

SACRAMENTO GOES DIAL

by D. A. DAVIS



Mayor Tom B. Monk of Sacramento is pictured making the first official call from his office, following change to dial operation of all Sacramento telephones.

SACRAMENTANS awoke Sunday morning, March 2, to find that their city's new \$2,750,000 dial telephone system had been placed in operation during the wee small hours, as scheduled. The actual cut-over took place at 1:30 A. M. without fanfare or elaborate ceremonies, but with the utmost precision.

The stage had been set—the “actors” had carefully rehearsed their respective parts and knew their cues—and at the signal from the dispatcher, the curtain was raised. The performance which followed was thoroughly satisfactory. Had there been an audience—or for that matter, had there been a critic present, his review might have been similar to the following editorial which appeared in the *Sacramento Union*:

“The changeover was a remarkable demonstration of corporation efficiency. For many months the Telephone Company had been preparing its lines and mechanism for the dial system. Every step was carefully rehearsed so that when it came time for the public to take hold there was nothing to prevent instant satisfaction under the new arrangement. The telephone books with the new numbers were delivered promptly, the subscriber was carefully informed just what to do and when, everything was so minutely planned that nothing could go wrong. It was a thorough piece of

work and the local officials are to be commended for the splendid manner in which it was accomplished.”

This conversion of 44,190 telephones from manual to dial was the largest in Pacific Company history, from the standpoint of a simultaneous cutover of an entire exchange. Unusual also was the changing from one wire center to three wire centers, which necessitated changing the direction of feed of the cables. Three new buildings, two in Sacramento

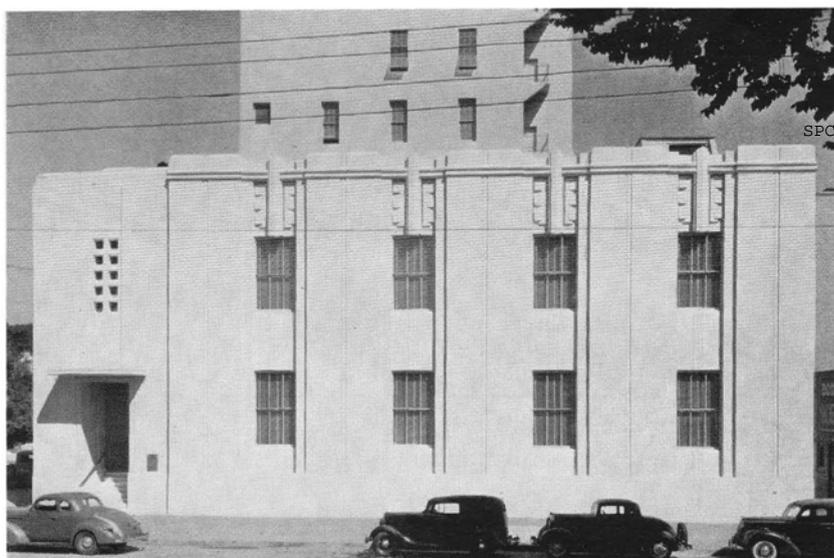
and one in North Sacramento, were erected to contain the dial central office equipment.

Another interesting feature of the job was the 100 per cent change of telephone numbers which was made effective coincident with the changeover.

Sacramento customers were kept informed regarding progress of the project by advertisements, bill inserts, letters and posters, and newspaper stories. A mimeographed bulletin, captioned *Dial News*, was issued to all employees from time to time, in order that they might be familiar with the status of the job.

In addition to instruction on the use of the dial telephone at each customer's premises, dial demonstrations were given in the business office, and before schools, service clubs, and other organizations.

The new system is running smoothly, and from the many fine comments received from customers, dial service has met with instant favor in California's capital.



Containing dial switching apparatus, this attractive building was completed in August, 1940, as an addition to "Sacramento Main" which looms in the background.