

CALIFORNIA  
*General* NEWS



GENERAL TELEPHONE COMPANY  
OF CALIFORNIA

OCTOBER 1957



Steps To The Sky

See Page Eight



## **SILVER DIAL PARTY DUE NOVEMBER 15**

IF YOU'RE A TELEPHONE VETERAN with 25 years or more of service with our company (as of December 31 of this year) — either active or retired — then you're in store for the time of your life!

In just a few weeks — on the evening of November 15 — you'll be greeted, feted, and treated at a special party designed *especially* for you, your husband or wife and all our other senior employees who enjoy exclusive membership in the Silver Dial Club. For this is the night of the 4th Annual Silver Dial Dinner-Dance, the biggest single honorary event on General Telephone's social calendar.

To be held in the Embassy Room at the Ambassador Hotel in Los Angeles, starting at 6 p.m., the event is expected to draw nearly 600 Silver Dialers and their spouses. Arrangements have been made to create an exciting and unforgettable evening — a delicious dinner, gifts, fast-paced professional entertainment, audience participation, lots of smooth dance music, and a bevy of lovely General Telephone hostesses.

*The reason for all this?*

It's just the company's way of saying a heartfelt "Thanks!" to all our veteran employees for their quarter-century or more of loyal service.

Invitations have already been sent out to all Silver Dial Club members. If you've received yours, be sure to return the card right away — don't run the risk of putting it off until it's too late. All cards should be in no later than October 31.

So — don't forget to remember:

**See You At The Silver Dial Party!**



**TO ENTERTAIN** — Part of the top professional entertainment at the Silver Dial Party will be provided by "The Ladykillers," who are prepared to show Silver Dialers why the "90's" were gay.

A

## *Word of Introduction---*

In view of our company's recent filing for a rate increase with the California Public Utilities Commission, it is essential that we, as representatives of our company to the public, have an understanding of the P.U.C., how it operates, and why. Do you know why a public utility is a unique business — and why it is considered necessary to have regulation such as the P.U.C. provides? Do you know the reason for a rate increase, or the steps that must be taken prior to filing for such an increase? The following article will answer these questions, and provides the answers for others which you may have — or which you may be asked.



There's a  
reason  
for

# REGULATION

By A. M. Hart  
Secretary and Attorney



**H**ow many of you know why some businesses are classified as "public utilities" and others aren't? Or why and how the government regulates a public utility? Do you know how our rates for the telephone service that we offer are regulated? Probably most of us have a general understanding of the kind of business that we work for, but the true story of public utility regulation is interesting enough for anyone connected with such a business to want to know the answers to the above questions and others. This article will attempt to give you some background on just what a public utility is and how it differs from other businesses, how the government regulates our business through the Public Utilities Commission, and how our company works with the Commission in giving the public the service to which they are entitled at reasonable prices.

To understand why the utilities are regulated, it is first necessary to understand how a utility is different from any other business. Just what is a utility? Most of us can give examples, such as the gas, telegraph, power, railroad and telephone industries, but why is it that they are regulated as to rates and service while the owner of the grocery store down the street can sell to whom-ever he pleases and at whatever price he can get for his goods?

### It Began After The Civil War

A little history will give us the answer. Back in the period following the Civil War, the wheat and corn farmers of the Middle West were dependent on the owners of grain elevators to store and mill their goods before they could be shipped to the markets in the big cities. Since the mills and elevators cost

a lot of money, they were few and far between. But the farmers had to use their services. If they didn't, the products would spoil and the farmer didn't have enough money to build his own elevator. So this absence of competition among the grain elevator operators created a situation where they could charge almost any price they wanted for their service. In other words, they had a monopoly.

The Illinois State Legislature, to protect the farmers, passed a law regulating the rates which could be charged to the farmers, and immediately the elevator operators attacked the law as being unconstitutional because the Legislature didn't fix the rates of other businesses. The result was a decision by the Supreme Court of the United States which decided that where a business performs a very necessary public service in the absence of competition, the business was subject to the control of government. The important point to remember is that these businesses were not the type that could be regulated by the normal pressures of competition. They were "natural monopolies" and it took vast amounts of money to even get the business operating. As a result of the decision, the state legislatures started regulating the rates of such businesses as the railroad, telegraph, water and gas companies, and when the telephone business became active, it too was regulated.

### New York Had First Commission

As conditions change in our country, it may be that the courts will decide that other businesses are charged with a public interest and subject to regulation by law, or perhaps a business presently considered a "public utility" will leave that classification. At first the legislatures set the rates, but as the utilities grew and became more complex, the task of fixing rates and insuring an adequate standard of service was turned over to a "commission." The first one was formed in New York in 1907 and soon all the other states began to follow suit.

Today, almost every state in the Union has a "commission," known by one name or another. Thus, this discussion of the events that took place from the wheat farms of Illinois to the present should give you a fairly good idea of what a public utility is and why they

must be regulated. The next question is how much regulation is necessary.

If you were to go into the grocery business, you could charge whatever prices you thought the traffic would bear, you could refuse to serve people for any reason you saw fit, and you could work whenever you pleased, always subject, however, to the possibility that your customers might take their business elsewhere if they didn't like the way you treated them.

The public utilities don't have such freedoms. The "commissions" we discussed earlier tell them that they must offer service to everyone who applies for it, subject to certain limitations, and their customers must all be charged the same rate for service when furnished under the same set of conditions, and that the quality of service must reach an acceptable standard. But in exchange for these restrictions, the utilities are given an advantage that the grocery store owner or other nonregulated businessmen don't have. It is the advantage of operating, by the special consent of the government, in a given community or area, free from competition by the same type of utility.

### Competition Not Always Healthy

Please note that while competition is healthy for a nonregulated business from the public's viewpoint, it would not be so for a regulated business. That would mean at least two sets of railroad tracks down the center of the street, or two telephones on each desk with separate pole lines to serve them, and so on. Of all the utilities the telephone company in particular is a natural monopoly.

The "Commission's" regulation of utilities covers three general areas—the regulation of service, the regulation of rates, and a third area that can be called miscellaneous. Although regulation is similar throughout the country, the following discussion will be limited to how the Public Utilities Commission of the State of California (P. U. C.) regulates utilities operating in California, and more particularly, the telephone industry and the General Telephone Company of California.

If a dispute arises in a baseball game, the umpire settles the dispute. The umpire weighs all the facts and then reaches what he thinks is the best answer. The teams are bound by the de-

cision except in a rare situation where an appeal can be made to the Commissioner of the League.

### The P.U.C. Is Like An Umpire

In a sense, the P.U.C. is like an umpire. It approves of certain rules submitted by the utilities, and expects the utilities and the consuming public to abide by them. If they don't, the P.U.C. weighs the facts and decides who is right. These decisions, like the decisions of an umpire, are final except in the rare instance when one of the parties claims the decision is confiscatory of property, in which case a court of law may be resorted to. Of course, a baseball game has only one or two umpires to view the facts and make a decision, while the P.U.C. requires a large administrative organization because of the much greater complexity of the utilities business.

The P.U.C. is headed by five Commissioners appointed by the Governor for a term of six years. Below them, more than 500 people are employed in such divisions as Administrative, Legal, Transportation (handling the regulation of railroads, motor carriers, etc.), Division of Examiners (the Examiners are like fact finders who report to the Commissioners), the Utilities Finance and Accounts Division (to be briefly discussed later), and the division that most concerns us as telephone employees, the Utilities Division. This latter division is further broken down into eight sections, each headed by an engineer, and specializing in a particular phase of the Utilities Division's work. The section which our company most often works with is the Telephone and Telegraph Section.

### What Are "Tariffs"?

It was mentioned earlier that the P.U.C. regulates the standard of service our company and other utilities must maintain with its customers. To govern the conditions under which it will sell telephone service, our company has what is known as "tariffs." These are written conditions and rules stating the terms under which we will deal with the customer. They consist of two volumes, and include, among other things, such items as the rates we charge for all the different types of service, the degree of liability the company will assume

**WHAT**

*is a public utility?*

**WHY**

*are we regulated?*

**WHO**

*makes up the P.U.C.?*

**HOW**

*do we work together?*

**WHERE**

*do the Commissions operate?*

## There's A Reason For Regulation

(Continued)

in the event there is a failure of service, the manner in which we will accept listings in our telephone directories, whether foreign attachments are permitted on the equipment we install, and a host of other rules and regulations and conditions under which we will give service to our customers.

The tariffs attempt to cover all the situations in which we and our customers may become involved. The rate group of General Commercial drafts the tariffs, sometimes with the assistance of our Legal Department, and they are then sent to the P.U.C. for approval. The P.U.C. carefully analyzes them to be sure they are fair to both the customer and the company. Once they are approved by the P.U.C., they become as a matter of law, a part of every contract that our customers have with us. For example, if a customer doesn't pay a telephone bill, we can look to the tariffs to tell us what procedure to go through before we can discontinue his service.

It would be impossible to cover every factual situation which might arise between the customer and our company by written tariffs. In some areas, the company has business practices and policies based on our interpretation of the tariffs which have developed in our dealings with the public.

### Customer Sometimes Unhappy

Unfortunately, the customer will occasionally not be happy with the decision we reach, and will want to do something about it. What does he do?

Suppose you receive a phone bill which you claim charges you for calls you did not make. You have attempted to explain this to the service representative at the Commercial Office but she states that our records show the bill is correct. You then ask for an itemized statement of charges and upon receiving it, claim that you were charged for calls you don't make. Our company then states that a third party may have made calls from your phone that you did not know about, but for which you are responsible. You are still not satisfied. Under Rule and Regulation No. 12 of our tariffs, you may deposit the amount claimed to be due with the P.U.C. and

avail yourself of the "informal complaint" procedure.

Informal complaints are filed in such disputes as unfiled applications for service, collection treatment, location of company plant, directory matters, etc. The P.U.C. then makes an independent investigation. Among other things, it contacts the company and asks for our interpretation of the incident.

### Informal and Formal Complaints

In this situation, or in any situation where an "informal" complaint is filed by the customer, our customer relations and directory group in General Commercial will answer the "informal" complaint giving our side of the story. The P.U.C. will then answer the customer on the basis of all the facts that it has been able to determine. But what if you are still dissatisfied? You may then file a "formal" complaint, requesting a hearing before a representative of the P.U.C. in a manner similar to a civil proceeding in a court of law. At the hearing you may be represented by counsel, and have an opportunity to present witnesses and cross-examine the company representatives. The company, of course, may do the same. These proceedings involving a "formal" complaint by a customer occur infrequently and are handled by our Legal Department. The decision of the P.U.C. is final and the losing party must abide by it. These formal complaints have established another set of rules by which our company deals with its customers and reflects the high standard of service that we must give our subscribers. They also protect the company against abuses of service by the subscriber. To maintain the balance between the two, the P.U.C., as we have pointed out, acts as the umpire.

### P.U.C. Is For Better Service

In addition to seeing that the standard of service is satisfactory, the P.U.C. is always anxious to approve ways in which the public can get better service. Thus, if the company, at the request of individual subscribers or on its own initiative, tried to work out a method whereby the public would have extended service in a certain area, the company would file an application with the P.U.C. requesting a hearing. The communities involved would all have an

opportunity to be heard, expressing their approval or disapproval, and the P.U.C. would then weigh all the facts and determine whether such action would be in the public interest.

We mentioned earlier how the grocery store owner could charge whatever price he thought the traffic would bear, consistent with the competitive pressures of other nearby store owners. If his store were located in a wealthy neighborhood, he might charge much more than other store owners farther down the street. The same is not true of utilities. They must charge whatever rates are approved by the P.U.C., whether the subscriber be rich or poor. So the second great responsibility of the P.U.C. is to regulate rates, and the revenues derived from those rates are the lifeblood of a utility.

### How High The Rates?

The rates must not be set so high that telephone service becomes a luxury and yet they cannot be set so low that investors will not want to invest money in the company to allow it to grow. The P.U.C. attempts to set rates sufficient to allow the utility to pay all of its expenses, such as wages, taxes, maintenance costs, etc., and yield a fair return to the shareholders. But the P.U.C. does not "guarantee" that the company will earn a profit. That depends upon the company itself and the efficiency of its operations, among other things.

Suppose you were the president of a telephone company and the costs of running the business had been increasing because of inflation, and you wanted the rates raised. What would you do? While requests for a change in the rate structure, either upward or downward, can come from the subscribers or the municipalities or even the P.U.C. itself, it most frequently will come from the utility when it feels an increase is necessary. Thus, the first thing you would do would be to file an application with the P.U.C. requesting the rate increase, and outlining in detail the reasons why it is necessary.

### When Is Profit Reasonable?

Once the application is filed, the interesting problems arise. We mentioned earlier that the company was entitled to a reasonable profit. But on what? And when is it reasonable? How does the P.U.C. find the answers to these ques-

tions? The P.U.C., and all other regulatory commissions throughout the country, state that the utility is entitled to a fair rate of return on its investment in telephone plant which is used and useful in rendering service.

In other words, the P.U.C. will take the value of the utility's plant investment (called the "rate base"), and then will determine the allowable net income related to the rate base. This relationship, expressed in percentage form, is known as "rate of return."

Not all property owned by the utility can be included in the rate base. Only that property which is used by the utility in the performance of its public service can be so included. The P.U.C. then sets rates which will produce sufficient dollars to cover all operating costs, taxes and yield a reasonable rate of return to the utility.

### Rates Get Careful Study

The foregoing has been a simplified discussion of some of the principles involved in determining rates. We must remember that many months of study and preparation are necessary by the utility prior to the filing of the application and often a like amount of time will be spent after the filing by both the utility and the P.U.C.

At the public hearing to determine whether to grant the adjustment, company officials testify as to the utility's investment, its actual and requested earnings, its revenues and operating costs. These witnesses may be cross-examined. The public representatives may request to be heard. Engineers and accountants who have been assigned by the Commission to make a thorough

study of the company's operations may testify. All the testimony and exhibits filed by the interested parties then become a part of the record upon which the final decision is reached.

When a decision is reached by the P.U.C., the utility, if dissatisfied, can appeal to a court of law (though this rarely happens in our State) on the ground that the rates established would result in the confiscation of its property, and thus would be unconstitutional.

### Stocks, Bonds Controlled, Too

The third main function of the P.U.C. is classified under the general heading of "miscellaneous" and we'll only briefly touch on these functions since they partially overlap with the regulation of service and rates. The P.U.C. must regulate the issuance of securities by the utility. If the utility wants to obtain money for construction of additional plant by the issuance of bonds or stock, it must first get authority from the P.U.C. to issue the securities and approval of the terms and conditions of the issue. The reason for this type of regulation is to insure that the utility is keeping strong credit-wise and is not borrowing money beyond its means and that its security structure is well-balanced and supported by sound property values.

The Treasury Department of our company watches closely the need for additional funds, and as money is needed, brings this to the attention of our top executives who make the final decision to go into the money market. The Legal Department drafts the applications which are filed before the P.U.C.

The P.U.C. also regulates sales, mergers, and transfers of utility property. Thus, if our company wanted to dispose of some property which was no longer useful to it, it would have to receive the permission of the P.U.C. before the sale could be completed. Again, the Legal Department of our company would take care of this.

The reason for this type of regulation is to make certain that a fair price is being received for the property and that disposal of the property will not interfere with the quality of service being given by the utility.

Finally, the P.U.C. keeps a close tab on financial conditions of the utility by requiring regular accounting reports, and by requiring that the utilities adopt a Commission-approved uniform system of accounting. The reason for this type of regulation is obvious, since the P.U.C. must pass on so many financial matters involving the utilities.

### Results of Regulation

In closing, it should be stated that utility regulation has been very successful in the United States, and particularly so in California. In Russia the utilities are owned by the government. In many other countries, utilities are run by the government. In the U.S. our system of free enterprise with government regulation has proved to be much more satisfactory, as witnessed by the fact that utility service in our country is the best in the world, not only in terms of the quality of the service, but also in terms of the price paid for it, and the number of people who use it.

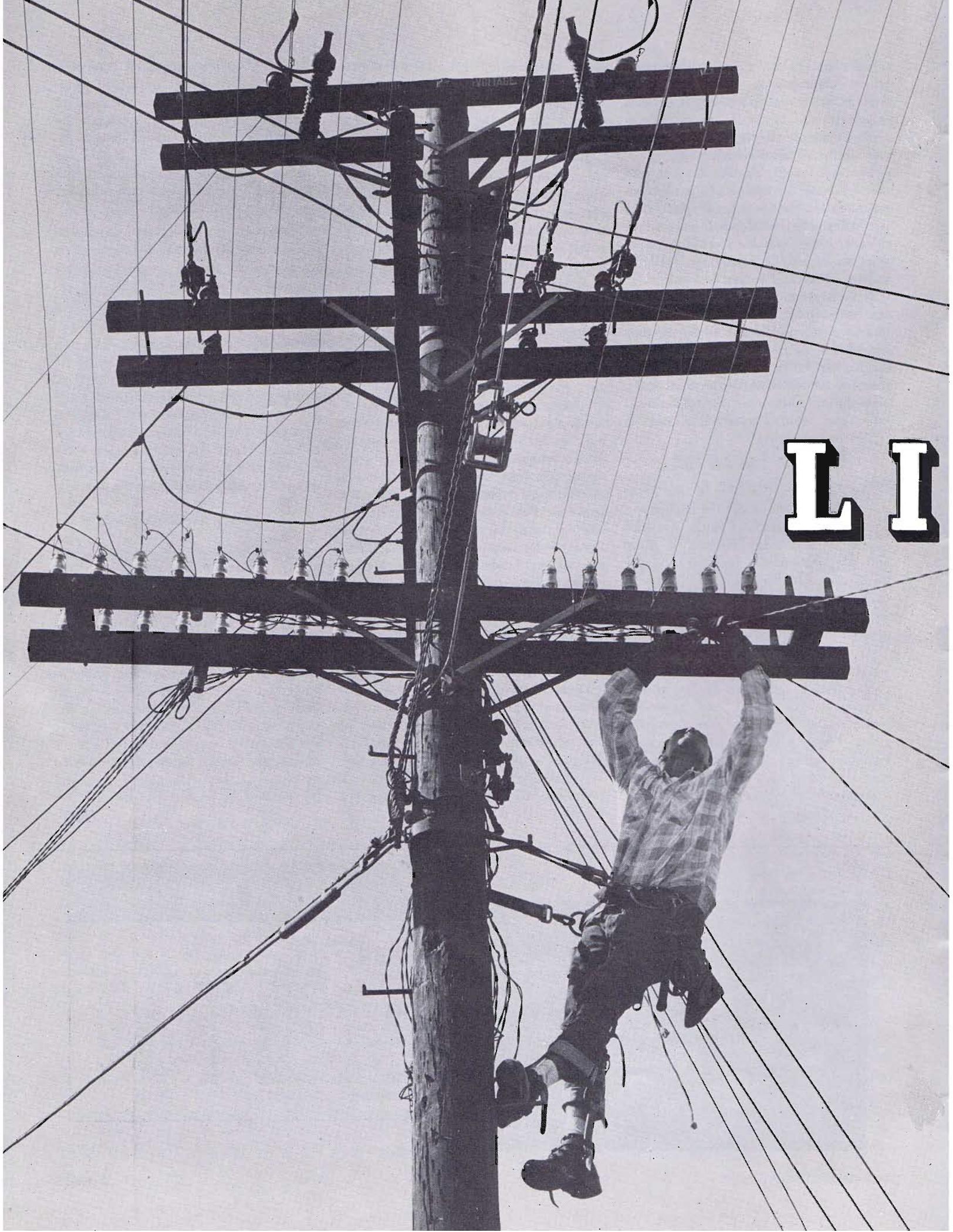
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**"The demands of the service  
or the importance of the job  
are never so great that we cannot  
take time to do the job safely."**

## Safety Contest Standings

As of August 30, 1957

Division	Adjusted Hours of Exposure	Lost Time Accidents	Net Accident Rate	Contest Standing
Central .....	370,987	0	0	1
San Joaquin .....	15,043	0	0	2
Eastern .....	528,386	3	7.57	3
Western .....	582,247	4	13.74	4
Northern .....	188,855	2	15.89	5
Southern .....	289,717	3	17.26	6
General Office .....	171,238	2	23.36	7
<b>Total Company .....</b>	<b>2,146,473</b>	<b>14</b>	<b>6.52</b>	



**LI**

One of the telephone industry's most interesting jobs is that of the lineman. He's the Tarzan of General, for he climbs up and down poles with the ease of a chimpanzee. He rises above mere earth creatures with steps or climbers, and, laden with equipment hanging from practically every available space on his person, he begins work. Sometimes his job takes him to the ground, but he's happiest when he is high above and

headed for the clouds. The situations portrayed here by William B. Moore would not ordinarily be encountered in one day, but he will meet most of them at one time or another. Therefore, to present a comprehensive picture of the lineman's work, General Plant, at the request of General News, arranged to have Bill Moore work on several different work crews one day recently. These pictures tell the story.

*Photographs By George Strock*

# LINEMAN



Opposite page, with foot on pole step and supported by his safety belt, Lineman Bill Moore works high aloft rearranging some service drops. Above, one of his daily duties before leaving Santa Monica storeyard each day is to fill the crew's water jug. Right, Bill has scenic vista in Palms area as he works on pole. Tom Kissane stands by below.

*"There's one word to describe how I feel up there — great."*





Bill inspects the all-important lifeline of the lineman — the climber (left). Note the sharp, lethal looking gaff. This is the portion of climber that the lineman digs into the pole as he makes his way upward. Above, Bill straps on climbers just prior to ascending a pole.

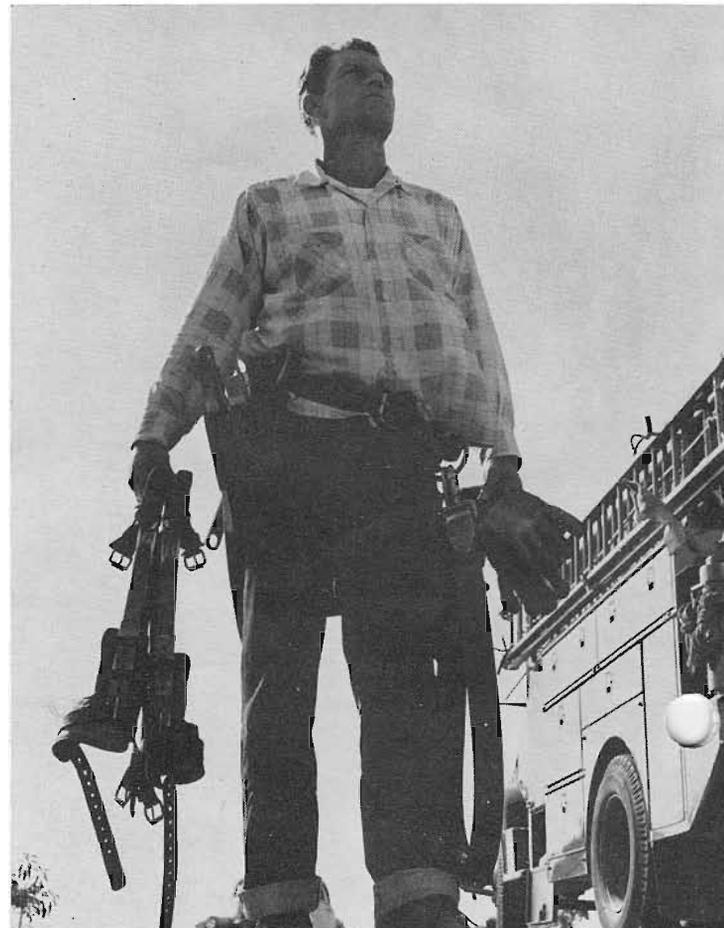
*“You never walk between poles with climbers on. Off they come the minute you hit ground.”*

## The Strange and Varied Gear of the Lineman Plays a Major Role in His Job



The lineman as seen fore and aft. At right, Bill prepares to ascend a pole laden with equipment hanging from his body belt. Rear view, above, shows that equipment literally surrounds the lineman on all sides as he works aloft.

*“Heavy? Perhaps. Having safety tools at hand may be a load on my waist, but it’s a load off my mind!”*





*"This is only some of the equipment and tools I use — there's more."*

Bill stands surrounded by the strange and varied gear of the lineman. At top of picture, from left: Bill holds lineman's test set, wears tool belt with safety strap attached, in left hand he holds climbers. On ground at right is steel fish tape used for pulling underground cable or wire.

First row below Bill, from left: manhole cover hook, heavy strand grip, snatch block, two wrenches, light strand grip with safety chain,

bolt cutters, cable cutters, manhole pump, lineman's slack blocks, 1½ ton Coffing hoist.

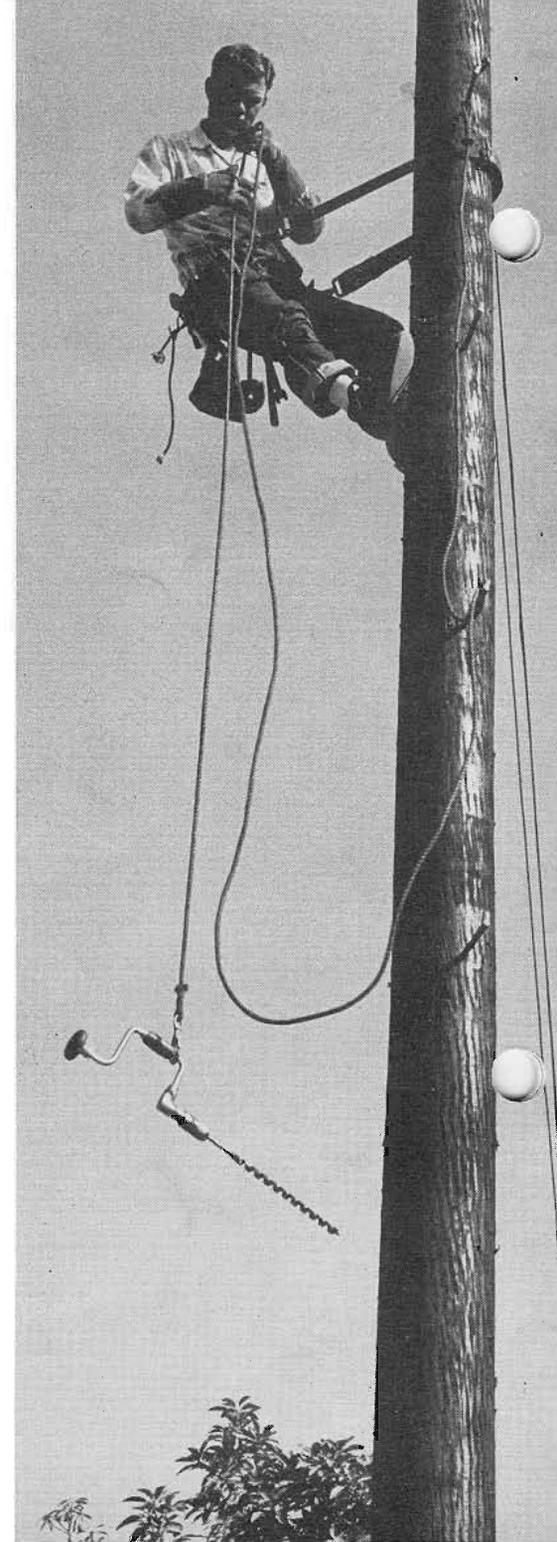
Second row, from left: Three-volume construction-maintenance practices, first aid kit, canvas bucket, Nico press tool, two bits and brace. Below is two-man saw.

Third row, from left: Safety goggles and case, rubber gloves with leather coverings and canvas case, shackle and sheave, traffic cone.



Bill attends "tailboard conference," above, as foreman briefs Bel Air crew on special problems prior to start of job. From left: Bob Edwards, John Young, Bill, Crew Foreman Vince Benda, Lloyd Pritchett.

*"These conferences give us an over-all view of the job."*



Raising a brace and bit by rope, above, Bill prepares to bore holes for installation of side-arm on pole. Left, he and John Young secure sidearm to the pole.

*"It takes teamwork to do our work."*

**A 'Tailboard Conference'  
Off On a**



An important step — placing warning signs before starting the job. Below, on Coast Highway near Malibu, Bill helps crew load trailer to truck after placing underground cable.

*“All precautions are essential when you work in traffic.”*



## ference' Starts Him Easy Working Day



A worm's-eye view of lineman is seen above as Bill climbs a pole. Below, following a debate on a work practice near Malibu, Bill's foreman, Bruce Messer, sends him to truck to consult construction and maintenance practices handbook.

*“You can learn something new every day in this work.”*



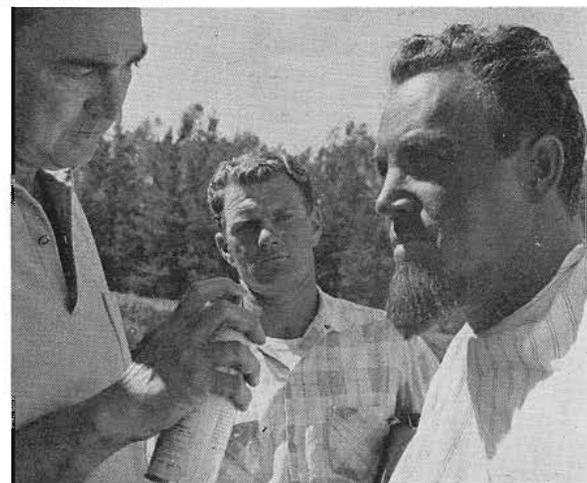
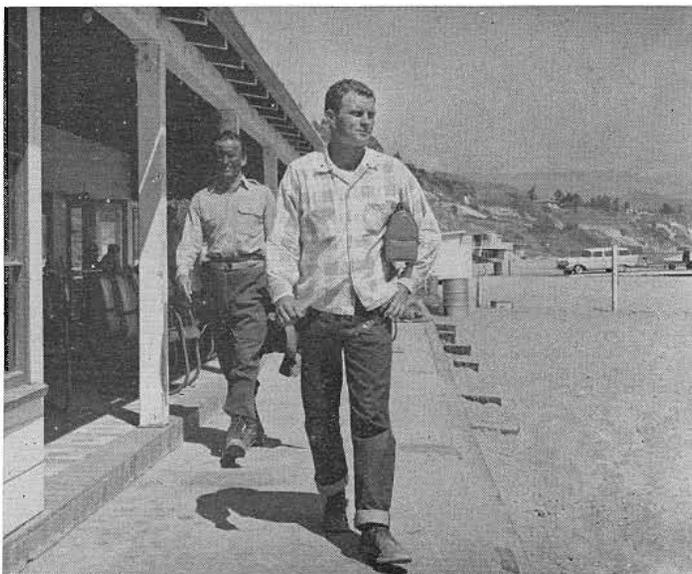


Near Paradise Cove, Bill helps digging crew as they prepare to set pole at left. Below, he wields a shovel to dig hillside anchor hole for the pole. However, most earth boring work is done by machines.

*"Sometimes you have to rely on hand-power."*

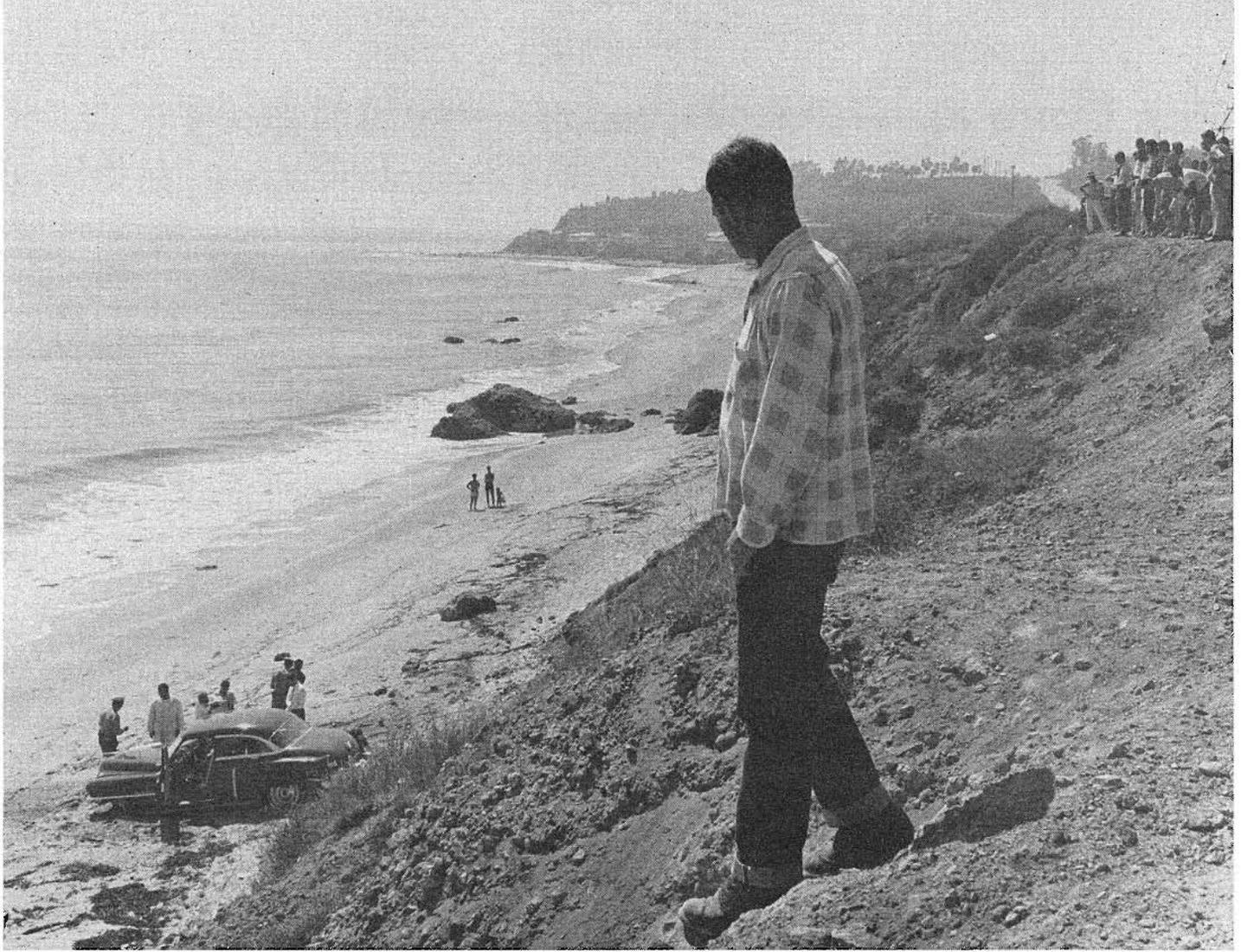


## He Finds Reel



During lunch hour, Bill walks ocean boardwalk at Paradise Cove, left, oblivious to actor in English Commando uniform behind him. Television film company was on location nearby. Above, Bill kibitzes as make-up man Armand Welman applies false beard to actor Max Cutler for "Navy Log" film.

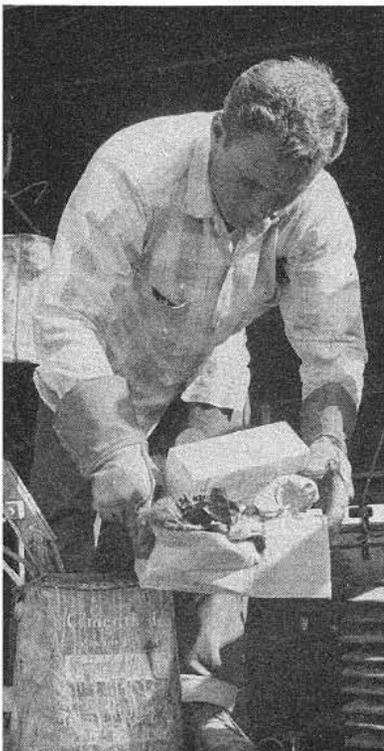
*"We find some unusual situations during a normal work day."*



Returning to the Santa Monica storeyard, Bill meets real life drama. An automobile, out of control, rolled off the highway landing upright on beach. Driver was killed.

## Glamour and Real Tragedy

*"You've got to keep your safety guard up every minute."*



Back at storeyard at end of day, Bill helps clean truck of refuse to get it in order for any emergency which may arise during night. This is only one example of Plant's daily effort to do its part in the "Clean Community" campaign. Right, Bill poses with his regular work crew. From left: Richard Young, Lee Eisher, Crew Foreman Bruce Messer, Al Lehman, Bill Moore and Jim Stembridge.

*"I love this work — it has a challenge that brings out the best in a man."*

**END**



## Von Hake New Personnel Head; Rahdert Named Chief Engineer

Carl Von Hake, former chief engineer, has been appointed to the position of director of personnel. He replaces M. C. Strittmatter, who resigned to assume a similar position with a construction firm in San Francisco.

The new chief engineer is F. C. Rahdert, who previously held the position of general plant engineer. H. O. Patrick, former Western Division plant engineer, has been named the new general plant engineer.



Von Hake

Von Hake brings to his new assignment a wealth of knowledge concerning telephone problems and personnel relationships, drawn from over thirty years of service in various key offices and departments throughout our company. He started his telephone career as an installer with the Santa Monica Bay Telephone Company in 1923. Rising rapidly through the ranks, he became district manager in the San Joaquin branch in 1938, commercial manager in Santa Monica in 1942, district manager in Pomona in 1947, General Plant superintendent in 1952, and chief engineer in 1953.

A native of Anaconda, Montana, Von Hake attended grammar school and high school in Salt Lake City, Utah, and now resides with his family in West Los Angeles.

Fredrick C. Rahdert was born in Fort Wayne, Indiana, and received his elementary and high school training there. He later attended the University of Indiana. Rahdert began his career with General as an administrative clerk in the Commercial Department in 1947. Prior to his latest promotion, he held various positions in General Engineering. Rahdert is a resident of Santa Monica.

M. C. Strittmatter, former director of personnel, leaves behind a host of good friends and associates in Southern California. He has headed the Personnel Department since he joined our company in 1953. He will assume his new position on November 1 in San Francisco, where he and Mrs. Strittmatter will make their home.

## Dinner, Luncheon to Name Safety Contest Victors

A major dinner and a luncheon will mark the climax this month of the recent Safety Quiz and Operation Acci-Free contests.

An evening dinner, attended by top company executives, will be held at the Hotel Miramar in Santa Monica on October 25. The dinner will honor the 11 highest ranking task force captains, who will be accompanied by their wives.

On October 24, a luncheon honoring the grand prize winner of the Safety Quiz contest, E. A. Warner, Covina wire chief foreman, will be held in Pomona with top company officials attending.

## NEW STOCK PURCHASE PLAN TO BE OFFERED EMPLOYEES

A new Employees' Stock Purchase Plan will be offered to System employees soon.

A registration statement was filed with the Securities and Exchange Commission this month covering the common stock of the General Telephone Corporation to be offered under the Employees' Stock Plan.

A prospectus, containing an explanation of the Plan, a letter from the President, Donald C. Power, and an election to purchase form, will be mailed to all eligible employees on October 31, 1957.

Eligibility of participants is explained in Section 1 of the purchase plan:

"Any person who, on October 31, 1957 is an employee of General Telephone Corporation or its majority owned North American subsidiaries (including indirect subsidiaries), is eligible to purchase shares of common stock of the Corporation provided he has had at least three months net credited service on October 31, 1957, as shown by the payroll records. Any officer or employee of the Corporation and subsidiaries who has been granted a restricted stock option under the Restricted Stock Option Plan will not be eligible to participate in this plan."

## Gordon Orelli Promoted to Top Position in New York

Gordon Orelli, former equipment maintenance engineer, senior supervising, has been promoted to the position of electronic and development engineer for the General Telephone Service Corporation in New York City.

In his new assignment, Orelli will be a member of the operations department, and will report to Frank D. Reese, engineering director, according to Donald C. Power, president of General Telephone Corporation.

Joining General in 1947 as chief switchman in Long Beach, Orelli progressed rapidly, and in 1948 was promoted to the position of engineer and transferred to General Office, later becoming circuit engineer and equipment maintenance engineer, senior supervising.

Orelli assumed his new position October 16 in New York City, where he and his family will make their home.

## Ray Sheehan New S.C. Veep; Janesick Succeeds

Raymond Sheehan has been selected for the position of vice president of General Telephone Company of the Southeast as well as division manager of that company's operations in South Carolina with headquarters at Sumter. He will assume his new position on November 1.

Sheehan came to Lindsay from Pomona in 1953 to assume the manager-ship of the San Joaquin Division.

George Janesick, who is now installation and repair supervisor in our company's Southern Division, will replace Raymond Sheehan as division manager of our San Joaquin Division.

# Drive to Slash North Instrument Surplus is Underway in Company

A full scale company drive is now underway to reduce a large surplus of black North Electric telephone instruments. Plant and Commercial personnel are concentrating on installing these sets, all in top working condition, in all cases in which the North instrument can be used.

This problem was re-emphasized in a recent meeting of representatives from Plant, Commercial and Engineering Departments with Dean M. Barnes, operating vice president. It was pointed out that while the company has a large supply of telephones in stock, the supply of new Automatic Electric Type 80 instruments is rapidly dwindling. This is due to greater public demand for the new design of the Type 80 set.

"Rather than order more Type 80's at this time," Barnes stated, "we must meet customer needs by fully utilizing the surplus instruments we have on hand whenever it is possible to do so."

This oversupply of North Electric instruments and undersupply of Type 80's has been caused largely by our willingness in the past to install the Type 80 whenever the customer indicated such a preference. In many of these cases the North instrument could have been used just as well.

The choice of instrument for an installation is determined primarily by transmission requirements, Barnes explained. The Automatic Type 80 can suffice for almost any regular installation, from a transmission standpoint. The North Electric instrument, due to different transmission design, is suitable for many, but not all, installations.

"Instead of using the Type 80 for any and all installations," he continued, "we must use it *only* where the North cannot be used. The North instrument will then be installed wherever it can meet transmission requirements. Thus the North will be used in the majority of our regular installations."

Barnes pointed out that, in addition to the instruments in the storeroom, the company has about 500,000 black North Electric instruments currently in operation. Because of our high station turnover, these sets will come out of service and rapidly accumulate on our shelves unless we make every effort to use them. "Although some of our customers may indicate their preference for the newer Type 80 set, it should be pointed out to

them that the North Electric set is presently the standard instrument for the majority of our installations," he said.

"We would certainly like to meet every customer request in supplying instrument models," Barnes stated, "but it's economically impractical. We can't discard thousands of clean, efficient instruments simply because they've become 'last year's models,' then turn around and buy thousands more of the latest design. Since telephone instruments are built to give many years of useful service, we must make use of those we have on hand for as long as they are serviceable.

"And although the North Electric instruments we have in stock are not the latest style, they are still handsome sets. Our instrument shop personnel have taken great care to see that every instrument that is made available for service is new in appearance and in top working condition."

## General System Acquires Florida Peninsular Company

General Telephone Corporation announced last week that it has acquired control of the Peninsular Telephone Company, Tampa, Florida, through a stock exchange.

The exchange, in accordance with an offer sent by General to Peninsular's stockholders last June, resulted in 88% common and 76.14% preferred stock being exchanged as of August 9, according to Peninsular President Carl D. Brorein.

A feature article on the Peninsular company, the newest member of the General family, will appear in General News early next year.

## Engineering Football Game Scheduled for Canoga Park

The chips will be down on October 27 when the "slip-stick" boys of General Engineering square away for their second annual football game. Equipment

engineers will face engineers from the special studies and plant extension groups starting at 2 p.m. at the Canoga Park High School in Canoga Park.

Equipment will be trying to avenge their loss (6-0) in last year's game, but their opponents vow that they'll run 'em into the grass.

## Harvey Wins First Place Award for Story

A first place award for the best human interest story in a Pacific Coast industrial magazine was presented to Ben Harvey, employee communications coordinator, by the 1957 Pacific Coast Industrial Editors Association recently.



Harvey

Harvey received this award at the climax of the three-day meeting of the Pacific Coast Industrial Editor's Conference, October 8, 9, and 10, for his vivid and moving depiction of the

Malibu Fire and its effect on General Telephone employees who lived in the stricken area. The story, entitled "Twas the Night After Christmas," appeared in the January 1957 issue of the General News.

The winning story was written by Harvey while editor of the General News. He has since received a promotion to the position of employee communications coordinator, which entails the supervision and direction of all employee communications.

A native Californian, he attended Woodrow Wilson High School in Long Beach, later matriculating at USC and San Diego State College, where he received a B. A. degree with honors and distinction in journalism.

A veteran of World War II, Harvey enlisted in the Marine Corps in Los Angeles in 1943 and served over two years in the South Pacific seeing action in Okinawa and China. He received his honorable discharge in 1947.

Prior to joining General's staff as editor of the General News, he had extensive newspaper experience in Southern California.

Harvey resides in Canoga Park with his wife, Lou, and two sons, James 4, and David, 2.

# Kudner Agency To Handle All General System Advertising

**D**ONALD C. POWER, President of General Telephone, has announced the appointment of Kudner Agency, Inc., New York, to handle the System's advertising program.

One of the nation's largest advertising agencies, Kudner performs a wide variety of services for its clients, among which are such other leading companies as General Motors, Buick, Goodyear Tire & Rubber, Frigidaire, National Distillers, Fisher Body, Pan American World Airways and GMC Truck & Coach.

The wealth of experience of men in the Kudner copy, art, radio-television, research, public relations, media and production departments can all be brought to bear on any problem which the client decides to entrust to Kudner. Usually, Kudner's associations with clients penetrate deeper than do customary client-agency relations. Carrying out the philosophy of President Jim Ellis, its key men work directly with client managements as part of a joint agency-company team.

After a client presents his objectives, Kudner prepares ideas for dramatizing those objectives to the public the client wants to reach—its customers, suppliers, employees, or shareholders. The aim may be establishing a company's identity and reputation in the customers' minds, or selling a product, service, an idea.

General Motors, for example, currently is sponsoring a Kudner-prepared series of magazine advertisements depicting graphically the interdependence of small and large businesses. Clients also ask the agency to write and illustrate booklets and ads to help build good will in the communities where they operate, to improve customer relations, to inform the public of little known but especially worth-while company functions, to explain scientific or engineering advances made by a firm in language understandable to a layman, to help recruit technical talent,



*Judging from that smile,* Jim Ellis, President of Kudner Agency, Inc., General Telephone System's new advertising agency, is well pleased and happy with the news being relayed from the other end of the line by GTS President Donald C. Power.

to focus public attention on public service projects of importance to the firms, or to show their contributions to the nation's continued development and prosperity.

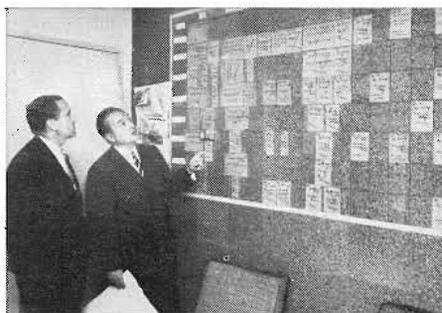
For such work Kudner people often have been innovators, pioneering in new techniques for explaining and selling, on radio, television, in newspapers or magazines, or in spectacular exhibits and stage shows such as General Motors' lavish auto and Diesel Engine expositions, and announcement programs for new model Buicks. For product identification, for example, Kudner conceived the "Sheer Look" phrase and "Sheer Look" girl to dramatize Frigidaire's new Sheer Look style for home appli-



*Kudner executives* spend much of their time in plants and offices of clients where they see and hear firsthand facts, figures and information that make for believable and effective ads, promotion and public relations. Taking off, above, in Kudner's Super Ventura are, (l. to r.) Paul Newman, Senior Vice President; Jim Ellis, President and William Griffin, Executive Vice President. Newman is Director of Kudner's art department and Griffin, Copy Chief, is top man on copy for GTS advertising.



*Kudner's Public Relations* men (left to right) Wilfred Weiss, Frank Armstrong, Vice President, Frank Harting and John Nanovic discuss dedication program of Automatic Electric's new plant at Northlake, Illinois.



*Jack Robinson*, Agency Production Director, discusses with Norton a typical ad schedule board used for one of Kudner's clients. Robinson is one of many "25-Year Employees" of the agency.



*Kudner's reference library* is one of the largest and most complete of its kind in the agency business. Librarian Margaret Lynch (seated) and Evelynne Saxe, assistant, discuss their part of the agency service with Norton.



**"We're in good company,"** George Norton, Director of Public Relations for General Telephone System, remarks as Kudner's Executive Vice President, Charles Hook, adds GTS' trademark logo to the agency's line-up of other clients, including General Motors Corporation, Aeroproducts, Allison Division, Buick, Detroit Diesel, Cleveland Diesel, Frigidaire, Fisher Body and GMC Truck & Coach Divisions of General Motors; Collins & Aikman; The Goodyear Tire & Rubber Company; National Distillers and Chemical Corporation; Pan American World Airways Cargo Division.



**"After consideration** of many top agencies, our executives feel confident in entrusting our future advertising program to the Kudner Agency," Donald C. Power, General Telephone System President, tells Ellis. "We're on the same team now."

ances, and designed the bust of a kindly elderly man to symbolize Old Grand-Dad whiskey.

Many of the people in General Telephone's new ad agency have been working together for a long time, even before it was established by Arthur Kudner in 1935. Jim Ellis, who became president after Kudner's death in 1944, has been in advertising nearly 40 years—all of that time as a copy writer or copy chief. Unlike most heads of leading advertising agencies, Ellis still often sits down at his own typewriter to develop especially demanding advertising plans and campaigns. In addition, he supervises and clears all important copy and other work for clients.



**General Telephone Directory Company's** Public Relations Director, Leeland Mast, discusses with Kudner Vice Presidents (left to right) Griffin, Millard and Newman, new copy, art and format ideas for this important phase of GTS operation.



**George Norton** discusses colored telephone development with Kudner's Charles Hook, Executive Vice President, J. W. Millard, Vice President and Account Manager on the General Telephone account, and Ellis, President, seated at right.



**Frank D. Reese**, Director of Engineering in GTS operations department, and FOUR secretaries—Jeannette Dugan, Margaret Inman, Director of Secretary Personnel, Mona Farrar and GTS' Electronic Secretary.



**Kudner's chief operator**, Helen McCollum, and Reese discuss the agency's switchboard setup and method of telephone service. Direct lines connect Kudner and General Telephone System executive offices.



**Kudner's Director of Research**, Richard Werner, discusses with Norton and Reese a chart on consumer usage of a client product. Research is one of advertising's most useful "tools of the trade."

# Promotions to MANAGEMENT



**Mary F. Hoornaert**  
Operator, Whittier, to  
supervising operator.



**Gladys M. Silvera**  
Operator, Santa Maria,  
to evening chief  
operator, Oxnard.



**E. C. Galipeau**  
Service representative,  
Whittier, to service  
representative super-  
visor.



**Beth Gottschalk**  
Operator, Santa  
Monica, to supervising  
operator.



**Dorothy Hoffman**  
Stenographer, General  
Traffic, to clerical  
supervisor.



**Mary A. Cannavan**  
Operator, Long Beach,  
to supervising  
operator.



**Kathryn N. Magness**  
Operator, West Los  
Angeles, to supervising  
operator.



**Jean E. Jenkins**  
Operator, West Los  
Angeles, to supervising  
operator.



**Peggy J. Goodwin**  
Operator, Santa  
Barbara, to  
supervising operator.



**William Coppinger**  
Assistant attorney,  
General Legal  
(employed 6-10-57).



**Jerus M. Schwartz**  
Accounting analyst,  
General Accounting  
(employed 8-16-57).



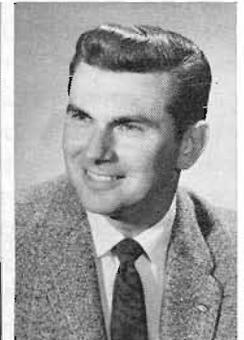
**Grace C. Peters**  
File clerk-equipment  
records, General  
Engineering, to  
clerical supervisor.



**Theresa Tsanavros**  
Tabulating machine  
attendant, Revenue  
Accounting, to revenue  
accounting supervisor.



**Robert H. Smith**  
Administrative clerk,  
General Engineering,  
to engineer-construc-  
tion program (B).



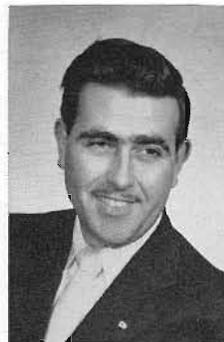
**Kenneth J. Klouzer**  
Commercial represen-  
tative, Santa Monica,  
to commercial represen-  
tative supervisor.



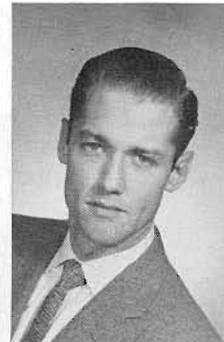
**Allen J. Row**  
Equipment installer,  
General Plant, to c.o.  
equipment installation  
foreman.



**Kathryn F. Bennett**  
General clerk jr.,  
Revenue Accounting,  
to revenue accounting  
supervisor.



**T. E. Darlington**  
Engineering assistant,  
General Engineering,  
to engineer-  
building (B).



**Glenn G. Hascall**  
Administrative clerk,  
General Engineering,  
to engineer-valuation  
(B).



**Thora I. Dunlap**  
Administrative clerk,  
General Personnel, to  
personnel records  
technician.



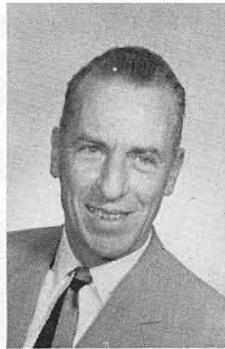
**Charles V. Salling**  
Commercial represen-  
tative, Pomona, to  
commercial technician,  
General Commercial.



**Margaret J. Stevens**  
Service representative, Santa Monica, to service representative supervisor.



**Richard M. Dziezic**  
Commercial representative, Santa Maria, to commercial office supervisor, Reedley.



**Glen F. McCrumb**  
Engineering analyst, Santa Monica, to accounting analyst, General Accounting.



**Wayne F. Dodge**  
Engineering assistant, Santa Monica, to switchroom foreman, West Los Angeles.



**Raymond E. Salter**  
Engineering fieldman, Santa Monica, to right of way agent, General Engineering.



**Donald L. Brendel**  
Administrative clerk, General Commercial, to commercial technician.



**John F. Quirke**  
Administrative clerk, General Commercial, to commercial technician (marketing & development).



**John A. Todd**  
Engineering assistant, General Traffic, to engineer-dial equipment (B), General Engineering.



**Georgia L. Moore**  
Service representative, Oxnard, to service representative supervisor, Santa Paula.



**Robert C. Johnston**  
Engineering fieldman, Santa Monica, to engineer-fundamental plans (B), General Engineering.



**Osa J. Grant, Jr.**  
Engineering assistant, equipment maintenance-technical, Long Beach, to engineer-equipment maintenance (B), General Engineering.

### Changes Within Management

- C. A. Edmondson**  
Engineer-transmission and protection (B), General Engineering, to engineer-transmission and protection (A).
- Carl W. King**  
C.O. equipment installation foreman, General Plant, to engineer-fundamental plans (A), General Engineering.
- Robert T. McQuillan**  
Crew foreman, Covina Plant, to station installation foreman.
- Hollis I. Moore**  
Commercial training instructor, Whittier Commercial, to commercial technician, General Commercial.
- Bronick Oakley**  
Commercial technician, General Commercial, to commercial assistant (sales).
- Robert L. Speakman**  
Installation instructor, General Plant, to plant assistant.
- Maurice G. Wallace**  
Switchroom foreman, Santa Monica Plant, to plant technician, General Plant.
- Donald E. Woods**  
Staff assistant, General Personnel, to data processing systems analyst, General Accounting.

### OUR FACE IS RED

The gremlins sure mixed up our "Promotions to Management" section last month. At least, the Editor would have you believe that, for here's what happened:

Phyllis Smith was incorrectly listed as a General Office employee. Actually, she's from Whittier Commercial, and was recently promoted from service representative to service representative supervisor.

Walter E. Malang's caption ran under Ralph Melang's picture. Walter E.'s picture will appear next month.

Dorcas M. Root, Long Beach, was listed as being promoted from a service representative to a service representative supervisor. Actually, she's a service representative supervisor.

Gordon W. Cole's picture appeared, but over Robert L. Cole's caption. Gordon was recently promoted from PBX man, Redondo, to wire chief foreman, Santa Monica.

Our apologies to those concerned.

## Long Beach Installer Rescues Woman From Fire

A Long Beach installer recently rescued a woman from a blazing apartment, then rescued her a second time after she became confused and ran back into the smoke filled room.

Keith E. Jones, 27, was working in an adjoining apartment when he saw smoke pouring from the woman's rooms. He opened her door and found the victim stumbling about in the dense smoke. After Jones helped her from the apartment, he went to the phone to call firemen and the woman ran back into the room.

Jones found her lying on the floor and carried her to safety once more.

The victim, Marjorie Allen, 36, escaped with minor burns on her left arm although she was partially overcome by smoke. She was treated at a nearby hospital.

The fire started in a davenport, which was destroyed, and was confined to Mrs. Allen's apartment.



"YOUR THREE MINUTES WERE UP HOURS AGO!"



Aerial view, above, shows magnitude of the new Ford Motor Company's Edsel plant in Whittier where the new automobile was assembled under close security guard prior to public showings.

## The Edsel Comes To Whittier

Photographs by Bill Brown, Downey Personnel Dept.

Central Division welcomed a new industry recently with the opening of the Edsel Division plant of the Ford Motor Company in Whittier.

Constructed on a 200-acre site with more than 30-acres of building floor area, the plant required a large Dial PBX installation. Our Plant personnel in Whittier did an efficient, coordinated job in bringing the enormous project to completion.

Jack Beckwith, representing Plant, Joe Lewis, Plant En-

gineering, and William Alexander, Commercial, coordinated on the assignment for almost a year. Estimated cost of plant facilities, including entrance and house cable, is over \$20,000. Cost of equipment and labor exceeds \$85,000.

The 400-line Dial PBX system has seven local and 50 foreign exchange trunk lines.

The new plant is capable of producing 175,000 new cars a year and is designed for a peak labor force of 3,100 persons.

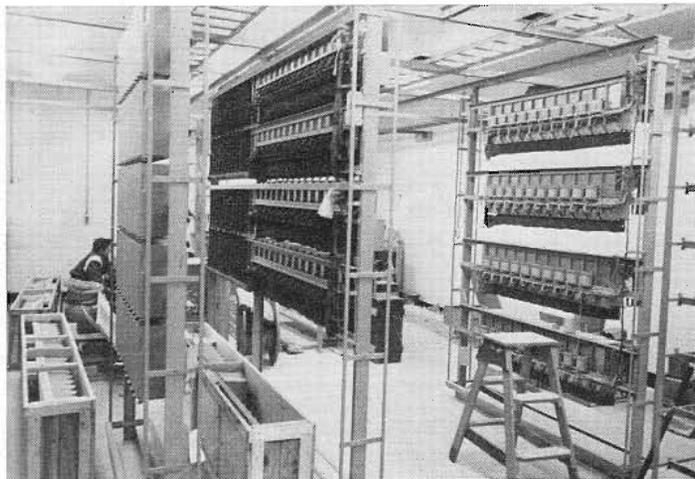
## Teamwork and Determination Accomplish

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The beginning of the dial PBX room at the Edsel plant shows a practically empty equipment room. Lone worker, right, unpacks crate of material.



Three days later definite progress is shown as installation of a second row of equipment takes form. Travis Hutchison is at left rear.





Enjoying a pause to refresh are Mr. and Mrs. Jim Swope.

Other departments were represented in the fun. Fred Brownell, General Plant, arrives with his children.



Carl Von Hake and family enjoy a leisurely moment after the picnic. Mr. Von Hake, former chief engineer, is now director of personnel.



Umpire Ed Powers, methods engineer, dives into a picnic lunch with his family before facing the rigors of the game.



The boys' sack race was one of the many exciting features for the children.



Bill Otis bats one out for his team.

After the game, the coveted trophy was presented to the winners. Fred Rahdert, left, made the losing speech for the plant extension and special studies group. Lane Hart accepted the trophy for the winning general equipment team. Pete Barnum, who acted as master of ceremonies, stands at right. (Mr. Rahdert recently succeeded Carl Von Hake as chief engineer).



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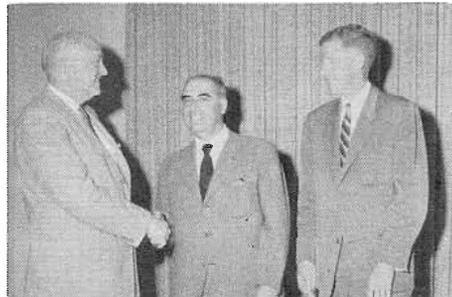
A "COLD INSTALL" is explained by Don McDermott, Whittier installer, as new subscriber, Mrs. James Brakebill, stands by. Her telephone, like others in the La Habra district, was installed in advance of the cutover of the new OWen-1 unit next month.



**GLOWING WITH COLOR**, the telephone display at the recent Los Angeles County Fair at Pomona attracted thousands of visitors daily. The display, sponsored jointly by our company and Pacific Telephone and Telegraph, offered many interesting surprise demonstrations, and was manned by our Pomona, Covina, Ontario and Public Relations personnel.



**PLANT SALES WINNERS** who ranked highest in the Covina-Pomona area, were recently honored with a luncheon for their job well done. From left: Bodie Fite, Covina installation supervisor, congratulates Installer Duane Sprinkel; Jules Saunders, General Plant maintenance supervisor, greets Pat McVeich, Pomona installer; top winner Luther Reddick, Covina installer, receives congratulations from Fred Lockett, General Plant station installation and repair supervisor.

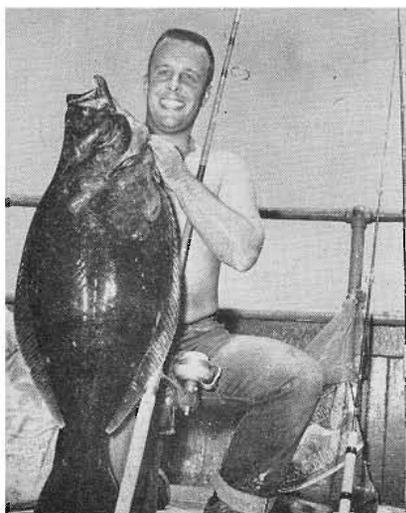


**AN INTERNATIONAL** flavor filled the air recently when Dr. Carlo Galimberti, operating vice president of an Italian telephone company, called on President Edwin M. Blakeslee. Also present, right, was Douglas Guild, operating vice president of the Hawaiian Telephone Company.

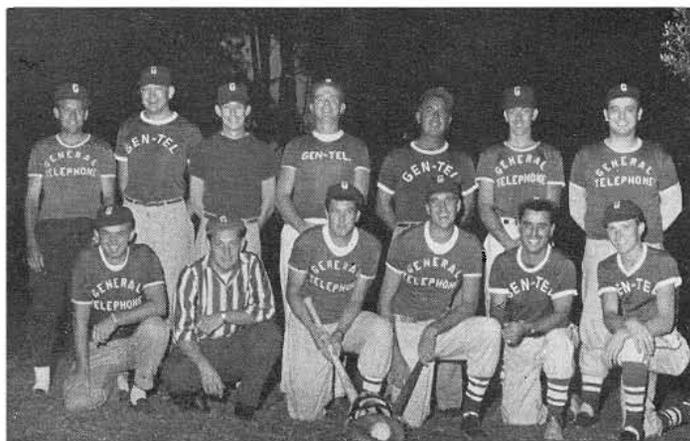


**FISHING FAN** Ray Bogue, Santa Monica wire chief, was given a surprise birthday party by his office associates recently, and landed several fish—but they were canned! Rosemary Manecke and Marian Evans help Ray land that can of sardines with the new rod and reel presented him for his birthday by all the wire chief gang.

**KEITH'S FISH** took the daily prize when Keith Repath, General Commercial technician, took a fishing launch near Malibu recently. The halibut weighed 25 lbs. *Photo by Bill Bebe*



**VALLEY SOFTBALL CLUB** ended their first season recently with 7 wins, 3 losses, and took third place in the "A" league. From left, below: Ed Klenka, Bob Hoppel, Jim Davis, Harold Armstrong, Marty Lizarraga, and Stan Terrink. Back row, from left: Dick Fullerton, Dick Parker, Jack Stewart, Chuck O'Hare, Truman Kesterson, George Thaler, and Bruce Hesselman. Missing: Jack Springer, Jim Vickers, and Howard Wells.



**BRIDGE TOURNEY** winners in 3rd tournament sponsored by Atom Club are shown above with trophies. From left: Glen and Alma McCrumb, Glen and June Cook.

# Safety TIPS

What do YOU know about Fire Prevention?



What are the fire hazards on Your job?

Where is the nearest fire extinguisher?

How do you use it?

How do you report a fire?

Where is the nearest fire exit?

Do YOU know what to do in case of fire?

THE RIGHT WAY IS THE SAFE WAY



**San Bernardino**

Dear Sir:

We wish to express to you our appreciation for the fine work that one of your employees, Eugene Kensinger, did for us in installing our telephone for the Air Pollution Control District.

We would like to have credit for one of the extensions on this line, plus an additional anticipated four extensions, given to Mr. Kensinger.

*Yours truly,*  
George R. Bean

*Editor's Note: Mr. Kensinger is now a repairman in San Bernardino.*

**Downey**

Dear Sir:

A note coming your way in regards to one of your service men. We had a little difficulty with our telephone last week and the man that was sent out to take care of the trouble, Repairman Dick Couture, is to be highly recommended for his personality and work.

Through my work — meeting people day after day — I find that he is far above average for the services he puts out.

*Very truly yours,*  
Yvo A. Mannie

**Whittier**

Dear Sirs:

We would like to congratulate you on the services of two of your employees, Installers Robert E. Kayes and Virgil Boutwell, who did most of the installation of our phones. These men were most cooperative, courteous and efficient. In fact, we found them so exceptional, my husband and I felt urged to write to tell you so.

*Sincerely,*  
Mrs. R. S. Ridgway

**Redondo**

Gentlemen:

I have been meaning to write and compliment you on the service I received from two of your men, Peter Cost and Gordon Olson. They were extremely pleasant and courteous, they worked very efficiently without disrupting my office.

I appreciate service like this and believe it deserves mentioning.

*Sincerely,*  
Leonard J. Lisnow D.D.S.

*Editor's Note: Mr. Cost and Mr. Olson are PBX men in Redondo.*

**Oxnard**

Dear Sir:

We would like to advise in writing our appreciation of the service given us here in Thousand Oaks by General Telephone personnel.

Your Combination Man, Hugh Bynum, has been most cooperative and is doing your company an excellent job here in The Oaks. Ken Mathes, Oxnard commercial representative, has also been most helpful for our long-range planning of telephone needs and special service.

We just wanted you to know of the excellent job your people are doing here where "public relations" really pays.

*Sincerely,*  
Droege & Company

**Lancaster**

Dear Sir:

Recently we have had installed in our office several telephones with various changes which are slightly different from the average installation.

During the time of our decisions as to the exact location and method of inter-office communication, we were assisted by your Robert H. Ilten. We found that it was our good fortune that your very fine employee was the man assigned for this work. He was very cooperative, courteous and proved most helpful in every way.

*Very truly yours,*  
Michelizzi and Wright  
Attorneys at Law

*Editor's Note: Mr. Ilten is a Lancaster PBX man.*

**Santa Monica**

Dear Sir:

I should like to take this opportunity to express my sincere appreciation for the excellent job performed by your

PBX installer, W. N. Galahan. He recently supervised the moving of a number of telephones being used by the accounting firm of which I am a member, by my own law firm, and by Genisco, Incorporated. Over 12 instruments were moved, and individual lines, key phones and PBX extensions were involved. His conduct throughout the entire period was exceptional, his grasping of the problem was unusual, and his cooperative attitude was a credit to the telephone company.

As secretary of Genisco I have been involved indirectly with a number of conferences regarding telephone service. As an individual I have written strong complaining letters to the telephone company and have gone so far as to threaten to sue. Your Mr. Galahan has done a good deal to build an excellent relationship between the telephone company and myself. I, therefore, have written this letter upon my own initiative.

*Sincerely,*  
John A. Calfas

**Pomona**

Gentlemen:

It has become apparent to our company that a commendation is in order for the manner in which one of your repairmen of the Pomona Plant, C. J. Miller, efficiently corrected the trouble with our key set on the phone extension in our plant.

We attribute the excellent manner of repairmanship not only to his training, but also to your Mr. Miller's adaptability, determination, courtesy and his sincere desire to serve.

Thanking you for your many considerations, we remain

*Cordially,*  
Robin Wood Products  
Company

**Lindsay**

Gentlemen:

Recently my automobile stalled on the highway a couple of miles north of Fowler. (I was southbound.)

As I was standing outside my car pondering the predicament before me, a General Telephone Company service car pulled up alongside of my car and driver Charles Searles and his helper, Athal Lamb, willingly offered assistance. Because of the nature of the breakdown, it was necessary to tow my car to the garage at Kingsburg—my destination.

Realizing these two gentlemen were anxious to get back to their terminal, (by the way, Mr. Searles, was it a boy?) — I praise them highly for their courtesy and willingness to stop and render assistance.

You can be justly proud to have such fine personnel in your employ to represent your company.

*Sincerely yours,  
Doris V. Wilson*

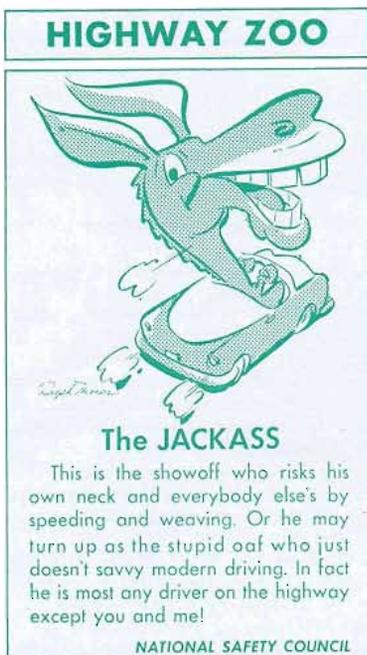
Dear Mrs. Wilson:

Thank you for your letter of commendation regarding Charles Searles, splicer, and Athal Lamb, splicer's helper of our Lindsay exchange.

We are pleased that they were willing and able to be of assistance to you in your time of need, and are proud to have Charles and Athal in our employ.

Yes, it was a boy.

*Yours very truly,  
Ray Sheehan  
Division Manager*



**West Los Angeles**

Dear Mr. Blakeslee:

As you probably know, recently there was a breakdown of service on some GRanite numbers as a result of the cutting of a cable on San Vicente Boulevard. My telephone was one so affected.

It was the one day out of the 365 when it was absolutely essential that I have service, as my wife was expecting a baby momentarily. I received the usual "It has been reported" from 2 p.m. to 6 p.m. and, needless to say, I became slightly impatient. I finally reached a Mr. Ernie Dean and explained the situation to him. While I held on he contacted Mr. Dick Hopper, who requested "an hour" to see if the telephone could be put back into service. When it was discovered that it couldn't, Mr. Dean and Mr. Hopper assured me that somehow or other they would see to it that we had service. We arranged with a neighbor to cut into their telephone and at approximately 9:30 p.m., two crews arrived and ran wire from the house next door.

This all by way of telling you how much I appreciate the service and courtesy rendered by the people in your organization, particularly Mr. Dean and Mr. Hopper. The installation wasn't made a minute too soon as Mrs. Newman was taken to the hospital at midnight and gave birth to a boy early in the morning, May 16.

In the usual course of business I know your company must receive many complaints (mine included), so I am happy for this opportunity to express my gratitude for the splendid cooperation given me.

*Sincerely,  
Robert V. Newman  
Samuel Goldwyn  
Productions*

*Editor's Note: Mr. Dean and Mr. Hopper are W.L.A. testboardmen.*

**Lancaster**

Sir:

Your operators are just about as fine as one can find anywhere. They are courteous and all seem to be trying to do their best to complete our calls.

I am a relief operator for the Los Angeles County, and can recognize good service. I am also a former chief operator.

*Very sincerely,  
Florence P. Toy*

**Santa Barbara**

Dear Sir:

We of Capital Business Service would like to take this time to offer our sincerest thanks and appreciation for your cooperation in helping us to set up our new business. Special thanks to Anna Shostek, service representative, and Wayland Whitney, commercial representative.

Your friendly manner and thoughtful consideration has made our doing business with you a pleasure and we would like to extend our deepest gratitude.

*Very truly yours,  
Harold L. Huntoon*



**Long Beach**

Dear Sir:

We wish to compliment the two telephone men, Installers Jim Brooks and Ersel Fountain, who installed the two new switchboards at Arrowhead Products.

These two men went about their work so quietly and efficiently that we didn't ever realize they were here. The entire telephone company is to be complimented on their efficient service.

*Very truly yours,  
Arrowhead Products*

*Editor's Note: Mr. Brooks and Mr. Fountain are PBX men in Long Beach.*

**SERVICE  
ANNIVERSARIES**



**Edith A. D'Andrea**  
Evening Chief Operator  
Santa Barbara Traffic  
(40 years)



**Ollie B. Lloyd**  
Commercial Analyst  
General Commercial  
(30 years)



**Ralph W. Meldrum**  
Splicer's Coordinator  
General Office Plant  
(30 years)



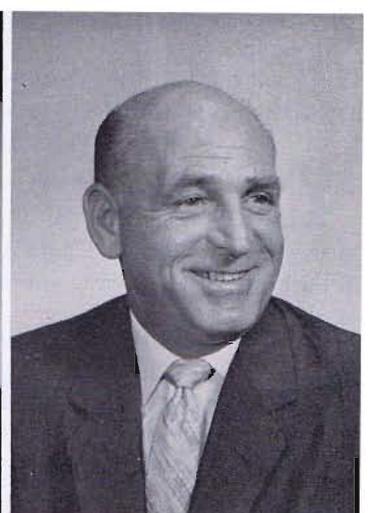
**Olive L. Temple**  
Chief Operator  
Santa Paula Traffic  
(25 years)



**Margaret M. Addis**  
Routine Clerk  
San Bernardino Plant  
(20 years)



**Albert W. Eller**  
Testboardman  
Covina Plant  
(20 years)



**Douglas S. Whinery**  
Splicer's Coordinator  
General Office Plant  
(20 years)

**15-Year Emblem**

Violet H. Doyle, Covina, traf.  
Lois B. Schey, Pomona, traf.

**10-Year Emblem**

Ralph L. Allison, Santa Barbara, plant  
Robert L. Anderson, Santa Monica, plant  
LaVera R. Barclay, General Office, rev. actg.  
James H. Burnight, Redondo Beach, plant  
Earl E. Carter, General Office, gen. actg.  
Opal Lee Clarkson, Covina, coml.  
Lloyd A. Cope, Long Beach, plant  
James M. Covington, General Office, eng.  
Cecil B. Crow, Redondo Beach, plant  
Morris J. Dodrill, Santa Monica, eng.  
Charles R. Donley, Whittier, eng.  
Raymond A. Dunning, Santa Barbara, plant  
Henry W. Dykstra, Santa Monica, plant  
David R. Davies, Covina, maint.  
Hubert O. Fox, General Office, plant  
Frederick W. Gordon, Santa Maria, plant  
Jean C. Gregory, General Office, coml.  
Violet Hentschell, General Office, traf.  
Gordon D. Hill, Covina, maint.

Walter H. Hillman, Long Beach, plant  
Howard C. Hoffman, Santa Monica, plant  
Lyle E. Hoffman, Santa Monica, plant  
Richard M. Holland, General Office, eng.  
Francis L. Hughes, Santa Monica, plant  
Elaine M. Hughey, Long Beach, coml.  
Ethel L. Keasler, West Los Angeles, coml.  
Duane A. Kiel, Whittier, plant  
Lee E. McCall, San Bernardino, plant  
Nathan Miller, Jr., Whittier, plant  
Anna R. Moore, Santa Paula, traf.  
Darrell O'Connor, Santa Monica, c. o. maint.  
Jacob C. Oiseth, Santa Monica, eng.  
Joseph E. Parr, Long Beach, plant  
Frederick C. Rahdert, General Office, eng.  
Ernest A. Reese, Santa Monica, plant  
Robert S. Renfro, Redondo Beach, eng.  
Melvin E. Schupp, Long Beach, plant  
John L. Shanteau, Long Beach, plant  
John L. Sullivan, General Office, plant  
Maurice E. Taylor, Long Beach, eng.  
Elizabeth Udall, Santa Paula, traf.  
Ethelyn L. Vredenburg, General Office, r. a.  
Robert Walker, Pomona, plant  
William E. Walmsley, Redondo Beach, plant  
Park T. Ward, Redondo Beach, plant

Seth A. Warden, Santa Monica, plant  
Donald E. West, Long Beach, plant  
John M. White, Long Beach, plant  
Glenn Willett, Santa Barbara, plant  
Richard M. Wright, Long Beach, plant

**5-Year Emblem**

W. E. Battersby, General Office, plant  
Jerry L. Bell, Covina, c. o. maint.  
James A. Coleman, Santa Monica, plant  
Dale E. Collins, Whittier, eng.  
Betty J. Cox, General Office, coml.  
Lucille A. Dando, San Bernardino, coml.  
Arthur C. Davis, Long Beach, coml.  
Marilyn D. Dostart, General Office, rev. actg.  
Henry Franich, Santa Monica, plant  
Geraldine L. Giffin, Downey, plant  
Lewis Gravante, Jr., Santa Monica, eng.  
James J. Greer, Long Beach, c. o. maint.  
Della Haralson, Santa Paula, traf.  
E. R. Haussmann, Santa Maria, eng.  
Geraldine E. Hoyt, Long Beach, eng.  
Helen M. Humphrey, Oxnard, traf.  
Everett R. Johnson, Pomona, eng.  
George N. Johnson, Santa Monica, plant

## 5-Year Emblem

(Continued)

Gail D. Kennan, Whittier, eng.  
Joseph P. Koenig, General Office, purch.  
Lawrence C. Kubecka, Santa Barbara, coml.  
Evelyn L. Langley, Oxnard, coml.  
Ruby L. Leffler, Covina, traf.  
Bobby J. Lewis, Santa Monica, plant  
Wilhelmina Lininger, San Bernardino, plant  
John M. Link, Santa Monica, plant  
Howard McIntosh, Santa Monica, plant  
Richard T. Mills, Santa Monica, plant  
Nellie G. Moore, Santa Maria, traf.  
Bobbie J. Murrell, General Office, eng.  
G. M. Nelson, Santa Maria, traf.  
Gerald J. Newhard, Santa Monica, plant  
Beverly J. Parisi, General Office, rev. actg.  
Mary N. Phillips, General Office, rev. actg.  
L. J. Picasales, Santa Barbara, traf.  
John T. Roan, Santa Monica, plant  
Dallas D. Roberts, Oxnard, plant  
Nina C. Roberts, General Office, rev. actg.  
William J. Rose, General Office, plant  
Gloria L. Soares, Santa Maria, traf.  
Joann Spoonhour, General Office, gen. actg.  
Jacqueline L. Spry, Pomona, coml.  
Bert Swanson, Redondo Beach, plant  
Nona B. Swindall, Whittier, traf.  
Thomas W. Taylor, Santa Monica, plant  
William L. Vaughn, Long Beach, coml.  
Franklin Whitten, Long Beach, c. o. maint.

## OPERATOR-OF-THE-MONTH

*This is another in a series of articles dealing with outstanding traffic operators from our various company offices. Each "Operator of the Month" is chosen by those who know her best—her fellow operators.*

By Dick Houdek

"There was a woman who lived in a shoe

She had so many children . . . ."

Elenor Cate, Downey's Operator-of-the-Month, has never lived in the fairy tale shoe, but that is probably one of the few places that she and her family of five children haven't called home.

Back in 1944 when Charlie Cate was in the Air Force, his family began an extensive tour of the country. They were sent first to Colorado Springs, but later went to live in Ft. Worth, Texas. It was here Elenor decided that although she was Kansan by birth, she was a Texan by choice.

While stationed at Smoky Hills Air Force Base in Salina, Kansas, the Cates experienced the first of their unusual housing experiences. They began by living in Army barracks. These proved to be very crowded, and Elenor decided to go out and look for something better. After weeks of searching she discovered an isolated nine-room farm house that

looked just right for her family.

"So we moved in and really roughed it," Elenor says. "We had to pump our own water and keep our coal stove filled. The only light we had was from coal oil lamps."

The Cates didn't really mind though, because they had their own home, complete with duck pond. Every morning while Charlie was waiting for his water to heat so he could shave, he would eagerly attempt duck hunting. The one morning when he finally saw some ducks, he was so surprised that he was only able to wing a couple of them.

Elenor is very proud of her family of five children. Oldest is Veralea, 18, who Elenor just recently recruited for the Downey Traffic office.

"Veralea is the career girl and likes money," said Elenor, "so with a little



Elenor and Children

help she's been trying to bank every other pay check."

Charlene, 17, is the domestic member of the family. The day before Mrs. Cate was to be interviewed, she mentioned to Charlene that the interview might take place at home, and it would be a good idea to bake a cake as certain guests might enjoy the home cooking treat. Charlene's chocolate cake that followed turned out so good that six Cates finished it off before the guests got there.

Charles, Jr., who is 14, likes hunting and target practice and plans on being a forest ranger some day. Timothy, 8, and David, 7, are just regular little boys, according to their mother.

"They enjoy all of the things that little boys do," she said "like falling off the roof, taking down the clothesline to play cowboy and Indians and

feeding the family supply of eggs to various stray dogs and cats because they have heard that it makes their coats shiny."

A year ago, deciding that she needed additional funds with which to raise her family, Elenor applied for work as a traffic operator, and has been pleasantly surprised to find the work stimulating and interesting.

Elenor is well-known for her church and youth work. She taught at Idlewyld Church Camp for two years, in addition to Sunday School classes, and has contributed a great deal of work to Cub Scouting, Y.M.C.A. and P.T.A. This permits her to be closer to her family than usual, she says.

Elenor has many hobbies. She likes to paint china, enjoys knitting and sewing and collects cut glass. With her family she is active in camping and target practice—drawing a fine bead with a bow and arrow as well as a rifle.

Above all, however, people are the most important part of Elenor's life. At the Downey switchboard, she has an interesting game she plays mentally: She tries to match people's voices to her own conception of their images.

This sincere interest in others is Elenor's most outstanding trait. Not too long ago a very elderly subscriber, blind, hard of hearing and lying in bed with a broken hip, called for an operator and said that she lived alone. She hadn't had real food for several days, and was badly in need of attention. After finishing her work day, Elenor went to the aid of the woman with food, medicine and sympathetic care.

Elenor has found her place through her interests, her family and her work. As to the future, she gives no evidence of slowing down her optimistic approach to life.

Someday, when her children are grown and she has more leisure time, Elenor plans to study and further religious education. This, however, will only be another admirable virtue in a life spent living by The Golden Rule.

## CLASSIFIED ADS

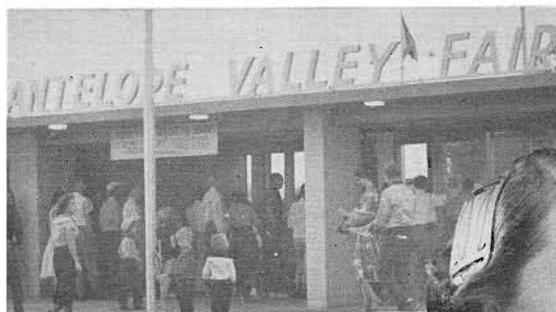
**FOR SALE:** '53 Buick Riviera, fully equipped, good buy. Call EXmont 1-2055.

**FOR SALE:** '57 Buick Special Riviera, loaded, power equipment, wh. sidewalls, 2-tone green. No money down — just assume credit union payments, 6,000 miles. Call Frank Kinningham, ext. 211.



The beautiful float, above, carries Queen Bonnie Witter ("Miss Voice"), and her court of three runners-up, Sandra Richards, Barbara Davis, and Sue Bryson. Employees' children shown are: Dana Baxter, Lyn Baxter, Judy Bishop, Vicky Bishop, Barry Lowry, and Randy Bishop.

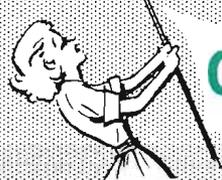
Our Lancaster employees went to the fair last month. The annual Antelope Valley Fair was made an even bigger success this year through the efforts of the Lancaster Traffic, Plant and Commercial employees. They not only designed, but constructed the General float and the display booth at the fairgrounds. The impressive float made a glittering appearance in the gala night parade and copped a second place blue ribbon award. The display booth at the fair attracted thousands of interested visitors to view the equipment and telephone displays. Our Lancaster employees have actively demonstrated that they are General good will ambassadors in their community.



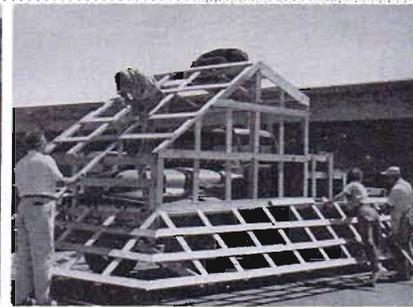
Above, the fair entrance beckons to the throngs of Antelope Valley visitors. Right, Operator Bonnie Witter, who was chosen as "Miss Voice" out of 63 operator candidates. Bonnie won when her tape recording was judged best in voice control, diction and enunciation. As "Miss Voice" she sat at the place of honor on the parade float.



Lancaster  
GOES TO

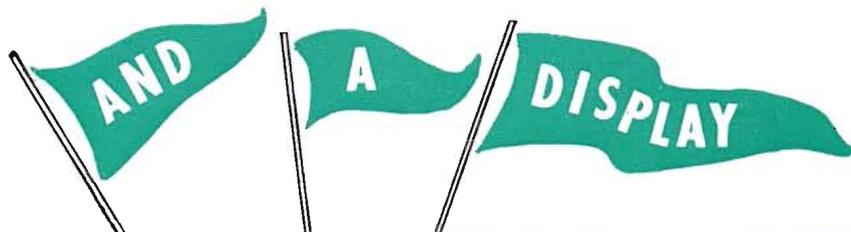


# OUR EMPLOYEES BUILD A FLOAT...



At the Lancaster storeyard, above left, the first stage in the construction of the float is shown. Next, more framework is added. Shown working are Ed Hueston, who designed the float, B. H. Maughan, Verna Bishop and Joe Broder. Sometime later, more progress can be seen (third

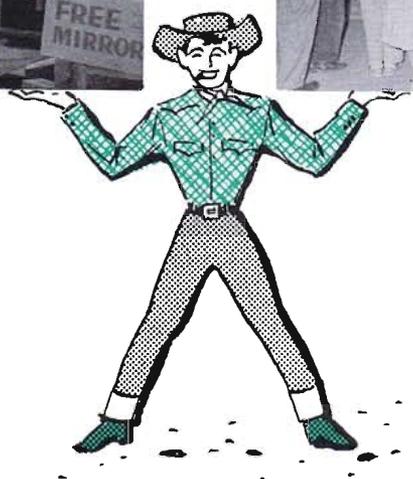
picture from left) as the crew takes a rest period. Shown relaxing are Hueston, Chief Operator Lorraine Mann, Verna Bishop, Lillian Fearnley. At far right, it's back to work as the finish is in sight. Putting on the final touches, the capable crew hurries toward completion of the float.



At the fairgrounds, employees install General's display. Above, from left: Charles Noonan, Jack Collins, Jim Jourden, and Bill Clark take a breather.



The finished product attracts a large crowd of fair visitors who lined up for free toll calls, as Walter Gregory, left, and Art Smith, right, assist.



Proudly holding the blue ribbon float award below is Chief Operator Lorraine Mann. Looking on are Margaret Fuquay, assistant chief operator, and Peg Hueston, supervising operator.



Lancaster Commercial went Western for Fair Week. Standing at left are: R. Day, Marjorie Olaiz, Del Wohl, J. Brown, Tawna Mattarocci, Marlene Gomez, Dorothy Hoover, and Wanda Duce. Seated, from left: Jeanette Bethune and Cherie Brady.



# THE FAIR

# Score Sheet

August proved to be our biggest month this year — we racked up a station gain of over 11,000! This is further proof that the last half of 1957 will be strong. After holding the top net gain spot for four months, Covina dropped to second place. Number one position for August goes to Redondo Beach, with a remarkable net gain of 1,508! Downey and Ontario-Upland worked the most held orders for the month. Grand total of telephones in service came to 883,153.

	TELEPHONES IN SERVICE			HELD APPLICATIONS FOR PRIMARY SERVICE		
	In Service 7-31-57	Added In August	Total In Service 8-31-57	Held 7-31-57	Added In August	Total Held 8-31-57
<b>NORTHERN DIVISION</b>						
Carpinteria.....	1,608	29	1,637	1	0	1
Guadalupe.....	551	14	565	0	2	2
Lompoc.....	2,367	28	2,395	1	6	7
Los Alamos.....	148	0	148	0	0	0
Oxnard.....	18,056	235	18,291	33	33	66
Santa Barbara.....	38,182	(27)	38,155	126	189	315
Santa Maria.....	8,863	127	8,990	9	6	15
Santa Paula.....	5,225	62	5,287	4	(3)	1
Santa Ynez.....	1,578	21	1,599	4	0	4
Thousand Oaks.....	999	20	1,019	22	(1)	21
<b>Total.....</b>	<b>77,577</b>	<b>509</b>	<b>78,086</b>	<b>200</b>	<b>232</b>	<b>432</b>
<b>WESTERN DIVISION</b>						
Lake Hughes.....	151	(2)	149	4	0	4
Lancaster.....	12,821	206	13,027	76	34	110
Malibu.....	2,899	67	2,966	3	0	3
Redondo Beach.....	56,135	1,508	57,643	171	192	363
Santa Monica.....	106,217	794	107,011	30	8	38
West Los Angeles.....	64,101	235	64,336	18	(7)	11
<b>Total.....</b>	<b>242,324</b>	<b>2,808</b>	<b>245,132</b>	<b>302</b>	<b>277</b>	<b>529</b>
<b>SOUTHERN DIVISION</b>						
Huntington Beach.....	3,727	43	3,770	2	2	4
Laguna Beach.....	8,432	51	8,483	4	1	5
Long Beach.....	168,113	880	168,993	3	6	9
Westminster.....	5,910	71	5,981	138	52	190
<b>Total.....</b>	<b>186,182</b>	<b>1,045</b>	<b>187,227</b>	<b>147</b>	<b>61</b>	<b>208</b>
<b>CENTRAL DIVISION</b>						
Downey.....	92,410	348	92,758	187	(64)	123
Whittier.....	71,298	677	71,975	903	206	1,109
<b>Total.....</b>	<b>163,708</b>	<b>1,025</b>	<b>164,733</b>	<b>1,090</b>	<b>142</b>	<b>1,232</b>
<b>EASTERN DIVISION</b>						
Arrowhead.....	1,597	33	1,630	7	(1)	6
Covina.....	75,482	1,476	76,958	184	(94)	90
Crestline.....	906	8	914	2	(1)	1
Etiwanda.....	295	3	298	0	0	0
Ontario-Upland.....	25,246	441	25,687	78	(61)	17
Pomona.....	45,092	820	45,912	105	(42)	63
San Bernardino.....	47,051	284	47,335	43	0	43
<b>Total.....</b>	<b>195,669</b>	<b>3,065</b>	<b>198,734</b>	<b>419</b>	<b>(199)</b>	<b>220</b>
<b>SAN JOAQUIN DIVISION</b>						
Fowler.....	1,673	6	1,679	2	1	3
Lindsay.....	3,509	(6)	3,503	0	3	3
Reedley.....	3,268	38	3,306	6	(6)	0
<b>Total.....</b>	<b>8,450</b>	<b>38</b>	<b>8,488</b>	<b>8</b>	<b>(2)</b>	<b>6</b>
<b>TOLL STATIONS</b>						
	199	(4)	195			
<b>Total Land Stations.....</b>	<b>874,109</b>	<b>8,486</b>	<b>882,595</b>			
<b>MOBILE SERVICE</b>						
	95	6	101			
<b>Total Company-owned Stations.....</b>	<b>874,204</b>	<b>8,492</b>	<b>882,696</b>			
<b>Customer-owned Stations.....</b>	<b>459</b>	<b>(2)</b>	<b>457</b>			
<b>GRAND TOTAL.....</b>	<b>874,663</b>	<b>8,490</b>	<b>883,153</b>	<b>2,166</b>	<b>461</b>	<b>2,627</b>

( ) INDICATES DECREASE

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DOYLE DAMERON  
 Editor

Associate Editors: Paul Galliher, Central Di-  
 vision; Chili Gray, Southern Division; Charles  
 Eliason, Northern Division; Ted Hunter,  
 Western Division; Lois Schey, Eastern Divi-  
 sion; and Juanita Kirkland, San Joaquin  
 Division.

VOLUME XIX

NUMBER 10



news  
 in general

Automatic Electric Company has announced that its move from Chicago to the new multi-million dollar plant and technical center in suburban Northlake is nearing completion. Some 1,000 van loads of furnishings and stock have been moved on schedule and the company's sales and general offices have been completely moved into the new location.

Manufacturing facilities are being moved in reverse production line order, with a fleet of trucks to shuttle parts from departments still in Chicago to the new plant. The move is expected to be completed this month.

\* \* \*

Consolidated net income of General Telephone Corporation and consolidated subsidiaries for the six months ended June 30, 1957, amounted to \$22,539,000 which compares with \$19,425,000 for the first six months of 1956. Consolidated net income for General for the 12 months ended June 30, 1957, was \$45,858,000. Consolidated net income applicable to the common stock of General for the six months of 1957 (after dividends on preferred stocks of parent company) amounted to \$21,298,000 which compares with \$18,087,000 for the first six months of 1956 and \$43,416,000 for the 12 months ended June 30, 1957.

The shares of General Telephone Corporation common stock issued for Peninsular Telephone Company common stock in connection with the exchange offer and the net income applicable thereto have been excluded from all June 30, 1957, figures.

Telephones in service for the system at June 30, 1957, totaled 2,904,000 with 2,878,000 in the United States and 26,000 in Canada and the Dominican Republic.

## the cover



Lineman Bill Moore is inspecting those steps he holds in our cover picture prior to installing them on a new telephone pole. Bill has been with General almost five years. He is 27, 5 feet 8 inches tall, weighs 170 lbs., has brown hair, blue eyes, and is single.

**GENERAL TELEPHONE COMPANY  
OF CALIFORNIA**

P. O. Box 889  
Santa Monica, California

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This advertisement is the latest in the series of national advertisements which the General Telephone System has been running in such periodicals as Time, U. S. News and World Report, New York Times, Wall Street Journal, Financial World, Saturday Evening Post, Newsweek and Business Week

The doors are open at Automatic Electric's new plant at Northlake, Illinois. Here, under one roof, 10,000 engineers, scientists and skilled telephone people are working to improve and expand the nation's communications system.

This manufacturing unit of General Telephone is already in high gear.

From its fast-moving production lines flow the intricate equipment needed by the 4,300 independent telephone companies which serve two-thirds of the area of the United States.



**GENERAL TELEPHONE SYSTEM**