

*Special  
Commemorative  
Issue*

new jersey  
**Bell**

### *Inside New Jersey Bell*

In this special commemorative issue of *New Jersey Bell* magazine, we present three views of our company and its employees: a backward glance at the history in which our service traditions are rooted; a "snapshot" of the way we look today; and a glimpse of what the future promises in a post-divestiture world. As such, this issue is a celebration of the collective achievements of all NJB employees, past and present, and a reminder that our tomorrow is built on the foundation of our yesterdays—a rich legacy, indeed.

This issue also is special in another sense: It is the last in *New Jersey Bell* magazine's 56-year publishing history. But as one tradition ends, another is beginning in the form of a new, quarterly magazine, *Bell Atlantic*, which all active employees will begin receiving in January. I hope you will enjoy this new publication, for which I also will serve as editor. Like the corporation whose life and times it will chronicle, it will blend the best of our past along with a spirited, new view of the competitive world of tomorrow.

Stay tuned.

Melissa Nichols





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# The Legacy

1900s

Transmission of first complete sentence by telephone (1876)

Thomas Edison patents phonograph (1877)

Reopening of Bell Telephone Laboratories established in New York City (1879)

*History may well record the 20th century as a pivotal point in man's progression: The era when he exchanged the implements of the Industrial Age for the new tools of the Information Revolution, leading him inexorably to a tomorrow that was once but a dream.*

*Whatever posterity chooses to remember of this time, the thousands of men and women who have worked for New Jersey Bell since its inception—along with our colleagues throughout the rest of the Bell System—have earned a unique place in communications history. From telephony's earliest beginnings, each generation of telephone employees has fomented a communications "revolution" of its own, ushering customers successively from operator-assisted calling to direct-dialing; from manual central offices to high-speed electronic switching services; from copper wire to high-capacity lightwave links. On the eve of divestiture, NJB is laying the foundation for a new, digital-based network, paving the way for communications products and services that will change forever the way Americans work, shop, learn and are entertained.*

*But New Jersey Bell's legacy is far more than a roster of service accomplishments. It also is derived from the way in which we've historically delivered our product—with a sense of pride, special mission and dedication to service excellence. These qualities, which continue to characterize telephone people as "a breed apart," transcended wars, Depression, disasters, the "acronym" revolution, even divestiture.*

*In Part I of this special commemorative issue of New Jersey Bell magazine, you'll meet some of the people who helped the company grow. They reminisce about their work, with all its joys and frustrations, as well as the "spiritual" heritage with which they endowed future generations of employees. Whatever lies ahead in New Jersey Bell's bright tomorrow, that foundation cannot and will not change.*



Blizzard of 1888

First long distance conversations over underground cable, between Newark and New York (1902)

Wright Brothers fly first airplane at Kitty Hawk, N.C. (1903)

San Francisco earthquake (1906)

Dr. Lee De Forest successfully adapts his vacuum tube invention to operate as amplifier (1912)

**G**wendoline Shirley vividly remembers joining the Delaware and Atlantic Telephone and Telegraph Company. It was 1906, and she was just a few months shy of her 18th birthday.

"My mother and I were walking down the street in Camden and passed the phone company building. I told her I always wanted to work for the phone company. I was working in a candy store at the time, but she encouraged me to go in and apply for a job.



Gwendoline Shirley

"I went in and the chief operator came down to interview me. There weren't any tests in those days. When I told her how old I was, she didn't believe me. 'Well,' I said to her, 'mother is right outside and I can call her in and she'll tell you.' That's what I did, and I got the job."

Gwendoline Shirley  
PBX Supervisor—Camden  
Retired 1952



One of the early switchboards—Gerard's Drug Store, Rockaway, N.J., 1903.

*The future fairly startles me with its impending greatness. We are on the verge of undreamed progress.*  
HENRY FORD



1897 desk set.







Mary Troy

Before giving her consent, Mary Troy's mother asked the minister of the Episcopal church on Kentucky and Pacific Avenues in Atlantic City about his next door neighbor.

The minister gave his neighbor a ringing recommendation. So, at age 15 and with her father very ill, Mary Troy started working as a messenger for the phone company. She earned \$3.24 for a six-day week.

It appears the minister knew what he was talking about, for Mary Troy stayed with the company for 50 years.

Mary Troy  
Chief Operator—Southern  
Retired 1958



Central office operator with phone equipment, 1880.

◆  
*Age is a quality of mind. If you have left your dreams behind, If hope is cold, If you no longer look ahead, If your ambitions' fires are dead—Then you are old. But if from life you take the best, and if in life you keep the jest, If love you bold; no matter how the years go by, no matter how the birthdays fly—you are not old.*

AUTHOR UNKNOWN



Construction force, 1915.





1920s

Radio broadcasting of programs started from KDKA, Pittsburgh

Women's suffrage movement

George Gershwin composes "Rhapsody in Blue"

15 million phones in Bell System



Bound Brook cutover team, 1915.



Paterson district office, circa 1880.

the small, independent companies, I was sent out to one of the new offices to count the number of calls flowing through the switchboard.

"The office was close to the railroad tracks. Every time a train went by, the vibration was so bad, the operator had to spread her hands to cover the board. It was the only way to keep the cords from popping out and disconnecting the customers!"

Elizabeth Mizsur  
Assistant Facilities  
Supervisor—Trenton  
Retired 1962



Elizabeth Mizsur (left), Personnel Assistant, 1944.



Elizabeth Mizsur

It was 1923 when Mrs. Elizabeth Mizsur joined the phone company as an operator in the Trenton office. Later in the decade, after she turned in her headset and was doing clerical work, she observed how operators with less than "modern" equipment had to react quickly to some unusual situations.

"When the phone company was buying up a lot of

*"Manholes aren't much good for getting a suntan, but they keep you out of the heat in summer—and out of the cold in winter."*

NEW JERSEY BELL MAGAZINE  
NUMBER 3, 1974



*"Don Juan," first full-length motion picture with synchronized sound*

*New Jersey Bell Telephone Co. established  
First transatlantic radiophone service  
between U.S. and Great Britain*

*The Jazz Age*

"When the banks closed as a result of the stock market crash in 1929, the switchboard in New Brunswick, where I was working as an operator, lit up like a Christmas tree. We found out what was happening through customers on the line. We were so busy that phone company people from other areas volunteered to come in and help."

Marion Bennett  
Manager—Perth Amboy Toll Office  
Retired 1973



*Plant truck, 1929.*

*Nature gives to every time and season some beauties of its own; and from morning to night, as from the cradle to the grave, is but a succession of changes so gentle and easy that we can scarcely mark their progress.*

CHARLES DICKENS

*Commemorating the birth of New Jersey Bell, October, 1927.*



"College graduates hired by the company back in the forties had to work in several different departments before they were assigned to permanent positions. One week you were an installation foreman, the next week a construction manager or maybe an engineer. The company chose your niche for you by how well you performed in a position. If you didn't like your job, the only way out was to quit. I don't remember too many people quitting the phone company."

Bill McGuire  
Manager—Trenton RSC



Lucky Lindy crosses Atlantic

Atlantic City first "all star" city in N.J.  
Prohibition

First public demonstration of television  
over live book-up

Discovery of penicillin  
Stock market crash

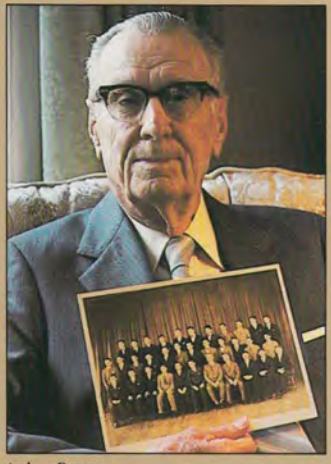
**C**harles A. Lindbergh became an instant hero in the late twenties for his solo flight from New York to Paris. But he also achieved unwelcome attention in 1932 when his young son was kidnapped and killed.

Arthur Putnum was a nine-year phone company veteran in 1935 when Bruno Hauptmann was tried in Flemington, N.J. for young Lindbergh's murder. Putnam was in charge of telephone service at the courthouse for the 28-day trial. Over 300 newspaper reporters jammed the available phone lines as they sought to keep their newspapers informed of the trial's sensational events.

"There was a four-position switchboard at the



Toll operator room, 1920.



Arthur Putnam

statehouse. The calling rate was so heavy that the lights went out on the board. We found the problem was a defect in the batteries, and we brought in other batteries so the board could handle the calling load.

"We also had to lock up all the terminals where the connections were made, so people couldn't listen in on calls and get information."

Arthur Putnam  
Staff Supervisor—Trenton  
Retired 1964

Charles Westerberg joined New Jersey Bell in 1930 after graduating from Hamilton College (N.Y.). Although he had been recruited by other companies, including General Electric, he joined NJB based on what he called "a gut feeling." It turned out to be a twist of good fortune.

"The company hired about 100 college students that year, and 12 of us went to the Traffic Department. There were no layoffs in our department, even though we had a surplus of people. They were just transferred to other areas.

"But GE terminated people with up to 20 years service with the company."

Charles Westerberg  
Area Traffic Personnel  
Supervisor—Central  
Retired 1971



Central office switchboard, Newark, 1928.





The Great Depression

Bell radiophone service links U.S. with Europe, Central and South America, Africa, Australia

Prohibition repealed

Communications Act of 1934 creates Federal Communications Commission

Largest dial conversion in Bell System history (Newark area)

Hindenburg disaster (Lakehurst, N.J.)



Dick Paul

It was 1931, the depths of the Great Depression. Dick Paul, then in the Engineering Department in Trenton,

was worried. He was married, with one child, and like millions of other Americans, feared he would lose his job. It didn't happen.

"Our 5½ day work week was cut to five days, then to 4½ days, then to four days. We earned \$25 a week. But no one that I know of was laid off. People took different jobs; engineers went out into the field, for example.

"We were just happy to have jobs."

Dick Paul  
Personnel Supervisor—  
Newark  
Retired 1970



Installation trucks, circa 1930.



Joseph Ulrich, installer-Hudson County, 1930, pedaled his bicycle to each job.

Some of our manual cordboard offices in the 1940's had only a few positions and were located over stores. The Williams-town office, located in a chief operator's home, had only two positions. Operators would relax during breaks in the living room."

Dave Allen  
Division Manager  
Operator Services—Toll  
Newark



An operator models her headset, 1934.



Applying for a job, circa 1928.

*A man may lose his strength; he may lose his money; he may lose every earthly thing which he possesses. Yet he may still attain and control his happiness if it stems from service to others.*

GEORGE E. MATHIEU



First crossbar central office  
(Brooklyn, N.Y.)

"War of the Worlds" radio broadcast

Bell Laboratories and Western Electric  
share in first demonstration of radar

Germany invades Poland

First demonstration of coaxial cable

"Come with the Wind" premieres

1940s

Pearl Harbor



Company car, 1937.

James Young had worked for the phone company for about 10 years when he discovered the legendary dedication of company personnel wasn't just an article of faith to employees, but to customers as well. He was amazed then, and still is, by the following incident.

"I was a repairman at the time of a bad snowstorm.

Around 1946, I think it was. We actually had to bring in people from Ohio to help us clean up. The Burlington area was hit particularly hard, and we worked from dawn until dusk. Most of the time, we were replacing drop wire that runs from the cable to houses. In remote areas, some of it ran for miles.

"One day I was in an isolated, backwoods area, but found a house where I thought I could call in. When I got to the house, I found that the phone was out. I asked the people if they had tried to notify anyone about it, and very matter-of-factly they said, 'No, we knew you guys would be along eventually!'"

James Young  
Staff Manager, Personnel—  
Pioneer Administration  
Retired 1981

◆  
*Tomorrow's fate, though  
thou be wise, Thou canst  
not tell nor yet surmise;  
Pass, therefore, not  
today in vain, For it will  
never come again.*

OMAR KAHAYAM

"I was Traffic Superintendent in Asbury Park during World War II, and there was military activity galore in that region. In the first month after Pearl Harbor, I worked seven days a week, 12 hours a day. I finally decided I couldn't keep that up forever, so I stopped working on Sundays."

But people didn't stay in jobs very long in those days, according to Charles Westerberg—especially if they were young men of draft age.

"We were always desperately short of people and equipment. One year, I figured I needed another 100 people. I hired 300 that year, and wound up with a net gain of 25!"

Charles Westerberg  
Area Traffic Personnel  
Supervisor—Central  
Retired 1971



Operators "plug away", 1930.





*Rockaway central office during power failure, March, 1940.*



“During the Second World War, some Air Force (then Army Air Corps) boys were recuperating at the Chalfonte Hotel in Atlantic City. The young operators would go there every day to dance with the boys before they came in to work.

“I always had to warn them to calm down before they went to work on the board!”

Mary Troy  
Chief Operator—Southern  
Retired 1958

**W**hat I remember most was the amount of traffic we had during the

Second World War. The calls never ended! I was an operator at the time, working long distance. We had the Fort Monmouth, Camp Evans and Ground Signal Service at Bradley Beach all coming in on our board.

“In those days, you had to build circuits on long distance calls from one city to another in order to complete them. Servicemen making calls took precedence over everyone else, and we had to work a lot of overtime because of the amount of traffic. We used to call ourselves ‘soldiers of the switchboard.’”

Lucille Baker  
Traffic Service Advisor—  
PBX Department  
Retired 1973



◆  
*Not everything that is faced can be changed at once, but nothing can be changed until it is faced.*  
JAMES BALDWIN



*Airplane spotter (Western Electric ad, 1943)*



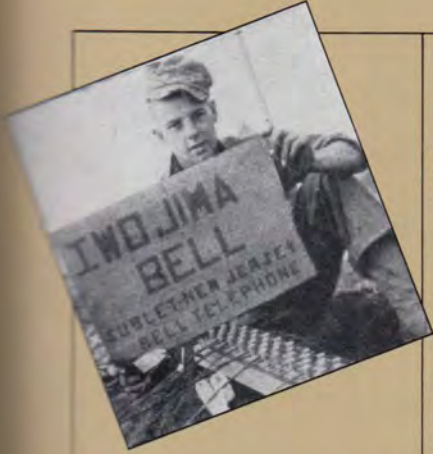
United Nations established

Bell Laboratories announces invention of transistor

The Swing Era

First Number 5 crossbar office (Medina, Pa.)

The Baby Broom



When a strike was called in 1947, Mrs. Elizabeth Mizsur, by then a manager, was sent to the Lambertville office to help operate the switchboard.

"I remember hearing the fellow working next to me say one time to a customer, 'We gave out a wrong number? Lady, we don't give out wrong numbers here!'"

Elizabeth Mizsur  
Assistant Facilities  
Supervisor-Trenton  
Retired 1962



Installer and installation truck, 1946.

*We have got but one life here... It pays, no matter what comes after it, to try and do things, to accomplish things in this life, and not merely to have a soft and pleasant time.*

THEODORE ROOSEVELT

As the "Telephone Hour," a Bell System-sponsored program neared its tenth anniversary in 1949, two members of NJB's Choral Society were invited to listen to a live broadcast featuring the famous vocalist, Ezio Pinza.

The two "lucky" employees, Kathy Saporito, a stenographer in the Newark Plant Department and Jennie Paraccione, an operator in Jersey City, recaptured their "Enchanted Evening" for the readers of *New Jersey Bell* magazine that year.

"It was so exciting from beginning to end that even now we can hardly believe that we have been hobnobbing with the celebrities of the Telephone Hour program... meeting guest artist Ezio Pinza. We guess from now on we'll have to believe in fairy godmothers because as we stepped



Kathy (Saporito) Burrell and Jennie Panaccione meet opera star Ezio Pinza, 1949.



Kathy (Saporito) Burrell

from the elevators at the sixth floor of the NBC Studios, Rockefeller Center, we felt as if a magic wand had been

waved over us.

"We perched ourselves on the edge of the stage as Pinza sang 'La Calunnia' from Rossini's 'The Barber of Seville.' His voice was so powerful we almost thought, a couple of times, that he was going to blow the microphone down on top of us!

"We said goodnight to Mr. Pinza in his dressing room after the show, where he autographed our program scripts for us. To complete our mementos, he and AT&T President Leroy Wilson posed with us for a final picture.

"Now you can see why we have been humming 'Enchanted Evening' ever since."

Kathy (Saporito) Burrell  
Staff Supervisor,  
Personnel-Newark

—Excerpted from *New Jersey Bell* magazine, September 1949





*Why is it that the wrong number on the telephone is never busy?*

BUFFALO EVENING NEWS



Edward H. Rowe

"About 20 years ago, when I was a repairman for New Jersey Bell, I had to work one Christmas Eve.

A heavy rain had turned to sleet when I got a call from my supervisor that St. Mary's Hospital in Hoboken was without telephone service.

"It wasn't my turn to be called out, but I volunteered. I slid and spun on the icy roads. And when I arrived at the hospital, I discovered that a fire down the street had burned the phone cable.

"I called for a couple of splicers to fix the cable. While they were on the way, I ran wires into the hospital to provide some phone service. Then the



Traffic department—Collingswood, 1954.



splicers came to put in a temporary cable that would serve until after the holiday.

"The sister in charge of the hospital asked us not to leave until she'd thanked us for our work. Around midnight, when we were done, she invited us into a dining room for a hot meal of turkey and all the trimmings.

"The table was lit by three candles, and the sister said we reminded her of three wise men who had brought gifts on a night long, long ago. She said that our gift was to come out on such a night to help other people."

Edward H. Rowe  
Deskman—Hudson  
Retired 1968

(This article was first printed in the December 25, 1982 issue of the **Bergen Record**.)



Pioneer service pin, 1951.



**I**t was an honor to be a 'telephone girl.' When you told people you worked for the phone company, the first thing they said was, 'You'll have security for the rest of your life.'

"You were always careful about your dress and appearance. Wearing white gloves to and from work and when you went out to lunch was part of an unspoken corporate 'dress code,' but it made you feel special.

"That feeling rubbed off on other people too. When you walked into a store, sales people would often remark, 'I bet you work for



Margaret Hliboki

New Jersey Bell. Do you know that we give their employees discounts?"

"I think our speech and mannerisms

affected the way people reacted to us, too. Because the company emphasized voice training for service representatives, we were always practicing 'the voice with a smile' both on and off the job."

Margaret Hliboki  
Manager—Palisades  
Residence Service Center

"Wedding Album of a Telephone Girl," cover story, *New Jersey Bell* magazine, June, 1950.



Desk set, 1953.



"In the 1950s, air-conditioning was considered hazardous to central office equipment. But on some summer days, when the temperature inside our office became unbearable, we would take huge buckets of ice and blow fans over them for relief. Voila, instant homemade air-conditioning."

Charlie Poole  
Division Staff Manager—  
AT&T Communications  
(formerly, NJB  
Division Manager—  
Management Personnel)

"Most of my career was spent on the data communications (then teletype) side. In my early days with the company, I trained cus-

tomers how to use data communications equipment we installed at their facilities.



Theresa Valitutto

"It seemed like all the data equipment was located in warehouses, basements and other un-

glamorous places. And to think that, back then, women employees in the field were required to wear a hat and white gloves. I've always hated hats, and still do to this day.

"One day I was scheduled to do some training at a customer location. When I got there, I discovered that the teletype machine had been installed in the *men's room!* I wasn't warned about it ahead of time, either. So there I was, in my hat and white gloves, training customers in the men's room."

Theresa Valitutto  
Associate Manager  
Data Communications—  
Newark  
Retired 1980



1960s

Princess® Phone introduced

Women's Lib

Outward WATS and Centrex services introduced

Telstar communications satellite launched

Touch-Tone® service offered

President Kennedy assassinated

The Beatles

Last manual central office in N.J. (Jamesburg) converted to dial

First ESN in Bell System (Succasunna)

"A friend and I were on our way home from the Englewood TSPS office when the nationwide blackout of 1966 hit. By the time we arrived home, we realized the enormity of the blackout and the potential communications problems that it could cause at the switchboards. We gathered some of our things together in anticipation of a long night and drove back to work.

"There were no street lights and all you could see were other drivers' headlights. We inched our way back carefully through the pitch blackness. Grabbing headsets, we rushed to the boards, which were lit up

like crazy with calls from frantic customers trying to reach family and friends."

Marie Figari  
Associate Manager—Englewood TSPS  
Retired 1960

**ONWARD TO SELLALOT!**  
*That was the rallying cry that let Sir Sales on to victory over the dreaded Prince of Pessimism in the Fall Phone tourney. After his conquest of the land of Pessimism, gallant Sir Sales asked: "Can't thou tellst me how anyone resisteth our telephones in color, or the convenience of our handy extensions that saveth steps all over the castle? And when thee speaketh of the Princess phone, thee speaketh of the reigning beauty of our kingdom."*

NEW JERSEY BELL  
MAGAZINE  
SEPTEMBER 1961

Princess phone advertisement, 1960.

say "hello" to the Princess

a brand-new, compact extension phone that goes anywhere—beautifully!

The only rotary bell about a Miss Janet Warner of the Burlington office, winner of the title "Miss Princess Phone" in a recent contest, is the new Princess phone. It's a rotary extension phone that's compact, convenient, and beautiful. It's a rotary extension phone that's compact, convenient, and beautiful. It's a rotary extension phone that's compact, convenient, and beautiful.

NEW JERSEY BELL



Installation truck, 1969.



Jan (Warner) Couvillion

New Jersey Bell's "Miss Princess Phone," 1960 was Jan Warner, a service representative in the Mount Holly business office. She didn't know then that representing a new company product would win her such popularity.

"It was almost like the Cinderella story. One day a friend entered my picture in the public relations department's contest, and the next day I was being sent with seven other women to headquarters in Newark for the final Miss Princess Phone pageant.

"The contest was judged by several famous Hollywood actors and actresses and some prominent New Jerseyans. We were told to parade down a runway in Vail Hail and look our 'cutest.' I must have caught their eye.

"After winning the contest, my life became very

busy. I traveled extensively in the company president's limousine, visiting offices, making radio commercials, and public appearances in department stores and posing for newspaper and billboard advertisements.

"Long after I put away my tiara and velvet cape with fur trim, memories of my three-month reign as Miss Princess Phone stayed with me.

"I became a big 'hit' with family and friends; because some still mention the contest. I 're-live' Miss Princess Phone at least every couple of years."

Jan (Warner) Couvillion  
Service Representative  
Burlington Residence—  
Service Center



Urban riots

Trinitite® telephone and *INLAND WAYS* introduced

Civil Rights movement

Glassboro Summit Conference

Carphone decision

First TYPES installed in Bell System (Morristown)

Student protests

Nationwide telephone workers' strike

Moon's death

Vietnam War

Bigger ESS takeover in Bell System (Denton)

**W**hen I was a service representative, I was asked to come up with a 'gimmick' that would easily identify Bell System employees working on communications facilities for the 1967

Glassboro Summit meeting of President Lyndon B. Johnson and Soviet Premier Alexi Kosygin. I bought tons of red, white and blue ribbon, and my mother and I spent days and nights sewing them into banners for everyone. The banners served their purpose and also made us feel proud to be representing our country and our company."

Eloise Vansciver  
Manager—Haddon Heights Residence Service Center

◆  
*One must never lose time in vainly regretting the past nor in complaining about the changes which cause us discomfort, for change is the very essence of life.*  
ANATOLE FRANCE

Over 10,000 politicians, delegates, newsmen and technicians crowded into Atlantic City's Convention Hall for the Democratic National Convention in 1964. Perhaps no one was more aware of the magnitude of providing communications services for such a crowd than John Arsenault.

"At that time, I was responsible for installing and maintaining all communications services at the convention. But what I remember most is the way everything had to be disconnected and taken down afterwards.

"The day after the convention was over, we had about 50 trucks lined up outside, and we funneled all our equipment into them, just like on an assembly line. We had to get it done quickly, so no one could walk off with the equipment. It was quite a sight."

John Arsenault  
Staff Manager, I&M—Downstate  
Retired 1981



Taking a coffee break, 1960.



Central office in Harvey Cedars (Long Beach Island) after 1962 hurricane.



Unveiling new company cars, 1969.



# The Challenge

1970s

Atlantic City, first in N.J. to install 911 system

Energy crisis

*We often fret today about the incredible speed and complexity of technological developments and their sometimes unsettling effect on our work and personal lives. No doubt those same concerns were voiced when the telephone first "invaded the privacy" of 19th century American homes.*

*Throughout its history, New Jersey Bell and its employees have successfully adapted to pervasive change by meeting it head on. Employees today and in recent times are no different: This resilience is as much a part of NJB and its heritage as is its legendary "spirit of service."*

*In Part II of this issue of New Jersey Bell magazine, we introduce you to a cross section of New Jersey Bell employees—service representatives and managers, operators and foremen, technicians and executives—who are preparing to creatively apply the best of our traditions in developing a new, competitive spirit for the marketplace of tomorrow.*



Left to right, Joan McNeil, Cathy Creeden, Barbara Hughes, Sherry Wynne, Glen Ridge directory



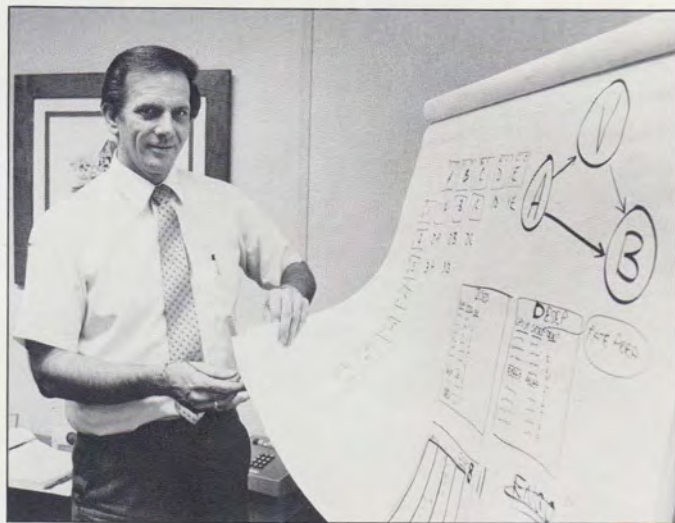
Gilda Haggerty, Glen Ridge directory



John Onyschak, Hopelawn installation and maintenance

Anita Cutalo, Glen Ridge directory





**John Lindberg,**  
Newark tandem  
administration  
center



**Priscilla Thomas,**  
Newark toll  
equipment center



Left to right,  
Bud Landis,  
Betsy Richardson,  
Joe Agrusti,  
George Reiss,  
Glen Ridge  
directory



**Patricia Murch,**  
Newark toll  
equipment center



**Shirley Scilla,**  
Glen Ridge  
directory





Counter clockwise from lower left, Mary Coughlin, Carol Bayersdorfer, Bill Lutz, Robbie Ragg, Debbie Wiginton, Georgia Reamer, Rosemary Gnehm, Ridgewood residence service center

Lody Pawlak, Ridgewood residence service center



Keith Prowell, Ridgewood residence service center







**Gladys Smith,  
Morristown  
directory assistance**



**Karen Dacey,  
Morristown TSPS**



**Dick Banard,  
Morristown  
central office**



**Irene Ofoma,  
Ridgewood  
residence service  
center**



**Jim Donnelly,  
Morristown  
central office**



**Morristown  
central office**



First PhoneCenter store opened in N.J.  
(Ledgerwood)

FCC registration program

Disco craze



Williamstown  
test bureau

Nancy Tomko,  
Judy Bitler,  
Mercerville TSPS



Russ and Amy Stark,  
Williamstown  
test bureau



Neal Good,  
Williamstown  
residence  
service center







**Bob Rink,**  
Williamstown  
residence  
service center



**George Dembzyński,**  
Turnersville  
installation and  
maintenance



**Warren Austin,**  
Williamstown  
residence  
service center



**Pat Mullen,**  
**Marie Gazzara,**  
Williamstown  
residence  
service center



**Bob Olsen,**  
Williamstown  
residence  
service center



**Estelle Bricoe,**  
Mercerville TSPS





Dave Echols,  
Freehold  
residence  
service center



Robert Turney,  
Freehold  
residence  
service center





Ed Donley,  
Shrewsbury residence  
service center

Joyce Fanvele,  
Freehold  
residence  
service center



Heidi Clark,  
Freehold  
residence  
service center



Kathleen Schreck,  
Freehold  
residence  
service center



Mike Smith,  
Freehold residence  
service center





Jo Daning,  
Wildwood residence  
service center



John Hoffman,  
Pat Riley,  
Wildwood  
central office



Barbara Tomlin,  
Wildwood residence  
service center



Pat Hodgetts,  
Wildwood residence  
service center



*Last panel office in Bell System closed  
(Newark)*

*In antitrust action, AT&T agreed to give up  
22 Bell Operating Companies*

*Designated Mid-Atlantic Region became  
Bell Atlantic, parent company of NJB*



**Atlantic City  
directory assistance**



**Retta Crawley,  
Wildwood residence  
service center**



**Paul May,  
Burley installation  
and maintenance**

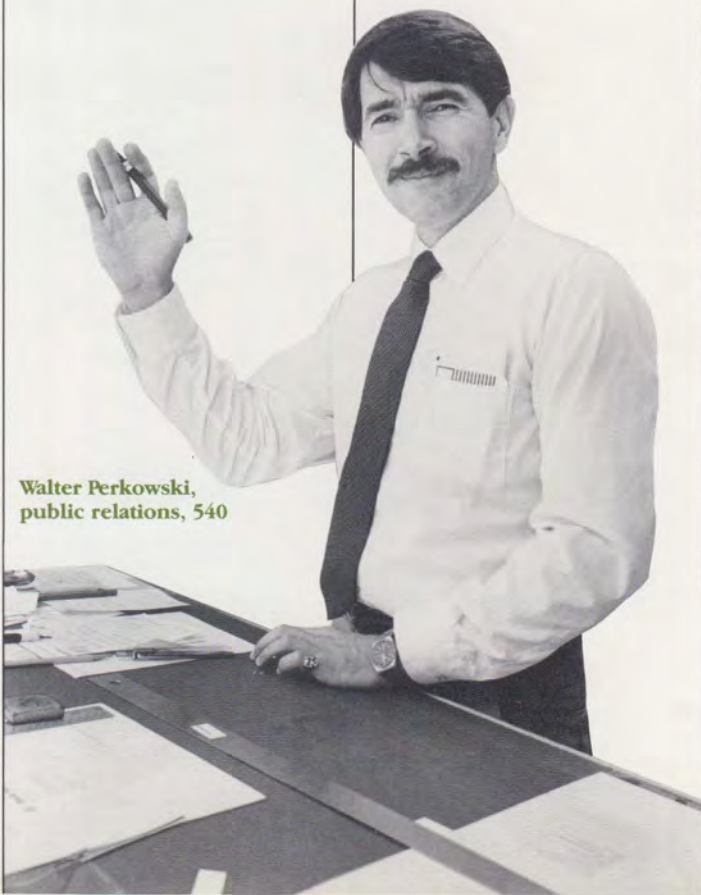




**Lynette Viviani,  
public relations, 540**



**Left to right,  
Evelyn Hodges,  
Bernadette Kerr,  
Mary McCormack,  
human resources,  
540**



**Walter Perkowski,  
public relations, 540**



**Mary Karras,  
public relations,  
540**





**Rick Needham,**  
rates and  
regulatory, 540

(top photo)  
**Rich Deiss,**  
public relations, 540

Left to right,  
**Jeanne Locking,**  
**Edith Silva,**  
**Rose John,**  
cafeteria, 540



**Joe Barone,**  
finance, 540



**Sam Ford,**  
external affairs and  
government relations,  
Bell Atlantic (formerly,  
NJB vice president-  
external affairs, 540)



**Audrey Trough,**  
public relations, 540



## The Future

*For the third and final part of this issue of New Jersey Bell magazine, we asked three communications experts what the Information Age has in store for the company and its employees.*

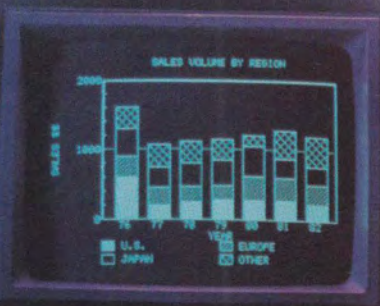
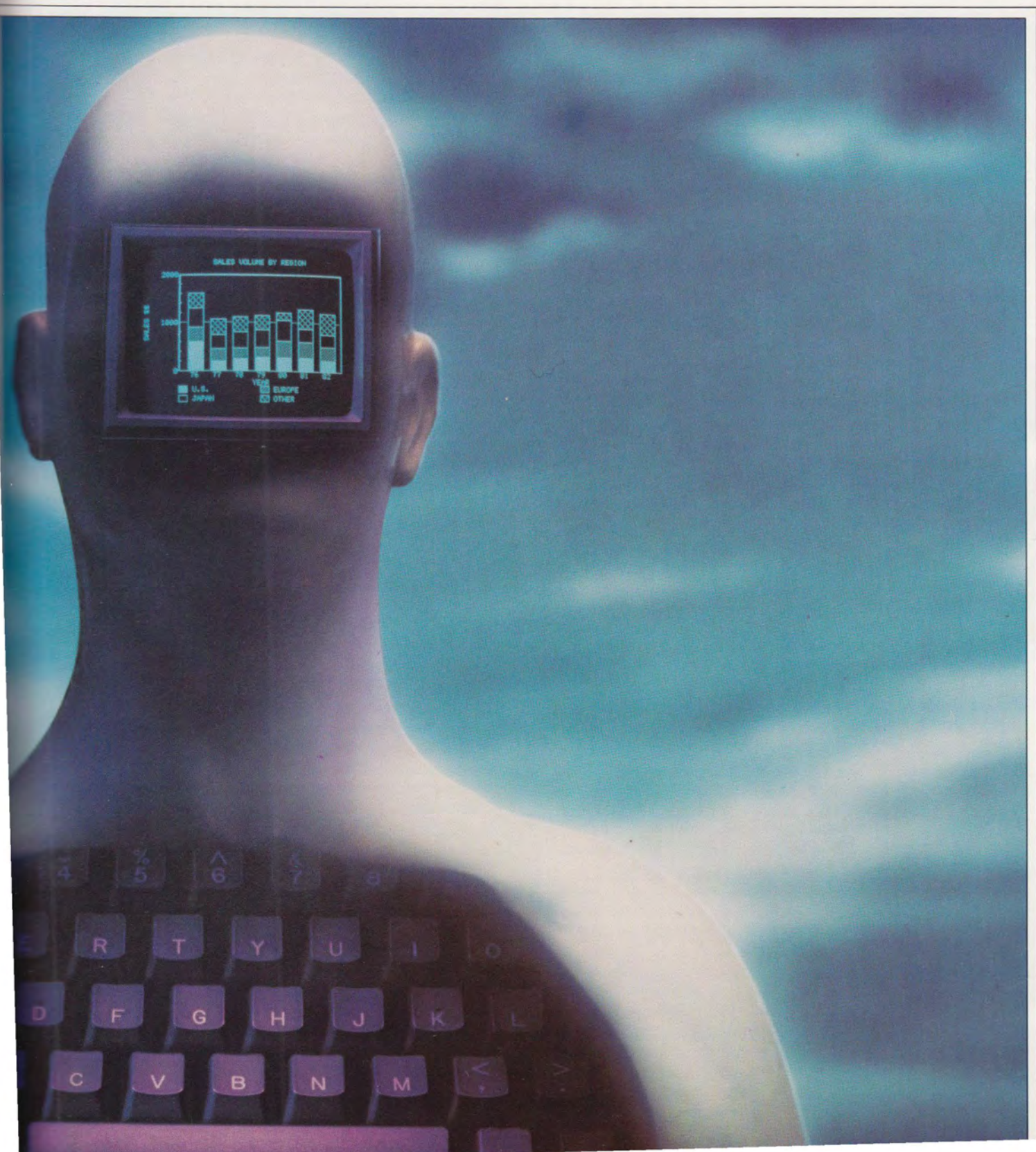
*In the first view, NBC News Correspondent Edwin Newman—who has earned a considerable reputation as a watchdog of English usage—takes issue with those who hail the Information Age and its technological marvels as society's salvation. While acknowledging the benefits that a "computer in every home" will offer, he warns us that the resulting revolutionary change in lifestyle could threaten the richness and beauty of our language and even the nature of our face-to-face contacts with others.*

*In the second view, Fred Henck, editor of the trade newspaper Telecommunications Reports, and a long-time industry observer, paints a broad picture of issues facing us today, offering his analysis of deregulation and what it means to customers, proposed telecommunications legislation, and the biggest challenges facing the new regional companies. In the third view, President Anton J. Campanella emphasizes that New Jersey Bell's tradition of service excellence will be the underpinning of a new, competitive spirit at NJB and the key to a bright, new future with Bell Atlantic.*





IBM Business Partner





## Reflections on the Information Age

by Edwin Newman



*With 31 years of experience as an NBC News correspondent, there is hardly anything that Edwin Newman has not done in the field of broadcast journalism.*

*Whether reporting from a foreign country, anchoring documentaries and "instant news specials," delivering essays on the "Today" program or moderating*

*"Meet the Press," Newman has consistently demonstrated his versatility as a journalist.*

*A native New Yorker, Newman graduated from the University of Wisconsin and did graduate work in American government at Louisiana State University. He began his career in journalism in 1941, working for International News Service, and then United Press in Washington, D.C.*

*Following service in the Navy during World War II, he returned to United Press in Washington and later worked for Dear Publications. He was a writer at CBS in Washington from 1947 to 1949, and began special assignments for NBC News in 1949.*

*A recipient of the 1975 University of Missouri Honor Award for distinguished service in journalism, Newman also has been honored by the Overseas Press Club for his reporting from abroad, and has won many Emmy Awards, most recently for the program "Kids, Drugs and Alcohol" (1983). He is the author of three books, "Strictly Speaking: Will America Be the Death of English?," "A Civil Tongue," and "Sunday Punch."*

Early last October, I had the good fortune to serve as moderator of a "forum" of Democratic presidential candidates—George McGovern, John Glenn, Gary Hart, Ernest Hollings, Walter Mondale, Alan Cranston, Reubin Askew—at Town Hall in New York City. The candidates appeared before an audience of 1500 and scores of reporters. Before the forum began, I ran into one of the older hands at political reporting in this country. He was setting up not in the hall, pad and pencil in hand, but in a room a few floors above it. On a table in front of him was what looked like a large typewriter keyboard with a screen and some other attachments I could not fathom.

"What is that?" I asked.

He explained. He would watch the proceedings on a television screen, writing a running story as the forum progressed. When it ended he would electronically send his story, in ready-to-print form, to his newspaper's terminal in another city.

"You mean you don't have to dictate anything?" I asked, referring to the traditional means reporters use to get a story to their editors—calling it in by phone.

"That's right," he replied. "It saves about an hour."

An hour is critical in the life of a newspaper, which

lives by the clock, by deadlines. Still, there he was, getting an electronic, rather than a live view of the candidates. The decisions on where he was to look and what he was to see were being made by someone else.

Seeing that made me feel uncomfortable and somewhat out-of-date. Yet, I wasn't really surprised. This method of reporting takes its place in an inevitable progression. Twenty years ago, when I covered a presidential inauguration day parade, I grappled with the problem of whether to look at the procession itself or at the television monitor the network news department had provided for me. The answer was to look at the screen, so that I could be sure to describe exactly what the viewers were able to see. There was no point in looking at the parade directly and risk talking about something the network was not transmitting. I found it difficult at first, but I got used to it.

My friend the political reporter probably also found what he was doing difficult at first but got used to it, learned to live with it, and even drew some benefit from it. This is the process that lies ahead for all of us, for there can be little doubt that, thanks to technological development, radical changes lie ahead in the way we work, learn, shop, travel, are entertained, even in the way we speak.

We'll go out less, spending more time at home. Many of us who now go to offices and factories will even work at home. One result of all of this will be less conversation, because there will be fewer opportunities for us to speak to one another. When children are in the recreation room with their home computer, mother somewhere else in the house with hers, and father in another room with his, there may be communication, but there will not be speech.

A consequence of this may be that we'll learn to get along without much in the way of personal conversation or, at any rate, the more or less casual sort that one encounters in the supermarket or on the office coffee break. Conversation in the grocery store express lane or on line at the bank is not likely to be profound, but it is often





pleasant and occasionally humorous. It is also, to use an overworked word, human. As this sort of conversation disappears, a familiar part of our lives will go with it.

**H**ow will we react to that? We may become accustomed to the habit of silence, as some religious orders do, and simply speak less. Or we may miss it and make up for it by placing a higher value on the conversation we do have. One can picture people tearing out of their houses at night—having spent the day in solitary confinement doing their “decentralized” work—and making for a place where people come together, hungry for conversation with fellow human beings. The neighborhood saloon may be such a place, unless everybody is to bend the elbow at home, sitting down at the keyboard and transmitting his or her thoughts to his or her fellow elbow-benders in their respective homes.

One advantage of speaking less is that conversation may become crisper and more succinct. Hemming, hawing and temporizing are common speech flaws, but when a computer imposes its discipline, humbling and rambling somehow disappear. And it isn't likely that word processors will be programmed with “Y'know,” “Man,” “I mean,” “Okay,” and other time-wasters.

That's not to say that computer terms like “longitudinal redundancy,” “check-characters” or “binary incremental representations” will make anyone's heart beat faster. But memory dump isn't bad. (That's what happens when a computer spills out, without discrimination, everything it has on a subject.) Nor are dumb terminal and smart terminal, the former being computer equipment that can only send and receive, the latter a machine that's able to edit, store words, and produce graphics.

What is truly worth worrying about is that, increasingly, we may all start to sound alike. While computers can't read for us, we may turn more and more to them for “mini-versions” of books and periodicals—that is to say, summaries, analyses, capsules. It follows that in the same way, our conversation may become more mechanical, more impersonal, more “programmed.”

I find this prospect alarming because Americans, by and large, do not express themselves well now or at least, they certainly do not express themselves as well as they might. This is one aspect of the decline of English in the United States, one consequence of the view, so widely held in the 1960s, that correct and precise—and, for that matter, interesting—language did not much matter, that what counted was that your heart be in the right place and that you be “real” and “warm” and “caring.”

This view has lost ground. The recent spate of reports on the state of American education reflects an

understanding of how far the decline in, among other things, our use of language has gone. The fact that this realization is setting in at the dawn of the microprocessor revolution should lay to rest the theory that the computer age is responsible for the decline of our language skills. But it does prompt the question of what sort of conversational English will emerge in this future. A “high-tech” hybrid, perhaps?

That question cannot be answered with certainty. Consider the technological developments of the past that affected conversational English. “Takeoff” and “crash landing,” for example, made their way into the language from aviation, but most aviation terms did not. Some that did—“Straighten up and fly right” and “Coming in on a wing and a prayer,” for example—did not linger long. “Tune in” and “Sign off” came to us from radio, and radio and television combined to make “commercial” a noun. “Cooking with gas” once represented a technological breakthrough, as did “back burner” and “front burner.”

For “I'm stymied” and “He's a foul ball,” we are indebted to golf and baseball respectively. Yet no tennis or jogging terms have trickled into popular use, in spite of the great popularity of these sports. Soccer is now very widely played in the United States, but nothing has come from it into everyday English.

**S**o, we do not know which phrases will make their way in. “Input,” from the language of computerese, is surely with us to stay, but no man is likely to ask a woman “Will you interface with me?” rather than “May I see you tonight?” (About input: It is tiresome, but asking someone for his or her input seems to me preferable to “Won't you share with us...” a mushy and sentimental phrase greatly overworked and often misused.)

What should we do to keep our language vigorous? Nothing in an organized way. That is not a counsel of despair: Organization is what we don't want. Individuality is what is needed. There are already too many people ready to gabble on about limited parameters, non-event feedback mechanisms, and negative reinforcement concepts, not to mention encircling paradigms and step-function enhancements, simply because this sort of thing has become fashionable.

Did I say “people?” That's old-fashioned. I should have said “information receivers” or “information senders,” for that is what we are all to be. And that is exactly the point: A vast amount of useless information is going to be transmitted, some of it in perfectly horrible language.

Still, some will hold out, and some will insist on a form of expression that is their own. If liveliness, subtlety, and variety of language are to be preserved, if color and humor and forcefulness are to survive, only human beings can do it. Information senders and receivers cannot. It's up to us. Δ



# From the Outside Looking In Part IV: The Media View

by Fred Henck



*Fred Henck, a native of Western Pennsylvania, was raised in Washington, D.C. He studied journalism at Ohio University. After working for several news organizations, including the Army Times Publishing Company and Associated Editors, he joined the Staff of Telecommunications Reports in 1941. He was appointed editor in 1964.*

*A former Arlington County, Virginia public utilities commissioner, Henck has also served on the board of directors of the cable television concern, Arlington Telecommunications Corporation, and of Management Science Systems, a computer company in Northern Virginia.*

***In the final part of a series of articles examining the views of outside "stakeholders" towards divestiture and regional issues, Editor Melissa Nichols spoke with Fred Henck, editor of the trade newspaper, Telecommunications Reports. This interview was conducted on October 11, 1983:***

***NJB: What's your assessment of the Bell System's past and present media credibility? Do you think the press will view the Bell System "parts" differently than it did the "whole?"***

***HENCK:*** Yes, I think it will, because of the loss of monopoly status as far as AT&T is concerned. The credibility factor that has been apparent over the years is, I think a part of the general distrust or lack of regard, that a lot of people have for all our institutions. The Bell System is in the same position as any other large organization, like government, the press, media, educational institutions, you name it. In his recent book, *Heritage and Destiny*, (former AT&T Vice Chairman-Assistant to the Chairman of the Board) Alvin von Auw makes the point with some frequency that, although the officials of AT&T were very sincere in their approach to the business as a public interest institution, the public just didn't buy it—they just didn't believe it. I happen to believe in these old-fashioned virtues myself, for very selfish reasons: *Telecommunications Reports* has been something of a microcosm of the Bell System. For many years, we had no direct competition; in recent years, we've had a lot of it. I've found that our long-standing reliance on those old-fashioned virtues has helped us a great deal in our present

status against those competitors, but I don't suppose the average member of the press would be any more likely to believe me than they did Charlie Brown, or John deButts.

***NJB: How would you assess press coverage of Information Age issues in general?***

***HENCK:*** I think the press has done a surprisingly good job. I was not particularly enamored of their coverage of telecommunications prior to the FCC's order but since then they've perhaps almost overcovered it. As the *New York Times* correspondent covering this story once said to me, 'I'm getting awful sick of covering this stuff, but I can't be half as sick of it as our readers.' For the first time, we have an organized, telecommunications press corps and there's a greater concentration on these things on the part of editors when they assign stories. They've treated it as a national issue and have done a pretty good job. Now, when you get into broader aspects of the Information Age—that's a kind of a loose, all-encompassing term—I don't suppose any of us are covering it the way it probably deserves, but it's pretty hard to get a handle on.

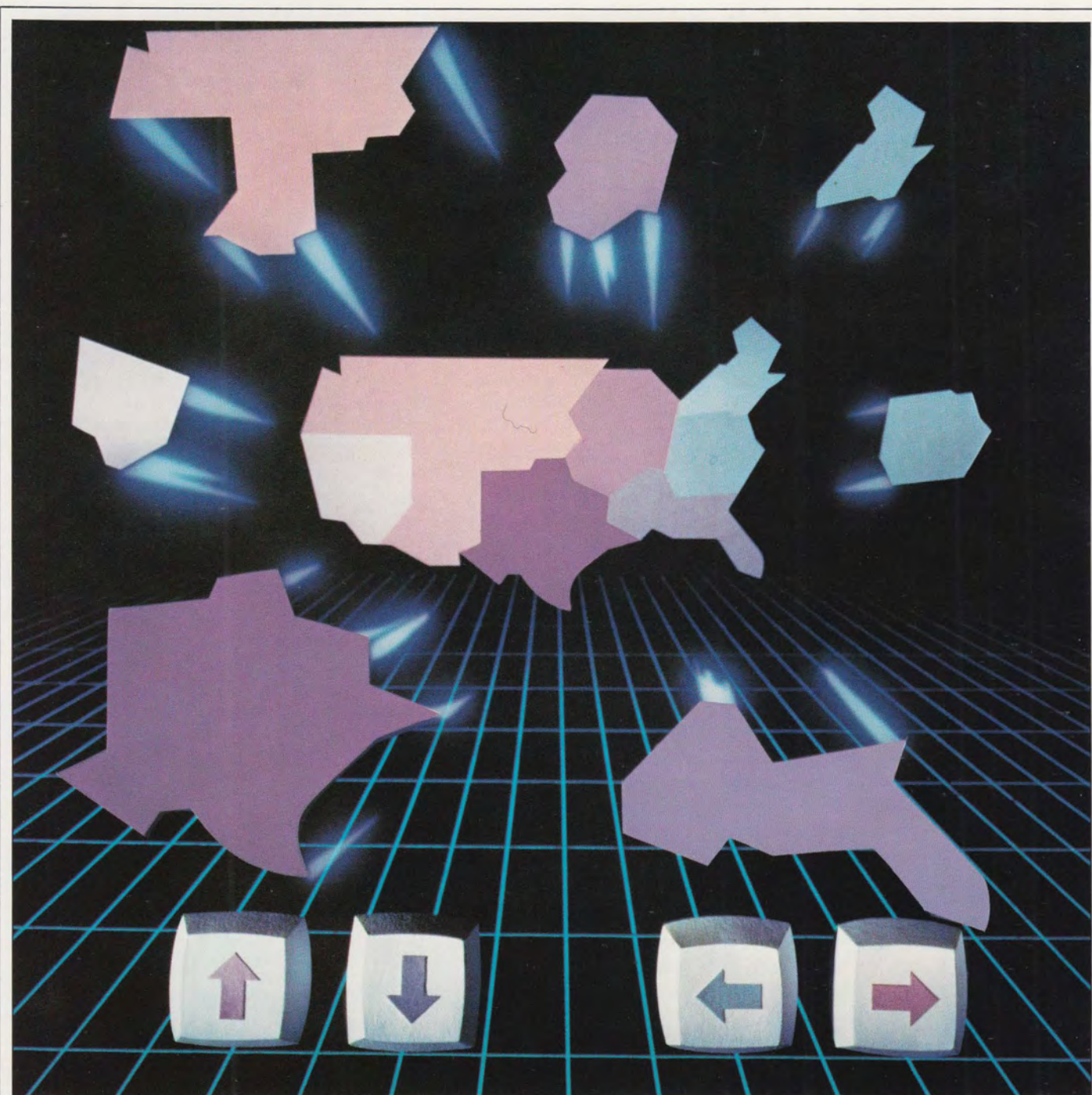
***NJB: Do you think the public is as concerned about the break-up of the Bell System as we think they are?***

***HENCK:*** Von Auw, in his book, discourses on the Bell System's efforts to put across its opinions over the years, and concludes that all they succeeded in doing was to bring the public around to the feeling, 'hey, there is something going on out here, and whatever it is I don't like it, if it's going to raise my telephone bill.' I personally don't think the public 1) particularly understands what's going on, and 2) gives a damn. All they are concerned about, as they probably should be, is the warning they are getting about increases in rates—not why or who's right and who's wrong and so forth. From my own casual conversations with people who don't have anything to do with this business, I perceive a distinct unrest about what's happening, because they see a change that they don't think they are going to like. But I don't think you can take it much farther than that before their eyes glaze over. Probably the most effective thing to tell them is, 'Well, fellows, there's a lot going on here and it's very complicated, but the telephone company will still be around and we'll do our best.'

***NJB: Do you think Congress will pass a telecommunications bill in some form this year?***

***HENCK:*** I would say right now the chances for some kind of legislation this year are 60-40. It's really an impossible question to answer. But there is enough of this 'we don't







know what it is, but we feel we have to do something, feeling along with enough customer unrest in some areas to drive the issue forward. I think the average congressman believes there would be no great harm in suspending residential access charges—after all, this great mass of people would benefit by a few bucks and what real harm would be done? But, I shudder to think what will happen in that event, because it's pretty much of a cliff-hanger already, just to get things into shape by January first. And no one, to my knowledge, has ever tackled the question as to what happens if we suspend residential access charges. Where does the money come from?

I have thought all along that there is a respectable possibility of some kind of a (access charge) moratorium. Working against that, of course, is the current AT&T letter-writing campaign and other opponents of these bills who are working against their passage. So, I wouldn't bet very much of my own money—it's too complicated.

**NJB:** *It's interesting that there doesn't seem to be any widespread base of support among constituents or even the press—as we've seen in recent newspaper editorials—for new legislation.*

**HENCK:** Well, there's some residual feeling on the part of several congressional leaders that their favorite bill should have been passed last year or the year before, so here is an opportunity to get some aspects of it into law. As I understand it, constituent support has been very spotty geographically; generally, it's occurred in those areas where there's an active regulator out there stirring up the troops and generating a lot of mail.

If you have somebody out there telling people their telephone rates are going to triple and write your congressman and tell him what you think of this, it doesn't require a crystal ball to know what the outcome will be. But since this increase prospectively could mean large local phone bills, it has the ingredients of a major political issue, if in fact those bills are significantly greater. I believe this is what's happening up on the Hill—a lot of congressmen are feeling threatened.

The imminence of the divestiture deadline is also a major factor. They are in essence working on a deadline. Also, for the first time in all my years in this business, the regulatory commissioners have been a factor legislatively. In theory they always were, but in reality they didn't account for much in that regard. This situation has really caused them to do much more extensive, and probably more effective, lobbying. If a bill is passed, they are certainly going to have to be considered a significant factor.

**NJB:** *Do you see any conflict between a fully competitive telecommunications industry and universal service?*

**HENCK:** I don't think the two are mutually exclusive. The competitors, be they interexchange carriers or general suppliers or whatever, benefit as much by the accessibility of basic service as anyone else. If you don't have dial tone, you don't have much interest in having a telephone. The fundamental approach in most of the legislation is to preserve lifeline service. But lifeline service, by its usual definition, involves the customer paying something, with that something perhaps being subsidized. It's part of our social fabric to take the approach that there are some people who can't pay the full cost of a service. It's a common denominator of almost all the bills introduced in Congress. I don't think anybody is going to contest it. The method of course is arguable, whether you use an income test, like a welfare program, phone stamps, and so forth, but the principle will hold. I don't see why that is antithetical with competition. That's the weakness of the particular legislation—that it, in effect, keeps the telephone company in business. There is a vocal majority that says that this should not be done, for two obvious reasons—it doesn't target those in real need, like the person who has lifeline service for his beach home at Malibu and because it puts the phone company in the position of policing it or administering it.

**NJB:** *How would you respond to those that believe that competition is healthy and good, and that, while some will pay more in order to achieve that end, the price, relatively speaking will not be that great?*

**HENCK:** I think what the public will come to dislike most about this is not so much the dollar effect, because the average citizen is probably going to wind up paying about the same if he makes long distance calls. I think it will be the service element—the fact that they can no longer call one number and have somebody come out and take care of the problem quickly and relatively inexpensively. Now you have to make decisions about where to buy your telephone and how to get it fixed, and who do you get to put in a jack. It's just the loss of something else in our society that



most people thought of as good; now it seems to be gone. What happens as the result? I don't know. I can foresee a number of years down the pike the rediscovery of regulation. If we do have all this bypass and it does adversely affect telephone service, and if we do have the kind of "appliance" breakdown that is foreseen in some quarters—where you don't know who to get to fix your phone because you didn't buy it from the telephone company—then I think it will come as part of a general aversion to deregulation. I have a great deal of admiration for (former Civil Aeronautics Board Chairman) Fred Kahn, (see Part I of this series, *NJB* magazine #1, 1983) but I think airline deregulation is pretty close to a disaster. The same thing is likely to occur with the banks. If and when it does you're apt to have something akin to the New Deal where Congress says, let's pass this glorious new regulatory legislation.

**NJB:** *How imminent do you think this might be?*

**HENCK:** Well, of course, the degradation of phone service and the increase of its cost is not quite the same crisis as if we were talking about electricity or food. I think it may depend on the outcome of the legislation, depending on how that's expressed and put across.

**NJB:** *Are you impressed by what you've seen of the new regional holding companies to date?*

**HENCK:** I think they're going to do pretty well because they will have the same service strengths that they have always had. They still have most of the local market. I think, however, the break-up is going to be a very difficult problem, in two respects. The first is the loss of that central strength that they've had in Bell Laboratories and the rest of the Bell System. I also think—and I don't really apply this to the top management in the regions because they are showing every sign of independence—that these organizations are going to have a lot of difficulty doing business in different ways. The BOCs are being put in a totally different situation as far as their relationships with customers are concerned, their rate structures, and services offerings, and customers are going to have some difficulty dealing with them.

**NJB:** *You mentioned bypass earlier. How would you assess the BOCs' ability to withstand the competitive threat it represents?*

**HENCK:** Everyone recognizes that bypass is there and it's a problem, but there is considerable difficulty so far in even defining what it is. Customers, of course, are not going to be the real problem—I think you have to have a pretty large communications set-up to warrant going into the communications business yourself. As to competing

carriers at the local level, I seriously wonder whether that's going to be pervasive. I also question seriously, from some personal experience, the threat of cable television. I've been involved, in one way or another, in the Virginia CATV system for many years, and those people have a lot of problems within their present business. I don't think they are any better equipped to provide data service in the community than I am. They've had a contract for five years to run the traffic lights in Arlington, Virginia and nothing has ever really happened with that. It seems to me that providing data service to the community is considerably more difficult.

I don't mean to underrate the long-range competitive threat of cable, but I think the telephone companies, at the very least, are in a very good position at start-up. One of the BOCs' greatest advantages, I think, is the lead time which I perceive them as having. At the same time, they seem to be well aware of the nature of the competitive problem. So, I don't think they're going to throw that time away. They're going to put it to good use and build on it.

**NJB:** *What would you say the BOCs' biggest challenge is over the next several years?*

**HENCK:** As we mentioned, learning to do business in different ways at all levels—and to do it without that broad base of support it had in the past. At the same time, of course, divestiture gives the BOCs some advantage in terms of local area identification, the fact that they are right there in your hometown. So, again, they have a great opportunity to take the competitive advantage in their own business area.

*Telecommunications Reports* is doing the same things the telephone company is going to have to do. First, we're changing our way of doing things. I don't know whether it's for better or worse, but it's different. Second, we have very cautiously and deliberately taken advantage of our strengths. We have been around a long time. We are better known and more experienced, and so I use that. We've got a pretty good running start going here, but you have to take advantage of it. And the other side of the coin is that if you sit back fat and happy, unaware of what's nipping at your heels, you're not going to stay fat and happy for very long.△



## A Tradition of Excellence

by Anton J. Campanella



*Anton J. Campanella became president of New Jersey Bell in July, 1983. A graduate of Upsala College, he began his Bell System career in 1956 as a traffic assistant in Orange. He held various managerial positions, including a post at AT&T, before his appointment in 1963 as division traffic manager in NJB's Raritan Area. He was soon appointed marketing director and later, general manager of Raritan. He was vice president-downstate before becoming the company's first vice president of marketing in 1974. In 1978 he was appointed executive vice president-business services and then named assistant vice president-marketing operations at AT&T.*

*Campanella is a member of the board of directors for the United Counties Trust Company in Elizabeth and the New Jersey Utilities Association. He serves as a trustee for the foundation of the University of Medicine and Dentistry of New Jersey and as a member of the Executive Committee of the National Conference of Christian and Jews.*

**A**s we cross the threshold into our new tomorrow, it is inevitably with strong feelings of nostalgia and pride, tinged with a sense of sadness and loss. To my way of thinking, such feelings are perfectly appropriate. We *do* have something to be nostalgic about. We should be proud—each and every one of us—of our contributions to New Jersey Bell. And we *are* losing something that is, in a very real sense, irretrievable.

But new beginnings also are occasions for feelings of excitement, anticipation and confidence about the future. And believe me, we have much to be excited about in this new world of which we're now a part. For one, we've carried with us what made us unequalled in the past—our commitment to service excellence. No business could have a greater purpose or reason for being. And in my judgment, no business could do it better.

Maintaining quality service is and will remain the first priority for our business. But we've got to realize that the ground rules have changed. Our customer base is no longer guaranteed. We're in a marketplace where there is

no shortage of strong, smart competitors.

That may *seem* scary, but when you stop to think about it, we have no reason to be fearful. After all, we already have experience in serving the individualized needs of our many and varied customers. We know how to compete—the examples of where we have already done so are legion. And we're the best—bar none—when it comes to providing quality service.

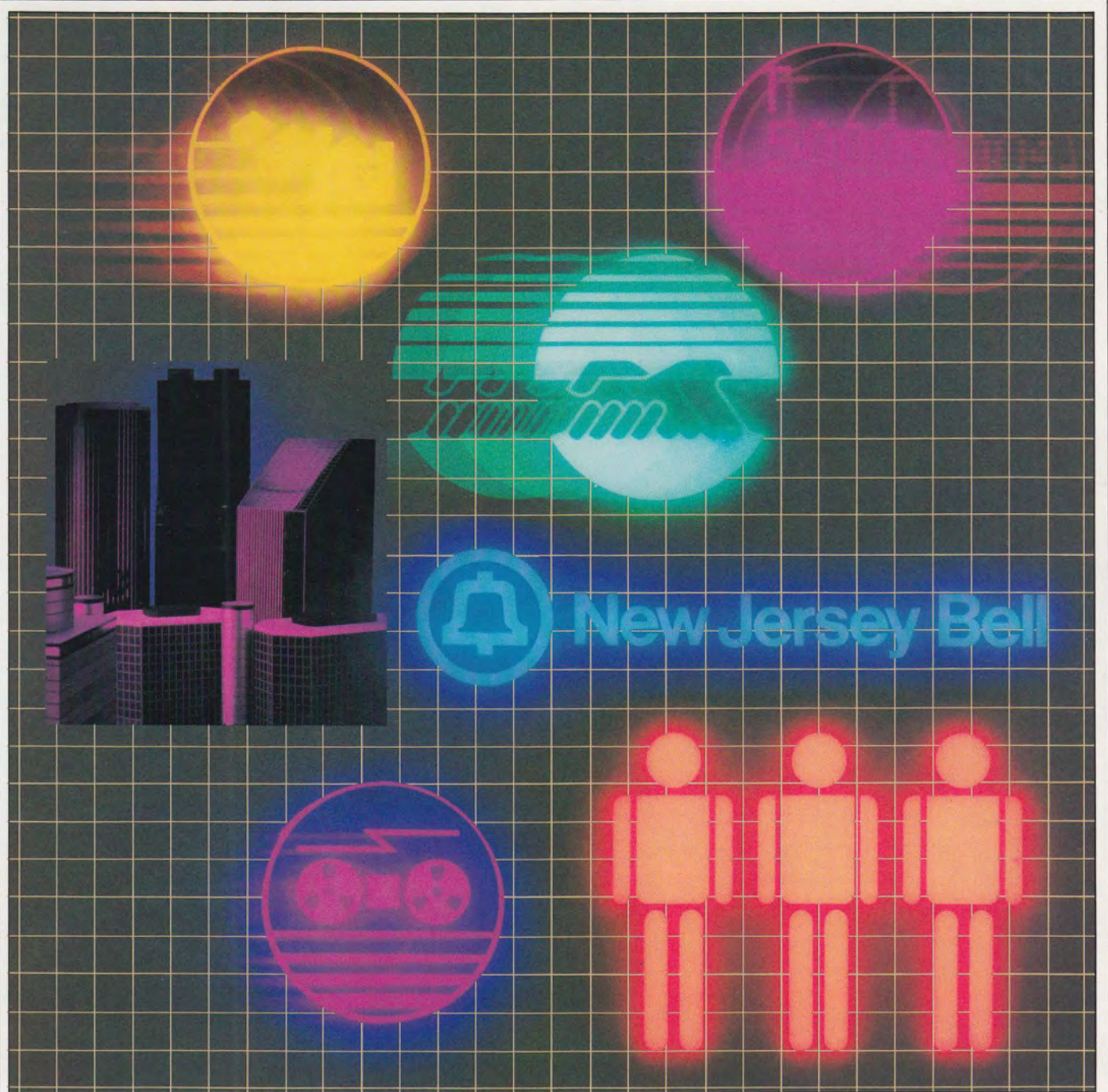
In other words, what made us great in the past will make us winners in the marketplace of tomorrow. By continuing to implement the strategies that have made us a communications leader—knowing the marketplace, being customer-oriented, maintaining customer trust and keeping costs low, prices competitive and our business profitable—I guarantee that we will not only survive but flourish in this new environment.

**W**e have another strength: New Jersey Bell people. They represent our greatest hope for the future. Not the latest marketing strategy. Not state-of-the-art communications systems. *People* are what will make or break us with customers. And knowing New Jersey Bell employees, I'm certain we'll come out winners in our customer's eyes. With our record of demonstrated service excellence, how could it be otherwise?

You know of New Jersey Bell people who worked around the clock to restore service in the aftermath of terrible storms or disasters.

You know of New Jersey Bell people who went the extra mile for customers—whether it was the installation technician who wouldn't quit until he got a tricky job right,







the operator who calmed a frantic customer during an emergency, or the manager who refused to let red tape stand in the way of getting a job accomplished on time and to a customer's complete satisfaction.

It was New Jersey Bell people who harnessed complex, new technologies and made them the workhorses of our business—without letting service skip a beat.

It was New Jersey Bell people who led our customers from the age of battery-powered switchboards to the era of "Super Switcher" electronic central offices; from operator-assisted calling to automatic message storage and retrieval; from telephones that perform a single function to communications systems that offer a wide variety of calling features.

**W**hy this proud record? Because New Jersey Bell employees consistently brought the "spirit of service" to all they did. In so doing, they forged a reputation for excellence that to this day is unparalleled. I believe this spirit cannot and will not die—not tomorrow, not five years from now, not ever. The legacy that thousands of New Jersey Bell employees have passed to succeeding generations is far too strong to wither.

As we end one part of our lives, therefore, we begin a new one—one deeply rooted in our service heritage. Just as this commitment to excellence shaped our glorious past, it will be the key to our bright, new future with Bell Atlantic. Δ





“What’s past  
is prologue.”

WILLIAM SHAKESPEARE





**New Jersey Bell**

540 Broad Street  
Newark, New Jersey 07101



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