



TELEPHONE TOPICS MARCH 1954

What can you



and I do

ABOUT CUSTOMER CRITICISM?

THE number of times you've heard it said is probably greater than the number of freckles on the Freckle Champ . . . "the CUSTOMER is always right!"

Many of our customers tell us telephone service is "good" or "excellent" . . . and compliment us on "service beyond the call of duty." But others have the feeling we are *not* always doing all we can to give good service.

Well, no one of us is intentionally giving less than good service. Each one of us knows how much the customer relies on his telephone, and for that very reason of constant personal dependence, we must accept the fact that a customer is going to be critical of the slightest change in his service.

It has been recommended that each Public-Personnel Relations Committee make an attempt to evaluate any negative customer expressions . . . and try to find a way to remove sources of irritation. But it comes even closer to home than that. Actually, *each one of us* is a "one-man" Public-Personnel Relations Committee. To the customer, the telephone person he talks to *is* the Telephone Company. What you say to him—how you handle his problem—*is*, to him, the Telephone Company speaking and acting.

If each one of us is alert to situations that might be sources of customer irritation—if we will exchange any ideas we have to eliminate these situations, and convince customers we are endlessly searching for ways to make their service still better—then each one of us is making an active contribution to building a greater measure of customer good will.

THIS IS YOUR PROGRAM

Be a part of it!

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THE COVER

Boston's waterfront by Arthur Griffin

THIS IS RED CROSS MONTH

TRADITIONALLY in March millions of citizens in every part of the country open their hearts and their purses to support the humanitarian services of the American Red Cross. When we join the Red Cross we identify ourselves with each individual act of mercy this great organization performs anywhere in the world, as surely as if we personally extended a helping hand.

With the Red Cross as with most things in life, it's difficult for most of us to understand the tremendous scope and necessity of its work until personally affected. Ask some employee recently returned from a lonely military outpost what the Red Cross meant to him with its warming cups of coffee, with paper and an envelope to write a letter home, some nice American girls to talk with.

Come even closer to home and recall the swiftness with which Red Cross workers responded to pleas for help when a death-dealing and destructive tornado struck the Worcester area last June.

Finally, think of the friends whose lives were saved by Red Cross blood. There's a Testman in Boston who can vouch for that. Last year he received 31 pints of blood. Even if he had been able to obtain it elsewhere it would have cost \$775. There was no charge by the Red Cross.

There's a girl in Springfield Plant who'll be
(Continued on Page 4)



"We're buttoning up for the campaign," agreed Paul McMenimen of Public Relations Dept. who is Company Chairman and Thomas Motley, General Chairman, 1954 Red Cross Fund for Greater Boston.

When the Red Cross unit visited Holyoke on its bi-monthly visit in February about 15 Telephone men and women donated their blood. Having their post-donation coffee in the Memorial Building are: Geraldine A. Hurley, Teller; William F. Lally, Business Office Rep.; John O'Dea, Installer; and Mary Curran, Operator.



Telephone men and women are well known for the community spirit that makes them leaders in volunteer work. Peggy Berrane and Bette Tierney of the Public Relations Dept. spend one night each week playing cards, dancing, or just talking with patients at the new Veterans Administration Hospital in Jamaica Plain, Mass. Their volunteer work comes under the auspices of the Red Cross.

eternally grateful for 26 pints of blood the Red Cross supplied when her mother was gravely ill.

And when a Metropolitan Plant man was rushed to the hospital with bleeding ulcers it was the Red Cross that arranged to replace the 18 pints of blood required to save him. As always—there was no charge by Red Cross.

Throughout our Company blood programs are in effect similar to the one which has worked so effectively in Boston for several seasons. Here Telephone employees aim at supplying 100 pints of blood a month to the Boston blood bank and supporting the blood-mobile when it visits adjacent cities and towns. In return the Red Cross supplies blood whenever it is needed for an employee or a member of his immediate family in any hospital in Massachusetts.

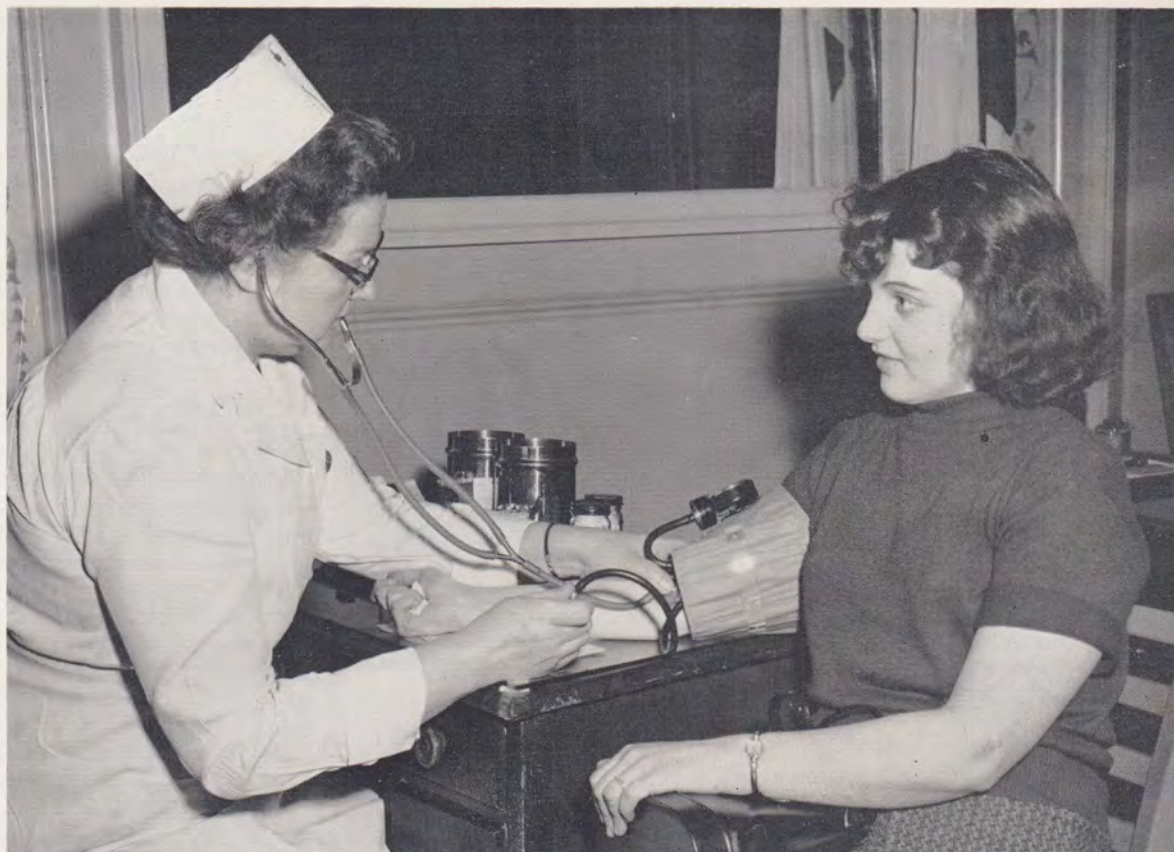
In other areas the program may vary slightly. Sometimes blood replacements are made from voluntary donations by employees. But all New England Telephone and Telegraph Company employees have the assurance that if ever they or members of their immediate families need blood it will be provided. Just let your supervisor know.

Therese Augusta, Parkway Traffic, gives a pint of blood. The blood may be given for treatment of a civilian patient in this country, for a member of the armed forces, or to provide gamma globulin for distribution by the Office of Defense Mobilization.



Employees of Parkway Traffic recently went en masse to donate to the Red Cross blood bank on Gloucester Street, Boston. Back: James J. Duby, Traffic Manager; Mary Donlon, Carol Russell, Jane O'Neil, Patricia Conlon, Marie Ferrara, Virginia Donlon, John A. Cahill, Dist. Traffic Supt. Front: Rita Kelley, Rosalie Hayhurst, Kathleen Bean, Patricia Brady, Therese Augusta.

Prior to making her donation, Patricia Brady, Parkway Traffic, has her blood pressure checked by a Red Cross nurse. Blood collected by the Red Cross is distributed to hospitals and doctors without charge for the product—no civilian or serviceman ever pays the Red Cross for blood or blood products. Most hospitals do charge for the handling and administration of blood, however.



This is part of the group of telephone people who swamped the Red Cross bloodmobile when it visited Lowell during the last week in February. Among those representing all departments were: Richard Kunzler, William Cowell, Lois Hannigan, Leroy Curtis, Janice Fessenden, Alice Richards, Morris Nelson, James Floyd, Ted Decker, Ernest Kisley, John Carroll, Gerald Spellissey, James Eastham, Edward McDonough, Richard F. Fadden, James Calery, Ronald Gagnon, Paul Sabre, Chester H. Bryant, John Walsh, Fred Brooks, Thomas Cropper, Francis O'Brien, Paul McCarthy, Arthur Lyons, Harold Yapp, Edward Driscoll, Clarence Day, Paul McGrath and Walter Regnier.



CUSTOM MADE FOR CIVIL DEFENSE . . .



Agnes Baker of Western Electric's Indianapolis Works puts the final touches on one of the new Ground Observer Telephone sets that provide instant communication between Air Force Civil Defense Filter Centers and volunteer aircraft spotter posts.

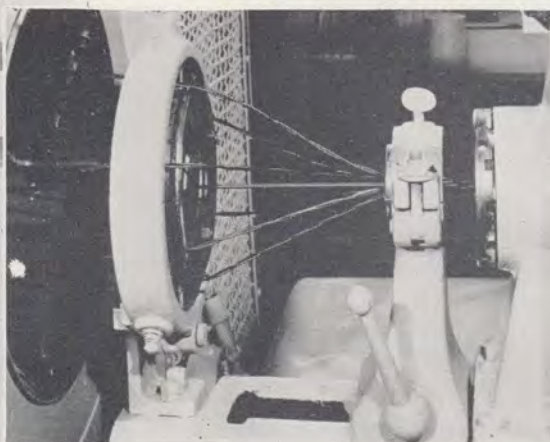
SOMEWHERE tonight along the rugged reaches of California's coast-line a Civil Defense ground observation post sights an unidentified plane. A button is pushed, a word is spoken, and within minutes a flight of investigating jets is nosing over the area, with an assist from one of the Bell System's latest contributions to national security—the Ground Observer Telephone Set.

The new set, now being produced at Western Electric's Indianapolis Works and already in action along the West Coast, makes possible an open, direct line between a Civil Defense Filter Center and its observer stations, with all station apparatus packaged in a unit designed solely for the purpose.

When an aircraft spotter wishes to report, he merely pushes a button on the hand switch connected to the cord and talks. If necessary, a hand generator may be cranked to ring the bell at the opposite end. The open circuit permits all observers to hear each other's reports. The coordinator in the Filter Center, on the other hand, may communicate with all stations by pushing the button on his own extension cord.

The Ground Observer Set was conceived after Air Force civil defense trials on the West Coast demonstrated that close integration of filter centers and observation posts was necessary and that telephone station apparatus should be uniform and adaptable to all the varied conditions under which it will be used, and that service should be on a private line basis, rather than on a message rate basis through telephone exchanges.

RURAL WIRE IN NEW GARB



Left: Telephone linemen in rural areas are busy stringing the new "B" Rural Distribution Wire as fast as it can be produced by Western Electric Co.

Closeup: Six pairs of twisted wire are stranded around the insulated steel support wire on this machine at Western Electric's Point Breeze Works to make "B" Rural Dist. Wire.

Plastic-covered copper wires twisted together and resembling nothing so much as an old-fashioned twist of licorice have been attracting wide attention among telephone companies as a big help in providing rural service at lower cost.

The new product, known as "B" Rural Distribution Wire, is the result of Bell System teamwork. One of the associated Bell companies needed a type of wire that would help them serve widely-scattered rural customers economically. A. T. & T. tossed the ball to Western Electric and the Bell Laboratories, and out of their huddle came an

experimental quantity of "B" wire, produced at Western Electric's Point Breeze Works.

With the first enthusiastic reports from the field trials, demands for the new wire began pouring in, and Point Breeze set up temporary manufacturing procedures to meet them until permanent production lines can be established.

"B" wire is extremely light in weight and consists of six pairs of insulated wire stranded around an insulated steel wire which makes it self-supporting. Easy to handle, it requires no complex cable splicing techniques and can be attached either to the pole or the underside of a crossarm.

"For distinguished service to boyhood," Sumner C. Widell, Dial Technician, Lynn, was one of two men honored recently by the Bay Shore Council, Lynn, of the Boy Scouts of America, with the Silver Beaver, Scouting's highest award.

"Sub" Widell's service record in the Bay Shore Council dates back to 1926 when he himself was a Scout in Troop 64, Saugus, then to his role as assistant Scoutmaster of the same troop from 1931-1946. Since then he has served continually as a member of the Camping and Activities Committee of the Council.

The Silver Beaver Award is made each year by the National Council through the local committee, to two men nominated by the Bay Shore Council.

One of the proudest spectators at the ceremonies honoring Sub Widell was Pierce R. Parker, Scoutmaster Emeritus of Troop 64, Saugus Center, who recently retired as Scoutmaster after 32 years of service. Mr. Parker was Widell's Scoutmaster when Sub was only a beginner.

WINS SILVER BEAVER AWARD



Sumner C. Widell, Dial Technician, receives the Silver Beaver, Scouting's highest award, from D. R. Pinkham, Vice President, Bay Shore Council and Chairman, Silver Beaver Court of Honor. Watching are A. Crane, Winthrop District Commissioner and P. R. Parker.

EMPLOYEE POSTER EXHIBIT

Close to 150 employees from all departments in the Company turned out a record-breaking 192 Accident Prevention Posters on a variety of safety subjects for the annual Employee Poster Exhibit held this year in the Assembly Room at 185 Franklin Street, Boston, February 8-10.

Some of the prize-winning posters selected by a committee of Company representatives will be adapted for use on bulletin boards throughout the territory during the coming year.



Examining some of the employee posters recently exhibited in the headquarters building in Boston are: Prescott E. French, Fire Prevention Engineer, and Willard F. Whitman, General Buildings Superintendent.



Presenting: Service for small fry.

SERVICE FOR SMALL FRY

Ever ready to supply the Bell Telephone Companies' needs in supplies and equipment, Western Electric Distributing House personnel are used to receiving unusual orders. So a recent request for an outdoor booth with the telephone installed only 18 inches from the floor came as no surprise—particularly when the destination of this special order was noted.

Students at a California school for the pigtail and marble-playing set had been in the habit of asking for adult help to reach the dial in a conventional booth. The school authorities turned to the telephone company for assistance. The result, assembled in Western Electric's Los Angeles Distributing House, is shown in the photo above.

A six-foot "giant" discovers that the new arrangement presents some problems to him, but the two customers waiting their turn seem delighted at the thought of having a pay telephone brought down to their size.

The Follies

Telephone talent highlighted the Pioneer Follies of 1954 presented by the McLellan Chapter to more than 900 employees and their friends at the Elks Auditorium in Providence, R. I., on January 27.

There was singing, dancing, drama, and beauty — perfect entertainment for the entire enthusiastic audience.



A soft shoe tap to "Tea for Two" by Dolores Boler of Revenue Accounting. She also did a novelty rhythm number.



Beautiful girl, beautiful voice, beautiful songs—Patricia Fields of Pawtucket Traffic sang "Night and Day" and "Ebbtide."



George M. Cohan favorites by a quartet of Plant music makers: Thomas Thacker, George Jackson, George Dingee and Hanson Hirst.



Charles Devaney, right, Commercial, was M.C. He rendered Leg-a-mania to "St. Louis Blues." Jack Healy performs with him.



"Show Boat" time for the all-department chorus.



THE BIRTH OF A CAPITALIST

THE savings from two years on his newspaper route, a man-to-man talk with dad, and 12-year-old Bobby Barry decided to become a capitalist.

"I worked for my money," he said. "Now it can work for me."

That's the story behind the visit made by Bobby and his dad, Bartholomew Barry, instructor, Plant School—Met., to the Treasurer's Office at 185 Franklin Street, where they're shown above just as Bobby prepares to invest that hard-earned cash.

A seventh-grade student at St. Joseph's, Wakefield, Bobby has been busy after school and weekends delivering his papers since April 1952. To the profits of this job the thrifty youngster added the cash that came his way for birthdays and Christmas.

The route has expanded considerably since its early days, and, enterprising young industrialist that he is,

Bobby has hired his brother Bart, 10, to help him out. Eight-year-old Brian is still a little young for regular assignment, but he has been adequately trained to take over in case of emergency.

Bobby first thought of investing in A. T. & T. stock when he heard his mother and dad discussing the rights which they received recently from the American Company. He listened. He asked questions. Then he was prepared to do business.

Dad thought it was a fine idea and offered to contribute the 7 rights. Ever a good business man, Bobby snatched at the opportunity and invested in \$100 worth of debentures.

Last month when the time came to convert the debentures into A. T. & T. stock, Bobby and dad were on hand. Now Bobby's dollars are working for him and for American industry.



Left: Vincent W. Miley explains the Orthorater to Olive Tinder and her "Matinee Time" TV audience.

Below: Jerry Taylor of the Newport "Radio Express" invited Newport Manager William E. Carty to explain the Company's \$100,000 expansion program in Newport Area on his morning radio broadcast over WRIB.

BROADCASTING RHODE ISLAND'S STORY

RHODE ISLAND's radio and TV audiences are being kept up-to-date on Telephone activity in their state ranging all the way from an expansion program in Newport to the Company's safety and accident prevention program.

Lorenz Dahl, Jr., Customer Relations Superintendent, and Vincent W. Miley, Instructor in the Plant School in Providence, were guests recently of Olive Tinder on "Matinee Time," WJAR-TV. They demonstrated the Orthorater Equipment used to test the eyesight of employees.

Jerry Taylor of the Newport *Radio Express* recently interviewed William E. Carty, Manager, Newport, about the Company's plans for spending over \$100,000 in telephone improvements in the Newport Area. Mr. Taylor's daily morning radio program is on Station WRIB, Providence.



TALK ABOUT TRUCKS

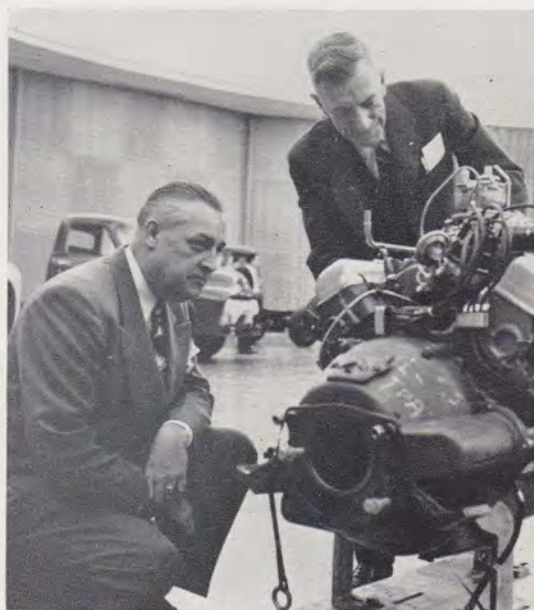
TALK about trucks—and passenger cars—was the assignment of 60 Bell System people recently. The people doing the talking were supervisors of motor vehicles from all Bell Companies. The occasion was the annual meeting of the Society of Automotive Engineers.

From coast to coast and border to border, Bell System representatives flocked to Detroit where they pooled their experience gained in operating 65,000 vehicles, the largest commercial fleet in the world.

Problems of maintenance, repair, and operation came under discussion. System-wide problems met with system-wide solution as the companies exchanged information. From anti-freeze to winches, and from tires to torque, the three-score representatives swapped questions and answers during the conference.

In sessions with auto industry spokesmen, the Bell people discussed their experiences with certain makes and types of vehicles. Industry people naturally showed great interest, for their products receive analysis by the Bell fleet that is difficult to duplicate in laboratories or on test tracks.

While in Detroit, the Bell people also toured the new technical service laboratory of one of the major auto makers. The week-long meeting was another example of the exchange of ideas among telephone people for better and more economical transportation for the Bell System.



George A. Gardner, Construction Practice and Tools Engineer, and Elty C. Guio, General Motor Vehicles Supervisor, check engine during tour of Ford display.



CONCENTRATING ON HIS NEWEST JOB as member of the Board of Directors of Dorchester House is Joseph A. Crowley, Special Representative, South Met. Joe is kibitzing here with some of his younger charges in the Community Fund-supported House. Joe has long been active in community activities. Last year he was chairman of the Commercial

Division of the Red Feather campaign. He was an auditor during the 1952 campaign and has served as a sectional captain and solicitor in Brookline in previous drives. He was a member of Brookline's Park Commission for three years and a delegate to the Town Meeting for 13 years.

GUESSING GAME

ASK your friends to guess how much it costs to call long distance—say, from New York to San Francisco, Chicago to Omaha, or Cleveland to Pittsburgh.

Chances are they'll guess high and will be surprised when you tell them the New York to San Francisco call costs only \$2; Chicago to Omaha is only 85¢, and the rate from Cleveland to Pittsburgh is only 45¢. (These are the 3-minute, station-to-station rates, nights and Sundays, and do not include the federal excise tax.)


It's a common error that most people make, for the cost of long distance calls is surprisingly low.

New developments in long distance communications such as microwave systems, coaxial cable routes, operator toll dialing and improved procedures have made the service faster and more convenient than ever before.

Now that facilities are available for thousands more calls, it's up to us to acquaint the public with the low cost, convenience and speed of long distance calls. For us, it means revenue; for our customers, one of our most pleasing and satisfactory services.

NEW EMPLOYEES

Why



**FIDDLE
AROUND?**

If you're not a member

Join

Blue Cross · Blue Shield

If you're already a member

Transfer

Your membership to
THIS GROUP!

Application must be made within
30 days of your date of employment.



Seymour Lipkin

Program No. 723—Lucile Cummings, Contralto.....March 1, 1954

La Bamba De Vera Cruz	Tucci	Bonnie Doon	Trad.
Orchestra		Comin' Thru the Rye	Trad.
El Vito	Obradors	Lucile Cummings	
Lucile Cummings		Overture to "La Gazza Ladra"	Rossini
Someone to Watch Over Me	Gershwin	Orchestra	
Orchestra		Träume	Wagner
		Lucile Cummings	

Program No. 724—Seymour Lipkin, Pianist.....March 8, 1954

American Medley	Orchestra	Concerto No. 2 in C Minor	
Moment Musical	Schubert	Finale	Rachmaninoff
Etude, Op. 10 No. 5, G flat Major	Chopin	Seymour Lipkin and Orchestra	
Seymour Lipkin			

Program No. 725—Brian Sullivan, Tenor.....March 15, 1954

Killarney	Balfe	Kitty My Love	Trad. Arr. Hughes
Orchestra		Brian Sullivan	
O'Paradiso from "L'Africaine"	Meyerbeer	Selection from "Das Rheingold"	Wagner
Brian Sullivan		Orchestra	
Molly on the Shore	Grainger	Bendemeer's Stream	Trad. Arr. Gatty
Orchestra		Brian Sullivan	
Kathleen Mavourneen	Crouch		

Program No. 726—Barbara Gibson, Coloratura-soprano...March 22, 1954

I Dream Too Much	Kern	Vola Farfaletta	Chopin-Sandoval
Orchestra		Barbara Gibson	
Carnival of Venice	Benedict	Fête populaire from	
Barbara Gibson		"Colas Breugnon"	Kabalevsky
Intermezzo from "Pagliacci"	Leoncavallo	Orchestra	
Orchestra		Shadow Song from "Dinorah"	Meyerbeer
Smilin' Through	Penn	Barbara Gibson	

Program No. 727—Jascha Heifetz, Violinist.....March 29, 1954

Polonaise from "Scenes de		En Bateau	Debussy
Ballet"	Glazounoff	Orchestra	
Orchestra		Tzigane	Ravel
Slow Movement from "Sonata		Jascha Heifetz and Orchestra	
in C Minor"	Grieg		
Jascha Heifetz with Emanuel Bay			
at the Piano			

The Telephone Hour is outfitting itself for spring with musical programs performed by some of the nation's foremost artists. Every Monday night at nine, listeners throughout New England can tune in and catch half-an-hour of the best spring tonic.

Contralto Lucile Cummings, getting settled in her double role as housewife and concert singer, will be going south to Louisiana on tour next month, but before she leaves she'll be doing the March 1 Telephone Hour show.

Although distinguished as a concert pianist, Seymour Lipkin has problems similar to those of all out-of-state New Yorkers — apartment problems. Even when he finds one he has to measure to see if he can get his Steinway in. Last heard of, he had found a Greenwich Village apartment that he can move his Steinway into if he removes the fire escape railing. Apartment or no apartment, he will play for *The Telephone Hour* on March 8.

With St. Patrick's Day coming up, the Irish take over the nation including Carnegie Hall where Brian Sullivan will lend his famed tenor voice to some Irish music for his March 15 Telephone Hour appearance. Mr. Sullivan has had an extremely busy season with the Metropolitan Opera this year, and in April will go on Spring tour with them.

(Continued on Page 46)

Spring Music



Famed violinist Jascha Heifetz and his wife, Frances, enjoy the breeze and the sunshine as they sail off the shore of California. Boating and tennis are their favorite pastimes.

"Tracy," the camel at New York's Bronx Zoo, is more temperamental than any performer. Brian Sullivan, tenor, had to coax him with popcorn before he'd take coloratura soprano Barbara Gibson for a ride.

Contralto Lucille Cummings and her husband, Edward Bagley, at a reception following their recent wedding in New York. Miss Cummings will appear on The Telephone Hour program on March 1.

CAMP FIRE GIRLS



Below: State Senator Edward C. Stone pulls the cord that converted Barnstable from magneto to dial. At the board are Elwinna Nickerson and Jeannette Ellis, Operators. Watching Senator Stone are William Larkin, Wire Chief; Thomas Moore, Conversion Supervisor; Frances Anderson, Chief Operator; Edward G. Cross, Manager.

CAMP FIRE GIRLS 44th ANNIVERSARY

AMERICA's Camp Fire Girls share the glory of the 17th of March with the venerable St. Patrick. Be gorra they're probably beating St. Pat since they plan to take an entire week to observe their 44th anniversary.

"Let's be different together" is the theme of their birthday celebration, and more than 370,000 Camp Fire Girls cheered on by 3,000,000 mothers, grandmothers, relatives and friends who are alumnae will enlarge the scope of their many established two-way international friendship projects including pen friend letters, participation in Seeds for Democracy, overseas clothing collections, Dolls to Foster Friendship, and Operation Embroidery Kits for orphaned children overseas. The basic needs of all people—food, clothing, shelter and the "human plus" factors—will form the basis for the 1954 Camp Fire Birthday explorations and achievements.

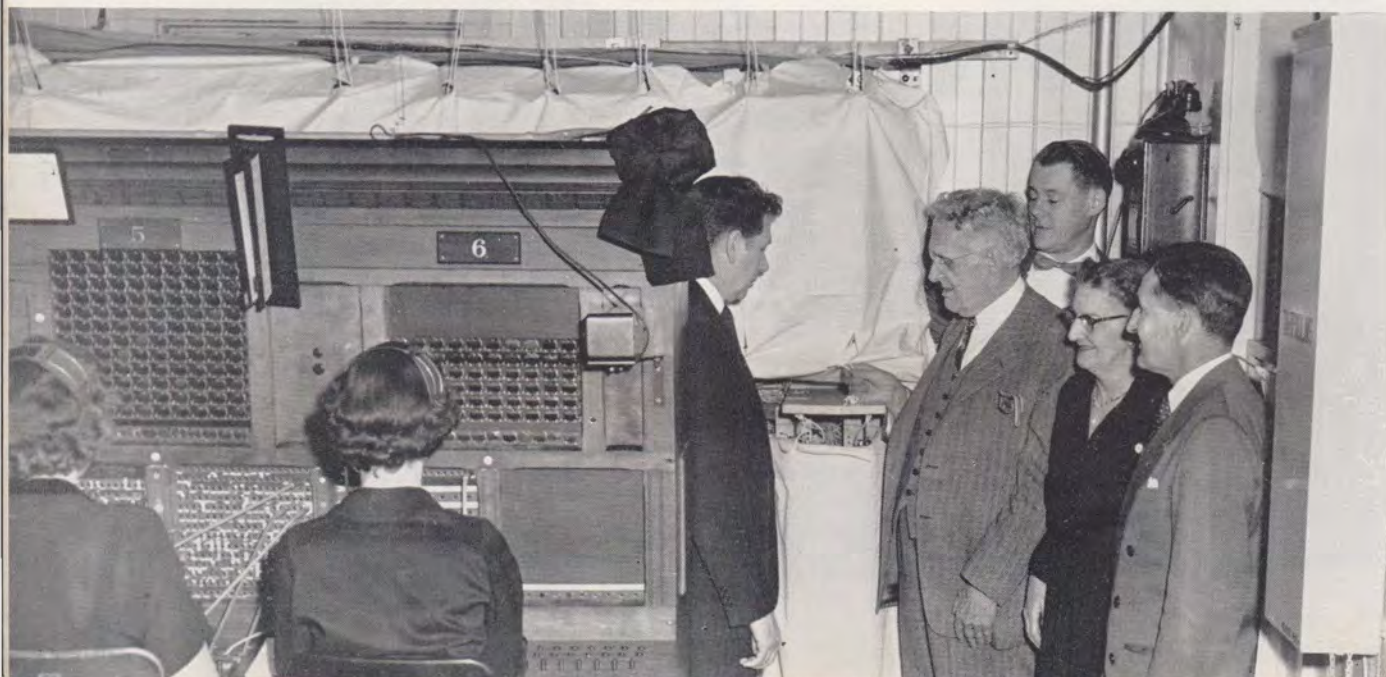
Happy birthday, girls.

Typifying the united enthusiasm with which Telephone families throughout New England support the activities of the Camp Fire Girls are Mr. and Mrs. George A. Wood and their daughter Barbara Susanne. Mr. Wood, Commercial Operations Engineer, Maine, is a member of the Council, an advisory assignment. Mrs. Wood is a Camp Fire leader and Barbara Susanne has a Wood Gatherer's rank.

BARNSTABLE CUT TO DIAL

MORE than a half-century of manual telephone operation passed into history for 1,025 subscribers of the Barnstable exchange at midnight on February 10 when State Senator Edward C. Stone of Oyster Harbors pulled the cord that marked the official cutover to the new dial system.

Besides changing the method of making a telephone call, the new setup also will enable Barnstable exchange subscribers to reach about 9,000 other telephones in the Hyannis and Osterville exchanges without toll charges as extended service went into effect. The new exchange name for Barnstable is FOrEst, for Osterville it's GArden.





Robert Lord

POLICE PRAISE TELEPHONE MAN

LITTLE did Robert Lord, Engineering Assistant in Framingham, Mass., know when he completed a Bell System First Aid Refresher Course last month that three days later the knowledge he gained would be put to use in an emergency.

While driving a telephone sedan along Pleasant Street, Franklin, he noticed a man and woman struggling to climb a steep embankment at the side of the road. Sensing that an accident had occurred, Mr. Lord stopped his car and went to their aid. The automobile in which Albert F. Macey, a guard at Norfolk State Prison Colony, and Lillian Wagner of Milford had been riding had gone off the road, violently shaking up the occupants. Using the first aid kit carried in the car, Mr. Lord administered to the woman who was in a state of shock, and calmed the man. When Mrs. Wagner had recovered sufficiently, he helped her into the telephone car and turned on the heater for warmth. By this time Mr. Macey was more composed and was able to help his companion himself.

Passing motorists notified Franklin police who drove the accident victims to a doctor's office. Sergeant John Martin and Patrolman Walter Carr, drivers of the police cruiser, praised Mr. Lord's presence of mind and his skill in administering the necessary first aid. The officers credited his Telephone Company training as a service not only to fellow employees but to all people in the community.

TELEPHONE PEOPLE PLAY DETECTIVE

TELEPHONE operators and switchmen, unaware of their key roles, played major parts in a dragnet by San Francisco police recently which culminated in the arrest of two kidnappers and the release, unharmed, of a San Francisco real estate man.

Police seized one of the abductors of Leonard Moskowitz in an outdoor public telephone booth while an operator delayed him by asking for imaginary overtime charges. His accomplice was captured soon afterward in the house where the pair held Mr. Moskowitz captive for three days while they demanded \$300,000 ransom.

Anticipating that the kidnappers might try to contact the victim's family by telephone, police asked Douglas Hayden, the Pacific Telephone and Telegraph Company's Chief Special Agent in San Francisco, for assistance immediately following the kidnapping. Meanwhile, the crime was kept a secret, with the press cooperating by omitting any mention of it in the papers. Mr. Hayden and his assistant, Thomas Murphy, were the only two Pacific Company employees who knew about it until Mr. Moskowitz was freed.

Calls to four numbers were traced by telephone switchmen at the request of police—those of the victim's home, his brother, his father and their real estate office.

Ultimately, a call which turned out to be from one of the kidnappers was traced to an outdoor telephone booth.

The caller had told Mr. Moskowitz's brother he would call back in an hour. When the call came through, police were alerted by the Telephone Company and raced to the booth where they arrested the man. He quickly confessed, and the police had arrested his accomplice and freed Mr. Moskowitz within two and a half hours after the first call was placed.



MEMBER OF THE COURT

LOVELY Joanne Flaherty, a Clerk in the Treasurer's Office at the headquarters building in Boston, had the honor of being chosen from among 1,742 dates of Dartmouth College students to be one of three members of the Snow Queen's court. Joanne, pictured second right above chatting with the Queen, and her two sister courtieres reigned over the famed Dartmouth Winter Carnival. Ski meets, fabulous ice sculpture, the Carnival Ball are all part of the traditional weekend celebrating the ending of midyear examinations.



Cleo F. Craig

A.T. & T.

ANNUAL REPORT

Tells the Story of the Biggest Year in Telephone History

A“AMERICANS in 1953 found their telephone service fast, convenient, economical and progressively improving. They used more of it than in any year since telephoning first began,” Cleo F. Craig, American Telephone and Telegraph Company President, said in the Company’s Annual Report released recently.

Earnings on Bell System capital were at the rate of 6.1 per cent compared with 5.9 per cent in the preceding year. Net income of the system in 1953 equalled \$11.71 per share of A. T. & T. Stock, compared with \$11.45 in 1952.

The report points out that 1953 earnings, while better than the year before are still low compared with earnings during the previous 25 years, which included years of depression as well as of high business activity. Costs of providing telephone service have greatly increased and are still rising, Mr. Craig said. The companies are, therefore, keeping right on with the necessary work of pressing their needs for increases in rates before the regulatory authorities.

Including excise taxes of \$670 million, direct taxes on Bell System Service in 1953 totaled \$1,469,000,000. This was an average of more than \$3 per telephone per month. Mr. Craig pointed out that this heavy burden discriminates against telephone users and added that they are paying higher than “luxury” excise taxes on a service that is not at all a luxury.

The gain in telephones during the year totaled 1,900,000, about 275,000 of which were in rural areas. Telephones served by the Bell system reached 41,350,000,

and during the year the total number of telephones in the United States passed the 50 million mark. To enlarge and improve telephone facilities, the system spent at the rate of more than \$25 million a week, or about \$1.4 billion for the year.

New demand receded somewhat in the later months and the volume of long distance calling did not show its usual rate of increase. However, the flow of new orders is still large and 1954 will be another year of heavy construction which should go far toward meeting all the needs of telephone users, Mr. Craig states.

A large amount of new capital was required during 1953 to meet the continuing need for new construction. An issue of \$602,543,700 twelve-year $3\frac{3}{4}$ per cent convertible debentures was ninety-nine per cent subscribed through the exercise of rights. The total number of share owners at the end of the year was 1,265,000, about 45,000 more than a year ago.

“Bell system progress took many forms in 1953. Outstanding was steady improvement in service quality,” said Mr. Craig. “Operators handled calls on the average with greater speed. Maintenance men kept the service even more dependable, more free from mechanical failure than at any time in the past. Installers and construction crews put in more and more telephones and lines and switching equipment of new design and greater capabilities.”

New equipment developed by the Bell Telephone Laboratories and made by Western Electric Company,

(Continued on Page 48)

CALL TO CARNIVAL

was the theme of Dartmouth's famous annual February winter-weekend. Here's how the enterprising students from the various fraternities interpreted the theme in ice. Only thing missing is Mr. A. G. Bell himself.



IF you own a LIFE INSURANCE policy, here are five things you should do to protect yourself and your dependents:

1. *Keep your policies in a safe place.* Generally, this does not mean a safe deposit box, for, if you should die, the box can only be opened by court order. It is better to find a safe place at home and let the person who will settle your affairs know where your policies are. You needn't worry about having them stolen; they have no value to a stranger. If you should lose your policies, or if they are destroyed by fire, ask your company to issue duplicates. It's easier to do this if you keep a separate record of the policy numbers.

2. *Let your life insurance company know if you change your address.* Most companies provide a space for this on the premium notice. Or, simply cross out your old address printed there and write in the new one. Unless you keep your mailing address up-to-date, your next premium notice may reach you late or go astray.

3. *Read your life insurance policies.* What benefits are included in your policy? If you have any questions, get in touch with your agent or your life insurance company.

4. *Talk over your life insurance program with your family or other dependents.* You bought life insurance for their protection: it's important that they know how your program is planned. Better still, have them share in the planning from the very beginning and in each addition or change to the program. It's a good idea to attach a letter of instructions to your policies indicating the choices that your beneficiary may have in the settlement of the policies. Point out, too, that your life insurance agent should be notified immediately in the event of your death; he will help arrange prompt payment of the insurance money. There is no charge for this service.

5. *Review your life insurance program at least every two years.* Is the right beneficiary named? Are new children taken care of? Is the selected income arrangement still the best choice? These are just a few of the points that should be checked to make sure that your insurance keeps pace with your changing needs. These reviews are another service that your insurance agent renders without charge or obligation. Ask for his help.

TOPICS TRAVELOG

This is the second in a series of travel suggestions made with the advice of the Service Bureau for helping you plan your next vacation. Contact the Bureau for further information and reservations.

"THERE'S no season like low season" is the theme song of wise vacationists at this time of year and their fancies lightly turn to thoughts of Florida. Beginning in April, rates in the far south playtime areas take the downhill slide, dropping often as much as 25 to 30%.

There are numerous package tours available that take advantage of the reduced rates. (And don't turn your nose up at package trips, either. They don't involve spending the entire trip with a single group of fellow tourists. You travel independently, but your arrangements for lodgings, sightseeing, transportation, etc., are taken care of in advance.)

For as little as \$225 (incl. tax) you can have a 10-12 day all-Florida trip. Arrive by train in Jacksonville, leave by motor coach for Silver Springs where you'll ride in a glass bottom boat, go on to the citrus belt to Orlando where graceful old oaks draped with Spanish moss abound. Stay there for the night and leave for Winter Haven next day. On to Tampa, St. Petersburg, Sarasota, over the Tamiami Trail to Miami through Seminole Indian territory. Alligator farms, Cypress Gardens, the Everglades, warm rolling surf, palm shaded beaches, orange groves, brilliant tropical fish are a few of the countless things that will fascinate you in fabulous Florida. If you prefer to fly down, the cost is only slightly more. This price includes not only hotels and fare, but many meals and sightseeing as well.



PARIS in the spring has nothing on our own capital when it comes to beauty. If you haven't the time for Florida or if you don't want to spend *quite* that much money, Washington, D. C.'s the place for you. Even if you've been there before, come again to see the cherry blossoms, traditionally in bloom in late March, early April. Nothing compares with strolling around the lagoon by the Jefferson Memorial on a fine spring day in a shower of pale, fragrant pink blossoms. Naturally, Mt. Vernon, Monticello, the Smithsonian and all the magnificent government buildings will figure prominently in your sightseeing. A side trip to historic Williamsburg, restored to its original state, is practically a must on Washington trip. For about \$115 you can have seven days in Washington and Williamsburg, including fare, hotel and sightseeing.

For further details and reservations contact the Service Bureau as soon as possible. Time's a-wasting.

Topics on Etiquette

WE'RE pretty sure you're up on what's expected of you hat-wise in the etiquette line, but here's a brief rundown anyway on the latest in "hatiquette." *For the men*—A gentleman removes his hat when being introduced or saying goodbye, while conversing with a woman or an older man (unless it's bad weather or he's much older man himself). He lifts his hat in passing salutation to a woman, after first removing pipe or cigarette from his mouth. In corridors and elevators or public buildings he may keep his hat on. In fact, it's really more courteous to keep the hat firmly on the head in crowded elevators when holding it in front of you would serve only to increase the olive-in-a-bottle feeling. A man greets another man usually with a casual salute toward the hat brim. *For the ladies*—Hats are correct with all street dress, particularly in a restaurant. Hats are required at most weddings. And a lady must always comply *pleasantly* with a request to remove her hat in a theatre.

Hand 'n' glove—A lady need never remove her gloves to shake hands, even when indoors. A man should remove his right glove if feasible (if the weather's not 20 below). But rather than leave the lady's hand outstretched in midair, go ahead with the handshake rather than fumble wildly to remove it.

EASTER WEEKEND EXCURSION to New York, April 16-19. Last call for reservations on the Easter Parade excursion. This party is sponsored by the Thomas Sherwin Chapter Pioneers and is open to all telephone people, their friends and families. **BARGAIN RATES:** Go Friday evening, return Monday late afternoon. Rate, \$31.25 up per person. Or go Saturday morning, return Monday afternoon. Rate, \$26.50 up per person. Lower price for passengers boarding at Providence. The cost includes transportation by train in special reserved coaches, accommodations at the Hotel Roosevelt and social hour gathering Saturday afternoon, 5-6 p.m., in the Palm Terrace. Call Service Bureau, SHerwin 3-9800, ext. 4831. Limited reservations left.



In Circulation . .

NO MONEY NO CALLEE

Japan's public telephones are going off the honor system.

Patrons will have to deposit a coin before they chat. Heretofore, they were on their honor to slip a 10-yen coin or bill (about 3 cents) into a box beside public telephones after the call.

That system didn't work. But, complained the customers, neither did the telephones—most of the time.

The boxes were yielding a rash of nasty notes about the service, an occasional IOU, used facial tissues by the pound, a general assortment of other debris—and very little money.

The telephone company estimated that 85 per cent of the calls were on the cuff. However, it hastened to add, most of the "dead beat" calls were wrong numbers.

The new coin boxes are similar to those in use in the United States.

RINGER

The Texas Press Messenger reports that Ding Dong, Tex., is in Bell county.

MATTER OF FACT

The Bell System's investment in plant and equipment is about \$13 billion. Of this, more than \$4 billion is invested in central office equipment.

The average number of calls per person made in 20 large countries increased from 136 in 1948 to 153 in 1952. Comparable figures for the United States are 343 and 382, respectively.

In the United States we have about 30 telephones per 100 people. The world outside the United States would have to add 667 million telephones to attain the same ratio.

Capital invested in the Bell System has increased by more than \$6.5 billion in the past eight years—more than one and one-half times the amount invested at the beginning of that period.

COPPED FROM THE COPS

Police in Bridgeport, Ill., are hunting for the thieves who broke into the town's police station and stole the pay telephone. Only one policeman is on duty at night and he spends most of his time patrolling the business district in the town of some 2,300 residents.

ZZZPT? ZOWIE!

The last name listed in the 1954 Detroit telephone directory is Zeke Zzzpt.

Several young bachelors who rent a furnished home use that name for their house phone, it was reported.

TIGHT SQUEEZING

Harry Mills, caretaker of a London apartment house, practices his accordion in a surplus—and soundproof—telephone booth he bought so he wouldn't disturb tenants. Harry finds the accordion's stretch can just about be accommodated in the three-foot-three-inch width of the booth.

ALL THIS AND A GAME, TOO?

Plush box seats, selling for \$2500 a season and complete with telephone and waiter service, are new fixtures at Busch Stadium, home of the St. Louis Cardinals.

The news seats, still under construction, are already sold out for the coming baseball season.

There will be 16 boxes, each seating eight persons. The boxes are suspended above and beyond the second-deck seats. Patrons will enter the boxes from suspension ramps.



"Here's the Earthman we brought back, sir. But he won't talk since we captured him."

Booklet Bulletin

Single copies of these informative booklets are available from the sources listed at no cost.

HOW TO BUY, MAINTAIN AND OPERATE A BOAT. One out of every 33 families in America now has a boat—and the others would like to. But before undertaking ownership, it's important to know as much as you can about boat care, navigation, etc. In 24 pages, this booklet answers many questions impartially. Address: Alexandria Boat Works, Alexandria, Minn.

OUTBOARD HANDLING. Boating is good fun, but know-how is important. This 15-page booklet covers installing motors, loading, boarding a boat, getting underway, passing, overtaking and maneuvering around other boats, docking, mooring and anchoring. Address: Outboard Boating Club of America, 307 N. Michigan Avenue, Chicago 1, Illinois.

USEFUL KNOTS AND HOW TO TIE THEM. This 32-page booklet shows the knots, bends and hitches most commonly employed, and what they are used for. It also discusses splicing, care of rope, and has a section on rope terminology. Address: Plymouth Cordage Company, Plymouth, Mass.

HOW NOT TO WIN FRIENDS. Here, in cartoon form, are seven tried and tested methods for getting people angry with you during working hours. Needless to say, these fiendish ways of alienating fellow employees are not recommended—but serve to point up the need for courtesy and tact in everyday relations. Address: National Association of Manufacturers, 14 W. 49th Street, New York 20, N. Y.

TRIP TIPS. There are many things you should think about before and during an automobile trip, from preparing your home for your absence to taking precautions against bad weather en route. 20 pages, including a complete checklist for your car, and an expense record covering your trip. Address: America Fore, 80 Maiden Lane, New York, N. Y.

BUYER, BEWARE OF BAIT! "Bait" advertising is an alluring offer designed to get the customer into the store or the salesman into the home. The offer is then withdrawn or deprecated, and an attempt is made to sell something else at a higher price. Here's how you can recognize "baiting" techniques. Address: Bureau of Industrial Service, 285 Madison Avenue, New York 17, N. Y.

THE RISING TIDE OF CRIME. Here's how street thugs, pickpockets, "muggers" and swindlers operate. Armed with this information you may be in a better position to protect your family, your possessions and yourself against predatory criminals. 4 pages. Address: American Stores, 424 N. 19th Street, Philadelphia 30, Penna.

PLANTING INSTRUCTIONS FOR FLOWER LOVERS. Here are general and specific pointers on bulb culture, covering tulips, irises, crocuses, peonies, etc. A dip chart and a feeding schedule is included, together with drawings showing recommended planting depths. 14 pages. Address: Michigan Bulbs, Grand Rapids 2, Mich.



Baubles 'n Bangles

Below: Deft hands use hammer and doming tool to round out a silver pin.



TAKE a flat piece of sterling silver and, by careful craftsmanship, turn it into a handsome pair of initialed earrings . . . or a delicately carved bracelet. This sounds pretty difficult to the uninitiated, but Anne Coyne of the Treasury Department at 185 Franklin Street makes it look easy.


She has to her credit lovely carved pins that would make the skilled Florentine jewelers envious, as well as oodles of other baubles and bangles!

Ideas for her jewelry are sometimes original but more often copied or adapted from other designs. Occasionally a scroll or a twist on a printed fabric will suggest a design for a pin or a trinket. Anne is something of an artist, too. She draws her designs first on thin paper, then transfers them to the silver to be used for her piece of jewelry.

Initialed jewelry has become a specialty of Anne's and because it has been so popular for gifts she has sold many initialed earrings and pins. Some of these that are especially lovely are made with an initial cutout of copper on a sterling silver disk.

Anne considers setting stones the most difficult part of jewelry making, but being endowed with more than the usual amount of patience and artistic skill, she has made many pretty rings, pins and earrings using semi-precious or synthetic stones.

Anne became interested in jewelry making through a friend in the Company, Barbara McEachern of the Plant Department. Barbara taught Anne the rudiments of the craft about five years ago. Now Anne assists Barbara in an Adult Education class which she teaches in jewelry making.



On new assignments



Arthur R. Bonzagni
from Directory Sales
Supv.—Portland, Me.,
to Directory Sales
Supv.—Boston



Charles B. Carey
from Switchman,
Littleton, N. H., to
Eng. III, Equip-
ment Engineering



Robert L. Carr
from Directory Sales
Asst. to Directory
Sales Supervisor,
Boston



Donald J. Carvell
from Directory Ad-
vertising Salesman
to Directory Sales
Supv.—Boston



Francis J. Collins
from Dist. No. 2
Plant Supt., Provi-
dence, R. I., to Met.
Plant Supv., Boston



Samuel Crown
from Plant Supt.—
No. Area, N. H.,
to Staff Assistant—
New Hampshire



Dorothy E. Dillon
from Business Office
Supv., Newton, Mass.
to Induction Place-
ment Supervisor



Paul J. Donahue
from Directory Sales
Supv.—Worcester,
Mass., to Directory
Sales Training Supv.



Paul V. Foley
from Gen. Comm.
Eng. to Classified
Compilation
Manager



Margaret T. Foley
from Div. Ch. Serv.
Observer, Cent. Area,
Mass., to Supv. Ch.
Service Obs.-Tr. Op.



Raymond F. Furey
from Asst. Ch. Accts.
Supv. to Toll Supv.,
Springfield Revenue
Accounting Office



Lynn D. Greene
from Wire Chief, St.
Johnsbury, Vt.,
to Manager,
St. Johnsbury



Charles C. Herlihy
from Supervisory Asst.,
Met. Rev. Acctg., to
Asst. Chief Accts.
Supv., Springfield



Webster E. Howard
from Assistant
General Commercial
Engineer to General
Commercial Engineer



Edward A. Jodoin
from Staff Asst.—
Outside Plant Mtce.,
Springfield, to Div.
Safety Supv.—West.



Charles R. Jones
from Supervisory
Asst. to Traffic
Manager, Fitch-
burg District



J. Frank Kavanaugh
from Trade Mark
Service Manager to
Directory Sales
Supervisor—Boston



Richard H. Leland
from Eng. Assistant,
Outside Plant Eng.,
Laconia, to
Engineer III



Daniel G. Lorange
from Wire Chief, St.
Albans, Vt., to
Wire Chief, St.
Johnsbury, Vt.



Donald MacKenzie
from Gen. Plant Toll
Service Supv., Boston,
to District No. 2
Plant Supt., Providence



Leo T. McGinnis
from Eng. Asst., Out-
side Plant Eng., Man-
chester, N. H., to Eng.
III, N. H.-Vt. Eng.



Alfred S. McIntyre
from Supervisory
Asst. to Traffic
Manager in the
Pittsfield District



William J. Mosley
from Engineer I to
Transmission Studies
and Practices Eng.,
Mass. Eng. Dept.



Henry M. Parker
from Chief Accounts
Supv., Cent. Rev.
Acctg., to Acctg. Em-
ployee Relations Supv.



Theodore Phillips
from Switchman at
Manchester to Engineer
III, Equipment Eng.,
N. H.-Vt. Eng. Dept.



John D. Richards
from Unit Eng., Man-
chester, to Eng. III,
Transmission & Protec-
tion Eng., N. H.-Vt.



Phillips H. Ryder
from Staff Account-
ant, Met. Rev. Acctg.,
to Staff Accountant—
Sr., Mass. Area Acctg.



Deborah Smith
from Induction Place-
ment Supv. to Em-
ployment Supervisor
for Women



Harley H. Stewart
from Unit Engineer
to Supervising
Engineer, Augusta,
Maine



Chester A. Tainter
from Sr. Toll Serv.
Eng. to Toll Cutover
Layout Eng., Mass.
Engineering



Arthur C. Townsend
from Payroll Supv.,
Burlington, Vt., to
Staff Accountant
(Operations)



James A. Twombly
from Staff Assistant,
Toll Service, to Eng.
III, Equip. Eng.,
N. H.-Vt. Eng. Dept.

Service Anniversaries



Dana H. Ash, Central Com'l., 30



Marie Hogan, Central Traffic, 25



Archer F. Reid, Central Plant, 35



Elmer W. Dodge, West. Plant, 25



Catherine McCarthy, Mass. Acct., 30



John L. Gilroy, Central Plant, 30



Joseph H. Booker, Central Pl., 30



Ethel A. Dennis, Directory, 25



Mildred McKenna, Cent. Traf., 25



Katherine Lang, Central Traf., 25



Howard D. Bailey, Mass. Eng., 35



Hazel E. Grant, N. H. Traffic, 35



Frederick W. Apel, Met. Pl., 35



Alice Casey, Claims Dept., 25



Armand E. Yale, R. I. Eng., 30



Florence Rock (left), Me. Tr., 30



William H. Ryan, Cent. Plant, 30



Gene J. Levesque, Cent. Pl., 30

Otto P. Becker, Cent. Com'l., 25

Mary Bartlett, Central Com'l., 30

Norman B. Stranahan, Vt. Pl., 25

Alice Frisbee, Met. Traffic, 30





Elizabeth McKeon, Met. Traf., 30



Katherine Mathews, Maine Pl., 30



Mary Doran, R. I. Plant, 25



Ann L. Lee, Directory, 25



Alfred L. Tardy, Maine Plant, 40



John F. McAuliffe, Met. Plant, 30



Carmine Sarnie, No. Met. Pl., 30



Harold E. Brown, Met. Plant, 30



Dennis J. Riordan, Met. Plant, 30



James McNaughton, West. Pl., 25



Mary J. Maguire, R. I. Traffic, 40



Marion E. Cray, West. Acctg., 30



S. R. Hawthorne, R. I. Pl., 40



Gertrude Fountain, R. I. Traffic, 40



Joseph McCormick, Cent. Plt., 30



Clarence Messom, Cent. Plant, 40



James E. Nelson, Cent. Plt., 30



Arthur R. Verona, Cent. Plt., 30



Richard T. Foley, Central Plt., 30



William M. Keenan, Met. Plt., 30

James E. Dailey, Met. Plant, 30

Raymond Babineau, Maine Plt., 25

Wadleigh Phillips, Gen. Acct., 40

Ellen Lundwall, West. Traffic, 25





♪ Fish Days are A-Coming ♪

♪ Their wails are in sight ♪

♪ Fish Days are A-Coming ♪

But there'll be dancing tonight

Hubby'll hurry hurry hurry home

Sis'll hurry hurry hurry home ♪

'Cause these fish dishes are delicious

There'll be dancing tonight

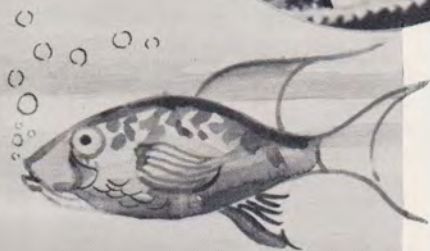




1.



6.



With all due apologies to the composer and lyricist of the hit song, *Shrimp Boats*. However, we're sure you'll agree with us that these truly different fish recipes will turn even the most finicky fish eater into a real Lenten enthusiast. To obtain your copy of this Fish Recipe Collection, send your name and address together with five cents in stamps, to *Telephone Topics*, 185 Franklin Street, Boston 7, Massachusetts.



2.



5.

1. Shrimp Canape Au Rhum.
2. Poached Salmon Steaks with Beer Tartare Sauce.
3. Creamed Eggs and Shrimp.
4. Fish Fillets Normandie.
5. Seafood Pancakes.
6. Broiled Fillets with Wine Sauce.

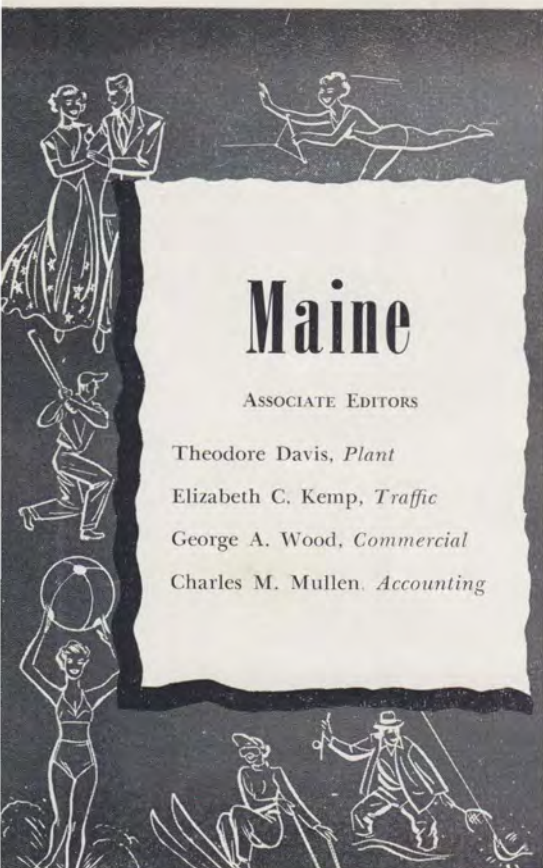


3.



4.





Maine

ASSOCIATE EDITORS

Theodore Davis, *Plant*

Elizabeth C. Kemp, *Traffic*

George A. Wood, *Commercial*

Charles M. Mullen, *Accounting*



OVERTONES CONFERENCE IN PORTLAND

Alice F. Cannonier, Repair Service Observer, was the Instructor at a recent conference on Overtones at the Eastland Hotel, Portland.

Those who attended were Alice D. Gardner, Lewiston; Venise D. Theriault, Rumford; Miss Cannonier; Mary H. Welch, Portland; Helen A. Reardon, Portland; Barbara Mitchell, Biddeford.

Infantidings

Mr. and Mrs. Ralph E. Parsons announce the arrival of a daughter, Linda, born on December 1, 1953. Daddy is with the Equipment Engineers who recently transferred to Maine.

Mr. and Mrs. Richard F. Wolf announce the birth of a daughter, Geraldine, born on February 1. Her daddy is also with the Equipment Engineers who recently transferred to Maine.

Demonstrations

Gloria McLeod of Waterville presented the telephone demonstration "Your Voice Is You," Margaret Belben and Joan Colfer gave "Your Child and the Telephone" and Engineer Harley Stewart presented "Television Skyways." These demonstrations were followed by refreshments and two telephone movies, "Stepping Along with Television" and "Seeing Is Believing."



FRENCH OFFICIALS TOUR PORTLAND TELEPHONE PLANT

Recently a group of 12 French Government and business officials toured the Portland, Me. Telephone Company building as a part of their study of administrative techniques here in the United States. During their tour of each department, supervisory personnel gave informative talks



of the work done in that office. The main purpose of the team's study tour was to examine results obtained in our government and private enterprises from introducing programs to improve administrative efficiency and to make a detailed study of all aspects of organization and methods in city, state and federal government and in private companies.



TALK BY DIRECTORY SUPERVISORS

Recently, at the start of their sales campaign for the 1954 Portland, Me., Directory, the two Supervisors for the Directory group, W. Hoyt Marsden and Arthur Bonzagni, gave an interesting and informative talk

to the Portland Office. They explained in detail the methods used by their department, their aims and the results they hoped to obtain for 1954—to make it the best year yet for sales. At the end of the talk, all questions which the Service Representatives had in mind, were answered in detail.

Vermont

ASSOCIATE EDITORS

Lawrence M. Dawson, *Com'l.*
Dolly Banks, *Traffic*
Leslie E. Mackenzie, *Plant*
Shirley M. Pecue, *Accounting*
Robert G. Warren, *Engineering*



MEET AT BURLINGTON

A meeting on Outside Construction Results Plan was held at the Hotel Vermont in Burlington, Vt., on January 13. Seated, left to right: R. J. Seiver, Supv. Asst. General Accounting; G. M. Pease, General Plant Utilization Engineer; W. H. Nolan, General Staff Assistant Construction; A. T. Abbott, Jr., Outside Plant Engineer—Vt.-N. H. Standing, left to right: F. G. Pierce, Construction Supt.; R. E. LeDuc, Supv. Const.

Foreman; R. G. Warren, Plant Engineer; L. A. Cushing, Supv. Const. Foreman; H. A. Goulet, Const. Supv.; R. A. Miller, Accounting Asst.; J. P. Shea, Property and Cost Supv.; N. B. Stranahan, Const. Planner; H. F. Manion, Reports and Continuing Property Records Supv.; E. J. Farnham, Supv. Const. Foreman. Attending but not shown in picture were: H. E. Brand, Plant Supt.—Vermont and C. C. Rollins, Plant Supervisor.



BRAND AND DIXON FETED

L. to r.: A. S. Morton, H. E. Brand, Mrs. A. S. Morton, R. R. Brand, Mrs. G. F. Dixon, L. M. Dawson, Mrs. R. R. Brand, G. F. Dixon, Mrs. H. E. Brand, H. V. Bonzagni. A joint party was held on January 21 for R. R. Brand, who was transferred to Boston as Supervisory Assistant Grade I, and Gerald F. Dixon, who was appointed Manager in Rutland, Vt., at the Weather Vane Restaurant on the Williston Rd., in Burlington, Vt. Fifty people attended with representatives from the Commercial, Account-

ing, Plant, Traffic and Directory Departments. L. M. Dawson, Com'l. Supt.—Vermont, acted as master of ceremonies, and called upon the following people who offered congratulations and best wishes to Mr. Dixon and Mr. Brand in their new assignments: D. M. Ready, E. C. Batchelder, H. E. Brand and H. V. Bonzagni. A. S. Morton presented Mr. Dixon and Mr. Brand a Sheaffer pen desk set. H. A. Goulet led group singing. Mrs. Brand and Mrs. Dixon were presented corsages of iris and marigold. Arrangements for the party were made by Elaine Springer and Barbara King.



I.B.T.W. MEETING

The annual meeting of Local No. 18, I.B.T.W., at which Management were guests of the Local, was held on Saturday evening, January 9, at the Hotel Vermont in Burlington, Vt. Seated, left to right: Hollis B. Madden, Chairman of Adjustment Board; Harold E. Brand, Plant Supt.—Vermont; Robert G. Warren, Plant Engineer; Ralph E. Jones, General Manager—Vermont; Frank G. Pierce, Construction Supt. Standing, left to right: Howard L. Carroll, President, Local 18; Charles E. Ballou, Financial Secretary; Charles C. Copp, Recording Secretary; Ralph N. Smith, Representative, White River Junction; Harold A. McNall, Representative, Burlington; Chester L. Rivers, Plant Staff Assistant—Safety.

Telephone Film

At the luncheon meeting of the Woodstock Rotary Club held at the Woodstock Inn on Wednesday, February 10, Ralph E. Bradbury, Commercial Manager, showed the telephone film "Story Without End" and R. N. Stetson, Traffic Superintendent, discussed Traffic Department operations in Woodstock and the Southern Vermont Area.



STUDENTS VISIT

Above are pictured University of Vermont Electrical Engineering Students taken on the occasion of their visit to the Dial Central Office at Burlington, Vt., January 12. From left to right, are: Professor Mosher, Professor Steinman and the student engineers. At the rear are: Thomas

MacKinnon, Switchman, and R. A. Berryman, Wire Chief. Miss Ouimette, Supervisor in charge, explained the Traffic operation where this was required. The professors expressed their appreciation of the opportunity to show their students practical applications of Electrical Engineering in the Communications field.

Pioneers Meet in Brattleboro

The Pioneers held the first of a series of local get-togethers at the Hotel Brooks, Brattleboro. Dinner was served to thirty members, both retired and active, including some from New York, New Jersey, Pennsylvania and Massachusetts.

Samuel T. Cushing, former national secretary of the Association, spoke on the history of the Pioneers. Officers of the local group are: William LaClair, Chairman; Alice Squires, E. L. Waterman, Roy Pollard and Margaret McDonnell, Chairman-at-Large.

Welcome

Two operators welcomed back to Montpelier Office are: Helen Hughes and Ruth Deininger.

Prevent Fires — Protect People

Bennington News

Mr. and Mrs. Stephen Wassick have announced the birth of a son, Stephen Thomas. Mrs. Wassick is an Operator in Bennington.

Elections for a new Sunshine Committee were held last month with the following results: Chairman, Corinne Harrington; Secretary, Marilyn Murphy; Welfare Chairman, Louise Machara; Social Chairmen, Irene Mack and Norma Jean Webster.

The engagement of Joan M. Vadakin, Operator at Bennington, to Warren Burtcole, Jr., has been announced. No date has been set for the wedding.



VERMONT REFUND

The first group of final bill checks was turned over to the Treasury Cashier in connection with the Vermont refund. The above photo shows Patricia King of the Accounting Dept. handing the checks to Eileen Neary in Treasury.

Rutland Conversion

Over fifty Rutland Traffic employees enjoyed a "Coke Fund" party at the Fairmont Restaurant in Rutland on Thursday evening, February 4. The girls decided to give themselves a party to say farewell to the old Manual Office prior to the dial conversion on February 27, out of accumulated receipts from the sale of coke in the central office. A grand time was had by Mary Kelly, Chief Operator, and all the girls.

Madeline Gosselin, Southern Vermont Traffic Instructor, has been speaking in all of the elementary and high schools in Rutland and West Rutland during the past few weeks, instructing the students in the proper use of the new dial telephones at time of the Rutland-West Rutland conversion.

Helen L. Johnson, Vermont Area Instructor, has spent the past few weeks in Rutland supervising the instruction of the Rutland operators for operation of the new dial office.

Vermont News

Helen L. Silk returned to her duties as Service Rep. in the St. Albans Business Office on January 11 following a leave of absence.

Eulie F. Godfrey completed her temporary assignment as Service Rep. in the St. Albans Business Office on January 8.

Gerald F. Dixon, Commercial Assistant in Burlington, was transferred to Rutland as Manager on January 15 replacing G. Warren Butters, Jr., who was transferred recently to General Commercial Operations in Boston.

Richard B. Billings, Manager, Brattleboro, was transferred on January 15 to Burlington Area Office as Commercial Staff Supervisor.

George F. Lawton, Manager, St. Johnsbury, was transferred on January 15 to Brattleboro as Manager.

Lynn D. Greene, Wire Chief in St. Johnsbury Plant Department, was appointed Manager, St. Johnsbury, on January 15.

Grace D. Westphal, Temporary Service Rep. in the Burlington Business Office, was transferred January 24 to the Burlington Area Office as Temporary Clerk for the Coin Box Department.



REVIEW COURSE

A Force and Clerical Review Course was held January 11-15 at the Montpelier Tavern. The course was conducted by Ruth Howard, Force Supervisor-General of Boston. Those attending and seated from left to right, are: Irne Prue, Chief Operator, Newport; Pauline Fitzgerald, Chief Operator, Montpelier; Ruth Howard, Instructor; Ruth Mackenzie, Chief Operator, Burlington, and Geneva Barney, Chief Operator, Barre.

Vermont Accounting News

Agnes Whittle recently announced her engagement to Ronald Bushey. Miss Whittle is planning a May wedding. Barbara Lavoie announced her intention to wed Lyman "Chick" Hill in the fall. Bette Gillin became engaged to Dewey Gokey, and Joyce Scribner will marry Harold Anson. No date has been set for either wedding. Valeria Urban will marry Ernest DuSablón in June.

Beverly Free married Raymond Mallette on December 26. The couple returned from a trip to New York City to reside at Fort Ethan Allen.

JoAnn Sumner was given a stork shower at the home of Joan Kane on December 9. Twenty girls from the Accounting Department attended.

Top scores for the Individual High Single Game in the Vermont Accounting Bowling League were claimed by Sue Fisher, 131; Harold Manion, 129; and Earle Batchelder, 122; Individual High Three Game, Earle Batchelder, 313; Harold Manion, 313, and Joseph Shea, 312.

PREVENT FIRES — BE CAREFUL

PREVENT FIRES — BE ALERT



NEW DIAL SYSTEM FOR CAMPTON

Selectman Bertram W. Pulsifer of Campton, center, makes the first telephone call over the new dial telephone system in Campton to Veteran Selectman and Storekeeper William B.



Avery of West Campton. Pictured at left: Arthur O. Sibson of Laconia, Wire Chief; Selectman Pulsifer and Mrs. Pulsifer. Pictured above: Nathaniel Orr, Manager, Laconia; Postmaster Ralph Avery and Selectman Avery.

Manchester Accounting News

Five recent engagements announced in the Manchester Accounting Office are as follows: Joan Conway to Denis Flynn, Connie Cronin to Nicholas Bolton, Priscilla Collins to Bruce Seewald, Marjorie Grant to A/2c Paul M. Zachary and Estelle Labonte to Pasquale Cagnetta.

Congratulations

Mr. and Mrs. Robert Campano, the former Joan Pecor, are receiving congratulations on the birth of a baby girl. Joan is from the Toll Section, Manchester Accounting Office.

A New Year's Eve bride from the Manchester Accounting Office was Dorothy Lazott who was married to George Belanger. A reception was held at the home of the bride's mother.

New Hampshire

ASSOCIATE EDITORS

Rupert M. Irvine, *Commercial*
Harold M. Robinson, *Plant*
Dorothy H. Linen, *Accounting*
Victor B. Scruton, *Engineering*

Rhode Island

ASSOCIATE EDITORS

Ernest R. Noke, *Plant*

Marguerite M. Lambert, *Traffic*

Ambrose S. Flaherty, *Com'l.*

Joseph L. Bruno, *Accounting*



OVER 43 YEARS OF SERVICE

Albert E. Horton, Business Office Representative in the Providence Business Office, is shown

being presented a gift, donated by his friends and co-workers. The presentation was made during Mr. Horton's last day of work, prior to retirement.



TELEPHONE DRIVERS GET SAFETY AWARDS

H. Benton Gauvin, Safety Director of the Automobile Club of Rhode Island, recently congratulated N. E. T. & T. Company drivers for their excellent safety record. Certificates of achievement were presented to 564 drivers in the Rhode Island Area. The drivers who received the certificates operated commercial vehicles from July 1, 1952 to June 30, 1953 without an accident. All of them participated in the 34th Inter-fleet Safety Drivers Contest. About 350 Telephone Company vehicles in Rhode Island operated a total of 3,100,000 miles during the contest year. The Company's fleet safety accomplishment was awarded recently by an award from the National Safety Council. Left to right, above: Raymond L. Gallagher, Coin Telephone Collector; Alice T. Dyer, Supervising Engineering Assistant; Cyril E. Doran, Installer-Repairman; H. Benton Gauvin, Safety Director—Automobile Club of Rhode Island, and Thomas L. Regan, Company Safety Supervisor.



"MEN ON MY LINE"

Five Service Representatives and the Rhode Island Rate Engineer were trained recently in Providence on the new demonstration "Men on My Line" by Marguerite Lambert, Traffic Welfare Supervisor—R. I. Above, left to right: Barbara J. Strickhauser, Service Representative—Providence; Dorothea E. Acciardo, Service Representative—Warren; Elizabeth T. Mullaney, Service Representative—Providence; E. Marie Ionta, Service Representative—Newport; Eleanor A. Casserly, Rhode Island Rate Engineer; Margaret M. Highfield, Service Representative—Pawtucket; Joseph M. Bennett, Jr., District Manager; Miss Lambert and John J. Halloran, Commercial Superintendent—R. I.

Engagements

Best wishes are extended: Sally A. Jenkins to Hubert E. Irons, Jr.; Marjorie A. Cassie to Leon Wegrynowski, Metalsmith 3rd Class, U.S.N.; Mary A. Moran to Gordon D. Schone, Aviation Machinist Mate, U.S.N.; Marion Helen Boland to Andrea D'Agostino; Rose Marie Madonna to Francis E. Macauley, Jr.; Emily P. Adams to Eugene L. Roberts; Catherine T. Carty to Harvey L. Steere.

Kathleen Bradley of the Revenue Accounting's Service Order Unit, recently became engaged to John Barrette, U. S. Navy, stationed in Charleston, S. C.

Birth Announcements

Mr. and Mrs. Don Gibbs announce the birth of a son, David Wilson, on January 1 in Lebanon, Ind. Mrs. Gibbs was a former Elmhurst-Temple Operator.



HOW TO SEE A PICTURE is the topic of Jeannette Cartier's recent Telephoto Club demonstration. The group meets twice a month in Providence. Its current program consists of discussions, problem sessions, demonstrations and two field trips, one of which was a February trip to New Hampshire.



NEW EQUIPMENT FOR BROWN & SHARPE MFG. CO.

The Brown & Sharpe Mfg. Company recently replaced the 555B PBX at their Greystone Plant, Centredale, R. I., with a 711E PBX. This installation completes the centralization of all telephone activities at DEXter 1-5000, Providence, R. I. Ten two-way dial repeating tie lines connect this system with the 701E PBX at the Providence Plant. Three ninth-level Centredale Central Office Trunks provide outgoing service. Installation was under the supervision of Alexander MacIsaac, PBX

Foreman, and Commercial arrangements were handled by Fred Smith, Cust. Rep. Left: Joseph Ward, Supt. Greystone Div., Brown & Sharpe Mfg. Co., making the first call over the new equipment. Watching him are: F. Smith, Cust. Rep.; A. MacIsaac, PBX Foreman; J. T. Phillips, Manager. Center: A view of some of the new 711E equipment. Right: Plant men who worked on the installation of the 711E equipment were: A. MacIsaac, PBX Foreman; C. Tierney and R. Beaven, Jr., both Installer-Repairmen.



BUTLER HOSPITAL CUTOVER

Butler Hospital, one of the oldest and highly rated mental hospitals in the United States, was founded in 1845. Their first telephone service was installed in 1880, being connected to the Providence exchange of the Providence Telephone Company, predecessor of the N. E. T. & T. Company in this area. This institution, located in the heart of the best residential section in Providence, sprawls over 167 acres. Besides the regular hospital buildings, wards, nurses homes, offices, etc., this hospital has residences for its medical staff, occupational therapy buildings, an industrial shop, gymnasium, greenhouses and farm buildings. It is unique in that all repairs and renovations are done by its own staff and a good part of their produce is raised on their own farm. In short, it is a city within a city, even boasting a store and barber shop. Surveys made approximately a year ago showed that their communication system was far from adequate to care for the modern demands made upon it. As a result, a new 701E PBX dial switchboard was installed on December 8. This replaced a 550CB PBX with 4 trunks, 55 extensions and the customers own magneto switchboard which was installed over 25 years ago and which was used for intra hospital calls

only. The new system thus combined the two separate switchboards into one unit, making all extension users available to outside or exchange service as well as complete intercommunication within the hospital. The new dial switchboard is equipped with 6 central office trunks, 108 extensions, an auxiliary APBX at the undergraduate nurses home with 2 tie lines to the main switchboard and 5 extensions. Equipment, cable and Traffic engineering was done by Leslie E. Stone, Harold C. Schaab and Lillian M. Pelletier respectively. Installation was under the supervision of Francis J. Duffy with A. Wilkinson, Foreman on the job. Frank W. Spear arranged the Commercial details. Left: Peter Sherlock, Adrian Lessard, James Sullivan. Standing: John Larvin, Walter Conroy, C. Joseph Jalbert, Ernest Johnson, Robert Shields, Walter McCaughey, Marshall Grant. Center: Leonard H. Lawrence, Assistant to the Business Manager, receiving the first call as A. Wilkinson, Installation Foreman, smiles with satisfaction at a job well done. Right: Dr. Henry H. Babcock, Supt. and Physician-in-Chief, makes the first call as Manager Carlton T. Hindle, Business Manager Ralph W. Jordan, Hospital Plant Engineer John W. Tingley and Cust. Rept. Frank W. Spear watch with interest.

CHARITABLE WORK

In response to a newspaper article describing their activities, a group of Company employees in Providence received contributions of clean cotton cloth with which to carry on their volunteer project of making bandages for cancer patients in the Rose Hawthorne Lathrop home in Fall River. The original group of five volunteers has grown to more than 50. The girls have thus far delivered 1000 completed dressings to the home, a charitable institution open to all denominations which specializes in the care and treatment of incurable cancer cases. It was founded by Nathaniel Hawthorne's daughter and is operated by the religious order, "Servants of the Relief of Incurable Cancer." The group continually needs more raw material to carry on their good work. At right, l. to r.: Rose A. Deering, Summarizer; A. Lillian Collins, PBX Instructor, and Eileen M. Coleman.



Prevent Fires — Protect People

Engagements

Commercial Department

Mary F. Dyer, Service Order Writer, to Howard Sisson, Warwick, R. I.; Barbara Strickhouser, Serv. Rep., to Franklin J. Powers, Special Rep., Providence, R. I.; Marjorie McGrath, Serv. Rep., to George V. Sullivan, Providence, R. I.; Barbara Cicilline, Teller, to Gerald Ashworth, Providence, R. I.

Christmas Party

The operators of the Hope Valley exchange in Rhode Island held their Christmas party on December 20 in the retiring room. Santa helped in distributing the exchange of gifts from the tree. Refreshments were served and a good time was enjoyed by all.



WARREN CHAMBER OF COMMERCE TOURS PLANT

The Warren Chamber of Commerce recently toured the telephone plant dept. on Market St. as the guest of Manager John J. McConnell, Jr. Mr. McConnell told of plans for a new dial central office to be completed in October 1955.



RHODE ISLAND SERVICE REPS REMEMBER THE ELDERLY

Service Representatives in Rhode Island Areas 1 and 2 brightened the Home for Aged Women on George M. Cohan Boulevard in Providence

this year by bringing gifts, candy and cookies to the women. Left to right in front of the tree: Nora V. Hayes, Service Representative; Mrs. Anthony, a member of the Board of Directors of the Home, and Eleanor M. Hogan, Service Representative.

C.O. VISIT

Pawtucket Mayor Charles F. Reynolds visited the Pawtucket Central Office on New Year's Day to watch the operators handle the avalanche of holiday calls. L. to r.: Traffic Mgr. Peter W. Stanley, who conducted the group on their tour; Mayor of Pawtucket Charles F. Reynolds, Supervisor Virginia Des-



jarlail, and Assistant Chief Operator Gertrude Tuscher.

DINNER PARTY FOR BRIDE

Pictured below: Shortly before her marriage to Charles Fogarty at St. Michael's Church in Providence on January 28, Martha Hague was

the dinner guest of her Gaspee-Dexter associates. The affair, which was held at the Colonnade, was also a farewell party as Martha has resigned.



Cutover at J. L. Entwistle Co.

On Monday, January 11, a 740E one-position Dial Switchboard was cut over at the James L. Entwistle Company. The system has six Central Office trunks and thirty-eight extensions.

Installation was accomplished through the combined efforts of Russell J. Grant, PBX Foreman; Leonard K. Forbes, William Malley, Earl Atkin, and Tom Kiernan, PBX Installers; Mary Buckley, PBX Instructor; Laurence B. Rogers, Commercial Manager, and Philip W. McKeague, Special Rep.

30th Anniversary

Elmer "Buck" Weaver, Equipment Maintenance Supervisor at Providence Toll, with ten of his fellow workers, celebrated his 30th anniversary with a luncheon at the Hotel Dreyfus on February 5. Joe Campbell presented "Buck" a gift from his fellow workers. The 30 year service emblem was presented by C.O. Chief H. V. Howland.

Equipment Installation

ASSOCIATE EDITOR

Arthur Flynn



STEP-BY-STEP EQUIPMENT FOR LOWELL

Additional equipment in the No. 5x5 Dial Office at Lowell provides for serving 14,893 lines and 27,992 main stations and includes 198 line

relays, 2,600 connector terminals and associated equipment requiring forty-six shelves. This work is being completed by the Equipment Installers shown in the picture, under the supervision of Equipment Foreman Joseph J. Dennis.

New Ratings Granted

The following Equipment Installers qualified for new ratings recently: Randall G. Allen, Leo A. Melnicki, Robert A. Smith, John J. Knightly, Thomas J. Laughlin, Peter Waligura, Step-by-Step, Class "A"; John J. Rae, John J. O'Dea, Robert F. Johnson, Martin P. Flynn, Robert D. Garber, No. 1 Crossbar, Class "B"; William F. Wolfreys, William Semple, Jr., No. 1 Crossbar, Class "A"; Roger M. Gagnon, Paul L. Robbins, Step-by-Step, Class "B"; Everett J. Barron, Step-by-Step, Class Test.

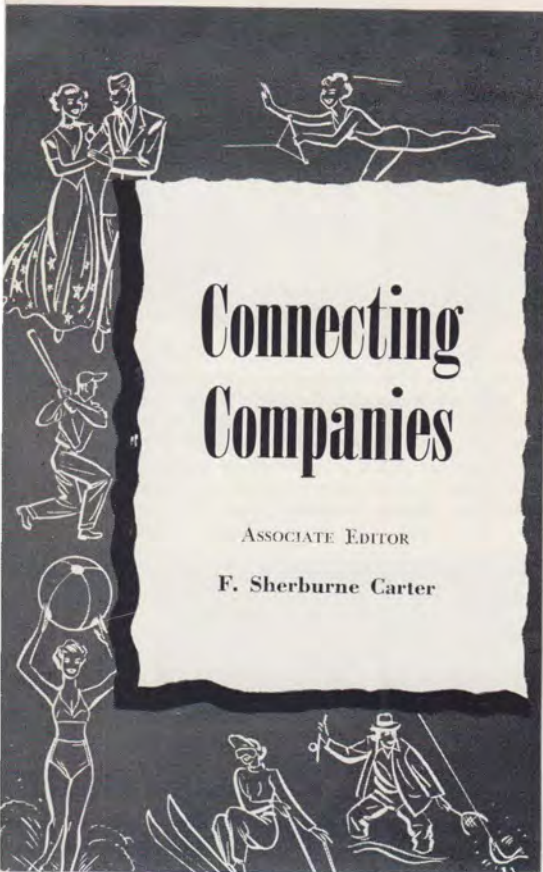
Emergency Call for Blood Donation

An emergency call was made for a blood donation of a particular type for Mrs. John Morgan, the wife of a retired Cable Foreman.

This type of blood was not available at the Blood Bank. Upon hearing this, two Equipment Installers who have this type of blood, gladly donated. They are John L. Benson, Jr., and Raymond B. Orciuch.

Newcomers to Equipment

The Equipment Department welcomes three newcomers: Patricia A. Schulz in the Personnel Office, Barbara J. Dacey and Dorothy M. Russell in the Planning Group.



BENSON DIAL

Left: Veteran Town Clerk Frank B. Kellogg of Benson as he placed the first call under the dial system. Selectman Leon Brown was on the receiving end. Right: Arthur A. Munger of



Orwell releases the ribbons for the Shoreham Telephone Company's switchover to the dial system at the Benson station. Witnessing the ceremony are Donald S. Arnold of Bethel, company president, and Donald S. Arnold, Jr.

Benson Converts to Dial

Inauguration of dial service in Benson, Vt., was celebrated by two elderly men who can recall when their parents considered the telephone a "foolish luxury." Arthur A. Munger of Orwell, whose wife was an Operator for the Shoreham Telephone Company for thirty years, pulled the ribbons which activated the dial equipment. Town Clerk Frank B. Kellogg made the first call over the new equipment.

With this conversion on January 18 the Shoreham Telephone Company added approximately a hundred dial telephones to

its system. The North Electric dial switchboard equipment is housed in a new cinder block building just west of the center of Benson, and operator services when necessary, are furnished through the Fair Haven exchange.

Present at the conversion ceremonies in addition to the above-mentioned men were: Donald S. Arnold, President of the Company; his son Donald, Jr.; M. G. Ryon, North Electric Manufacturing Company; Edwin G. Hackett and H. G. Marshall, New England Telephone & Telegraph Company, and T. A. Clifford of Bethel.

PREVENT FIRES — DODGE DANGER

PREVENT FIRES-CONQUER CARELESSNESS



NEW DIAL IN WESTERLY

Charlestown Town Clerk Linton L. Brown of Carolina turns the crank on the last call on the old system as Stanley S. Livingston, Wire Chief, looks on. In center, Giles A. Hopkins, Richmond Town Council President, smiles as he dials the first call on the new system under the watch-



ful eye of Elmer L. Cushman, President and General Manager of the Westerly Automatic Telephone Co. Right, Francis E. O'Neil, President of the Charlestown Council, receives the first call in his office at the Columbia Narrow Fabric Co. in Shannock, as William J. Hogan, Manager of the Westerly Automatic Telephone Co., watches.



Westerly Converts Carolina

At 7 a.m. sharp, January 30, a switch was thrown which silenced a magneto telephone exchange which had been hand cranked for fifty years. Simultaneously the 366 subscribers of the Carolina exchange of the Westerly Automatic Telephone Company commenced to use modern dial service.

E. L. Cushman, President of the Company, stated that this conversion represented a \$100,000 project and several years of planning. The installation of the dial equip-

ment in the new building on Main Street was under the direction of Richard W. Young and the work was performed by the New England Telephone & Telegraph Company. Contributing to the program were Stanley S. Livingston, Wire Chief; James Casey, Plant Superintendent and William J. Hogan, Manager of the Westerly Automatic Telephone Company.

The last call over the magneto system was made just before the cutover time. Town Clerk Linton L. Brown of Charlestown called

his neighbor, Town Clerk Elizabeth D. Searle of Richmond.

The honor of making the first call over the new dial system fell to Giles A. Hopkins, Richmond Town Council President. He completed a call to Francis E. O'Neil, Charlestown Town Council President.

Commenting on the conversion, Mr. Hogan stated, "I feel sure you will find the dial service easy to use as well as fast and accurate. Its speed and convenience will increase pleasure in telephoning."

General Office

ASSOCIATE EDITORS

Thomas L. Williamson, *Plant*
Joseph C. Paruti, *Com'l.*
Evelyn P. Deane, *Traffic*
Henry M. Parker, *Accounting*
Vida R. Butler, *Executive Office*
Joseph deVicq, *Directory*



PRESENTATION

Carlton S. Mason, until recently Metropolitan Plant Supervisor, was the recipient of a part-

ing gift from his former office associates and friends, on the occasion of his promotion to Plant Operations Engineer—Massachusetts.



RETIREMENT PARTY

A dinner party was recently held for Frank J. Bezdek, Station Repairman, at Blinstrub's Village, where a great many friends from Boston and Portland, Me., were among those present

to wish him good health and a very pleasant retirement after more than 32 years' service. Frank expects to spend his summers at Lake Geneva, Wis., and his winters in Chicago, Ill., with his brother.



FAREWELL

Above: Mary B. Donovan, who retired after 35 years with the Treas. Dept., was given a party by

her office associates at "The 99 Club." Money and miscellaneous gifts were presented to her.



TWO FAREWELLS

Two new mothers in the Public Relations Dept. who are adopting babies, are Winifred T. Kearney and Elvia K. Hetu. Above is Mrs.

Kearney being feted by her friends, prior to her resignation, at Steuben's Vienna Room. Below is Mrs. Hetu on her last day at work, receiving congratulations from her fellow workers. Both girls received gifts for their children and best wishes for healthy and happy families.





RETIREMENT

Emma Barron of the General Accounting Reports Division, who recently

retired after 18 years' service, was presented a gift of money from her co-workers and associates as well as personal gifts and cards. Best wishes are extended for many years of health and happiness.

General Accounting

Best wishes to Patricia L. Kuphal upon the announcement of her engagement to Joseph Gioncardi of Quincy and to Mary A. Kilty on the announcement of her engagement to John Driscoll of Brighton.

Infantidings

Congratulations and best wishes to Lillian Hampston Whelan upon the birth of a son, Daniel S., Jr., and to Connie Burke Curtis, who also has a son, Richard D., Jr.

Both mothers were formerly employed in General Traffic Operations.

General Accounting Reports Division

Best wishes are extended to Marjorie Barrett of the General Accounting Reports Division on the announcement of her engagement to Walter M. Roach, Jr., of Belmont.

Directory Doings

The Directory force continues to grow with even more work in prospect from the 2-5 numbering changes and cutovers now programmed together with the increased sales work. A number of openings for new girls are expected this Spring in time for the end of school, so let your friends know about it. Accordingly, we really welcome these newcomers to help with the work.

New salesmen now in the field include R. G. Conroy with the Manchester Group, R. J. DiSessa with the Worcester Group, A. S. LaFleur with the Lowell Group, B. P. Shannon with the Springfield Group and, with the Worcester Group, M. R. Carnevale and R. A. Pepin. New men now in training at Boston are G. A. Grady of Chelmsford, R. W. Lee of Shrewsbury, W. H. O'Leary of Jamaica Plain, B. J. Riley of Providence and R. A. Theriault of Salem.

The Sales force also has welcomed Mrs. M. B. Myrtetus to the Trade Mark Office, transferring from Pennsylvania; Jean M. Soutra in the Worcester Group transferring from the Business Office there, and Marilyn B. Usher of East Boston in the General Sales Office.

Jean M. Cudde of Jamaica Plain has joined the Results Group.

Compilation groups are pleased to welcome Virginia F. Freedman transferring from Lynn Traffic, Mary J. Stevenson of Roslindale and Ruth DeLaiarro Fitzhenry, who is returning to help temporarily as is Grace Dennis of Arlington.



FUTURE MANAGERS IN TRAINING

A class was given recently by Kathryn McKenzie for future managers. Seated: F. P. Holden, Gen. Com'l. Meth. & Training Supv.; Kathryn McKenzie, Gen. Com'l. Training Asst.; D. F. O'Grady, Gen. Com'l. Supvr. Standing: R. Ruddington, William Moan, S. Taylor, H. Fisher, E. Lapine, E. Murphy and R. Wilson.

Best Wishes

Lorraine Harvey has announced her engagement to William J. Lee, a Navy veteran from Colorado. They plan to be married on Easter Sunday. Other engagements are that of Elaine Grey to Norman Gold, a graduate of B. U. and veteran of the Armed Forces, and Ruth Stevenson to former Air Force-man John Coane. Best wishes to you all.

General Accounting News

Jean E. O'Donnell, Secretary to the Assistant Comptroller-Operations, recently announced her engagement to Hugh C. O'Brien of Winchester.

Mr. and Mrs. John J. Whalen are proud parents of a son, their second child. Mr. Whalen is Supervising Staff Accountant in the office of the Assistant Comptroller-Operations.

Congratulations are being extended to Mr. and Mrs. Paul E. Farrington on the birth of a baby girl, their second daughter. Mr. Farrington is an Accounting Staff Assistant in the Statistician's Office.

Mr. and Mrs. Charles Randall have become the proud parents of a baby girl, Susan Irene, born February 21. Mrs. Randall is the former Marilyn Coburn of the General Acctg. Stenographic Division.

General Traffic News

Best wishes for much happiness go to Veronica Campbell who recently became the bride of Francis Morrison at St. Catherine's Church in Charlestown. At a shower at Steuben's she was presented a lovely gift and the best wishes from her friends.

A shower was held recently for Helen Regan at Town House. Helen, who is to be the Easter bride of Joseph Gattuso, was presented a money fan from her friends.

In MEMORIAM

IRVING A. BALFOUR of the Plant Dept., Everett. Died Jan. 28.
HELEN V. CALLAHAN of the Traffic Dept., Providence, R. I. Died Feb. 9.
JOHN J. CRONIN of the Traffic Dept., Worcester, Mass. Died Jan. 19.
WILLIAM F. CROWELL, formerly of the Traffic Dept., Boston. Died Jan. 10.
MARGARET G. CULLEN, formerly of the Traffic Dept., Lowell, Mass. Died Jan. 31.
WILLIAM F. DAVIDSON, formerly of the Plant Dept., Lowell, Mass. Died Jan. 25.
THEODORE E. DAVIS, formerly of the Plant Dept., Portland, Me. Died Feb. 7.
HANNAH A. DRISCOLL, formerly of the Traffic Dept., Boston. Died Jan. 21.
ESTHER M. EATON, formerly of the Traffic Dept., Waterville, Me. Died Jan. 28.
LILLIAN H. ELLIOTT of the Traffic Dept., Wayland, Mass. Died Feb. 3.
EMMA T. GATELY, formerly of the Traffic Dept., Boston. Died Jan. 21.
MARGARET A. KEANE of the Traffic Dept., Winchester, Mass. Died Jan. 22.
NAPOLEON LEMAY, formerly of the Plant Dept., Concord, N. H. Died Jan. 29.
WILLIAM J. LIBBEY, formerly of the Plant Dept., Bangor, Me. Died Jan. 28.
THOMAS F. MADDEN, formerly of the Plant Dept., Boston. Died Jan. 20.
JOHN O. McDAVITT, formerly of the Plant Dept., Boston. Died Feb. 4.
JAMES J. MORRIS of the Plant Dept., Cambridge, Mass. Died Jan. 22.
RONALD C. PUGSLEY of the Plant Dept., Framingham, Mass. Died Jan. 17.
ELMER H. TURNER, formerly of the Plant Dept., Burlington, Vt. Died Jan. 28.
ARTHUR H. WOODHOUSE, formerly of the Plant Dept., Portland, Me. Died Feb. 4.
FRANCIS C. SARTORIS of the Plant Dept., Taunton, Mass. Died Feb. 7.

Massachusetts

ASSOCIATE EDITORS

Massachusetts Staff

Thomas L. Williamson, *Plant*
Joseph C. Paruti, *Commercial*
Evelyn P. Deane, *Traffic*

Metropolitan Revenue Accounting

Theresa A. Lewis

Massachusetts Disbursement Accounting

Estelle M. Boggie

Engineering

Ruth B. Bartlett

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John L. Mylott, *Plant*
Oscar E. Stanton, *Traffic*
Nancy McDonough, *Commercial*
Gladys Collamore, *Rev. Acctg.*

Western Division

Joseph E. H. Gamlin, *Plant*
Alfreda D. Sinclair, *Traffic*
Cecilia I. O'Donnell, *Com'l.*
Ruth M. Simpson, *Rev. Acctg.*
Michael F. Coyne, *Disb. Acctg.*

North Metropolitan Division

George M. McCourt, *Plant*
Robert W. Holmes, *Commercial*
Russell E. Norton, *Traffic*

South Metropolitan Division

George M. McCourt, *Plant*
Robert W. Holmes, *Commercial*
Catherine F. Van Tassel, *Traffic*



GUESTS AT THE SALEM EXCHANGE

Forty-eight members of the Salem Industrial Management Club toured the Salem exchange, Tuesday evening, December 15. The club, comprised of supervisors of industries in the area, were greatly impressed with the operations of the business and our people as attested to by press releases and comments received. Carl

Thompson, Salem Senior Toll Testman, a member of the club, sponsored the visit. With the cooperation of all departments, the three-hour tour covered not only the mechanical phases of the business, but our many problems of finance, work loads, customer demand, quality objectives, personnel and job satisfaction to mention a few. Shown in the picture are some of the visitors in the local traffic room.



MRS. OSHMAGO RETIRES

Retirement of Annie Oshmago, after 24 years and four months with the Dining Service.

She has been located at Franklin Street since the building opened. She was presented a gift of money from her associates and she has our good wishes for a long and happy life.



H. W. BATES FETED

At a special Christmas celebration the Malden-Chelsea District presented Harold W. Bates,

former District Supt., a U. S. Defense Bond and other gifts on the occasion of his recent transfer to the Metropolitan Area.



ELMER R. HOWARD RETIRES

Upon his retirement after 50 years with the

Company, E. R. Howard, New Bedford Toll Test, is given a farewell party by his friends.



SOUTH SHORE CUTOVER

A unique job was recently completed when two Massachusetts exchanges were cut over at the same time. Hanover is now "Taylor" and Pembroke is "Cypress." Actually five exchanges were involved in this activity: Norwell, Rockland and Whitman, as well as Hanover and Pembroke. Many months of planning took place before the work could be started. All telephone subscribers in the area had to be taught the "know-how" of this new system, while telephone operators them-

selves were instructed in Toll Dialing. Hanover Selectman Allan Carnes, Telephone Manager William Thompson and Selectman David Studley flank Selectman Irving Lovell as he makes the first call to Pembroke Selectman Frank Parris while Selectman Arthur Donnell and Town Clerk William A. Key look on. R. Irving Lovell, Chairman of the Board of Hanover Selectmen; Allen A. Carnes, Selectman, and William Thompson, Telephone Co. Manager, watch David F. Studley place a call in Hanover to George R. Gillette, Jr., Pembroke Civil Defense Director.



RETIREMENT PRESENTATION

Charles T. Weeks, Station Repairman in the Harrison District (third from left in photo), accepts his Life Membership Certificate in the

Pioneers from District Plant Superintendent F. E. Hudson on his last day on the job prior to retirement after 38 years' service. Mr. Weeks was also the recipient of a purse of money, the parting gift of his fellow workers.



WORKING WITH PEOPLE IN THE PLANT DEPARTMENT

The initial conference for First Line Supervisors on "Working with People in the Plant Department," was conducted at 125 Milk Street, Boston. Seated, left to right: Loo A. Doherty, Adna H. Armstrong, William L.

Walsh, Daniel V. Kelly, Albert C. Hickey, Harry D. Felton, Frederick J. O'Brien, Stuart F. Holm, John A. Hanson, Frederic Campbell, Felix E. Parchesky and Louis H. Mahn. Standing, left to right: Conference Leaders Patrick M. Concannon, Francis X. Hackett, Andrew P. Sorenson and William J. Kelly.



FRIENDLY FAREWELL

Joanna I. Miller, Needham Traffic, was the guest of honor at a farewell dinner at the Beacon Terrace on the occasion of her recent retirement from the Company. Joanna is to join her husband who is in the armed services and stationed in Oklahoma. Many gifts were presented to her on this occasion and best wishes for her happiness and good luck in the future.



DIAL PBX FOR SHERATON CORP.

The Sheraton Corp. with its far-flung chain of twenty-eight hotels and office buildings covering the U. S. and Canada, recently installed a 701 Dial System to better the service of their growing organization. On the recommendation of R. A. Holm, Communications Engineer, a one-position switchboard was installed in Sheraton's new offices occupying two floors in the Sheraton-owned Harbor Building. Left: Some of the

Plant men who worked on the job. Front, left to right: J. J. Claffey, J. McGourty, J. Crassen, R. Crawford. Rear, left to right: J. McDonough, T. L. Symonds, William Burton, J. Millen, William Curry. Center: Margaret Lawler, PBX Instructor, with Bonita Welles, PBX Operator. Right: Ernest Henderson, President of the Sheraton Corp., placing the first call. Standing: R. L. Moore, Treasurer, Sheraton Corp.; R. A. Holm, Communications Engineer; J. L. Coyne, Customer Rep.; Clara I. MacDonald, Sheraton Corp.; G. J. Champey, Customer Representative.



RETIREMENT PRESENTATION

Robert J. Barrett, Station Installer in the Bowdoin District of the South Metropolitan Division, was the recipient of a purse of money from his

co-workers on his last day on the job prior to retirement after more than 32 years' service. The presentation was made by District Plant Superintendent F. W. Ramsey.



NEW BEDFORD

Seated on the left and right of the Chief Operator of the New Bedford

Traffic Department, Marion Keane, center, are: Florida Rutowski and Mae Temple as they receive the best wishes of their fellow workers on their retirement.

FRIENDLY FAREWELL

Marion Twohig, Metropolitan Traffic Engineers, was tendered a farewell party at the Hotel Lenox on the occasion of her recent retirement from the Company, at which time she was presented a money bouquet.





ALFRED S. CUTTER

A retirement party was recently held in honor of the retirement of

Alfred S. Cutter, former Line Foreman in Athol.



CATHERINE SHEA RETIRES

A party was held recently at Cosgrove's Chop House for Catherine T. Shea who is retiring from the Worcester Traffic Department after 34 years of service. She was presented a purse of money from her associates. Among those attending retirement party for Catherine T. Shea, 1st row: Nona F. McGrath, Osama D. Ward, Nona M. Durkin,

Catherine T. Shea, Vera M. Brown, Kathleen T. Wright, Abbie E. King and Rose L. Darney. 2nd row: Winifred Brown, Elizabeth B. Mahoney, Mary R. Michaud, Ruth Raymond, Anna T. Lynch, Mary A. Sullivan, Marie L. White, Norma E. Stone, Clarice H. Bissonnette, Julia A. Shirley, Kathleen A. Shea, Helena S. Anderson, Ameryllise G. Trottier, Estelle D. Huff and Charlotte E. Sullivan. Kathleen Wright was in charge of party, assisted by Winifred Brown and Clarice Bissonnette.

FRAMINGHAM TRAFFIC TRAINING COURSE

This is a group picture of the last classes to graduate in Framingham Traffic Dept. for 1953. A total of 52 new people were trained plus the girls from Natick who will come to Framingham on April 4. The week of January 3 saw 6 new classes starting the year off.



Prevent Fires — Protect People



PARTY FOR TWO BRIDES

Farewell party for Nancy Larsen, Rockland Operator, who left to be married. Her wedding to Warren Fardig took place at the Holy

Nativity Church in South Weymouth on January 3. Combined with her party was a shower for Dorothy Peckham who was married to John Russell Slattery at the Church of St. Albert the Great in East Weymouth on January 24.



MARY SOROGHAN RETIRES

At the Mt. Pleasant Country Club in Lowell recently, a retirement party was held for Mary Soroghan. She was presented a money tree from her friends and her 45-year service pin. Seated are: Marguerite Regan, W. S. Grandison, District Manager; Mary Soroghan, E. R. Jackson and Mary Green. Standing: Esther Riley, Elizabeth Crowley, Anna Nevin, Elizabeth Garvey and Dora Gosselin. The ladies at the head table are all former employees of the Telephone Company.



TV SKYWAYS

Demonstrations of "TV Skyways" were given recently by R. Cowdry

and J. Christopher, Customer Reps., North Met. Servicing Group. The talks were presented to the Kiwanis Club of Waltham, to the students of Waltham North Jr. High and those at Waltham South Jr. High.



CHIEF OPERATORS' CONFERENCE

Malden-Chelsea District Chief Operators and Traffic men attended a meeting held recently at which time service trends were reviewed and a district program for the year 1954 was formulated. Seated, l. to r.: F. R. McCarren, Revere; E. G. Whalen, Chelsea; E. M. O'Connell, Ocean; M. E. Rooney, East Boston; W. H. Stirling, District Supt.; M. M. McAuley, Malden; A. L. Crowley, Malden Traffic Manager; A. M. Abbot, District Instructor, and H. C. Adams, Chelsea Traffic Manager.



PUBLIC OFFICIALS VISIT BUSINESS OFFICE

The Newburyport Telephone Office played host to a number of legislators and city officials in the first of a series of planned get-togethers for the purpose of "getting acquainted" with the workings of public utility. Daniel J. O'Brien, Jr., Manager of the Business Office, delivered a short address in which he explained some of the problems affecting the Company at the present time, and the methods being used to

overcome the road blocks which these problems create in the Company's drive toward 100 per cent efficiency in servicing subscribers. Following the talk the group was taken on a tour where Kenneth G. Carter, Wire Chief, demonstrated the workings of a test board. Robert Kaake of Beverly, District Traffic Manager, supervised a tour through the exchange on Green Street where the group saw operators transmitting and receiving calls.

TRANSFER PARTY

The Roxbury Dial Traffic girls held a party for Madeline McAuley who has been recently promoted from Assistant Chief Operator at Highlands to Evening Chief Operator at Malden. Madeline's associates presented her a purse of money and wish her the best of luck in her new assignment.



SOUTHERN MASSACHUSETTS TELEPHONE PIONEERS

Although streets were ice-covered and cars were stuck in the snow, ten Life Members of the Southern Massachusetts Council of Pioneers representing three hundred and eighty-nine years of service, attended a luncheon, movies and social hour at the Hyannis Inn, Hyannis, on Wednesday, January 13. Those present were, seated: Cleone Bassett, Hyannis; Mary Pigeon, Falmouth; Agnes O'Neil, Hyannis, and Irwin Moran, Harwichport. Standing: Catherine Higgins, Hyannis, Executive Board; Henry Kinsman, West Yarmouth; Walter Thowless, Waquoit; William Dickinson, Middleboro; George Smith, Falmouth; Henry Schoenherr, Pocasset; W. Stoddard Hardwick, Marston Mills, and Catherine Jones, Hyannis, Executive Board. Also attending were: Miss Mary U. Wing, Hyannis Chief Operator; William Lar-kin, Wire Chief of the Hyannis District, and Edward Cross, Com'l. Manager of the Cape.



RETIREMENT PARTY

More than 150 friends and former associates honored Hannah L. Mahoney, Harrison-Back Bay District Instructor, at a farewell party held recently at the Hotel Vendome, on the occasion of her retirement from the Company. Hannah was presented a money bouquet and best wishes for many years of good health.



MISS CARTY RETIRES

Gertrude A. Carty, Cashier for the Business Office in Waltham, recently retired after 45 years of service. She started her career with the Company in the Accounting Department in November of 1909, and has been in Waltham as Head Cashier since 1937. Miss Carty is the niece of the late John A. Carty, formerly of Cambridge, who was Vice President of Ameri-

can Telephone and Telegraph Company. The above picture shows Miss Carty with her associate employees on the day of her retirement: Margaret Martinsen, Maida Kelly, District Manager Edward McGinnis, Nancy Pollock, Marion Sallese, Marjorie Gibson, Gertrude Carty, Brookline Manager Robert Butler, Matilda Kleuber, Helen Bowen, Newton Manager John Connery, Margaret Jonah, Waltham Manager Leicester Coit, Lois Denner, Jeannette Swanson.



STATE REPRESENTATIVE PAYS VISIT

Recently State Representative Charles T. Kelleher of District Nine was the guest of Manager Henry B. Metcalf for a tour through the Marlboro Central Office and Plant quarters. Mr. Kelleher was escorted through the Traffic Office by Chief Operator Dorothy Cooke and through the Plant Office by James E. Carr, Marlboro Line Assigner, and Ovide Lanois, Marlboro Testman. Pictured above is Helen Newton, Supervisor, demonstrating to Mr. Kelleher how long distance calls are dialed directly from the recently installed number one toll board. Watching the demonstration are Dorothy Cooke, D. Joseph Murphy, District Manager, and Henry Metcalf.



Above picture covers our Company exhibit at the Worcester Industrial Exposition, held November 14-18, incl. The Exposition was sponsored by the Chamber of Commerce to display products made in Worcester. There were 74 exhibitors covering such diversified lines as manufacturers, colleges, utilities, radio stations, airlines, etc. Our display was designed to, and very effectively did, emphasize new developments which have been introduced to improve service and reduce costs. The following were featured in the exhibit: alphet cable, the new strand connector, the cable lasher, toll cables under gas pressure and the wire wrapping tool. It is felt ours was one of the three most popular exhibits in the show. In the above picture, George Creswell of the Engineering Department is explaining the operation of the new strand connector. The same explanations were given to the public during the exposition by the following Plant and Commercial employees: E. Sullivan, J. Hostage, G. DeLang and J. O'Coin, Commercial Department, and P. Power, Plant Dept. During the five days an estimated 59,000 persons visited our booth.

March is Red Cross Month



"YOUR VOICE IS YOU"

The fifty members of the Continuing Property Records Unit of the Mass. Area—Disb. Acctg. Office, are receiving on a scheduled basis the

RETIREMENT PARTY

Helen C. Broderick, Night Supervisor at Roxbury Information, was entertained at a dinner party in Blinstrub's Village on the occasion of her recent retirement from the Company. Helen was presented many gifts, among which was a purse of money from her many friends and associates.

programs given to outside organizations. Above are Mr. Tower and Miss Farrell of the So. Met. Commercial Dept., who presented "Your Voice Is You," and Mr. Turner, CPR Supv., who is arranging these programs for the employees.



CHIEF OPERATORS' CONFERENCE

The Springfield District recently held a Chief Operators' Conference. Among those present were, seated, left to right: Mary E. Flaherty, Chief Operator, Northampton; Ruth Edwards, Chief Operator, Springfield; Julia M. Ross, Chief Operator, Holyoke; Ida O. Lagacy, District Instructor, Springfield; Elizabeth A. McAuley, Chief Operator, Westfield; Emily C. Moran, Chief Operator, Ware; Helen H. Davin, Chief Operator, Southwick; Alice D. Forbes, District Instructor, Springfield; Jeanette S.

Carr, Chief Operator, Warren; Marion L. Black, Chief Operator, Chicopee; Gracemary Dowd, District Personnel Supervisor, Springfield; Ruth Peterson, Chief Operator, Springfield; Margaretta R. Rielly, Chief Operator, Palmer; Dorothy P. Dalton, Chief Operator, Monson. Standing, left to right: Edmond W. Lapine, Customer Representative, Springfield; Joseph T. Connors, Customer Representative, Springfield; Merritt E. Taylor, Traffic Mgr.; George A. Shea, Division Servicing Manager; James J. Corcoran, District Traffic Superintendent; John G. Andrews, Jr., Division Traffic Personnel Supv.



JOAN L. POLLARD RETIRES

Friends and associates of Joan L. Pollard, employed in the Report and Results Unit of the Metropolitan Revenue Accounting Department at 245 State Street, recently gathered at Patten's to pay tribute to her on the eve of retirement. She was presented a sabre bracelet and lug-

gage at the party, and on her last day at the office a check and many individual gifts. Seated at the head table: Ersilia Strazzulla, Dorothy Black, Sally Delaney, Kay Keefe, Josephine Pistorino, Joan Pollard, the guest of honor, Dorothy Hunt, Mildred LeFort, Angela Hawco, Alice Ramsdell and Catherine DeMolitor. Marie Donahue arranged the party.

FRIENDLY FAREWELL

Catherine Kelley, Arlington Traffic, was the guest of her associates at a farewell party held at Gustie's on the occasion of her retirement from the Company after many years of service with the Company.



RETIREMENT PARTY

Group of Needham Traffic employees attending a farewell party for Agnes Cookson at the Robin Hood Ten Acres in Wayland on the eve of her retirement from the Company after many years of service.



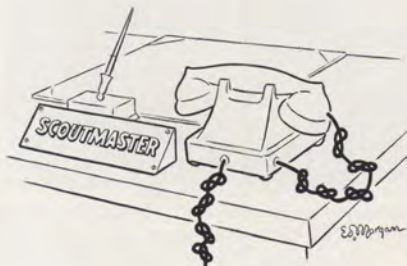
NORTHAMPTON FAMILY NIGHT

On Tuesday evening, December 8, the Northampton telephone family of nearly 300 met at Peoples Institute to enjoy an "employee's eye-view" of programs the Company provides for public showings throughout the New England Area. The program was organized by the local Employee Information Committee, Joseph J. Albert, Jr., Manager; John A. Proctor, Wire Chief, and Mary E. Flaherty, Chief Operator. The program consisted of "Your Voice Is You," presented by Dorothy Bolles, "Television Skyways," presented by Joseph Connors and Edmond Lapine, a demonstration of the new wire wrapping gun by Robert E.

Graham, and the various movies featuring the film on the recent Worcester tornado. Following the program, refreshments were served. Left: Dorothy A. Bolles, Service Representative, Springfield, presenting "Your Voice Is You," to the Northampton "Family Night" audience. Right, l. to r.: John E. Brooks, Western Div. Plant Supt.; John A. Proctor, Wire Chief, Northampton; James J. Corcoran, Springfield Dist. Traffic Supt.; Mary E. Flaherty, Chief Operator, Needham; Joseph J. Albert, Jr., Manager, Northampton; Joseph T. Connors, Customer Representative, Springfield; Dorothy A. Bolles, Service Rep., Springfield; Edmond W. Lapine, Customer Rep., Springfield; Robert E. Graham, Special Rep., Springfield.

New Ratings

The following Western Division Plant men have passed examinations: Lawrence A. Ronayne, Jr., Leonard A. Gustafson, Robert B. Gibbs, Jr., Robert B. Cheney, Norman A. Descoteaux, Edward C. Stefanov, William E. Matys, Jr. and John A. Gardner, Installer-Repairman; Gino L. Bobba, C.O. Switchman; George H. Chadwick, C.O. Repairman, SxS, Class "B"; Michael C. Doolan, PBX; Earl A. Johnson, Jr., Cable Splicer; James J. Ruell, Jr. and William F. Tyler, Jr., Journeyman Splicer; John J. Best, Toll Testman; Richard F. Sawyer, Line Foreman.



"Don't Gamble with Fire.

The Odds Are Against You"



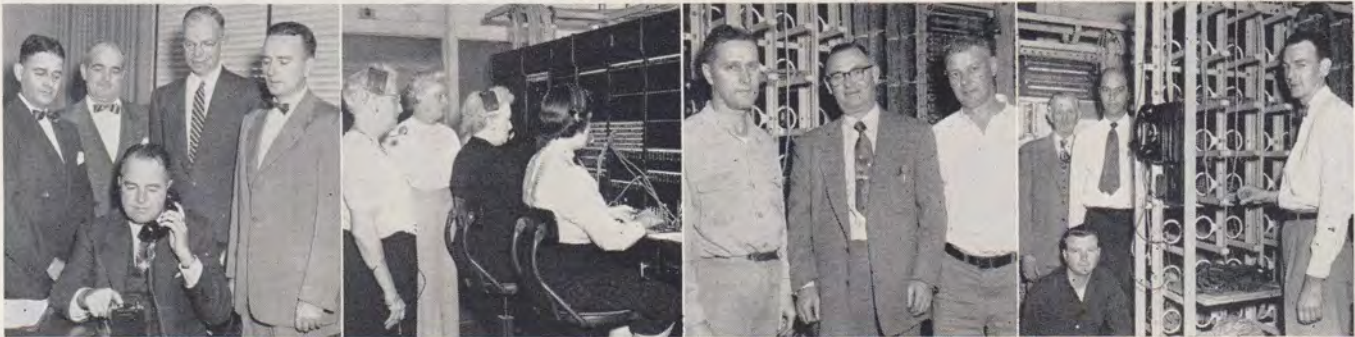
MARTIN P. MacDONNELL

Mr. MacDonnell, former PBX Foreman in Springfield, was recently given a party in honor of his appointment to Staff Assistant—Outside Plant Maintenance in Springfield.



SUSIE MULCAHY RETIRES

A retirement party was held recently for Susie Mulcahy of Salem Toll. Seated: Josephine Fagen, Anna Harrington, Ruth O'Donnell, Chief Operator; Susie Mulcahy, Mrs. George Harrigan and daughter. Standing: Harold Steen, Traffic Manager, Joseph Mulcahy and George Harrigan.



NEW DIAL FOR FIRST NATIONAL

The General Office of First National Stores, Inc., Somerville's largest telephone subscriber, recently converted to a two-position multiple 701A dial system in place of their three-position multiple 605A manual switchboard. The new system is comprised of twenty-four central office lines and one hundred and ninety branch telephones. Tie lines connect the system with several other First National switchboards in New England. Special features include toll diversion and make busy key for all Central Office lines. Watching President Adrian O'Keefe make first

call: Nicholas Apalakis, Somerville Manager; Edward McColgan, Communication Engineer; John Dexter, First National Engineering Dept.; Joseph Raftery, Customer Representative. Josephine O'Connor, First National Chief Operator; Mary Moran, Traffic Instructor; Julia Tutti and Mary Cahill place first calls through new PBX. PBX Installers Daniel Doody, Thomas Curtin, Foreman, and Edward Weber worked on the new 701A. The Central Office Equipment Installation men who installed the new dial system are: P. J. Driscoll, Foreman; Edward P. Harrigan, William J. Reilly, Jr. and Philip J. O'Brien.

"Don't Give Fire a
Place to Start"

Historical Exhibit by Retired Employee

Laura J. Levesque, retired Welfare Supervisor and well-known hobbyist, is currently exhibiting her collection of antique valentines and her collection of historical china and glass of the Civil War period. Many of the china pieces, including some Wedgwood, are painted with scenes depicting famous events of the war.

The exhibit is open to the public and is on display during March at the Jackson Homestead, 527 Washington Street, Newton.





NEW DIAL SYSTEM FOR OTIS

Left: Clifford W. Clark, Chairman of the Otis Board of Selectmen, making the first call over the new Otis dial system while William M. Hunter, Great Barrington Wire Chief, looks on. Center: Mildred R. Warren, Otis Town Clerk and Treasurer, receives the first call over the

new dial equipment while John J. McCarty, Acting Great Barrington Manager, looks on. Right: William M. Hunter, Great Barrington Wire Chief, explains the operation of the new Otis dial equipment to Clifford W. Clark, Chairman of the Otis Selectmen. Otis was converted to dial on December 2.

CHIEF OPERATOR FETED

Helen F. Dargan, Chief Operator at Bowdoin Information, was the guest of more than 200 friends and associates at a party held recently at the Hotel Shelton roof on the eve of her retirement from the Company after more than 47 years of service during which time she served as Chief Operator for 41 years in various offices in the Metropolitan Area.



TRANSFER PARTY

Richard S. Noone was the guest of his former associates at a party held at Hotel Brunswick on the occasion of his recent transfer from the Parkway District, to Area Traffic Superintendent, Portland, Me.



From the Sunny South

From the Sunny South comes the news of Karl S. Herendeen, former Supervising Splicing Foreman in the North Metropolitan Division. He requested his pension in December 1953, and is now residing in Florida. He has a fine trailer and a corner lot which he is landscaping himself. In his recent letter to our *Topics* staff he mentioned a few former employees who are also living in Florida; Louis L. Breslin, former District Construction Supervisor; Ambrose S. Foley, former Cable Splicing Foreman and Philip S. Bailey, former Transmission Tester. Over the Christmas holidays, Adrian R. Reid, Supervising Splicing Foreman and John J. Mulhern, Equipment Installation Supervisor, dropped in to see him. Karl's address is 801 64th Street South, Lot 1A, St. Petersburg, Fla. If you are fortunate enough to be vacationing near Karl he would like to be brought up-to-date on all the news.



COMMUNITY CHEST

Above is the picture of the employee committee for the Telephone Community Chest Campaign in the greater Lawrence Area. A thirty per cent (30%) increase was achieved which exceeds the record for any previous year. Shown in the picture, left to right: George O'Meara, District Chairman; Emma O'Hearn, Marguerite Sullivan, James Carney, Katherine Barrett and James Landis.

Donovan Installed By Telephone Local

James Donovan was installed as President of Local No. 11, International Brotherhood of Telephone Workers, made up of employees in the Haverhill district, at DiBurro's Restaurant, 86 Essex Street, recently.

Other officers installed were: Vice President, William McGuirk; Secretary, William Butler; Financial Secretary and Treasurer, Verne Guptill; Inspectors, Richard Lay and John Benson; Foremen, Allister MacDonald; Trustee, William Cronin, and delegates to the conference board, Paul Conley and Robert Fisher.

The installing officer was Past President Gerald Zwicker. The retiring President is Arthur Corthell, who served three years. Rolland Frye, a retired member, attended.



OPEN HOUSE

On Senior Day 600 Somerville High school students attended Open House at the Central Office. Instructors in attendance were, front row, left to right: Thomas A. Donahue, Arthur F. Grenier, Cecelia R. Glynn, Mary E. Flanagan, Margaret M. Lehan, Cambridge-Somerville Chief Operator; Eleanor Lauziere, John M. Kelly, District Plant Supt.;

Howard B. Bailey. 2nd row: Walter F. Dale, Dan Dugan, William Corey, Charles P. Marren, Charles Primmerman, Richard Powers, Edward Dolan, John Webster, Paul Kenney. 3rd row: Winthrop Woodward, Edward Hayes, John Keenan, Stewart Langille, Robert Conroy, James Ryder. Back row: Robert Baratta, Frank Enos. At right, Margaret M. Lehan, Chief Operator, and Helen C. Prendergast, Student Instructor, are shown with the students at an "A" board.



TESTIMONIAL TO DISTRICT PERSONNEL ASSISTANT

Esther A. Dwyer, Franklin Toll District No. 2, was guest of honor at a testimonial dinner held at the Hotel Shelton Salon recently, just prior

to her retirement from the Company after many years of service. General entertainment was provided by Baron Hugo's Orchestra, William L. St. John and other talented toll people. A money tree was presented to Esther by her associates and friends.



SHARING MEMORIES

Walter P. Smith, newly-retired head lineman of the Taunton District, looks over old blueprints with Carleton J. Ulm, Wire Chief, and Thomas J. Wynn, Manager. Vivid memories of his 43-year role in the development of the telephone took oral shape as he related highlights of his long career with the Taunton District Branch of the New England Telephone Co.



Lynn Engagement

"Del" Delorey, Lynn Observer, recently announced her engagement to Thomas Doran, Lynn Test Board. A shower was held for her at the Hawthorne Restaurant in Lynn by her many friends and associates.

Dorchester Toll News

The following Dorchester Toll No. 1 girls recently announced their engagements. Marie G. Sullivan to Robert J. Preytis; Jean Sullivan to Edward Dwight.

Jane Corbo, Dorchester Toll No. 1, became the bride of Edward Coakley at St. Peter's Church, Dorchester.

RETIREMENT PARTY

Gertrude A. MacQuirk, Franklin Toll Asst. Chief Operator, was the guest of honor at a dinner party held recently at the Hotel Lenox on the eve of her retirement from the Company.

Springfield News

Best wishes to Anne E. Davey of Greenfield, Service Representative, who became the bride of Thomas Gavin, AO3, of Turners Falls, on January 2. A reception followed at the Weldon Hotel.

The Greenfield Commercial Office welcomes Priscilla Mullins, our new Cashier. Gloria Fotopoulos, former Cashier, has resigned to take up home duties.



STATION USER PROGRAM AT HOOD MILK CO., CHARLESTOWN, MASS.

The Traffic and Commercial Depts. cooperated on program to help secretaries and other users at Hood Milk Co. in the proper use of the telephone, under the direction of the Met. PBX and TWX supervisors. Miss Lawler of the PBX Dept. gave a talk entitled, "Getting The Most Out Of Your Business Telephone." Her talk was followed by the movie, "Telephone Courtesy," which brought out graphically many of the points in her talk. Miss Dustin, from the Commercial Office, followed with a demonstration called "Your Voice Is You." She brought out how important good voice work is to a good business contact. About 60 of the Hood Milk Co. attended in two groups. In the picture are: John Ford, Com'l. Dept.; Margaret Lawler, PBX Instr.; Jean Dustin, Service Rep., and Thomas F. Williams, PBX and TWX Supv.



ANNUAL REUNION

Group of employees of Ayer and Camp Devens

during World War I attending their annual reunion held recently at Hotel Bradford, Boston.



RETIREMENT PARTY

Group of Bowdoin Information No. 1 Traffic friends attending a farewell party for Clara Brown on the eve of her retirement from the Company at which time she was presented a money bouquet and personal gifts from her

friends and associates who wished her years of health and happiness. Among the invited guests was Mary Audette, Clara's first supervisor, over 80 years of age, and who has been on pension for more than 20 years. Mary travelled all the way from Lynn by bus to attend the party.

Prevent Fires — Protect Service

Prevent Fires — Use Ashtrays

Telephone Hour

(Continued from Page 12)

The young and pretty coloratura soprano Barbara Gibson has been keeping herself busy with concert engagements from coast to coast. She'll return east from sunny California in time for her March 22 *Telephone Hour* performance.

Having experienced some of the East's unpredictable March weather, famed violinist Jascha Heifetz prefers to stay home in California for his March 29 *Telephone Hour* guest appearance. This broadcast will originate from the NBC studios in Hollywood. He'll be winding up a heavy concert season with engagements with the Los Angeles Philharmonic Orchestra in Los Angeles and Pasadena on March 25, 26 and 31.

In other words, in any season, there's always good listening when you're tuned in to *The Telephone Hour*.

Roxbury Commercial News

Roxbury welcomes Andree Berrier, a new Service Representative. Andree is a transfer from the Bell Tel. Co. of Canada in Ottawa.

Welcome to Ethel Murphy as a Teller in the Roxbury Business Office. She is a transfer from Disbursement Accounting.

Don Thomas, Commercial Representative in the Roxbury Business Office, has been transferred to South Met. Servicing and Stanley Smith has been transferred from Parkway to Roxbury as Commercial Rep.

Proud parents of a baby boy, Stephen, are Lillian and George McNickolas. Lillian was the Manager Clerk in the Roxbury Business Office.

Roxbury Commercial welcomes Mary Igoe as a Service Representative. Mary is a transfer from the Personnel Dept.

Best wishes are extended to Elinor Culnane, Roxbury Service Representative, whose engagement was recently announced to Edward Miller of Dorchester.

Another recent engagement is that of Mary Dineen, Roxbury Service Representative, to A. Donald Klingenberg of Baltimore, Md.

News from Winchester

Our best wishes are going out to Florence Collins, Cashier in the Reading Business Office, on the announcement of her engagement to Walter MacMillen of Somerville.



FRIENDLY FAREWELL

A dinner party honoring Catherine J. Henry, Harrison Toll Traffic, was held at Steuben's Vienna Room prior to her recent retirement from the Company. Catherine was presented a purse of money, also with her certificate of service was a wallet.

Attleboro Doings

Nancy Weir, Supervisor at the Attleboro Office, was presented many lovely gifts at a bridal shower, held recently in the Operating quarters.

Audrey Marien, an Operator at the Attleboro Office, was presented a gift in honor of her marriage held at St. Mathews' Church at Pawtucket, R. I., to Howard Johnson.

Mrs. Charles Smith, a former Operator at the Attleboro Office, became the mother of twin boys at the Sturdy Memorial Hospital on February 2.

A baby shower was held at the home of Phyllis Flanagan for Muriel McLearn. Many beautiful gifts were received by the guest of honor.



MOTHERS' TEA

Miss Coughlin, Chief Operator of Walpole Traffic, was hostess at a Mothers' Tea given December 10 at the Walpole Telephone Office. The beautiful centerpiece was given to them by

the Fox Croft Gardens. Standing: Elizabeth Coughlin, Chief Operator Louise McBeth, Supervisor; Mr. Melson, District Supt.; Mr. Mylund, District Manager. Seated: Evelyn Sampert, Beverly Suzon, Mrs. Berto, Grace Bennett, Supervisor, and Mrs. Robert Webster.



WORCESTER NEWS TRAFFIC DEPT. BOWLING LEAGUE

The league consists of four teams with six girls on each team. This year the bowlers picked out names of trees for their teams: "The Birches," Capt. Mary T. Cronin; "The Elms," Capt. Grace Gillet; "The Oakes," Capt. Ruth Lambert, and "The Maples," Capt. Barbara Price. The four captains were the highest averages of the 1952

and 1953 league. 1st row: Lorraine C. Romanelli, Elizabeth V. Donahue, Helen L. Shea, Loretta M. McFadden, Kathleen A. Shea. 2nd row: Barbara I. Price, Mary T. Cronin, Mary E. Birnie, Lois A. Morin, Mary E. Connolly, Elaine H. VanCampen. 3rd row: Helen I. Grabowski, Grace Ormond, Grace Gillet, Mary F. Brennan, Marion F. O'Brien, Gloria A. Asselta, Theresa A. Buda, Mary A. Burns, Edith M. Tameluvich and Ruth Lambert.



100% SERVICE INDEX

A party was held at the Hyde Park Traffic Office to celebrate 100% Service Index which

the office attained during the month of January 1954. Division and District personnel were the guests at a spaghetti dinner prepared and served by the committee.



NEW DIAL METHOD OF PHONE SERVICE HAS PREVIEW

Mayor Henry A. Turner recently had a 12-minute preview of the telephone service of tomorrow. The Watch City's chief executive received a telephone call dialed to the City Hall from East Pittsburgh, Pa. Burgess J. J. Kelly, the chief executive of East Pittsburgh, dialed from the Valley exchange to Waltham in 17 seconds. If this call had been going to Mayor Turner's home instead of through the City Hall's switchboard, no operator would have spoken a word at all. One of the most unusual facets of this service, points out Waltham Manager L. A. Coit, is that if the mechanical brain routing the call finds the circuits from Pittsburgh to Waltham busy it will reroute the call to New York or even Montreal to get it through. In 1956 Waltham will have this service in a limited way. Waltham subscribers will not be able to dial directly to the entire country, but will be able to dial directly to a few cities.

Infantidings

A daughter, Lori Lee, weighing 9 lbs. and 12 ozs., was born on January 24 to Mr. and Mrs. Leland Flint of Randolph. Mrs. Flint is an Operator at Bethel and is expected to return to work soon.

Prevent Fires — Avoid Danger

Prevent Fires — Be Fire Conscious



"YOU MUST HAVE THE WRONG NUMBER. THERE'S NO 'DREAMBOAT' THAT LIVES HERE."

ADVERTISEMENTS

Employees, both active and retired, wishing to advertise anything for sale, rent or exchange, may do so in TELEPHONE TOPICS, without charge. Closing date is the 15th of the month preceding publication. Unless otherwise specified, ads run for 2 months.

FOR SALE

6-ROOM COLONIAL in excellent location in Lexington near golf course. On first floor are 24' fireplace living room, hostess dining room with corner cupboards and bay picture window, modern cabinet kitchen, lav. On sec. floor—3 bedrooms, including 24' master bedroom and colored ceramic tile bath. Fireplace playroom in basement. Garage. Oil heat. Call LEXington 9-1714-J. F-2

HOUSE LOT of land approx. 75' x 100' in Weymouth Heights, Mass. Handy to railroad. Reasonable. Call BRaintree 2-3147 after 6:30 p.m. F-2

1947 BUICK, black, 4-door sedan. A-1 condition, with 2 new tires. May be seen at any time. Asking \$550. Call COLUMBIA 5-4220. F-2

1949 CHRYSLER New Yorker Highlander sport coupe. In excellent shape. Reconditioned in October. Black with w.w. tires. Asking \$1195. Evenings call UNiversity 4-1534. Days—LEXington 9-2322. F-2

2 MAHOGANY END TABLES, 17" square, 28" high, \$15. **WESTINGHOUSE ELEC. ROASTER**, broiler attachment and stand, \$25. All in excellent condition. Call COLUMBIA 5-0380. F-2

DACHSHUND PUPPIES, A.K.C. registered, males and females, red, black and tan. Proven stud dogs both colors. For further information call BL 8-1620, Geo. F. Choate. Mr-2

TWIN BABY CARRIAGE, combination stroller and carriage, in excellent condition. For further information call East Longmeadow, John Brega at LA 5-2187. Mr-2

6-ROOM GARRISON COLONIAL, three years old, good location, near school and transportation, fireplace in living room, tile kitchen and bath. Call Beverly 5276 after 5 p.m. Mr-2

1949 FORD CUSTOM 8 DE LUXE CONVERTIBLE, in A1 condition, driven 37,000 miles. Fully equipped, R&H, new top, seat covers, spot light, undercoating, fog lights, bumper guards and other accessories. \$875. Call MYstic 8-3231. Mr-2

FOR SALE OR FOR RENT—Unfinished cottage, ideal for one or two in Littleton, Mass. Few minutes from lake. Call SO 6-4854 after 6 p.m. Mr-2

IRISH SETTER PUPPIES—A.K.C. and F.D.S.B. Registered. The best looking and hunting Irish in New England. For further information call DE 3-3702. Mr-2

KELVINATOR—30-gallon electric hot water heater, copper tubing, switchbox and cable included. \$100. W. A. Peterson, Wilmington. OLiver 8-3235. Mr-2

ROLLER SKATES, size ten, Derby, figure. Call BRockton 3449-R. Mr-2

7-ROOM CAPE COD, 2 years old, 3 bedrooms, dining room, living room with fireplace, dinette and kitchen. Two baths, all hardwood floors, comb. windows, oil heat (hot air). Two-car garage attached, lot 90' x 250'. For further information call Laconia, N. H., 1119-R. Mr-2

DINING ROOM SET—Cushman solid maple, china closet, buffet with mirror, drop leaf table, 4 chairs. Call Laconia 1119-R. Mr-2

TROPICAL FISH. Bring the tropics into your living room. Home tanked-raised fish, tanks, exotic fish, and all accessories. Personal service. Call STadium 2-5548. Mr-2

KAY BASS VIOL practically new, excellent service. Please call STadium 2-9462. Mr-2

HOUSE BLINDS assorted sizes, good condition. For appointment call SOMerset 6-2353. Mr-2

8-ROOM HOUSE, Newton, tile bath and shower, modern kitchen, oil steam heat. Hardwood floors, 3 large and 1 small bedrooms, large closets, sun porch, summer house on property. 2-car garage. 10,000 ft. of land. For further information call Mr. Edwards at LA 7-1452. Mr-2

IRISH SETTER PUPS registered AKC, gentle, house pets for children, Bayswater Kennels, Route 3, Hingham, Mass. Call Hingham 6-0661-W. Mr-2

KENMORE deluxe washing machine. Wringer type with automatic timer. One year old. Sell for half original cost. Call SOMerset 6-2319. F-2

RANCH HOUSE, 3 yrs. old in residential section of Milton. Three bedrooms, large living room with oak paneled fireplace and picture window, television room, tiled bath, 100 x 100 ft. landscaped lot with room for two-car garage and porch. Call CUNningham 6-2232. F-2

GIRL'S ELGIN BIKE, 26", balloon tires. In very good condition. New tires and tubes. \$20. Boy's **HOCKEY TUBE SKATES**, size 7, in good condition. Used 5 times. \$5.00. Call Watertown 3-9521 any night after 5:30 p.m. F-2

MOUTON LAMB tuxedo style coat size 12, knee length. About 7 years old. In storage most of the time. Call MYstic 8-5328 after 6 p.m. F-2

GENERAL ELECTRIC REFRIG., 5 cu. ft., about 12 years old, in excellent condition. Will sell for \$50. Call MYstic 8-5328 after 6 p.m. F-2

FOR RENT

RECENTLY WIDOWED Telephone matron would like to rent a room to a nice girl who would appreciate a delightful home and breakfasts and suppers of excellent home cooking. Conveniently located for church and transportation. Call Mrs. Teresa Lally, 21 Easton Street, Allston, STadium 2-6984. F-2

MARBLEHEAD—Modern 5-room waterfront cottage. Season \$700. Please call after 6 p.m. LYnn 2-7426. Mr-2

FOUR BEDROOM COTTAGE—Dennisport, Mass. 5 minutes walk to water. All improvements. Call STadium 2-9462. Mr-2

SIX-ROOM unfurnished apartment. Large reception hall and bath. Oil burner—Codman Square section, Dorchester. Please call TALbot 5-5095. Mr-2

HAMPTON BEACH, Boars Head, 4-room cottage, electric refrigerator, closed in porch, available July and August. Call MY 6-0640. Mr-2

UNFURNISHED APT.—4½ rooms newly renovated in Medford. Call Mr. Joyce at PR 6-4558. Mr-2

COTTAGE, rent by month or week, interior knotty pine, newly furnished. Shower and hot water, full bath. Sleeps six, also screened-in porch. In South Yarmouth, 3 miles from Hyannis, near the beach. For information call Taunton 4-6736. Mr-2

UNFURNISHED APT. 3 or 4 rooms, in Arlington, Medford or Malden vicinity by telephone couple. Call CR 9-3047. Mr-2

SUMMER COTTAGE, "Love Nest in the Pines," in West Lebanon, Maine. Call Alexander Huff, GARRISON 7-5791 or West Lebanon, Me., 59 ring 11. F-2

WANTED

3- OR 4-ROOM unfurnished apt. in vicinity of Watertown, Belmont, Newton, wanted by couple getting married in Spring. Reasonable rent. Please call Miss Trevitt, Watertown 4-8442. F-2

NOVEMBER '52, February '52 and December '39 TOPICS needed. If you have any please send to room 1607, 185 Franklin St., Boston. F-2

WANTED: 3-4 unfurnished rooms, heated for two adults. Please call TA 5-1282 after 6 p.m. Mr-2

PIANO for Veteran's Club. Will be glad to move it. Call Paul M. McGrath, EA 6556. Mr-2

PLAYER PIANO. Call Gertrude Shea evenings at HI 2-3575. Mr-1

MISCELLANEOUS

RIDERS FROM STONEHAM to Boston, via Washington St., Winchester, to vicinity of North Station. Call SToneham 6-0950-M. F-2

HAVE YOU A TENT or any camping equipment you would like to donate to a boy scout troop? Troop No. 1, Graniteville, R. I. Call or write to A. B. Jackson, 58 Dean Ave., Centredale, R. I., CE 1-5858 (after 3 p.m.) F-2

PLUMBING—Master Plumber, Steam Fitter and gas work. E. J. Farrell, 62 Shennen St., Quincy. Call PResident 3-2217. F-2

NO. SHORE COMMUTERS: Would like to share my car with riders traveling between Boston and Salem. Call Barbara Morris, Salem 0550-R after 6 p.m. F-2

FURNITURE MOVING—local or to all parts of the United States or Canada. Call J. A. Lowery, retired, Belmont 5-5591 or Commonwealth 6-3388. C

GENTRY'S TV and radio repair shop. Sales and Service. TV, radio, refrig., wash. machines. 716 Adams St., Quincy, Mass. MAYbower 9-5130. C

SEWING MACHINES—Free estimates on all types of repair work done by experts with over 18 years' experience. Electrifying a specialty. Reasonable rates. Call PR 3-5633. Mr-2

A.T.&T. Annual Report

(Continued from Page 16)

the system's manufacturing and supply branch, continue to make contributions of fundamental importance to telephone progress. "One example is the apparatus which automatically records information for billing customer dialed calls. Another is a new type of switching system which went into service last year in four cities. This uses transistors, the new electronic devices invented at the laboratories, in equipment which routes long distance calls automatically." The report adds that the transistor is also being used on a trial basis to increase the message carrying capacity of rural telephone wires.

In addition to making contributions to telephone progress, Bell Telephone Laboratories and Western Electric Company were called on by the government to devise and produce military electronic systems to an even greater extent than in the last few years. One of these is "Nike," the first anti-aircraft guided missile system. This remarkable weapon is designed to locate and destroy hostile bombers which by height, speed and evasive tactics might escape conventional weapons.

Another noteworthy defense project was construction for the air force of the first experimental units of a "distant early warning line" of radar stations on the northern shores of Alaska and Canada, only 1,200 miles from the North Pole. This line would give prompt and positive warning of hostile aircraft.

"The people of the Bell system are devoted to their calling and to the needs of the people they serve. Ours is a service of neighbor to neighbor—human, personal, friendly, courteous," Mr. Craig concluded. "All the progress is the work of men and women—the people of the telephone companies, of the laboratory, of the manufacturing and supply organization. To say that 1953 was a constructive and successful year, is also to say, 'They made it so.'"



Unpopularity Winner

NOBODY LIKES TAXES, BUT PEOPLE LIKE THE TAX ON TELEPHONE SERVICE LEAST OF ALL

The excise tax on telephone service is an unpopular tax, according to a recent public opinion poll.

Of the people interviewed, the largest group listed it as the *most disliked* excise tax, much more annoying than the excise on railroad tickets, cosmetics, telegrams and movie tickets.

This tax on telephone service, which reached its present high level in 1944 when Congress imposed "war-tax rates," adds 15 per cent to the customer's bill for local service and 25 per cent for long distance calls over 24 cents.

Practically everybody agrees on the necessity of paying taxes, but most people believe this particular tax—higher than the excise on most luxuries—places an unreasonably heavy burden on telephone users.

They think it should be among the first to receive attention when tax revisions are considered.

I'll never forget...

Driving back to Pembroke, Maine, after a visit to her doctor in Calais, February 1, Mrs. Alice Jennings Darrow found herself caught in a raging snowstorm. Travel soon became dangerous on the icy, drift-swept roads. It was impossible to see more than a few feet through the blinding snow. Twice she skidded into ditches. The car, swerving on the slippery road, was difficult to control. The strenuous demands of driving slowly dragged Mrs. Darrow to nervous exhaustion. She felt she'd never make it home.

Then Archie Wilson and Fred Scott, telephone Installer-Repairmen, drove up in their truck. Seeing that Mrs. Darrow was desperate and near collapse, they quickly offered to help her. One of the men drove the car for her while the other followed in the telephone truck. Driving through deep snow over difficult back roads, they managed to bring Mrs. Darrow safely home.

A few days later Robert L. Catell, Calais Telephone Manager, received a letter from Mrs. Darrow.

"It is no exaggeration to state that I believe two men from your Company saved my life yesterday. I'll never forget the circumstances, nor the two men whose courtesy to me was the finest demonstration of gentlemanly conduct and public relations that I have ever experienced.

"Words are sometimes a feeble expression of what we feel, but I wish these two strangers could know my humble gratitude that it was my good fortune to meet two such gentlemen of whom the Telephone and Telegraph Company can be justly proud. We thought of a gratuity for services rendered and I wanted to do this but somehow felt it would be an affront to men of such caliber. I also made another observation; their deep loyalty and regard for the Company which employs them . . . their satisfaction in their work . . . and that courtesy on the road was a policy of the Company. I could say a great deal more, probably not the right words, but it is there. I thank them and will remember it all my life."

Archie Wilson and Fred Scott deserve this praise. Their action in helping Mrs. Darrow is still another example of the friendly hand telephone employees can offer to others.



Archie Wilson and Fred Scott, Installer-Repairmen, Calais.

Annual *Excerpts from the* Report 1953

Tremendous growth and expansion of telephone facilities, which marked the Company's progress ever since the war, continued to be vital factors in the Company's operations during the year 1953. Higher totals were reached in practically every phase of telephone service in the five-state area served by the Company.

During the year, 75,000 new telephones were added. These brought the number of telephones in the area to 2,478,000, about double what they were in 1940. During the year, an average of 11,362,000 originating calls were placed each day, 77 percent more than in 1940 and the greatest in the history of the Company.

Gross construction during the year amounted to \$66,542,000, about \$6,000,000 more than was contemplated in the expansion plans formulated at the beginning of the year and \$13,000,000 more than the total for 1952.

Forty more communities were provided with dial service and at year's end, 64 percent of the Company's telephones were on a dial basis.

Over 86,000 orders were completed for changes to higher classes of service or for lines to be shared with fewer parties, a considerable improvement over the 62,000 orders of this type completed in 1952.

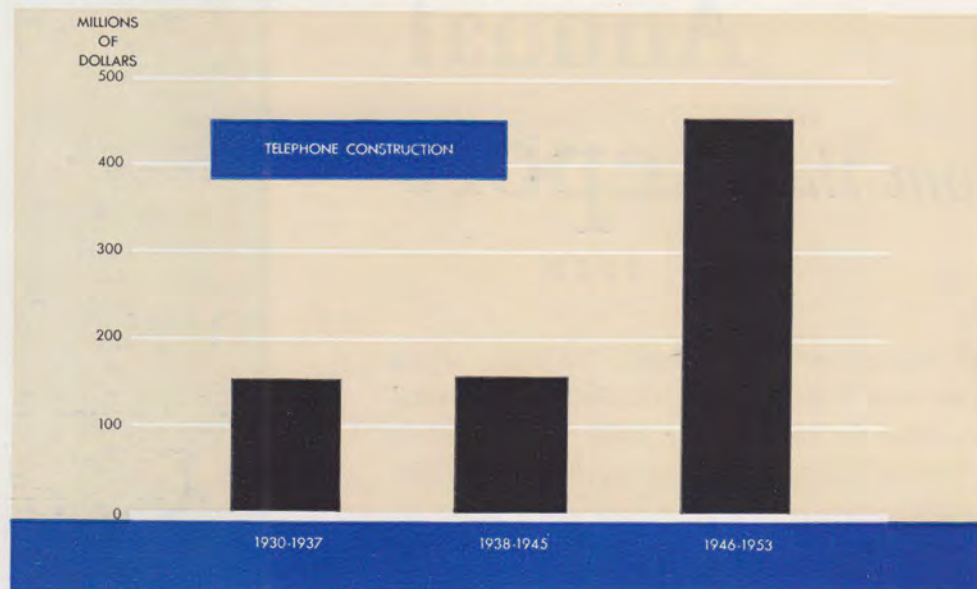
Because revenues for the year 1953 increased more than expenses, income available for interest and dividends was higher than the preceding year and earnings per share increased from \$7.25 to \$7.50. The dividend paid for the year was \$8.00 per share. It was the second consecutive year in which dividends were met in part by withdrawals from surplus. The rate of earnings on invested capital was 5.66 percent as compared with 5.41 percent in 1952.

The Company issued 230,443 shares of common stock in January of 1953, bringing slightly more than \$23,000,000 of new money into the business to repay short-term borrowings that had been used to finance new construction.

In spite of rate increases that were granted during the year, earnings, although somewhat improved, were still inadequate.

LARGE AMOUNTS OF NEW CAPITAL NEEDED

Since 1945, gross construction amounted to \$459,000,000. This meant, in effect, that telephone construction was carried on at the average rate of \$1,000,000 a week — 52 weeks a year during each of the last eight years. Even with such a tremendous program of expansion and development, the Company faces the necessity of carrying on a substantial amount of new construction in the years immediately ahead.



POST-WAR GROSS CONSTRUCTION TOTALS \$459,000,000—Telephone construction during eight post-war years was the greatest undertaken by the Company. It was about three times that of either of the two preceding eight-year periods. It was necessary to meet the heavy postwar demands for telephone service.

In the next two years alone, over \$150,000,000 in telephone construction will be required for all purposes. New capital in large amounts will be necessary to finance this construction. To secure this new money from investors, the Company must have earnings high enough to enable it to compete successfully with other companies.

EARNINGS STILL TOO LOW

Total operating revenues reached \$236,879,000 and were 7.9 percent higher than those of 1952. Total operating expenses including taxes increased 7.4 percent to \$211,267,000.

Interest charges of \$5,785,000 were slightly higher than a year ago.

Net income available for dividends increased from \$16,855,000 to \$19,177,000, up 14 percent. Because of the increased number of shares outstanding during the year, however, earnings per share did not improve in proportion to this increase in net income and went from \$7.25 to \$7.50 — an increase of only 3 percent. While this represents a slight improvement over the year 1952, the level of net income must be increased substantially to permit earnings per share high enough to bring into the business all of the new capital required to meet demands for telephone service.

WITHDRAWALS FROM SURPLUS AGAIN NECESSARY

In 1953, in order to pay dividends of \$8.00 per share, it was necessary to reduce surplus by \$1,271,000. This was also necessary in 1952 when \$1,750,000 was taken from surplus to meet dividend requirements. For

the two-year period, therefore, a total of \$3,021,000 was taken from surplus for this reason alone. The net reduction in surplus for all purposes during this period was \$4,347,000 and the surplus per share dropped from \$9.81 to \$7.22 during the two years.

A financially strong telephone company, able to provide good telephone service, is necessary to the business life of New England and to the welfare of its people. It is vitally important to everybody that the Company continue its efforts to secure recognition by regulatory bodies of the need for higher earnings.

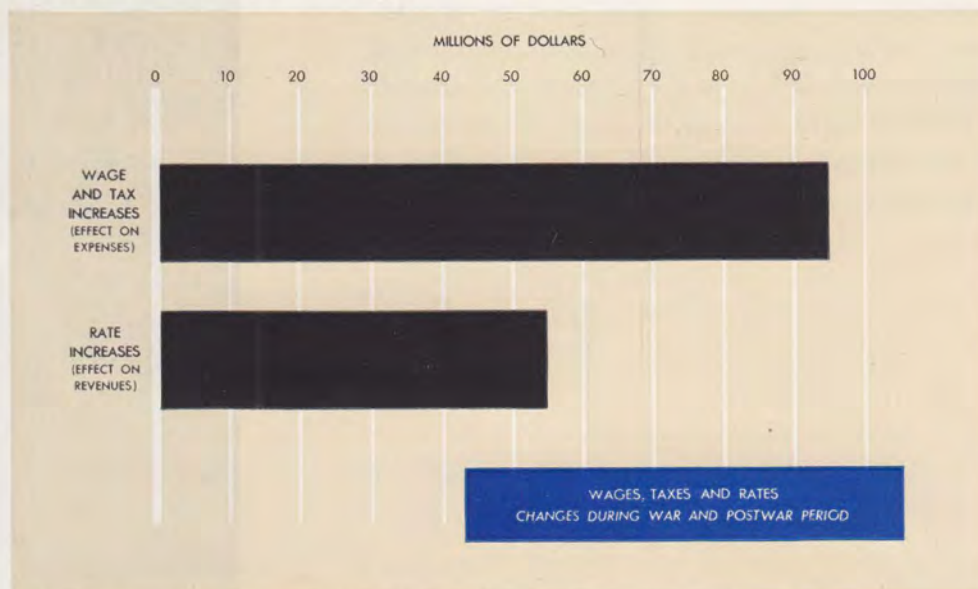
INFLATION CONTINUES TO HOLD DOWN EARNINGS

Because of the continued impact of inflation on telephone operations, the Company has found it necessary to seek rate increases periodically from regulatory bodies. The frequency of these requests could be reduced substantially if recognition were given to the lower purchasing power of the dollar by adjusting upwards the investment base upon which earnings requirements are computed. Determination of earnings by employing original book cost and conventional rate of return is, in the Company's opinion, economically unsound during periods of pronounced inflation.

TELEPHONE RATES INCREASED DURING THE YEAR

Telephone rate increases authorized during the year by state regulatory bodies amounted to approximately \$13,600,000 annually, a portion of which is subject to possible refund pending final determination of rates involved in current proceedings.

To date telephone revenues have increased about 32 percent as the result of higher telephone rates. This is only one-third as much as the rise in the cost of living and less than one-fourth the rise in the average per capita income. In spite of increased telephone rates, therefore, a much smaller part of the average household budget is needed to pay for telephone service today than was required before the war.



RATE INCREASES FAR LESS THAN WAGE AND TAX INCREASES—Wages and taxes which comprise the greater part of the cost of providing telephone service increased steadily since 1940 under the impact of war and post-war inflation. But rate increases authorized to date are less than two-thirds of the annual expense effect of wage and tax increases during the same period.

TAXES AT AN ALL-TIME HIGH

Taxes in 1953 reached the highest level in the Company's history. Operating taxes were \$34,468,000, an increase of \$2,384,000 or 7.4 percent over the previous high in 1952. These taxes levied against the Company are paid from revenues collected from our customers. For the year 1953, money which went to Federal, State and local governments for taxes was 70 percent greater than that which went to the owners of the business in dividends.

In addition, telephone excise taxes collected directly from our customers and turned over to the Federal Government reached a new high of \$38,712,000 in 1953 or 7 percent greater than last year. Excise taxes on telephone communications have increased steadily and sharply since they were first imposed. They amounted to only \$1,200,000 in 1940.

Total telephone taxes which include both operating taxes paid by the Company and excise taxes paid by the customer amounted to \$73,180,000. The total tax load of the telephone user in 1953 averaged \$3.31 per month.

MEETING DEMANDS FOR SERVICE

A network of swift, reliable communications is of vital importance to military and civil defense activities of this New England region. Providing facilities to meet these requirements has taken precedence over all other installations. Several thousand miles of local and toll lines, teletypewriter and private line circuits have been established. Work on a most important project in an unnamed location has been continued for the purpose of bypassing and protecting main communication routes. It is designed to help prevent serious interruption to communications in time of emergency, and in peace time to increase telephone service efficiency.

QUALITY OF SERVICE IMPROVED

The over-all quality of telephone service, manual and dial, continued at high levels during the year. The average time taken to reach the called telephone on long distance calls dropped from 82 seconds to 79, and 96 percent of these calls were completed while the calling customer remained at the telephone. In the last quarter of the year, these two figures were materially improved. The time taken to reach a called telephone was further reduced to 71 seconds and the percentage of long distance calls completed with the customer remaining at the telephone was increased to 97 percent. Distinct improvements of this nature in telephone service will carry over into 1954 with still better service for New England.

The reason for these improvements was the availability of additional long distance circuits made possible by the Company's expanded construction program. During the year 560 circuits to points outside our Company, and 240 circuits to points within the Company's territory were added to the circuit layout. This brought the total inter-company circuits to 3,160 and intra-company circuits to 6,340. The number of long distance circuits is now 100 percent more than at the end of the war. These additional circuits helped reduce delays in reaching other offices so that at the end of the year delays were encountered only occasionally.

At the end of the year, 49 out of every 100 toll calls were being dialed through to the called station compared with 43 at the end of 1952, an increase of 6,000,000 calls per year handled on this basis.

TELEPHONE WAGES HIGHEST IN HISTORY

A total of 37,077 men and women were employed as telephone people here in New England at the end of 1953. This was 1,353 more than a year ago and about 11,000 more than at the end of the war.

For the year 1953, total wage payments were \$133,423,000 and exceeded those of the preceding year by almost \$12,000,000, an increase in the Company's wage bill alone of approximately \$1,000,000 a month.

In accordance with the Company's policy of paying wages comparable to those paid in other industries to employees requiring similar skill and training, wage increases averaging slightly more than 5 cents an hour became effective last October following negotiations with unions representing employees. This wage increase amounted to about \$4,000,000 a year.

Out of every dollar the Company received in revenues, 54 cents went for expense wages and related benefits. It is the largest single item of expense in the cost of providing service and has been a significant factor in the requests for rate increases necessary during the post-war period.

FINANCIAL FACTS — TWO-YEAR SUMMARY

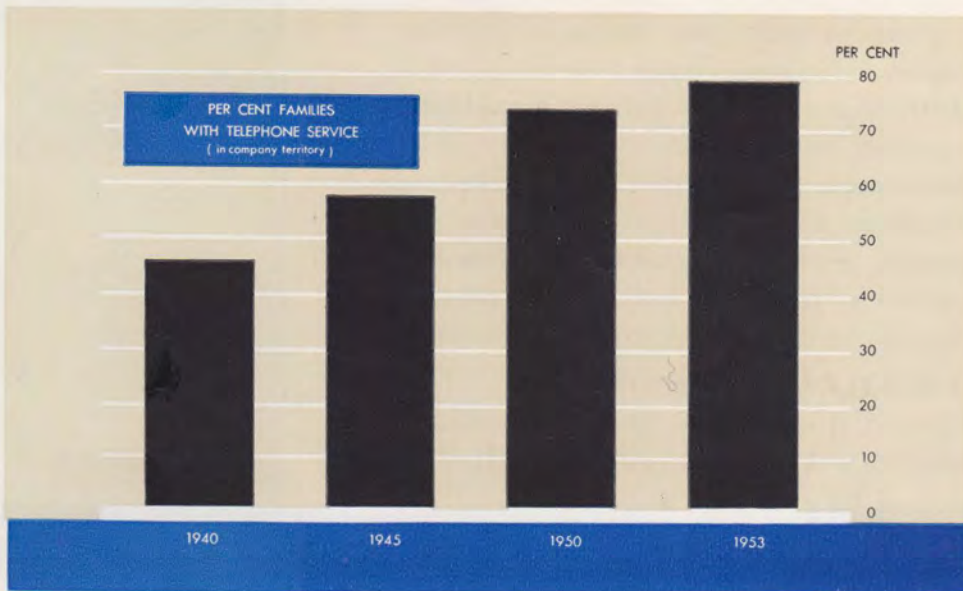
	1953	1952
Total Operating Revenues and Other Income . . .	\$236,229,000	\$219,137,000
Total Operating Expenses and Taxes	211,267,000	196,632,000
Income Available for Fixed Charges	24,952,000	22,505,000
Fixed Charges	5,785,000	5,650,000
Net Income (available for dividends)	19,177,000	16,855,000
Net Income per Share*	\$7.50	\$7.25
Dividends Paid per Share	\$8.00	\$8.00
Earnings on Invested Capital	5.66%	5.41%

*Based on number of shares outstanding—2,556,029 for 1953 and 2,325,586 for 1952.

THE LOOK AHEAD

In spite of the tremendous growth and expansion undertaken by the Company during the past eight years, much is still required before all public requirements for telephone service will be met. It is the expectation of this Company to move right ahead during the years to come with its program of improvement and expansion. We believe that any temporary decline in business activity will permit us to catch up all the more rapidly with orders for service which could not be filled at the time we received them. The coming year should be one in which our capacity to serve will more closely parallel the demands for service.

If we are to move ahead with our plans to serve the people of New England we must be ever mindful of the responsibilities we have to those who



MORE NEW ENGLAND FAMILIES HAVE TELEPHONE SERVICE—The continuing demand for new telephones reflects the value and low cost of the service the Company provides. Today nearly 80 percent of all the families in the Company's area have telephones, compared with only 46 percent in 1940. The telephone plays a more important role in New England family life than ever before.

have invested their savings in this business. We must not only run the business to protect that investment, but also conduct our affairs so that others will be encouraged to put their money in the business as well. This requires sound financing, careful planning and competent management of the business from day to day. We must attain satisfactory earnings from our operations. We must charge prices high enough to do this but also low enough to keep telephone service within the reach of the average family in New England's urban and rural communities.

Finally, we must continue to have in the business employees whose interests and skills can be used to provide service of the highest quality. This can be done only by continuing our policy of paying good wages, providing good working conditions and making available frequent opportunities for advancement. For it is the men and women in the telephone business on whom we must rely in the future to carry forward the plans for providing the people of New England with telephone service of the highest quality at prices that are fair and reasonable.

Boston, Massachusetts
February 16, 1954

For the Directors,
J. E. Harrell
President