

## Tales from an old Phone Directory

### Part 2 – Would You Believe ...?

One can find a certain amount of lightheartedness in the many unusual entries that the 1943 telephone directory for Vienna contains ... I am sure that I missed many an interesting listing, since the scans are mostly of a random nature, but I hope that I still caught enough of them so that readers will find them of interest.

The first batch of scans are of folks who carry the one or the other title of nobility – these are of special interest because those who received their title during the Austro-Hungarian Empire were forced, by law, to drop them after the Empire fell apart on November eleventh, 1918, when Austria became a republic. The situation was different in Germany; German citizens were allowed to retain their titles of nobility after the collapse of the German Empire ... when Austria became part of Nazi Germany, the titles which Austrians had once held were reinstated. Because of this, it is impossible to tell between such titles as belonged to Austrian citizens before 1918 and those of Germans who had moved to Vienna in order to escape allied bombing raids.

So, to get things moving – has anyone ever seen any princes or princesses listed in your own public phone book?

**Fürstenberg Daisy Prinzessin** XIX/117 Hasenauerstr 30  
A 1 40 89  
- **Irma Fürstin** zu XVIII/114  
Ulmer Str 33 B 1 10 13  
- **Karl Egon Fürst u. Landgraf** Großgrundbes. I/1 Himmel-  
pfortg 13 R 2 70 00  
- **Karl Emil Prinz** III/40 Met-  
ternichg 12 U 1 64 81  
- **Tassilo Prinz** III/40 Metter-  
nichg 12 B 5 83 51

The German word "Fürst" literally translates as "prince," but so does the word "Prinz" – there must be some subtle difference between the two, because it wouldn't make much sense to list some of the folks who share the family name "Fürstenberg" with the title "Fürst," while others are listed as princes and princesses. I guess that a "Fürst" would have ruled a smallish country ....

The title "Landgraf" translates to "Landgrave."

**Liechtenstein Alois Prinz**  
von + IX/66 Alserbachstr  
14/16 A 1 90 95  
- **Eduard Prinz von u. zu**  
IV/50 Gußhausstr 14  
U 4 20 76  
- **Franz Josef reg. Fürst v.**  
IX/66 Alserbachstr 14/16  
A 1 90 95  
- **Johannes Prinz von und zu**  
I/1 Löwelsstr 12 U 2 11 34  
- **Konstantin Prinz v.** I/1  
Löwelsstr 12 U 2 54 24

The Principality of Liechtenstein still exists; Franz Josef Fürst von Liechtenstein was the ruler in 1943.

Readers may wish to refer to <http://www.liechtenstein.li> for further information regarding Liechtenstein.

**Lippe-Weissenfeld Rüdiger**  
**Prinz zur** Rittm. a. D. IV/50  
Argentinier Str 20a U 4 24 00

This prince is from Germany; those who could afford to do so fled eastwards to avoid the allied bombing raids – this prince is one of those "refugees."

Barons and Baronesses were "a dime a dozen" in 1943 Vienna ... and my father could have been part of this bunch, since one of my great-great-grandmothers was noble – and the title was heritable to *all* legitimate offspring. Her family name was Eissner von Eisenstein, and the last title belonging to her branch of the family (from 1914) was that of Baron or Baroness (as the case was).

<b>De Toma Marianna</b> + Baronin IV/50 Argentinier Str 22 U 4 30 40	<b>Drasche-Wartinberg Baronin</b> Schloß Inzersdorf R 1 51 05
<b>Rothenthal Antonie Baronin</b> IV/50 Gußhausstr 10 U 4 30 81 – <b>Heinrich Freiherr v. Obht.</b> a. D. Wien-Mauer (XXV) Haupt- str 5 Atzd 8 47	<b>Ringhoffer Aline Baronin</b> III/40 Reisnerstr 50 + B 5 45 44 U 1 80 70
<b>Mardegani Marie Baronin</b> Sekt.-Chefs-Wtw. III/40 Schredt- gasse 34/36 U 1 04 34	<b>Mardegani Marie Baronin</b> Sekt.-Chefs-Wtw. III/40 Schredt- gasse 34/36 U 1 04 34
<b>Jovanović Theodora Baronin</b> I/1 Löwelstr 12 U 2 78 81	<b>L'Estocq Helly Baronin</b> XIX/117 Gatterburgg 25 B 1 41 54
<b>Karwinsky Gustav Baron</b> Alleinh. d. Fa. Pilat & Co. XIX/117 Zumbuschg 29 B 1 35 24	<b>Liser Minnie de Baronin I/1</b> Führichg 2 R 2 36 83
<b>Sommaruga Antoinette Ba- ronin</b> III/40 Am Heumarkt 11 U 1 80 82	<b>Nagy de Töbör-Ethe Aladár Baron</b> III/40 Rennweg 4/6 B 5 09 37
<b>Boroëvič Leontine Baronin</b> Feldmarschallswtw. VI/56 Ge- treidemarkt 11 B 2 96 13	<b>Waldstätten-Zipperer Mela Baronin</b> XVIII/110 Währinger Str 157 R 6 03 38
<b>Heine-Geldern Käthe Baronin</b> I/1 Fichteg 2a R 2 34 72	<b>Haydegg Emmy Baronin</b> Sprachlehrerin u. Auslands- korrespondentin XVIII/110 Scho- penhauerstr 13 A 2 21 87 L
<b>Kiss de Ittebe Anton Baron</b> I/1 Kärntner Ring 4 U 4 63 48	<b>Kirigin - Mardegani Cyrill Baron</b> H.R. a. D. III/40 Ungarg 54 B 5 31 69
<b>Maretich Eduard Baron v.</b> XVIII/110 Gustloffg 39 B 4 61 93	<b>Korff Alexander Baron</b> Be- triebsführer I/1 Singerstr 4 R 2 84 01

I'm not going to bore readers by showing each and every listing I found for someone with a title of nobility (I scanned some 200+ listings), but I will go so far as to show the listings I found for the title of Count/Countess.

<b>Draskovich Paul Graf</b> IV/50 Tilgnerstr 3 U 4 80 79	<b>Hartenau-Battenberg Jo- hanna Gräfin</b> I/1 Parkring 18 R 2 74 79
<b>Kuenburg Erich Graf</b> Ritt- meister a. D. III/40 Marxerg 3 U 1 36 80 – <b>Franz Christoph Graf v.</b> III/40 Untere Weißgerber Str 43 U 1 88 81	<b>Marogna-Redwitz Graf Ru- dolf</b> II/27 Böcklinstr 27 R 4 02 48
<b>Logothetti Emanuel Graf Dr.</b> Reg.Rat III/40 HieBg 11 U 1 07 84	<b>Götzen Olga Gräfin</b> IV/50 Prinz- Eugen-Str 6 U 4 80 90
	<b>Lüders-Weimarn Marie Grf.</b> I/1 Reichsratsstr 9 A 2 61 80 B



**Reigersberg Marianne Gräfin v. Generals-Wiw. VI/56**  
Gumpendorfer Str 63 c  
**B 2 11 46 U**

**Kerssenbrock Anna Gräfin**  
IV/50 Wohllebeng 6 **U 4 26 50**

**Hoyos Balthasar Graf** Beamter I/1 Zedlitzg 7 **R 2 27 89**  
- **Edgar Graf** I/1 Stubenbastei 2 **R 2 37 25**  
- **Johann Georg** (Edmée) IV/50 Plöbly 1 **U 4 32 66**  
- **Josef Graf v.** III/40 Uhdeg 6 **U 1 61 05**  
- **Karl** IV/50 Hoyosg 5 **U 4 33 33**  
- **Rudolf** IV/50 Hoyosg 5 **U 4 60 39**  
**Hoyos-Seilern Ilona Gräfin**  
IV/50 Hoyosg 5 **U 4 04 71**

**Montecuccoli-Laderchi Maria Raimonda Gräfin** IV/50 Operng 32 **A 3 71 37**

**Thun-Hohenstein Anna Gräfin** IV/50 Goldegg 5 **U 4 30 19**

**Sizzo-Noris Gustav Graf** Statthalter d. Ritter-Ordens v. heil. Grabe I/1 Dominikanerbastei 4 **R 2 13 52**

**Gudenus Angela Gräfin** (Philipp) I/1 Beethovenpl 2 **B 5 15 13**

**Sekerka Alexander Graf u. Gräfin Nora Sekerka** Großgrundbes. IV/50 Prinz-Eugen-Str 34 **U 4 52 62**

**Dohna Heinrich Graf** XIII/89 Glorietteg 13 **A 5 20 92**

Well, so much for the Counts; now for a medley of odd and unusual listings, starting out with one which needs no translation: humor was dearly needed in 1943, morale up. On the other hand, the Wehrmacht was short of recruits by then, and every hand was needed. Possibly the guy was unfit for active service.

**Grolsch Walter** Humorist  
VI/56 Luftbadg 13  
**B 2 61 60 B**

**Blaskopf Max** Reißverschlußfabrik VII/62 Lindeng 56  
**\* B 3 95 50**

This guy owned a zipper factory, although it may well have been shut down by 1943 because brass was needed elsewhere ....

This woman was a hairdresser in some unnamed theater at Vienna – she may have wound up as a barber in some front theater of the Wehrmacht.

**Hainzl Julie** Theaterfriseurin  
I/1 Hellerstorferstr 15  
**U 2 87 31**

**Haist Alois Albert** Pensionist  
XII/82 Wilhelmstr 68  
**R 3 66 45**

I really got a kick out of this listing: retiree. Why would anyone want that tidbit of information to be included? Sure beats me ....

This lady was a film actress; Vienna had its own movie studios, and they were still churning out films to offer distraction from the bad news from the war fronts.

**Ittler Maria** (Johann Postsekretär) Filmdarstellerin XV/101 Haidmannsg 7 **R 3 63 46**

**Davis Gustav** Schriftsteller u. Gutsbesitzer Wohnung XIX/117 Peter-Jordan-Str 43 **A 1 82 99**  
Büro **A 1 47 33**

This gentleman wasn't only an author; he was also listed as being a landowner. Maybe he wrote books on rural living?

This listing is for a man who was a horse butcher; horsemeat was easier and cheaper to come by during the war ... and Vienna *still* has a few butcher's shops which offer horsemeat today.

**Hamsa Johann** Pferdefleischhauer XX/20 Vorgartenstr 63  
**A 4 64 65**

**Hawel Alfred** Porträtmaler  
Atelier u. Wohnung I/1 Herreng 2 **U 2 84 09**

Here we have portrait painter; his home address was also that of his studio. I just wonder how many folks had the time and the money to have their portrait painted in 1943?

Here we have a Mr. Heiller, who was an opera and concert singer by profession.

**Heiller Anton** Opern- u. Konzertsänger XVII/107 Heuberggasse 26 **U 5 18 06**

**Heiss Georg** Champion d. Friseur Wiens u. Int. preisgekr. Damenfriseur VI/56 Gumpendorfer Str 67 **B 2 21 48 U**

This is another one of my favorite listings; this guy was the champion hairdresser of Vienna and also a winner of international prizes as a ladies hairdresser. What more could anyone ask for?

Even if you were no more than the widow of a Lieutenant-Colonel, you'd still want that fact listed ... only heaven knows why.

**Helwig Elisabeth** Oblts.-Wtw. 4/1 Zedlitzg 3 **R 2 61 61 B**

**Hemmerich Karl** Rauchfangkehrermeister XII/82 Schönbrunner Str 138 **R 3 91 79**

Mr. Hemmerich's job was important, even during the war; he was a chimneysweep, and there were still more than enough chimneys to sweep back in 1943.

Here we have another shop owner, this one sold soaps, candles and miscellaneous household goods. The odd thing is that this isn't a listing from the business pages, but is rather Mr. Henesch's *private* phone listing ....

**Henesch Johanna** Seifen Kerzen u. Haushaltart. IV/50 Naschmarkt 330 371 372 **B 2 15 81**

**Doddenhof Lars** Schauspieler u. Regisseur XVIII/114 Hockeg 71 **R 6 04 79**

What a nice combination of jobs: this guy is an actor *and* a director. I wonder if he ever directed himself?

This man was a real specialist – he transported pianos for a living ... he was probably very busy rescuing pianos from bombed-out buildings.

**Hengster Josef** Klaviertransporteur X/75 Muhreng 15 **R 1 33 78**

**Grimm-Szepes-Etelvar Gustav** Kriegsinvalider Berufs-offizier a. D. VII/62 Neustiftgasse 18 **B 3 14 33**

This is a really weird listing – the gentleman was a retired career officer who was so seriously injured during an unspecified war that he became an invalid.

This guy was worth knowing; he was a radio technician. One needed folks like him to get ones cheap Nazi radio modified so that one could hear the BBC.

**Hermann Julius** Radiotechniker XVI/107 Friedmannng 5 **A 2 03 50 B**

**Schramel Karl** prämierte Mehlwürmerzüchtereier XIV/89 Meiselstr 70 **U 3 67 39**

This guy operated a prize-winning breeding company – for meal worms, of all things.

Mr. Haasl had an interesting and long-gone job; he was a telephone and telegraph open-wire line inspector.

**Haasl Wenzl** Telegr. Leitungsaufseher XX/20 Vorgartenstr 63 **A 4 23 96 U**

**Kessler-Kegel Alfred** Zauberkünstler u. Bahninsp. V/56 Margaretenstr 145 **B 2 71 89 U**

Apparently, being a magician didn't make ends meet, so this guy was also an inspector of the Deutsche Reichsbahn (German Railways).

Here we have a manufacturer of buttons and buckles. One should remember that these listings *aren't* from the "yellow pages"; they are private listings.

**Kocian Alfred** Erzeugung v. Knöpfen u. Schnallen XVI/107 Haslingerq 41 **U 5 13 30 Z**

**Himmelbaur Dora** Univ.Prof.-Wtw. II/27 Schüttelstr 71 **B 5 31 86**

Here we have another widow who wanted the world to know who her husband once was: a university professor.

The listing below requires a bit of an explanation; it is for a joiner's shop and a special cleaner's shop ... for playing cards. Back then, there was a special tax on playing cards and it was less expensive to have ones cards cleaned, rather than to buy a new deck.

**Khier Maria** (Leo) Spielkarten-  
reinigung u. Tischlerei XV/101  
Graumann 35 **R 3 49 28**

Here we have the liquidator of the firm of "Kux, Bloch & Co." The family names "Kux" & "Bloch" are of Jewish origin ....

**Kleisinger Adolf** Dir. Liquidator  
d. Fa. Kux, Bloch u. Co. i.  
Liquidation XIII/89 Suppég 7  
**A 5 35 02**

**Höfelmayer Josel** Schnee-  
weiß-Haar-Regenerator VI/56  
Millerg 31 **B 2 88 44**

This gentleman had *something* to do with a product called the "Snow-White Hair Regenerator;" what, exactly, is unknown.

Mr. Knofl was an undertaker who had set up shop in Vienna's 23<sup>rd</sup> district ....

**Knofl Anton** Leichenbestattung  
Wien-Oberlaa (XXIII) Hauptstr  
58 **R 1 62 80**

**Hörzing Berta** Karton.-Erzeug.  
Spez.-Artikel: Füllfederkartons  
XVI/107 Hellig 5 **B 4 13 62**

Mrs. Hörzing was apparently the owner of a plant which manufactured all manner of boxes, specializing in those for ink filler pens.

Mr. Hohner wanted everybody to know that he was a real estate owner, i.e. that he was rich.

**Hohner Karl** Realitätenbes. V/55  
Gießbaug 1 **B 2 81 68 Z**

**Koktan Franz** Werkstätte f.  
Holzblasinstrumente XVI/107  
Hollerpl 11 **A 2 27 38**

Here we have the private listing for a guy who owned a specialized workshop for woodwind instruments.

Somehow, I can't imagine that horse races were still being held in 1943, but here is a guy who was a trainer for trotting horses.

**Kreipl Edmund** Trabertrainer  
II/27 Venediger Au 1 **R 4 49 67**

**Hollweger Franz** Milchsonder-  
geschäft I/1 Elisabethstr 26  
**B 2 71 77 U**

This is another listing which requires an explanation; it was for a "special milk shop." Milk was commonly offered for sale in open buckets, watering cans, &c., which sometimes wound up standing next to open buckets of petroleum and the like in the shops. "Special" milk shops only dealt in milk and milk products which were hygienically cooled and stored.

Buttons used to be commonly offered by the dozen and were usually sewn onto white cardboard cards. This woman owned a factory which specialized in producing such cards.

**Kutilek Hermine** Knopfkarten-  
erzeugung VII/62 Seideng 26  
**B 3 28 82**

**Lebduschka Leopold** Kellner  
VI/56 Kaserneng 15  
**B 2 11 39 U**

One wonders exactly *where* this guy was a waiter that the fact that he *was* a waiter would be of importance to anyone but himself ....

Does anyone out there know what, exactly, a "general landscape director" is supposed to be? I haven't the foggiest idea ....

**Lechler Walter** Generalland-  
schaftsdirektor XIX/114 Glan-  
zingg 23 **B 1 46 31**

**Lehninger Josel** Glas u. Por-  
zellanmaler XVII/107 Weid-  
mann 34 **B 4 21 57 B**

I can't imagine that this guy was in high demand in 1943 – his specialty was painting decorative patterns on glass and porcelain.



**Horvath Ludwig** Pferdehändler  
X/75 Neulreichg 7 R 1 55 53

Here we have the listing of a horse trader – I wonder how he got along in that business, considering that the Wehrmacht had already requisitioned every horse capable of carrying or pulling heavy loads.

Mr. Lindenlaub manufactured thermometers of an unknown type – I can't imagine that such an article would have been in great demand in 1943 ....

**Lindenlaub Emil** Thermometer-  
erzeugung V/55 Margaretenstr  
87 A 3 38 95

**Kappler Alois** Wand- u. Pla-  
fond - Reinigungsanstalt II/27  
Volkertpl 7 R 4 51 20 L

This guy owned a firm whose specialty was cleaning walls and ceilings – he was probably very busy in '43, cleaning up after bombing raids.

This guy probably wasn't earning much in '43; he offered guided tours thru Vienna ... what did Vienna have to offer tourists back then?

**Majewski Felix** Fremdenführer  
V/55 Margaretengürtel 126  
A 3 16 22

**Mayer Heinrich** Reisender  
XV/101 Rusteng 2 R 3 24 26

Mr. Mayer had what one could call a true classic of the day and age: he was a travelling salesman ....

We've already seen some oddball occupational listings, but what about someone who sells special loam to stove makers? It doesn't really sound like it would be very profitable.

**Meitinger Karl** Lieferant f.  
Hafnerlehm X/75 Leebg 37  
R 1 61 69

**Mlejnek Friedrich** Schilder-  
U 4 94 23

The typesetter goofed here; the occupation is simply listed as "sign" ... sign painter would have been correct.

Here we have another occupation which is almost dead these days: manufacturing lamp shades.

**Neuhardt Marie** Lampen-  
schirmherzeugung VIII/65 Piari-  
steng 26 B 4 37 04

**Piskatschek Rudolf** Taschen-  
uhrgehäuseerzeuger XVI/107  
Wichtlg 70 U 5 21 59 Z

Owners of fancy pocket watches often wanted to protect the same from damage, so they bought a protective outer case ... which is what this guy manufactured.

Mrs. Rothmayer was the holder of an interesting title, namely that of Master Yodeler.

**Rothmayer Adolfine** Meister-  
Jodlerin III/40 Wällischg 4  
B 5 52 01

– **Karl** Vacuum Cleaner III/40  
Ungarg 4 B 5 85 33

Did Karl *operate* a vacuum cleaner, did he think that he *was* one, did he *want* one, or what ...?

I never knew that owning a patent was an occupation ....

– **Malvine** Patentinhaberin III/40  
Ungarg 10 U 1 78 59

– **Johann Baptist** IV/50 Bruckner-  
str 6 U 4 11 32

Was this guy *really* a Baptist, or is it a typo and his middle name was "Baptist"?

This occupational listing literally translates as "sardine key manufacturer." I didn't know that sardines were locked in the first place ... but what the guy really meant was that he manufactured those little, bent pieces of iron wire with which one rolled the lid of sardine cans up with.

– **Fritz** Sardinenschlüsselherzeuger  
XVI/107 Bachg 26 B 4 13 66

Now we'll have a look at some family names which are also English words:

Almost everybody has a **Boss**, or don't they?

Does anyone remember who Dr. **Frankenstein** was?

This name really was a **Kick** to find!

Do kids play with **Lego** anymore?

I wonder if it'll be easy to **Lick** this habit when I'm done...

If not, you can always **Lock** me away...

Oh **Lord**, this is fun!

If this goes on much longer, I'll have to **Mace** myself.

I don't really like heavy **Metal**, do you?

Maybe I'll shut up if someone gives me a **Rose**.

What name did the magician in J.R.R. Tolkien's book "The Hobbit" have?  
Right, it was **Gandolph**.

I wish I had a **Dollar** for every page I've ever written ....

I can't wait for **Spring** to come around.

Somebody ought to shove a **Stopper** in my mouth to shut me up.

I hope that these texts will create a **Storm** of laughter.

Everybody remembers Forrest **Gump**, don't they?

I hope folks don't think I'm a **Klutz** just because I'm having fun with names ....

This prince has a name which is reminiscent of Tolkien's "Lord of the Rings:"

**Rohan Alwin Fürst**

I could almost **Kiss** myself for this zany idea ....

There's nothing more to be said about this listing: **Horny Radiowerk**

I hope that nobody is **Mad** at me for the above listing – it's not *my* fault.

The following listing is odd in itself ... the woman named was the owner of a shop which dealt in fowls, wild game & fish. The family name "Gutfleisch" literally translates as "good meat."

**Gutfleisch Herma** (Otto) Geflü-  
gel- Wild- u. Fischhdlg. XIX/117  
Sonnenbergpl 3 **B 1 47 49**

This Major-General has an unusual family name – it is Italian, and means “German:”

**Tedesco Josef** Gen.-Mjr. d.  
R. IV/50 Kolschitzkyg 16  
U 4 92 37

Although it’s hard to believe, Wrigley’s had an office in Vienna in 1943 ....

**Kiesselbach Fritz** Wrigley. P.  
K. Kaugummi V/55 Schönbrun-  
ner Str 36 B 2 36 15

“The Equitable” life insurance company was also present in Vienna in 1943.

**Equitable Lebens-Versiche-  
rungs-Ges. d. Vereinigt.  
Staaten in New York** I/1  
Stock-im-Eisen-Pl 3 R 2 91 43

Here are a few more American companies with representatives at Vienna:

**Kodak Aktiengesellschaft**  
Verkaufsstelle Wien III/40 Bea-  
trixg 25 \* U 1 35 10

**United Press Associations  
of America** + Correspondent  
Robert H. Best I/1 Wächterg 1  
U 2 94 33

**- Hollerith Maschinen Ge-  
sellschaft m. b. H. + Her-  
stellung u. Vertrieb von Loch-  
kartenmaschinen** I/1 Wipplinger-  
str 33 \* A 1 15 00  
Abt. f. Lohnarbeitsaufträge I/1  
Trattnerhof 1 U 2 62 07

I wonder if anyone recognizes the Hollerith Machine Limited Liability Company? Herman Hollerith, an American, developed the so-called Hollerith machine between 1880 and 1889; this machine used punched cards to store and tabulate data. Mr. Hollerith founded the “Tabulating Machine Company,” which was merged with the International Business Machine Corporation (aka IBM) a few years later. Nazi Germany wound up being IBM’s second largest customer during the 1930’s & 1940’s.

The listing shown below is pretty unusual ... “Deutsch” is German for the word “German.”

**Deutsch-German Josefina**  
XV/101 Pillerg 14 R 3 21 72

The following listings round out and complete these tales from an old phone directory – they are those of the various privately owned telephone and PMBX/PABX manufacturers. The one shown below belongs to the firm of Kapsch & Sons, whose original factory location was a mere 5 minute walk from my former apartment.

**Kapsch & Söhne** Telephon- u.  
Telegraphen-Fabr.-A. G. XII/87  
Johann-Hoffmann-Pl 9  
\* R 3 95 20  
Montage-Abt. XII/82 Meidl  
Hauptstr 82 R 3 34 45



**Schrack Ericsson Elektrizitäts-Aktiengesellschaft**  
 XII/87 Pottendorfer Str 25/27  
 \* R 3 25 00  
 Gemeinschaftslager XII/87 Hetzen-  
 dorfer Str 29 R 3 94 95  
 - **Eduard** Dr. phil. Vorstand d.  
 Schrack-Ericsson EAG. I/1  
 Schmerlingpl 8 B 3 92 15

The firm of Schrack is the second large manufacturer of telephones & telephone equipment and was, at one point, a joint venture with the Vienna branch of the Swedish firm Ericsson. Ericsson itself didn't start from scratch when opening its offices in Vienna, but rather bought out the old company of Deckert & Homolka somewhere back in the late 1910's, and for many a year the company logo reflected this buyout:

**Leopolder & Sohn Leoson**  
**Radiowerk** Telegraphen- Tele-  
 phon- u. Wassermesserfabrik  
 III/40 Erdbergstr 52  
 U 1 00 55, U 1 00 56

The firm of Leopolder & Son not only manufactured telephones and telegraph equipment but also water meters. The trade name "Leoson" was used by the radio factory belonging to the company. For many years Leopolder & Son had a contract with the Austrian PTT for refurbishing older types of telephones.



**Mix & Genest Ostmärkische**  
**Telefonwerke Ges. m. b.**  
 H. VI/56 Mariahilfer Str 47  
 \* B 2 95 45

The German manufacturer of telephones and phone equipment, Mix & Genest, had a factory in Vienna, which carried the designation "Ostmärkische" in the name. The Nazis called Austria the "Ostmark" – the eastern country ... which is historically correct. The first written mention of Austria dates from the year 996, when it was listed as "Ostarrichi," which literally translates to "eastern realm."

**Rückkunfmelder Ges. m. b.**  
 H. Büro u. Werkstätte II/27  
 Ob. Donaust. 17 A 4 59 93

This company manufactured a pretty unique telephone accessory, namely a device which automatically answered calls and sent a series of clicks back to the calling party; the number of clicks sent was set by the called party and represented the hour at which the called party would be able to answer in person.

**Telefon - Anlagen - Instand-**  
**haltung** + Neumayer Karl  
 III/40 Landstr Hauptstr 18  
 B 5 20 01

This company was specialist in the maintenance of private branch exchanges of all sizes and manufacturers ... the name literally translates as "telephone system maintenance."

**Telefontechnischer Verein**  
**in Wien** kaufmännisch-techn.  
 Beratung f. Telephonanlagen i.  
 Miete od. Kauf Vertragsüber-  
 wachungen Fakturenüberprüfun-  
 gen VII/62 Mariahilfer Str 32  
 B 3 54 12, B 3 54 65

Here we have the association for telephony in Vienna. They offered advice on PBXs for rent or outright purchase, and also offered to keep track of contract fulfillment, i.e. that the firm which sold or rented a PBX to a customer fulfilled all of the provisions of the relevant contract, especially in connection with the maintenance and/or expansion of the PBX.



The Viennese firm of Czeija, Nissl & Co. (CN) was known as the "Vereinigte Telefon- und Telegraphen-Werke" (aka VTT) for quite a number of years. Later on, they were renamed as the "Standard Telephon & Telegraphen AG," then ITT Austria, then Alcatel Austria and

currently Alcatel-Lucent Austria AG; "AG" is the abbreviation for the German-language term "Aktiengesellschaft," which is equivalent to a joint-stock company (JSC).



"Gefat" (Gesellschaft für automatische Telefonie<sup>[1]</sup>) didn't manufacture telephones or PBX equipment in Austria; instead, they bought all the stuff they installed from other companies.

Among other things, they offered desk sets manufactured by Czeija, Nissl & Co., which carried an ID plate with the Gefat logo, the address and phone number – sans the usual logo found on equipment from CN.

Vermittlungsstellen:

„Afrikanergasse“ u. „Stadlau“ II/27 Afrikanerg 1	R 4 00 00
„Atzgersdorf“ Wien-Atzgersdorf (XXV) Wiener Str 11	Atzdf 8 00
„Berggasse“ IX/66 Bergg 35	A 1 00 00
„Döbling“ XIX/117 Dollinger-gasse 12	B 1 00 00
„Dreihufeisengasse“ VI/56 Dreihufeiseng 7	B 2 00 00
„Favoriten“ X/75 Columbus-gasse 58/62	R 1 00 00
„Floridsdorf“ XXI/141 Nordbahn-anlage 4	A 6 00 00
„Fünfhaus“ XV/101 Loeschekohl 25	U 3 00 00
„Hebragasse“ IX/71 Zimmermannng 4/6	A 2 00 00
„Hietzing“ XIII/89 Wenzg 10	A 5 00 00
„Krugerstraße“ I/1 Krugerstr 13	R 2 00 00
„Meidling“ XII/82 Niederhofstr 26/28	R 3 00 00
„Neutorgasse“ I/1 Neutorg 7	U 2 00 00
„Rasumofskygasse“ und „Schwechat“ III/40 Rasumofskyg 29	U 1 00 00
„Taubstummengasse“ IV/50 Taubstummeng 7	U 4 00 00
„Treustraße“ XX/20 Treustr 22	A 4 00 00
„Wattgasse“ XVII/107 Wattgasse 56/60	U 5 00 00
„Zollergasse“ VII/62 Zollergasse 31	B 3 00 00

The listings shown to the left are for the telephone exchanges which were in operation in Vienna in the year 1943; with the exception of the "Atzgersdorf" (Atzdf) exchange they were all dial exchanges. Atzgersdorf was the only magneto exchange in the Viennese telephone network at the time, but it was called by direct inward dialing to reach an operator there.

I can't recall ever having read about (or seen) listings for exchanges in any other telephone book – but they were a boon to subscribers, because one could always directly call an exchange in order to lodge a complaint, instead of having to ring up the complaint desk under the phone number "B-0."

<sup>[1]</sup> "Gesellschaft für automatische Telefonie" translates as "company for automatic telephony," where the term "automatic" refers to dial telephone exchanges.