

Long Lines

DECEMBER 1960



Long Lines

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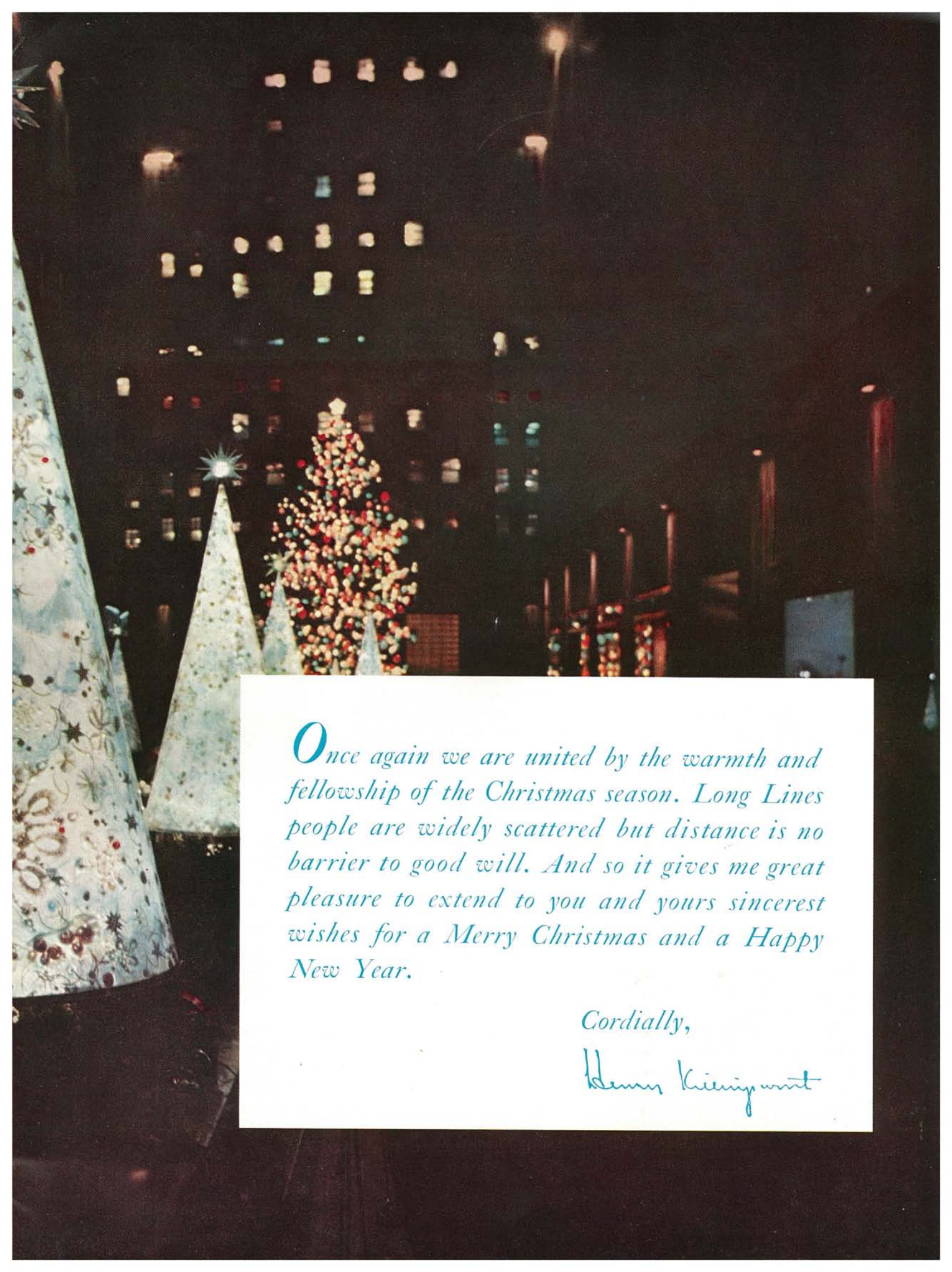
Pursuant to Section 330 and 331 of the General Busi-
ness Law, Consolidated Laws of New York, the names
of the following officers of the Company are published:
F. R. Kappel, President; H. T. Killingsworth, Vice
President in charge of the Long Lines Department;
S. W. Landon, Secretary and L. C. May, Treasurer.



Santa And Satellites

IN OUR modern world the names of Echo and Vanguard and Pioneer are almost as familiar to children as Dancer and Prancer and Blitzen. By the magic of Christmas it is easy to believe and possible to hope that these shining satellites will become beacons to light the way of a merry old gentleman who rides the North Wind.



A photograph of a city street at night. In the foreground, there are several Christmas trees. One tree on the left is covered in white garlands and stars. Another tree in the center is decorated with many colorful lights. In the background, a tall building with many lit windows is visible against the dark night sky. The overall scene is festive and celebratory.

Once again we are united by the warmth and fellowship of the Christmas season. Long Lines people are widely scattered but distance is no barrier to good will. And so it gives me great pleasure to extend to you and yours sincerest wishes for a Merry Christmas and a Happy New Year.

Cordially,

Henry Kienigsmitt

My Most Unforget

Elmer Brockmeier, *Kansas City Construction*



ON Christmas Day, 1944, I was a prisoner of war near Sagan, Germany. Strangely enough, that Christmas long ago was a happy one. We negotiated a truce with the Germans. Every man in the camp signed a pledge that he would not attempt to escape on Christmas Day. In return, the Germans agreed to remove all guards. We were allowed to visit the other enclosures to see old friends and exchange news of others. In the morning we attended church services and then feasted on barley soup, toasted black bread, mashed kohlrabi and one half-pound of raisins.

But the greatest moment of all came when I was notified on this Christmas Day that my wife had given birth to a baby girl in September. I think this was Christmas in the truest sense—no gift giving; just heartfelt goodwill exchanged between friends and allies and even enemies.



Mary Wagner, *Chicago Sales*

Although the Christmas that stands out in my mind occurred in 1945, the series of events leading up to it began in 1934, when my mother and I went to Germany to visit my father. We tried to return to America in 1939 but were stymied by travel restrictions. We spent the war years in Bocholt, Germany, and were subject to almost constant bombing.

At war's end my mother and I were transported to Brussels, Belgium, to await the final journey home. It was there that we spent Christmas, 1945.

Together with 45 other American civilians, we went into the woods to get a Christmas tree. We made decorations from the foil in cigaret packages. With the aid of an American sergeant, we even managed a turkey for dinner. We spent Christmas Day singing carols and thanking God for our good fortune.



W. F. Andrews, *New York Plant*



In the summer of 1958 I was working on the Dew Line East project in Iceland. I became friendly with a family there and promised to visit them if I ever returned. During an assignment in Alaska I took my vacation in December and decided to fly over the North Pole to spend Christmas week in Iceland with my friends.

By Icelandic custom, we feasted and exchanged gifts on Christmas Eve. The meal was a fabulous assortment of roast beef, fish, cheeses and salads. Christmas Day is reserved for visiting friends and being visited in return. The outstanding feature of the Icelandic celebration is its complete dedication to the children. On that day they reign supreme.

After spending a week in Iceland, I flew to Copenhagen for New Year's Eve and then returned to Alaska.

table Christmas —

Inez DeMartini, *San Francisco Sales*

I had never considered spending Christmas any place but home, until last year, when my sister and I decided to go on a holiday cruise to Acapulco. Once out at sea, the weather turned tropical and we all broke out the summer attire. The Yuletide was celebrated in the traditional manner. An old fashioned Christmas tree party, followed by a beautiful church service and climaxed by a turkey dinner with all the trimmings made us feel right at home.

In Acapulco the Christmas spirit had taken hold and our only problem was having enough time to see all the sights and enough money to buy all the things that took our eye.

On the trip home we enjoyed a gala New Year's party and were completely convinced that we had enjoyed a most unforgettable holiday season.



D. M. Elliott, *Joplin, Mo., Plant*

I was a "guest" of the Chinese Communists in North Korea during the Christmas seasons of 1951-52. Although my captors were a godless lot, they allowed us to celebrate Christmas in our own way.

I was given a tooth brush and tooth powder and also a haircut and a shave for the first time in seven months. The Communists gave us an extra ration of food during this three-day holiday and, as a special dispensation, we were allowed to French fry our potatoes instead of boiling them in their jackets. Each man was given two oranges, two apples, cookies and hard candy.

We had no religious service but were allowed to gather in small groups to sing carols. The following year things were about the same and it will be a very long time before I forget those two experiences.



Barbara Lowry, *Memphis Traffic*

Down through the years on Christmas Day, I have completed hundreds of calls—most of them with sentimental overtones—but one stands indelibly fixed in my mind. It was an ex-serviceman who wanted to reach four of his war-time buddies, none of whom he had seen since the end of World War II.

All the customer had was his friends' war-time addresses. Even with this sketchy information, I was able to reach three of them without trouble. Although a call to the fourth friend was never put through, I felt sure that the others had established a new bond that made telephone Christmas reunions a must for the future.

I went home to my own Christmas dinner with a very warm feeling of knowing I had made the lives of four men a little happier.



NOEL DECOR—

From a Wide,
Wide World



Wearing Western German tinsel stars in her hair, Priscilla Love, New York TWX, holds a Danish modern star and is surrounded at Jensen's by Danish wood Santas, straw stars, and mobile, Italian red straw bell, bright ribbon tree drops, and a gold velvet and satin ribbon tree

IN THE week after New Year's, the spirit of Christmas is at low ebb. The tree ornaments that aren't broken are packed. The string of lights are once more back in their box on the top shelf of the closet and the tree itself, looking strangely naked now that it's stripped of its tinsel, has been tipped out into the street to await the Sanitation Department's truck.

The holidays are over and there is a general feeling of "let-down." But not for every one. There is a group of men and women whose lives are dedicated so to speak to the spirit of Christmas. They are the professional designers of Christmas decorations and as far back as last January were busy with plans for the coming year.

To sample the decorations of Christmas, 1960, we visited two stores—Georg Jensen on Fifth Avenue in New York and Neiman Marcus in Dallas. These two

houses are representative of the hundreds of fine stores and shops which have turned the craft of making decorations into an art. In the matter of ornamenting the Yule Season, both stores have two things in common—both have gone international and each has traditional decorations with a "new" look.

Hanging from the ceilings and covering Jensen's walls are gold mesh pine cones, brilliant tree balls of silk ribbon, huge crepe paper, multicolored poppies—poppies which are perfect on packages and since they are also noise makers, perfect for New Year's Eve.

Another Jensen contribution to the pageantry of Christmas is the synthetic evergreen wreath and tree which are festooned with glittering man-made gems.

Jensen's, recently visited by the King and Queen of Denmark, has holiday products from all countries but

features Scandinavian craft. A representative explained, "The Swedish items are made exclusively for us. This year we are especially pleased to have such a fine collection of wheat straw and natural wood wreaths, mobiles, stars and crèches. We were really worried about the items made with straw. They were ordered many months ago. But there was a bad wheat crop in Sweden this year and we didn't know what we'd get."

Texans Feature Italian Products

Neiman Marcus, in the state where all things are big, has gone international in a big way. Their Italian Exposition, toured by Italy's ambassador, has a special Christmas Shop with "Made for Marcus" handkerchief dolls, and nativity figures of burlap. There are straw trees laden with vivid straw vegetables and among the more spectacular Christmas items is a tree of branch coral.

Food has long been used to brighten the Christmas tree. Candy canes, garlands of popcorn and stockings filled with nuts, apples and oranges have awed children for centuries. Among Neiman Marcus' collection is a tree decorated with marzipan fruit fresh from Sicily. These edible Christmas goodies had to be sprayed with plastic to discourage discriminating Dallas bugs from nibbling. There is also a five-foot tree trimmed with carved flowers and fruit made of Sardinian bread—each cluster with a special meaning.

The decorating traditions of the world are as diverse

as the nations and peoples who celebrate the Feast. In our country the focal point is usually the tree, but the center of many of world's homes is the crèche or crib.

St. Francis of Assisi is credited with the first reproduction of the manger scene. In the year 1224, on Christmas Eve, he gathered real animals and neighborhood thespians and recreated the vision of the Nativity. Today, Nativity figures have been created in styles, ranging from Danish modern simplicity to ornate French designs. There are shepherds of ivory and Wise Men made of jewelry-studded heavy foil. The angels who sang "Glory to God in the Highest" have been represented in sparkling gold and silver plastic. The star which illuminated the first Christmas has fired the imagination of many contemporary designers. In shimmering foil and metal, in plastic and in paper the decorations from many nations have been produced in a variety of glittering forms to make this holiday the most radiant yet.

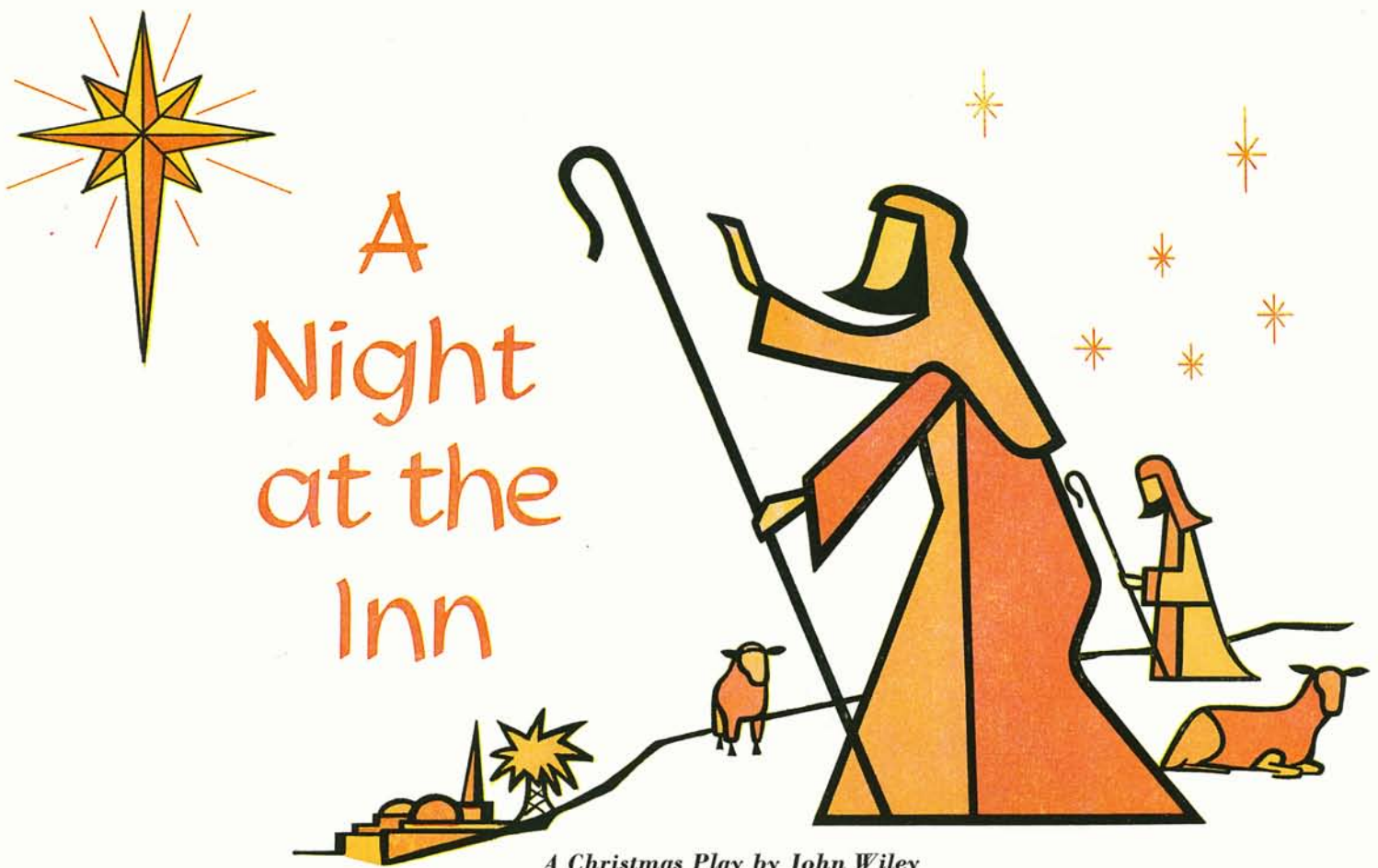
This unusually delicate Christmas angel is made of clear plastic with wire edged wings, and gold tinsel



Left—At Neiman Marcus' Italian Exposition, Gene McNeely, Sales Manager, and his wife, Joan, are impressed with sculptured bread tree decorations from Sardinia



A product of France, these Three Wise Men are hand carved and costumed in heavy velvets, rich satins, and gold braid



A Christmas Play by John Wiley

A room in an ancient Inn. When the curtain rises two shepherds are visible on the stage. One of them is warming his hands at an open fire.

1st Shepherd:

The hills are cold. My very bones were chilled.

2nd Shepherd:

But it is warm in here.

1st Shepherd:

Tonight the sheep were restless. They sensed some—
Some hidden strangeness in the wintry sky.

2nd Shepherd:

That's nonsense. Come heat the milk.

They must not catch us loitering at the inn.

1st Shepherd: (puzzled)

And you saw nothing?

2nd Shepherd:

Only the hills and the stars the same as always.

1st Shepherd:

That's odd. I thought that in the sky,
One could have glimpsed the Star of Bethlehem.

2nd Shepherd:

The Star of Bethlehem! There's no such thing.

1st Shepherd:

You're wrong. It once shone upon these hills.
My father was a shepherd and no fool. He saw
The wonder and the glory of this star.

Enter Innkeeper:

What is it that you wish within my inn?

2nd Shepherd: (apologetically)

We come but to heat this milk
To warm us in the watches of the night.

1st Shepherd: (suddenly)

Tell me, you are the keeper of this inn?
Was not a prince born here within these walls?

Innkeeper: (amazed)

Here? No. No. You do but jest.

1st Shepherd:

Think back. 'Twas thirty years ago.

Innkeeper:

So long ago. I can't recall those days
When I, myself, was but a child in arms.
But wait, I've heard my father tell old
Stories of this very Inn's success. 'Twas
Crowded then and we were pressed for space . . .
No, once a humble couple asked for room,
A child was born but in a manger bed.
No. No. That can't be what you mean.

Enter Steward:

Who is the keeper of this Inn?

Innkeeper:

I am, kind sir. What is your mission here?

Steward:

I come in peace; as does my lord, the prince.

Innkeeper: (puzzled)

Prince? Did you say prince, good sir?

Steward:

I did. My master is the mighty Prince of Tyre

Who home returning from the wars is caught
 Here in your Inn by early winter's night.
Innkeeper: (eagerly)
 Then let me go bid him welcome here.
Steward:
 Rather stay, man, and build your fires up.
 Bring out some wine, the finest, and two men
 To groom and bed our horses for the night.
Innkeeper:
 These shepherds here shall bid my wife prepare
 Of food and drink the best we have in store.
 (to shepherds)
 Tell her a prince shall spend the night with us.
Shepherds: (exiting)
 Aye, that we will.

Enter Prince:
 Where is my steward?
Steward:
 Here, my lord.
Prince: (angrily)
 Whilst I stand freezing in the night,
 You gossip like some fishwife. I sent
 You in to have my bed prepared. And supper cooked.
Steward: (soothingly)
 Come rest, my lord, here by this fire.
 I shall put on more wood.
Prince: (with sudden anger)
 Where has that clod of an innkeeper gone?
Steward:
 He but this moment, left, my lord. It will take time.
Prince:
 Time! Talk to me of time, when, by my blood,
 I stand ready to die for lack of food.
 What comedy is this, half-way from home,
 Half-way from camp, to spend the night
 Here in this rats' nest.
Steward:
 There is no other inn for miles around
 And to go on at night means death, my lord,
 Strange things ensue upon these country roads.
Prince:
 Wait. Who are those figures moving in the court?
Steward:
 Two shepherds who were sent to warn the cook
 Against your lordship's hunger.
Prince:
 Shepherds, you say. They move more like two sheep.
Steward: (impatiently)
 Is it not time that our food should be here?
 Innkeeper!

Enter Innkeeper:
 Yes, sir, I shall pour the wine at once!
 (pours wine into glass)

Prince: (drinking)
 Cursed fool. What poisonous brew is this?
 Did you not give command to serve the best?
Steward:
 I did, my lord.
Innkeeper:
 My best is but . . .
 (knock at door)
Innkeeper: (flurried)
 Alack. I am beset. There is another
 stranger at the door.
 (the door opens and an old man enters)
Old Man:
 I would have lodgings for the night.
Innkeeper: (ungraciously)
 Come in. Come in.
 You're letting winter's cold destroy our warmth.
Old Man: (in a puzzled voice)
 But this is not the place.
Innkeeper: (not understanding)
 Go to the kitchen. There you will find food.
Old Man: (confused)
 Why to the kitchen, sir?
Innkeeper: (pompously)
 This royal prince is dining here
 And has no taste for such as you.
Prince:
 Let him stay. Go to the fire, old man.
 (prince begins eating his supper)
Old Man:
 May I enquire what great prince is this?
Prince:
 I am Tarus. Prince of Tyre.
Old Man:
 'Tis strange.
Prince: (surprised)
 Why does that touch thee so?
Old Man:
 'Tis strange indeed.
 I was thy uncle's court astronomer.
 My youthful days were spent in greatest joy
 Reading the heavens from his castle roof.
Prince: (surprised)
 And how is it that you are in this state?
 Old! Feeble! Wandering over earth,
 In search of what? Old Man. For I am
 Right in taking you a stranger here?
Old Man:
 Yes, right, my lord. I come upon a quest
 Stranger by far than any in my life.
Prince:
 Speak.
Old Man:
 My lord, some thirty years ago this night,
 I came this way, methought to this same Inn

To pay due homage at a royal birth.
This birth was heralded by a blazing star
That filled with radiance all the darkened hills.
One sensed a power never felt by man. And I,
Following this portent, found him here.

Prince: (amazed)
Here!

Old Man: (impressively)
My lord, this king was king to thee,
Far greater than almighty Caesars are,
Far greater than the kings of all the earth.

Prince:
What is the name of this great King of Kings?

Old Man: (sadly)
That I know not. Save Herod Antipas
So feared this babe that he decreed his death.

Prince: (with a short laugh)
This mighty king was killed
And so the story ends.

Old Man: (firmly)
Nay, prince. Though royal Antipas was doomed
To do this thing, the time was not yet come.

Prince:
This king. Returned he here?

Old Man:
That I know not. It being many years
Since last I saw this countryside.
But this Inn or the next one, I am sure
Once cradled him for whom I seek.

Steward: (whispering)
This man is mad, my lord.
There is no other Inn for miles around.

Prince:
Old man, what foolishness is this?
What do you think to gain by such a lie?
To stand there prating on and on
Of heavenly signs and worlds beyond thy ken.

Steward: (warningly)
Beware, old man, you tax my lord's good patience.

Old Man:
Here . . . in the stable of this Inn
Was born before thy time, oh prince,
A ruler with more power than thy steel.
Seek him and seeking find gentle humility
And love of peace.

Prince:
Your king must set his precepts for base slaves.
How shall a monarch of these warring tribes
Be ruled by nonsense and such childish ways.

Steward:
Be gone, old man, you've spent my lord's good
patience.
(The door opens. The two shepherds enter in a
state of great excitement.)

1st Shepherd:

It shines! It shines! The star of Bethlehem!

Prince: (bewildered)

What monstrous hoax is this?

Old Man: (joyfully)

It is the sign of which I spoke

This IS the Inn at which our Lord was born!

Prince:

But being born of man to man

How could this prince be greater than us all.

And where, old man, where is this ruler now?

Old Man:

Where is he now?

Wherever there is love and peace

Good will to men, there he is found,

There he is born anew this night.

In all the million aching hearts

In all the striving minds of men,

He lives tonight.

Prince:

And yet . . . ?

Old Man:

Prince, know now even by this sign

That in the centuries when we are gone

The clear bright beauty of this star shall shine.

And its light shall be the peace, the humbleness

The love of man for man and for his God.

These things shall always be

And shall be found by other minds than ours.

New Director Elected



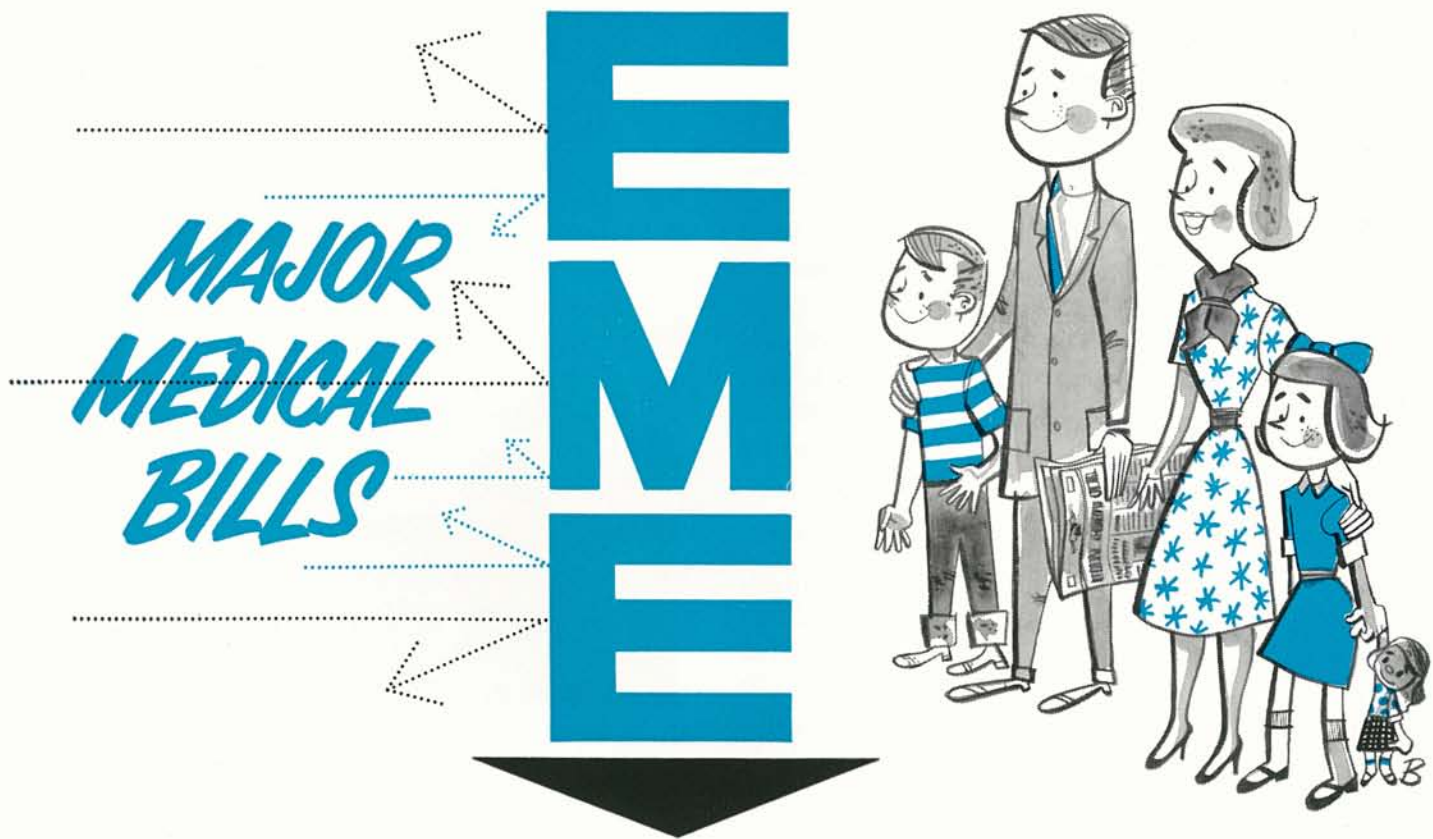
Charles G. Mortimer

Charles G. Mortimer, chairman of General Foods Corporation, was elected a director of American Telephone and Telegraph Company.

Mr. Mortimer has served with General Foods since 1928. He was president of that company from April, 1954 to October, 1959, when he was elected chairman.

Among his other responsibilities, he is a director of the First National City Bank of New York and of the Ford Motor Company, and a member of the Business Advisory Council for the Department of Commerce.

A Big New Benefit



Extraordinary **M**edical **E**xpense **P**lan is EME's full name. Its benefits are meant for you and your family.

Many people have personally experienced or have heard of situations in which medical expenses for grave illnesses or serious accidents have amounted to very large sums, sometimes wiping out a family's life-time savings.

On the following two pages, William J. Whittaker, Assistant Vice President (Personnel), highlights some of EME's benefits and what they can mean to *you*.

W. J. Whittaker Explains

EME Insurance

Mr. Whittaker, what is the Extraordinary Medical Expense Plan?

"It is a form of insurance designed to protect employees against the heavy financial burdens of a major illness or serious accident. Most ordinary medical expenses are covered by Blue Cross and Blue Shield plans, or similar protection plans. EME is designed to cover the *out-of-the-ordinary* expenses—the ones that can put a big dent in a family's pocketbook."

How much will EME cost employees?

"Absolutely nothing! The Plan will be paid for entirely by the Company."

Will the EME Plan effect other Company-paid accident and sickness benefit payments?

"No! The Company will continue to make all payments for the benefits to which an employee is eligible. And the EME Plan has no connection with the Group Life Insurance program, the cost of which is shared by the Company and employees."

Who is eligible for EME, Mr. Whittaker?

"The Plan covers all regular full-time and part-time employees with at least six months of service and all Long Lines retired people. Husbands or wives of active or retired employees and unmarried children under 19 years of age of such employees (under 23 if attending school full-time) are also eligible. Under certain conditions other dependents may qualify."

Who will administer the Plan?

"The Plan is insured with the New York Life Insurance Company and that company will determine claims and the answers to questions arising under the Plan."

What are some of the benefits of EME?

"EME contributes to the payment of expenses that are beyond those covered by designated basic hospitalization, medical-surgical protection plans, and, in addition, covers many expenses not included in such plans. Private nurses, prescribed drugs purchased from the local drug store and extra charges for hospital room, board and surgery are among some of the benefits. Under prescribed conditions EME's benefits also include:

- * Diagnostic X-rays and laboratory fees.
- * X-ray, radium and isotope therapy.
- * Physician or surgeon fees.



- * Anesthesia, oxygen and their administration.
- * Charges for blood and blood plasma.
- * Rental of an iron lung or other equipment.
- * Professional ambulance service.
- * Physiotherapy prescribed by a physician".

In answering my previous question Mr. Whittaker, you mentioned designated Basic Plans. What do you mean?

"A hospital and surgical plan has been designated as the basic plan at each location where Long Lines people work. A list of these plans is being forwarded to all employees."

How much will EME pay?

"First, let me point out that EME will never pay all medical expenses. The majority of employees now subscribe to a Blue Cross and Blue Shield Plan. If an employee is enrolled in the basic plan, he receives the benefits provided by it. If he isn't enrolled, the benefits

that *would* be payable under it will still be used in determining EME benefits.

"Always keep in mind, EME begins where the 'Basic Plan' stops, and, with minor exceptions, it applies where the Basic Plan provides no coverage at all. In general, EME will pay 80% of most medical and hospital expenses in excess of:

(1) The benefits, if any, payable under the designated basic plan, regardless of whether or not an individual has such coverage, and

(2) An 'out of pocket' amount equal to 4% of one's annual wage or pension subject to a minimum of \$100 but no more than \$500.

"The 'out of pocket' amount is paid by the individual. After it is paid EME will pay 80% of all covered medical expenses up to the maximums."

Mr. Whittaker, you said "maximums," how much coverage does EME provide?

"Every active employee, and each enrolled relative under 65, will be covered for a maximum of \$15,000. For example, if there are four persons in a family enrolled under the Plan, it is possible for each to be paid as much as \$15,000 in benefits in a single year."

Will EME's benefits only be paid once?

"No, the full \$15,000 will be reinstated whenever \$1,000 or more has been paid out and if evidence of good health is accepted by the insurance carrier. Usually, a statement by the physician to this effect is all that is needed. The full \$15,000 maximum will automatically be reinstated for *employees* who return to continuous full-time work for 13 weeks."

What about retired employees?

"For those receiving a pension and each of their enrolled relatives, EME will pay a maximum of \$2,500 in benefits. The maximum is not subject to reinstatement



because of the very heavy expense involved in providing large amounts of coverage for people in these categories. It is anticipated that \$2,500 in benefits will go a long way—and be more than enough in the majority of cases. By the way, this also applies to enrolled relatives over 65 of regular employees."

Would you give us some examples of how EME works, Mr. Whittaker?

"I'd be glad to. Jean, an active employee, had arthritis. She was never hospitalized, but she was treated for a year. Her bills included: Specialists, \$500; Family doctor, \$150; Physiotherapy, \$200; Drugs and shots, \$150. The total was \$1,000, none of which was covered under Jean's basic plan. She only had to deduct her 'out-of-

pocket' expense from the total of \$1,000. Four percent of her \$4,000 annual salary came to \$160, leaving a total of \$840. Of this EME paid 80% or \$672!

"In cases like this, where treatment may continue for years, EME will continue to pay 80% of these bills—after the 'out-of-pocket' amount for each 12-month period is deducted."

"Now, let's look at another example. Tom suffered a heart attack. He had to undergo a delicate operation, which was to be followed by a long period of rest. His medical bills were big—so were EME's benefits."



Expenses	Bills	Paid by "Basic Plan"	Not Paid by "Basic Plan"
Hospital			
room, board	\$2,040	\$2,040	—
other charges	\$1,000	\$1,000	—
Specialist,			
surgeon	\$1,000	\$ 300	\$ 700
Private nurses	\$1,000	—	\$1,000
Family doctor	\$ 400	—	\$ 400
Drugs and tests	\$ 250	—	\$ 250
Totals	\$5,690	\$3,340	\$2,350

"In computing his benefits, Tom deducted from the total bills the amount paid by the 'Basic Plan' (Blue Cross and Blue Shield). He found he still had bills totalling \$2,350 which had not been paid by the 'Basic Plan'. From this \$2,350, Tom deducted his 'out-of-pocket' expense (4% of his annual \$5,000 salary) or \$200, leaving a net of \$2,150. Of this EME paid 80%, or \$1,720.

"This means that the 'Basic Plan' together with the Extraordinary Medical Expense Plan, paid \$5,060 or almost 90% of his total bills."

Mr. Whittaker, will additional information be available about EME?

"A booklet with full details has been prepared and is now being distributed to all employees. In addition, meetings are being held to acquaint all employees more fully with the plan.

"I wanted at this time to highlight some of EME's story. The Plan is another expression of the Company's concern for the welfare of employees. It is a Plan designed to protect each of us against the big bills that always accompany a serious or prolonged sickness or injury. It is a valuable new "extra" in the benefit package that gives employees, and their families protection when they really need it."





Our Home Towns – Newburgh, N. Y.

THE Hudson River, in its slow, rolling course to the sea, opens out into a wide expanse of water some 10 miles north of West Point. At the edge of this broad, glistening bay and surrounded by the sheltering embrace of towering gray-green mountains, lies the city of Newburgh. It would be hard to imagine a setting of greater natural beauty.

As is the case with most Hudson Valley towns, Newburgh's narrow and congested down-town streets run parallel with the river. From this port, broad-beamed whaling vessels set sail at one time for the open sea but this trade is no more and the importance of Water Street has diminished. Its wooden and red brick buildings have become out-of-date as the growing city has gradually moved up the hill.

True, the Water Street ferry, plying back and forth across the river, still bumps gently into the wharf on its scheduled run but this friendly craft will soon disappear. It is to be replaced by a soaring steel bridge joining Newburgh and Beacon.

Newburgh's main business artery is busy, thriving, 90-foot-wide Broadway which climbs the westward slope of the city. This highway connects New England, New Jersey, Pennsylvania and western New York and the

whirr of passing motors is never wholly stilled. However, one has only to move three blocks to the north, in the gracious, tree-lined courthouse square to be bathed in silence.

Newburgh has three aspects. It is an industrial city (carpets and clothing are among its more important products). It has a large summer tourist trade and, of particular interest to visitors, it has an historic past. George Washington made his headquarters here and, at the close of the Revolution, the Continental Army awaited on nearby Temple Hill for its demobilization.

The city cherishes its Revolutionary traditions. Their memory is kept alive by historical groups, by reading courses in the public library and by the activities of local patriotic societies.

Modern Minutemen

However, emphasis on things military is not confined to the past. Stewart Airbase is three miles to the west. Approximately 4,000 civilians and military personnel, including a contingent of our own people, are stationed here to protect us from the possibility of enemy air attack. History is being stream-lined. Washington's Army, so to speak, is equipped with radar.



This old stone house was General Knox's headquarters during the Revolutionary War. The visitor is Fred P. Cluchey

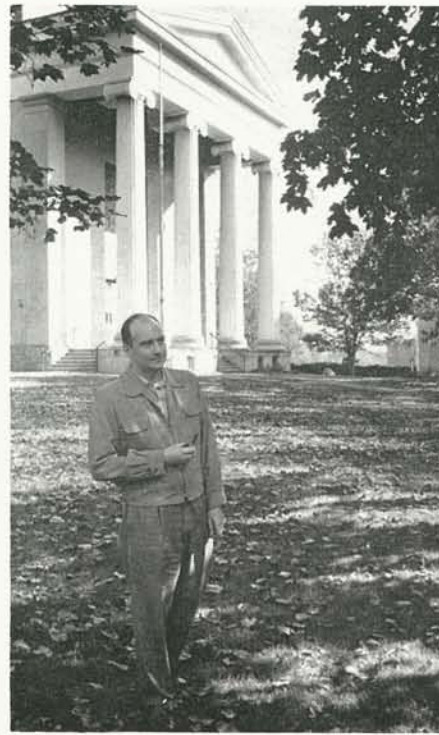
The first settlement on the site of Newburgh was made in 1709 by a group of about 50 German Palatines led by Joshua Kocherthal, a Lutheran minister. They settled in the vicinity of Quassaick Creek, the present southern city line, under a patent covering 2,190 acres and known as "The Palatine Parish of Quassaick."

The Palatines were a clanish group and, as Scottish, Dutch and English settlers moved in, they found it difficult to live in harmony with their new neighbors and sought out the larger groups of their own people up the Hudson, in the Mohawk Valley, and in Pennsylvania and Delaware.

The present name was given to the settlement in 1762 by a Scotsman who may have been homesick for his own far away Newburgh on the banks of the Tay.

The old weathered graystone structure with its rambling roof known as the Hasbrouck House served as Washington's headquarters from April 1, 1782 until August 18, 1783. "His excellency, General Washington and his Lady arrived last Monday (April 1) at Headquarters, Newburgh, in good health" reported a contemporary writer in the *New York Packet*.

The battle of Yorktown had been won in October, 1781, but the Revolution was not officially over. Peace



Left — Robert Boyland is pictured in front of Newburgh's old Dutch Church. Like the others on these pages, he is from our local testroom at nearby Stewart Field

Below—F. H. Law is Central Office Chief at Stewart Air Force Base. The windowless building directly behind him houses our equipment



Left — Temple Hill was a military encampment for Revolutionary troops. It was so named because it contained a church. This was the only time in the Revolution that a building was erected for worship specifically for soldiers. Ronald W. Vernoy is in the foreground



Left—Edith Hewitt pays a visit to Washington's local Headquarters. This old fieldstone building is also referred to as the Hasbrouck House since it was built by Jonathan Hasbrouck in 1750 and was lived in by his descendants for 100 years. In 1850, the State of New York acquired the property. It is said to be the first historic house museum publicly owned in the U. S.

Right—Robert Ryder is seen at Downing Park. This park was built in 1877 as a tribute to Andrew Jackson Downing, a resident of Newburgh, who was "the father of landscape architecture in America." He landscaped the grounds around the White House, the Capitol, and Smithsonian Institution in Washington, D. C. and devised the Hudson River Bracketed style of architecture

had not been declared between England and America. British soldiers still occupied New York City. There was danger that fighting might break out again, in which case Washington wished to be in position to control the situation.

The Hasbrouck House offered several natural advantages. High on a hill it commanded a sweeping view of that vital waterway, the Hudson. It was near the village of Fishkill, a military storehouse for our troops and opposite the mountain on which bonfires could be lit to warn West Point of the approach of the enemy.

George Washington occupied the house for 17 months, the longest time he spent in any one headquarters. In the General Orders of the Day of August 7, 1782, Wash-

ington created the now well-known Order of the Purple Heart. This is our oldest military award for valor.

In the same year he received the letter in which Colonel Lewis Nicola, spokesman for a group of officers, proposed that Washington become king for "the national advantage."

With his own hand, General Washington wrote an indignant reply which made perfectly clear how he felt about this suggestion.

"No occurrence in the course of the war," he stated "has given me more painful sensations, than your information of their being such ideas existing in the army . . . I must view with abhorrence and reprehend with severity . . . let me conjure you, then, if you have any

regard for your country, concern for yourself or posterity, or respect for me, to banish these thoughts from your mind and never communicate as from yourself or anyone else, a sentiment of the like nature."

Unrest among the soldiers continued to grow. Not only were the men anxious to return to their farms and families but they also had a complaint. Congress had not been able to raise the money with which to pay them. When they were paid it was in the paper money which was "not worth a continental." A meeting was scheduled to take action on their claim.

Insurrection Averted

What might have been an insurrection was averted by Washington in a surprise speech to the men in their encampment on Temple Hill. In the midst of his talk, the General drew out his spectacles, carefully wiped and adjusted them, and then said "These eyes, my friends, have grown dim and these locks white in the service, yet I have never doubted the justice of my country." The sincerity of the speaker was such that every soldier renewed his pledge of allegiance.

Washington continued to work quietly to secure the rights and justice due his army, and his persistency was such that he eventually was successful in establishing their claims.

Count de Segur, one of the many French officers who visited the valley to pay his respects to Washington, was overwhelmed by the beauty of the river. "A vast sea flowing between forests centuries old," he wrote his wife. "I should like to live in this country with you, my heart . . . it is the only country for honest people."

At long last peace was declared. The eight-year strife was over and Washington was free to return to his beloved Virginia. On a crisp November day in 1783 with a bright blue sky and amidst the fading autumnal colors, General Washington left Newburgh and rode down the river road toward home.

Although today no fires blaze atop Mount Beacon, we still need signals to warn us of an approaching enemy attack. As part of our contribution to national defense, in November, 1956, our Company established a central office at Stewart Air Force Base.

Twenty-three of our people are stationed here. Since all radar information for the Boston Air Defense Sector is channeled through this office, most of their work is classified. An electronic warning device bears little resemblance to our forefather's bonfires. However, the love of freedom which has made our country great is the same today as it was when the fires on top of Mount Beacon flashed flaming warning through the night.





Electro

Tomorrow's Telephone Service Being Tested In Illinois

Each memory plate used in the experimental Electronic Central Office contains 20 squares like the one shown here. In each square is room for 33,000 bits of information. Four plates together make up the semipermanent memory containing in all 2¼ million bits of information, any of which can be "remembered" by the machine in a millionth of a second

WITH a notable absence of clicks or clacks, a new electronic switching system recently began serving 50 selected residence and business telephone users in Morris, Illinois. With the blinking and glowing of its 23,000 tiny, neon-filled tubes which replace the chattering relays of present switching equipment, the world's first electronic central office will give the Bell System a chance to observe its performance in actual operation and to determine which of its many new services customers prefer.

Customers will gradually be added to the ECO during the next few months up to a maximum of 700 during the scheduled three-year customer trial.

Here are examples of new telephone services "programmed" into the vast "memory" system of the Morris ECO. The customer can . . .

- ... Use home extension phones as intercoms simply by dialing a two-digit code.
- ... Reach frequently called numbers by dialing two-digit codes.
- ... Dial a code which will have his incoming calls automatically switched to any other number.
- ... Have incoming calls automatically transferred to another phone when the line originally called is busy.

Electronic switching will eventually provide many other services beyond those being introduced at Morris.

Among these are allowing a third telephone to be connected to an existing telephone conversation and, on its own initiative, automatically completing a call to a busy line after it is free. Bell System engineers are also investigating methods of providing some of these features through present switching systems should there be enough customer demand for them.

Built-In "Worrier"

In addition to its customer benefits, ECO promises easier maintenance, reduced space and power requirements and simplified engineering for the telephone companies. The machine has a built-in "worrier." During its spare time, it checks its own circuits and writes out in detail on a teletypewriter more than 90 per cent of its own electronic ailments, even listing the exact time of the malfunction. Repairs are usually made by merely pulling out one of 3,400 packages of electronic components and plugging in another.

Components of the Morris ECO, product of the largest research and development program ever sponsored by a commercial enterprise, include 12,000 transistors, 105,000 diodes and other electronic items by the tens of thousands. More than 2¼ million bits of information can be stored on photographic plates in its "memory." When a caller dials a number, or the code for a special service, the equipment asks the memory what to do, gets the

Electronic Central Office

answer and does it—all in millionths of a second. Today's telephone switching systems in comparison operate at thousandths of a second.

The Morris electronic switching equipment was produced and installed by Western Electric. During the trial, the electronic office will be operated by Bell Laboratories with the help of Illinois Bell.

Research Started in 1930's

For years, telephone scientists had dreamed of using electronic switching as a way to provide better, more economical telephone service. Research was started at the laboratories in the late 1930's to outline the eventual needs and possibilities of an electronic switching system. Much of the theory was developed during this period, but the components needed to make such a system economically feasible were lacking.

Then, following World War II, came the development of components such as gas tubes, electronic memories, and the transistor.

By 1954, these components made an electronic central office appear feasible so intensive work on the project was started at the Whippany, N. J., location of the laboratories.

A great many things will be learned from the Morris trial. For one thing, of course, it will tell how the ECO performs. In addition, it will give an insight into which of the new service features telephone users prefer. Engineers are already at work investigating ways to provide some of these features through present switching systems, should they prove very popular.

The trial will also present a good opportunity to study the kinds of activity and the number of people needed to operate and maintain the new exchanges.

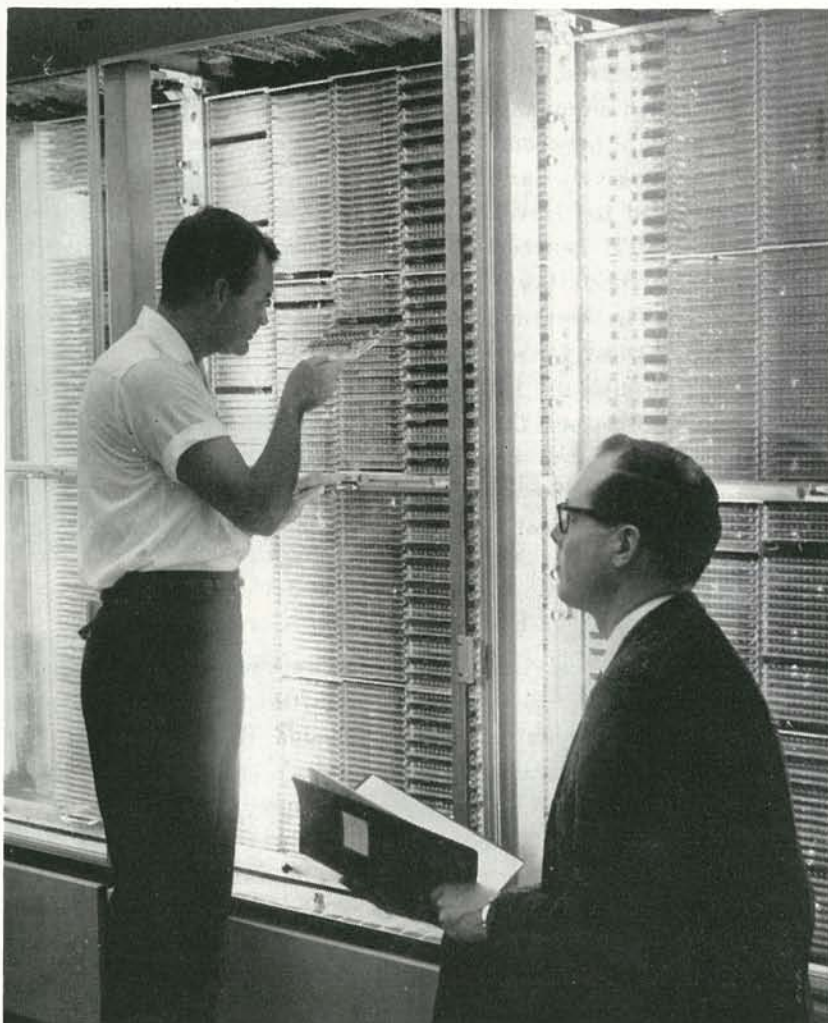
Morris represents the first step toward a whole new telephone future. But although the first step has just been taken, Bell Labs engineers are already hard at work on the next step—a production model suitable for volume manufacture by the Western Electric Co. Many components in the production model will differ from those used at Morris, but the over-all operating principles of the two systems will be similar.

The first production model is scheduled for operation by mid-1965 and from that time on ECO will be gradually introduced into the Bell System to meet the needs of telephone growth and to replace worn out central offices.

Right—a printed circuit board is inserted in the experimental Electronic Central Office. Thousands of these boards are used in the system



Below—A Western Electric installer removes one of the neon gas tubes that make up the "switching network" while a Bell Laboratories engineer observes



TH Microwave Bows In

SOMETHING big is happening between Denver and Salt Lake City. The lonely relay towers that dominate Buckhorn Mountain, Prospect Valley and other western skylines are alive with activity. Long Lines and Western Electric men are busy readying cone-shaped horns, wave guides, wire-mesh ice shields and equipment bays that make up the newest major development in long-distance telephone transmission—the TH microwave radio network.

The 500-mile radio relay route that arches northwest through Colorado, moves across southern Wyoming and dips south into Utah has for some time been linked by a radio system known as TD-2. With its supporting equipment, TD-2 is capable of relaying 3,000 simultaneous telephone messages. But, when the first commercial TH service takes place early next year, we will initiate a microwave system capable of adding 11,000 simultaneous conversations to the present relay network. Or, in alternate use, TH will handle as many as 12 TV programs and 2,500 calls at the same time.

This Denver-Salt Lake link is step one in an ultimate transcontinental TH microwave route. Plans have been announced to add TH to the existing TD-2 express route between Colesville, New Jersey and Jennerstown, Pennsylvania. The completion of this phase is scheduled for March, 1961. Step three will be the addition of TH between Jennerstown and Dodge City Junction by the following December.

The Denver-Salt Lake route was chosen as the TH test link for several reasons. Heavy circuit requirements through the Denver-Salt Lake section to northern California and the Pacific Northwest demand additional facilities to handle the telephony of today and the future. The area's diversities of weather and terrain provide ideal conditions for testing every part of the system.

Rugged Weather Conditions

When TH is placed in operation, its radio signals, beamed from tower to tower, will span rich farming regions, bleak flatlands, pine-clad foothills and snow-crowned peaks of the Rocky Mountains. Part of its equipment will experience temperatures ranging from near arctic cold to desert-like heat and be exposed to atmospheric conditions from blizzards to dust storms.

Among the novel features designed into TH microwave equipment is the remarkable Traveling Wave Tube. This electronic wonder can amplify a radio signal up to 10,000 times its initial strength. Space-saving

arrangements will house equipment in drawer-like units for easy access, and there will be a system of "automatic protection switching"—a new method of providing protection channels. In the present TD-2 network, there is one protection channel for up to five service channels, but TH is equipped to provide two for six service channels. This feature will provide greater reliability to TH than is obtained by today's TD-2.

Western Electric's Merrimack Valley Works in Massachusetts has overall manufacturing control of TH equipment and assembles its various components into completed bays for transmitting, receiving, power supply, testing and the like. From Western's North Carolina works come the Precision Wave Guides, and W.E.'s Allentown (Pa.) Plant is responsible for producing the Traveling Wave Tube.

Systems Used Together

Essentially, TH is a high capacity radio system. It uses wide band frequencies capable of carrying more voice circuits than can be done on TD-2. These TH frequencies are considerably higher than TD-2's allowing both systems to be used at the same time without overlapping or interfering with each other.

On all the relay towers between Prospect Valley (on the Denver By-Pass) and Salt Lake City, men have been placing cone-shaped antennas—antennas which can handle both TD-2 and TH signals simultaneously. These horn antennas are designed to withstand heavy snow, ice and wind of velocities of about 150 miles an hour.

The completion of stage one of the new TH system is another step in our progress toward the future.

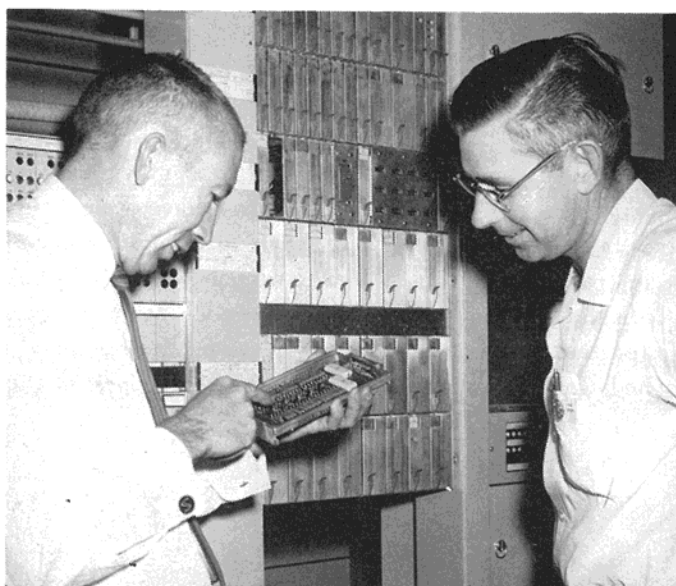




The Buckhorn Mountain radio relay station in Colorado is one of the highest such sites in the Bell System and second highest in the Denver-Salt Lake TH-TD-2 Route. The 50-foot tower has a ground elevation of 8,306 feet. The picture shows both the horn antennas of TH and the box-like ones of TD-2

Below—Central Office Chief W. J. Wishon points out installation procedures on a traveling wave tube in a TH radio transmitter

Left—Checking acceptance of TH FM Terminal Equipment at Salt Lake City Junction are (l. to r.) J. R. Kler, Equipment Maintenance Supervisor, E. W. Lorain, Staff Assistant and instructor of TH-FM Terminal School, and W. H. Frewin, Equipment Maintenceman



Right — Equipment Maintenance Supervisor S. A. Selders (left) and Equipment Maintenceman R. E. Burkholder discuss a logic card of the TH radio automatic switching system at the Prospect Valley central office





While Harold Greenhalf watches, Mrs. Greenhalf peers into an eyepiece of the telescope which he made in a year and a half

HAIL THE Chiefs

*Harold A. Greenhalf, Don Keeler
and Roy Lockwood*

Cleveland Plant

Chief Testboardman Harold Greenhalf's three main interests—electronics, music, and astronomy—have shaped three main phases of his life.

"I've been interested in electronics since I was a kid," he observed recently. "I was born in England, but grew up in Guelph, Canada. (I can still remember the stormy sea voyage we made when I was only five). As soon as I was old enough, I went to Detroit and applied for a Plant job. It was a thrill to become a telegraph repeater attendant in March 1923."

Harold has handled various Plant responsibilities in Detroit, New York, where he worked for about three years, and in Cleveland where he moved in 1938. He was appointed Chief Testboardman in 1953. Mr. Greenhalf is a member of the Kingsbury Chapter of Pioneers.

"Music, from jazz to classics, has always interested me," he said. "When I got my job in Detroit, I decided to study at the Institute of Musical Art. I had a very pretty instructress and I was an attentive student. As soon as I could, I asked her for a date."

He and the music teacher, Courtney, were married in 1925. They now have two daughters, Janet, a Cleveland teacher, and Ann, a housewife with two children, Susan and Mark.

"My wife still teaches music to private students," Harold added. "My music? I'm a very good listener—to my wife at the piano and my favorite records."

Even as a boy of 14, Harold was interested in astronomy. And over the years, probing into the mysteries of the night sky became increasingly important to this gentle, quiet man. A year and a half ago, he began working on

a telescope of his own. During that time, he went to the Museum of Natural History of Cleveland for guidance in grinding of the mirror and other construction.

"Owning a fine—and heavy—telescope is a responsibility," he said patting the telescope affectionately. "I won't let anyone handle it. I worked too hard getting the fine quality mirror."

"I have found nebula in Orion. Actually it's hard to see the sky over Cleveland, there are so many clouds. But nevertheless, I have many old friends up there. My wife has learned to enjoy the beauties of the sky, too."

"As much as I care for my work, I don't really mind the thought of retirement," he concluded, "I'll have more time for star gazing."

Telegraph Service Chief Don Keeler and his wife, Donna, find "togetherness" a mutually agreeable way of life. They find full lives with their children, Susan, ten, and Jim, eight.

Sue recently outgrew the Brownies and is now an enthusiastic Girl Scout, takes piano lessons, and likes to dress up. Jim, who enjoys building things with his dad, also likes baseball and is a member of the YMCA Indian Guide group. He and Don are building a special project so that Jim can "win his feather."

"We just have a good time together," Don remarked. "On long weekends or vacations, we like to travel. Whenever we can we go sightseeing right here in Ohio. And each year, we drive to Florida to grandmother's house."

"Occasionally Donna and I have a 'date.' We both like to see the plays given at the Lakewood Little Theater,"



Don Keeler and his family enjoy their hours together. With him are his wife, Donna, and children, Jim and Susan



Mr. and Mrs. Lockwood examine a map while describing some of their trips. They have been in every state and in Canada

he said. "Donna's responsibility, aside from homemaking, seems to be keeping me politically well informed. She's an active member of the League of Women Voters.

"My activity is finishing the recreation room," he said, laughing. "This is the fifth house we have owned, the third recreation room I have fixed up."

Don was employed, in 1941, as a Transmissionman in Cleveland. A year later, he became a member of the U. S. Army Signal Corps and was discharged as a Master Sergeant in 1946. At that time he returned to his native city and the Plant Department. He transferred, in 1952, to Cincinnati as Transmission Supervisor and, two years later, returned to Cleveland as District Office Supervisor.

In the summer of 1958, Don and his family transferred to New York where he worked for Western Electric for about one year. He then returned to Cleveland and was given his present responsibility with about 40 employees in his group.

"The family enjoyed getting to know the different cities, especially New York City," he reflected.

"Sure I'm a lucky man!" Don said. "I look forward to my day at the office, and I'm happy to get home to my wife and kids. I didn't take any chances when I proposed to Donna. She was not only the prettiest girl on the block, but also a home economics teacher."

Roy Lockwood, who has almost 35 years of service, lights up with enthusiasm when he tells stories about telephone equipment in earlier days. Roy thoroughly enjoys telephone apparatus and it was almost inevitable that he would become a Chief Equipment Man.

One of his favorite yarns has to do with the period when he was an impressionable youngster and new to Plant. He was the junior member of a group that had worked hard on setting up a section of No. 4 testboard and bays of relay rack equipment. That same day they went back to admire their handiwork and found that the banks of equipment had slipped down two inches from the ceiling. They hadn't figured that the floor of the old building was about to go.

"I still smile when I think of one of the hotels we stayed at in Chesterton, Ind.," he reminisced. "It had an elegant fire escape at the window—a length of rope with knots in it. Things have surely changed."

For all his special memories, Roy likes to keep up on what's new in communications equipment. His responsibilities have grown since 1926. He now heads a group of 55 men and two women. The latter are reports clerks.

As you might expect, Roy has been an amateur radio enthusiast since 1922.

Roy is a Mason and a member of the N. C. Kingsbury Chapter of Pioneers. Now that he and Mrs. Lockwood have invested in a new home, they spend most of their time decorating the house and in gardening.

"Mrs. Lockwood and I love to travel," Roy said. "We've been in every State. Last year we toured through the Gaspe Peninsula.

"Whether you progress in life or as a person, depends on you," Roy concluded philosophically. "You have to help yourself. Right now my wife and I are content to help ourselves to the beauty our great country has to offer and to enjoy the comfort of our nice new home."

A Look Into the Future



Mr. Kappel points to a vast growth in data transmission, pocket radiotelephones and a gradual disappearance of the distinction between "local" and "long distance" in communications.

PLANS for a whole new array of telephone services and products for the present and future were recently described by President F. R. Kappel. Before the Boston Conference on Distribution, Mr. Kappel cited:

- Pocket radiotelephones from which you can talk with anyone, anywhere;
- Satellite communications, including worldwide television;
- High-speed machine-to-machine "talk" over the regular telephone network.

"We have a strong feeling that in a few years' time data communications will actually exceed, in sheer volume, the communication of speech," Mr. Kappel said. "In the future, it is quite possible that trade publications, news bulletins, and even newspapers will be widely circulated over electrical circuits."

He noted that the era of machine-to-machine com-

munications over the regular telephone network is already at hand through the use of Bell System Data-Phones, which "make it possible and practical for many types of business machines to 'talk' over telephone lines."

Mr. Kappel pointed out that use of the regular telephone network for machine-to-machine communication "makes possible a wonderful flexibility—a company's communication system can be expanded or modified almost at will."

He envisioned the development of a network "over which we shall be able to switch pictures, whole rivers of data, or what have you, between any two customers who have compatible equipment."

He cited as evidence of growing telephone versatility the fact that whereas Direct Distance Dialing, by which telephone users can dial their own long distance calls, is now enjoyed by about 20 million customers, it will be almost universal in a few years.

"Further," he said, "it appears to me that step-by-step, the distinction between 'local' and 'long distance' in communications will gradually disappear. We have already seen the broadening of local telephone calling areas, so that calls between many adjoining communities are not treated as toll calls. Not visionary, but extremely practical, is the concept that many of our customers will want forms of service enabling them to call over wide areas, and even across the continent, at a flat monthly rate."

Pocket Radiotelephone

On the future of mobile telephone services, Mr. Kappel said that "eventually, it is altogether possible that you could carry a pocket radiotelephone enabling you to talk with anyone else, anywhere, any time."

"Let us say for example that a Boston wool merchant, on his way to visit a customer, might pause a moment to call Australia and check a few facts with an agent there who happened to be off on a camping trip."

In the field of faster calling, Mr. Kappel noted that an experimental Electronic Central Office is going into operation. It will enable calls to be switched in millionths of a second, instead of thousandths as now.

"Since 1920," he said, "the Bell System has spent more than a billion dollars for research and technical development. At the present going rate we would spend more than that in the next 10 years."

"Looking at the public we serve, at industry, at communities across the land, we are keenly aware that communications needs are growing and changing," he said.

"And we are determined to meet them."

BRIEFLY STATED



- * **Benefits! Benefits!** Among the benefits of the new contract agreed to by Company and Union representatives are these:

Effective December 1, the company began paying premiums for the first \$2,000 (instead of the first \$1,000) of insurance under the Group Life Insurance Program.

Employees with 25 or more years of net credited service will be eligible to four weeks vacation (until now one needed 30 years' service for this much vacation) beginning in 1961.

- * **Science Fiction Becomes Fact.** An anecdote circulating in the electronic world involves two business men conversing by telephone. Nearby on each desk is a Data-Phone. Their talk ended, one man says to the other: "Don't hang up, Joe, my machine wants to talk to your's!"

The Data-Phone is a device which takes information from punched tape, cards or magnetic tape and translates—or converts—these data into signals suitable for transmission over existing telephone networks. A Data-Phone on the receiving end reconverts the signals back into their original form for reproducing identical tapes or cards.

Several types of Data-Phones are now available to industry. Some of them can work 30 times faster than a teletypewriter. Other members of this family of data-transmission devices are under development at Bell Labs.

- * **We Close Gap Between Candidates.** During the third of their historic television debates,

Messrs. Nixon and Kennedy were separated by 3,000 miles. The following quotation by Jack Gould, Television Critic for *The New York Times*, is incisive,

"Except for brief use of a split screen at the opening, a viewer was not made conscious of the 3,000-mile separation between the candidates. The switching among Mr. Nixon, in Los Angeles, Mr. Kennedy, in New York, and a news panel, in still a third studio, ran off without a single hitch and the sound was flawless.

"A low bow to the American Telephone and Telegraph Company, which puts together such incredibly flexible circuits, would seem decidedly in order."

- * **Promise a Princess!** This Christmas promotion theme offers people a new way to say "Merry Christmas." The thought behind it is of course that few gifts will have the distinction, charm and personal appeal of Princess phone service.

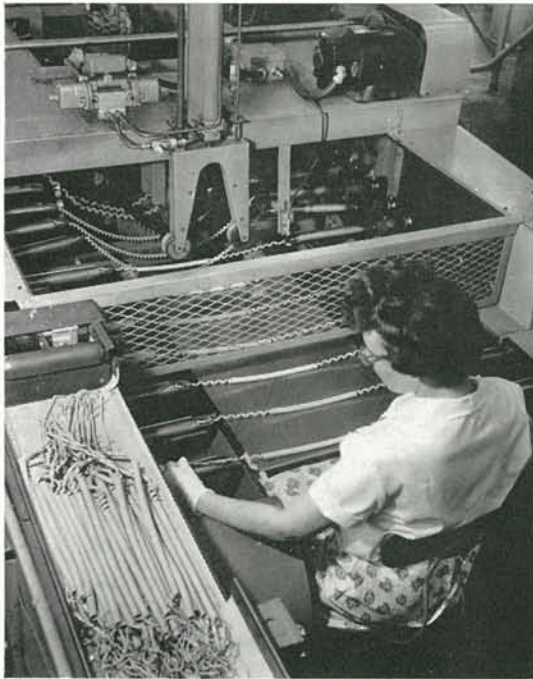
The "Holiday Promise," a gift certificate, cuts down on the need to install gift service phones before the holidays and at the same time builds up installations during the usually less-hectic days following Christmas.

- * **Wind That Cord!** Pictured is a machine recently developed by Western Electric engi-



continued

neers. Coiled telephone spring cords are automatically rewound in the opposite direction to improve their retractability. After this last step in the manufacturing process, the cords are finally inspected, packed and shipped.



* **Speakers.** The following Employees recently spoke to audiences at various points throughout the country:

A. V. Danielson, New York—Textile Processing Association Conference, Roaring Gap, N. C.

C. C. Duncan, New York—FCC Commissioners, Holmdel, N. J.

W. A. Fisher, New York—The Tax Society of New York University, N. Y. C.

W. A. Garrett, New York—Northern Area Sales Conference, New York Telephone Company, Cooperstown, N. Y.

A. J. Green, Washington, D. C.—Naval Reserve Research Company, Naval Research Labs., Washington, D. C.

E. S. Hannaford, New York—Can Manufacturers Institute, Governing Board, Waldorf-Astoria Hotel, N. Y.

R. F. Latter, New York—FCC Commissioners, Holmdel, N. J., Institute of Radio Engineers Section, WSB Studios, Atlanta.

J. R. Rae, New York—AD-HOC Committee of CONARC investigating Missile Defense, Pentagon, Washington, D. C.

R. C. Russell, Lamesa, Texas—Lions Club, Lamesa.

L. A. Scharff, Milwaukee—Wisconsin Motor Carriers Association, Delevan, Wis.

C. E. Wideberg, White Plains—Rotary Club, White Plains.

* **Death Rides The Road!** The problem of highway safety has taken a serious turn in the Bell System. Recently two employees—one in Southern Bell and the other in the Pacific Company—died as a result of motor vehicle accidents on the job. These two deaths bring to nine the number of such fatalities in the System so far this year. This tragic record compares to five during the same period last year. The proportion of motor vehicle cases to total on-the-job fatalities is the highest in 30 years.

These grim figures spell out the need for driving *defensively*—avoiding driving errors, always compensating and preparing for the behavior of the other driver and carefully adjusting to road and weather conditions.

Constant vigilance is the key! This is true of every season of the year. But even greater care must be taken in winter with its added hazards of snow, sleet and slippery roads.

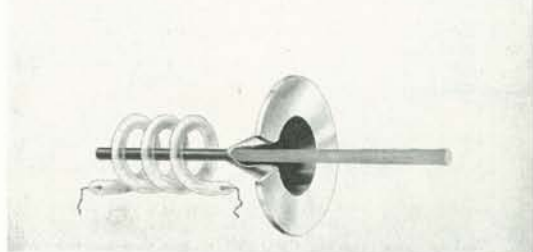


* **New Vice President.** Lloyd S. Miller has been elected a Vice President of A. T. and T. He will continue as director of the company's Washington, D. C. office, a post he has held since 1958.

Mr. Miller is a native of Kansas and an alumnus of Kansas State College and Washburn School of Law, Topeka. Most of his service of 24 years' was spent with the Southwestern Bell Company, which he joined as an attorney in Topeka. He held various legal posts in Kansas before moving to St. Louis as Vice President—Revenue Requirements in 1955. He remained in this assignment until he moved to Washington.

- * **Voice By Light.** Below is an artist's rendering of one of Bell Labs' most ingenious creations—the Optical Maser. A device, using the maser, transmitted pulses of red light, visible to the naked eye between Labs' locations at Murray Hill, N. J. and Holmdel, N. J.—a distance of about 25 miles.

PULSED RUBY OPTICAL MASER



The maser produces an intense and extremely narrow light beam. Within its narrow cone and frequency band, the beam is more than a million times brighter than the sun.

At present, messages sent by the maser can only be transmitted in a code based upon repeated flashes. However, the fact that the coherent light is emitted in short bursts rather than as a smooth pulse shows that eventually it may be possible to modulate the signal so that telephone conversations or television signals can be transmitted simultaneously over such a link.

- * **'Touch-Tone' Phones Offered.** The first commercial offering of the new "touch-tone" telephones has been made in Findlay, Ohio, following customer tests in Connecticut and Illinois. The Ohio Bell Company made touch-tones available in a variety of models to re-

place the usual rotary dial with a push-button panel.

About one-fourth of the switching equipment in the Findlay central office is now adaptable for handling calls from the newest thing in telephones.

- * **"And Now, Shreeve, Good Night."** The recent filing for space communications by AT&T was done on the 45th anniversary of the first transatlantic telephone transmission.

In 1915 Europe was at war. Nonetheless, France had given the Bell System permission to make radiotelephone tests from the Eiffel Tower during a 10-minute period each night. Week after week technicians tried to establish voice communications across the Atlantic. Finally, on October 21 of that year Bell System engineer H. H. Shreeve, in Paris, heard the words "And now, Shreeve, good night," spoken by his counterpart at an Arlington, Virginia, radio station. Transoceanic telephony was born!

- * **Antigua—Ho!** Long Lines has filed an application with the Federal Communications Commission for another link in the expanding network of oceanic telephone systems—a deep-sea cable which will extend some 390 miles between Puerto Rico and Antigua.

This new link in the Caribbean cable system will have a capacity of 84 voice circuits and connect with the submarine telephone system placed in service this year between Puerto Rico and the United States mainland.

Plans call for the new cable to be jointly constructed and owned by AT&T and Cable and Wireless (West Indies) Ltd., a British company.

In Memoriam

Helen Devlin, 49, retired Traffic Clerk, New York, October 20.

George H. Drown, Jr., 66, retired Staff Assistant, Chicago Plant, October 21.

Louie G. Grantham, 54, retired Senior Lineman, Cincinnati Plant, October 19.

Melvin G. Lambdin, 67, retired Telegraph Serv-

ice Supervisor, West Palm Beach, Fla., October 24.

Floyd Nickell, 76, retired Equipment Maintenance, Dayton, Ohio, October 19.

Peter J. Nelson, 76, retired Mechanic, Philadelphia Plant, October 11.

Josephine Riordan, 67, retired Assistant Chief Instructor, New York Traffic, October 21.

Advancing to New Assignments



James W. Basham
Eqp. Mtnc. Supv.
Nashville

The following shows promotions in the various Long Lines groups during the 12 months ending on October 31

Non Management	To Management	Within Management
1487	297	195



Helen Brawley
Clerical Supv.
Kansas City



Thomas J. Burkinshaw
Account Mgr.
Washington, D. C.



Robert E. Burns, Jr.
Account Mgr.
Philadelphia



George C. Campbell, Jr.
Trans. Supv.
Washington, D. C.



James C. Clark
Conduit Foreman
Eastern Area Gangs



Robert M. Cooper, Jr.
Eqp. Mtnc. Supv.
Point Arena, California



Ronald C. Cooper
Eqp. Mtnc. Supv.
Minot, North Dakota



Arthur A. Drake
Eqp. Mtnc. Supv.
Indianapolis



Bernard A. Dwyer, Jr.
Sales Engineer
Springfield



Joseph W. Educate
Account Mgr.
Kansas City



John H. Engel
Trans. Supv.
Charleston



Eino E. Falkenberg
Staff Supv.
Springfield, Ohio



Richard A. Frediani
Eqp. Mtnc. Supv.
Rochester



Charles E. Gorman
Senior Engineer
White Plains



Melvin O. Hanka
Trans. Supv.
Duluth



Robert W. Harris
Estimate Engineer
Atlanta

Employees Shown Here Recently Assumed Management Responsibilities



Elizabeth J. Hartshorne
Clerical Supv.
Wayne



James F. Henson
Trans. Supv.
Buffalo



John C. Hoffman
Tgh. Serv. Supv.
Washington, D. C.



Leonard R. Hudson
Account Mgr.
Philadelphia



Charles R. Hunt
Eqp. Mtnc. Supv.
White Plains



Catherine A. Jacobs
Secretarial Asst.
Cincinnati



Mary L. Keane
Clerical Supv.
Mt. Kisco



James P. Keating
Trans. Supv.
New York



Count F. Kellam
Estimate Engineer
Atlanta



Donald R. Kuehn
Central Office Chief
Minot, North Dakota



Jimmie L. Lambert
Eqp. Mtnc. Supv.
Columbus



Allen F. Libbey
Eqp. Mtnc. Supv.
Boston



Laura Liebenauer
Staff Supv.
Cincinnati



Joseph L. McDonald
Traffic Asst.
Chicago



James D. McMonigle
Trans. Supv.
Wayne



Leonard M. Merrit
Eqp. Mtnc. Supv.
Colorado Springs



Billy K. Miller
Testroom Supv.
Warrenton, Virginia



Glenn E. Mitchell
Eqp. Mtnc. Supv.
Dayton



Paul J. Mueller
Account Mgr.
Pittsburgh



Margie F. Pasquale
Clerical Supv.
Mt. Kisco



Samuel B. Pond, Jr.
Eqp. Mtn. Supv.
Norfolk



Leon D. Quackenbush
Account Mgr.
Washington, D. C.



William M. Rants
Sales Engineer
Los Angeles



Robert W. Rehn
Trans. Supv.
Boston



Everett A. Rhoades
Staff Supv.
Cincinnati



Donald L. Riemenschnitter
Traffic Supv.
St. Louis



Eileen R. Ross
Clerical Supv.
Mt. Kisco



Walter A. Ruettimann
Sales Engineer
Springfield



Leonard D. Smith
Tgh. Serv. Supv.
Syracuse



William F. Soisson
Account Mgr.
Pittsburgh



Milton N. Strom
Account Mgr.
Chicago



Richard E. Sutherland
Account Mgr.
Cleveland



Carl Svendsen
Splicer Foreman
Eastern Area Gangs



Gerald D. Torline
Trans. Supv.
Emerado, North Dakota



Donald J. Wells
Eqp. Mtn. Supv.
Omaha



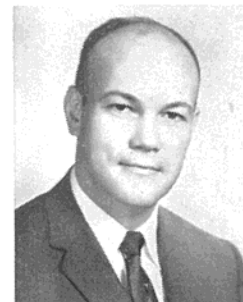
La Verne W. Wells
Eqp. Mtn. Supv.
Red Oak, Iowa



Harold E. West, Jr.
Account Mgr.
Washington, D. C.



Alice H. Wright
Clerical Supv.
Mt. Kisco



Stanley G. Yarber
Staff Supv.
Cincinnati



Leisure Days Ahead

WILLIAM V. SEALY



Bill Sealy, Methods Supervisor, Headquarters Plant, has retired after 44 years' service. Except for a stay of about two years in Boston in the mid-'20s, Bill devoted his entire career to the New York Plant organization.

Mr. Sealy has been active in civic affairs in his home town of Old Tappan, New Jersey. He has been president of the local Civic Club and has been chairman of the Board of Adjustment. His hobbies include gardening, photography and woodworking. He and Mrs. Sealy have a son, Bruce, of Laurel, Maryland. Their address now is 900 Fountainhead Drive, Largo, Florida.

Retirements in the Areas

Charles V. Burnett, Equipment Maintenance Supervisor, Salt Lake City Plant, 40 years' service. Address: 2503 Dearborn Street, Salt Lake City 6, Utah.

Caroline E. Canning, Supervising Service Clerk, New York Traffic, 49 years' service. Address: 97 Arden Street, New York 40, N. Y.

Mrs. Florence M. Cardinale, Senior Traffic Clerk, White Plains Traffic, 26 years' service. Address: 5 Quincy Lanes, Yonkers, New York.

Theresa Csizi, Service Representative, New York Sales, 33 years' service. Address: 515 East 14th St. New York 9, N. Y.

Harry C. Duncan, Telegraph Serviceman, New Castle, Pennsylvania Plant, 34 years' service. Address: 1304 West State Street, New Castle, Pennsylvania.

Mrs. Viola Findel, Operator, New York Overseas Traffic, 32 years' service. Address: 38-53 Park Avenue, Seaford, Long Island, New York.

William J. Glossner, Records Supervisor, Cincinnati Engineering, 44 years' service. Address: 1137 Exter Drive, Park Hills, Kentucky.

Mrs. Florence E. Guiney, Operator, New York Traffic, 32 years' service. Address: 145 The Crescent, Babylon, New York.

Jane M. Kamke, Welfare Supervisor, New York Traffic, 41 years' service. Address: 85-41 111th Street, Richmond Hill 18, New York.

Mrs. Marie A. Kish, Operator, Detroit Traffic, 28 years' service. Address: 20624 Orangelawn Avenue, Detroit 23, Michigan.

Mrs. Sarah Nienaber, Junior Service Assistant, Cincinnati Traffic, 44 years' service. Address: 2324 St. James Avenue, Cincinnati 6, Ohio.

George M. Owens, Transmission Supervisor, St. Louis Plant, 41 years' service. Address: 1153 Partridge Avenue, University City 40, Missouri.

Edward C. Renger, Equipment Maintenceman, Cincinnati, 42 years' service. Address: 6301 Cambridge Avenue, Cincinnati 30, Ohio.

Jesse O. Rhoads, Combination Section Lineman, Vinita, Oklahoma, 44 years' service. Address: 309 South Foreman Street, Vinita, Oklahoma.

Mrs. Clara M. Vatalaro, Operator, New York Traffic, 24 years' service. Address: 1742 75th Street, Brooklyn 4, New York.

William M. Whisnant, Telegraph Serviceman, Charlotte Plant, 33 years' service. Address: 2624 Providence Road, Charlotte 7, North Carolina.

William H. Willsey, Point Reyes, California, Plant, 34 years' service. Address: Mount Eldon Trailer Park, Flagstaff, Arizona.

Lee York, Right-of-Way Agent, Dallas Plant, 36 years' service. Address: 4132 Hanover, Dallas 25, Texas.

Mrs. Mary M. Young, Service Assistant, New York Traffic, 30 years' service. Address: 5 Arlington Court, Staten Island 10, New York.

Celebrating Service Anniversaries

——— 40 Years ———



Elmer A. Blood, Special Assignment Clerk, Springfield, Mass., Plant, was in New York until 1951 when he transferred to Springfield. Born in New York City, Mr. Blood has two sons and seven grandchildren. He is enthusiastic about boating and gardening, and is a member of the William J. Denver Chapter of Pioneers.



Oren Fogelsanger was employed as a Splicer's Helper in Cleveland. In 1937, he transferred to New York Plant and in 1947 moved to Buffalo where he is District Cable Supervisor. He is a member of the Upstate Empire Chapter of Pioneers. Mr. and Mrs. Fogelsanger, nee Florence Weamer, have three children.



Walter B. Ford, Transmissionman, has spent most of his telephone years in Washington, Plant. Mr. and Mrs. Ford have two children and six grandchildren, one of the latter is also a Washington Plant man. Mr. Ford is a Riverdale, Md., councilman and fire commissioner. He belongs to the Masons and the A. G. Bell Chapter of Telephone Pioneers.



Edwin W. Gimbel majored in Electrical Engineering at Chicago Technical College. A native of the Windy City, he is Plant Staff Assistant there. The Gimbels have a son and daughter. He belongs to the American Association of Engineers and the Theodore N. Vail Chapter of Pioneers. He likes card games and TV.



Edward A. Harvey, Staff Supervisor, has been in Chicago Plant except for five years in the Springfield, Ill., office. Born in Cleveland, he is married to the former Dorothy H. Petershon and has one son. A member of the T. N. Vail Chapter of Pioneers, Mr. Harvey enjoys putting in his flower and vegetable garden.



Otto G. Hinderer, White Plains Supervising Engineer, is a graduate of Ohio State. He joined the Bell System as a Western Electric engineer in Chicago. Residents of Tenafly, N. J., the Hinderers have two daughters. He is active in fraternal work and is a member of E. J. Hall Pioneers. His hobbies are carpentry, radio and TV.

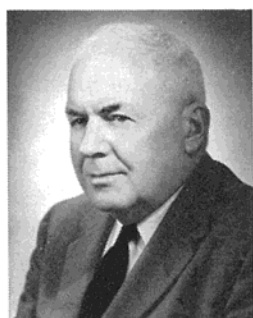
— 40 Years —



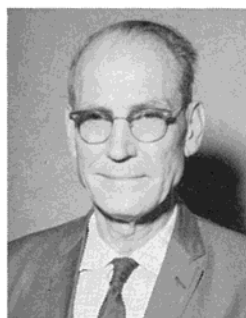
Walter R. LaFleur has been in Eastern Area Plant since he was employed as a groundman. In 1948, he became a caretaker in Danielson, Conn., Plant. Mr. LaFleur is married to the former Eva Gagnon. He is a member of the Morris F. Tyler Chapter of Telephone Pioneers of America.



Edwin H. Martin, Assistant Engineer in Kansas City, started in the Plant group in Eau Claire, Wis. He transferred to Chicago Accounting in 1926, returned to the Plant Department in 1929 and in 1955 moved to Kansas City. The Martins have two children. He is a Mason, member of Northwest Civic Asso. and Charles S. Glead Pioneers.



Elmer J. Read, Boston Plant, has been in Eastern Area Plant since he was employed in West Redding, Conn. Residents of Pittsfield, Mass., the Reads have three daughters, one of whom is married to a New England Company splicer. A member of W. J. Denver Chapter of Pioneers, Mr. Read enjoys fishing and his seven grandchildren.



Walter K. Meloy, Lineman, Cleveland Plant, has shared his Bell System Plant experience with three associated companies and Long Lines. A resident of Rochester, Ohio, he has served as Mayor and has been a member of the Village Council for 14 years. He belongs to the Kingsbury Chapter of Pioneers, Veterans of Foreign Wars, and Masons.



Holger H. Thorbrogger, Chicago Equipment Maintenance-man, began his Bell System career as a Western Electric installer. He transferred to Long Lines in 1923. A native of Chicago, he is married to the former Elsie Lange. He is a member of the Hawthorne Chapter of Telephone Pioneers, Masons, and Lions.

— 35 Years —



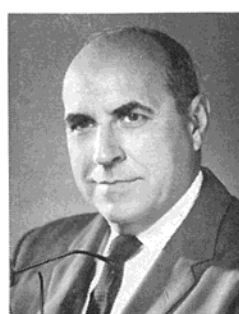
Theone E. Brown
Chicago



Ellis A. Foster
Scranton, Pa.



W. Freeman Crawford
New York



Whitfield S. Gaylord
Kansas City



John C. Powers
Atlanta

Short Hauls

DECEMBER days are brief. By late afternoon the pale sun fades away and night comes early amid deepening cold. It is indeed a chill time of year but these are only physical characteristics. It is as though nature were trying to emphasize by contrast those qualities of warmth and loving kindness which are Christmas.

These are the days when the spirit quickens and happiness wells upward in the heart. December's dark is never gloomy but has an expectant air like a closet full of presents waiting to be opened. The clear, cold air gives a livelier resonance to Santa's tinkling bell. Snow, when it starts drifting from the sky, is a welcome, seasonal thing which causes one to hurry back to the warmth and pine-filled fragrance of home.

It is a joyous time of year and Carol Dihrborg, at left, has an appropriate greeting for the coming holiday season.

• •

It used to be exciting being Santa Claus, tramping over people's roofs, sliding down chimneys, whistling off behind the swiftest reindeer in creation.

No more. Now, according to an article in *The Wall Street Journal*, they tell you not to eat garlic or make rash promises or argue with mothers or drink on duty or, for heaven's sake, never lean on your chimney.

These are just some of the "don'ts" taught at a school for Santa Clauses. There are 75 of them scattered around the country. All are run by the Volunteers of America, an interdenominational welfare organization that collects money for the needy at Christmas. The money is gathered in chimney-shaped containers set out in strategic spots in cities around the nation. The organization hires men to tend the chimneys, dresses them as Santa Clauses and pays them on an hourly basis for a 48-hour week.

Training of Santa begins the day before Thanksgiving with a two-and



Carol Dihrborg, Overseas Operator, New York, is in a holiday mood

a-half hour seminar and continues through the Yuletide season with a 10-to-20 minute refresher session each morning. Last year the Volunteers trained about 2,000 Santa Clauses.

In some ways, a Volunteer of America Santa would seem to have an easy and satisfying job. He dresses in the suit that is recognized as the red badge of cheer in all the Western world, sets his beard straight and rings his bell.

But life as a Volunteer Santa can grow complex. "How are we going to avoid confusing children?" asked one Santa at a typical training session. "We may tell them one thing after another Santa has told them something else." It was decided that the proper approach was to be cheerful yet vague.

All in all, a good Santa Claus is patient and never a nuisance. He's a man who never obstructs traffic and never eats or talks to his friends while on duty and, as we said before, he never, never leans on his chimney.

• •

A sad state of affairs is to be a clock watcher and have no clock to watch. This happened in a business office in Denver. A new partition was installed and, as a result, a young bookkeeper could no longer see the office time piece. It was a hazardous situation. Not knowing the hour, the young lady might have found herself working away long after closing.

A kindly management understood her plight and decided to remedy the situation. They did so in a most ingenuous way. They installed a periscope on her desk. By means of this device, she is now able to leave promptly on the dot of five.

• •

The receiving of Christmas cards is one of the pleasanter aspects of the Holiday Season. They not only add a colorful decorative touch when displayed on the mantel but they are also a heart-warming reminder that one has not been forgotten during the course of the last 12 months.



"No, dear, I'm not going over 30—yes, honey, I'm watching out for the intersection—yes, my love, I'm watching the car ahead of me"

The *sending* of Christmas cards is sometimes quite a different matter. Lists have a tendency to grow longer and longer, involving more paper work and stamps. The address book, right there on the desk all year long, suddenly disappears. And then there is the problem of what to do about Cousin Harriet.

Last year, for example, she sent you a card and, for some unfortunate reason, she had been dropped from your list. Being a little hurt, she will omit you this Christmas. However, on the receipt of your card she will undoubtedly feel badly and the following season she will try and make up for it by sending you another card. This sort of thing can go on indefinitely.

Who started all this in the first place? We're not sure about other countries but in America it all began with Louis Prang, a lithographer and publisher of Roxbury, Massachusetts. He printed the first greeting cards back in 1875.

Today, over 90,000 tons of paper are used annually for greeting cards by about three hundred manufacturers. One company alone produces four million greeting cards each day. Last year the approximate number of greeting cards produced was five billion—half of which were Christmas cards.

So get out the address book. This year you must send a card to Cousin Harriet.

• •

"What gift should she take to the folks back home?" Pondering this not unusual problem the young lady in question decided to give them a telephone. So far this incident might be taken directly out of an ad for the new Princess phone. But such was not the case. The year was 1879 and the young lady was Princess Likelike who was visiting in San Francisco.

She had read an advertisement concerning the "Bell talking telephone" which was on exhibit there. This, she decided, was a most amusing toy and ideal for her brother, King Kalalaua. She ordered a set of the instruments to be made up in birdseye maple.

That, according to the story, is how the telephone came to Hawaii shortly after its invention. The king had wires strung between the royal palace and his boat house where he and his friends spent many of their evenings. These telephones may be seen today in the Islands' Bishop Museum.

• •

Telephone people have been concerned with "public relations" ever since Mr. Watson brought on the wrath of his landlady by helping Alexander Graham Bell with his sometimes loud experiments on the telephone.

Good public relations have been growing since Bell's device caught the eye of the Emperor of Brazil.

Here are some of the hints given repairmen of the old Chicago Telephone Company 50 years ago.

Put up a "good front."

Close the door when you go out, not forgetting to shut the front gate.

Be courteous and polite, and don't forget to hand out a little "Jolly" occasionally. It doesn't hurt anybody's feelings to be jollied a little.

Treat everybody as you like to be treated, not forgetting your horse; if you want to know the horse's side of it, just take off your coat and hat some zero day, hitch yourself to the same post with your belt, and stand there about two hours. Hereafter, don't forget his blanket.

"'Twas The Night Before"



THE popular and traditional music of Christmas will be presented in "'Twas the Night Before," on the Bell Telephone Hour over NBC-TV, Friday, December 23, at 9 PM, EST (8 PM, CST; 7 PM, MST; 9 PM, PST). The hour-long colorcast will be devoted to Christmas songs and carols and a ballet of the winter season. Maureen O'Hara will be the hostess. Featured will be Rise Stevens, John Raitt, the Colum-

bus Boychoir, the American Ballet Theatre and Donald Voorhees and the Bell Telephone Orchestra.

The program will also present modern American popular songs about Christmas. With the growth of the popular song in America in the 19th Century, Christmas became a favorite seasonal subject for composers and lyricists. Some American Christmas songs are already popular classics.

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