new jersey Bell

number 3, 1977

Fiftieth Anniversary
New Jersey Bell

On The Occasion of Our Fiftieth Year

To some, astronomers specifically, 50 years is an insignificant period of time, no more than the blink of an eye.

Yet philosophers, statesmen and writers dating from as far back as Pericles have called time mankind's most precious asset. For that reason, periods of time, especially anniversaries, take on added importance and the celebrations accompanying them assume significance beyond the simple historical statistic. Because, in the ultimate, time must be measured in human terms — in years and in its impact on people.

When an enterprise such as ours celebrates its 50th anniversary it signals a time for "a show of pride," for recognition of a job well done and, more important, for anticipation of the job ahead.

To stay in business for a half century and, indeed, to flourish, a company must adapt to change. By the same token, to make a significant contribution to society's ever-growing sophistication and increasing needs, a company must cause change — by judicious deployment of personnel and carefully managed use of technological innovation.

Without change, there is no progress; without progress, there is no human development.

But to change and to manage change effectively, an enterprise such as ours needs people of uncommon talent, industry, enthusiasm and dedication. Above all, it needs people who are committed to the well-being of the community at large, people with indeed — and in deeds — a "Spirit of Service."

This issue of New Jersey Bell Magazine celebrates the fact that this company has--and has had--people who possess those traits of character in abundance. It is dedicated to them.

Fiftieth Anniversary

Editorial Director — Thomas J. Fay
Editor — Robin Nicol
Contributing Editors — Elizabeth Morrison and Robert Kinkead
Art Director — Walter Perkowski

Cover art by Joseph Csatari
Photography by Bob Humbert, Dan Katz and Richard Wood

Address Correction? Active employees, please give address, including Zip Code, to your supervisor. Retired employees, please send new mailing address, including Zip Code, to Benefit Office, New Jersey Bell, Room 905, 540 Broad Street, Newark, N.J. 07101. All others, please include mailing label or old address with requested change, including Zip Code, to the Editorial Office, Room 1705, 540 Broad Street, Newark, N.J. 07101

The 20s

When the World Was Younger . . .

by Elizabeth Morrison

The 1920s burst onto the American scene like a whirlwind, sweeping the country off its feet. Americans kicked up their heels and plunged headlong into a dizzy, dazzling flurry of years which F. Scott Fitzgerald called The Jazz Age.

"Anything goes," was the motto of the times. Spirited young women had their hair bobbed, donned short, spangled dresses and bright make-up, and danced risqué steps of the Charleston and Black Bottom with young men who sported baggy pants and carefree smiles. Life was a lark; to be young and flighty and daring was the universal ideal.

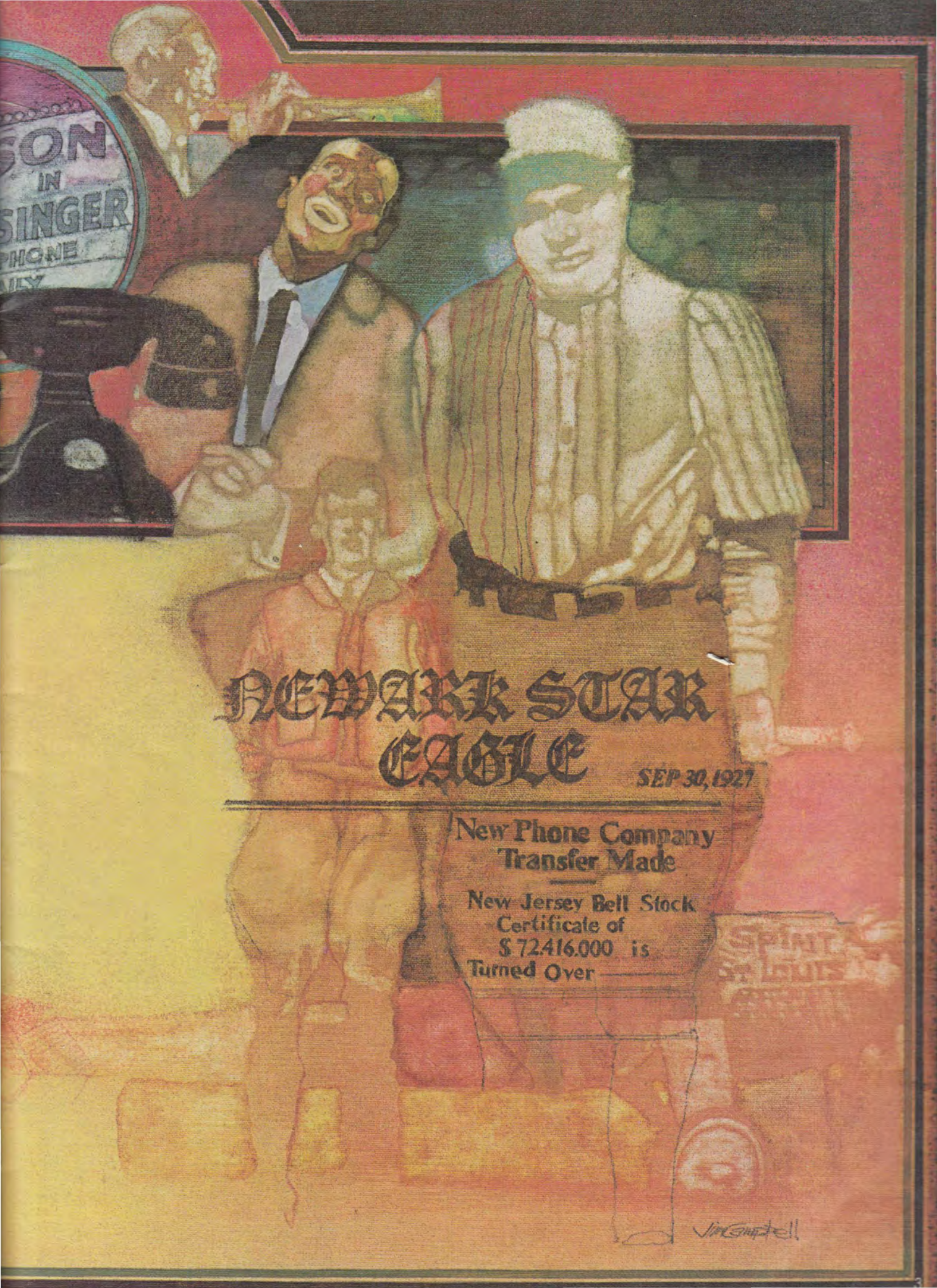
In the realm of music, Jazz reigned supreme with a bold, expressive style rivaled only by its mellow relative, the Blues. Big brass bands and informal combos entertained at nightclubs and speakeasies, where the liquor flowed as freely as the music. Prohibition just couldn't keep the nation sober. Instead, people made their own bathtub gin and home-brewed beer, and the dark influence of organized crime seeped into the lucrative liquor business.

City skylines flaunted new skyscrapers, towering symbols of business success, while the millions of cars jaunting along newly built highways symbolized the country's overall prosperity.

You could buy a Model T Ford (affectionately nicknamed the Tin Lizzie) for $300 — and the majority of middle class Americans did. If they didn't happen to have the cash, no matter, they paid on time — the same way they bought the latest household appliances: electric flat-irons, vacuum cleaners and iceless refrigerators.

It was an age of idols, the likes of Rudolph Valentino, Babe Ruth and Jack Dempsey. But no hero lifted American spirits higher than a 25-year-old airmail pilot named Charles Lindbergh, who made his legendary solo flight across the Atlantic in May of 1927.

Later that year, the stock market reached unprecedented heights, and so did American optimism. Surely, the present wave of prosperity would


SON
IN
SINGER
PHONE
NEWARK STAR EAGLE
SEP 30, 1927
New Phone Company Transfer Made
New Jersey Bell Stock Certificate of $72,416,000 is Turned Over

swell and the nation would ride its crest to a new era of permanent wealth for all.

Another heralded event in '27 was the debut of a new form of motion picture: the talkie. People flocked to the few movie theaters with sound projectors to see — and *hear* — Al Jolson in *The Jazz Singer,* the first movie that had both music and dialogue synchronized with the moving pictures. Warner Brothers produced this landmark film using equipment developed by Bell Telephone Laboratories.

Radio was by far the most popular entertainment medium of the period. As millions of Americans listened to their favorite shows — The Collier's Revue, Roxy's Gang, and the Effervescent Hour — engineers at Bell Telephone Laboratories experimented with an apparatus called television.

Also in 1927, the Bell System inaugurated transatlantic radio telephone service between the U.S. and Great Britain, ushering in a new era of international communication, and with it, new hope for understanding and peace among all nations of the world. Later during the year, a German corporal-turned-politician published a book entitled *Mein Kampf.*

Greater Telephone Service for a Greater New Jersey.

New Jersey in 1927 was a robust, rapidly growing state. People were beginning to refer to Newark, Jersey City, and neighboring communities along the Hudson River as "the metropolitan area." In the south, industrial Camden was burgeoning.

Hastening the state's growth were two new arteries of transport. A world-famous suspension bridge spanning the Delaware River connected Camden and Philadelphia; and the first tunnel designed specifically for motor vehicles, the Holland Tunnel, opened that year, linking North Jersey with New York.

The resort industry flourished along the state's coast — especially in The World's Playground (otherwise known as Atlantic City). Farms in Central and South Jersey were producing in abundance the top-grade dairy products and vegetables that had given the Garden State its nickname.

New Jersey's vigorous growth challenged Bell System operations to keep pace. To meet the challenge, the two Bell companies serving the state — New York Telephone Company in the north and the Delaware and Atlantic Telegraph and Telephone Company in the south — were reorganized into one statewide corporation.

Unlike most events of the decade, the establishment of the Bell System's seventeenth associated company was a simple, quiet occasion.

At noon on September 30, at the new company's temporary head-

quarters building in Newark, in the office of President Chester I. Barnard, officials of the New York Telephone Company and New Jersey Bell Telephone Company (its name had been changed from Delaware and Atlantic a few days earlier) gathered to conclude the transaction.

In exchange for $1 and a certificate representing common stock valued at $73,416,000, New Jersey Bell purchased the New Jersey properties of New York Tel.

Hours later, as the clock struck midnight, New Jersey Bell began its service career. The company's 12,000 employees celebrated the event with flag-raising ceremonies at NJB buildings throughout the state.

New Jerseyans welcomed the creation of a telephone company bearing their state's name. But, the birth of NJB had no immediate impact on telephone service for the 571,000 Bell customers in the state. There would be a new name on phone bills and directories; that was about it.

Most New Jersey newspapers duly recorded the company's founding on the front page of their October 1 issue. But most newspaper readers flipped right past the story, turning eagerly to the sports section to read about yesterday's Yankee game and Babe Ruth's 60th home run of the season. The "Sultan of Swat" smashed his record-breaking homer on the afternoon of September 30, at the same time telephone officials sat in President Barnard's office, exchanging a piece of paper for a telephone company.

The young company grew rapidly, spending more than $20 million a year on construction — expanding facilities and building new central offices and office buildings. One of the major construction projects — the 20-story headquarters building located at 540 Broad Street — was completed in January, 1929.

By the end of the decade, NJB served approximately 99 percent of the telephones in the state. The remainder were served by independent companies and, in some cases, by firms that competed with New Jersey Bell, duplicating service in parts of the state.

Long distance calling was the fastest growing area of NJB business during the '20s. Its growth was spurred by a number of Bell System rate reductions and also by increased calling convenience. By 1929, NJB proudly reported, callers were waiting an average of just 2.2 minutes for long distance calls to be connected.

Atlantic City became the first community in the state to go all-dial. Instead of waiting to hear the familiar "Number, please?", telephone customers placed their own local calls, using telephones equipped with the wondrous new rotary dials.

Most NJB customers in the northern and central parts of the state enjoyed another new convenience. For a five-cent charge, they could call the Time Bureau, and a specially trained operator would answer with the precise time of day. The time operator's excellent enunciation left no chance for misunderstanding. If, however, a customer wanted to double-check, the operator would agreeably repeat the time.

Another popular innovation set a trend which the company has continued throughout its service years. Known as "Extended Scope Service" when inaugurated in 1928, the program expanded the local calling area for several communities, thereby increasing the number of phones that customers could reach at local calling rates.

The company which had 12,000 employees in its first year ended the 1920s with 16,200 men and women on its payroll.

Brother, Can You Spare a Dime?

"They used to tell me I
was building a dream,
And so I followed the mob.
When there was earth to
plough or guns to bear,
I was always right there on
the job.

Once I built a railroad,
made it run,
Made it race against time.
Once I built a railroad,
now it's done.
Brother, can you spare a
dime?"

Words to a popular song of the early thirties; music and lyrics by E. Y. Harburg and Jay Gorney.

When elected president in 1928, Herbert Hoover asserted that the nation was near its "final triumph over poverty." By the time he left office in 1933, more than 5,000 American banks had failed, 85,000 businesses were bankrupt, and nearly 15 million people — one of every three wage and salary workers in America — were without jobs, and without hope.

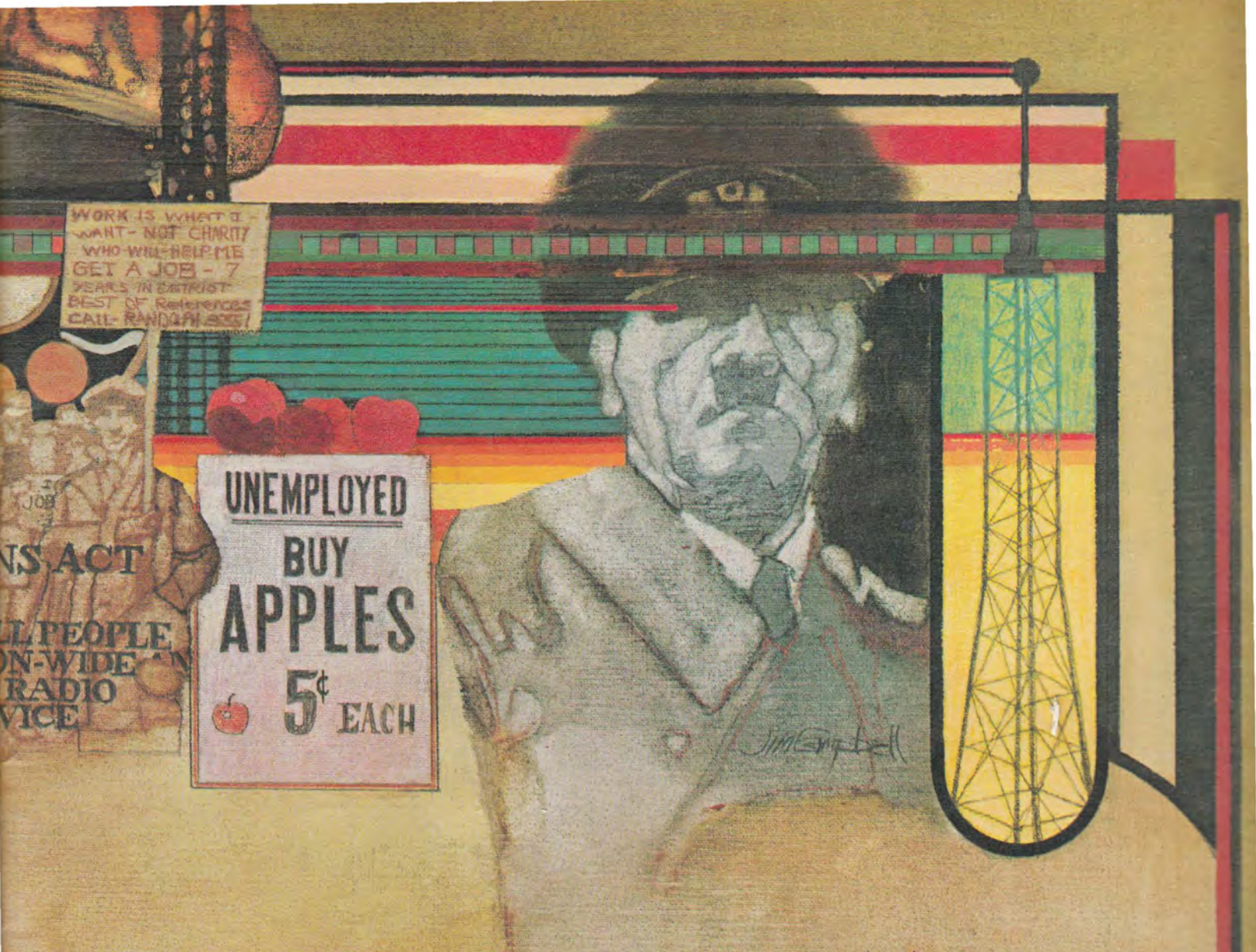
Also in 1933, Adolf Hitler became chancellor of Germany. Two years later, the Nuremberg Laws deprived Jews in Germany of all citizenship rights and forbade intermarriage between Jews and non-Jews.

In England in 1933, a group of Oxford students signed a resolution, pledging never to take up arms for their country, under any circumstances. Like sentiment among American students culminated in 1936 with a nationwide "antiwar strike" in which a half million young people demonstrated.

Prohibition was finally repealed in 1933. Later that year, New Jersey established the Alcoholic Beverage Commission (ABC) to supervise the manufacture and sale of alcohol. Another regulatory body, this one with nationwide jurisdiction, was created the following year by the Communications Act of 1934. The new agency was called the Federal Communications Commission (FCC) and it was charged with a formidable responsibility: to regulate interstate and foreign commerce in wire and radio communications . . . "so as to make available as far as possible, to all people of the United States, a rapid, efficient, nation-wide and world-wide communication service with adequate facilities at reasonable charges . . ."

Tragedy claimed thirty-six lives on the evening of May 6, 1937, when the colossal dirigible Hindenburg burst into flames as it approached the mooring mast at Lakehurst, N.J. Newspapers throughout the world chronicled the disaster with eye witness accounts and horrifying photographs of the giant airship ablaze.

In September, 1938, British Prime Minister Neville Chamberlain announced to his countrymen that



there would be "peace in our time." One year later, Great Britain joined with France in declaring war on Germany.

Years of Distress

Until this period of distress due to unemployment has passed, no regular employee will be laid-off — though some part-time work may be necessary.

This was NJB's policy during the depression, announced by Vice President-General Manager George W. McRae in November, 1931, to reassure employees that their jobs were secure. For New Jersey Bell, as for all of America, it was a time of strain, a period of belt-tightening.

The company's growth rate dipped for the first time in 1930; the following year, the number of telephones in service decreased. By the end of 1933, NJB had lost almost 100,000 phones.

In 1932, when one-fourth of New Jersey's workers were unemployed, the company instituted part-time employment, to spread the available telephone work among all regular employees. As of 1933, no NJB employee was working more than 40 hours a week. (Before the depression, the standard work week at NJB was six days.)

Even in the darkest depression years, there were proud moments of achievement for New Jersey's telephone men and women. In 1931, the company made teletypewriter service available on an exchange basis, enabling any NJB subscriber to exchange written messages with any other teletypewriter on the Bell System network.

The most dramatic advances were several conversions of central office facilities from manual to dial — first in Trenton, then in Elizabeth and Irvington, and finally, in 1932, the largest dial conversion in Bell System history, in Newark, the Oranges and Maplewood. Nine central offices — more than 80,000 phones — were cut over simultaneously, enabling the area's telephone users to dial their own local calls with unprecedented speed — making the connections within fifteen seconds.

By 1933, Bell System radio telephone service linked the U.S. with most of Europe and parts of Central and South America, Africa and Australia. New Jerseyans could call 92 percent of the world's telephones.

In 1934, as telephone installations slightly exceeded disconnects, the company began the long uphill pull which continued until 1939, when, for the first time, the number of NJB phones in service surpassed pre-depression levels.

The company emerged from the 1930s stronger than ever, composed of a capable, experienced and dedicated group of employees. As the decade closed, President Barnard observed, "Having seen that difficulties can be surmounted, that impossibilities can be made accomplishments, I believe that everyone can have the confidence and the courage to face any difficulties which we may encounter in the future . . ."

THE 40S

The War Years

World War II claimed the lives of some 15 million soldiers and at least that many civilians. The new sulfa and penicillin drugs and techniques of blood plasma transfusion kept death tolls from soaring far higher.

Nearly 30,000 Bell System employees and more than 1,500 NJB men and women served in the armed forces. The Bell System itself, like most large American companies, devoted its resources to the war effort in every way possible.

Bell Labs' research expertise and Western Electric's manufacturing capabilities proved invaluable to the American military during World War II. As early as 1938, the Labs was involved in a highly secret military mission: to develop radar. Bell Labs scientists and engineers created 100 different types of radar equipment, most of which were mass produced at Western and put to use by Allied armed forces. In fact, more than half of all radar equipment produced in the U.S. during the war was manufactured by Western Electric, largely at its plant in Kearny, N.J.

The Bell System also played an important role in the development and manufacture of rockets and M-9 gun directors, torpedoes, guided air missiles and special radio and wire-line communications systems for the front lines. Another Bell military project was destined to become the basis for a new post-war technology: microwave communication systems.

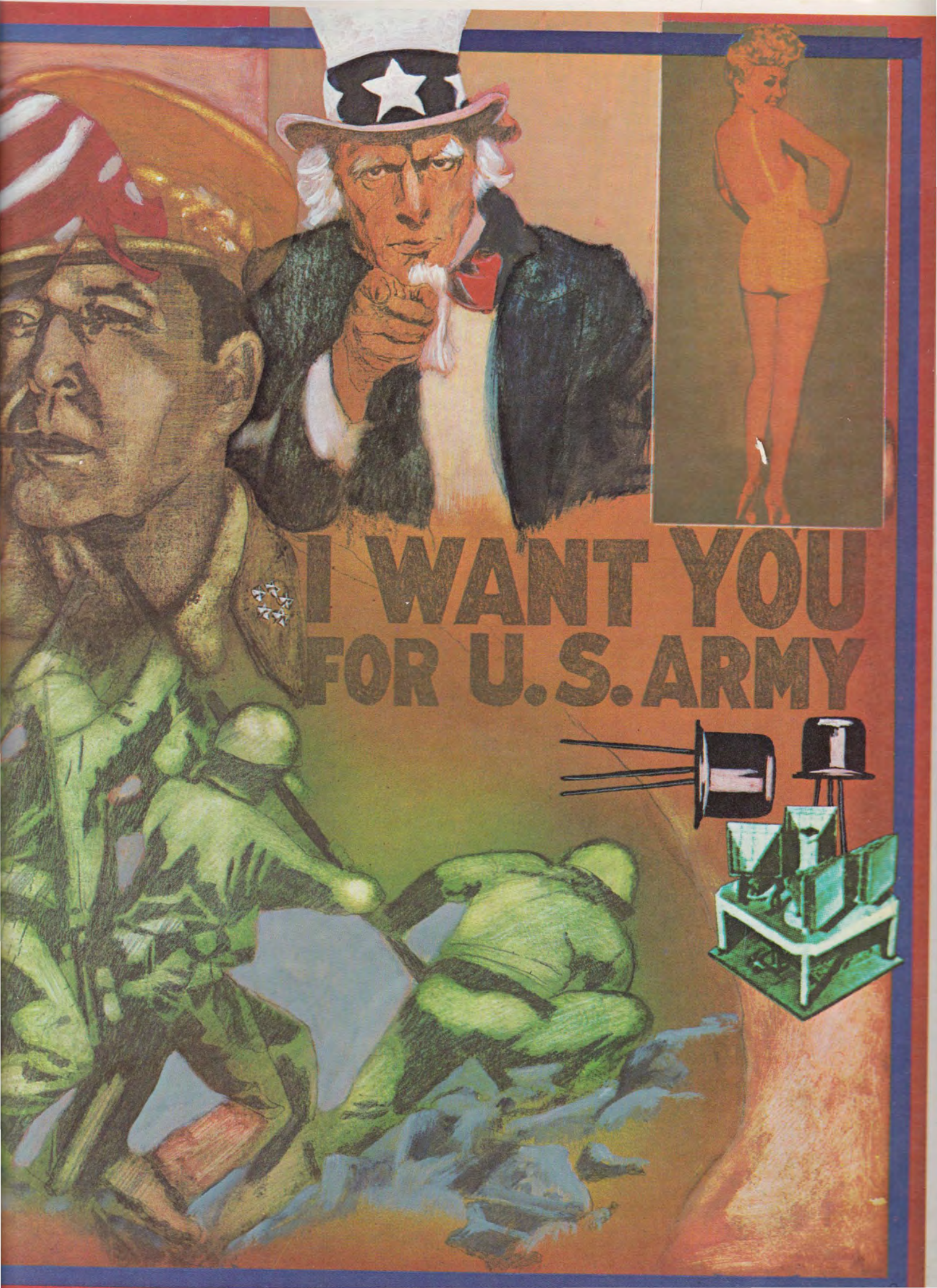
. . . To Go Forward with Courage and Faith

"It is a time to close up the ranks, to touch shoulders in the fog, to gather satisfaction from the sense of compactness and of unified strength, which is characteristic of our organization, and to go forward with courage and faith."

— George W. McRae
Vice President and
General Manager
December, 1941

New Jersey Bell's 13,000 telephone men and women took time from their hectic schedules to gather at the company's district offices on the evenings of December 9 and 10, to join in singing the national anthem and to consider together their responsibility in speeding defense work.

They heard Vice President-General Manager McRae's address via loudspeaker hook-up with 540 Broad Street, and a long distance telephone connection carried a message from President Barnard, who was on temporary leave of absence from the company, serving as assis-


I WANT YOU
FOR U.S. ARMY

tant to Secretary of the Treasury Henry Morgenthau.

In a sense, NJB's war effort had begun almost two years earlier, when New Jersey industries began gearing up for national defense production and many of the state's military bases were reactivated and expanded. With the stepped up industrial and military activities came an unprecedented demand for telephone service. In many cases, NJB had to expand and modernize local central office equipment to meet the demand. When Fort Dix was designated a major army training station, for example, NJB had to remodel the entire Mt. Holly central office to accommodate a training center that was to house 20,000 soldiers by January, 1941.

Even before the country was at war, the company was asking customers in some places to take party line rather than individual line service, and to defer orders for additional extensions and better grades of service until national defense needs had been met.

After Pearl Harbor, war overshadowed every other concern at NJB. No state had a higher concentration of military activities than New Jersey. Centers for training of army, navy and air force personnel, camps, arsenals, supply depots, air fields, embarkation points for men and munitions, research laboratories and elaborate defense installations, all required extensive communications facilities.

For many soldiers and sailors headed for Europe, New Jersey was the last stopping place in the U.S. It was from the Garden State that they made their "goodbye" calls home. Recognizing the need for personal calling facilities, NJB provided about 1,000 coin telephones at military bases. In addition, the company set up "Telephone Centers" at many of the bases. At the centers, NJB employees placed long distance phone calls for servicemen and women who relaxed in a lounge area while waiting for their calls to go through.

In 1942, under order from the War Production Board, NJB suspended all telephone construction and replacement projects which were not directly necessary for the war effort, essential to public health, safety and welfare, or crucial for plant maintenance. In an intensive advertising program, the company urged Garden State residents to use their phones *only* in emergencies, and to avoid calling war centers such as Washington, D.C., unless absolutely necessary.

New Jerseyans cooperated wholeheartedly, limiting telephone usage to a minimum. An example of this cooperation was the response to a special NJB ad campaign asking customers to look up local phone numbers in their own directories, to help ease the Information operators' call load. The number of calls to Information dropped by 40 percent after the campaign.

Even with the public's cooperation, the telephone system was frequently overloaded, because of vastly expanded military use. Circuits were tied up for hours at a time and long distance calling soared.

Compounding the problem of overworked telephone facilities was the war shortage of materials needed to build telephone lines and equipment — materials such as copper, tin and rubber.

During the war, conservation became the only reliable source of materials. Even short pieces of wire were saved, spliced and reconditioned. Resourcefulness in preserving existing equipment and plant was the spirit behind such projects as coating droplines with asphalt to lengthen the lives of old wires and reduce insulation failures.

NJB's conservation program was so effective that, by 1943, the company was able to contribute 300 tons of copper to the national pool.

More than 1,500 NJB employees served during the war in the armed forces; twenty-five lost their lives. Virtually every civilian employee supported the war effort at home by purchasing war bonds through payroll deductions. President Barnard served as national wartime president of the U.S.O. (United Service Organizations).

As the war neared its close, an historic telephone event took place in New Jersey. On March 13, 1945, the New Jersey properties of the Keystone Telephone System were merged with NJB properties, as the former Eastern Telephone and Telegraph Company's competing exchanges were consolidated with NJB exchanges in the Camden and Cape May county areas. The Keystone operations were the last major dual telephone system in the U.S.

The end of the war in Europe brought a steady stream of khakis back through New Jersey. The coin phones and Telephone Centers at the state's military bases swarmed again. Many of the same men and women who had once stopped in to make a good-bye call were stopping in again. This time, though, their calls began with brief, happy greetings like, "Hello, Mom, I'm back."

When the War Was Over

The devastating A-bomb blasts which ended World War II opened the Nuclear Age. There was widespread fear that man had set off a time bomb which, sooner or later, would destroy the world.

In March, 1946, the U.S. State Department released "A Report on the International Control of Atomic Energy," prepared by a committee of five American leaders, including nuclear scientist Dr. J. Robert Oppenheimer and New Jersey Bell's President Barnard. The committee's report was heralded as a blueprint for constructive applications of atomic energy and for safeguarding against destructive uses.

By the summer of 1948, with the Soviet blockade of West Berlin and the Americans' responsive airlift, the Cold War had begun. The following year, when the Soviet Union exploded its first atomic bomb, fear of communism began to permeate American life. The seeds of McCarthyism were already sprouting in the late 1940s as, for example, in June, 1948, the University of California required its 4,000 faculty members to swear they were not communists. Those who refused were dismissed.

Soon after the war, relations grew stormy between unions and management in many of the nation's large industries — automobile, coal, oil, and steel, in particular. Between the war's end and June, 1946, there were 42 major strikes — each involving more than 10,000 workers.

On the brighter side, the late forties saw a number of technological advances. In 1947, for the first time, airplanes were flying faster than the speed of sound. That same year, baseball fans in New York, Philadelphia, Baltimore and Washington, D.C. watched the Yankees beat the Brooklyn Dodgers in the first televised World Series. The Bell System coaxial cable which carried the broadcast had been placed in service the previous year.

In December, 1947, three Bell Labs scientists: Drs. William Shockley, John Bardeen and Walter H. Brattain, invented the "mighty midget" behind the pushbutton age: the transistor. A few years later they would share a Nobel Prize for their renowned invention.

We're Going Places

As industry shifted from wartime to peacetime production and the baby boom began, New Jersey prepared for a period of tremendous growth. The plans were drawn for a new system of freeways and parkways, a new airport system and reorganized rail terminal facilities.

While planning for future growth, NJB was faced with a more immediate concern: the monumental task of catching up on its backlog of civilian orders for service. As of V-J Day, the company had on file 88,000 unfilled orders for telephones and connections to central offices.

In March of 1946, *New Jersey Bell* magazine announced to employees, "We're going places!" Indeed, there was no time for standing still. The needs were clear and pressing; the challenges were many: to meet backed up demand from four years of war for new service and extension phones; to replace outworn and outgrown facilities — from motor vehicles to tools to central offices and buildings —; to place in service improved equipment and methods of operating which were deferred during the war and, in addition to all else, to keep pace with the state's dynamic growth.

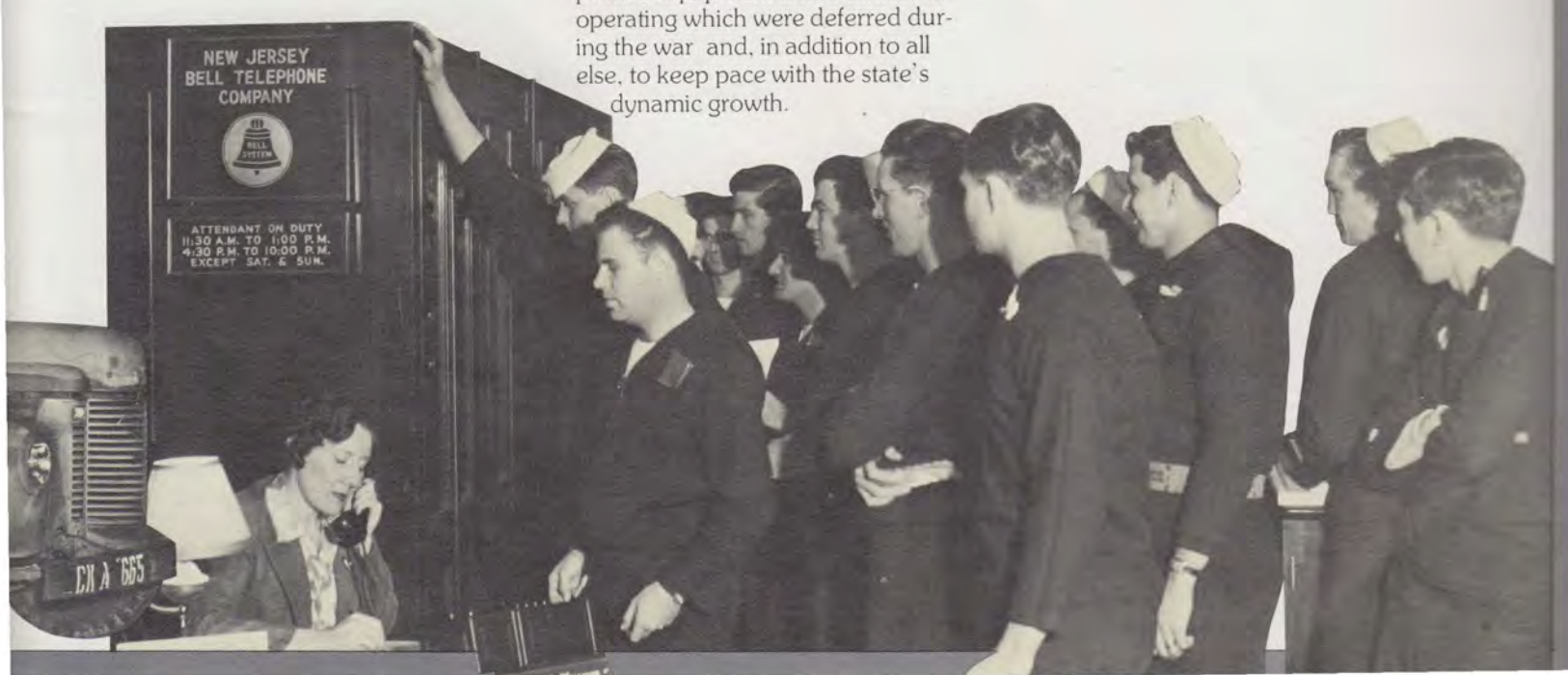
NJB announced a vast telephone construction and expansion program in 1946, one that would cost $150 million in the next five years. Because the program required so much capital investment, NJB was obliged to seek some of the needed revenues from outside sources. In January, 1947, the company went to the Public Utilities Commission (PUC) with its first rate increase request since 1925, and sought a second increase the following year. Both requests were granted in part.

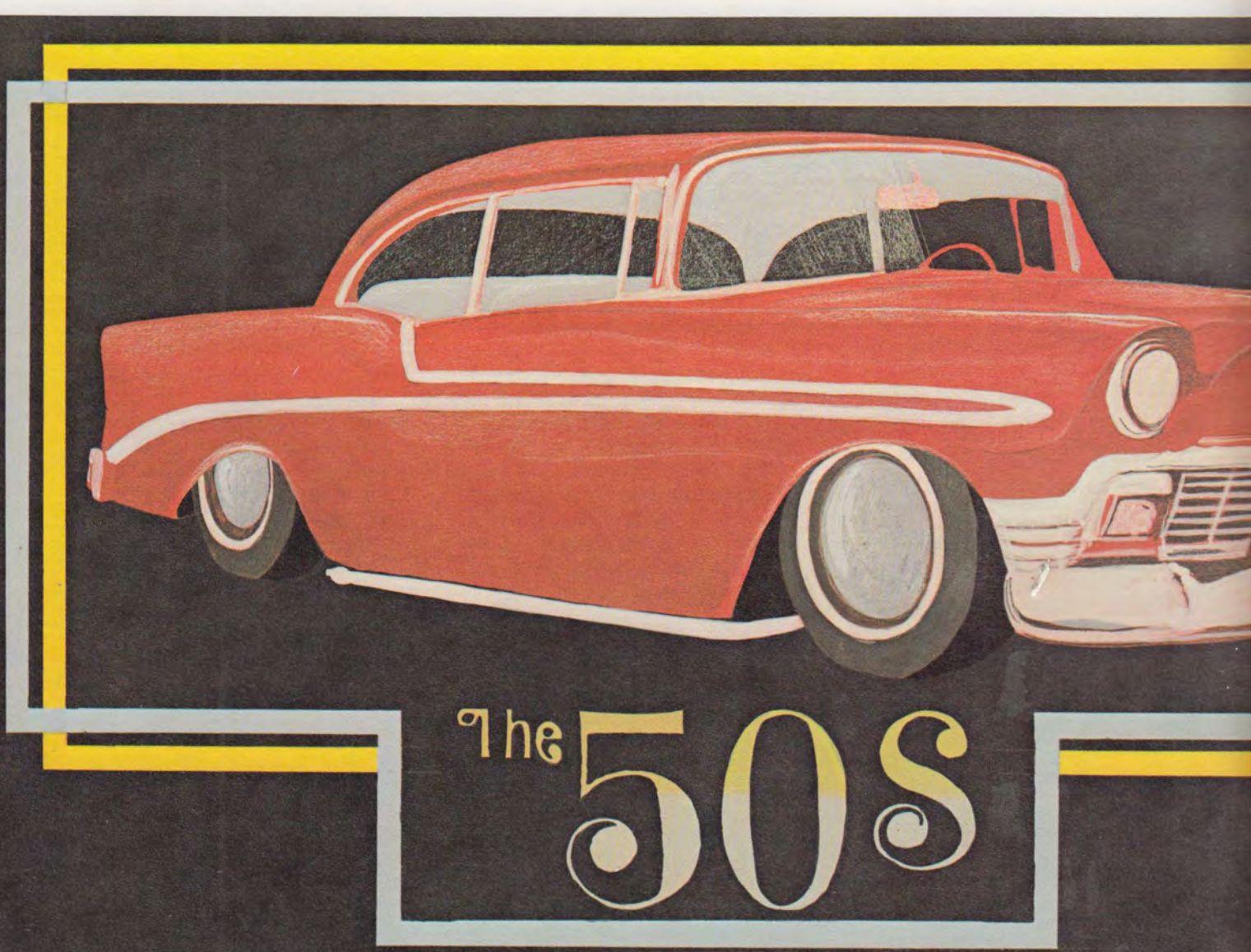
As the company's operations expanded, employment figures jumped. The number of service representatives tripled, and the company hired thousands of new operators and accounting and commercial clerks. Between 1945 and 1950, approximately 9,000 new employees were hired, bringing the total of NJB men and women to 23,000.

As employees worked long hours to clear held orders — at one point more than 100,000 of them — they reached a milestone in NJB history. In February, 1946, the one-millionth New Jersey Bell phone was installed in the Union City residence of Mrs. Elizabeth Rienzo. Mrs. Rienzo had ordered her phone 29 months earlier, in September, 1943.

In 1948, William A. Hughes, president of Indiana Bell, was named NJB president, succeeding Chester Barnard, who became president of the Rockefeller Foundation.

Continued shortages of copper, steel, lumber and textiles thwarted NJB's efforts to fill all back orders by the end of the decade, but the company did clear all orders that were filed before 1949.





The Fabulous Fifties

A soaring birth rate, industrial expansion, booming home construction — in general, a growing country with a robust economy — these were the "fabulous" features of the 1950s in America.

With the housing boom came a mass exodus from the cities and the genesis of suburban sprawl. Symbols of the time were new ranch-style houses, barbeques, backyards, power lawn mowers, station wagons, and TV antennas.

The Television Age dawned soon after coast-to-coast TV began in 1951. "Uncle Miltie" and his slapstick routines, the teams of Burns and Allen and Sid Caesar and Imogene Coca, Ernie Kovacs, Wally Cox as Mr. Peepers, Dagmar, Kukla, Fran and Ollie, and a host of other TV personalities entertained millions of Americans every day and night with comedy, variety and game shows, and soap operas.

Not only did television entertain viewers. It also brought national news into their homes, enabling Americans to see events as though they themselves were on hand for each occasion. Millions of home viewers watched the conventions that nominated General Dwight D. Eisenhower and Illinois Governor Adlai Stevenson as presidential candidates in 1952, and the home audience also saw Eisenhower's inauguration the following January.

The televised Kefauver hearings brought investigations of underworld figures into American homes. A large TV audience also viewed the Army/McCarthy hearings, Senate proceedings which signaled the beginning of the end of Senator Joseph R. McCarthy's career.

Also during the early fifties, Julius and Ethel Rosenberg were convicted of conspiring to give secret information about the nuclear bomb to the Soviet Union. In 1953, the Rosenbergs were executed.

The following spring, newly appointed Supreme Court Chief Justice Earl Warren announced the Court's opinion in the case of Brown v. the Board of Education of Topeka: "... in the field of public education the doctrine of 'separate but equal' has no place. Separate educational facilities are inherently unequal." Following the Court's decision were a


gene sparkman
I LIKE IKE
WELCOME TO ENGLEWOOD BERGEN COUNTY

The first DDD (Direct Distance Dialing) call.

series of lawless, bitter racial incidents which presaged civil rights conflicts in the following decade.

America's teenagers were, by and large, oblivious of the more serious events of the decade. Souped-up cars, motorcycle jackets and malt shops were the mainstays of life for them. Girls wore pony tails, bobby socks and full-skirted dresses with hemlines well below the knee. For boys, DA haircuts, rolled up sleeves and pegged pants were the style.

Couples bounced and twirled, dancing the lindy and the stroll to a new breed of music called rock and roll. With the bold, brash, earthy new music came daring lyrics like Fats Domino's "I found my thrill, on Blueberry Hill . . ." and a teen idol who wore skin-tight gold lamé pants, Elvis Presley.

Teenagers' infatuation with rock and roll worried many of their elders. Parents feared that the corrupting force of this new music might transform their offspring into juvenile delinquents.

Middle-aged, middle class Americans had already given up hope for young adults known as the beat generation, bearded, sandal-footed men and women with long, unkempt hair, often seen in Greenwich Village, or near San Francisco's City Lights Bookshop. Many were actually poets, writers and artists who shunned the era's materialism and sought their own lifestyles.

American attention suddenly turned skyward in October 1957, when the Soviet Union orbited Sputnik I. A few months later, in January 1958, when the Army launched Explorer I from Cape Canaveral, the U.S. officially entered the Space Age.

NJB: Bigger and Better Than Ever

The fifties brought ten years of progress, growth and improved telephone service to the Garden State. However, during the first few years of the decade, the state's residents, along with all Americans, were preoccupied with the Korean War, in which U.S. troops were fighting under the United Nations flag. Fearing the flare-up of hostilities in other parts of the troubled world, the country prepared once again for national defense. And, once again, NJB was called on to serve military needs in New Jersey. Materials which had been earmarked for expansion of civilian service were diverted, and the number of unfilled service orders increased again.

Also in the early fifties, New Jersey was beset with a number of disasters. The most devastating ice storm in the state's history knocked 135,000 phones out of service in November, 1950. The following year, a passenger train derailed near Woodbridge, killing 84 and injuring 500 people. Among the train crash victims were four New Jersey Bell employees. During 1951 and 1952, three airplane crashes in Elizabeth killed more than 100 people. Hurricanes Carol, Edna, and Hazel battered the state in 1954, and the following year, still another hurricane,

Diane, inundated the entire Delaware River watershed. For the first time in NJB history, an entire community's service was knocked out of action, as floods in the hurricane's wake destroyed the bridge between Phillipsburg and Easton, Pennsylvania, carrying away the main telephone cables serving Phillipsburg.

In every one of the catastrophes, New Jersey Bell men and women played vital, often heroic roles, working around the clock when necessary to restore service and to keep all lines of communication open.

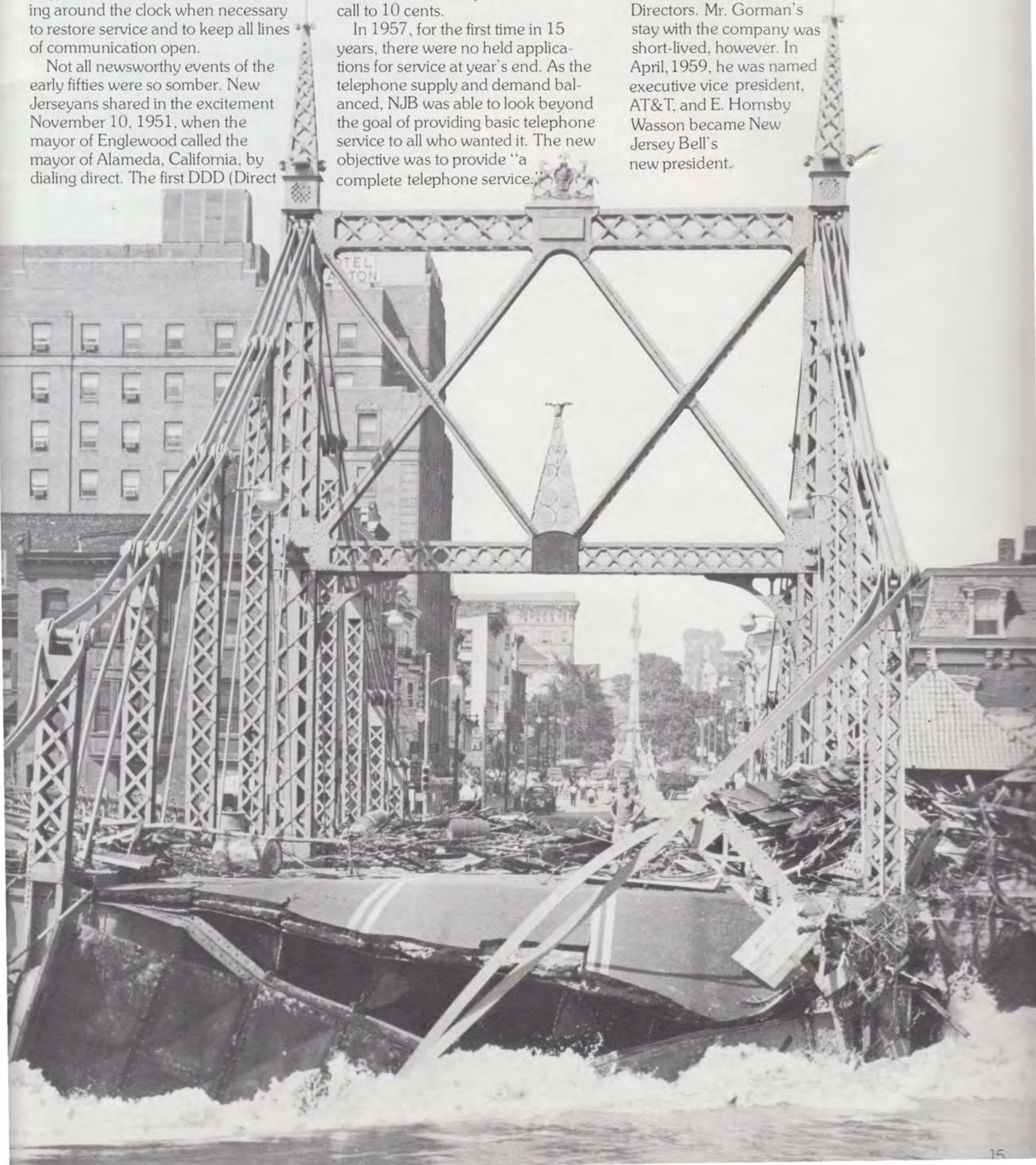
Not all newsworthy events of the early fifties were so somber. New Jerseyans shared in the excitement November 10, 1951, when the mayor of Englewood called the mayor of Alameda, California, by dialing direct. The first DDD (Direct Distance Dialing) call, it seemed almost like magic — to dial a number and reach someone at the other end of the continent within a matter of seconds.

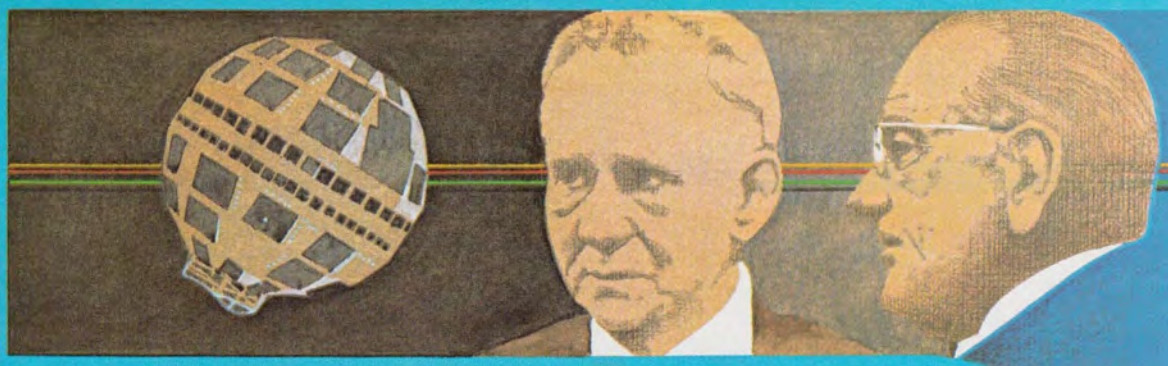
In 1954, NJB reached another milestone — although this one was less enthusiastically greeted by the state's telephone users. The era of the nickel phone call came to an end when NJB received the PUC's permission to raise the price of a local call to 10 cents.

In 1957, for the first time in 15 years, there were no held applications for service at year's end. As the telephone supply and demand balanced, NJB was able to look beyond the goal of providing basic telephone service to all who wanted it. The new objective was to provide "a complete telephone service."

New advertising campaigns emphasized extension phones, long distance calling, and telephone equipment designed to make service more convenient, attractive and useful — color phones, phones for the hard of hearing, hands-free telephones, and answering and recording devices.

In 1958, Paul A. Gorman was elected president of NJB, succeeding William A. Hughes, who became chairman of the Board of Directors. Mr. Gorman's stay with the company was short-lived, however. In April, 1959, he was named executive vice president, AT&T, and E. Hornsby Wasson became New Jersey Bell's new president.



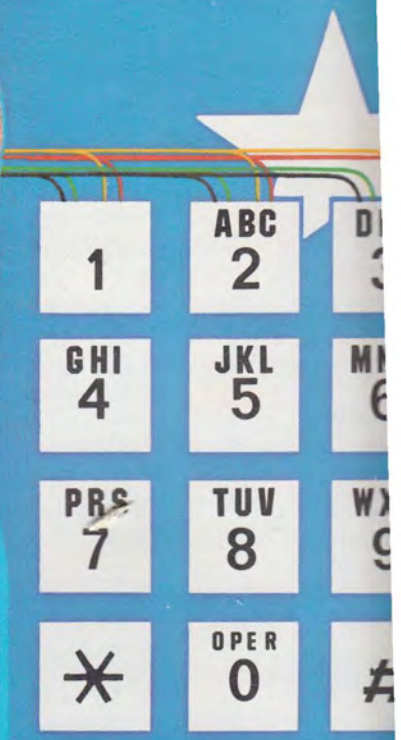


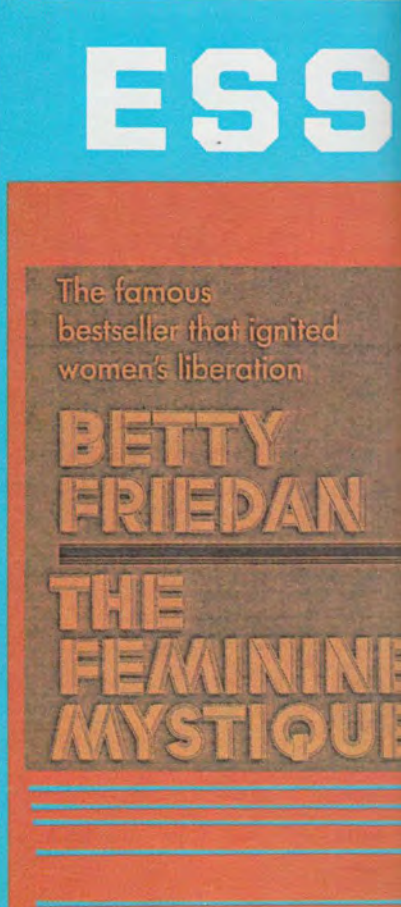
THE 60s

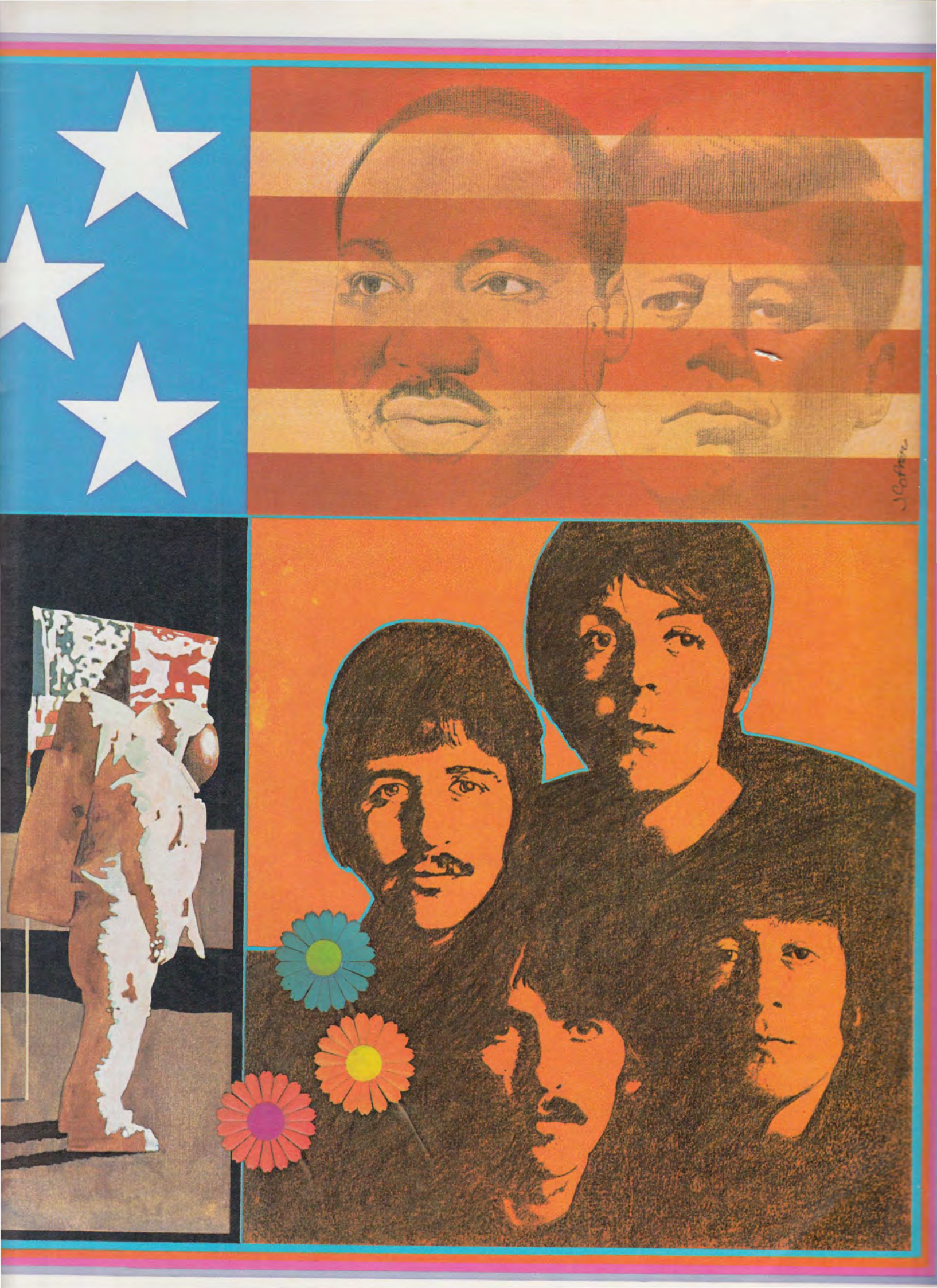
Symbols of the Sixties

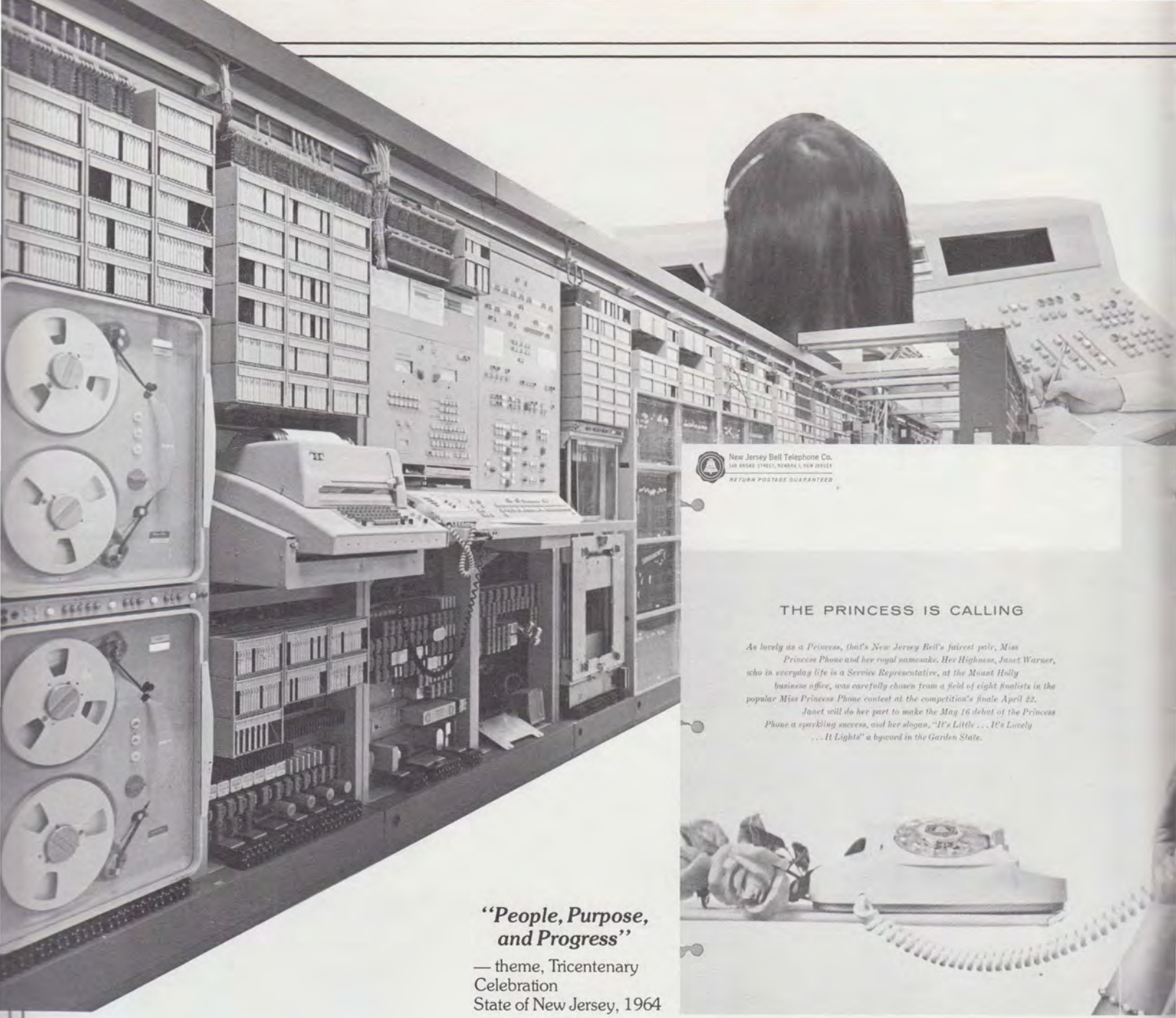
(All of today's adult Americans experienced the dynamic, volatile 1960s, everyone with his or her own personal perspective. The following words and phrases are symbols of the times. Undoubtedly, they have different meanings for each individual.)

"Ask not what your country can do for you, ask what you can do for your country" . . . freedom riders . . . Bay of Pigs . . . "I have a dream" . . . The New Camelot . . . Beatles . . . Telstar . . . assassination . . . escalation, defoliation, STOP THE WAR . . . hippies . . . psychedelic . . . yippies . . . acid rock . . . Woodstock . . . "Hair" . . . Make Love, Not War . . . The Great Society . . . *A Choice Not an Echo* . . . De-Militarized Zone . . . The Military-Industrial Complex . . . Black Power . . . Watts, Detroit, Newark . . . March on the Pentagon . . . *The Feminine Mystique* . . . Students for a Democratic Society . . . *Soul on Ice* . . . "The Graduate" . . . Male Chauvinist Pig . . . flower children . . . napalm . . . The Establishment . . . "One small step for man, one giant leap for mankind" . . .









"People, Purpose, and Progress"

— theme, Tricentenary Celebration
State of New Jersey, 1964

The telecommunications field expanded tremendously during the 1960s, especially in New Jersey, the fastest growing state in the Northeast.

In 1960, NJB was serving 2.8 million telephones; by the end of 1969, that figure jumped to 4.4 million. The average number of calls per business day — 11.5 million at the outset of the decade — reached 20.4 million in 1969.

Along with the growth came innovation. The Princess Phone® made its debut in May, 1960, heralded with great fanfare. An elaborate promotion campaign featured Janet Warner, a service representative at the Mt. Holly business office who reigned as "Miss Princess Phone."

The following year, the company introduced Outward WATS (Wide Area Telephone Service), and a fully mechanized PBX service, Centrex.

Some marveled at its speed, others spoke of "musical calling," but everyone was talking about the latest in telephoning when Touch-Tone® service was introduced, first in the Summit-Chatham area in 1963.

In 1965, as New Jersey's economy reached unprecedented heights, NJB made Bell System history, placing in service the nation's first commercial electronic central office in the North Jersey town of Succasunna. A product of some 2,000 man years of research and development at Bell Labs and a major effort at Western Electric, it was known as an electronic switching system (ESS).

The same year, Robert D. Lilley became NJB president, succeeding E. Hornsby Wasson, who was named president of Pacific Telephone and Telegraph Company.

*Registered trademark of AT&T Company

The Trimline® telephone and Inward WATS were introduced in 1967. The following year, the nation's largest ESS cut over in Trenton.

New Jersey was the spawning ground for yet another revolutionary Bell System development in 1969, when the System's first Traffic Service Position System (TSPS) began service in Morristown. A high speed electronically controlled system which makes operator-assisted toll calling easier and faster for customers, TSPS replaced the familiar cord-type switchboards with consoles bearing multi-colored flashing buttons and small display screens.

In addition to all the "firsts" of the decade, there was one important "last." On December 6, 1964, the last manual central office in the state, serving the Jamesburg area, converted to dial. Finally, after a conversion program spanning four decades, all NJB customers could dial their own local calls.

When Atlantic City hosted the 1964 National Democratic Convention, more than 2,000 NJB men and women and a number of employees from AT&T's Long Lines Department set up the communications facilities which carried the convention story into millions of American homes through radio, television, and the press. NJB also arranged the communications complex that served the 25,000 delegates and convention guests.

Another event commanding nationwide — and worldwide — attention took place in the Garden State just a few years later. At 6:30 p.m., June 22, 1967, NJB received word that U.S. President Lyndon B. Johnson and Soviet Premier Alexei Kosygin would meet the following day in Glassboro for a "summit conference." Within 16 hours, NJB employees, assisted by crews from Western Electric and Long Lines, set up extensive facilities for radio and TV coverage, telephones and teletypewriters for the press, and a special communications system for the White House.

During the early 1960s, civil rights legislation affirmed the principle of equal opportunity for all Americans. But it was up to individual citizens and businesses to translate that principle into practice. In January, 1963, New Jersey Bell enrolled in President Kennedy's Plans for Progress, a program of business commitment to equal opportunity employment and placement of job applicants from minority groups.

Then came the riots during the summers of 1965, '66 and '67. The violence in Newark, in July of 1967, claimed 27 lives and ravaged parts of the city.

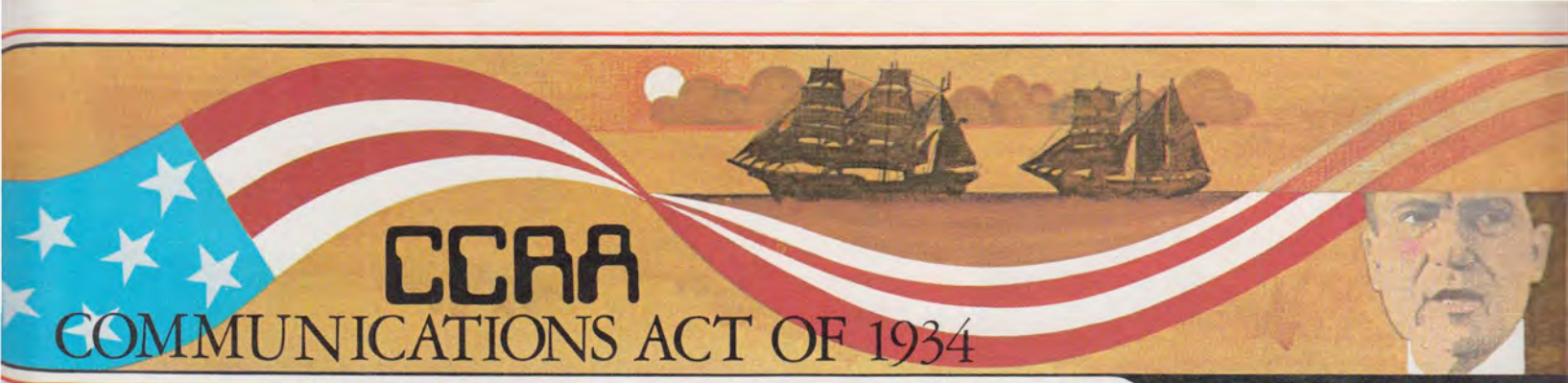
Within weeks of the rioting, NJB President Lilley was named chairman of the Governor's Select Commission on Civil Disorder in New Jersey. After six months of intensive study, the panel issued a voluminous report, including 99 recommendations for relieving social tensions and improving the quality of urban life in the state.

During 1968, the company initiated several programs in the areas of employment and education. Through one of the programs, NJB hired and trained 200 young people from inner cities who did not meet standard employment requirements for entry level jobs, giving these people the opportunity to demonstrate their abilities on the job rather than by meeting pre-hire standards.

The word "competition" took on a new meaning for New Jersey Bell in the sixties. In 1960, President Wasson emphasized, "We must keep abreast of competition by providing service that's prompt, efficient and pleasing, and constantly strengthening and improving."

By the end of the decade, suppliers of terminal equipment and specialized common carriers had been added to the growing list of Bell System competitors. In 1968, the FCC's "Carterfone" decision permitted customers to connect to the Bell System network terminal equipment and devices supplied by other firms, provided that protective connectors were used. And the following year, the Commission's "MCI Decision" authorized specialized common carriers, such as Microwave Communications, Inc. (MCI), to provide intercity private line telephone service by paralleling telephone company facilities.

NJB's concern over the FCC-fostered competition increased as the decade drew to a close.



CCRA
COMMUNICATIONS ACT OF 1934

the 70s

Symbols of the Seventies

(History may forget some of these symbols, but the era doesn't belong to history yet.)

inflation . . . Cambodia . . .
"peace with honor" . . .
Nixon in China . . . détente . . .
S.A.L.T.

inflation . . . Seven Days War . . .
shuttle diplomacy . . .
embargo . . . energy crisis . . .
O.P.E.C.

inflation . . . scandal . . .
cover-up . . .
Watergate . . . pardon . . .
W.I.N.

inflation . . . Mars landing . . .
Concorde . . .
calculators . . . digital watches . . .
C.B.

inflation . . . Bicentennial . . .
Tall Ships . . .
Roots . . . heritage . . .
U.S.A.

inflation . . . presidential phone-in . . .
telephone centennial . . .
competition . . . registration . . .
C.C.R.A.

". . . the most telephone service and the best, at the least cost to the public."

NJB began the decade with a new president. Robert W. Kleinert, former director of operations at AT&T's Long Lines Department, succeeded President Lilley, who was named executive vice president at AT&T.

In 1970, New Jersey ranked among the most highly industrialized, densely populated states in the nation. Still growing fast, the Garden State's outlook for the 70s was bright, in spite of the high rate of inflation.

However, with the Arab oil embargo and energy crisis during the winter of 1973-74, inflation spiraled and the energy crunch hit especially hard in New Jersey.

Throughout 1974 and 1975, the company faced soaring costs and slackened demand for telephone service. In addition to cutbacks on planned construction — slashing $28 million from the budget in 1974 and $80 million in 1975 — NJB was obliged to reduce the work force by suspending hiring and by furloughing 248 employees in January, 1975.

Fortunately, no additional layoffs were necessary, as the state's economy began a moderate recovery which continued through 1976 and into 1977. All furloughed employees who desired to return were offered jobs.

Despite the economic difficulties during the early seventies, the company continued to improve its service with a number of innovations.

In 1970, Atlantic City became the first city in New Jersey to install a "911" emergency telephone system, enabling users of more than 50,000 telephones to call police, fire and ambulance by dialing the easy-to-remember three-digit number. As of 1977, "911" systems were also serving Trenton, Camden, Jersey City, Bayonne, West Orange, Hasbrouck Heights and Newark.

New Jersey's first PhoneCenter Store opened in Ledgewood in 1975, and four more stores opened their doors the following year. These modern showrooms, which feature an impressive array of telephone instruments, have inaugurated a new era of telephone-shopping for NJB customers.

Also new in the seventies are a host of innovative products for the home and business. Design Line* phones; data equipment such as Dataspeed 40*, VuSet*, and Transaction Telephone; Touch-A-Matic*, a telephone with a memory; and the amazingly versatile electronic Dimension PBX* — all these have made their debuts since 1970.

NJB operations in the seventies are becoming increasingly mechanized. The first fully computerized coin sorting and counting system was put to work in 1975, to handle the $38 million in nickels, dimes and quarters which the company received from coin phones that year. The new coin sorting and counting system proved to be 80 percent faster than the best equipment of earlier years.

The first Customer Records and Billing office (CRB) opened in 1973 in Cranford, converting two and a half million customer accounts to a computerized system which provides easy access to accurate and complete billing and service details. Soon af-

*Trademark of AT&T Company
*Registered trademark of AT&T Company

terward, CRB operations were established in Teaneck and Ewing.

In 1975, Union City went on line with BISCOM/OCS (Business Information System Communications/Order Control System), a high-speed computerized system which processes and distributes customer service orders to various NJB departments. In 1976, BISCOM/OCS was operating statewide.

New systems like CRB and BISCOM/OCS are often cited as examples of the "acronym revolution." They represent a fact of life in today's telephone business: rapidly advancing technology places the company in a state of continuous change. While the changes streamline operations and improve service for customers, they require a great deal of adjusting on the part of employees, and foresight and careful planning by company policy makers, to minimize the impact of new technology on NJB men and women.

Another matter of paramount concern for the company is equal employment opportunity. NJB revised its Affirmative Action program in 1972, giving new emphasis to full utilization of both men and women in all job categories. Also that year, the company initiated its upgrade and transfer plan for nonmanagement employees.

Equal employment policies were further modified in January, 1973, when AT&T signed, on behalf of NJB and other operating companies, the Consent Decree, a comprehensive agreement with the government committing the company to specific targets and establishing long-term guidelines for affirmative action in hiring and promotions.

As New Jersey Bell celebrates its fiftieth birthday, the Bell System is facing a number of critical issues with far-reaching implications for the future. Of particular concern are the FCC policies fostering competition in certain segments of the telephone industry, which historically has been recognized as a natural monopoly. The Commission permits specialized common carriers to duplicate Bell intercity private line facilities, and, in a 1976 order, it authorizes direct wiring of non-Bell equipment to the nationwide network once that equipment has been registered with the FCC and judged compatible with the network. That particular decision has been appealed and now rests with the U.S. Supreme Court.

Believing that these policies will jeopardize the principle of "universal service" established by the Communications Act of 1934, the entire telephone industry has appealed to the U.S. Congress to resolve the issues. The Consumer Communications Reform Act (C.C.R.A.), a bill which would reaffirm the principle of universal service and establish long range telecommunications policy for the nation, is now being deliberated in Congress.

Times Have Changed . . .

Since 1927, changing times have altered America, and technological advances have transformed telecommunications. In the last half-century, the Bell System has produced — and absorbed into its normal operations — one innovation after another: coaxial cables, microwave technology, transistors, transatlantic cables, electronic switching, TSPS, IDDD, computerized billing, satellite communications. Now, technologies-of-the-future, such as magnetic bubbles and lightwave communications, are being developed and tested.

In fifty years of changes, there have been at least two constants.

". . . To provide the most telephone service and the best, at the least cost to the public." The words of former AT&T President Walter S. Gifford, spoken in 1927, describe now — as they did then — the goal of the Bell System and its operating companies.

The Bell System in 1977 provides Americans with the best telephone service in the world, at the lowest cost. In New Jersey, and throughout the U.S., almost everybody has a telephone, because virtually everyone can afford the cost of basic telephone service. And, the quality of NJB service is at least equal to the best available anywhere in the nation, and in the world.

The other constant that has endured throughout New Jersey Bell's history is the dedication and strength of the company's men and women. In fifty years, no challenge has proved too great, no obstacle insurmountable, for NJB's people.

With pride in a distinguished past and confidence in the almost limitless capabilities of its telephone men and women, New Jersey Bell begins its sixth decade of service.

†Trademark of Plantronics, Inc.

left to right, Dave Henderson, Jim Shew, Howard Thiery, Jack Slattery and Dick Eastman (1942)

What History Doesn't Tell Us

by Robin Nicol

When the blazing sun beat down on the black tar roof of a company garage on Tonnelle Avenue in Jersey City, back in the early 30s, New Jersey Bell engineering employees who worked on the second floor tried desperately to keep their cool. But, more often than not, the heat became so unbearable that they'd have to call the maintenance crew and ask them to climb the two-story, brick building and hose down the roof. It was their only relief.

At about the same time, employees at '540', the new headquarters building, were duly impressed with their posh corporate surroundings. They had to be mindful, however, about their elevator etiquette. NJB's first president, Chester I. Barnard, insisted on a solo ride to his office on the 20th floor. He didn't have a private car. But when he approached a waiting elevator, employees already aboard would politely disembark.

Jack Slattery

Sound far-fetched? Believe it; it's true! Sure, you haven't read about either of these incidents in NJB's annals and company publications. But that's because news and history tend to shortchange us. Focusing on major events, milestones and technological firsts, corporate histories crop out peripheral details, leaving often a bare-bones view of the organization.

As any history buff knows, the way to flesh out the skeletal story is to search for information that breathes life into a litany of historical dates, statistics and events. The kind of information that the Gore Vidals and Alex Haleys style into bestsellers. The kind of information that centers around people.

After all, people make history what it is. And New Jersey Bell history is no exception. So, the personal experiences, attitudes, priorities and feelings of NJB people add color and vitality to a facts-and-figures corporate chronology. Besides, the human experience also offers insight into the times.

How do you find this valuable information? By talking to the people, of course.

Stored away in the memories of men and women who have worked for NJB over the years is a wealth of personal experience which seldom grabbed front page newspaper coverage or widespread publicity in its day. Yet these memories and reflections are essential for a real knowledge of the company's past because they provide a sense of the people — NJB's life-giving force — who made the company what it is today.

Many of the memoirs shared by NJB employees who were here when the company was young include incidents and ways of getting the job done that seldom happen anymore, but were commonplace way back when. Jack Slattery, for example, a traffic staff supervisor who began his NJB career as a messenger in 1933 and spent his early telephone years in the plant department, says repairmen in Essex often had to be skilled mariners, in addition to knowledgable craftsmen.

"There was only one way to relieve central office tie-up conditions back when the Passaic River overflowed its banks near Fairfield," he said. "We couldn't wade through waist-high water, so we would paddle a canoe or a rowboat — any kind of boat — to a telephone pole; tie the boat to the pole and then climb up and disconnect the line wires or loops that went to flooded homes in the area.

"The idea was to get to the trouble spot, clear it and get out as quickly as possible," Slattery said. "Then five or six days later, when people returned to their homes, we'd go back, traipsing through mud, and reconnect the wires again.

"It wasn't always as simple as it sounds, though, especially when the boat would break loose and the repairman was stranded on top of the pole," he said laughing. "Then the test bureau would get a frantic 'help' call and somebody would go out to rescue the poor guy . . . and the boat."

As the 11th member of his family to work for the telephone company, Slattery has a special fondness for the business and for the "old days" in particular. "People were kind of proud to work for 'Ma Bell' when I first started," he said. "We wore round metal badges with our identification numbers on them. I had mine soldered to my belt buckle. When I walked down the street, I felt like 'Mr. Telephone.'

"I remember, too, how lost I felt when the company decided to replace those badges with I.D. cards. Giving up the badge was like giving up my identity," he said.

Hand in hand with that feeling of pride was also an eagerness to learn all he could about his craft, Slattery recalls. "The company didn't have the formal, intensive plant training courses it has now," he said. "So once a week, usually on a Friday night, a group of us got together at one of our houses and talked about circuitry, PBXs, whatever.

"We would gravitate toward the older, more experienced fellow in the group and ask him to share his expertise with us. We learned an awful lot that way and, you know, we really enjoyed it. Maybe it was just a cheap night out. But it's good times like those that you remember years later."

Like Slattery, Bob Reilly, district plant manager in Jersey City, began his telephone career in the plant department and can reminisce about the company's early training methods, too.

"My first day on the job was one I joke about to this day," said Reilly who started as an installer in Jersey City in 1937. "I reported promptly to the Montgomery Street garage, as I was told to, and spent my first two hours filling out forms, eyeing some of the tools and talking to my foreman.

"The next thing I knew another installer was waiting for me in a truck outside the garage. I hopped in the truck and he drove clear across town to the Colgate Company, where he was working that day. When we got inside, he handed me a screwdriver and pointed me in the direction of the vice president's office and said, 'Do me a favor, Bob. Go remove the bell box from the wall behind the VP's desk.'

"Now this was a serious responsibility," Reilly said. "Lucky for me the man wasn't in his office when I got there. So I crawled under the desk and proceeded to work. Then just as I pulled the box away from the wall and began looking at all the exposed wires, the vice president walked in. He took one look at me and the grave expression on my face and said, 'That looks like a very complicated job, son. I'm always impressed with the kind of work you telephone people do. How long have you been with New Jersey Bell?'

"With all the sincerity of a saint I replied, 'Two hours.' I didn't know what the devil I was doing," Reilly said, laughing heartily. A few days later he was one of five installers enrolled in NJB's first installation class in Newark.

Though Reilly admits that after 40 years details become dimmed by time, there are certain experiences he can recall with uncanny precision. One of them occurred just a few years after he joined NJB while he was on loan to Monmouth Junction for six weeks to assist in a major dial conversion project.

"There were three guys from Jersey City down there at the time," he said, "Jim Malone, Bill Forrer and I. We had to remove a switchboard serving 293 stations from one of the old houses the company used as an operator office. We also had to rewire everything from terminals right down to the new dial instruments. It might not sound like much today, but it was a big job then because we even had to replace the open wire leads that ran along miles of telephone poles.

"What I remember more than anything about that assignment, though, is the night of the draft lottery," he said. "The country wasn't at war yet. But the draft was started to train and mobilize forces in the event of war.

"There we were, three young kids away from home, staying in a rooming house off Route 1 in Jamesburg. The three of us gathered around the radio, waiting and listening to the numbers being called. No one spoke a word. And the sounds of the numbers seemed to echo in the still and silence.

"That scene is one I'll never forget. I guess it made a tremendous impression on me," Reilly said.

The following December, immediately after Pearl Harbor, all three men enlisted. They joined hundreds of other telephone people who already were serving in the Armed Forces. And like the majority of Bell System men called to the colors, including Jack Slattery and Dave Henderson, then a student engineer in Paterson and now NJB's vice president — engineering, they became members of various signal cadre because of their expertise in communications.

* * *

Benny King, a building mechanic at '540', remembers a night in 1941, too. It was February 11, the eve of Lincoln's Birthday and, appropriately, the night he and five other black men joined the company. They were the first black men employed by NJB.

Bob Reilly (1941)

Benny King (1949)

Bob Reilly

"All six of us started on the same night at midnight," King said. "The Newark Urban League had sent us to the telephone company.

"We were glad to have the job, but it was a trying experience at first," he said, using his hand as a visor to cover the painful expression on his face. "The telephone company was white then and I didn't know what to expect. Even though I had no slurs or arguments with anyone, it was hard on me, being one of the first blacks here. I don't regret it, though, because I feel I paved the way for other blacks."

King has spent his entire 36-year-career in building maintenance at company headquarters in Newark. Naturally, he knows more than a little about providing the necessary services, such as heat, refrigeration and water, required to keep the 20-story office building's occupants comfortable. But King also can recall the days when providing those vital services took much more effort than it does in today's automatic environment.

As a former coal-passer in the boiler room, King says keeping the fires burning was more than just a figure of speech for him. "I had to check my fires periodically and make sure there was a bright red glow on the coals," he said. "It was important to keep the fires going all day because if they went out, starting them up again with kerosene and oil was quite a job.

"I also made ice for the cafeteria in those days because there was no refrigeration. Part of my job was to operate the brine tanks and see that a sufficient supply of ice always was ready and available.

"I really liked that engine room job," he said, smiling. "It gave me a sense of responsibility. I kept the top of that boiler so clean you could eat off it. . . . I go down there now, every once and a while just to look around."

* * *

Indeed, a trip down memory lane with NJB employees reveals many incidents and experiences that history leaves out. Perhaps they seemed insignificant at the time. Or maybe other stories were deemed more newsworthy. Yet, in retrospect, those spirit-giving, mood-setting memoirs are important for an overall picture of our past.

So, too, are people's recollections of significant events and times that history does tell us about — but rather sparingly. For example, we know that NJB was formed on September 30, 1927, by uniting the New York Telephone Company in the north and the Delaware and Atlantic Telephone Company in the south. But what did that consolidation and the establishment of a new statewide telephone company mean for the organization's employees? What kind of day was it? Likewise, how did NJB and its employees cope with the severe economic effects of the Depression?

If Dick Paul's memory serves him well, the day NJB was formed was like any other day. Paul, who retired from NJB in 1970 as a personnel supervisor after more than 43 years' service, was working for Bell of Pennsylvania when plans were being made to establish the new telephone company in Jersey.

"We handled all of the Delaware and Atlantic Company's accounting operation in Pennsylvania at that time," Paul said. "So a few months before NJB was organized, some of my fellow employees and I were asked to transfer to the accounting department in Newark with a two-dollar-a-week increase. Being a native Philadelphian, I turned it down. But a few weeks later when they offered me a five-dollar increase a week to go to Trenton, in the engineering department, I took it.

"So I was on NJB's payroll on the company's first day," he said. "But, honestly, I don't remember any ceremony or fanfare. Work went on just the same. The whole event seemed to be a natural acquisition and people barely paid any attention to it.

"Oh," he said suddenly remembering an important point and smiling wryly, "there was one difference, though. Instead of sending the day's mail to Philadelphia, we sent it to Newark."

Benny King

Dick Paul

left to right, Dick Paul, Francis Ruszczyk, Robert Bause, George Bartlett, Frank Marshall and Wilmot Arey (1932)

Herman Redden, second from left, and the Jersey City dial conversion team (1939)

Herman Redden, who retired from NJB in 1966 as director of marketing, remembers NJB's first day in much the same way as Paul does. "Considering the magnitude of the transaction, it was done very quietly," Redden said. Nevertheless, Redden says that day always will be distinctive in his mind because it was the start of his telephone career.

As an engineering trainee, Redden worked on central office replacement studies when he first joined NJB. Even then, the new company was concerned with providing up-to-date, efficient telephone service for its customers which entailed retiring magneto switchboards and replacing them with the latest in the Bell System service catalogue — #11 manual switchboards.

But two years later, the stock market crashed and business at NJB, as elsewhere, began a steady and serious decline. "Construction projects were cancelled right and left," Redden said, "and it soon became obvious that there was little work for engineers.

"We wondered how long the company would keep us on, and when and how the ax would fall," Redden said. "We were told our careers in engineering were over, but that the company would try to find us other jobs."

According to Redden, the company kept its word, placing more than a hundred engineers into an already overstaffed plant force. Though many men were asked what their work preferences were, they took whatever assignments they got and were glad to have them. Redden was an installer in the Ironbound district of Newark for about a year; then an installer and repairman in the Montclair district.

"Even though the craftsmen looked upon us newcomers as college dudes who were infringing on their already limited work opportunities," he said, "we shared the work and our knowledge, and somehow we all managed. In fact, I learned more about the business during those few years than I could have done any other way. We worked a four-day week for a maximum pay of $42. Yet I moved to a house in the suburbs, bought a car and became a father — with no Blue Cross I might add — all on that salary."

Redden says what stands out most in his mind about that experience,

Catherine Malone (1932)

however, is that NJB looks after its own. "The company showed a sincere interest in the employees' welfare then, just as it does now," he said. "I could have been laid off, as many of my classmates in other companies were, and left to pound the streets with other thousands who were looking for non-existent jobs. But I was lucky because people matter in the telephone company."

Redden's sentiments and attitudes about the Depression years at NJB are not uncommon among people who worked here during that time. Catherine Malone, a retired chief clerk in the Hudson area engineering department, who joined NJB in 1929, said, "People were so grateful just to have jobs. It didn't matter that our hours and salaries were cut. No one complained because we knew we were better off than most."

* * *

Herman Redden

Of course, to try to include in this story the memories of all the men and women who have worked for New Jersey Bell during the past 50 years would be an impossible task — even if we knew all of them.

By the same token, to try to recount NJB's half-century history without at least a sampling of the human experience and the people

Catherine Malone

its golden anniversary would be to tell only part of the story.

Because without those personal anecdotes, we'd never get a sense of the pride, enthusiasm, dedication and readiness that have energized our business since 1927. We'd never get an inside look at the way we were and how it felt to be there.

And most of all, without highlighting the personal side of New Jersey Bell's growth and development, we'd never get to know the people — the thousands upon thousands of telephone men and women — who have earned for us the fine reputation for service excellence that we enjoy today.

Margaret Swenson really believed she would be able to retire this year relatively unnoticed. A private person who shies away from shutter snappers and bright lights — like limes, highs and spots — she wanted no publicity, no fuss.

She thought she would pull her last plug-ended cord from the SOST (Special Operator Services Traffic) board she operated at the Rochelle Park TSPS office — after 50 years — and quietly take her leave.

But Margaret Swenson is a woman of distinction. Until her retirement on August 1, she was the only active New Jersey Bell employee to celebrate 50 years' service during the company's golden anniversary year. Because of her accomplishment, and because a half-century of service as a telephone operator is noteworthy at any time, the company thought Margaret's feat deserved special recognition.

So Margaret spent her pre-retirement months modestly enjoying the tributes she had earned: an invitation to attend the Upstate Pioneer birthday party celebration as a guest of honor; a retirement luncheon with Company President Kleinert in the board room at '540', and a flood of congratulatory calls and notes from well-wishers throughout the company.

Not surprisingly, though, Swennie, as she was affectionately called by her co-workers in the traffic department, was overwhelmed by it all.

"I'm not used to all this fanfare," she said, toying nervously with her eyeglasses which lay folded on the table. "Honestly, I never thought I'd be the only one in the company with 50 years this year.

"Fifty years . . .," she said, slowly shaking her head almost in disbelief and smiling as her memory raced back over the years, "I can't get over it myself."

She grew up with NJB... Swennie

It was an ad in the Paterson Morning Call back on June 6, 1927, that brought Swennie, then Margaret Deinema, to the telephone company. As one of 14 children, she, like her older brothers and sisters, had to look for a job as soon as she was old enough, to help cover the family's expenses. So, with her working papers tucked inside her purse, the not-quite-fifteen-year-old boarded a bus to Saddle River to apply for her first job.

"Mrs. Donahue, the agent, hired me that same day and sat me right down at the board — there were no tests," Margaret said. "And after watching Mrs. Donahue operate the board for a few minutes, I was handling calls myself.

"I was tickled to have the job and excited because we didn't even have a telephone in our house then," she said laughing. "My salary was ten dollars a week and even though I gave most of it to my mother, I thought I was a millionaire."

The Saddle River "office" where Swennie started actually was Mrs. Donahue's home, Margaret said. As was customary in those days, New Jersey Bell paid "agents" a salary to set up operating offices in their homes and serve as resident managers. The company also paid the agent's rent.

At Mrs. Donahue's, the two-position, manual switchboard, which sounded a bell each time a customer cranked a phone, was in the living room. "It was a very homey atmosphere," Margaret said. "We knew most of the customers by name and they knew us. In fact, some of the doctors in town used to call us when they were going out to ask if we would put their calls through to wherever they planned to be. Of course, we always were happy to do them a favor."

In Swennie's words, "those were the nice days." Days when lemonade and standing floor-fans served as air conditioning and days when people wouldn't hear of ringing up their families and friends themselves. Surely, rumors about placing calls without an operator's help were an outgrowth of some scientific wizardry that would fizzle out like firecracker duds.

After three years, Margaret transferred from Saddle River to another home-turned-operator-office in Wyckoff where she became an evening chief operator. "Leaving Saddle River wasn't easy because Mrs. Donahue and I had become close friends," she said. "She even named one of her daughters after me.

"But working in Saddle River meant taking a bus and then walking a half-hour to the office. Wyckoff was more convenient for me," she said.

Though Swennie didn't realize it then, the years she would spend at Wyckoff would be eventful ones — for her and for New Jersey Bell. In 1936 she married Norman Swenson, an apprentice electrician. Their first and only child, a son named after his father, was born six years later. And, toward the end of her stay in Wyckoff, the Swensons built their home in Ramsey on a piece of land they had bought years earlier.

"That was like a dream come true," she said. "We had saved for the house for so long and it was built to our specifications."

For New Jersey Bell, events were occuring during that time, too, which would have dramatic effects on the business for years to come. The company was growing — out of the houses into larger, modern buildings, from two-position boards to twenty and thirty in a row — and changing from hand cranks to spinning dials, which reserved the "voice with a smile" for long distance calls.

All these changes naturally scheduled another move for Margaret, this time to the Ramsey toll office. "Ramsey was a nice office and really modern," she recalled. "At that time, customers were allowed to pay their phone bills at operator offices, and they loved to come in and look around. They were so curious about our job. I got to meet a lot of people that way."

Swennie worked nights and split shifts, as she always had, in Ramsey and later at the Ridgewood toll office, where she was assigned when the Ramsey office closed in 1956. "My

son was a youngster then and I wanted to be home with him as much as I could," she said smiling as if the mention of her son had opened a treasure chest. "My mother-in-law lived next door so we always had a sitter close by."

When kidded about being a liberated woman way ahead of the movement's time, Swennie laughed and said, "Oh no. I worked all these years for the same simple reason that most people do — money.

"When we first got married, we were saving for our house. Then, we saved because we wanted to be able to give our son a good education. He went to Rensselaer and then Newark College of Engineering. So my salary always helped.

"Maybe I would have retired earlier if my husband hadn't passed away nine years ago," she said. "But once he died, I figured I might as well keep on working and stay busy."

As Swennie's final days at New Jersey Bell drew closer and closer — unlike most retirees, she decided to stay till the last day possible (the last day of the month in which you become 65) — her thoughts turned to the wide-open prospects awaiting her. Somewhat eager, yet cautious and hesitant, she began to bring those days into sharper focus.

"Now I'll be able to visit my son and his family in Georgia more often," she said, her eyes brightening. "I guess it's easy to tell he's my pride and joy.

"My girlfriend and I are planning a trip to Hawaii, too. I'm really looking forward to that. I've wanted to see the Hawaiian islands for years.

"But it's going to feel funny at first . . . not working," she said in a static voice. "I'll probably cry when I walk out of here. I've made many friends here and I have a lot of happy memories.

"After all, this is the only job I've ever had. It's been my whole career. I guess you could say I grew up with New Jersey Bell, right? . . . I'm going to miss it."

Margaret with her two grandchildren Robin and Doug, during their recent visit from Georgia.

The future is,
by its very nature,
unknown, unknowable. It is
the time for which people hope and
dream, toward which we direct our goals,
but about which little is certain.
The present teases us with
hints of what may come.
But what actually
lies ahead? We can only
guess.

New Jersey Bell in 2027

NEW JERSEY BELL magazine recently asked a number of employees to guess what the company might be like 50 years from now, during its centennial year. Some employees discussed the future of the company as a whole, while others considered future telephone equipment and services, and still others wondered what it might be like to be an NJB employee 50 years hence. Many cited personal experiences or present trends as the basis for their predictions; others relied primarily on their imaginations.

What emerges from the following collection of their comments is not a coherent vision of New Jersey Bell in 2027. Rather, it is a series of thoughtful, imaginative and varied speculations from twelve individuals, each with a unique perspective on the present as well as the future.

Paul Stinemire

Deskman
Bound Brook

Fifty years from now, the average employee will be very well-educated. Many will have advanced degrees in computer sciences, electronics and engineering.

As the telecommunications field becomes increasingly sophisticated, people will need strong educational backgrounds just to understand and work with the technology.

The deskman's job is an example. It wasn't too long ago that a deskman worked with fairly primitive equipment, by today's standards. You would put on a headset and call out, "Hello, hello, can you hear me?"

Today's equipment is far more precise. It is no longer up to the deskman to judge whether another person's voice is audible. Instead, the procedure is mechanized; the determination is made electronically. In one sense, this makes the job easier and more straightforward. But, in another, the complexity of the equipment you work with demands an understanding of the technology you are using. It's not enough to push the buttons; you need to know why and how the equipment works.

Al Bein

Staff Specialist-Programming
Madison

Today we see only the tip of the iceberg, in terms of what computers will do for the company during the coming decades.

I would expect two key developments in computer technology within the next 50 years: further miniaturization, enabling computers to store vast quantities of information in smaller spaces, and also, the advent of computers that are capable of reasoning — ones that can relate one fact or trend to another without the direct involvement of a programmer.

By 2027, New Jersey Bell may have a single computer — perhaps the size of a small office. It would serve as the company data base, the place where all company information and records are stored. Having the capacity for reasoning, it also could serve as an adviser to company decision-makers.

The days of specialized computer languages also are numbered, I think. Fifty years from now, we should be able to talk to a computer through its microphone, and it should be able to respond in the spoken word.

The prospect of a talking, thinking computer that knows everything about the company may be a frightening one for some people. I don't believe it necessarily makes for a dangerous situation. But it will require very careful planning. Somewhere in the not-too-distant future, people in this company will have to make a number of important decisions concerning the role computers should play in the business. Their potential is almost limitless, but their practical use should have limits. We will need to set the boundaries within which we believe twenty-first century computer technology will best serve New Jersey Bell and its people.

Mary Walston

Operator
Jersey City TSPS

In 2027, Americans will be able to call anywhere in the world by dialing direct, and their calls will be connected instantly. Phones will be more compact than today's models, and, more than likely, portable.

But one thing I feel certain about is this: there won't be any operators. Over the past 50 years, we've already seen a large part of the operator's job mechanized. And with TSPS equipment, the handwriting is on the wall.

But operators who are replaced by machines won't be left jobless. I'm sure it will be a gradual transition, and the company will provide ample opportunities in other fields. It just might be that, by 2027, some former operators will be specially trained technicians who keep the operating machines in good working condition. That's one way to outsmart the machine that replaces you: learn how to fix it.

Bill Adams

Repairman
Rutherford

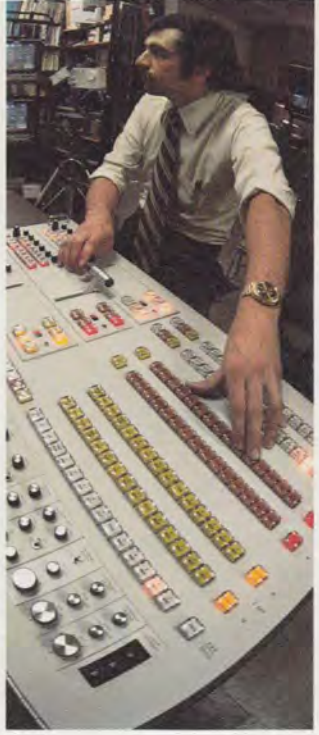
Fifty years from now, I think people will have much more leisure time. The average employee's work week might be only three or four days. Of course, as a utility, New Jersey Bell will need people working 'round the clock, but I think each person's work load will be lighter.

The repairman's job probably will be very different in 2027. Most of our equipment will be able to tell us what is wrong with it. We already have electronic PBX systems, the Dimension* equipment, which can locate their own malfunctions. We simply push a button and the PBX machine flashes on a screen information pinpointing the location of its trouble. Then, in this age of modular equipment, the repairman simply unplugs the defective component and replaces it with a new one.

The trends toward modular equipment and sophisticated machines that locate their own troubles are certain to continue into the future. But they won't bring an end to the repair craft. Inevitably, there will be times when a machine diagnoses its trouble incorrectly. In these situations, we'll need highly skilled experts capable of fixing equipment without the benefit of a machine's instructions. So, I believe, along with the advanced telecommunications equipment of the future, New Jersey Bell will need employees whose technical expertise is every bit as advanced.

Dave Doherty

Public Relations Assistant
Television Studio Newark



I think it's safe to say that by 2027, technology will be sufficiently advanced to make generating, transmitting and displaying television signals less expensive. So, I expect television will become a major communications vehicle within New Jersey Bell.

I envision a system which would combine a computer terminal on the desk of every company decision-maker with a color TV set, instead of the familiar CRT device — the "TV screen" of today's desktop computer terminals.

While serving as a data terminal — providing computer readouts in full color — the television set also would be used for company communications. A manager could punch the proper access code and, within seconds, view any TV program in the company's library — perhaps a training film, or a Bell System newscast. A second code would add captions to the picture, to aid the hearing-impaired employee. A third code would automatically produce a Spanish translation of the words and phrases on the program.

These desktop TV sets also could be used to transmit company news bulletins instantly. Top management would have immediate access to the news, which then would be relayed promptly to all employees on centrally located TV sets.

Properly used, this technology can be of great benefit to New Jersey Bell and all its employees. In fact, take it one step further and place this type of equipment in the home. People could use it to pay bills, order from a video catalogue, see a first run movie or consult the family computer.

We already have the technological capability to make these predictions reality. Now it's just a matter of bringing the cost to a reasonable level — as was the case in the development of pocket calculators.

Marsha Gordon

Service Representative
Metuchen

Some people believe computers will be able to do anything by 2027, and they think machines eventually will be doing their jobs. I disagree. I don't think a computer could ever take over the service representative's job — not in 50 years, not even in 100 years.

That's because a service rep's role is, essentially, to make the business more human. We are the personal contact that customers value very highly when dealing with what otherwise may seem to them a huge, impersonal company.

I'm sure that highly sophisticated machines will make our jobs much easier in the future. Modern computers will enable us to process customer orders instantly, and they'll place customer billing and service records at our fingertips so efficiently that even our new microfiche records system will look old-fashioned in comparison.

But, as for machines taking over jobs, I'm not worried. New Jersey Bell will always want and need the human touch.

John May

Switchman
Ventnor Central Office

I imagine switching equipment will be around 50 years from now, in smaller, faster, even more reliable forms than today's ESS offices. Of course, the electronic equipment will be several generations removed from our most advanced systems of today.

But I think electronic switching will be on its way out by 2027, replaced by, say, a central office that actually "thinks." To some extent, we also should see an increased use of satellite and microwave communications. However, I believe the vast majority of our communications will travel over light.

Lightwave communications systems — in which tiny lasers transmit signals over glass fibers — are being field-tested today. In 50 years, the state of laser technology will be so advanced, it may give us the capability of transmitting an almost limitless quantity of voice, data and television signals at extremely low cost.

Ray Butler

Splicer
Ridgewood

I think New Jersey Bell in 2027 will be a company of specialists. One person won't be able to know everything about his field of work, because the scope of knowledge will be too vast. A splicer, for example, will concentrate on one phase of the craft.

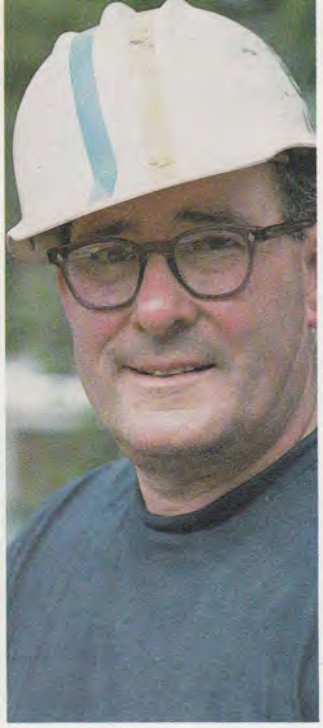
This tendency to specialize already is evident in the splicing craft. Today, there are two major categories of splicers: those who work on maintenance and those who concentrate on production. Of course, most people in a garage know how to do all phases of splicing. But the trend is to focus on one aspect of it, and I'm sure the focus itself will become more and more specific in the future.

The state of cable technology also will advance tremendously during the next 50 years. The Bell System already has lightguide cables in limited use. These new cables, which consist of bundles of glass fibers rather than pairs of wire, have a circumference of a person's little finger, but their transmission capacity is equal to that of a wire cable three inches in diameter.

As newer, better cable technologies are introduced, we will need to learn new splicing techniques. Splicing fiber bundles is a different procedure from splicing pairs of wire. But, as long as you have the basic ability and a desire to learn, it's not difficult to keep pace with the new methods of doing the job.

John Plumhoff

Lineman
Midland Park



The only thing I can predict with certainty is that our company's facilities and the expertise of employees will be based on the most advanced technology available.

In the 25 years I have spent at New Jersey Bell, I have seen a constant commitment to finding new and better ways of doing the job. In line work alone, equipment and techniques introduced during the past two-and-a-half decades have made a tremendous difference. Many tasks that once required heavy, time-consuming work — putting a derrick into position, for example — now are done with the flick of a lever. Innovations like these have made it possible for two people to do jobs that required four men and a chauffeur as recently as 20 years ago.

The changes, even those that make the job easier, require that employees adjust. It takes time to get used to new ways of doing your job. But when you know that the new method is an improvement, you accept it as progress.

Shirley Bradley

Senior Records Clerk
Teaneck CRB

By 2027, I imagine, all Bell System operations will be standardized, eliminating the need for local operating companies like New Jersey Bell. I'm sure the company will still exist, but it probably will be organized differently. Perhaps what we know as New Jersey Bell today will be the headquarters district for the Northeastern region of the Bell System 50 years from now.

Every telephone customer in the country will be assigned a permanent phone number. When people move from one part of the U.S. to another, their phone numbers won't change, but will go with them. Instead of having different numbers for social security, health insurance, driver's license, credit cards, and so on, a person's phone number will be used for all purposes — as an overall identification number.

When a Bell customer has a question about his telephone bill in 2027, he'll just call a company computer, give his number, and explain the question. While he waits on the phone, the computer will check its memory and then promptly report its findings to the customer. If there is a discrepancy, someone will have to investigate the complaint. Investigating customer billing complaints — which is my job today — will be the responsibility of highly trained computer analysts 50 years from now.

Dan Leonard

Account Representative
Trenton Sales

In our first 50 years, we've managed to saturate the market for telephones. Today, virtually all New Jerseyans have basic telephone service.

During NJB's second 50 years, we'll need to open new markets and develop new applications for our advancing telecommunications capabilities.

Because travel probably will not be as free and easy as it is today, I imagine we'll use telecommunications as a substitute for meeting in person whenever possible. Picturephone® service may be as widespread as basic telephone service is today. People will be able to do all kinds of things via their home and office Picturephone sets — conduct business conferences, buy and sell products, do their banking, maybe even work from home.

Telephones could serve a number of additional functions. Used in conjunction with sensors installed around a house or office building, the phone could detect fire or a burglary in progress, and it could be set automatically to call the police or fire department in these emergencies. The bedside phone could be set each evening to ring at a certain time the next morning — serving as an "alarm phone."

Whether or not these products and services come into widespread use will depend on customers' wants and needs in coming years. By 2027, we are certain to have a vast array of additional options and services, and a sales force of specialized, very knowledgeable people who will help business and residence customers select the products and services that best meet their individual needs.

Bill Todisco

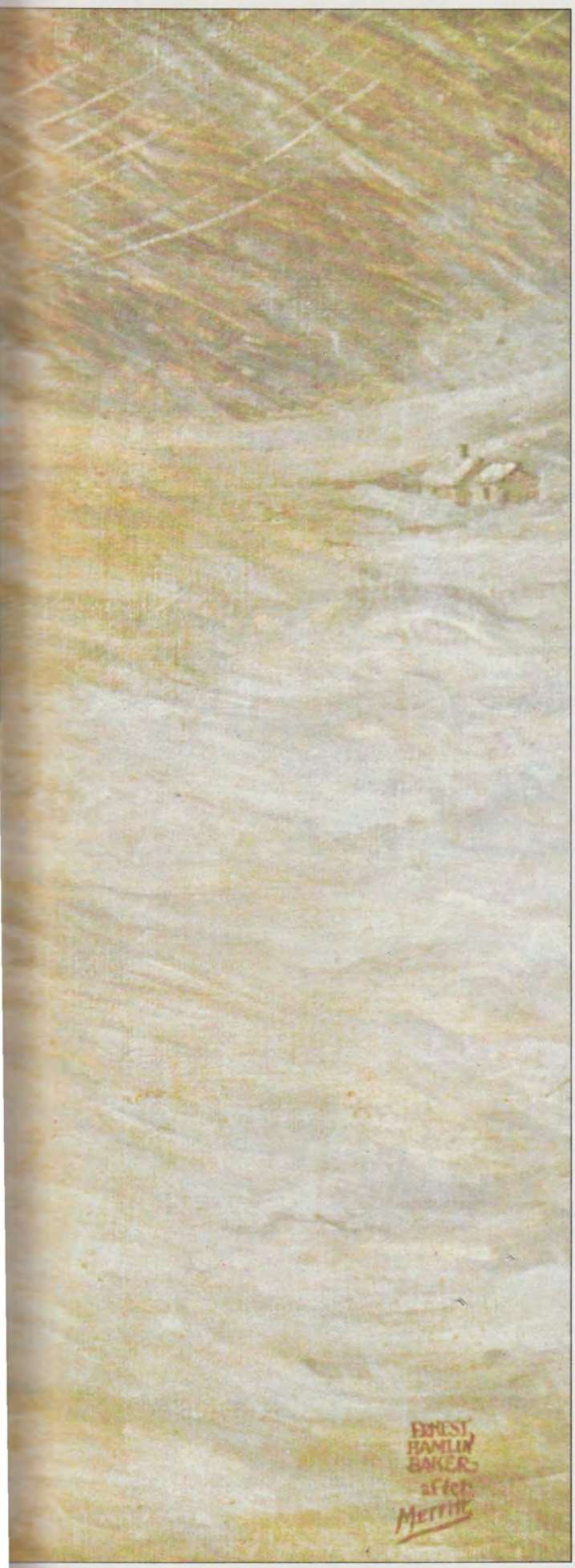
Installer
East Orange

The era of the PhoneCenter store will reach its peak by 2027. There will be a PhoneCenter in every neighborhood, and shopping for a phone will be just as everyday an activity as shopping for food and clothes. Most people will be able to buy their phones, take them home, and plug them in to the modular outlets which already will have been installed in their homes.

I don't believe this vision of the customer installing his own equipment should worry today's installers. The growth of PhoneCenters and the conversion of customer telephone outlets will be a gradual process, leaving plenty of work for installers in the short run. Even in the long haul, we will need some installers. How else will customers be able to add extensions, equip newly constructed residence and office buildings with telephone service, and renovate the services in older buildings?

As the emphasis on individualized telephone service increases, we might begin to see installers and members of our marketing department working very closely, as a team, to custom design and coordinate the installation of telephone systems to customer specifications.

*Registered trademark of AT&T Company



New Jersey Bell uses many phrases in its corporate literature to put across some idea whose time has come. We've used "Being Good Isn't Good Enough" and "Yes" and a host of older ones which served their purposes and were respectfully retired. But there is one phrase still in use today which was very old on the day New Jersey Bell was incorporated. It's so hauntingly persistent that we've decided our fiftieth anniversary issue would be an appropriate vehicle to take us . . .

In Search Of

The Spirit Of Service

by Robert Kinkead

Put together an organization of any kind in America and it's axiomatic — within a very short time someone will create a slogan.

It's a pre-colonial tradition (No taxation without representation) and it's more vigorous than ever today, thanks largely to mass media.

Most of these slogans are ephemeral and have a limited life span. For example, do you ever wonder where the yellow went anymore?

There are, however, hardy exceptions. These are perennials, superlatively adaptable, especially poignant.

One of these is the Bell System's "Spirit of Service."

Now, surely there are many in the Bell System who will adamantly insist that The Spirit of Service is much more than a mere slogan.

And they are right, in much the same sense as a mere politician who perseveres long enough becomes an elder statesman.

But, even if it now is a revered elder statesman of phrases, there's no question that The Spirit of Service started out as a slick, alliterative slogan long before World War I.

Many believe it is the original title of the famous painting (preceding page) of Angus MacDonald patrolling the newly opened Boston-New York telephone line during the Blizzard of '88.

Research, however, suggests the slogan and the painting were not immediately wed. They came together as the fledgling Bell System continued to capitalize on good publicity which resulted from its performance during the blizzard. To understand the phenomenon that this long-lived slogan describes, one must understand the circumstances of its birth.

In 1888, the telephone was but 12 years old and still something of a

novelty to most people. Only progressive businessmen and well-to-do residence customers felt the need to have a phone. Among those who could get along without one was the President of the United States. There was no telephone in his office in those less frantic times.

There were only two means of real-time, long distance communication available in those days — the telephone and the telegraph. And, to most people, the telegraph was the medium of choice.

There was good reason for people to prefer the telegraph. First, the distant party did not have to have a set in his or her home, the message would be delivered; second, the telephone was a crude, unamplified device which required much shouting to successfully transmit a message for more than a few miles; third was cost. A phone call between Boston and New York cost one dollar. That was about a day's pay for a blue-collar worker. Any message important enough to sacrifice a day's pay for should involve more than a three-minute shouting match. With a telegram, you got a handwritten document which could be read at leisure, as many times as the customer wanted to.

So, the long distance telephone call was a luxury. It was not something the average person considered useful in everyday activities. But something was to happen early in 1888 which would change that perception and electrify the enthusiasm of the public for long distance telephone service.

It began on a gray Sunday, March 11. The clouds, which had been threatening snow on Saturday, began delivering their burden. Pushed by strong winds, the snow quickly formed impressive drifts and by afternoon it was obvious to everyone along the eastern seaboard that getting to work on Monday would be a serious challenge.

Among those most acutely aware of the challenge were a number of Bell System line crews who were spending their day off in various boardinghouses and hotels along the Boston-New York Main Line.

For weeks they had been expanding the line, stringing additional open wire (uninsulated copper) on the thousands of utility poles between the two cities.

Line crews were like bands of Gypsies in those days. Going from town to town, they would take over a boardinghouse near their work location and live there for a few days or weeks until work in that area was finished and it was time to move on down the line.

As was their custom, they set up a crude test station in each boardinghouse. They used these stations to check the Boston-New York Main Line regularly that stormy Sunday. They knew a storm of this magnitude could undo several weeks' work in a single night.

Monday's dawn was almost totally obscured by the howling blizzard. The Bell line crews awoke to find no outages when they checked the lines from their boardinghouse test bureaus.

The Main Line was in remarkably good shape considering the weather and telephone traffic was heavier than usual between the two cities.

By noon, it was clear that this was no ordinary blizzard. The wind continued to blow unremittingly and, if anything, the snow was heavier than ever. In Boston and New York and at all points in between, no ship left harbor that day, no train rolled down the snow covered tracks and no horse-drawn trolley moved along a main street.

Snow drifts were ten feet or higher and roads were impassable. People were isolated from their neighbors down the block by the storm's fury.

Telegraph service was severely affected and, before long it would be shut down completely, save for the transatlantic cables between Boston and London and between New York and London.

The telephone crews along the Main Line were hardier than most. Bored with nothing to do, they lent a helping hand wherever they could in their local areas.

A line gang in West Boylston, Mass., helped a crew of railroadmen rescue 25 passengers stranded in a stalled train nearby. Angus MacDonald was a member of this crew.

Unbelievably, the third day of the storm was as bad as the first two and now the Boston-New York Main Line was feeling the effects. Individual wires began to fail and linemen, dressed in everything they owned, were dispatched on snowshoes to repair them.

They spent an arduous, bitter-cold day patrolling their respective sections of the Main Line, finding and splicing breaks.

The storm was the biggest news of the day and the Boston Globe had been using its private telephone line to New York to supplement local stories with dispatches from Gotham.

Still, by the third day the weather alone was becoming stale news. Casting about for a new angle, the Globe editors decided to run a large headline announcing that the Globe's Long Distance Telephone wire was the sole remaining means of communicating with New York.

It was not exactly accurate. There were other Bell System circuits open on the Main Line, but it made good copy for the Globe.

It was not until the next day that the storm died down and life began to return to normal along the eastern seaboard — normal but with a little difference.

The survival of telephone service during that blizzard of blizzards caught the public fancy. Other papers picked up the story and it became a general topic of conversation when people discussed the storm.

People were intrigued by this odd handful of hardy linemen who walked through a hell of wind and snow, patrolled a fragile line of copper threads — on snowshoes — and kept telephone service intact when all else failed.

In the public mind, they became a breed apart and telephone people around the country — regardless of their respective jobs — walked a little taller thanks to their efforts.

In 1888, the fledgling Bell System sorely needed good publicity for its new long distance services, so, little time was wasted capitalizing on the performance of the Main Line.

An oil painting was commissioned and Angus MacDonald was called to pose for it.

The painting was reproduced on advertising cards titled, *A Reminiscence of the Blizzard, 1888*. But the title that stuck through the years was The Spirit of Service.

Both the slogan and the painting were well received by the public that year and, since then, both slogan and painting have made more comebacks than Ol' Blue Eyes, times ten.

Much more importantly, the reputation established by the veterans of the Great Blizzard set a standard which became a tradition for generations of telephone people. Throughout the country, telephone company histories recount dozens of instances where workers maintained or quickly restored service in time of disaster.

On a less heroic scale, the companies showed their commitment to serving the telephone public through a never-ending expansion and improvement of the network which has resulted in virtually universal service, available to all at reasonable cost.

Succeeding generations were so successful in maintaining this hard-won reputation that, to this day, the public expects each of us to display an equally deep commitment to maintaining good service regardless of the difficulties and regardless of our positions in the company.

Operators are routinely expected to coolly and calmly handle any dire emergency called in to them. Craftsmen must be prepared to repair any mischief caused by flood, fire, earthquake, wind or what have you, within days if not hours. Service reps have to maintain their cordial demeanor regardless of how excited the customer gets. And similar expectations are placed on persons in other jobs.

That line gang in 1888 saddled us with a license to be special which must be renewed every day. We renew it in thousands of different ways, large and small: by overall service excellence on a daily basis; by meeting the unpredictable challenges, like the Second Avenue fire in Manhattan; by technological accomplishment like the transistor; by being the best at what we do.

And if this sounds like pride it's only because that's what The Spirit of Service is — a stubborn refusal to surrender our license to be special.

New Jersey Bell

540 Broad Street
Newark, New Jersey 07101

MR W L SCHNELL
11 BARNIDA DRIVE
EAST HANOVER NJ 07936
WP181332