanton Wing, Helene Wegrzyn to Edward Lemieux and Louise Fountaine to John Wyatt.

Thirteenth Year

Congratulations to Eleanor Paape of the Western Division Revenue Accounting Office who celebrated her thirteenth year with the Company November 12. Eleanor received a lovely bouquet of American Beauty Roses and Chrysanthemums from the Accounting association, plus numerous cards and gifts from her co-workers.



Training Class in Western Division

A training class was held recently on the new No. 23 Operating Room Desk. Those attending were, back row: Fred Morris and Victor M. Ceccarini. Front row: W. L. Carpenter and John A. McCarthy. Standing: Ernest J. Sibson, Instructor, and J. R. Steele, Division Training Supervisor.

Informal Party

The Holyoke Unit of the Springfield District Engineering is shown at the home of Charles A. Price, Unit Engineer. Family style gatherings such as this permit fellow workers and their wives to mingle socially in an off-the-job atmosphere.





For the United Fund

Dr. Bryant E. Hazen, United Fund President of Springfield, receives a check from our Company. The employee and Company contribution totaled \$18,513.31. In the picture: John P. Beasley, Company Chairman; Dr. Hazen; Manager Harry T. Collins; and Co-chairman Fred W. Woodcock.



Christmas Party in Worcester

The first annual Christmas Party of the Worcester Office was held recently under the sponsorship of the Worcester District Charitable Workers Guild. In the picture, left to right: Paul Dolan, Worcester Central Office; Mrs. Dolan; Merritt Taylor, Traffic Manager; Mrs. Taylor; Mrs. Power and Andrew Power, Commercial Department.



Vaccine Program Completed

District Interdepartment Co-ordinators met with John P. Beasley, Division Co-ordinator, to make a final report on the Influenza Vaccine Program. Left to right: Herbert A. Farr, Accounting Manager; Thomas R. Murphy, Dial Traffic Manager—Worcester; John P. Beasley, Staff Assistant—Plant Personnel; Richard Walsh, Jr., Traffic Manager—Holyoke; Robert Linne, Traffic Manager—Fitsfield. Not present when picture was taken was Donald R. Mason, Traffic Manager—Fitchburg. A total of 4,104 employees received the vaccine.

ADVERTISEMENTS

Employees, both active and retired, wishing to advertise anything for sale, rent or exchange may do so in the state editions of TELEPHONE TOPICS, without charge. Closing date is the 25th of the month preceding publication. Remember: when sending in an ad, be sure to include the telephone number. town and state in which you live.

FOR SALE

HUMAROCK BEACH, SCITUATE — 5-room house for summer or winter. Cellar, large garage, large l.r. with firepl, large front porch, 2 bedrooms, bath, kitchen, Ex-cellent cond. \$9.500. Tel. Weymouth, Mass., EDgewater 5-8270.

7-ROOM CAPE—Scituate, Mass., 3 bedrooms, l.r., full basement, kitchen, tile bath and second one incomplete, oak floors, convenient location, \$15,900. Tel. Scituate 1918.

DUTCH COLONIAL — in Lexington, Mass., on 1/3 acre, six rooms, 1½ baths, modern kitchen, basement laundry, oil heat, heated garage. Near school. Available immediately, \$\$18,900\$. Tel. Lexington, Volunteer 2-3200.

BEACH COTTAGE—5 rooms, furnished. l.r. with firepl., 2 showers, large screened porch open porch. Point Independence, Onset. Mass. Tel. Brockton, Mass., JUniper 7-1236 after 6:00 P.M.

'57 BUICK—2-door, 4,500 miles, A-1 condition, dyna-flow, \$2,500. Tel. Lynn, Mass., LYnn 8-6000, ask for Rilla.

'49 PLYMOUTH-r. & h., best offer. Call Dorchester, Mass., Columbia 5-6108.

'50 WILLYS STATION WAGON — 2nd series, 4 cyl., regular drive with overdrive, r. & h. Tel. Milton, Mass., CUnningham 6-6388 between 6 and 9 P.M.

A.K.C. PEKINGESE-outstanding bloodlines; registered American Eskimo pups. Tel. E. Pepperell, Mass., HEmlock 3-2065.

IRISH SETTER PUPS—A.K.C. registered and inoculated. Tel. E. Providence, R. I., GEneva 4-5982 after 5:00 P.M.

REMINGTON TYPEWRITER—with case, used 6 times. Best offer. Tel. Chelsea, Mass., CHelsea 3-2306— 6:00-7:30 P.M. Mon.-Fri. and all day Sat.

LADY'S ACCORDION—120 bass, 2-shift white marble, excellent cond. \$149.00; also violin \$15.00. Tel. East Boston, Mass., LOgan 7-2595—5-6 P.M.

SOUND PROJECTORS — Movie-Mite, 16 mm, like new, \$225. Also RCA Victor pro-jector, used, 16 mm, as is, \$250. Tel. Mil-ton, Mass., BLuehills S-8799. J-3

FURNITURE—Mahog, bedroom set with 4-poster beds, excellent cond., \$175. Also 4-poster dbl. bed with spring to match above, excellent cond., \$40. Bendix bolt-down automatic washer, excellent cond., \$60. Electric automatic heater with fan. hardly used, \$16. Elec. bench saw with extra blades and adjustable lamp. \$50. Tel. Weymouth, Mass., EDgewater 5-8270.

CIGARETTE CHAPERONE-Most useful Grakerte Charlerone—Most userin gift item. More than just an ashtray. Automatically and safely sildes burning cigarette into tray. Attractive, practical, unique. Only one dollar prepaid. Perley W. Chadbourne, 87 Main Street, Bridgton, Maine. Telephone MIdway 7-2804,

FOR RENT

4-ROOM APARTMENT — heated, near Carson Beach, So. Boston, Mass. 15 min. bus ride to Boston. \$60.00. Also room and board or room only in same house for working girl. Tel. So. Boston, ANdrew 8-8035.

3 ROOMS—continuous hot water, heated, as stove. Tel. E. Boston, Mass., LOgan gas stove. 7-5373.

FOR RENT—Efficiency apartment, parking space, \$15.00 per week. Tel. Revere. Mass., REvere 8-3751.

WANTED

RIDE—from Rte. 3. Weymouth Landing Mass. to vicin, Milk St., Boston, Mon.-Frl. 8:30 A.M. and 5:00 P.M. Tel. Weymouth, EDgewater 7-2281.

MISCELLANEOUS FOR SALE

MISCELLANEOUS FOR SALE
ROGERS SILVERPLATE — complete set,
lifetime guarantee, hardly used, \$10, Rollaway type ironer, excellent cond., \$30 or
best offer, baby carriage, coach type, \$25.
Tel. Jamaica Plain, Mass., JAmaica 2-8991.

FOUND

10-YEAR SERVICE EMBLEM-on man's necktie chain. Found at Narragansett Hotel in Providence, R. I. on Sept. 29, 1957. Tel. Providence, CHerry 5-3223.

SERVICE EMBLEM—found in Devon-shire subway station, evening of Jan. 3. Call SH 3-9800, ext. 4340.

35-YEAR BRACELET—during Christmas season in Boston shopping area. 6 charms including 30- and 25-year pins and telephone which can be dialed with name "Mello" inscribed. Contact Joe Moroney, A. C. Lawrence Leather Co., 161 South St., Boston, Liberty 2-1516.

MISCELLANEOUS

"THE DANCE FOR DISCRIMINATING YOUNG ADULTS" — The Twenty-Flve Club. Hotel Vendome, Boston, every Friday, beginning Jan. 3. For members, ages 25-39. Art Brickley's Orch., Sandy Ne'son, Vocalist. Admission \$1.50 tax incl. Apply for membership any Friday at dance. O3

"In Memoriam

REUBEN L. BATES, formerly of the Plant Dept., Northampton, Mass. Died December 12. WILLIAM A. BISHOP, formerly of the Plant Dept., St. Johnsbury, Vt. Died December 3. WALTER D. COOMBES of the Plant Dept., Lowell, Mass. Died December 15. ARTHUR DALRYMPLE, formerly of the Plant Dept., Boston. Died December 13. ARTHUR DALRYMPLE, formerly of the Plant Dept., Boston. Died December 13.

MICHAEL J. DONAHUE, formerly of the Plant Dept., Providence, R. I. Died December 17.

LENA D. FRYE of the Traffic Dept., Pittsfield, Mass. Died November 28.

AMY M. HALLIGAN, formerly of the Traffic Dept., Fall River, Mass. Died December 5.

JAMES F. HANDS of the Coml. Eng. Dept., Boston. Died November 19.

JOSEPH W. LIVENDALE of the Plant Dept., Montpelier, Vt. Died November 29.

H. JOHN LUCIER of the Coml. Dept., Boston. Died December 15.

EVERETT M. LUNDGREN of the Plant Dept., Boston. Died November 23.

AMANDA A. LVONS formerly of the Traffic Dept., Worgester, Mass. Died November 29. EVÉRETT M. LUNDGREN of the Plant Dept., Boston. Died November 23.

AMANDA A. LYONS, formerly of the Traffic Dept., Worcester, Mass. Died November 22.

CLINTON E. MERRILL, formerly of the Plant Dept., Providence, R. I. Died November 26.

EDNA F. MONK of the Traffic Dept., Providence, R. I. Died November 26.

DAVID X. POTTER of the Plant Dept., Dover, Me. Died December 9.

ROSE E. ROCHFORD, formerly of the Coml, Dept., E. Greenwich, R. I. Died December 8.

JOHN A. ROSE of the Plant Dept., Rockland, Mass. Died December 1.

FRANK W. STRONG, formerly of the Plant Dept., Montpelier, Vt. Died November 23.

JAMES P. THURBER, formerly of Mass. Eng. Dept., Boston. Died November 19.

CHARLES A. VARNEY, formerly of the Plant Dept., Boston. Died November 30.

JOHN L. WILD of the Plant Dept., Boston. Died November 27.

HELEN ZEOLIE of the Traffic Dept., Lewiston, Me. Died December 4.

THE TELEPHONE Bay Stater

Volume 2, Number 4

The Telephone Bay Stater is the Massachusetts edition of Telephone Topics published monthly for employees of the New England Telephone and Telegraph Company working in Massachusetts. Room 1607, 185 Franklin Street, Boston 7, Massachusetts.

January 1958

Alice M. Murphy, Associate Editor Barbara A. Bennett, Joan Brovelli and Marcia Nelson Editorial Assistants

