

TELEPHONE TOPICS APRIL 1956





The \$64,000 Question

It's one question that stumps even the world's keenest experts: "what to give" when gift occasions roll around.

In fact, it's a pretty good bet that the people you come in contact with every day—your friends and your customers—have a \$64,000 question in the back of their minds that very moment. So do them a favor. Remind them that an *original* answer to nearly any gift problem is an extension telephone in color. And don't forget to add that for all their beauty and convenience, extensions in color cost just \$1.25 or less a month, plus tax and one-time installation charge.

TELEPHONE Topics

APRIL, 1956

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VOLUME 48

No. 12

THE COVER . . . The focal spot in a decor of beauty and dignity proves your telephone, too, is a decorator's item. And next to spinning that globe, it's also the fastest way around the world.

The Granite Center



Left: The memorial on the grave of Elia Corti, who was shot in 1903, carved by his brother William and brother-in-law John Comi. It is a life-size statue in the true likeness of Corti seated in front of a roughhewn tablet of granite. The statue is complete in every detail, it shows seams in clothing, buttons, creases, and detail of skin. Right: The panels on the Burns monument were carved by Elia Corti, working with Sam Novelli on the memorial. Upon completion of this job the pair went into business together. Corti was killed by a stray bullet from a blacksmith's gun when the latter became hysterical at a Socialist meeting in Barre.



The most cosmopolitan city in Vermont produces one-third of all the public and private memorials erected in the United States. These memorials are skillfully designed, quarried and produced by workers-in-stone from many lands.

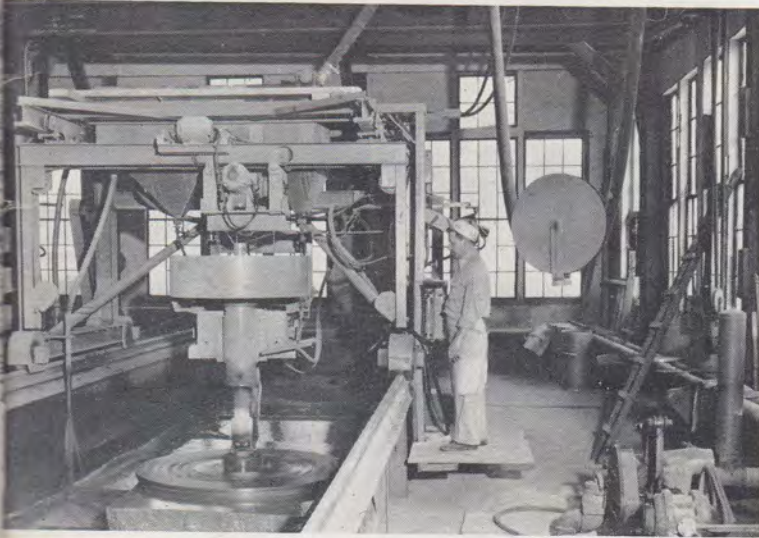
Barre is in the heart of Vermont, New England's only inland state, where the climate is cool in summer and the atmosphere dry with the clearness of mountain air. Barre is the junction of several important state and U. S. highways, has a modern, well-equipped airport and is a terminal or stopping depot for interstate railway, bus and airlines.



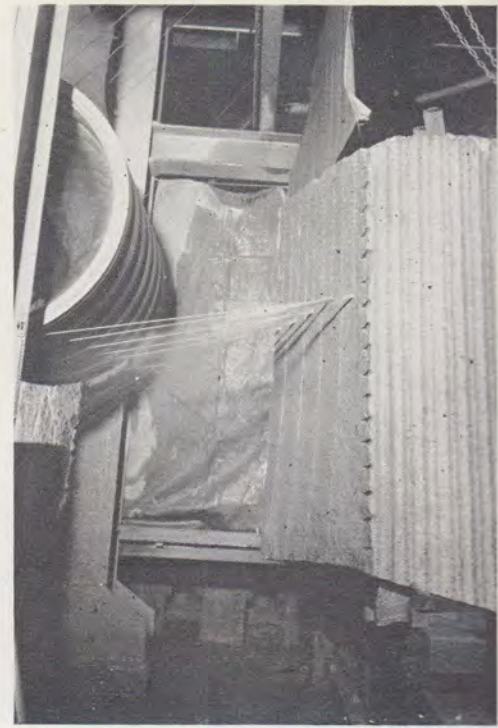
Left: From these hills came fortune to Barre, Vt. To the Rock of Ages granite quarry, 40 acres carved out of the mountain top, come approximately 40,000 visitors each season. Lower left: Frank Lavalle and Herbert Eastman do their sculpturing with air-driven tools. The funnel-shaped apparatus hanging over their work is the vacuum tube which sucks all the powder that flies around them as they chisel. Bottom: Checking his work carefully before he continues is Willard Bear who is sandblasting a cross and flowers into granite. Prior to this operation deft workers cut a rubber stencil sheet, upon which the design has been transferred.



of the World



Left: At Smith Whitcomb and Cook tools are made for the granite industry. Some are small hand tools but this polishing machine is one example of the larger equipment manufactured. Polishing a granite slab removes all the irregularities left by the saw and prepares the surface for the finishing operations. Right: All the twisted wires form a wire saw which cuts the quarried block into slabs, is done with the use of abrasives. Wire of this type is made at Smith Whitcomb and Cook. Below: This Capacitor plant is owned by Rock of Ages Corporation. The building was an idle plant converted during World War II by Sprague Electric Company of North Adams, Mass. Now all the work is subcontracted entirely to Sprague Electric Company.



There are 94 industries employing 2,250 men and 900 women producing granite memorials, machine tools, foundry products and electric capacitors. Approximately 100 granite manufacturers and the general offices of 5 quarries are located in Barre; also one of the largest cooperative creamery organizations, doing over \$1,000,000 business annually. The manufacturing of ice cream is still another activity. Agriculture ranks high in the wealth-producing factors of the Barre area. Cranes, derricks, signs, mill machinery, lumber, soda, maple products and tool sharpeners are also included in the list of manufactured items.

There are approximately 300 retail establishments in Barre. No need to go far afield to find the latest merchandise you want—it is right in one of Barre's modern, up-to-date stores.

The story of Barre is one of the epics in the annals of art and industry in America. It is a story of melting-pot Americanism, a story of pioneers, immigrant artists



Left: Cornelius Granaï, Barre's new Mayor, is a civic-minded person. He has the welfare of Barre youth in mind as well as the political health of his city. Center: Barre begins a new era in its form of government with the arrival of Paul H. Hermann as the first city manager. Below: One of the members of the Board of Assessors is a retired telephone employee. George Callamer was a Montpelier Wire Chief. Augustus M. Rossi has a daughter who is an Operator in Manchester, James E. Alexander's wife has been employed with New England Tel. & Tel. Co. also. Left to right: Messrs. Rossi, Alexander, and Callamer.





Left: A competent Fire Department headed by Chief Roy MacDonald is composed of 15 regulars and 25 call men. Fire damage to the city of Barre, since the big fire of 1950, has been negligible. Last year the total damage was \$9,997 and there have been years when it has been lower. Below: Since Floyd Chandler has been Chief of Police in Barre there have been some changes made in that department. The investigating system is different, also the fingerprinting and others.



Barre's Municipal Auditorium is new, large and located out of the busy shopping center but adjacent to it. There is a football and baseball field fronting the building and parking facilities for some 400 cars.



and artisans, and of an industrial art born of Old World tradition and New World ideals and methods. When, in 1778, John Gouldsbury and Samuel Rogers obtained their grant to the territory which now includes Barre, little did they realize that the picturesque hills would bring world-wide fame to their settlement.

It is an old but classic Barre story, but this is the only town in the United States, so far as we know, which staged a fist fight to determine its name.

Barre Town was organized as Wildersburgh at a town meeting in March 1793, but a few months later, in September of that year, at a special town meeting it was proposed that the man who gave the most toward the building of a public meeting house should have the right to rename the town. Ezekiel Dodge Wheeler bid the equivalent of \$310 and he named the town Barre. But he never paid the money. This really made the



The main floor of the Auditorium has been constructed so that it is possible to have varied events there. The entire ceiling and one wall have been treated with soundboard making it possible to have musical events or speaking engagements without a throwback. The Fish and Game Show, held recently, drew 10,000 people. This attraction occupied the Exposition Hall as well as the main floor of the Auditorium. The Black Tail Deer, lower left, and other fish and game were seen in their cages in the Exposition Hall. Below: Some people call them "Chocolate-covereds" and others say "Cheerios" but no matter what the name they taste good. At the Granite City Cooperative Creamery the sticks are being placed in the ice cream forms as they set in brine. The frozen "Cheerios" in the background are just ready to be dipped.





Two down and one to go. After the ice cream is "quick-frozen" on the stick it is taken out of the freezer and dipped in the deep brown chocolate liquid and then rushed back into the freezer to become a solid iceberg.



Alexander C. Walker is the Business Manager of the Barre Daily Times. His paper has won many awards, among them the Associated Press prize for pictures.



Program Director Bob Bannon and Station Manager Harry Perrigo are the voices behind the microphones of Radio Station WSKI, the Barre-Montpelier Station.

name of Barre invalid. As the story goes, at this same meeting Captain Joseph Thomas of Holden and Jonathan Sherman from Barre, both in Massachusetts, staged a fist fight. Sherman won, and the name Barre has never been questioned since.

During the War of 1812 the commercial production of Barre granite started its long and famous life. The
(Continued on page 48)

The telephone people in Barre: Below, at the Payment Agency, Edward Haynes' Rexall Drug Store, Ida Tamo takes a payment from Antonio Depezal. Bottom: The Installer-Repairmen—Foreman P. T. Patterson, P. M. Tyler, R. W. LaClair, G. A. Penchetti, J. R. Collier, J. E. Kennedy, and C. E. Reynolds Jr., Wire Chief. Right: In the Business Office in Montpelier, Loriman Brigham, Business Office Representative; Corliss P. Hunter, Manager; Damas Limoge, Sales and Servicing Special Representative; and Service Representatives Marguerite Brown and Joyce Drown handle Barre accounts. Center right: In the new Barre Central Office Chief Switchmen C. A. Lavalla and W. E. Ross use a "teatable" to test lines. Lower right: R. L. Knee, R. W. LaClair, J. A. Therrien, Foreman P. T. Patterson work at the Rock of Ages office building installing a 740E PBX. Working on the equipment in another part of the building when the picture was taken was W. H. Allen.



E. N. White Succeeds J. E. Harrell as President

Latter Named Chairman of Board—F. A. Cosgrove and T. M. Hennessey Elected Directors and A. C. Palmer Vice President—Cosgrove to Be in Charge of Operations—Palmer to Head Personnel



Erskine N. White



Joe E. Harrell

Erskine N. White of Winchester, Mass., was elected President of the New England Telephone and Telegraph Company at a meeting of the Company's Board of Directors held in New York recently. Vice President of the Company since 1945, he succeeds Joe E. Harrell, who became Chairman of the Board. Mr. Harrell will retire later this year after forty-three years of service in the Bell System.

At the annual stockholders' meeting Frederick A. Cosgrove of Wellesley, Mass., and Thomas M. Hennessey of Winchester, Mass., were elected Directors to fill vacancies on the Board. Mr. Cosgrove has been a Vice President of the Company since 1950 and Mr. Hennessey a Vice President since 1946.

The Directors re-elected were: Ellis W. Brewster, Plymouth, Mass.; George R. Brown, Brookline, Mass.; Elliott M. Gordon, Cowesett, R. I.; Edward B. Hanify, Belmont, Mass.; Joe E. Harrell, Boston, Mass.; Milton P. Higgins, Worcester, Mass.; Harvey P. Hood, Brookline, Mass.; Ernest M. Hopkins, Hanover, N. H.; Leland J. Kalmbach, Somers, Conn.; Robert W. Maynard, Boston, Mass.; Eugene J. McNeely, New York; Robert H. Montgomery, Cambridge, Mass.; George Olmstead, Jr., Chestnut Hill, Mass.; Levi P. Smith, Burlington, Vt.; Nils Y. Wessell, Medford, Mass.; Erskine N. White, Winchester, Mass.; Laurence F. Whittemore, Pembroke, N. H.

Elected Vice President was Albert C. Palmer, formerly of the New England Telephone and Telegraph Company, and since 1954, Assistant Vice President of the American Telephone and Telegraph Company in New York.

The Officers elected were: Joe E. Harrell, Chairman of the Board; Erskine N. White, President; Frederick A. Cosgrove, Thomas M. Hennessey, Charlesworth K. Neilson, Albert C. Palmer, Vice Presidents; Clyde J. Heath, Secretary; Clyde J. Heath, Treasurer.

Following the election of officers by the Board of Directors, President White designated Frederick A. Cosgrove as Vice President in charge of Operations and Albert C. Palmer as Vice President in charge of Personnel.

Thomas M. Hennessey continues as Vice President in charge of Public Relations, Charlesworth K. Neilson as Vice President in charge of Merchandising and Revenue Requirements, Robert V. Jones as Comptroller and John M. Gepson as General Counsel.

Mr. White has been Vice President of the New England Telephone and Telegraph Company since 1945, and a director since 1946. His service in the Bell System began with the American Telephone and Telegraph Company in 1923, and he joined the New England Company in 1929. He held successive positions in the Traffic and Commercial Departments until 1941 when he went to Washington as Assistant Director in the Office of Production Management. Prior to his assignment as Vice President in charge of Operations in 1950, Mr. White served as Director of Public Relations, Vice President Public Relations and Personnel, Vice President and General Manager, and Vice President Rate and Revenue Requirements. Mr. White is a director of the Winchester National Bank, H. P. Hood and Sons and the Sanborn Company. He is chairman of the Board of Trustees of Huntington School and a trustee of Peter Bent Brigham Hospital, the Winchester Scholarship Fund and the Winchester Visiting Nursing Association.

Mr. Harrell has been President of the New England Telephone and Telegraph Company since 1944 and a Director since 1938. He entered the Bell System in 1913 with the Long Lines Department of the American Telephone and Telegraph Company. Mr. Harrell joined the New England Company and held various positions in the Traffic and Commercial Departments before becoming Vice President in charge of Public Relations in 1936. He is a Director of the First National Bank of Boston and the Massachusetts Mutual Life Insurance Company. He is Trustee of the New England Center Hospital; Suffolk Savings Bank for Seamen; Theodore Edson Parker Foundation; Franklin Foundation and a member of the Executive Committee, Associated Industries of Massachusetts. Mr. Harrell received an honorary Doctor of Engineering degree from Worcester Polytechnic Institute in 1951.

Mr. Cosgrove has been Vice President of the New England Telephone and Telegraph Company since 1950. He was first employed by the Company in 1924 and during his telephone career has held various administrative assignments in the Traffic and Executive Departments. In 1950, after serving as General Manager of the Company's Massachusetts operations, Mr. Cosgrove was elected Vice President in charge of Revenue Requirement. Two years later, in 1952, he was named Vice President in charge of Personnel.

Mr. Hennessey has been a Vice President of the New England Telephone and Telegraph Company since 1946. He started his career with the Company in 1923 and during his 33 years of service has held various administrative assignments in the Traffic and Executive Departments. He was named Assistant Vice President in the Personnel Department in 1944, Director of Public Relations in 1945 and Vice President in charge of Public Relations in 1946. He is Vice President, Director and member of the Executive Committee of the Greater Boston Chamber of Commerce, Director and Massachusetts Vice Chairman of the New England Council, Director of the Greater Boston YMCA, Director and Vice President, Winchester Hospital.

Mr. Palmer has been Assistant Vice President of the American

(Continued on page 41)



Frederick A. Cosgrove

Thomas M. Hennessey



Albert C. Palmer





AND SO TO BED—Operators and cafeteria personnel in the Franklin Street building prepare to catch a few hours' sleep before going on

duty once again. This shot was taken in the North dining room on the eighth floor, transformed into a dormitory during the storm.

A Story of Three Storms

The destructive sister storms which spiraled into New England on March 16, 19, and 24 found Company employees in all areas ready to meet almost impossible conditions of blinding winds and huge drifts of snow, and in spite of these conditions, willing to do everything possible to maintain the usual high standards of customer service. Emergency climbing crews braved the high winds and ice-coated poles to keep the power flowing into homes that would otherwise have been completely isolated; operators worked overtime to keep up with the volume of calls that flooded the switchboards. As *The Providence Journal* stated, "If there were temporary breakdowns in telephone communications they were not induced by an overload of snow but by an overload of conversation."

Traffic volumes averaged about 70 per cent above normal in the affected sections on Saturday, and during Monday's storm they ranged well above normal. Operators in Framingham handled 20,323 toll calls, the second highest traffic volume in its history, only slightly lower than the high in August during the flood when a record

20,576 toll calls were handled. Reports of a peg count in Portsmouth showed that operators handled 72,000 local calls as against a normal Monday of 50,000 calls. Despite this high volume of both local and toll calls, 82 per cent of the calls attempted were completed, only two per cent under the average completion of 84 per cent!

Many employees leaving their offices on both Friday and Monday found the usual means of commuting no longer available, and either spent the night in retiring rooms or hotels, or were chauffeured to their homes in Company cars, trucks, or in police cruisers.

In Boston, 220 operators and cafeteria people spent the night in the 185 Franklin Street building on Monday. Fifty-three of them had remained there on Friday after transportation ceased. Cots, secured from the local Red Cross, Civilian Defense, National Guard headquarters, and from our own emergency supplies, made dormitories out of the North dining room, the operators' lounges on the eighth and tenth floors, the conference room, the quiet rooms, and the medical office. Throughout the day one person was assigned to keep in touch with all trans-

portation facilities—railroads, taxis, and the MTA. In the afternoon all those girls who lived on a direct route of the Rapid Transit were sent home early. Those who were ordinarily scheduled to work evenings were called early in the afternoon and asked to come in as soon as possible. Boston Cab Company kept their taxis on the road late into the night solely for the use of Telephone employees. In this way an adequate force was assured, even in the event that some members of the regular force could not get in. All management people stayed on the job. In Rhode Island, Lorenz Dahl, Customer Relations Superintendent, appeared on the "Breakfast at the Sheraton" program on WJAR-TV where he talked about the storm conditions and the overloaded boards.

All operators who remained in Providence and the Franklin Street exchanges were given a free dinner. The latter got a "bonus" when a Traffic Manager suggested that they be given tooth paste, tooth brushes, and mouth wash. Cafeteria people stayed on the job either around the clock or until the early hours of the morning, opening again at six a.m. They served an unprecedented number of people both Friday and Monday, and business was almost 400 per cent above normal. On Tuesday they handled about 300 per cent more business than usual. In no case did food run out, although there were at least two close calls.

Sixty-five operators from Brockton Local and Toll spent the night at three hotels, 25 stayed with other operators who lived nearby, still others slept on cots in the exchange. Framingham, Milford, and Walpole operators also slept on cots and some Walpole operators spent the night on cots in the Walpole police station.

In Saugus, Massachusetts, and in Rhode Island's Narragansett exchange, stranded operators were offered shelter for the night in neighboring homes, and many more were given a hot supper and breakfast. Saugus police brought sandwiches and coffee to the girls working Monday night.

Those operators who did reach their homes, particularly after Monday's storm, often were driven in Company cars and trucks by Plant, Traffic, and Sales and Servicing men. The drifts were so deep in the Brockton Area that Plant

men broke the way to the girls' homes with their bodies. The Traffic Manager in Gloucester, unable to get home himself on Monday night, was busy until midnight walking several girls home by breaking the snow in front of them. In Salem, a police car rushing an expectant mother to the hospital became stalled in a drift. A telephone truck pulled the police car free and continued on ahead, clearing the way to the hospital. The cruiser completed its mission safely. Four Central Area staff girls were able to get accommodations at the Hotel Touraine but unable to get there. They called the police, expecting a cruiser, but it was a paddy wagon that delivered them to the front door of the hotel!

In many cases the Plant men delivering girls from different tricks completed this phase of their taxi service and then started picking up girls for the next trick and brought them to their exchanges. In Lynn an operator solved her transportation problem by hiring a towing truck to bring her to work.

Some weren't so lucky. In Rhode Island, a supervisor at the Temple-Elmhurst exchange walked to work from Roger Williams Park. When asked how she had ever made it, she replied, "I have never been late in my life and I see no reason why a blizzard should change that record." In Woonsocket, R. I., and Portsmouth, N. H., three girls walked four, five, and six miles from their homes to work on Monday morning. Only the girl who walked six miles arrived late—by five minutes.



SNOW AND ICE coated these telephone wires along Route 18 in Windsor, Mass. Scenes like this were common sight after the three storms of March 16, 19, and 24 in three-state area. Emergency climbing crews were kept busy restoring power to otherwise isolated homes.



“Telephone

"Away Boarders," the Sunday, April 29, presentation of "Telephone Time," dramatizes the story of the capture of the German submarine U-505, in 1944 off the coast of French West Africa.

Time"

Starts April 8

Telephone Time, the Bell System's first network television show, will go on the air Sunday, April 8, at 6 P.M.

"The Golden Junkman" is the first in a weekly series of half-hour film dramatizations from the true-life stories of John Nesbitt, long known in radio and movies as a narrator. Stills from the first four shows are on these pages. Others were shown in last month's *Topics*.

New Englanders will receive the show locally at 6 P.M. Sunday on the following stations: MAINE — Bangor, WTWO (Channel 2); Portland, WGAN-TV (Channel 13). NEW HAMPSHIRE — Mt. Washington, WMTW (Channel 8). VERMONT — Burlington, WCAX-TV (Channel 3). MASSACHUSETTS — Springfield, WHYNTV (Channel 55). RHODE ISLAND — Providence, WPRO-TV (Channel 12).

Viewers of Manchester, N. H.'s, WMUR-TV (Channel 9) will see *Telephone Time* each Sunday at 10:30 P.M.

Negotiations are now under way to have the program carried over Boston, WBZ-TV (Channel 4) each Thursday at 6:45 P.M.

Emmett Kelly, left, the celebrated Ringling Brothers circus clown, makes his television dramatic debut on Sunday, April 22, in the "Telephone Time" production of "Captain from Kopenick."



Lon Chaney, Jr., will be starred as "The Golden Junkman" in the first presentation of "Telephone Time" on Sunday, April 8. It's the story of a contemporary Californian who got a college degree in middle life by literally memorizing the Encyclopedia Britannica. Below: Violence erupts as fellow townsmen in Massachusetts try forcibly to shave "The Man with the Beard," who insisted on principle on his right to wear whiskers. The dramatization of one of the real life stories of John Nesbitt will be seen on "Telephone Time," Sunday, April 15.



accounting has a big idea—and is doing something about it

NOT AS A STRANGER

You don't do your best job for a stranger, for someone known only by name, an impersonal being you feel to be remote and unapproachable. It stands to reason—you work better for and with others you know as personalities, as *people*. The Accounting Department recognizes this "human element" approach to the supervisory job and has taken steps to fulfill the need. They have initiated a program that provides the basis for a closer working relationship between supervisors at all levels and within levels, and between supervisors and their reporting people. In scope the program includes everybody, from the Comptroller to the newest clerk.

This unusual program starts with the head of the

Department, the Comptroller himself. During the past year every regular monthly Comptroller's Staff Conference has been held, not in the Comptroller's quarters in Boston but in a different Accounting area in the Company. To date, in line with this program, every office but one has been visited by Comptroller Robert V. Jones and his direct reporting people, including State and Area Accounting Managers and the Operations force.

The conference, actually, takes up only one day of the usual one-and-a-half-day visit. The afternoon preceding the conference is devoted to "getting to know one another better"—with visitors from the other areas meeting and talking with all Accounting employees in the host area.



Left: A typical monthly evening dinner meeting held in Providence by the Accounting Manager—Rhode Island, H. H. Fellows. All levels of supervision are invited.

Below: With Payroll Supv. James J. Finn (1st left, front) and Joseph L. Bruno, Accounting Supv. (far right) Staff Conference visitors George Skinner, Gen. Statistician; V. B. Tobey, Area Acctg. Mgr.—Met.; and Raymond Tharaud, Gen. Acctg. Supv.; look over payroll records in the Providence Office. In the background are R. G. McAnern, Gen. Acctg. Mgr.—Mass.; H. H. Fellows, Acctg. Mgr.—R. I.; Jeremiah J. Brennan, Chief Statistician; and John P. Hyland, Asst. Comptroller (Opr.). After a tour of the Offices, the visitors were free to return to any section for further discussion.

Below: Once-a-week meetings are conducted by the Unit Supervisor with her people—like this one in Met. Disb. Acctg. conducted by Virginia Travers.





Left to right: Harry H. Bartlett, Rev. Acctg. Supt., R. I.; Evelyn Dean, Acctg. Office Supv. (Mach. Bill.); John P. Hyland; V. B. Tobey; Casimir Marcou, Gen. Acctg. Supv.—Mass.; and Henry A. Johnson, Area Acctg. Mgr.—Central. Although, of course, some had met before, many supervisors and Staff people were introduced for the first time.

To illustrate the way this part of the program works out in practice, let's look at the March meeting held in Providence. In the photographs on these pages you can see for yourself how these various activities meet their objective. On the evening of the first day all male Accounting supervisory personnel in Rhode Island and State General Manager Walter L. Dignam were guests of the Comptroller and his staff at a dinner meeting and informal get-together in the Sheraton-Biltmore Hotel. On the second day all female supervisors were guests of the Comptroller at a luncheon at the Hotel. These events again offered a chance for the Rhode Island Accounting supervisors to meet and chat in a relaxed atmosphere.

At the meeting held on the second day not only matters pertaining directly to the Accounting field were taken up (such as a report of Accounting operations results) but also matters concerning the Company as a whole (a talk on the Company's financial situation) and the Bell System (a report on a recent System personnel conference).

(Continued on next page)

Service Order Supv.—Rev. Myrtle E. Weaver, V. B. Tobey, Casimir Marcou, H. A. Johnson and Frank H. Norton, Chief Rev. Accounts Supv.; stop to talk in their tour of the office.



James Hart, Gen. Acctg. Supv.; Donald J. F. Sabin, Gen. Acctg. Supv.; Daniel F. O'Grady, Area Acctg. Mgr.—West.; and Joseph Bruno, Acctg. Supv.—R. I.; meet with Anna Shanley, Acctg. Office Supv.—Toll Records.



John J. Sheehan, Prop. & Cost Supv., (1st left); Joseph L. Bruno (center), and Marion Barker, Acctg. Office Supv. (Disb.); show Staff Conference visitors George Skinner, J. J. Brennan and William Greene, Acctg. Mgr.—Maine; a sample of work done in Disbursements Accounting in Rhode Island.

Watching Corinne Calise at the sorting rack are: J. T. Conway, Gen. Accountant; Donald F. Weafer, Acctg. Supv.—N. H.; and Arthur W. Eklund, Chief Toll Supv.—R. I.



Guest speaker Timothy P. Mannix, General Information Manager for the Company, spoke on "What the Company Is Doing to Live Closer," both with its own people by achieving a more professional approach to the supervisory job and with customers by a tailor-made telephone job at the community level.

In addition to the Comptroller's meeting there are monthly evening dinner meetings conducted by the State and Area Accounting Managers and department Supervisors to which all levels of supervision, male and female, from first line up are invited. There are, too, weekly meetings between the above supervisors and their reporting supervisory people who, in turn, pass on the information gained here to the lower levels of supervision.

This new approach to "living closer together" does not stop with supervisory meetings. Every telephone man and woman wants to belong, wants to be in on things going on in the business. Consequently, in all Accounting areas meetings are held weekly (or in some cases every two weeks) on a scheduled basis between Unit Supervisors and their reporting people. Here the Accounting employees are brought up to date on matters discussed at supervisory meetings, get a chance to talk about their own work operations, and ask questions and give suggestions.

These meetings, as no other medium can do so well, furnish an ideal setting for the dissemination of information and the reciprocal interchange of ideas. Communications between people on this face-to-face, personal basis is a perfect complement to all other communications channels between supervisors and between supervisors and their people.

Did you ever know a Marine who didn't feel as much a part of *his* outfit, *his* Corps as if he'd thought the whole thing up himself? You never did. That's because he has been taught to think of himself as a recognized part of a whole. Much the same feeling can result from programs such as Accounting's. But theirs even beats the Marines: their officers don't necessarily know their commandants personally, but Accounting Supervisors are now better acquainted with all top level personnel, with each other and with the people who report to them.

After many months of practical application the Big Idea has unquestionably proved itself. It's a far-reaching program, and the factor that augurs well for its success is that the people themselves like it.



At the luncheon given for the ladies they had the opportunity to talk informally with top supervisory people from other areas, many of whom they had never before met.



In the social hour before dinner at the Hotel Sheraton-Biltmore in Providence there was plenty of time for guests and hosts to circulate and meet everyone attending. Left to right: R. G. McAnern, State General Mgr. Walter Dignam, H. H. Fellows, W. H. Greene, Comptroller Robert V. Jones, Joseph F. Shea, Disb. Acctg. Supv.—Vt.; D. F. O'Grady, V. B. Tobey, D. F. Weafer and H. A. Johnson. Below: At the Comptroller's Conference in Providence: seated, A. Brickett, J. Manning, R. McAnern, R. Jones, J. Hart, W. Greene, and J. Conway; standing, V. Tobey, D. O'Grady, C. Marcou, T. Mannix, H. Johnson, J. Brennan, J. Allen, J. Hyland, D. Weafer, J. Shea, G. Skinner, R. Tharaud, H. Fellows, D. Sabin.

Plenty of time for talk at the dinner given for male supervisory employees at the Sheraton-Biltmore by the Comptroller.



Quota Club Honors New England Telephone and Telegraph Company



At the head table were: Dr. H. Axtell, Pres. of the Providence Quota Club; W. L. Dignam, Gen. Mgr.—R. I.; Mrs. C. Shepard, Past Int'l. Pres.; Vice Pres. F. A. Cosgrove; R. Thompson, Governor of the 15th District; M. Basso, Providence Club, Co-chairman, with Mrs. J. Cepiel, Pawtucket Club; Mrs. D. O. Arnold, guest speaker; W. M. French, Gen. Supv., Central Area, Mass.; and Mrs. E. Thompson, Pres. Pawtucket Quota Club.

The opportunities our Company has given to women were recognized by Quota International, Inc., with the presentation of a citation at their thirty-seventh birthday party at the Plantations Club in Providence in February.

In accepting the citation Vice President Frederick A. Cosgrove said that it was an honor and a privilege to be chosen by an organization of international scope. He mentioned that women have made great contributions in the development of the telephone industry and have brought something unique into the business. Out of forty thousand employees in the New England Tel. & Tel. Company today, twenty-six thousand are women. From that group thirteen hundred are considered in managerial positions.

This is a far cry from the days of Emma Nutt, the first woman telephone operator in the world. Miss Nutt first went to work for the Telephone Despatch Company at 342 Washington Street, Boston, on September 1, 1878. She continued as an operator until 1883, when she was appointed Chief Operator in

Chelsea. Later she served in the Richmond, Fort Hill and Main Central Offices. This year our Company expects to hire four thousand women, some of whom will move up the ladder of success to managerial positions.

Quota Club was founded in 1919 in Buffalo, New York, by five women who drew their inspiration from attending a Christmas party of the Kiwanis Club of Buffalo. They adopted the motto "We Share," and named their club "Quota" from a Latin word meaning "a share." With broad vision, they immediately incorporated it as Quota Club International, Inc. Today there are approximately 290 Quota Clubs in the United States, Alaska, Canada, Australia and Mexico, forming this international organization that has more than 8,900 members.

Realizing that this club covers a great deal of ground, geographically, and draws its members from nearly every type of business and profession, it is indeed a great credit to New England Tel. & Tel. Company to have been chosen to receive a citation.



A proclamation declaring Sunday, March 4, to be "Extended Telephone Neighborhood Day," was signed by Mayor James Cahillane, to mark the advent of Northampton change to dial service. Watching the Mayor sign the proclamation is Walter F. Cassell, local telephone Manager.



A program of dial instruction was given to residents of Northampton and Amherst. It was presented by Robert E. Graham, Commercial Assistant, prior to dial conversion. Instruction was given to all children from the fourth grade through high school.

A Salute to

The Greater Northampton Chamber of Commerce on March 7 had a breakfast meeting at the Hotel Northampton's main ballroom at which all communication industries were paid tribute.

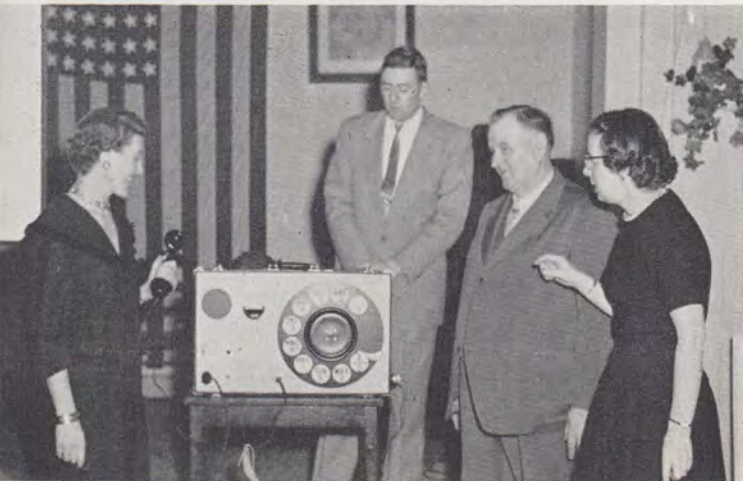
The New England Telephone and Telegraph Company was paid the highest tribute as a most successful dial conversion had just been completed the previous Sunday.

A giant-sized telephone in the lobby, colored telephones on each table, and a call (DDD) from Northampton to Lt. Governor Sumner G. Whittier were some of the highlights of the occasion. Approximately 100 Chamber members heard Whittier pay tribute to the Telephone Company in Northampton via a loud-speaker installed for the occasion.



Above: Bertram O. Moody, executive vice president of the First National Bank, Amherst; Sheliah Moran, Amherst Operator, and Robert E. Graham, Commercial Assistant, examine a display on dial equipment. Below: A program of dial instruction was given in Polish to people of that nationality in Northampton.

In all communities cutting over to dial telephone employees contact every customer for dial instruction. Here girls are calling Amherst customers. Supervisor Dorothy Quimby, Rita Hallet, Evelyn Coffey and Norma Farnsworth.





Mary A. Murphy, Service Representative, and Mary E. MacNeil, Teller, of the Northampton Business Office, tried dialing 2 letters and 5 digits.



Above: The program of dial instruction which was given to residents of the Northampton and Amherst Area was also presented to Northampton Cable and Construction Crews by Robert E. Graham, Commercial Assistant. Below: The first official "direct distance dialing" call was placed by State Senator Ralph Lerche who talked with Governor Herter at the State House in Boston. Watching as he dials are: Richard Dee, Division Traffic Supt.; William F. Daley, Division Plant Supt.; and Robert S. Salomon, Division Commercial Manager, all of Springfield.

Communications

Representing the Company and receiving the tribute for all employees who participated in the successful conversion were: Walter F. Cassell, Local Manager; Marion L. Black, Chief Operator; Alan C. Norris, Wire Chief; Harry L. Mailman, Holyoke District Manager; James J. Corcoran, Springfield-Holyoke



Right: Receiving the first "direct distance dialed" call is Governor Christian A. Herter, seated at his State House desk, with two Boston telephone officials watching and listening to the call, John M. Dick, North Metropolitan Division Manager, formerly stationed in Springfield, and at the right, H. A. Fasick, South Metropolitan Division Manager. Lower left: Lt. Governor of Massachusetts, Sumner G. Whittier, spoke via telephone and loudspeaker to the assembled Northampton Chamber of Commerce members at their breakfast meeting after a successful conversion. With Lt. Governor Whittier is Raymond L. Snow, Manager, Everett. Center: Professor Stanley Ross of Smith College acted as master of ceremonies at the "Salute to Communications" breakfast. After the formal speeches he humorously played with giant-sized telephone as Marion L. Black, Northampton Chief Operator, and James J. Corcoran, Springfield-Holyoke District Traffic Supt., look on. Lower right: The Honorable James Cahillane, Mayor of Northampton, placed the first dial calls as J. J. Corcoran, Springfield-Holyoke Dist. Traffic Supt., J. O'Brien, Holyoke Dist. Plant Supt., and H. L. Mailman, Dist. Manager, watch.





Receiving first call from Mayor Cahillane is Walter Kellogg, Jr., Chairman of Board of Selectmen in Williamsburg. Standing by is John Lavelle, Commercial Representative.



Joseph J. Wendlowski, Chairman, Board of Selectmen, Hatfield, received the first call in his community, from Mayor Cahillane of Northampton. Standing by: Robert Vachon, N. E. T. & T. Co.



Local and state officials present to witness the climax of a year's preparation—Northampton and Amherst cut-over. Left to right: Rep. John J. O'Rourke, Northampton; Harry L. Mailman, Holyoke Dist. Mgr.; State Sen. Ralph Lerche; Mayor James Cahillane; State Rep. Fletcher Smith, Jr., of Easthampton; State Rep. Charles A. Bisbee, Jr., of Chesterfield, and Walter F. Cassell, Manager.



Above: Wire Chief Alan C. Norris and the men responsible for Northampton's successful conversion. Below: There was a time when the switchboard in the Main St. office in Amherst hummed with activity, now it is deserted. Just after this picture was taken the board became silent. Left to right: M. Sullivan, Chief Operator; E. Fortier, Springfield Traffic Manager; L. Mitchell, E. Irwin, M. Dudley, A. Copeland, L. Chase, E. Kapita, S. Pauze, E. Martin and E. Page. Bottom: Manual telephone service, in operation since 1880, is a thing of the past here. Taking the last few calls before the conversion are Operators I. Egan, V. Brooks and D. LeVitre.

District Traffic Superintendent; R. E. Nicholson, District Construction Supervisor; O. Paul Cotti, District Plant Engineer.

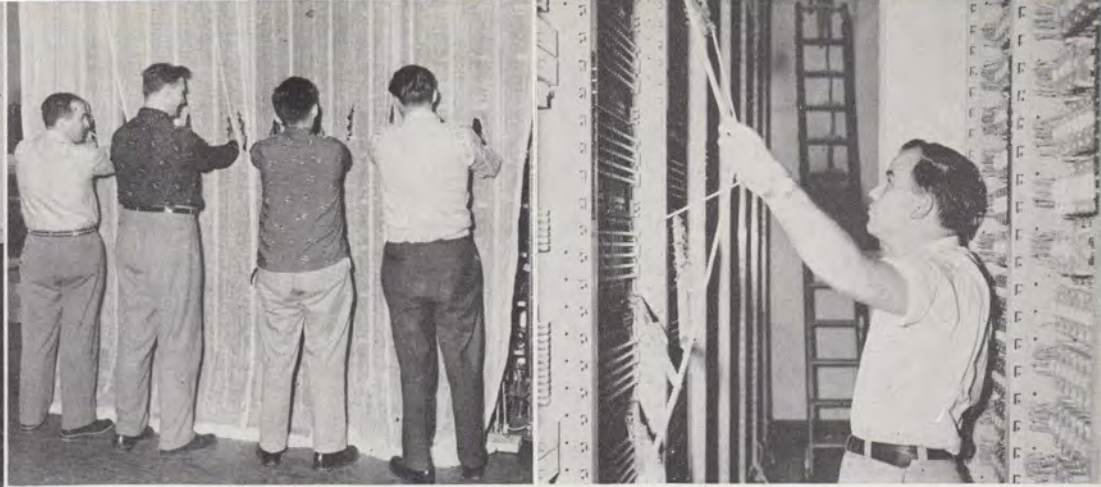
A highlight of the meeting was when bus boys paraded through the ballroom delivering special edi-

Top: Mae A. Sullivan, Chief Operator, puts up the last connection for Amherst customers before the switchboard is retired from service Sunday morning, March 4. Bottom: Many Northampton operators, though not on duty, remained through the evening and into the early hours of Sunday for the conversion. On a busman's holiday are: A. Kleasmer, A. Hein, H. Staples, F. Pettis, M. Kempisty, S. Kingsley, R. Phillips, B. Gionet, M. Samson, R. Furness, K. Ennis and V. Grise.





State Rep. John J. O'Rourke of Northampton and Mayor James Cahillane, watch E. Mason, Pittsfield Wire Chief, who acted as cutover Supervisor working in Control Center on the Northampton conversion.



Pulling heat coils at the Manual Office—to cut the office out of service. Left to right: J. Gaze, G. Bobba, L. Hoar and J. Kane. Cheesecloth between the men and heat coils affords protection when heat coils are released from the circuit.

William Thompson "pulls the shims" in the new Central Office on Masonic St, activating lines of approximately 8,000 Northampton customers by allowing dial tone to be thrown onto the lines.

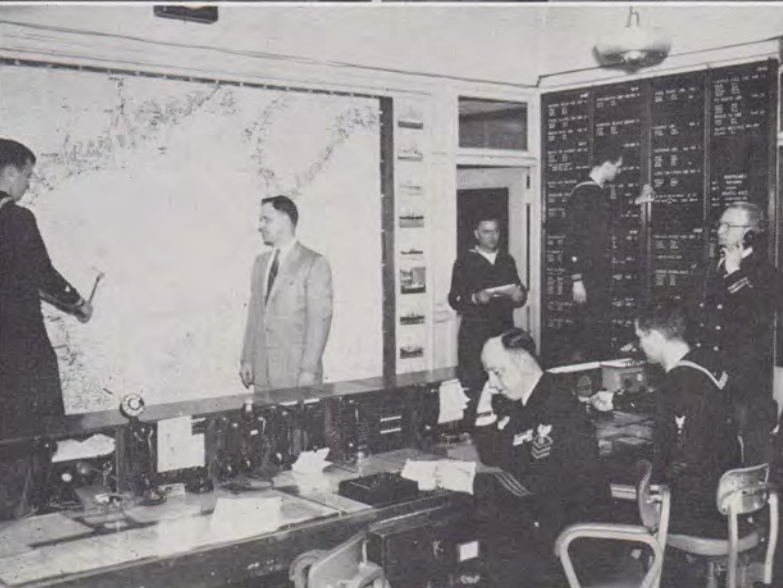
tions of the Daily Hampshire Gazette printed for the occasion to the Chamber members.

The local management team took the special edition of the paper as an opportunity to return the salute and thank the Northampton customers, fellow employees, the City, County, and State officials, the press, radio, TV and post office, and the Chamber of Commerce for their unlimited cooperation and assistance in making the conversion a tremendous success.

Just before the changeover, heating coils were pulled in the old telephone building on Center St. by a group of 10 men under the direction of Stanley Scott, Supervisor. In the group are: W. Magle of Greenfield, R. Obertuck, R. Walton, R. Bardwell, B. Bond, F. Meyer and A. Ripley of Greenfield.

Right; Only Easthampton exchange retains the operator system. The Northampton switchboard on Center St. is pictured minutes before conversion, with only Agnes M. Keefe, Operator, on duty. Lower left: Although local and even many distance calls through dial eliminate the in-between operator, many are needed to staff the switchboard in the new Central Office. They handle calls for information and long distance. At the board are: A. Keefe and D. LeVitre, Operators, and K. Toner, Western Division Instructor, as Supervisor. R. Stevens at far right makes final checks on the circuits to insure satisfactory operation. Lower right: A feature of the new \$2,000,000 plant is the automatic message accounting machine. Viewing it as the first customer dialed a call are: C. N. DeRese, Gazette managing editor, and R. A. Salomon, Western Area Division Manager.





TOP: Frequent training is necessary due to highly specialized Government activities. Conducting the class is K. D. Rollins, Supervisor—Government Services; left to right: J. W. Cox, W. J. MacDonald, C. J. Lawlor, D. J. Cleary, R. J. Roarke, R. S. Phillips, E. F. Smith, G. T. DeMontier, K. J. Ryan, J. F. Dacey, and W. P. Norcross. SECOND: Edward R. Chasson, Superintendent—Special Accounts, dictating letter concerning Purchase Proposal for Government communication system to Mary E. Rice, Assistant. THIRD: At left: R. J. Roarke, Customer Representative, who handles the Western Union and American District Telegraph Company accounts, is shown giving dictation to Claire McElhinney, General Clerk. W. J. MacDonald, Commercial Representative, standing at right, handles Hanscomb AFB. He reviews TWX message being sent to the Engineering Department by Joan Tetrault, General Clerk. BOTTOM: Telephone communications are vital for the U. S. Coast Guard Search and Rescue Center, Custom House, Boston. Discussing the part communications played in a recent rescue operation are Yeoman Fred Fahrenholdt and P. F. Garvin, Communications Engineer.

Their Job Is

Like many another good invention spawned by necessity, the Special Accounts Section came into being in its present form at the start of World War II, largely as a result of the sudden expansion of government accounts. In addition to government accounts, which comprise the greatest part of their customers, the Special Accounts Section includes also, services on other accounts requiring specialized handling. An idea of the magnitude of this activity is given by the annual billing which is in excess of five million dollars.

An arm of F. M. Mead's Special Activities group, Special Accounts, is headed up by Edward R. Chasson, Superintendent, assisted by Chandler Eastman, Manager—Government and Utility Accounts, and Sales and Servicing Managers John F. Dacey, Walter P. Norcross and Robert S. Phillips.

The customers this section serves are probably among the most interesting in the Company. One, the American

Providing telephone facilities for ships of the Atlantic Fleet, while in port, is one of the many services furnished the U. S. Navy. Shown below is the U. S. S. Mitscher, first destroyer leader built in this country. Discussing communications requirements are, left to right: Commander James May, District Commun. Office, First Naval District; Lieutenant Sayer, Electronics Officer aboard the Mitscher; J. Sullivan, Inst.-Rep.; G. Hanscom, Foreman; and P. F. Garvin, Comm. Eng.





At the U. S. Dept. of Commerce, Civil Aeronautics Administration, Air Route Traffic Control Center, East Boston. Standing in center: Sydney Poe, Asst. Ch. Controller (ARTCC); C. J. Morgan, Comm. Eng., and J. F. Dacey, S. & S. Mgr. The functions of a C.A.A. Air Route Traffic Control Center are to keep track of all aircraft flying commercial airways, guide them in flight and in so doing prevent mid-air collisions. This is accomplished through a vast network of interphone circuits (private line talk circuits).



A data circuit patching panel (left) and a recording panel (right) have been engineered and installed by the N.E.T.&T. Co. for Lincoln Laboratory's SAGE Experimental Subsector. Standing: E. H. McGinnis, Technical Rep.; D. J. Hartrey, Comm. Eng.; and W. P. Norcross, S. & S. Mgr. H. J. Geisert, Lincoln Laboratory, is seated.

Special—Part 2

District Telegraph Company, is not, as the name implies, really a firm that transmits telegrams, but a protective service for the stores and businesses that subscribe to it. Hundreds of special circuits leased from the Telephone Company connect A.D.T. headquarters with the various burglar and fire alarms in their system.

The Massachusetts State Police subscribe to a private line teletypewriter service that provides them instant written contact with police throughout fourteen Eastern States. Many a fugitive who thought he had escaped capture by fleeing over

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TOP RIGHT: Shown discussing plans for a possible conversion to dial of the present 9-position manual PBX located at the Federal Building, Boston, are: Richard E. Cote, Cust. Rep., and Brendan F. Feeney, Comm. Rep.; Frances Callinan, PBX Supv.; Helena Coakley, Asst. Supv.; Joseph Hannon, Installer-Rep.; Eric Rockstrom, Chief, Bldgs. Management Div., Gen. Services Admin. This switchboard is one of the largest of more than 70 PBX's operated by numerous Civil Government Accounts in New England. These accounts contribute to nearly one-third of all collections made by the Special Accounts Section. SECOND: Discussing communications requirements for the RAPCON (Radar Approach Control) Center at Otis Air Force Base are: Capt. John Lacy, Asst. Commun. Officer; W. J. McCool, Commun. Eng.; and R. S. Phillips, S. & S. Mgr. In the background may be seen 2 operators in the process of guiding an aircraft to a safe landing by means of radar. Both radio and land lines are essential to the operation of this center. CORNER: At the Radar Van and Target Tracking Radar at the Nahant Nike control site are J. E. McMahon, Comm. Eng.; and Sgt. J. J. Jakubik, who are inspecting telephone terminal containing amphenol receptacle through which telephone circuits are terminated in the radar van. E. R. Chasson, Superintendent—Special Accounts; and Major H. A. Rouse look on. Inset: Nike. BELOW, The Business Office, front row: Elizabeth M. Tsanggos, Clerical Assistant; Barbara E. Colombi, Mary W. Keenan, Mary E. Rice, Mary E. McKinney, Mildred M. Reddish, Frances L. Govone, Elizabeth E. Donohue, Service Representatives; and Nancy J. Lepore, Teller. Rear row: Louise M. McPhee, Virginia D. Crowley, Mary T. Rice, Service Representatives; Chandler Eastman, Manager—Government & Utility Accounts; Irene M. Tierney, General Clerk.



Balmy Bermuda not blustery blizzards



Johanna McKeough of East Boston Traffic and her sister Katherine O'Neil enjoy some Bermuda swizzle in the lobby of the Bermudiana.

From the balmy, sun-drenched island of Bermuda 150 Pioneers and their friends flew back to Boston on St. Patrick's Day into the first of three successive north-east blizzards that have left New England's residential areas with mountains of drifted snow—"just the contrast we need," one of them said, "to show off our tans."

The Pioneers and friends—two Pan American planes full of them—took off from Logan International Airport on Saturday, March 10, under the sponsorship of the Thomas Sherwin Chapter. Their day-by-day itinerary for the next week will revive pleasant memories for them even if it's a bit rough on other Telephone people who can't remember when last they ventured out without overshoes.

Sunday: church, relaxation, beach, golf, party. (We won't bother listing food since it will require too much repetition.) Monday: sight-seeing in fringe-covered taxis, swizzle party. Tuesday: all-day cruise on the yacht *Priscilla* breaking the monotony of sailing and sunbathing by landing on Hawkins Island for a barbecue lunch. Wednesday: ditto for the half of the group that didn't make it on Tuesday. For the other, a repetition of Monday. Thursday and Friday: Pioneers choice—swimming, golf, shopping, sunbathing, similar pastimes. Saturday: home to the igloos.



George Hathaway, Service Bureau Supervisor, deserves this attention because he worked hard with Pioneers and the Travel Bureau making arrangements for the trip. Giving the attention are: Anna V. Cusack, Gen. Acctg.; Mrs. Hathaway; Mary Winters, secretary to the Town Mgr., Arlington; Patricia M. Crowley, Treasury Department.

It's obvious why the orchestra leader loitered at this table of pretty girls from Metropolitan Plant: Anna Duffin, Agnes A. Rooney, Winifred P. McDaid, and Anna's sister Frances who doesn't work for the Company.





All Telephone people interested in taking the trip to Bermuda were invited to a meeting in the auditorium at Franklin Street to see colored pictures of the Island and to help the Pioneer officers, the Service Bureau, and the Manning Travel Agency prepare the kind of itinerary everyone wanted.

Lillian Barbera Krafur won a Bermuda passion flower for giving the right answers in this game directed by Elbow Beach Club's personable Social Director. Below, right: Helen Manning of the Manning Travel Bureau and Chauncey L. Brown, Sec.-Treas., Thomas Sherwin Chapter, present a door prize to Mrs. Paul Warren at the pre-Bermuda meeting at Franklin Street.



They may be travelling in sleighs now but it wasn't long ago that Alice Racicot, Newport, N. H., Traf.; Catherine M. Cook, Met. Com'l.; Arhontou Gokas, Newport, N. H., Traf., and Martha Reynold were doing their sight-seeing in a taxi with a fringe on the top. Below: Part of the group that stayed at the Bermudiana Hotel.



The Editor Gets Interviewed

Vermont's Leslie E. Mackenzie, a busy and interested associate editor of *Telephone Topics*, is also an enthusiastic member of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America. He still has time to enjoy all types of sports, as a spectator. He also holds membership in the Masonic organization, King Solomon Chapter No. 7 and Lodge No. 22 F&AM in Montpelier.

Even though Mr. Mackenzie is a junior member of *Telephone Topics* he has been a member of the telephone family over thirty years. He started in Barre, Vt., as a Wire Chief's Clerk in the Plant Department on October 16, 1923. From there he moved to the Accounting

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the theme of the 1956

PUBLIC-PERSONNEL

relations program:

customer understanding and acceptance

Business today has come to realize that in the long run its very existence depends on the approval and acceptance by the public of its product, its prices, and its reputation as an institution.

In its original charter or franchise the public gives to a corporation certain rights and privileges. The right of any business to continue, however, depends upon regular sustained approval of the fact that it is operating in the public interest.

What is once given can also be taken away. By failure to buy its product, by passage of restrictive legislation, or by critical references in the public press, a company's freedom to operate may be so restricted that it cannot function successfully.

As a public utility we in the telephone business must be all the more sensitive to the importance of favorable public attitudes.

We are regulated by five state commissions and by the Federal Communications Commission. We have the responsibility of providing an essential communications service, which the public can get from no one but us. And yet we know that there are times when we cannot provide our customers with the service they want, when and where they want it.

In addition, we provide a very personal service, the

quality of which is coming to depend more and more on how well the customers themselves are able to utilize the equipment we are placing at their disposal. Even though modern communications equipment is expertly designed and can be made to function with amazing accuracy and speed, customer appraisal of its value depends on what it will do for them. By their own use of the service, the customers become the final judges of its quality.

Furthermore it is a service that is paid for regularly, on a monthly basis, in contrast to most other purchases that are made periodically and paid for at the time the transactions are made. This regularity of payment makes the customer all the more conscious of it, and as a result he may become all the more sensitive to any increases that may take place in the prices we must charge for the service. During times of increasing costs, higher rates become necessary. We must do everything we can to obtain public acceptance of these rate increases if we are to merit public approval of the way we are meeting our responsibility to the public we serve.

Finally, the public has come to expect that as a company we will become more closely identified with each community we serve and continuously demonstrate our willingness to fulfill our civic and social obligations



We must continually reflect our obligation to provide all the telephone service that is needed or desired by working on activities emphasizing the various programs that are being undertaken in 1956.

as a corporate citizen.

By the very nature of our business, we have become a very large organization. We must have a huge plant investment, maintain a large employee body, and receive large amounts of money in annual revenues. This is necessary to provide a uniform nation-wide communications service.

In the long run, however, it is not size but behavior which contributes most to public appraisal of a com-

pany's reputation. Good service at reasonable rates must be supplemented by increasing consideration to our framework of community living.

These are some of the reasons why a public relations program for this year is built around the subject of Customer Understanding and Acceptance. Its application to specific topics will be discussed in *Topics* for the next several months.

In 1955 more than 1,000 automatic answering sets were installed in the homes and offices of business and professional people. This is just one example of the new market that is being developed to provide a more complete telephone service to the customers we serve.



Something New in Business Offices

Everyone was there to extend congratulations. The Business Office personnel were pleased also. This contented feeling was all due to a successful move made by the Providence Area I and Area II Business Offices on February 20. This story was not written because the move was made without a hitch but because the new surroundings are completely different, "Something New in Business Offices."

It is history now, but the telephone people in Providence will always remember when their Business

Office was the only public *and* record office in the entire New England Company. With these new offices in operation customers in Providence can see and talk with their service representatives personally. Prior to the move, only the service representative in the public office saw the customers. The service representatives in the Record Office never saw customers but they did talk with them over the telephone. Providence is still unique in that it has two Business Offices under one roof. There is no confusion, however, because the offices are separated by the service order room and the cashier's section. These employees serve both offices.

In the service order room sliding wall panels make this a more efficient place to work. It is never necessary for a service representative to enter this room, they merely pass their orders through to the service order writer. The tellers and cashier work in an area that is keyed to cleanliness and security.

Radio and television stations were impressed with this new two-in-one office setup also. On moving day WJAR-TV was on the scene to get up-to-the-minute pictures, and they were back again on opening day for more.

A turret of lights designating each service representative's position is at the teller's elbow. Since it is not possible for them to see everyone in either office, the lights on the turret are their only busy signal. Tellers Charlene Fontes and Patricia Notarantonio sit at the payment bay that separates Area I Business Office from the Area II Office. If a customer asks for a girl who is busy the accounts are set up in such a way to make it easy for them to be taken care of by another service representative.



February 20 was a big day in the Providence Area I and Area II Business Offices. There to offer congratulations after a successful move were: John J. McConnell, Manager of the Edgewood Business Office; Ernest F. Clark, Commercial Supervisor—Rhode Island; John J. Halloran, Commercial Superintendent—Rhode Island; William F. Sliney, Manager, Providence Business Office—Area I; Winfield A. Peterson, Jr., Manager, Providence Business Office—Area II; Walter L. Dignam, General Manager—Rhode Island, and Joseph M. Bennett, District Manager.





The Providence Business Office—Area II. Some of these service representatives never had personal contacts prior to the opening of the new office. The routine of an entirely public office had to be mastered by everyone but nary a complaining word was uttered. The office is a pleasant place to work, with the latest interior designs from the attractive floor to the brightly lighted ceiling.

"So glad to have you drop in," say William F. Sliney, Manager of Providence Area I, and Winfield A. Peterson, Jr., Manager of Area II, to John Delano, the first customer in the new office. It is easier for the customer now that he can come in and talk directly to the Service Representative who handles his account. Prior to this move Providence was the only public and record office in the entire New England Tel. & Tel. Co.



All the comforts of home have gone into the retiring room serving the two offices. The furniture was selected and the interior decorating done by the girls themselves. The large windows afford plenty of light in a room that is always a comfortable temperature due to up-to-date air conditioning. Able to relax in comfort now, and thoroughly enjoying it are Ann D'Amico, Manager's Clerk; Margaret Hamilton, Service Representative; and Joyce Russell, Teller.



A telephonist from Belfast and a McCoy dancer, colleen Emily Hoye included a visit to one of the long distance operating rooms at Franklin Street during her busman's holiday in the States.

Colgate Calling



Boston Alumni of Colgate and their guests gathered at the Woodland Country Club in Newton on March 1 where as part of a closed-circuit TV program they heard alumnus Wellington Powell, Vice President—Operations, New York Telephone Company.

Colgate University used a coast-to-coast telephone circuit to mark the opening on March 1 of its Development Fund Campaign. More than 50 cities in 15 states were linked for a history-making one hour program of music, skits and speeches. In Boston, over 150 alumni and their guests attended a dinner and took part in the program.

William J. Smith, Installer-Repairman, checks installation at the Administration Building, Eastern States Exposition Grounds, West Springfield, in advance of the annual contest held there recently in which photographers voted for "Miss Press Photographer."

TELEPHONIST AND THE MCCOY

Emily Hoye calls herself a Telephonist. Perhaps this term makes you wonder as it did Arthur Godfrey when he heard it. Emily is a telephone operator in Belfast, Ireland, and Telephonist is her title.

Besides her job with the telephone company she is a professional dancer. She was in Boston with the National figure and folk dancing champs of Ireland—The McCoy Dancers—and we spotted her when she was visiting our operating room at 185 Franklin Street. Since she joined the group, five years ago, she has been in a number of countries in Europe as well as Chicago, New York, Pittsburgh, Philadelphia and Providence.

Emily has become a TV personality too. Last year she made an appearance on the Arthur Godfrey Show. This year she was a guest on Big Brother Bob

(Continued on page 41)

COMING EVENTS

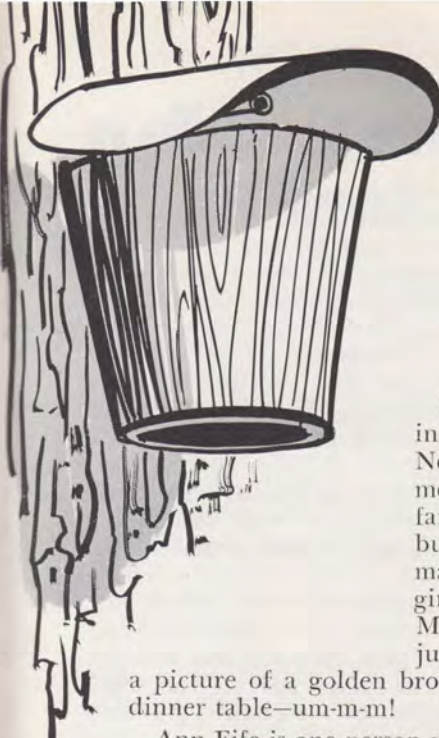
THOMAS SHERWIN CHAPTER AND COUNCILS

- APR. 5 *East Met. Council*—Spring Frolic—Cabot Farms, Somerville
- APR. 5 *Thomas Sherwin Chapter*—Pioneer Night—Ice Chips Show—Boston Garden
- APR. 12 *West Met. Council*—Annual Dinner—Hotel Brunswick—7:00 P.M. Followed by Dancing
- APR. 17 *Bell Sportsmen's Club Meeting*—185 Franklin St. 7:30 P.M. New Members Welcome
- APR. 17 *Thomas Sherwin Chapter*—Life Members Annual Luncheon—John Hancock Bldg.—Dorothy Quincy Suite. 12:00 Noon
- APR. 18 *So. Met. Council*—Dinner and Dance—Quincy Neighborhood Club
- APR. 20 *North Shore Council*—Trip to New York—Tentative
- APR. 25 *Thomas Sherwin Chapter*—Ladies Annual Spring Party—Hotel Somerset
- MAY 10 *No. Met. Council*—May Party—Andover Country Club
- MAY 12 *Merrimack Valley Council*—Annual Spring Party—Rendezvous—Methuen
- MAY 24 *Thomas Sherwin Chapter*—Pops Concert—Symphony Hall
- JUNE 16 *Thomas Sherwin Chapter*—Annual Outing—Wentworth-By-The-Sea
- AUG. 6 *Thomas Sherwin Chapter*—Red Sox and Yankees Night Baseball Game

FOR THE PRESS



It's Maple Syrup Time . . .



Spring is definitely in the air here in New England, and every true New Englander knows what that means. Sugaring-off time is here. A familiar sight to all of us is the tin bucket that appears on the sugar maple trees when the sap first begins to rise — usually sometime in March. The buckets promptly conjure up in the minds of most of us

a picture of a golden brown bottle, full of syrup, on our dinner table—um-m-m!

Ann Fife is one person who can tell you exactly how that bottle got on your table. A tall, quiet-spoken girl with hair the color of her own maple syrup, Ann spends her weekdays as a General Clerk in the Concord, N. H., Office. But on these early spring weekends you are sure to find her hard at work in her tiny home town of Canterbury (population 600), collecting the sap and boiling it down to syrup. A typical Saturday for her might go something like this.

Up bright and early, Ann eats and then busies herself with housework while big brother Clarence and little brother Peter do the chores. Then she, her two brothers, and their neighbor, Stuart Fifield, drive the few miles to their "orchard." You know when you're getting close—sap buckets, first spotted infrequently, become more and more numerous until, along the last of the route, they hang from almost every tree.

Ann and the boys use two large tanks—one holding five barrels, the other four—to gather the sap. They are loaded on a flat "scoot" which is supplied with either wheels or runners as the weather demands, and drawn by tractor through the trees while the sap is poured from the

(Continued on page 46)

Right: Ann pours sap into buckets while Stuart, rear, transfers it to the tanks on the scoot. Below: Back at the sap house the sap is directed into 20-gallon holding tank preparatory to the boiling down process. Ann supervises the job. Lower right: Ann draws off a gallon of warm maple syrup from the evaporator. In rear, Stuart is checking on the flow of sap into the evaporator. Although sap house is partially open to the weather, steam from the evaporator gives whole room a tropical atmosphere.



A sturdy tractor pulls the "scoot" through the maple orchard. Barrels are used to carry sap back to sap house. Here, Ann drives while brothers Peter and Clarence (rear) ride the "scoot."





Charles A. Boyce of Leominster found a verse he had written twenty-five years ago reprinted in the December TOPICS.

The "Chance" Man

Give Him a Chance, verse with a safety moral, first appeared in *Telephone Topics* in 1931 and, at the request of our safety people, was reprinted last December. At that time we did not know the author's name but a letter from Charles A. Boyce, quoted here in part, solved the mystery.

"As quoted, this poem was composed by me about a quarter of a century ago. . . .

"After forty-two years of service and two and one-half years of retirement, I hope I have left many friends in the business who may have been glad to know the author of this safety poem. . . .

"My daughter Alice, then in the second grade at Maverick Street School, Fitchburg, Mass., said her teacher wanted the children to bring something to school regarding safety. The result was 'Give Him a Chance.'

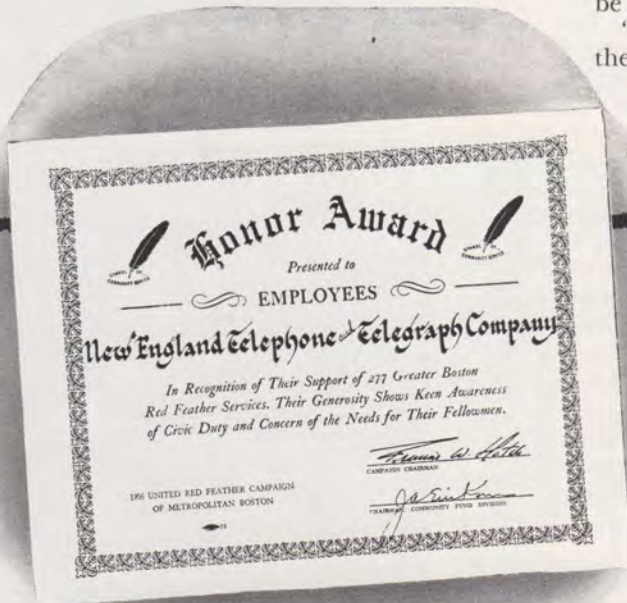
"Alice, now mother of a one-year-old son, before her marriage was Service Representative at the Business Office at Fitchburg. 'The cop' referred to in the poem was Tommy Sugrue and to the kids he was their 'Tommy the cop.' Tommy is now Lieutenant Sugrue of the Fitchburg Police Department.

"Needless to say I am very glad you feel this poem may be helpful to the safe driving of Telephone employees.

"Keep your *Topics* coming to us retired employees as they bring back many friends and memories.

Yours truly,

CHARLES A. BOYCE."



President Joe E. Harrell accepted this Honor Award on behalf of all employees at a recent presentation in his office at which H. C. Welch represented Francis W. Hatch, Greater Boston Red Feather Campaign Chairman.

Getting the Message

Safety messages, that is, are these four girls at the seventh annual exhibit of Accident Prevention Posters in the auditorium of the Headquarters Building. About 160 employees representing all departments displayed a record total of 244 posters which were viewed by more than 600 people. The girls are Lorraine Hynes of Plant Operations and Alina Bielecki, Marian Barker and Elizabeth Kilduff of the Accounting Department.



Learning by Telephone

Confined to her bed since last October, Gail Moore, fifteen-year-old Needham High School junior, has taken a new lease on life now that she has School-to-Home telephone service.

When doctors diagnosed her case as mononucleosis, a malady of the blood system, little hope was held for Gail's return to school this year. But that was before her parents, Mr. and Mrs. Ernest Moore of 50 Hillside Avenue, Needham Heights, heard about going to school by telephone.

An inquiry to the Wellesley Business Office brought Robert Nugent, Commercial Representative, to the Moore home with details of this helpful device.

At the time the order was received, there were no facilities available. Cable construction, engineering, line assigning and installation men, however, joined forces to complete the home and school installations in near record time.

With classes now being piped right to her bed, Gail is getting back to a more normal life. "I'll never again complain about going to school," said Gail. "No one can realize what this School-to-Home service really means to me," she continued. "I feel as though I'm actually in the classes with the other pupils."

That's not all. To quote Mrs. Moore, "Gail is really living again. Her morale has jumped one hundred per cent, and she is hoping that she may be able to join her class next fall when they return for the senior year."



"Thanks a million, everyone," says Gail Moore during a break in classes at home. With her are Dr. Derwood A. Newman, Supt. of Needham Schools; Donald L. Marshall, Sales and Servicing Manager; John Harrington, Installer, and Robert F. Nugent, Commercial Representative.

Jacks have been installed in the English, French, History and Algebra classrooms. There is an amplifying unit in the school office. One of the students who has a schedule corresponding with Gail's has been assigned to move the portable school station from room to room. The home unit is in the student's bedroom.

The system "speaks for itself," and everyone from Superintendent of Needham Schools Dr. Derwood A. Newman to the many visitors of the Moore family think the results are outstanding. Figuratively, the student has a front row seat in each class every day.

Gail doesn't mince any words in describing her new system. She says, "It's the greatest!"

Cool, Man, Cool..

A wandering photographer was strolling along Waikiki Beach in the Hawaiian Islands and found this young lady using a newly installed thatched phone booth right on the beach. Guess you can find telephone booths just anywhere these days! This photo was made available to us by United Air Lines which, incidentally, run an aerial taxi service from the West Coast to the Pacific tourist mecca.

Shorter Hours and More Money

The Boston Credit Union will close one hour earlier beginning June 1, 1956. The new banking hours for transacting members' business will thereafter be 9 A.M. to 3 P.M., Monday through Friday.

* * *

Directors of the Boston Credit Union recently authorized an increase in the maximum amount that each member may hold in a Share Account from \$2,000 to \$4,000 on which declared dividends will be payable.



TOPICS TRAVELOG

This is the twenty-seventh in a series of travel suggestions to help you plan your next vacation. Contact the Service Bureau for further information and reservations.

Is *this* the year that you've got the savings account up to that certain high, when that long-dreamed-of TRIP can now be a realization? You've been promising yourself the luxury of a visit to faraway places for so long that you perhaps haven't even decided on a destination point. Well, as a stab-in-the-map suggestion, what about exotic Hawaii? Hawaii, that ever-ever land of Spring at its most promising, summer at its loveliest, and fall at its in-between-time combination of both. And, it's far, far away!

So let's consider what Hawaii has to offer a winter-weary New Englander in the way of beauty, relaxation, entertainment. First, there is the exciting trip to the west coast by plane or train. From San Francisco, Los Angeles, Portland or Seattle, by air, you will reach your destination in about ten hours. If you'd prefer a little sea air, and can spare the time, you may go by ship from San Francisco in five days. When you land in this land of enchantment, don't be surprised to find a flower lei is placed around your neck, by way of a typical Hawaiian Aloha, a greeting meaning either goodbye or hello.

With your first glimpse of the Hawaiian Islands, you will be awed by the profusion of tropical flowers and flowering trees. You will truly think you have wandered into a colossal flower exhibition. Even the fragile orchids are so plentiful they're sold in dime stores.

There is so much to see and do and enjoy in Hawaii that we'll just pick a few "musts" at random. So, first, let us go sight-seeing. Let's start in Honolulu by taking a walking tour, or you may do your rubbernecking from one of the famous glass-bottomed boats. For a wonderful panoramic sight of the Honolulu Harbor and the city with a background of hills, you will visit the Aloha Towers.

Don't miss the trip to the pineapple canneries through which regular tours are conducted on canning days. The fish markets, though not exactly scented like attar of roses, are really exciting to see.

Come a rainy day, the Upsidedown Falls is a sight to see! When heavy rain is falling over the cliffs, it is blown upward instead of falling downward, hence the appropriate name.

What about a trip to Chinatown to visit the interesting little shops which cater to your souvenir needs, etc., and where, if you are in the mood (and money), you may pick up a piece of jade.

The island of Hawaii is where the world's most active volcano, Mauna Loa, is located, and you will certainly want to see it (at a safe distance). In Kauai there are many sights to see and here also is one of the finest beaches on the islands.

If you want to indulge in sports, you might try surfboard riding, which is a national pastime. Anyone for tennis? Well, you'll find fine courts open to the public, and you may even rent your racquet. Feel like getting up in the world? Hawaii has mountains for you to climb! And if you feel in the mood for hunting pheasants, quail, deer, and even goats and pigs, you'll have the opportunity right here, 2,100 miles southwest of San Francisco, plus the 3,000 extra mileage from there to the New England Hills of Home.

We haven't even begun to list all the possibilities of sight-seeing and enjoyment that Hawaii has to offer, but if and when you go, you'll find just about any kind of pastime, recreation and beautiful scenery in this faraway land of enchantment.

A couple of helpful hints: Sportswear is most popular, cotton dresses for the ladies, slacks and sport shirts for the men. Sweaters and coats are comforting to have if you are in the mountains. Evening clothes are in order if you want to go nightclubbing, etc. And, don't forget your dark glasses!!

Topics on Etiquette

In this season of colds, sore throats, viruses, miscellaneous "bugs" and, unfortunately, more serious ailments we all face problems of sick room etiquette.

RULES FOR VISITING A PATIENT AT HOME:

(1) LENGTH OF VISIT: A short stay keeps a relapse away.

(2) CONVERSATION: Chat, but don't chatter. Modulation in voice and moderation in conversation is desired above gifts of candy, books or wine jelly. Avoid recalling the details of YOUR operation. Keep the conversation light and cheerful—a bit of smile-provoking humor (no belly laughs, please).

(3) YOU'RE JUST FRESH OUT OF APPETITE: Firmly refuse the polite offer of refreshments from the "home talent" nurse. She must be tired enough from toting trays to the patient without providing snacks for the visitors.

(4) BY APPOINTMENT ONLY: Do check with the patient's family as to the best time to make your visit.

(5) COME GERM-FREE: Remember, a cold in the head is no kind of a gift to bring a patient. Postpone your call until the sniffles and the sneezes are in the past tense.

(6) Make up this rule yourself. If you've had the unhappy experience of being visited by the wrong kind of "angel of mercy," you'll have many more "don'ts" of your own to add.

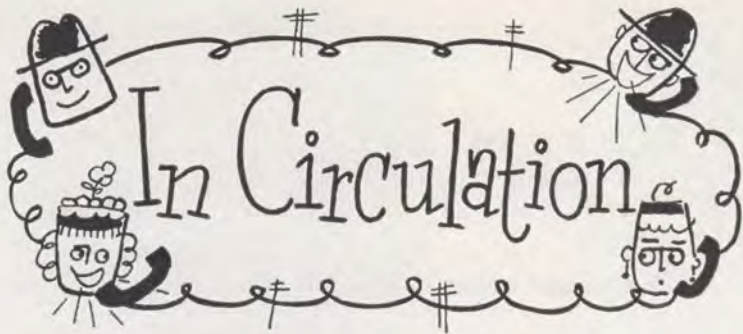
RULES FOR VISITING HOSPITALIZED PATIENTS:

All of the above rules apply here, plus a few others.

(1) SIT NOT ON THE BED: Chairs are provided for visitors. The bed is strictly for the use of the patient.

(2) FOR WHOM THE BELL TOLLS. When visiting hours are over, that means YOU. Out when the bell rings!

(3) HINTS TO THE GIFT BEARER. Check, if you aren't sure, if the patient is on a no-sweets diet, or if he can digest peanut brittle. Nurses love you if your flowers come in their own vase. Florists feature the papier mâché vases. They are popular and inexpensive. Potted plants are easier cared for, and the patient can take it home.



"MOTHER" LED THE WAY

The projected transatlantic telephone cable was predicted as early as the Seventeenth Century, Long Liners might be interested to know. Mother Shipton, author of this prophecy, was popularly known as a witch and pamphlets purporting to be collections of her predictions appeared frequently in London about 1640.

Among many of her prophecies was this one: "Under water men shall walk, shall ride, shall sleep, shall talk. In the air men shall be seen . . . iron upon the sea shall float as easily as a wooden boat."

We're not quite sure what Mother Shipton had in mind but the *Monarch* might well be considered an "iron" boat. And the Atlantic Cable when completed will be the longest distance man can talk "under water" to date.

LIKE A SLOW LEAK

It is an old custom among publications to exchange copies with one another. As a matter of fact, before the days of telephone, teletypewriter and telegraph, it was the only method they had of knowing what was happening in other sections of the country.

The death of George Washington is a case in point. This was a major news event in its day. Washington died on a Saturday night, December 14, 1799. The announcement which appeared in his own home town paper, the daily *Alexandria Times*, set off a slow chain reaction. On Wednesday it was picked up by the weekly *Virginia Sentinel* and on the following day it was in the *Philadelphia Aurora*. By Saturday, the 21st, the news broke in New York and on Christmas, eleven days later, the story was printed in Boston. Slowly the news seeped westward. It was not until January 7, 1800 that the citizens of Cincinnati realized that the Father

of His Country had died when they read about it in their local paper the *Western Spy*.

TELEPHONE GEOGRAPHY

If you should decide to tour all the areas furnishing materials for the telephone set, you'd better pack a dozen trunks with clothes for every climate, and plan on being away from home for a good long time. You'd have to travel to almost every state in the union and every continent except Antarctica, travel north to Norway and south to New Caledonia, and touch at least a score of different countries on the way.

Take copper, for instance. Western Electric's purchases of copper come from our own states of New Mexico, Nevada, Arizona, Utah, Michigan and Montana, as well as from Mexico, Chile, Peru, the Island of Cyprus, the Union of South Africa, Southern Rhodesia, Northern Rhodesia, the Belgian Congo and Canada. Lead comes from five different states—Missouri, Idaho, New Mexico, Colorado and Montana—plus Canada, Mexico, Yugoslavia and Australia. On the other hand, most of the cobalt comes from only one source—the Belgian Congo. Our southern neighbor, Mexico, furnishes more different materials than any other foreign country—silver, antimony, copper and lead.

There's scarcely a corner of these United States, or of the globe, for that matter, left unexplored in the search for material that will pass Western Electric's primary test—a better telephone job at lower cost.

A complete list of the telephone's raw materials and their sources includes:

Aluminum—Arkansas, New York, Tennessee, Alabama, Jamaica, Dutch Guiana; antimony—Mexico, Belgium. Beryllium—Colorado, South Da-

kota, Argentina, South Africa, India.

Carbon—Pennsylvania; cellulose acetate—New Jersey, Tennessee; cellulose acetate butyrate—Tennessee; chromium—California, Rhodesia, Turkey, New Caledonia; cobalt—Belgian Congo; copper—New Mexico, Nevada, Arizona, Utah, Michigan, Montana, Canada, Chile, Peru, Mexico, Cyprus, Union of South Africa, Southern Rhodesia, Northern Rhodesia and Belgian Congo; cotton—the Southern States.

Felt—Connecticut, Illinois.

Gold—South Dakota, California, Utah, Colorado, South Africa, Canada.

Iron—Minnesota, South America.

Lead—Missouri, Idaho, New Mexico, Colorado, Montana, Canada, Yugoslavia, Australia, Mexico; leather—Wisconsin.

Magnesium—Texas, Washington, California, Ohio; mineral wax—New Jersey; molybdenum—Utah, Colorado; muslin—the Southern States.

Nickel—Canada, Norway, Cuba, New Caledonia.

Paint—New Jersey; palladium—Canada, South Africa; paper—Pennsylvania, Massachusetts; phenol fibre—Delaware, New York, Illinois; phenol plastic—New Jersey, New York; phosphorus—Tennessee, Florida.

Rayon—New York, New Jersey; rubber—Dutch East Indies, Malaya.

Silk—New York, Japan; silicon steel—Ohio; silver—Idaho, Utah, Mexico.

Tin—Dutch East Indies, Malaya, Belgian Congo, Bolivia.

Zinc—Missouri, Oklahoma, Kansas, New Jersey, Idaho.

WHERE GRACE WILL TALK

Monaco, featured prominently in the press of late, is less than half the size of New York's Central Park. Some 6,300 telephones serve the little Mediterranean principality's 21,000 inhabitants.

ATTENTION, MONACO

People had more extension telephones put in their homes in 1955 than in any previous year. More than three-quarters of a million of them were installed in 1955 by Bell System Companies.

YOU can tile a room

Yes, you can put up your own plastic wall tile—in the kitchen, bathroom, or utility room—but don't kid yourself!

Make sure you know what you are doing before you start. Expect the job to take you some time and a little effort, and make sure that you are using a good quality plastic wall tile.

With proper preparation, you can get an extremely satisfactory job, especially since there have been numerous improvements in plastic wall tile recently. For example, one of the largest manufacturers of plastic wall tile has just introduced an 8½-inch square tile in six pearlescent colors and in six solid colors. The large size tile offers an opportunity for luxurious decorative planning. If you want a wider range of colors, and if you prefer a 4¼-inch square tile, you will find an even wider range of colors available.

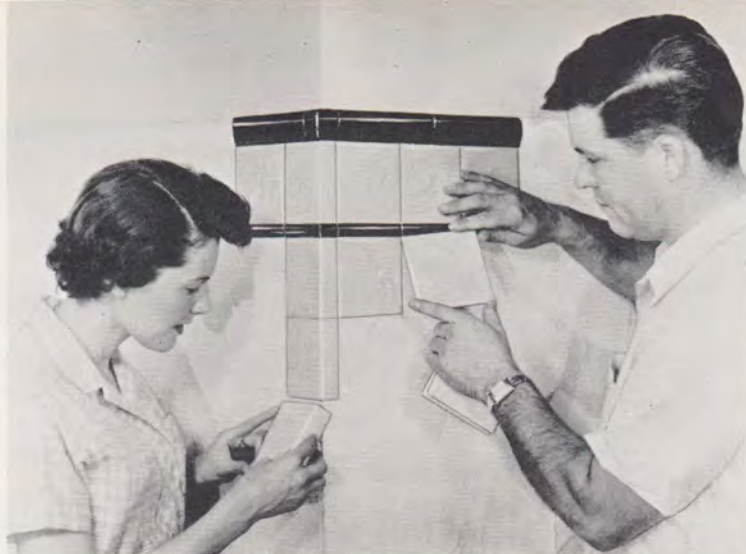
The important consideration in using plastic wall tile, according to the experts, is to select a tile for beauty, permanency and livability. For instance, tile made of heavy-gauge Styron will not peel, chip or

A horizontal guideline is necessary if you are to start off your tiling job correctly. Use the spirit level in your kit to draw a level line entirely around the room at "bullnose" height. The "bullnose" is the name given to the rounded plastic tile trim pieces that go along the top of the installation. Because "bullnose" caps are finishing pieces, many people select them in a complementary color to the so-called field tile. Never measure from the floor up and draw the line as uneven floor surfaces will cause your guidelines to be crooked. For appearance's sake, be sure your height allows for more than half a tile's width in the row that butts against tubs, wash basins, etc. Then determine and mark the exact center of a wall. In both directions from this mark, measure every 8½ inches (or width of your tile). If you end up with less than half a tile's width at the corners, move the center mark half the width of a tile in either direction. Then, draw a vertical line from the new center to the floor. This will permit the placing of wide pieces in the corners and will materially improve the appearance of your job. (Where there is an outside corner, you start tiling from that corner and thus avoid the vertical-line drawing.)





Spread mastic downward with a wavy motion using a notched trowel and holding the trowel at right angles to the wall. Spread only enough mastic for about three hours' tiling. The mastic spreads easier when it has been kept warm for a while at room temperature. You dip the mastic out of the bucket and pile the mastic on the trowel along the notched edge. Start at the top horizontal guideline and work down, using the trowel to push the mastic against the wall with a wavy motion. The wavy motion creates grooves that give maximum holding power. It is important that the trowel be held at right angles to the wall, so that the film of mastic on the wall will be the proper density for securely holding tiles in place. You should remember to leave a small space at each end of your vertical and horizontal guidelines so that you can re-establish these lines after the mastic is applied by using a chalk line and snapping it on top of the mastic.



Set the half-tile cap (or bullnose cap) first along the level line. Work away from the vertical guideline. You can work both ways and down. Plan tiling to avoid narrow cuts in the corners, if possible. Where there is an outcorner, start setting tiles there. After the first tile has been pressed into place, the next tile should be held by one edge, while the opposite edge is pressed in the mastic next to the previously installed tile, then snapped flat into position. This prevents getting excessive amounts of mastic between the joints and will make for a very clean and quick installation. Butt the tiles as close together as possible for a neat, tight installation. In setting the tiles according to the design that you created, you should be careful not to overlap tile edges or allow wide, unsightly spaces between tiles.

Where tiles meet in inside corners, cut the tiles as carefully as possible to butt closely against each other and fill in openings with mastic. Most dealers will rent a professional cutter to you, or the tile may be cut with a coping saw as shown in the picture.

craze and will last a lifetime. Be sure that the tile you buy equals or exceeds the requirements of the Bureau of Standards for thickness of plastic.

Another thing to look for is arched-construction of the tile which prevents "dishing in" or cupping. You can tell if a tile has the desired arched-construction by placing a straight stick across the top of the tile.

(Continued on page 46)



You butter the trim tile for the inside corner with mastic. Use of this kind of trim gives the installation a clean, finished touch that adds elegance and beauty.



Putting on the base tile is easy. Put mastic cement on the bottom row of field tile and overlay the base.

Excess mastic should be cleaned off every few square feet as the job progresses, with a tile cleaner. In about a week or ten days, the tile should be washed with soap and water or a detergent. Don't use an abrasive.





GLEANINGS

Tragedy

Two telephone people lost their lives and many others received a severe jolting in the tragic crash of a Boston and Maine Buddliner into another commuter-laden train at Swampscott in a blinding snowstorm on February 28. The speed with which operators in the area alerted all doctors and nurses prompted Mayor Costin of Lynn to say, "Their fast action may have saved many lives." Sixty-five Metropolitan Area employees answered the urgent plea of the Red Cross by donating blood that same day.

News Bulletin 716, March 2

Atom-Age Test

Western Electric engineers are using radioisotopes purchased from the Atomic Energy Commission at Oak Ridge to test the efficiency of end seals for the repeaters that must function on the ocean floor.

News Bulletin 716, March 2

The Lumber Business

is learning from the Telephone Company via lecture and film presentation made by R. M. Hodgson, Sales and Servicing Manager, Long Distance to 45 men in the retail lumber business attending a special course at the University of Massachusetts.

Sales Merchandiser 80, March 6

Commercial Instructors

Here's a concise explanation of the duties and functions of these important people who train our Service Reps in

Maine Lines, March 6

Bell Labs

are called "America's premier industrial research organization" in a new book compiled by the editors of *Fortune Magazine* and entitled "The Mighty Force of Research."

News Bulletin 717, March 7

SAGE News

The Defense Department has under consideration the question of whether it should intervene before the FCC in

support of the Bell System's multiple channel private line service "volume rate" tariffs according to an Air Force official.

Telecommunications Digest, March 7

New Look

There's a new look to telephone directories—and here are the reasons why. But, before you read the article—what's the picture on the cover of the Alphabetical book you have at home? Think hard!

Directory Digest, March

Another Resident Group

Thirty-eight telephone people living in Amherst recently attended the first meeting of what now is the Amherst Employee Resident Group. Here's a picture and a brief summary of the business they discussed.

News Bulletin 718, March 10

A Short Month

but what a good one! The February telephone gain was the best since 1947. Ninety per cent of the orders taken in February were completed during the month.

News Bulletin 719, March 12

The Bellfast

has nothing to do with the wearing of the green. It's a push-button system whereby teletypewriter messages from outlying points are relayed in a customer's office for transmission to various destinations—a semi-automatic tape relay system developed by Long Lines.

Sales Merchandiser 81, March 12

Resident Employees

in Scituate, R. I., have formed their own public relations committee. Here's the philosophy that guides the new group.

Rhode Island Telco News, March

The Magic Date

appearing recently in all state and department publications and in posters throughout the Company is April 2. It's Special Plant Inventory

Day and here's the article that explains its importance.

Talk 44, March 14

A Green Check

is now being issued by the Treasury Department for the Central Area, Mass., drawn on the Second Bank-State Street Trust Company of Boston. The new color will facilitate the sorting of checks in the banks for clearing.

News Bulletin 720, March 15

Bell and Lights

New Hampshire's first Bell and Lights System was installed and tested in Manchester recently. Pictures in

Granite Stater, March 15

Telephone Films

available for showing to civic groups are described and illustrated in a feature story in

Green Mountaineer, March 20

Three States

combined forces to provide the new telephone system for the Deerfield Glassine Company. Here are three pictures and the complete story in

Sales Merchandiser 82, March 19

Crystal Gazing

—the very scientific variety—helps telephone people anticipate the communications needs of the public according to an article by J. M. Shaw, Assistant V.P., Merchandising Dept., A. T. & T., as quoted in

Sales Merchandiser 82, March 19

Better Citizens

A recent meeting at the Eastland Hotel in Portland, Me., produced some recommendations for means by which telephone employees could convince their neighbors of their interest in civic affairs and good citizenship.

Maine Lines, March 20

Practical Advice

on how to get your car all ready for spring and summer driving is contained in

The Equipment Installer, March



ON NEW ASSIGNMENTS



John Adams
from Div. Traff.
Serv. Supt.—So. Met.
to Div. Traff. Serv.
Supt.—No. Met. Div.



John E. Anderson
from Mgr.—
Winchester
to Mgr.—
Wellesley



William T. Bean
from Splicing
Foreman to
Supv. Line Frmn.,
Portland



Clyde B. Brooks
from Maint. & Constr.
Supt.—Eastern to
Plant Supt.—
West.—Maine



Reuben S. Burnham
from Eng. Assigned
to Eng. II in
office of the Out.
Pit. Eng.—Portland



Arthur I. Carey
from Wire Chief,
Manual, Newton,
to Wire Chief—
Chelsea, No. Met.



Leonard D. Cash
from Splicing Frmn.
to Supvr.
Splicing Frmn.—
Port., Me.



Harry W. Clark
from Splicing Frmn.
Augusta, Me., to
Staff Asst.—
Personnel, E. A.



Cortlandt Clarke
from Traff. Staff
Engineer to Traff.
Engineer—
Rhode Island



Thomas B. Delaney
from Wire Chief—
Taunton—So. Cent.
to Outside Pit. Maint.
Supv.—Boston



Dorothy E. Dillon
from Metropol.
Comm. Training
Supvr. to Employm.
Supvr.—Women



Edmund Fanning
from Distr. Traff.
Supt. to Genl. Traff.
Meth. & Prac. Supv.
in Traff. Oper. Staff



John P. Giblin, Jr.
from Dist. Traff.
Supt.—Conv. to Dist.
Traff. Supt.—Camb.—
Arl. Dist., No. Met.



Lee H. Greene, Jr.
from Equip. Instal.
Frmn. to Eng. II in
office of Equip.
Eng.—Port., Me.



Florence Hokanson
from Records. Clk.
to Acctg. Office
Supv.—Toll Prep.—
Met. Area



Helen J. Lee
from Acctg. Office
Supv.—Toll Prepar.
to Acctg. Office Supv.
A. M. A.—Met. Area



Donald Mace
from Reports & Res.
Supv.—Cent. to
Reports & Results
Supv.—Met. Area



Janet M. Malatesta
from Asst. to
Unit Supvr. to
Acctg. Office
Supv.—Met. Area



H. Allen Mathews
from Equip. Install.
Foreman to Eng. II
in office of the
Eq. Eng.—Port., Me.



John J. McLaughlin
from Staff Acct. in
office of Ch. Acct.
to Staff Asst.—Sen.
in office of Ch. Stat.



Catherine A. Melly
from Employ.
Supv.—Women to
Metropolitan-Traff.
Staff Assistant



James J. Moran, Jr.
from Constr. Plann.,
No. Met. to Supvr.
Line Foreman—
No. Met.



Franklin V. Moulton
from Dist. Traff.
Supt., Bowd.—Rox.
Dist. to Dist. Traff.
Supt., Frank. Dist. 2



Joseph S. Noonan
from Accounting Asst.
in the Public Ret.
Section to Staff
Accountant



Edward W. Prindle
from Genl. Traff.
Meth. & Prac. Supv.
to Div. Traff.
Serv. Supt.—So. Met.



Margaret G. Ryan
from Induction Plac.
Supv. to Assistant
Methods Supv.—
Commercial



Richard A. Somes
from Pit. Depart.—
Man. N. H., to Eq.
Eng. Sect.—Manch.
as Engineer II



Edward Tainter, Jr.
from Traff. Mgr.—
Winchester to Traff.
Mgr.—Chelsea—No.
Met. Div.



Charles Trainor
from Manager at
Great Barrington to
Manager—
Nashua, N. H.



Vincent H. Vicario
from Traff. Mgr.—
Bangor, Me., to Traff.
Manager—Winches-
ter—No. Met.



Robert C. Webb
from Traff. Supv.—
Traff. Operat.—Genl.
to Mass. Dial
Service Supervisor



Joseph I. Kenny
from Dist. Pit. Eng.,
Dist. 1 to Plant
Engineer—Central,
Rhode Island Eng.

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Clyde B. Brooks, Me. Plt., 30



T. J. McKenne, Eq. Install., 45



John McNamara, Vt. Plt., 40



George F. Murphy, E. I., 40



John M. Mulhern, E. I., 40



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Etheldreda Kennedy, No. Met., 30



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Wilhelmina Warren, Me. Tr., 35



M. M. Saville, Met. Com'l., 30



Edward F. Cross, Direc., 30



E. F. Stanton, Cent. Com'l., 30



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J. L. Huse, Me. Eng., 30



G. E. Watson, Me. Tr. Eng., 30



Lila D. Sullivan, Me. Plt., 25



E. L. Merriman, Me. Com'l., 25



Oscar A. Kaler, Me. Plt., 30



M. Harrigan, Cent. Tr., 35



K. L. Fitzgerald, Direc., 40



Edith Barker, Disb. Acc., 40



Joanna St. John, Cent. Tr., 30



Mildred Eastwood, R. I. Tr., 35



L. N. Raymond, Genl. Com'l., 25



Z. F. Rondeau, Genl. Acc., 40



Marion L. Wright, R. I. Tr., 30



Anna M. Hopkins, West. Tr., 45



Doris Goodwin, N. H. Tr., 35



George W. Linker, R. I. Plt., 30



Doris J. Curran, Me. Tr., 30



Theo Lunt, Me. Tr., 35



T. J. Hennessey, E. I., 30



D. T. Weston, Me. Tr., 30



Paul C. Hurley, Vt. Plt., 30

J. F. Sanborn, N. H. Acc., 40



Emily Gove, Cent. Tr., 30



M. A. Brooks, N. H. Tr., 40



Edw. M. McKnight, Direc., 30



Maine

ASSOCIATE EDITORS

Theodore Davis, *Plant*

Elizabeth C. Kemp, *Traffic*

David Barker, *Commercial*

Josephine Teras, *Accounting*

Elinor R. Halcrow, *Engineering*

Reunion Dinner

A group of employees and former employees of the Disbursement Accounting Office in Portland met for a reunion dinner recently. Attending were: Margaret Donahue Arsenault, Betty Ball Hammett, Louise Foley Thomas, Trudy Ball Ridge, Dorothy McCann Jenkins, Helen Lehan Atherton, Betty Lehan Hodgkins, Margaret Foley Quinn, Eileen Moore Maloy, Mavis Adjutant Wilson, Mary Burke Mallett, Mary Fitzsimmons Barron, Ivy Roux McCarthy, Florence Gallagher Richardson, Lillian Ahern, Helen Blake, Mary McDonough, Florence Riley, Alice Glynn and Marion Butler.

Bangor Business Office

Amy Kimball, formerly Service Representative in Bangor, recently moved to New York where her husband is studying at Columbia. She was given a farewell party at Pilot's Grill. She plans to work in one of the Manhattan telephone offices.

Edith Bigelow was recently honored at a shower party at Pilot's Grill. She has resigned to take up home duties.

Avis Buchanan was married to Neal McCullough recently. She was an Order writer in Bangor and is now in the South Boston Office as Manager's Clerk.

Sandra Smith, Service Representative, was married on January 21 to Ronald Davis. She is living in Bangor while her husband completes a tour of duty with the Coast Guard.

Bangor welcomes three newcomers: Betty Johnston, Teller; and Ann Marie Corey and Jane Ingersoll, Order writers.

On February 10 the Business Office held a party at Pilot's Grill honoring Earl Merriam, Manager. The occasion was his 30th service anniversary. He was presented gifts from his friends, and a dinner and social evening was enjoyed by all.

New Ratings

The following man has passed examinations and now has a new rating: Warren G. McFadden, Station "A."



YOUR VOICE IS YOU

Augusta Operators are shown as they view the film "Your Voice Is You." This program was

undertaken to counteract the feeling of isolation of the CDO subscribers. The Operators themselves demonstrated the right way and the wrong way to speak to the customer.



MARTIN J. MURPHY TRANSFERRED

A party was held recently at the Columbia Hotel in Portland honoring Martin J. Murphy on his transfer to Head Line Assigner at Bath.

Forty of his friends and associates attended. At the head table, left to right: Mrs. Murphy, "Marty," Mr. and Mrs. Maurice W. Gilman and Rita Galli.

CLIMBING SCHOOL

A climbing school was held recently in Bangor. On the poles are: Stephen F. Larrabee, Richard D. Baum, Leonard J. Thibeau, Albert C. Mansfield, Richard M. Randall and Linwood A. Curry. In the lower left is Instructor Willis C. Tozier.



PORTLAND PIONEER PARTY

Some of the guests at the annual party of Jasper N. Keller, Portland Council of Telephone Pioneers, were, left to right: Mrs. and

Mr. Ralph Beattie, Mrs. and Mr. Frederick A. Cosgrove, Evelyn W. Kiley, Rose K. Kane, Ruth Anderson, President of the Chapter, and Chauncey L. Brown.

Rhode Island

ASSOCIATE EDITORS

Marguerite M. Lambert, *Traffic*

Ambrose S. Flaherty, *Com'l.*

Joseph L. Bruno, *Accounting*



DINNER PARTY

On February 7 Ernie Noke was feted by the female contingent of the various departments in honor of his retirement. Sixty women sur-

rounded him at a dinner party at the Martini in Providence. Mrs. Noke was presented an orchid corsage and a flower centerpiece. Ernie was given a gift.

Revenue Accounting

On October 8 Doris Duperre became the bride of Henry Vincent. They will live in the Catskills in New York.

The Revenue Accounting Department would like to welcome Maxine Howe and John Tracy to its force.

Frank Bennett, formerly Revenue Account-

ing office boy, was recently transferred to the Rhode Island Plant Department. All his friends wish him the best of luck.

On September 10 Catherine V. Murphy became the bride of Joseph E. Murphy in Providence, R. I.

On September 5 Margaret McKay was married to Elmer Gardiner in Cranston, R. I.



E. M. STIMETS TRANSFERRED

A transfer party was held at the Sheraton-Biltmore Ballroom on February 21 for Edward M. Stimets, in honor of his transfer to the Personnel Department in Boston. He was given a gift from his many friends. Left above, left to right: Robert S. Hayes, Traffic Personnel Supervisor—



R. I.; Walter M. Rankin, Traffic Supervisor—R. I.; Paul A. Dexter, Traffic Superintendent—R. I.; Mrs. Stimets; Mr. Stimets; and Walter L. Dignam, General Manager—R. I. Right above: John D. Haigh, R. I. No. 2 District Superintendent; John S. Hartwell, R. I. No. 1 District Superintendent; Robert E. Woods, Traffic Engineer; Mrs. and Mr. Richard Stimets; and Robert O. Anthony, Local and Toll Supervisor—R. I.

The Editor Gets Interviewed

(Continued from page 23)

Department in Springfield, Mass., and then back to his favorite state of Vermont in the Construction Department. His duties in the Plant Department have been varied, included among them was the job of Safety Supervisor in the Construction Department. His field of knowledge became even broader when he joined the Engineering Department in 1940 as a Right-of-Way Agent. After a decade there he moved back to the Construction Department as Construction Planner and then to his present position as Budget and Reports Supervisor in July of 1953. Since he has been in the Area Office he has handled the Plant Department news for *Telephone Topics*.

Leslie Mackenzie has four daughters, the oldest of whom has been employed in the

Engineering Department almost four years. His wife is a former operator and his sister is the Chief Operator in Burlington. A sister-in-law and a cousin, who were former operators in Barre, Vt., finish the list of this Vermont telephone family.

E. N. White Succeeds J. E. Harrell

(Continued from page 7)

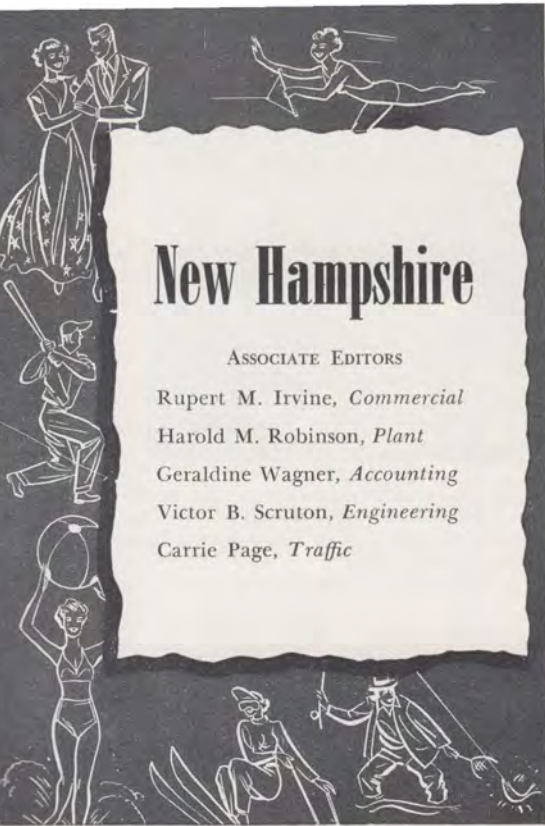
Telephone and Telegraph Company since 1954. He was born in Fairfield, Maine, and was graduated from Colby College in 1930. Following graduation, Mr. Palmer began his career with the New England Company. He worked in various Commercial and Traffic Department assignments until 1942, when he joined the American Telephone and Telegraph Company in New York. He came back to the New England Company in 1946 and was serving as the Company's General

Traffic Supervisor when he returned to the American Company in 1950 to become Traffic Results Engineer.

Telephonist

(Continued from page 28)

Emery's show, attended the TV Mass the following day and then displayed her dancing talents on Swan Boat, Nelson Bragg's program. Her visit wasn't entirely social however, since she helped instruct Boston University dance groups, and gave an instructional performance at Sargent College for Irish families living in the Boston Area. This family affair is called Ceilidhe (pronounced k-lee). Emily has had a full schedule since she left her job in Belfast, and she has delighted so many with her part in The McCoy Dancers that we are sorry to see her go home again.



New Hampshire

ASSOCIATE EDITORS

- Rupert M. Irvine, *Commercial*
 Harold M. Robinson, *Plant*
 Geraldine Wagner, *Accounting*
 Victor B. Scruton, *Engineering*
 Carrie Page, *Traffic*



ELAINE HIGGINS PROMOTED

A dinner party was given recently by the girls of the New Hampshire Area Office for Elaine M. Higgins, who was appointed Business Office Supervisor at the Concord Business Office. Prior to this she was Secretary to General Manager R. J. Davis. Seated, left to right: Antoinette

Theroux, Joan Cailier, Irene Landry, Miss Higgins, Bertha Lamprey, Ann Fife and Marie Colgan. Standing: Carrie Page, Constance Hunter, Bertha Haugrud, Betty Crosby, Velma Wescott, Patricia Dever, Beverly Weatherbee, Mary Hoben, Yvonne DeGrandmaison, Agnes Earley, Marian Campbell and Beatrice Morgan.

Their Job Is Special

(Continued from page 21)

the state line discovers sadly that the police are waiting just the same, ready to pick him out of a crowd as if he were an old friend—all because his description was sent simultaneously via teletypewriter to state police in nearby areas.

For Western Union the Company furnishes many facilities which require specialized handling and billing. There is an arrangement, of course, whereby we agree to bill our telephone customers for wires sent by telephone.

Practically everyone today has flown and so is familiar with the control tower. In the tower are technicians of the Civil Aeronautics Administration whose job it is to control air traffic and provide weather information. Before takeoff every pilot must file a flight plan with CAA, and before landing request permission to do so. In this way the Air Route Traffic Control Center keeps track of the exact whereabouts of every plane in the sky and can, for example, "bed" them at various altitudes to prevent a chaos of conflicting routes. Information about the planes is passed from airport to airport over private line circuits.

Conelrad didn't even exist as a word just a few years ago. Today it's in the vocabulary of everyone who owns a radio. Conelrad (just in case you *don't* own a radio) is the plan whereby, upon notification that enemy planes are approaching, all radio stations switch immediately from their regular assigned broadcasting frequencies to the emergency frequencies of 640 and 1240 kilocycles. During the alert period the broadcasts are transmitted at rapid, irregular intervals from various stations. The reason for this is to prevent the invaders from "getting a fix" on a radio signal and simply flying direct to the target. In this way it's impossible for them to determine from what direction the beam is coming. Facilities for warning stations to cease stand-



CONSTANCE HUNTER PROMOTED

This picture of the New Hampshire-Vermont Engineering group was taken shortly after the

presentation of a chair and knickknack shelf to Constance B. Hunter, who was recently promoted to Secretary to the General Manager, New Hampshire. She is seated center front.



MARY HEALEY RETIRES

About 100 people including many former and retired Traffic employees attended a dinner at Six Acres in Manchester in honor of Mary B. Healey, Assistant Chief Operator in Manchester, who is retiring. She was presented a gift from her many friends and her Life Mem-

bership Certificate. At the head table, left to right: Helen Manseau, Quarters Supv.; Isabel Connor, Asst. C.O.; Laverne R. Root, Tr. Supt.; Thyra Petterson, C.O.; Mae Healey; Forest L. Mather, Tr. Operations Engr.; Blanche Gelinias, Asst. C.O.; Margaret Healey; Stanley L. Smith, Tr. Mgr., and Al Woodward, Tr. Mgr.

ard broadcasting are supplied by the Special Accounts section.

Because, obviously, this warning system must never fail, a "belt and suspenders" precaution is taken in having a radio monitor backup to the telephone system.

Just as the military comprises a large segment of Special Accounts customers, so, too,

do the civil government departments and bureaus. Nearly 30 of them are handled by the section, from the Atomic Energy Commission to the Department of Defense, Justice, Treasury, State, Agriculture and Interior, to the V.A. and the Post Office.

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Vermont

ASSOCIATE EDITORS

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

Commercial News

Marjorie McKenzie, Service Observer in Burlington, was the guest of honor at a buffet supper held at the Hotel Vermont Roof Garden on February 28. E. M. Beebe, Burlington Manager, acted as toastmaster and on behalf of the group presented her farewell gifts. Mrs. McKenzie was transferred to Boston on March 10.

Traffic News

Mr. and Mrs. Roland Bombardier of St. Albans have announced the engagement of their daughter, Eleanor, to Donald Choiniere of Highgate. They will be married on April 7. Eleanor is an Operator in the St. Albans Traffic Department.

LABOR RELATIONS MEETING

This group attended a labor relations meeting held at the Hotel Vermont on February 8. Front row, left to right: R. E. Leduc, Supv. Constr. Foreman; C. E. Reynolds, Jr., Wire Chief—Montpelier; R. E. Jones, Gen'l. Mgr.—Vt.; H. R. Gadhue, Plt. Staff Asst.; E. M. Fulton, Wire Chief—St. Albans; R. A. Berryman, Wire Chief—Burlington; and L. A. Cushing, Constr. Supv. Second row: D. G. Lorange, Wire Chief—Rutland; C. C. Rollins, Plt. Supv.; R. G. Warren, Plt. Engineer; C. W. Owens, Asst. Vice President—Personnel; H. E. Brand,

Carl Hopkins Receives Award

Carl H. Hopkins, formerly Assistant to the General Manager—Vermont, recently received the "Award of Merit" given annually by DAR chapters for "outstanding work in the preservation of our constitutional form of government." For the past four years he has served as state chairman of the Crusade for Freedom. He retired from the Company last October.

Service Anniversary

Georgianna McGuire, Operator at Bennington, has recently completed thirty years of service with the Company. Robert N. Stetson, Traffic Superintendent, presented her her service pin together with a purse from the department.

Plt. Supt.—Vt.; J. T. Magner, Labor Relations Supv.; C. L. Rivers, Supv. Constr. Foreman; D. G. Leavitt, Plt. Staff Asst.—Safety; W. H. Gillam, Plt. Staff Asst.—Toll; R. A. Curtis, Wire Chief—St. Johnsbury; J. L. Breed, Constr. Supt.; C. P. Richards, Wire Chief—Brattleboro; H. T. LaClair, C. O. Maintenance Supv.; and R. E. Kingsbury, Plt. Service Supt. Back row: W. J. Hogan, Buildings Supv.; J. F. Powers, Wire Chief—White River Jct.; C. J. Hanley, Supplies and MV Supv.; E. J. Farnham, Supv. Constr. Foreman; and L. E. Mackenzie, Budget & Reports Supv.



We've all been hearing more and more lately about the mysterious sounding sets of letters—like SAGE, NIKE, GOC, SAGEES—that make up the foundation of our nationwide air defense setup. To most of us, these names and initials remain pretty much a vague quantity. To the Special Accounts people, however, they're as common as LS/MFT are to us. It's part of their job to be as well informed as is allowed by government restrictions. (Members of the section handling classified material have been investigated by the U. S. Government.) For again, in this rather unexpected military setting, the telephone plays a feature role. It is as much a part of our defense setup as if we manufactured weapons.

As you can imagine, the telephone serves as a communications link; but it does more. It helps integrate the various component parts of the defense system. So that you can appreciate the magnitude of the over-all system that guards the nation from surprise attack, here's a brief description of how it operates.

Since 1951 the entire perimeter of the U. S. has been ringed from coast to coast, border to border with a radar "security fence"—a series of strategically located AC & W (Aircraft Control and Warning) stations. These heavy radar installations ceaselessly sweep the skies, cocking giant, supersensitive ears to detect the presence of distant, invisible aircraft, each one a potential enemy. (The screening of planes actually begins miles at sea with radar-equipped picket ships, supplemented nearer shore by a line of patrol planes and Texas Towers.)

As you know, radar can operate only in an unobstructed field. In big cities or in deep valleys it's conceivable that enemy intruders could slip in unchallenged, using tall buildings or mountains as a shield, or by flying low enough to sneak under the screen. Here's where GOC and "Gap Filler" (small radar) sites come into play. Volunteer members of the Ground Observer Corps, human sky-scanners, upon sighting a plane report at once via telephone to a filter center at either Bangor or Manchester, N. H. Here its

presence is plotted on a huge glass air map and if found to be not readily identifiable a radar site is alerted to get it in range.

When a GOC spotter lifts the telephone and announces "Air-Flash," he gets the speediest service possible from the operator. "Gap Fillers" bridge any other holes in the radar net.

In Aircraft Control and Warning manual systems, when a plane is spotted that can't be identified as a friendly plane on an authorized course the radar site "scrambles" interceptor planes to go see what's going on upstairs. (This is so-called because the waiting pilots are required to be in the planes and off the ground in 3 minutes flat—so you can see that they must scramble.) A formation of these jet interceptors flies to meet the unknown plane, sometimes skimming to within 100 feet of it or forcing it to land in order to identify it. So far, happily to say, there has been no need to use the next step. If it is discovered to be an enemy, the scramble pilots are instructed to start shooting.

(Continued on page 44)

Directory

ASSOCIATE EDITOR

Wendell N. Harvey



C. S. PARKER PROMOTED

Carroll S. Parker was recently tendered a luncheon at Patten's Restaurant by his many Directory Department friends in honor of his promotion from General Directory Staff Supervisor to Division Manager—South Central. At the head table were, seated, left to right: Frederick G. Pierce, General Directory Staff Super-

visor; H. Ray Wilson, General Directory Manager; Carroll S. Parker, Division Manager—South Central, and Joseph H. deVicq, Directory Results Supervisor. Standing, left to right: Warren C. Upton, Directory Planning Engineer; G. Warren Butters, Jr., Directory Methods Supervisor, and E. Carl Hoglund, Directory Practices Supervisor.



FAREWELL PARTY

Marion Ryan, Canvasser with the Lowell Sales Group, was recently guest of honor at a farewell party held at the Princeton Lounge in Chelmsford. Marion is leaving New England to assume a position in

Washington, D. C. Attending, left to right: Richard G. Tonseth, Marion Ryan, Teresa M. Cox, William T. Shutt, James B. O'Sullivan, Donald V. McKinley, George A. Grady, Oscar Gregoire, Henry Hopkins, Thomas H. Miller and Robert L. Gabriel.

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In event even this failed, or if the interceptors failed to intercept, the next step would probably be for the Army to launch a Nike Missile. Developed for the Army by the Western Electric Co. and Bell Telephone Labs, Nike is a guided missile 20 feet high, positioned in underground locations along the coastal region. It is a relentless, deadly bloodhound that tracks its doomed prey through the skies. No matter how artfully it may maneuver, it is fruitless: it's impossible to out-think Nike. For an inconceivably complex radar brain guides it infallibly to its destination. Telephone Company land lines and radiotelephone networks connect Anti-Aircraft Operations Centers (hub of the Nike operation) with the various launching sites. The final resort, of course, is the Anti-Aircraft shore installations.

This AC & W system was adequate for 1951 requirements, but even then officials could see that the rapid strides being made daily in the speed potential of airplanes would eventually render such a manual

system obsolete. That very year the idea for SAGE came into being. Much experimentation would have to precede such an ambitious program as Semi-Automatic Ground Environment, so Project Lincoln was born at Massachusetts Institute of Technology, to be known as SAGEES (the final ES stands for Experimental Subsector).

In the near future SAGE itself will be operational, and will be superimposed on the manual system. But at present Lincoln serves as the prototype after which SAGE projects are being patterned.

Only Special Accounts Representatives and other employees with a definite need to know can appreciate what a truly amazing part telephone facilities act in the defense drama, because much of the "how" and some of the "what" are classified information.

The job of expediting the administrative affairs of the Navy falls largely upon the shoulders of Naval Communications. With the help of our Representatives, communications services are supplied that permit the rapid and efficient coordination of the vast

energies that go into the many necessary operations of the American fleet. Today we are approaching completion of the most modern military and commercial communications system in any United States Government activity, including the ingenious use and modification of standard equipment to meet the needs of service, the engineering of networks and the latest dial PBX equipment. It is a refreshing story of how men with ideas have overcome outmoded methods of handling traffic and have established whole new techniques of communications that combine speed with accuracy, dependability and high capacity.

In addition to its need for normal communications, the U. S. Navy has many unusual requirements ranging from the installation of special equipment at classified Navy projects to the negotiation with the Telephone Company for sale of Navy-owned telephone systems at other activities when considered to be in the Government interest.

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Equipment Installation

ASSOCIATE EDITOR

Arthur Flynn

BOWDOIN SQUARE DIAL OFFICE

Installers J. Collett, Jr., F. Coscia, J. Curtin, and F. Rogers are currently working at Bowdoin Square under the supervision of Foreman J. Mulligan on the installation of two transmitters for the Boston Maritime Mobile Public Service, an installation which permits ship-to-shore communications, especially valuable in cases of ships in distress. They are, in addition, replacing the Highway Mobile Radio Antenna, which serves a function on land similar to that of the Maritime transmitters at sea, permitting land vehicles—trucks, taxis, etc., to communicate with a central point and with each other. Also being installed at Bowdoin Square is a message register camera, which will facilitate future accounting operations. Shown is Equipment Installer Frank Coscia at one of the Maritime transmitters.



NEW NO. 701 PBX FOR CHILDREN'S MEDICAL CENTER

Due to recent expansion of the Medical Center, the automatic dial equipment was transferred to larger quarters in a new unit. The new No. 701 consists of 63 line finders and selectors, 70 manual stations, 15 one-way ninth level trunks, 10 combination trunks, 48 hunting connectors, 600 dial stations, 20 attendant trunks, a 5-position 605A switchboard, one distributing frame (10 verticals), one No. 110 power plant with two rectifiers, and one 24-volt rectifier plant. The installation was recently completed by E. I. men Keith Hollandsworth, William Dunn,

Dennis Donovan, Richard Campbell, Donald Morris, Arthur Henderson, Joseph Leahy, Charles Gallavan, Philip O'Brien, and Raymond McAdams, under the direction of Foreman Frederick L. Donahoe. Over 110 multiple taps for the installation were made up by William O'Hara and his assistant, Arthur Murphy, at the PBX shop at 132 Central St., Boston. At left, below, left to right: Richard Campbell, Arthur Henderson, Philip O'Brien, Donald Morris, Progress Supervisor Joseph Collett, and Foreman Frederick L. Donahoe. At right, making final tests on the switching equipment are, left to right: Arthur Henderson, Richard Campbell, and Frederick Donahoe.



Fulfilling unusual requests for telephone service to the United States Coast Guard is the responsibility of the Special Accounts Section. The Air Sea Search and Rescue Room at the Customs House is a good example. Telephone facilities provided at this location played an important part in the rescue of the seamen aboard the Italian freighter which recently ran aground off Scituate Harbor.

The Special Accounts Business Office on the fifth floor at Boston's Milk Street building is unique in the Company. Relatively few customers stop by, and it's not unusual for a subscriber to receive a 40-page "other charges and credits" enclosure with a bill, each item of which must be checked with the government authority before payment can be expected. Chandler Eastman's group handles all the accounts mentioned. In addition they issue orders for station and channel equipment and arrange for billing on Long Lines orders.

In a number of ways this job is different from that of the average Service Representative in a local Business Office. Each girl here is a specialist in her own field — the army perhaps, or W.U. The government, for instance, publishes whole books on procedure to be used in the ordering of any service or equipment (including telephone) that the Service Rep. must be thoroughly familiar with. Billing must often be done in duplicate, triplicate, quadruplicate and even more. Follow-up work on these Special Accounts would throw a regulation Business Office into a traffic jam: one contact which concerned checking questioned toll calls on a government account took 50 minutes. A simple appearing installation order took 9 different telephone calls before government authorities could be checked and the order issued.

In handling their specialized activities, the Special Accounts Group received valuable assistance from the very effective Defense Coordinator setup in the States and Areas, as well as from the various State Sales and Serv-

icing people. This applies especially at points of concentrated activity.

In addition to the Special Accounts section, Kendrick D. Rollins, Supervisor—Government Services, has a large part in the handling of military accounts and other special contract matters. He has lived with the growth of Telephone Company services for the military department from its relatively small beginning in 1940 to the present. As a consequence, he has become expert not only in the Commercial and Sales aspects of handling Government services but has also gained an intimate knowledge of the Plant, Traffic, Commercial Engineering and Engineering phases of the job. He works closely with E. R. Chasson on these matters.

Most of us don't appreciate the remarkable possibilities for unusual uses of our telephone plant. No longer is its use limited by "type-casting" to only carrying conversations, important though that is. The uses it's put to in the Special Accounts section is indicative of what it does and may yet do.

General Office

ASSOCIATE EDITORS

Thomas L. Williamson, *Plant*
Margaret Mathews, *Com'l.*
Evelyn P. Deane, *Traffic*
Ida Certuse, *Accounting*
G. Dorothy Pratt, *Executive*
Marion Rogers, *Engineering*

It's Maple Syrup Time

(Continued from page 29)

buckets. If there have been three or four warm days and cool nights, the tractor draws a heavy load back to the sap house.

The sap is then poured from the gathering tanks into a 20-gallon holding tank, which, incidentally, is usually located on the north side of a sap house to prevent souring in warm weather. From here it is piped into the evaporator—the turning point, literally, of the whole process. It is here that the sap becomes syrup.

The evaporator is a large and fairly shallow pan divided into six sections and heated to a high temperature by an oven underneath it. The sap circulates through these sections, becoming thicker and more syrupy as it passes through each one. Three or four gallons of syrup may be drawn off each hour. Last year Ann, Stuart, and her two brothers put up 280 gallons of syrup, and remember that it takes 32 gallons of sap to make just one gallon of syrup! The 280 gallons were packaged and sold to neighbors and stores, both in- and out-of-state.

Ann keeps a supply of paper cups on hand to "sample" the syrup as it comes from the evaporator, but she claims it tastes even better when it is poured, warm, over a dish filled with ice. This makes the famous "leather apron," the taffy-like candy that is the center of any good sugaring-off party.

R. H. GRAY RETIRES

On the evening of March 8 a large party gathered at the Hotel Brunswick, Boston, to bid farewell to Roscoe H. Gray, General Maintenance Supervisor—Toll, who retired after 42 years of service. A parting gift, together with a memory book and illuminated scroll, were presented as remembrances from his many friends. At the head table were, left to right, seated: H. J. Montague, Mr. Gray, C. A. Perkins, and son Herbert Gray. Standing: C. B. Alderman, W. E. MacIsaac, O. G. Richards, and R. D. Brown.

You Can Tile a Room

(Continued from Page 35)

You should be able to see 3-dimensional depth and the all-over rounded contour.

Also, look at the back side of the individual tile for a ribbed construction that will effectively seal in the mastic which holds the tile to the wall. This is especially important for installation in shower stalls, kitchens, powder rooms, utility room walls or wherever it is possible for water to seep behind the tile. A mastic-seal rib will help lock the tile to the wall and seal out the water.

You will find it easier and more economical to add a decorative trim and "finishing touches" if your plastic wall tile comes with molded tile pieces for all of the sizes, shapes for corners, and the other special requirements resulting from new concepts of home design. With the molded tile pieces, the

need for bending tile or for metal or rubber substitutes is eliminated.

You will be wise and money ahead if you use a type of plastic wall tile that comes with a complete home kit. Such a kit should include a level and rule, a coping saw, chalk, a notched trowel, a scraper, a chalk line, and, of course, a well-written and well-illustrated instruction book.

Before you can order your tile, you must measure the room to be tiled. Merely measure the wall distance around the room and multiply this by the desired height of tile on the wall, usually five feet. Deduct from this, large openings such as windows, doors, tubs. Add for extra tile such as higher tile in the shower stalls. Also add 5% for waste in cutting. Measure, in running feet, around the room the amount of feet that will be needed. Your dealer can advise you just how much tile to order.



F. R. SWEENEY TRANSFERRED

Francis R. Sweeney, formerly General Sales and Servicing Engineer, was recently transferred to the newly expanded Merchandising Organiza-

tion as General Merchandising Supervisor—Market Research. Mr. Sweeney's associates presented him a gift and extended their best wishes to him on his new assignment.



ANNA MATHEWS RETIRES

On March 9, Anna Mathews, Chief Engineer's Secretary, retired from the Company after 36 years of service. Present to say farewell on her last day in office were: Ruth Bartlett,

Mary Devereaux, Mary Kearns, Cora Norcott, Helen Chapas, Mildred Oberlander, and Marion Rogers. Second row: Winthrop Bowker, Chester Ames, Philip Howell, Grace Wilson, Winthrop Potter, Helen Harrington, Edward Roemer, William Saunders, and Maurice Clarke.



Massachusetts

ASSOCIATE EDITORS

Massachusetts Staff

Thomas L. Williamson, *Plant*
Margaret Mathews, *Commercial*
Evelyn P. Deane, *Traffic*
Ida Certuse, *Acctg.*
Eileen N. Haverty, *Engineering*

Accounting

Estelle M. Boggie, *Met. Disb.*
Theresa A. Lewis, *Met. Rev.*

Central Division

John L. Mylott, *Plant*
James Carney, *Plant*
Gordon Greer, *Traffic*
Elizabeth Donovan, *Commercial*
Gladys Mackay, *Rev. Acctg.*
Mary T. Kelly, *Disb. Acctg.*

Western Division

Lawrence R. Nickerson, *Plant*
Alfreda D. Sinclair, *Traffic*
Cecilia I. O'Donnell, *Com'l.*
Ruth M. Simpson, *Rev. Acctg.*
Doris Doherty, *Disb. Acctg.*

North Metropolitan Division

George M. McCourt, *Plant*
Thomas Wallace, *Commercial*
Russell E. Norton, *Traffic*

South Metropolitan Division

George M. McCourt, *Plant*
Thomas Wallace, *Commercial*
Catherine F. Van Tassel, *Traffic*

A. J. WRIGHT RETIRES

Albert J. Wright, Western Plant, was recently honored by more than 50 friends and associates at Blake's Restaurant on the occasion of his retirement after more than 36 years of service. He was presented a purse of money. Seated at the head table were: Thomas Wright, Mr. Wright, William F. Wiest, and Carl Wright. Standing: Frank W. Rattman, Harold Folkins, George Bresnahan, and Carl Carrier.



Examinations Passed

The following Western Division Plant men have passed examinations and now have new ratings. Primo Megazzini, C.O. Switchman; Theodore E. Deckel, Toll Testman; Robert L. Maynard, Richard B. Reardon, Robert F. Johnson, and Charles F. Sulminski, Installer-Repairman; Robert J. Stein, C.O. Repairman SXS "B"; Rodney L. Thomes, Toll Tester "A"; Warren L. Bennett, Journeyman Splicer; Alcide E. Goyette, Lineman; and Thomas F. Hersey, Cable Splicer.

Herbert Herrick, SXS Repair "B"; John F. Walsh, Toll Tester "A"; Raymond F. Sargent and Ellwyn O. Ripley, Station "A"; Leo Skrip, Edward F. Murray, and Paul V. McCarthy, PBX; and George L. McGovern, Lineman.

John E. Hunde, Toll Tester "A"; Edward H. Hutchins, Jr., John E. Hunde, and Eric T. Brigham, Toll Tester "B"; Harold E. Brand, Jr., and Robert J. Shortsleeves, Facilities Assigner; Russell B. Wheeler, Harold W. Mills, Robert Locke, Louie R. Brueno, and John P. Watson, Station Class "A"; Kenneth Tuttle, Installer-Repairman; John S. Perman and Paul M. Richardson, Cable Splicer; Robert L. McIntosh and William F. Tinsley, Local Testman; David G. Berard, C.O. Repairman SXS "B"; George H. Chadwick, C.O. Repairman Switchman; Robert G. Ashton, C.O. Repairman SXS "A"; and John Simpson, Line Foreman.

Lynn Commercial

Nancy Claffey, Service Rep., was married on October 15 to David Kelley of Newton Plant. She was given a dinner party by her co-workers at the "400 Club" in Nahant. Muriel Wilson, Service Rep., was married on October 30 to Edward F. Wollerscheid. She, too, was given a party at the "400 Club."

TRANSFERRED

Pictured here is "Bernie" Lynch being congratulated by his co-workers of the Central Division Disbursement Accounting Office on his recent transfer to South Metropolitan Plant Department. Bernie was presented a gift and many good wishes from his friends and associates of the Central Disbursement Accounting Office.



Newcomers

Franklin, Mass., Traffic welcomes Elaine Macko from Medway. Elaine was transferred due to dial conversion in Medway.

The Brockton Business Office recently welcomed three Service Representatives: Rose J. Wallent, Barbara A. Kelley, and Muriel W. Linn, transferred from the Chesapeake and Potomac Telephone Co., and also Fontaine J. Metta, a new Teller.

The Commercial Department welcomes Service Reps. Nancy C. Almy, Anne-Marie Cantwell, and R. Lucy Meagher, and Service Order Writer Cecilia Medeiros.

The Brockton Office welcomes Carol A. Towle as a Service Representative.

Best wishes are extended to Joan Morissette, Nan Devine, and Patricia Hennessey, three new Clerks in the Division Plant Office.

Framingham Plant News

Jane E. Wallace, Framingham Construction Clerk, was married this past summer to Norman J. Wheeler of Berlin, Mass. They are living in Harvard, Mass.

The District Construction Supervisor's Office welcomes newcomer Barbara L. Doran, formerly Junior Supervisor in Maynard. Welcome, also, to recent transfers Mary Lee and Joyce Flansburg from Framingham Traffic, and Agnes Hennessey from Concord.

Recent Weddings

Best wishes are extended to Jean Wells of Massachusetts Plant Dept. who recently became the bride of Jeremiah Langone at St. Anthony's Church in Woburn.

Young marrieds are Sophia (Burba) and Joseph P. Connelly, who are living in their new home in West Bridgewater. Miss Burba is from Brockton.

Granite Center of the World

(Continued from page 5)

community prior to that time had been occupied with agriculture, lumbering and dairying. The farmers had used granite outcroppings for house foundations and millstones, but it was not until Robert Parker, a veteran of Bunker Hill and the War of 1812, returned to Barre that high-grade granite was utilized for commercial purposes. Robert Parker and his associate, Thomas Courser, opened the first quarry in the town.

The first contract awarded to these enterprising men was the State Capitol building in Montpelier, completed in 1838. When the Capitol was completed, public response and praise gave these pioneer quarriers new courage, soon fortified by an order for ten million paving blocks from the city of Troy, New York. This was a contract which brought many stone workers into the community.

Emory L. Smith, a veteran of the Civil War, established his company in the spring of 1868. He was an alert and resourceful executive whose vision, enterprise and ideals inspired many to anticipate the enormous demand for granite from the quarry on Millstone Hill. Even though Barre was the first to install many "labor-saving" devices there was still the problem of transporting huge pieces of granite from the quarries to the "shops" and then moving the finished work to the nearest railway. In 1849, Governor Paine had brought the new Central Vermont Railroad to his home town, Northfield, leaving both the granite center and the capital city to one side. But in 1875, the Central Vermont finally extended a branch from Montpelier to Barre. Barre in turn, in 1890, established a railroad called the "Sky Route" from the Barre Terminus to the quarries on the hill. This all-rail route from the quarries, now known as the Chelsea R.R., had an economical and psychological effect on the community. New quarries and new manufacturing establishments followed.

The news of what was going on in Barre reached artisans in foreign lands and from 1880 on these craftsmen emigrated to Barre. They came from Italy, Scotland, England, Norway, Sweden, Finland, France, Spain, Germany and other European stone centers. These people exercised a profound influence upon one of the most important industrial arts in America, the art of commemoration.

It was shortly after this era of great immigration that Frank E. Langley started the *Barre Daily Times*. This means of communication along with the telephone reached Barre in the same decade. In 1895 the first magneto telephone office was opened by the Vermont Telephone & Telegraph Company. Two years later, on the 16th of March, the afternoon daily paper was on the street. Until 1938 the paper was in the Langley family, then the stock was made available to certain employees, and has been run by them ever since. Dean H. Perry, President and Editor and Publisher; Philip L. Elli, Vice President; Douglas A. Clark who handles the pressroom; Alexander C. Walker, Treasurer and Business Manager, and Sanford F. Harrington, Machinist, own the paper now. This publication, which has a circulation of 8,500, has never missed a day; even during the 1927 flood a small edition was released. During

World War II the paper received an award for the sale of War Stamps. The newsboys sold the stamps which could be converted into bonds. One of the newspaper's much read columns is the "Talk of the Town" feature which is newsy and interesting.

While the *Barre Daily Times* was establishing its reputation, the granite industry was undergoing a great change. Mechanical means of production were gradually taking the place of the more laborious and costlier methods of hand craftsmanship. In 1833 Smith, Whitcomb and Cook Company began making machinery for the granite industry. Some hand tools were made as well as machines for polishing and cutting the granite. The skilled artisans of Barre did not take to mechanical methods at first, but they soon realized that a pneumatic tool in the hands of an expert carver is more efficient and far more economical than the old hammer and chisel. The artists and artisans of Barre opened new vistas and brought the expression of beauty within reach of a vast public which could not afford the cost of hand-carved memorials.

While the artisans in the granite industry were modernizing their way of chiseling and sculpturing, the telephone business was undergoing changes also. In 1910 the manual office was changed to the common battery type. In June 1917 the name was changed from the Vermont Telephone and Telegraph Company to the New England Telephone and Telegraph Company when the latter purchased it.

A small group of farmers were tired of being placed at the mercy of the proprietors. For a long time they had tolerated unsatisfactory conditions of weighing and testing their produce when it was brought to market. They also realized they were not receiving the prices they should for their milk, because of their weak bargaining position. These were some of the reasons they wished to form a co-op movement in Barre. A board of directors was appointed with Dr. E. H. Bancroft as its head and the home of Real Ice Cream was purchased. There were many hard times between the co-op's beginning, in 1920 and its era of a \$1,000,000 a year business. Through careful planning and a lot of courage the Granite City Cooperative Creamery Association, Inc., are the producers of milk, cream, ice cream, coffee, eggs and cottage cheese.

Vermont is well known for its dairy products. It is the only state in the union that has more cows than people, but the state is also known far and wide for its maple products. The Granite City Cooperative has been advertising maple products since 1927. Today Vermont Sugarhouse Sweets, made from the sugar bush on dairymen's farms, gives them another source of income. At the Maple Museum 100,000 visitors from other parts of the country learn all about Vermont's most famous product—pure maple sugar.

More advances in communication and travel were added in the forms of the radio and the aeroplane. Radió station WSKI serves the twin cities of Barry and Montpelier. The broadcasting area covers a diameter of approximately 35 miles, having a potential listening audience of 100,000 persons. Barre and Montpelier also share the same airport operated by Northeast Airlines. The frequent flights, to the North and South, make Barre easily accessible by all modes of transportation.

Barre residents are well protected by a competent police force of eleven full-time men, including the chief, plus 13 reserve officers. Since young and energetic Chief Floyd Chandler took over in 1953 the department has seen many changes. Perhaps the crime rate in Barre is low due to the outstanding activities made available to keep children occupied. One large project is Community Baseball Inc., which included Little League, Local Industrial League, Babe Ruth League, Junior Legion Team and the Police Athletic League.

The new Municipal Auditorium is proof of the fact that Barre wants young citizens to have healthy and happy formative years. Social as well as athletic functions can be held there. Facilities are available for outdoor as well as indoor activities. Guido Tarquinio, Superintendent of Recreation in Barre, said that over 83,000 people used the Auditorium last year for recreational, social or athletic events.

There are community groups which either children or adults may join. The town of Barre saw the birth of the Boy Scout organization in 1909. For a time there was question as to whether or not Barre deserved this distinction but years of careful research earned the city the right to erect a Boy Scout memorial.

Barre has an excellent Fire Department. Fifteen men including the chief, deputy chief, one captain and four lieutenants keep every resident "fire conscious." A monthly inspection of business establishments assures the department there are no immediate hazards due to carelessness in downtown buildings. In 1955 the total property loss due to fire was \$9997. There are 25 call men Chief Roy MacDonald may contact if the need ever arises.

Ever since Barre was incorporated as a city, in 1895, there has been the Mayor-Council form of government. In June 1955 the General Assembly of the State of Vermont approved Barre City charter changes to provide for a city manager form of government. Now this city of 11,000 people has Cornelius Granai as its Mayor and Paul Hermann as its new City Manager.

Barre has had many residents who have done well in their fields of endeavor. A few have been Ugo Carusi, now in the State Department, former Federal Commissioner of Immigration; Charles Aldo Poletti, former Lt. Governor and short-time Governor of New York; Belmont Foster, Associated Press photo editor in Washington, D. C.; John Boyce, a renowned Chicago architect; Victor Borella, a vice-president of the Rockefeller interests in New York City; and the late Brig. General Murdock Campbell.

Not nationally famous but definitely essential are the telephone people who work tirelessly to give the type of service that Barre customers have learned to expect. On October 16, 1955, telephone service was changed from a common battery central office to the new step by step dial central office. Appropriately called GRANITE 6 this new exchange name has been given to fall into the Direct Distance Dialing pattern of the nation.

Barre takes solemn pride in the fact that the heart of her hills has brought the consolation of commemoration to millions. The public and private memorials produced in the "memorial art center of the world" are permanent tributes to the dead and a permanent source of inspiration to the living—and to generations yet unborn.

The Wit Parade



Old-timers among us will probably recall the much publicized advertisement which began "Of course, I remember you perfectly. You're Addison Sims of Seattle."

The hero of this particular anecdote had taken some sort of memory course and was never at a loss for either an apt word or a pertinent fact.

Most of us are not so fortunate but go through life haunted by half-recognized faces and names which slip tantalizingly from the mind. However, modern psychologists contend that one can plug a leaky memory by practicing dogged perseverance on these five points: observation, repetition, concentration, classification and association.

As a simple exercise on these points one expert suggests taking a magazine which has full page, colored advertisements and study one of them closely. Then when the mind is saturated by its details have some one ask, "What color was the rug? Where was the dog lying? How many windows were there?" and the like.

We have nothing against this method. Our only fear is that we could recall **exactly** where the dog was lying on the rug and still not be able to remember his name.

Government tax bureau: where the taxpayer's shirt is kept.

Alameda, Cal., police early one morning received a telephone call from a woman who excitedly reported that sparks were showering out of a telephone booth in a nearby housing project.

Officers caught two young men trying to cut open the paystation coin box with an acetylene torch.

Telephone company workers later brought in the \$29.50 in the box—beautifully fused into a solid mass by the heat—all in a lump sum, you might say.

Golfer—A guy who can walk several miles toting a hundred pounds or more of equipment, but who has Junior bring him an ash tray.

The reporter was interviewing the man who was 104 years old.

"And to what do you credit your longevity?" he inquired.

"I don't rightly know—yet," the old-timer replied, staring thoughtfully into space, "but I'm dickering with two medicine companies right now."

In the old days if anyone missed a stagecoach he was content to wait a day or two for the next one. Now he lets out a squawk if he misses one section of a revolving door.

Cynic—Asked to paraphrase, "He was bent on seeing her," the pupil wrote: "The sight of her doubled him up."

A man rushed excitedly into a smoking car of a train. "A lady has just fainted in the next car," he cried. "Has anybody got any whiskey?"

Immediately several flasks appeared. He seized one, tilted it back, took a drink, and returned it saying, "Thanks. It always did make me sick to see a lady faint."

The lady of the house was showing the new maid about the premises. As they walked into the dining room, she said, "This dining room table goes back to Louis the Fourteenth."

"That's nothin'," said the maid, "my whole living room set goes back to Sears the fifteenth."

Charm is the ability to do nothing so gracefully that it seems to be something.

Small children, it seems, have a facility for being able to detach themselves from their parents and getting completely lost in a crowd. One mother being compelled to take a four-year-old daughter on a shopping trip in a large department store during the recent holidays decided to run no such risk. She printed a sign which she pinned to the little girl's coat which gave not only her name and address but also the father's name and office telephone number.

With such a complete dossier attached to her person, this child, of course, **didn't** get lost but a floorwalker was so impressed by the idea that he suggested to the management that printed identification forms, plus safety pins, be handed out to other and less thoughtful mothers.



"IF MY WIFE EXPECTS A CALL FROM A FRIEND, HOW DOES SHE SET IT FOR LONG-PLAY?"

DOES YOUR NEIGHBOR KNOW?



Less than 1 out of 6 people know how little Long Distance actually costs. (Over one-third think rates even to places they call often are at least \$1 more than they actually are!)

You can set your friends and neighbors straight, and they'll thank you for it. Because then they'll know they can easily afford the pleasure of keeping in telephone-touch with loved ones away from home.