

# 195

MAGAZINE  
MAY • JUNE 1964

SPECIAL ISSUE:  
The Bell System at the Fair





Editor: Leonard W. Moran

Editorial Assistant: William M. Smith

Editorial Clerk: Mary F. Ardito

Design by: William Panos

Published by American Telephone and Telegraph Company for employees of the General departments and of the 195 Broadway Corporation. Editorial Office, 195 Broadway, New York, N. Y. 10007. Area Code 212 393-3189 393-3885

Chairman of the Board: Frederick R. Kappel

President: Eugene J. McNeely

Secretary: Charles E. Wampler

Treasurer: John J. Scanlon

## WHAT'S INSIDE

**THE BELL SYSTEM EXHIBIT** *Some impressions, plus a look at the PICTUREPHONE* Page 6

**ADDING THE PERSONAL TOUCH** *Audrey Cowan is one of six AT&T hostesses at the Bell System pavilion* Page 14

**ONCE AROUND THE FAIR** *A visit to Flushing Meadow with an AT&T family* Page 19

**FROM TOUCH-TONE TO TV** *How Bell System people wired the Fair for service* Page 23

**A BACKWARD GLANCE** *at the 1939 "World of Tomorrow," with AT&T retiree Oscar Hengstler* Page 26

**MISSION TO MOSCOW** *The Bell System is prominently represented in a USIA exhibit destined for display in Russia* Page 47

**COVER:** *The girls gracing the front of this special issue are, from left, Audrey Cowan (General Service), Terrie Concheiro (Marketing), and Nancy Kanter (Treasury). The photo is by Bill Schropp who is also represented on the inside, along with photographers Bob Isear, Hans Knopf and Bill Neufeld.*

# Big Day at Flushing Meadow

*or "Only the brave..."*



Wednesday, April 22nd, was no day for the fainthearted. The official opening of the 1964-65 World's Fair took place on a morning soaked by drizzle, chilled by wind, and shaken by the prospect of civil rights violence. It was a day on which 92,646 visitors confirmed poet John Dryden's contention that "Only the brave deserve the fair."

The ranks of the brave that eventful morning included President Johnson, former President Truman, Mayor Wagner, Robert Moses, nine state governors, two dozen ambassadors, and row on anxious row of circling pickets and police.

For the most part spirits were high, even though plumes and pageantry drooped a little. Bands

played as long as they managed to remain afloat, bagpipes skirled through sheets of mist, and a Chinese drum and bugle corps stepped off smartly into puddles. Miss Universe was there, along with a hundred Japanese geishas and a bevy of hula dancers whose grass skirts were wisely supplemented by overcoats. Just about every manner of



celebrity made an appearance except Our Mister Sun.

But it didn't matter. The creative energy of thousands of hard working, gifted and dedicated people had already taken fire and was not to be extinguished by a little weather.

In dedication ceremonies at the Bell System pavilion, Board Chairman Frederick R. Kappel marked out our purpose: "It is our hope and objective to show how we in the Bell System, through science and technology, have expanded man's ability to communicate, and to tell the exciting story of communications. . . ."

Then, after thanking all those who had striven to make the exhibit one of the most prominent features of the Fair, he snipped the symbolic ribbon. The Bell System pavilion was officially opened to all—to millions of visitors from the 50 states and all the lands of the world.

We were on our way. The very next day the truant sun reported back on the job, spreading a holiday air. Everything and everyone—including the brightly smiling, warmly accommodating Bell System hostesses—said

WELCOME



*on to the story of communications..*





# The Bell System Exhibit ...some impressions



The surprising thing is that so many people are lined up in the cool shadows of the great white floating wing so early in the morning.

As an employee you and your immediate family can go through the pavilion before the crowds begin—if you can get there by 9:30—but you'd rather have a chance to judge the crowd reaction, and so you join everyone else in line.

It doesn't really take very long. The line moves in briskly when the attendant officially opens the gate at 10 a.m. There are lots of kids. With their funny plumed souvenir hats bobbing up and down you can spot a pack of kids anywhere. They seem to be made for the Fair. Maybe it's really the other way around. Anyway their feet never hurt.

Part of the fun of entering this huge structure is in listening to the excited chatter of the kids as the escalator lifts you up a level and deposits you where the ride begins. Here are all those plush blue and green chairs gliding by, waiting to be filled. A smartly dressed attendant allocates one customer per seat. Once in, with seat belt fastened and the realization that those earphones produce a wonderful stereo effect, you and the guests smile, giggle some, lean back and relax.

And the show begins. Music composed especially for this ride puts you in a kind of patriotic mood with the big sound of a combined chorus. Then a smooth voice says something like . . . "the 730,000 men and women of the Bell System welcome you. . ."

All this takes place while the train of chairs has negotiated an incline and a curve and you get the first glimpse of the unique three-dimensional theater. It's at this point that you see the faces of the people on the ride ahead of you reflected in mirrors which are a part of the setting. Then the narrator introduces

you to the principal player in the drama of communications about to unfold.

Funny thing is, you don't see him where you'd expect. You're watching all your neighbors on the ride when suddenly every chair is filled with this guy. He's the passenger next to you, and the next and the next. Then he waves, smiles and before you know it, he appears in his first role, right in front of you in a wilderness setting where the story of man's quest to be heard and understood begins. (And you realize that you yourself are really the principal player in the drama.)

## Primeval Mood

The dark greens and blues, the coolness of the setting, are somehow primeval in mood and you appreciate the depths of the secrets man was searching for when time began. From hollow logs and smoke signals, from clay tablets and parchment, the pageant carries you through man's groping efforts to devise

symbols, to build a language and the tools with which to communicate. The enormity of the effort and the span of time is managed so well that you cannot help but mentally leave the story for a moment to reflect on the genius that weaves this enormous story together. With a series of stage settings continually being repeated for each spectator, it's as if it were a command performance.

The saga builds on through the discovery of the basic scientific principles upon which the modern world is founded. You share in the excitement of the harnessing of electricity, its application to communications and the great moment of Alexander Bell. And then the recent past comes into focus with the building of a network to carry one man's voice to any other across the nation.

The last big scene is reserved for the future. An era of worldwide and extra-terrestrial communications is foretold by the wonders of Telstar and the ruby laser beam. With the faces of children



All aboard for "the ride" at the Bell System pavilion and a presentation depicting man's efforts to communicate through the ages. At right, man is shown inscribing clay tablets.



## delighted squeals . . . taking a voice apart . . . a singing hostess

of all races and all nations appearing and re-appearing over a giant globe, the music and voices reach a climax while the narrator speaks . . . "To the promise of bright tomorrows for all children, we are all dedicated."

Already the squeals of today's delighted children come back to you down the line of chairs. The music fades and you watch the kids hustling from their seats and bouncing down the escalator to another world of wonders in the Exhibit Hall below.

Two flights down, and you find yourself together again with the people you've scarcely seen since the beginning of the ride. The enormous hall of displays begins with a comfortable place to relax, a lounge. You're greeted by wall panels depicting telephone people at work. You look carefully here to catch the theme. It's there in a few simple words combined with photography to tell the estimated 25 million people who will see this exhibit that "You can communicate so easily today because 730,000 Bell System

people live by the spirit of service."

Out of the lounge you move through the acoustical lock, or a series of corridors made almost sound proof, the first of several displays showing aspects of Bell Telephone Laboratories' work with sound. A series of bright and colorful light boxes showing the creatures of the earth and how they communicate leads you into the Senses Area, where the wonders of speech, vision and hearing are graphically portrayed.

### See Your Voice

The Visible Speech exhibit, which demonstrates how sounds can be displayed in any one of many ways, draws the crowds in for the first of several "live" shows. The hostess explains how patterns of speech are formed and then steps into a sound chamber to put the Vocoder through its paces. Very simply, the Vocoder takes your voice apart as you speak and reconstructs it in a simultaneous play-back which is both informative and highly entertaining. The

hostess tries out the "Happy Birthday" song and wows the kids with the amusing results.

Like a cork on the waves you're carried along now by curiosity and the ever-moving crowd into the Basic Science Area where the stories of the transistor, the laser and magnetic memory unfold. Listening to the hostess explain the complexities of growing man-made crystals of silicon, for instance, you admire the skill and the poise of the employees who serve here as hosts and hostesses. They put the visitors at ease, guide the crowd along and answer countless questions. One hostess explains the behaviour of waves and how they are harnessed to carry voice, music and television. Another describes the magic of electronic switching and how it will soon change our way of calling, if not our way of living. Still another hostess tells about undersea cables, how they are made, where they cross the oceans and how the new *C. S. Long Lines* cable ship has practically revolutionized the intri-

cate cable-laying process.

More games now and you join the line-up waiting to play tic-tac-toe, a demonstration of the logic built into our switching mechanisms. The fellow ahead of you is taking too long. He's had eight tries and you hear him mutter to his wife, "Well, you just can't beat a phone company job . . ." and you ponder the double meaning of that remark while you figure out your own first move. After a few fruitless moments you discover that, indeed, you can't beat your invisible, mechanical opponent so you hurry off to the next exhibit. This one happens to be PICTUREPHONE, one of the most talked-about in the pavilion.

### Sampling The Fun

It really pulls them in. Six PICTUREPHONE sets are set up in glass-fronted booths so fair-goers may sample the fun of seeing while talking. A person in one booth can talk with a friend in another or communicate with the hostess out front. The passing throng can take in the whole show, but hardly anyone goes by without giving PICTUREPHONE a try.

Western Electric is next in the spotlight as you move along to the story of the telephone manufacturing operation. Here you see phones enduring the "torture test" of incessant use to insure the reliability and long life of the equipment produced for the Bell System.

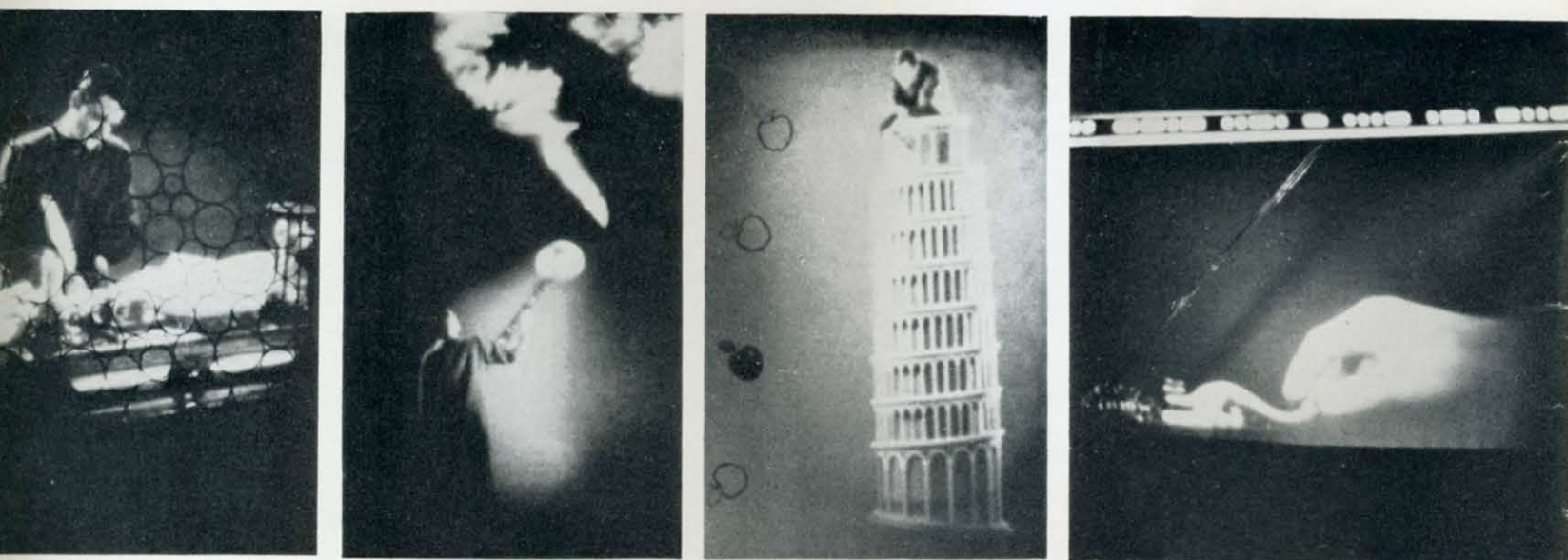
Now into another area of practicality featuring the many products designed for home and office. From the HOME INTERPHONE and the TOUCH-TONE Princess for your bedside, you pass along to observe an electronic PBX with an attendant seated at a desk—her compact console for handling calls a far cry from the switchboard of an era now almost past. Close by is the data exhibit which explains the process of putting data over telephone circuits and how, with the DATA-PHONE, the elements of time and



In the Exhibit Hall, one of the first displays: how creatures communicate.



The visible speech exhibit features the "Vocoder" which takes sound apart.



Other scenes along "the ride" describing man's search for knowledge and the tools of communication. From left, man's use of writing, electricity, natural laws (here, gravity), telegraphy.



Demonstration of electronic switching shows part of what the future holds.



distance are remarkably reduced.

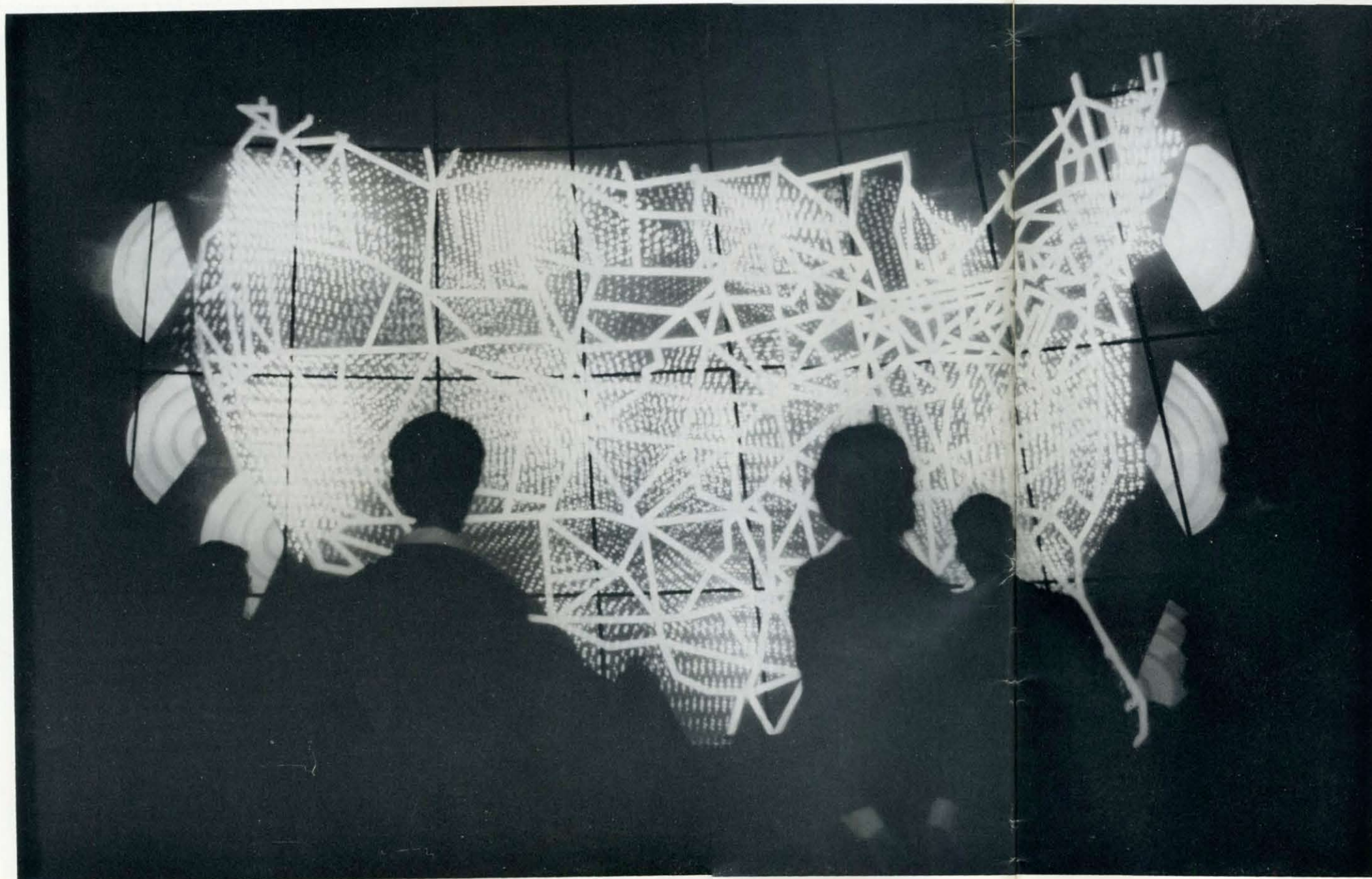
The finale is the network theater. Here, in a dome-shaped circular auditorium the main theme is spelled out in a spectacle of colored lights and special effects on a translucent wall curving up, over and half-way around the auditor-

ium. A single telephone connection is etched in light, then another, and another until the multiplicity of channels forms an almost solid display which becomes a map of the North American continent. Cable, microwave and defense systems all are shown and then dis-

solve to a projection of the globe with its interlacing of communications around the world—ending with a step into the heavens with Telstar.

Outside in the sunshine once again you gaze up at the microwave tower which stands 140 feet high and which

beams all the television shows emanating from the Fair. Here is a real piece of what seemed so fiction-like inside. You stroll around the Pool of Industry, stop and look back at the big white wing poised gracefully as if without support. Beautiful.



In the "network theater," a spectacle of colored lights traces communications paths across the nation.



Above, some of the audience for the Bell System's story of communications.





Every afternoon a few lucky visitors get a chance to place a PICTUREPHONE call to Disneyland.

## Getting The Picture—By Phone

Nineteen twenty-seven was a big year. It was the year that Al Jolson claimed for the "talkies" with *The Jazz Singer*, the year a young air mail pilot named Charles A. Lindbergh claimed for the age of flight. It was also the year in which television transmission over telephone facilities was given its first public demonstration. AT&T president Walter S. Gifford was present on the occasion and he made the following comments:

*It is our constant aim to furnish this country with the most complete telephone service possible. . . . With that in view, we shall continue our work on television. . . . As it is now, it is a giant mechanism which takes up nearly half a room. . . . It will be a long time before ordinary telephones will be provided with devices for television. A great deal of work must be done on them to make it practicable to use them in our system. But we will some day, I have no doubt.*

Well, Mr. Gifford's "some day" is a lot nearer, we have no doubt.

PICTUREPHONE service, the Bell System's experimental television telephone development, has been one of the most popular features of our pavilion. Visitors have been standing two and three abreast in long lines, waiting for a turn to try one of the eight sets that have been provided for demonstration. And every 20 minutes each afternoon a few lucky ones get an exciting bonus—an opportunity to make PICTUREPHONE calls to Disneyland, California, where there are three PICTUREPHONE sets.

PICTUREPHONE first began gathering crowds on April 20th of this year when William L. Laurence, science consultant to the World's Fair, placed a demonstration call to Disneyland, to Donald Shaffer of the Anaheim, California, *Bulletin*. Then, via PICTUREPHONE, West Coast reporters quizzed Bell System executives in New York about the new development in a coast-to-coast press conference.

They found that reception and transmission at both ends were fine.

They also found that the PICTUREPHONE is a good deal smaller than the "half a room" television apparatus Mr. Gifford cited. Owing to the invention of the transistor and the development of miniaturized components, the PICTUREPHONE is a compact and convenient size.

### Hands-Free, Too

Here's how it works. To make a PICTUREPHONE call, the caller sits about three feet from the screen of the set, which is designed to be placed on a desk or table. Normal room illumination is adequate, as the set automatically compensates for a wide range of light intensity. The caller presses the "On" button and then a button labeled "V". After this he pushes TOUCH-TONE buttons to place his call. By pressing another key on the control unit he can view his own picture before deciding whether he wants it transmitted. For talking, he has the

option of using a hands-free Speakerphone or the telephone handset.

Any day now people in Chicago, New York and Washington may be making regular "see-while-you-talk" calls to each other. Modifications of the tariffs for the service have been filed with the FCC and, if approved, the service will be provided at a PICTUREPHONE center in each of the three cities.

Meanwhile visitors can continue to watch calls being made at the Fair. They can even help in the actual development of PICTUREPHONE service, since Bell System engineers and representatives are frequently on hand observing the performance of the equipment and interviewing users to record their reactions.

And perhaps some day fairly soon, when people are taking leave of each other for homes or offices separated by thousands of miles, their parting words may very well be:

"So long. I'll call you when I arrive."  
"Right. See you later."



The nun's reaction has been repeated by almost every visitor trying out the PICTUREPHONE.



*Unlike most pavilions at the Fair,  
the Bell System's is staffed  
by our own people—  
people like 195's Audrey Cowan...*

## Adding the Personal Touch



As almost everyone knows who has ever hummed at a hootenany or sung along with Mitch, there's an old English folk song with a refrain that keeps asking plaintively:

*O Dear, what can the matter be,  
Dear, Dear, what can the matter be,  
O Dear, what can the matter be?  
Johnny's so long at the Fair.*

Well, it may be that we've come up with the answer. It's just possible that Johnny's so long at the Fair because he's become enchanted with Audrey Cowan at the Bell System pavilion there.

Audrey is one of the six girls from 195 who are serving as exhibit hostesses, and she obviously provides eloquent support for our conviction that the most impressive features of the Bell System exhibit tend to be Bell System people.

Audrey is 22, with honey blonde hair, blue-eyed, trim, and about as pretty as any girl has a right to be. Add to that a sprightly disposition and the genuine friendliness that all the hostesses display, and you quickly understand why we've been registering so well with visitors—and why Johnny's been detained.

And yet, none of the volunteers was chosen as a merely decorative addition; that was a bonus. They have more serious work to do. The Bell System pavil-

ion was designed to be as attractive and as entertaining as possible, but it represents the communications business, not show business. That's why the girls were given briefings on each of the displays—supplementing the knowledge they've already accumulated on their regular jobs—and why they're frequently able to handle technical questions that would reduce the professional model to nervous giggles.

"Surprisingly," Audrey says, "a great many of the really difficult questions are from children. But, all told, the reaction to the displays and demonstrations has been pretty spirited. Just look at the lines for the PICTUREPHONE. Sometimes it seems like Radio City.

"But that helps a lot—the audience response, I mean. That's what makes it a satisfying job for us—the people we come in contact with. When you begin in the morning and you might be a little nervous, or when your energy starts to flag a bit towards closing time, a new group of visitors comes in and all of a sudden you're right in form again. They're usually so friendly, so eager to see and hear everything, you get caught up in their enthusiasm."

Audrey lives in the Bay Ridge section of Brooklyn with her mother, her younger brother, and a saucy terrier called "Mister Chips." ("He has a reddish brown coat, a curly tail, and the biggest brown eyes you've ever seen.") She was graduated from St. Joseph's College for Women in June of 1962 with a B.A. in English Literature. Right after graduation Audrey became a kindergarten teacher for the summer, and went on to social work for the New York Foundling Hospital. She came to AT&T about fourteen months ago.

At the moment, Audrey's spare enthusiasm is channelled into a neighborhood theater group and the Young Republican Club. During those relatively





Connecting 90 million telephones with each other--and handling 250 million calls a day--has produced the biggest and most complex computer system in the world.

But we still have friendly operators--many more than before the days of dialing to help you when you need help.



## *A lady asked, "Are those your own teeth?"*

rare occasions when she has a few unscheduled minutes, she spends them reading--the Russian masters are her favorites, chiefly Tolstoi, but T. S. Eliot is coming up strong.

When the World's Fair assignment is over, Audrey will be returning to 195. In the meantime, though, she'll have collected some valuable experience on relationships with people, including the people we serve.

"What you have to supply out here at the Fair," Audrey says, "is a good deal of courtesy and friendliness, and a certain amount of poise--all backed up by a sense of humor.

"Just as with all jobs, things occasionally go wrong," Audrey admits. "It may be a lapse of memory right in the middle of your talk, a mechanical failure on one of the displays, or an awkward or embarrassing question. Whatever it is, you have to be able to grin and take it in stride."

Some of those awkward questions are

almost predictable, where an attractive girl is concerned. For example, the time-honored remarks from the occasional romantic, lingering on after the main group has left:

"You're a natural. How would you like to be on television?"

"What's your telephone number?"

"How about meeting me later? I'll buy you a pizza."

Or, once in a while, from the woman who's been watching very, very closely:

"Are you wearing false eyelashes?"

"Tell the truth. You're really a professional model, aren't you?"

"Are those your own teeth?"

Or, from a child:

"Is the lady real, daddy? Is she?"

But all of that's only a small part of the typical day's encounters. "What's really surprised and encouraged us," Audrey says, "is the visitors' interest in us as individuals, as people. They want to know all about us--what kind of

jobs we had before the Fair; how we like being hostesses; how long we've been on duty; even, do our feet hurt.

"The out-of-towners are extra friendly. They like to tell you where they're from, and then they usually volunteer their impressions of the exhibit. There was one woman who came up to me very excitedly and said, 'I've come all the way from El Paso, Texas, to see the Fair, and I just had to come to this fine pavilion first. I worked for the Bell System for 36 years.'

"Another woman stopped by to tell me how marvelous she thought everything was, and I asked her which pavilion she planned to visit next. 'The telephone pavilion,' she said. I told her, as gently as I could, that she was *in* the telephone pavilion. She looked around, puzzled a moment, and then she said, 'Oh, dear, I thought this was General Electric.'--It happens sometimes. There's so much to see, all over the Fair, that sometimes people aren't really



*At work: the last few details in the last few minutes before "going on."*





focusing—just enjoying the blur of excitement.”

After almost two months on the job, Audrey still shares the same excitement. “I don’t think it would be possible to work here and not feel the holiday mood,” she says. “All of the girls spend a lot of their free time as sightseers, and it’s wonderful—the Fair at night, the breath-taking lighting, everything.”

“I may not get up singing when the alarm clock goes off in the morning, but once I get off the train at Willet’s Point and start walking down the ramp to the main gate, I’m just like a tourist all over again. It happens to just about everyone. You’ll understand when you come out here.”

The thousands of people who have already been welcomed to the Bell System pavilion must have noticed this spirit—not only in Audrey but in *all* the hostesses and staff personnel whose refreshing and cheerful eagerness to serve distinguishes our exhibit.

As one visitor said to Audrey: “Young lady, I’m so impressed with the way all of you are handling things, I’m going to buy more AT&T stock.”



At top: Audrey and Terry Concheiro (Marketing) enjoying lunch hour diversion. Above: back on the job—and winning friends.

## Once Around The Fair ...with an AT&T family



From left: Jeff, Vickie, Gerry and Jean Lindeman braving the rapids on a “log flume” ride.



## an enchanted land...built by a giant

Once upon a time there were two children who lived in a faraway place called Summit, New Jersey. One was a boy named Jeff, who was "seven and a half, going on eight." The other was a little girl named Vickie, who was five. Vickie and Jeff both loved adventure, and both had seen—over the magic box in their living room—an enchanted land known as Flushing Meadow. There was a great Fair in progress there, built by a giant named Robert Moses, and both Jeff and Vickie desperately wanted to see it, right up close, close enough to touch.

So they made a wish and asked their

parents to take them. And they asked and they asked—until their parents finally saw what a splendid idea it was. And off they all went one bright morning, under an amiable sky, and Jeff and Vickie had a chance to see what the Fair was really like.

### First Trip To City

Jeff and Vickie are the children of Gerry and Jean Lindeman. Gerry's a staff representative in the private line rate group of the Planning Department. He came to 195 from the Illinois company in June last year. Jean and the

children joined him at their new home in Summit that August. For Jean, Jeff and Vickie the trip to the Fair was their first visit to the city.

The morning they all went to the Fair, they left the car in the parking lot to the rear of the Bell System pavilion—which was their very first stop. Of course, if any fun shows or animal acts or the like had been around to catch the children's fancy, the Bell System might have had to wait. But there weren't, and Jeff and Vickie fairly streaked toward the distinctive "floating wing." ("Loyalty," Gerry said, grinning.)

For the kids the best things turned out to be "the ride" and the PICTUREPHONE. Soon, however, Jeff started to remember what it was he *really* wanted to see: dinosaurs. So the trek started in earnest, relieved by only the briefest pauses to sit down and rest—during lunch and while traveling on the Swiss cable car (four minutes) and the monorail (eight minutes). The Log Flume offered another pause (three and a half minutes), but not exactly a restful one, since the climax of the ride consists of a 45-degree drop into "swirling rapids."

Unfazed by heat or distance, Jeff and Vickie darted about tirelessly. But every time they were on the track of the dinosaurs—which are normally easy to spot in this age—some new diversion raised its thrilling shape.

For example: the Hong Kong pavilion with three Chinese junks "moored" in a garden about a cannon's shot from where the *Bounty* (of *Mutiny on the Bounty*) rides easily at anchor. The Unisphere itself. The parrots of the Florida pavilion. A snappy platoon of pretty riflegirls at the Texas pavilion. ("Ah, to be a drill sergeant!" someone said.) U.S. Rubber's whitewall ferris wheel with its barrel-shaped gondolas. Michelangelo's *Pietà*, and the Coventry Cross. The pavilions of Spain, Japan, the Sudan, Chrysler. The IBM "egg." Fanciful fountains and equally fanciful architecture; games and shows; art treasures, cruises, folk dances; the worlds of yesterday, today, tomorrow, and the day after. *Everything*.

And, finally, the dinosaurs, Vickie and Jeff suddenly came upon them in their carefully authentic lair at the Sinclair exhibit where they were going about their usual business of eating and fighting. They were all present or accounted for, big and small, mild and mean—from *Struthiomimus* (a mere six-footer, a kind of prehistoric runt) to *Bron-*

*tosaurus* (27 feet high, 68 feet long);



Really, what's a World's Fair, after all



... without an "official World's Fair balloon?"



A must on every child's visit—the terrible-tempered Tyrannosaurus Rex in his lair.



*Said the Duke: "Ripping!"*



from the vegetarian *Triceratops* to the terrible-tempered *Tyrannosaurus Rex*. In all, as fine a group of monsters as any two kids could hope to meet.

Then, at last, Vickie and Jeff had had it. They were finally pooped, and Jeff began feeling the sunburn he had gotten the day before. They were both ready for home. Even more so were Gerry and Jean. They had all enjoyed the outing and the marvelous Fair, even though Gerry had a word of advice for future visitors:

#### Advice For Visitors

"We thought for our first tour we'd simply walk around. Just sort of see what was there. But we discovered that the fairgrounds take in an awful lot of territory, and that almost every foot's packed with something that steals your attention. If you have no definite itinerary, you may find yourself spending time on things you aren't really anxious to see. All I'd really say is plan ahead, and stick to the plan. And be sure you have a good map showing the exhibit locations and places where you can eat."

Other visitors to Flushing Meadow the day the Lindemans were there included some royalty: the Duke and Duchess of Windsor. When asked what he thought of the Fair, the Duke is reported to have said,

"Ripping!"

As Jeff collapsed into a seat at a refreshment stand on the way back to the car, he was asked the same question. He said,

"Wow!"

*A fellow can get pretty tired after visiting so many countries and tracking dinosaurs all day.*

## From Touch-Tone to TV

*Bell System people and Bell System know-how provide a wide variety of communications services for the Fair*



Inside a "Chatter-Box" family phone booth at Bell System pavilion.



In any ordinary city, growth—and the corresponding growth in telephone services—takes many years. But in a matter of months, Flushing Meadow Park, which was an almost inaccessible swamp some four years ago, has been transformed into a spectacular “city within a city”—the New York World’s Fair.

To keep pace with the metamorphosis of the 646-acre site into its present form, the efforts of hundreds of Bell System people were coordinated with the precision befitting a military exercise.

People from every division of the New York Telephone Company’s downstate operations were assigned to the force. Estimates were made of the communications requirements of both exhibitors and visitors. Then, thousands of miles of wire were run through a maze of underground conduit. This network—one half billion conductor feet of telephone cable and 150,000 feet of television cable—is now the nerve system for the unprecedented concentration of communications services at the Fair.

Much of the work had to be done in the last few weeks before the Fair opened, as exhibitors rushed to finish their pavilions on time. At the peak of

plant force operations, there were more than 400 telephone people working, most of whom were craftsmen. And they’re still making repairs and meeting increased demands for telephone service. When things slow down to “normal,” an estimated work force of more than 150 will still be needed.

About 6,500 telephones have been installed. Some 1,400 of these are public telephones featuring TOUCH-TONE push-button units. Set up in clusters of threes and fives, about 450 handsome blue and white “serpentine” booths (so-called because of their swirling design) can be found at 119 locations.

#### “Space Helmets”

Also dotting the landscape are what seem to be giant concrete and glass space helmets. But they’re not. They’re family phone booths, equipped with TOUCH-TONE sets, cushioned seats, and air conditioning. To the surprise of many, there are no telephone handsets in these booths. Instead, sound is transmitted and received by Speakerphone sets in the panel installation, so that an entire group can take part in a “hands-free” conversation with the called party.

At selected locations around the fair-

grounds are about 400 emergency telephone stations for summoning police, fire, or medical aid through a dispatcher who is in direct communication with the Fair’s emergency services.

The Bell System exhibit itself is served by a 200-line electronic switching system (ESS 101), the first such installation in New York. Because an electronic switching system has a “memory,” it permits unusual features: automatic rerouting of calls to another number; four-party conference calls set up by just dialing the other parties; contacting frequently called numbers by dialing a few digits instead of seven or ten; and other advantages not possible with present electro-mechanical switching systems.

Neatly fitted into a corner of the Bell System exhibit is a public telephone center providing directories for more than 150 cities, a number of spacious “one-man” booths, and three “Chatter Box” family booths. “Manning” the center are Bell System Coin Telephone Attendants, decked out in smart blue uniforms. These girls also may be found on the fairgrounds where they assist telephone users in making calls, supply change, and provide general information

about telephone service. They are frequently called upon to perform other tasks which are normally beyond the call of duty, such as minding children while mother makes a call, or providing information on how one gets to Jones’ Beach from the fairgrounds.

Supporting the wide array of telephone services is a modern new central office in nearby Corona, Queens, which includes CENTREX service to 20 World’s Fair customers. And thanks to expanded direct distance dialing, through the traffic service position (TSP) installations in the Forest Hills central office, visitors to the Fair can dial their own person-to-person, collect, and credit card calls without the help of an operator. The traffic employees of the central offices in the World’s Fair area—some 400-500 persons—are not only serving the Fair, but surrounding communities as well.

#### Lost Kids On TV

Wiring the Fair for telephone service was only part of the Bell System’s task. Facilities were also provided for radio, data transmission, teletypewriter services, and television. Meeting the Fair’s television requirements was equivalent

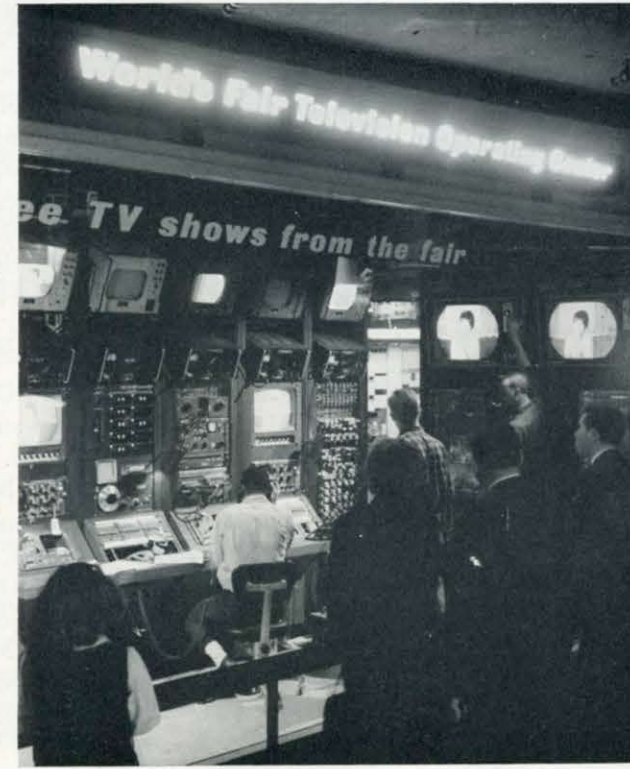
to duplicating the television transmission facilities in mid-Manhattan, the major video program center on the East Coast. For example, transmission facilities for as many as 38 simultaneous programs have been provided, as well as wire paths for the world’s largest closed-circuit color TV network. Special events and public service telecasts (including close-ups of lost children) are carried over this network to more than 200 color TV receivers in various locations. Using portable equipment, telecasts can originate from any of 62 terminal locations.

TV programs are monitored and circuits tested at a fully-equipped television operating center inside the Bell System exhibit. Through a glass wall in the Exhibit Hall, visitors can watch the technicians at work and several monitors carrying shows in progress. Programs are beamed to the nation via the one-ton horn antenna perched on the 140-foot-high microwave tower outside the Bell System exhibit.

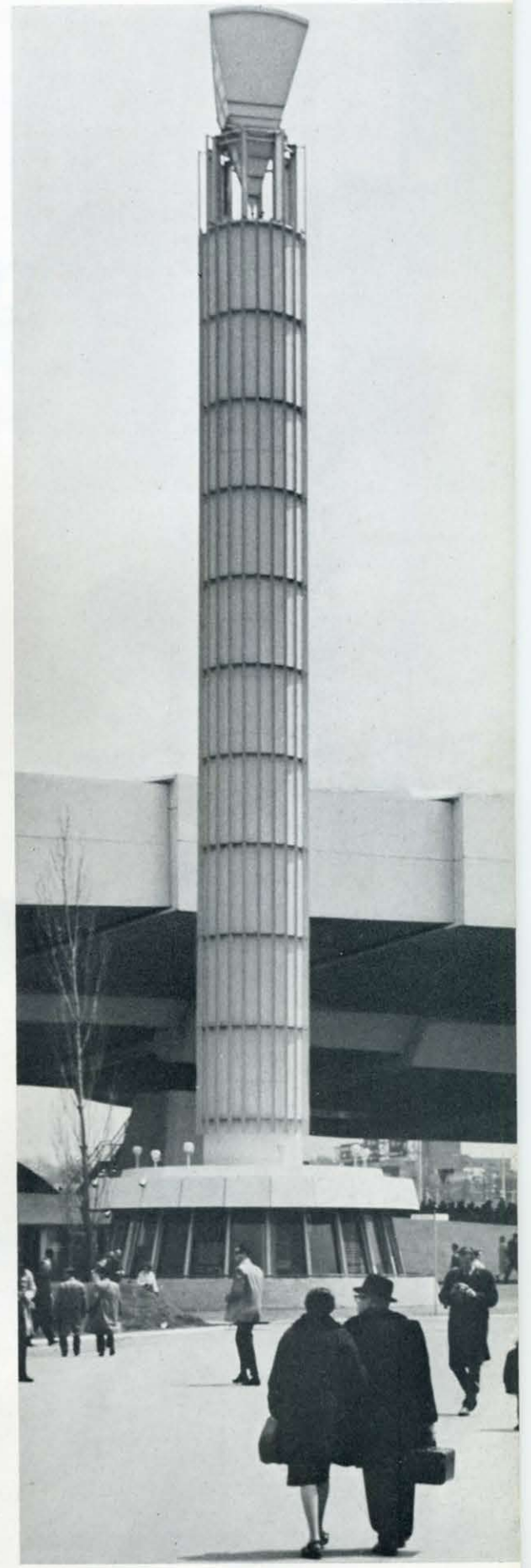
The microwave tower is literally one of the high points at the Fair. Another high point—in a different sense—is the job done by Bell System people in providing the Fair with the most modern communications services in the world.



Conveniently located all over the fairgrounds, handsome “serpentine” booths (left) and helmet-shaped family booths (right) have proved extremely popular with fairgoers. All public phones at Fair are TOUCH-TONE units. Family booths also have Speakerphones.



Coin Telephone Attendants assist telephone customers on fairgrounds and in public telephone center (left). Through glass wall, visitors can view TV operating center (above).



From TV operating center, programs are beamed to nation via microwave tower.





*On a tour of the Fair,  
195 retiree Oscar Hengstler takes*

## A Backward Glance at "The World of Tomorrow"

By May 1939, the armies of Adolph Hitler were fast extending the boundaries of Nazi Germany. But the ominous shadow of war had not yet been cast across the Atlantic Ocean. Of primary interest to many persons here was Flushing Meadow in New York City. There, on some 1,200 acres of former wasteland, the exciting World's Fair had just opened its gates, revealing "The World of Tomorrow," a magical fairyland of fascinating exhibits and entertaining attractions from every quarter of the globe.

Sunday, May 28, 1939, was a warm, sunny day in New York, and thousands headed for the fairgrounds. One of the earliest to arrive that day (and one of the last to leave) was Oscar Hengstler, then a photostatic cameraman at 195. This was Oscar's first trip to the Fair—but it was not to be his last. During the 1939 and 1940 Fair seasons, Oscar was to return to Flushing Meadow 32 times (his wife, Minnie, accompanying him on 28 of those visits).

"Not many of us were thinking about what was going on in Europe at that time," Oscar recalls. "We were all caught up in the excitement of that fabulous 1939 Fair. I don't think I really gave much thought to the threat of war until the September day after Hitler marched in and declared war on Poland. There was a parade going on outside the Polish pavilion, but the news from Europe made it a very depressing time. We all walked around the Fair that day with a hollow feeling inside."

Yet the sad events in Europe were only disturbing newspaper headlines for most Americans, headlines to be read and tossed aside. The Fair, on the other hand, was much closer to home—a spectacular reality not to be denied. Their ardor undampened, people continued to flock to the Flushing Meadow fairgrounds.

### Visited Every Attraction

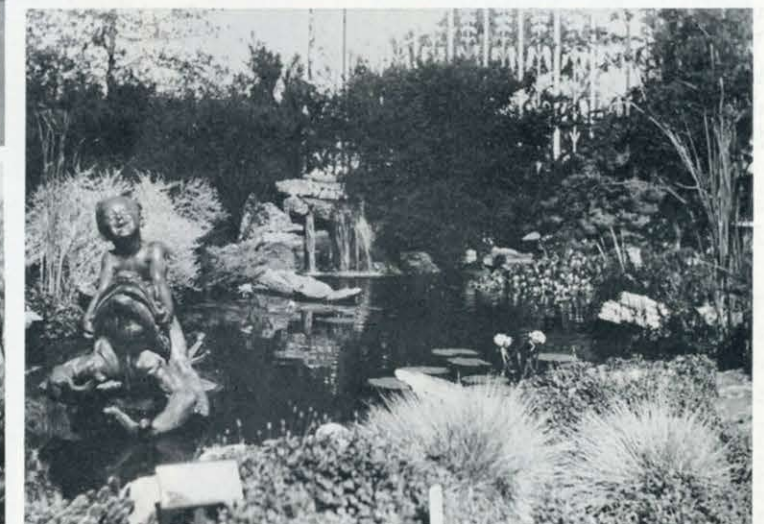
Fulfilling a promise to himself, Oscar visited *all* of the domestic and foreign pavilions, and attended *all* of the shows in the Fair's huge entertainment area. He went out to the fairgrounds from May to October of both years, in spite of the weather, sometimes spending as much as 15 hours at a time there. (A ten-hour day was "normal" for him.)

"There was so much to see and to do," says Oscar. "Almost all of the major companies in this country had pavilions, and every industry was represented. About one half of the states had exhibits and they were grouped together in the beautiful Court of States. Some 80 per cent of the peoples of the world

*Oscar and his wife, Minnie, at their second New York World's Fair.*



*Through the lens of Oscar's Brownie in 1939: (upper left) view down Constitution Mall past statues of Four Freedoms to statue of George Washington, Trylon and Perisphere in background; (upper*



*right) Pony Express Rider group at entrance to Bell System exhibit; (lower left) sculptured fountain and New York City pavilion; (lower right) one of many lush gardens at 1939 Fair.*

were represented by more than 50 foreign exhibits centered about the Court of Peace.

"In the entertainment area of the fairgrounds, Frank Buck had brought 'em back alive, Billy Rose had two or three extravaganzas going, and the midway was booming with all kinds of other attractions—exotic and otherwise!"

One of the reasons Oscar went to the Fair so many times was to take photographs—of *everything* worth photographing. Because he was working with only an old Brownie box camera, he frequently had to make several visits to an exhibit or scenic spot on the fairgrounds to see what the lighting was like at different times of the day. By the time he was through he had

taken 765 photographs—many of them so good they were exhibited in the 195 library. Later, a few of the photographs were featured in an article in the *195 Bulletin*.

Anyone old enough to walk at the 1939 Fair probably has vivid memories of it. Oscar, of course, has a few more than most, and his memories are always at his fingertips. Having been an avid collector of all sorts of things ever since he was a youngster, Oscar carefully filed away his memories of the Fair in huge albums, two of which contain his photographs. Other binders contain souvenir menus from the 36 domestic and 19 foreign restaurants in which he and Minnie ate while visiting the Fair, informative booklets and brochures provided free-of-





*"The next 25 years should be even more interesting..."*

charge by exhibitors, and souvenir programs from the shows. He also saved souvenir tickets to the Fair itself and to the midway attractions, and copies of the daily Fair newspaper. In addition he kept a detailed log of his visits.

It would seem that Oscar has had enough World's Fair for one lifetime, but he hasn't. He is almost as excited by the current exposition as when he was 25 years younger, and plans to go several times (although he's sure it won't be 33 times). In fact, he and Minnie already have made their first two visits.

"There has been a tremendous change in Flushing Meadow since 1939," Oscar observed, when asked his impressions of the 1964 Fair. "We thought that the architecture in 1939 was ultra-modernistic, but look what they've done 25 years later! Very conspicuous by their absence this time are the huge murals, the great statues and other sculpture, and the lush gardens that were all over the 1939 fairgrounds. Even the Bell System exhibit had a pine grove.

"We found the 1964 Bell System pavilion a marvelous exhibit, and that ride through the story of communications was just fascinating. I certainly would like to know how they did it.

"I remember that in 1939 long distance telephone service and television demonstrations were such exciting events. Visitors to the Bell System pavilion then were thrilled if they got a chance to make one of the free long distance telephone calls to any place in the country. Now they're making coast-to-coast PICTUREPHONE calls. It's really fantastic how much technological progress has occurred in recent years—so many new devices, so much improvement in the old, especially in the telephone business.

#### "Future" Being Realized

"Of course," Oscar continued, "we take such things as the laser, color TV, or cinerama movies more for granted today because we've already heard or read about them before coming to the Fair. In 1939, things such as nylon, plastics, and three-dimensional movie projection were more exciting developments simply because most people didn't know a lot about them. Then too, some of the things that are supposed to be 'futuristic' today are already being realized—for example, space flight. It is interesting that most of the predictions of General Motors' 1939 Futurama, such as super-highways, have already come to pass. The next 25 years should be even more interesting in this respect.

"A significant difference between today and 1939 is that the world seems so much smaller than it was then. I guess that this is partly due to the fact that tremendous advances have been

made in communications technology to bring the parts of the world closer together. And then there's the increased opportunity for people to visit other lands. We've been to 14 countries ourselves in the past few years."

Oscar also noted that something else has changed over the years as well: "Our entire cost for the two seasons of the 1939 Fair, including meals and photographic supplies, was only \$318." Then he grinned. "If we tried to do the same things this time, we could be pretty sure it would cost a little more."

Nevertheless, there is still plenty that Oscar plans to see and do out at Flushing Meadow. He estimated that he had spent about 393 hours there in 1939-40, walking some 176 miles during his 33 visits. And although Oscar claims he doesn't plan to repeat that performance this time, he's already chalked up two 12-hour days and taken more than 50 photographs. (He now has a 35mm camera.)

It seems that 25 years and retirement haven't done much to slow Oscar down. At the end of the second long visit his only comment was, "The day went much too fast!"

*At Pepsi-Cola pavilion, Walt Disney's "Small World" show backs up Oscar's observation that world seems smaller today than in 1939.*



*The Hengstlers view impressive population explosion exhibit at U. S. pavilion (top left); later take fun ride in Avis "tin lizzie" (top right). Still after pictures, Oscar snaps Ford pavilion (lower left). After leaving Thailand exhibit (lower right), Hengstlers decide on next stop of long day at Fair.*





# **Anniversaries**



**CLYDE L. SCHWARTZ**, Operations, 40 years, June 9 . . . was graduated from Ursinus College . . . joined Bell of Pennsylvania as commercial clerk . . . became commercial practices supervisor in 1926 and commercial training supervisor in 1930 . . . appointed general commercial supervisor the following year . . . joined AT&T's O&E commercial division in 1933 . . . named business office practices supervisor in 1952 . . . is now commercial methods supervisor . . . retires at the end of July (July 2 is his last day at 195) . . . lives in Westfield, N. J. where he gardens, golfs, and is active in many church activities.

**CHRISTOPHER M. CONWAY**, Operations, 40 years, June 23 . . . is a graduate of Massachusetts Institute of Technology . . . started with the New York company . . . transferred to the New England company in 1925 where he had various traffic, field and staff assignments . . . came to O&E in 1943 as engineer in the traffic facilities section . . . appointed traffic dial equipment engineer in 1951 . . . lives in Greenwich Village . . . enjoys the theatre, hi-fi and color photography.



**HAROLD F. ULISNIK**, Engineering, 40 years, April 23 . . . was graduated by Rutgers with a B.S. degree in 1924 and a civil engineering degree in 1928 . . . received an M.B.A. in 1936 from N.Y.U. . . . started System career in New Jersey company's Newark area, outside plant engineering . . . held various supervisory posts and, in 1953, became a senior engineer in inventory and cost group . . . joined AT&T in July, 1963 on a temporary assignment with cost studies group in Engineering . . . became permanent member of this group in December, 1963 . . . the Ulnisniks live in Short Hills, N. J., where Hal devotes his spare time to stamp collecting, photography, woodworking and gardening.



**FREDERICK R. KAPPEL**, Chairman of the Board, 40 years, June 26 . . . received B.S.E. degree from University of Minnesota in 1924 . . . began Bell System career with Northwestern Bell and served in various positions in the plant and engineering departments from 1924 to 1939 . . . elected assistant vice president-operations in 1939 and vice president and director in 1942 . . . came to AT&T in 1949 . . . served successively as assistant vice president-Operations and Engineering; vice president-Long Lines Department; and vice president-Operations and Engineering . . . elected president, Western Electric Company, in 1954 . . . returned to AT&T as president in 1956 and held that position with the company until August, 1961 when he was elected Chairman of the Board . . . holds several honorary degrees from various colleges and universities . . . has received numerous awards and citations for contributions to the field of business . . . Mr. and Mrs. Kappel have two daughters and one grandson.





**EDWIN C. SCHILLING**, staff representative, Operations, 35 years, June 24 . . . was graduated from the University of Illinois with a B.S. degree . . . started with the Southwestern company in St. Louis as a traffic assistant . . . had various assignments as district traffic superintendent . . . transferred to AT&T's toll service group in 1960 . . . lives in Murray Hill, N. J., and has a daughter . . . is treasurer of the Westminster Presbyterian Church in Berkeley Heights . . . enjoys hunting and fishing, sports, reading and gardening.

**KATHRYN L. WIEGAND**, Comptroller's, 35 years, June 3 . . . joined Treasury as a temporary clerk on a bond issue . . . joined chief statistician's division (now business research division) in 1930 . . . has worked on actuarial studies and on benefit plan statistics . . . has been in economic studies group since 1954 . . . lives in Brooklyn . . . enjoys gourmet cooking, the theatre and music.



**ALLEN W. DUNN**, Operations, 35 years, June 18 . . . was graduated from the California Institute of Technology with a B.S. degree in electrical engineering and shortly after started as a student engineer in plant in the Pacific company . . . after various assignments in plant and traffic, joined the traffic equipment group at 195 in 1961 . . . has two married daughters and enjoys working with the Boy Scout troop to which his son belongs . . . enjoys lapidary work, color photography, and woodcutting.



**GUY L. CHILBERG**, Engineering, 35 years, June 25 . . . received B.S. and M.S. degrees from the California Institute of Technology . . . began his Bell System career in the plant department of the Pacific company with various assignments in the southern California area . . . served in the Army from 1942 to 1946 . . . returned to the Pacific company and became supervising plant service foreman in Los Angeles . . . moved to San Francisco in 1948 as plant employment engineer and later became plant results engineer . . . became general plant supervisor in Seattle in 1951, and general plant manager in 1953 . . . came to AT&T in 1955 as outside plant engineer . . . active in USO and Armed Services YMCA work, and a member of American Institute of Electrical Engineers . . . the Chilbergs live in Rumson, N. J. . . have four children and three grandchildren.

**NORVAL S. EWING**, Legal, 35 years, June 21 . . . was graduated from the Armour Institute of Technology in Chicago in 1929 with a B.S. degree in electrical engineering . . . joined the patent staff of Bell Laboratories in New York after graduation . . . continued education at New York University and New York Law School, receiving an LL.B. degree in 1934 . . . became division patent attorney in 1947, and general patent attorney in 1955 . . . joined Western Electric that same year . . . became general patent attorney at AT&T in 1960 . . . was admitted to the New York State Bar, the U.S. Circuit Court of Appeals, and the Court of Customs and Patent Appeals in 1935, and to the U.S. District Court in 1937 . . . is a member of the American Bar Association and the New York and New Jersey Patent Law Associations . . . enjoys golf and photography . . . the Ewings have two children and live in Livingston, N. J.







**EVERETT R. FOX**, clerical operations and statistics supervisor, Operations, 35 years, June 4 . . . was graduated from the University of Illinois with a B.S. degree . . . started with the Southwestern Bell Telephone Company at St. Louis as a traffic assistant . . . had various staff and traffic assignments in the Missouri-Illinois and Texas areas, and with general staff . . . came to AT&T in 1954 . . . lives in Summit, N. J. . . . has a son, two daughters, and three grandchildren . . . interests are numismatics, golf, photography and gardening.

**FRANK JAHRLING**, General Service, 35 years, June 24 . . . began his Bell System career at AT&T with General Service Bureau . . . was graduated from Cooper Union Institute, Evening School of Architecture, in 1935 . . . transferred to chief statistician's division, now the business research division, in 1940 . . . served as a lieutenant during World War II in the Office of the Secretary of the Navy . . . returned to AT&T as a statistician . . . transferred to General Service in 1949 as office manager . . . became personnel relations supervisor in 1952 and supplies manager in 1961 . . . enjoys oil painting, bowling and golf . . . the Jahrlings live in Westfield, N. J., and have a son and daughter.



**J. ARTHUR COTNER**, Engineering-A, 35 years, June 17 . . . was graduated from Ohio Northern University . . . started with Long Lines in the Cleveland area . . . held various positions in plant and engineering . . . was with the Signal Corps during World War II as lieutenant colonel . . . returned to Long Lines engineering headquarters staff in 1946 . . . since 1956 has been in the equipment maintenance group of Engineering at AT&T . . . outside interests include photography . . . the Cotners live in Elizabeth, N. J., and have a married daughter.

**CHARLES E. WAMPLER**, Secretary's, 35 years, June 25 . . . majored in physics at the University of Illinois and received a B.A. degree in 1929 . . . started Bell System career with Illinois Bell's traffic department . . . received an M.S. degree in engineering and business administration from Massachusetts Institute of Technology in 1940 . . . served with the War Production Board, 1941-42; in the Army of the United States, 1942-46; and as deputy administrator, Defense Production Administration, in 1951 . . . came to AT&T in 1949 . . . elected Vice President in 1951 . . . was president of Wisconsin Telephone Company from January, 1954 until last October, when he returned to 195 as vice president and secretary of AT&T . . . participated in Milwaukee civic activities . . . enjoys gardening, golf, hunting, music and the theater . . . Mr. and Mrs. Wampler have recently become residents of Short Hills, N. J.







**EDWIN S. RANDEL**, Operations, 35 years June 24 . . . started his career in the Southwestern company in Kansas City, Mo., after being graduated from the University of Kansas with a B.S. degree in electrical engineering . . . had numerous traffic assignments in Kansas City, Wichita, and St. Louis before joining the traffic planning group at 195 . . . the Randels live in Summit, N. J., and enjoy traveling and photography.

**LAURENCE M. POWER**, 195 Broadway Corporation, 35 years, June 28 . . . started with the Corporation as a porter . . . later became elevator mechanic . . . is now senior mechanic . . . born in Ireland, came to America in 1929 . . . lives in the Bronx.



**JOSEPH M. MELICK**, Comptroller's Department, operations division, 35 years June 12 . . . received a B.S. degree from Denison University . . . started with Long Lines in Cleveland; after short period with construction forces, moved to Cleveland disbursements accounting office . . . transferred to Long Lines headquarters staff in New York in 1943 and to 195 in 1947 . . . has two married sons and lives in Ramsey, N. J. where he is active in community affairs.



**DEXTER T. OSGOOD**, Engineering, 35 years, May 11 . . . had various temporary assignments with Western Electric, the New York company and Bell Laboratories while attending the Massachusetts Institute of Technology . . . joined AT&T's Development and Research Department in 1930 . . . transferred to the Laboratories as a member of the technical staff in 1936 . . . returned to AT&T as engineer last year . . . is temporary representative on the DDD Service Improvement Committee . . . is a member of the Board of Governors of the Civic Association in Malverne Park, L. I., where he and his wife live.

**ALBERT M. FROGGATT**, assistant chief engineer, Engineering-C, 35 years, June 25 . . . joined Illinois Bell's plant department after earning a bachelor's degree in engineering physics at the University of Illinois in 1929 . . . transferred to engineering in 1939 . . . came to AT&T in 1950 as head of the construction program group . . . became plant extension engineer two years later and was appointed associate director of engineering economics in 1960 . . . appointed to his present position in 1961 . . . The Froggatts live in Short Hills, N. J., where they are active in community and church affairs . . . Al is planning a trip to Europe early this summer.







**DONALD A. LANGWORTHY**, Operations, 30 years June 24 . . . is a University of Rhode Island graduate . . . started with the New York company in the Long Island area . . . joined AT&T's O&E department in 1946 . . . was appointed group head in charge of supply methods in 1951 . . . makes his home in Springdale, Conn. . . . spends his leisure time on European travel, golfing, and work around the yard.

**MALCOLM A. WERNANDER**, Engineering, 30 years, April 2 . . . started with Long Lines in New York . . . became treasury clerk in 1935 and plant craftsman in 1940 . . . served in the Navy during World War II . . . returned to Long Lines in division plant engineering in 1947 and moved to traffic engineering the following year . . . came to AT&T's systems planning group in Engineering in 1951 . . . lives in Baldwin, N. Y., and has two daughters.



**EDITH M. STEFANO**, 195 Broadway Corporation, 30 years, June 12 . . . was graduated from Brooklyn's Maxwell Teachers' Training College and joined the Corporation as cashier in the cafeteria . . . became a clerk in the office staff in 1942 and supervisor of personnel records in 1955 . . . bowls with the AT&T Belle Bowlers . . . member of winning team in 1958 . . . lives in Brooklyn, N. Y. . . . is a Dodger baseball fan and enjoys photography.

**HAROLD A. SNYDER**, Comptrollers, 30 years, May 23 . . . was graduated from Stanford University . . . started in plant department of Mountain States company . . . appointed traffic manager in Salt Lake City in 1941, and Colorado traffic manager in 1951 . . . served as Colorado-Wyoming accounting manager . . . became vice president and general manager of the Idaho area in 1958, and of the Colorado area two years later . . . came to AT&T in 1961 as assistant comptroller in charge of the corporate division . . . Hal and his wife live in Manhattan and enjoy the theater.







**CLINTON E. DU BOIS**, Administration-K, 30 years June 15 . . . was graduated from South Dakota State College at Brookings, S. D., in 1933 . . . began his Bell System career with Northwestern Bell as a central office repairman . . . transferred to the equipment engineering group in Omaha . . . was a member of the technical staff of Bell Labs for nearly three years during World War II . . . returned to Northwestern Bell after the War and held several positions in the engineering department . . . joined the government systems group in the customer systems section at AT&T in 1956 . . . later joined Administration-K, government communications group . . . Clint and his wife live in New Providence, N. J. . . . he enjoys do-it-yourself projects.

## TWENTY-FIVE YEARS



**Richard N. Clarke**  
*Administration G*  
June 28



**Ramon S. Scruggs**  
*Public Relations*  
June 5



**Mrs. Edna R. Johnsen**  
*Comptroller's*  
May 25



**Robert B. Doolittle**  
*Engineering*  
June 27

## OTHER SERVICE ANNIVERSARIES

### Forty-Five Years

Mrs. Irene M. Gilbert (Plan.) June 22

### Forty Years

Clement J. Truitt (Ops.) June 23

### Thirty-Five Years

James W. Cook (Pub. Rel.) June 24  
Anna Shlicoff (Legal) June 23  
Ralph J. Whetham (Compt'l.) June 21  
Irene B. Thune (Ops.) May 6  
Michael Fitzgerald  
(195 B'way Corp.) May 24

### Twenty-Five Years

Mrs. Marguerite Drum (Ops.) May 22

### Twenty Years

Mrs. Virginia A. Brown (Treas.) May 8

### Fifteen Years

Richard A. Brindley (Mktg.) June 6  
James W. Allen (Ops.) June 20  
Clyde C. Kelly (Ops.) June 20

William H. Parker (Plan.) June 13  
Raymond E. Jones (Pers. Rel.) June 23  
Thomas M. Huckins (Compt'l.) June 20  
Wesson J. Ritchie (Engr.) May 2  
Mrs. Irene Mullaney (Legal) May 16  
Margaret Ladd (Treas.) May 26  
Mrs. Dorothea Ware (Treas.) May 23

### Ten Years

Mrs. Dorothy J. Rooney (Legal) May 4  
Mrs. Ruth E. Jensen (Treas.) May 10  
Mrs. Stella F. Ruchalski  
(195 B'way Corp.) May 3  
Robert G. Kelly (Mktg.) June 7  
James D. Proctor, Jr. (Ops.) June 14  
Albert W. Bachelder (Engr.) June 28  
Ervin A. Patrick (Compt'l.) June 7  
James A. York (Compt'l.) June 7  
Mrs. Catherine Shaud (Treas.) June 1  
Mrs. Roseanna F. Boro (Treas.) June 22  
Fred Dawson (195 B'way Corp.) June 14

### Five Years

Mrs. Vivian G. Wallace (Legal) May 11

Frances Canino (Treas.) May 21  
Mrs. Joan Kuster (Treas.) May 25  
Dolores Gilhooley  
(195 B'way Corp.) May 18  
Joseph Petrillo (195 B'way Corp.) May 18  
Peggie Brown (Mktg.) June 1  
Clavin D. Low (Mktg.) June 22  
Mrs. Maureen F. Haran (Engr.) June 29  
Arlene C. Massoni (Engr.) June 29  
Anne Jensen (Pers. Rel.) June 29  
Ellen V. McGee (Pers. Rel.) June 29  
Grace M. Faherty (Compt'l.) June 29  
Dolores M. Fleming (Compt'l.) June 29  
Mrs. Jacqueline Johnson (Treas.) June 22  
Karolin Albinski (Treas.) June 29  
Geraldine M. Driscoll (Treas.) June 29  
Mrs. Patricia M. Lutz (Treas.) June 29  
Robert Chunka (Gen'l Serv.) June 29  
Inez M. Pantano (Gen'l Serv.) June 29  
Mrs. Ellen Smith (Gen'l Serv.) June 29  
Alfonso Nogueira  
(195 B'way Corp.) June 22  
Mrs. Balbina Piela  
(195 B'way Corp.) June 1



*around*

*block*

*our*



## ADMINISTRATION

### Associate Editors

Elizabeth L. Bond  
Mrs. Nina B. Crilly  
Mrs. Lois Pacailler  
Mrs. Anne Setzand  
Mrs. Emily Sinischalchi  
Mrs. Elizabeth Thaden

**Wendell E. Lind**, staff representative in Administration-K, has accepted the position of government communications manager, Long Lines, Belleville, Ill.

## COMPTROLLER'S

### Associate Editors

Michael J. Coleman  
Herman D. Doane  
Olga V. Henderson  
Harry Johnson  
Mrs. Dorothy B. McCarthy  
Gardner Wilson

**Earl N. Carpp** of Michigan Bell Telephone Company has accepted a position as accountant in the method and procedures group.

Earl was graduated with a B.S. degree from Albion College, Albion, Mich. He joined the Michigan company's comptroller's department in 1954 as a trainee in auditing.

During 1955-56 Earl served in the Army, after which he returned to the Michigan company and held various assignments in the comptroller's department—market and customer opinion surveys, company views, and accounting manager-payrolls.

Earl is married and has three sons.

**John F. Carlton**, general staff supervisor, the Chesapeake and Potomac Telephone Companies, Washington, D.C., has accepted a position as general security and audit administrator in the chief accountant's division.

John was graduated from Catholic University of America with an A.B. degree in 1938, and joined the Chesapeake and Potomac Telephone Company in Washington, D.C., as a cable splicer's helper the following year. Later assignments included those of supervisory assistant-employment, plant supervisor, and plant wire chief. In 1952, John moved to the C. & P. company of Virginia as district plant manager and

later became division plant manager. He returned to the C. & P. company in Washington, D.C., in 1956 as general staff supervisor and became equipment and buildings engineer with the C. & P. company of Virginia in Richmond in 1959. Two years later, he transferred to Norfolk as division plant manager.

John is a member of the Rotary Club and the International Association of Chiefs of Police, Inc. The Carltons and their son and daughter live in Short Hills, N. J.

**Edwin S. Thompson**, accountant in the returns and allocation procedures group of the general tax section, has accepted a position as general supervisor of taxes with the Illinois Bell company.

**Paul E. Farrington**, statistician in the public relations studies group of the business research division, has accepted the position of survey statistician with the New England company.

**Robert T. Sheehan**, statistician in the public relations studies group of the business research division, has accepted the position of staff statistician with the New York company.

**Peter C. Manus**, staff economist, New York company, has joined the business research division as economic analyst in the economic reports group.

Pete was graduated from the United

States Military Academy, in 1954, with a B.S. degree in engineering, and spent three years with the army as a ranger and paratrooper. He also has a master's degree in business administration from Hofstra University and has completed most of the work for his doctorate in economics at New York University.

Pete joined the plant department in the New York company's Long Island area in 1957 and moved to the chief statistician's office at headquarters in 1961, working on the company's business conditions report.

Pete and his family, which includes two daughters and a son, are Manhattan dwellers. Reading, music, theatre, and spectator sports are among his leisure interests.

**James E. Cotter**, economic analyst in the economic reports group, has accepted a position as staff supervisor in the chief statistician's organization of the Chesapeake and Potomac Telephone Companies.

**Dorothy L. Sironne**, office assistant, General Service, has been promoted to clerk in the chief actuary's division.

**Henry D. Kruse**, accounting supervisor, disbursement accounting, in the northern counties area, Pacific company, has accepted a position as statistician in the public relations studies group of the business research division.

Hank was graduated in 1953 from the University of Washington, with a bachelor's degree in business administration. He began his Bell System career that same year as junior accountant in the Washington-Idaho area of the Pacific company, later serving in commercial, traffic and revenue accounting before moving to headquarters as staff statistician in market research. In 1961 he became methods accountant on an EDP project for billing and collecting, and in 1962 moved to revenue accounting in the northern counties.

Hank qualifies as a private pilot and enjoys sports. He, his wife, their two daughters and three sons, plan to live in Ridgewood, N. J.



*E. N. Carpp*



*J. F. Carlton*



*P. C. Manus*



*H. D. Kruse*



# RECENT EXECUTIVE CHANGES

Frederick R. Eckley, president of the Ohio Bell Telephone Company, has been elected executive vice president of AT&T by the Board of Directors. Edward B. Crosland, vice president-Regulatory Matters, and Lloyd S. Miller, vice president-Washington office, will report to Mr. Eckley who, in turn, will report to H. I. Romnes, vice chairman of the Board.

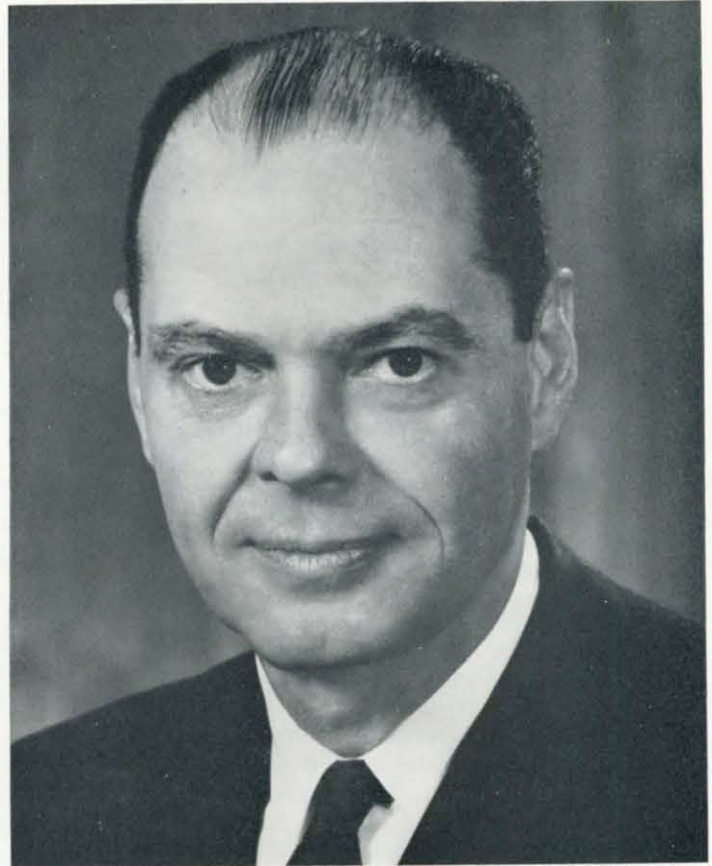
Effective the same date, June 1, Hubert L. Kertz, assistant vice president in the Planning Department, was named vice president in charge of the Operations Department. He succeeds Richard A. Goodson who has moved to the Southwestern Bell Telephone Company as operating vice president.

Mr. Eckley began his Bell System career in the New Jersey company in 1936 shortly after he was graduated from Ohio State University with a Bachelor of Science degree. He first came to AT&T in 1947 as an engineer in the commercial organization. In 1952 he was transferred to Northwestern Bell as commercial operations engineer, and in 1955 was named assistant vice president, sales and merchandising.

Mr. Eckley returned to AT&T in 1956 and was appointed assistant vice president, merchandising, the following year. He also served as assistant vice president, commercial, before moving to Long Lines in 1959 as director of personnel and public relations. In 1961 he was elected vice president and a director of Michigan Bell, and became president of the Ohio company the following year.

Mr. Eckley and his wife, Helen, have two daughters, Deborah and Marcia, now Mrs. Robert D. Yearout.

Mr. Kertz, a graduate of Stanford University, began his Bell System career in 1926 as a cable splicer's helper with the Pacific Telephone and Telegraph Company. After various plant



FREDERICK R. ECKLEY

and engineering assignments, interrupted by a tour of duty as a naval officer during World War II, he was named assistant vice president-engineering in 1953. Five years later Mr. Kertz was named vice president-operating staff, and in 1960 he came to AT&T as assistant vice president heading the rate division of Operations. He has headed the rate division in the Planning Department since that department's formation last year.

Mr. Kertz is a Fellow in the American Institute of Electrical Engineers, and a Commander (Ret.) in the U.S. Naval Reserve.

Mr. Kertz and his wife, Justine, live here in the city. They have two married daughters, Fritzi Pamela and Brenda, and two grandchildren.



HUBERT L. KERTZ

Mr. Goodson was graduated from Texas A & M in 1927 and joined Southwestern Bell as a traffic assistant the following year. In 1952 he was named general traffic manager in the Missouri-Illinois area in St. Louis, and vice president and general manager for the Texas area in 1957. He came to AT&T as vice president-Operations last June.

In related changes, Claude M. Blair, vice president-operations of Ohio Bell, was elected president to succeed Mr. Eckley, Mr. Goodson's predecessor as operating vice president of the Southwestern Bell Company, John M. Black, has been named executive vice president of that company.

Mr. Kertz' successor in the Planning Department of AT&T is Angus S. Alston who has moved over from Operations.



## ENGINEERING

### Associate Editors

Roberta H. Aker  
Alice M. Boyne  
Alice J. Carey  
Wilford L. Davis

Jane C. Egberts  
William F. McGinty  
Catherine Meditz  
Mrs. Catherine Vitale

**Robert B. Brunson, Jr.**, member of technical staff, Bell Laboratories, Holmdel, has joined the telephone station group in the customer telephone products planning section.

Bob has a B.S.E.E. degree from Mississippi State University and an M.S.E.E. degree from New York University. In 1958 he joined Bell Laboratories at Murray Hill as a participant in the Communications Development Training Program, after some four years' service in the Air Force. He later worked in the telephone studies laboratory on station set circuit development.

The Brunsons and their young son live in New Providence, N. J. Bob's hobbies include skiing, golf and fishing.

**Calvin S. Crimp** of the Michigan company has accepted a position as consultant in the organization group.

Cal joined the engineering department of the Michigan company at Detroit in 1959 after receiving his B.S. degree in electrical engineering from Michigan State University. His service includes various engineering posts and about a year as a commercial operations assistant. His most recent assignment was as engineer of plant extension.

Cal was with the Air Force for four years before joining the Bell System.

The Crimp family, which includes a boy and a girl, plans to live in New Jersey. Cal's hobbies include fishing, camping and gardening.

**Francis H. Doyle** of the Western Electric Company has joined the equipment maintenance group.

Frank started work as an equipment engineer in the Western Electric Company in 1951 after receiving a B.E.E. degree from Manhattan College. In 1955 he became communication engineer in the defense activities division, air defense engineering services, and two years later was made section chief of systems testing in the same division. In 1961 he was appointed electronics instructor in engineering training. Frank served as a radioman in the Navy for three years.

The Doyle family, which includes three sons and four daughters, lives in New York City. Woodworking and stamp collecting are Frank's hobbies.

**Howard Emerson Phillips**, superintendent, plant design and construction, Western Electric Company, has accepted the

## have horse, will travel

Several months ago a New England company general plant supervisor retired after 46 years and five months of perfect attendance. He achieved this record out of a strong sense of service, frequently overcoming difficulties in getting to work that many a man might have considered insurmountable.

Recently, Max Grant, a Southwestern Bell installer-repairman in Arkadelphia, Arkansas, also demonstrated the stuff of which such performance is made.

With one co-worker hospitalized and the other called away to attend a funeral, it was up to Grant to carry the day. And he promised his wire chief he would, provided the creek didn't rise, for the area had just been hit by severe rain.

Well, the creek rose all right, and so did the Ouachita river. Grant found himself cut off by high water from the service center, some five miles away in Arkadelphia. Yet he was not to be deterred. With his horse, "Tennessee," in the back of his truck, Grant headed for work. When near the high water, he parked the truck, mounted "Tennessee," and the two of them struck off through the stirrup-deep water.

They made it to work safely—if a little wet. And after Grant had carried out his promise, he reportedly rode off into the sunset, with only a "shucks, that's nothin'."

position of building engineer.

In 1939 Howard was graduated with honors in architectural engineering from the University of Illinois and later obtained a second professional degree in engineering.

In 1946, after service as a naval officer in World War II, Howard joined AT&T as an engineer. In 1952 he became building engineer at the Ohio Bell company. Two years later he returned to AT&T as building engineer. In 1962 he joined the Western Electric Company.

Howard is a member of the American Institute of Architects and the American Society of Civil Engineers. He is also a member of the board of directors of the Building Research Institute—a division of the National Academy of Sciences, National Research Council. He instituted the Architectural Awards Program in the Bell System.

The Phillips and their four children live in Madison, N. J. Mr. Phillips enjoys ice skating, tennis, swimming, carpentry, gardening, photography and oil painting.



R. B. Brunson, Jr.



C. S. Crimp



F. H. Doyle



H. E. Phillips



**Robert A. Poole** of the engineering organization group has accepted a position as engineer in the construction program group of the plant extension section. He will be responsible for conferences, general studies work, and the construction program highlights.

**William P. Chisholm** of the plant extension section has accepted a position as special studies engineer on the engineering staff of the New York company.

**Albert G. Redfern** of the basic studies group has accepted the position of design engineer in the plant extension staff engineering group of the Southern Bell Telephone Company in Atlanta, Ga.

**James H. Winkhofer** of the voice frequency systems group, has accepted a position as trunk design and planning engineer for the Pacific company, Los Angeles area.

**James C. Shields** of the metropolitan planning group has accepted the position of fundamental planning engineer, Southwestern area, Ohio Bell.

**Diane Polacik**, clerk, General Service Department, has been promoted to general clerk in the equipment maintenance group.

**Carole Calzaretta** of the General Service Department has been promoted to clerk in the equipment maintenance group.

**Ernest J. Moore** of Bell of Canada has joined the data and teletypewriter planning group.

Ernie was graduated from McGill University in 1956 and joined Bell of Canada as an engineer in the radio division of toll area. In 1957 he was transferred to the headquarters staff engineering department, transmission division-radio, and to the Operating Engineers' Training Program in 1959. He returned to headquarters staff engineering in 1961 as an engineer in the customer equipment division-data. Later that same year he became supervising engineer in the data group.

The Moore family, which includes a

daughter and son, plan to live in New Jersey.

## GENERAL SERVICE

### Associate Editors

Florence Bringoli	Mrs. Sue Sawyer
Stuart DeBold	Kathleen Sless
Mrs. Edna Dozois	Mrs. Marie Spaziani
Rita Kerman	Mrs. Mary E. Stankiewicz
Charles Polete	Fred Wiegmann
	George A. Wooding

**Margaret C. Perez**, typist, has been promoted to stenographer in the stenography and typing unit on the 18th floor.

**Frederick J. Albiets**, general clerk, has been promoted to junior draftsman in the drafting unit.

**Antoinette E. Palermo**, typist, has been promoted to special typist in the statistical and presentation typing unit on the 18th floor.

**Anne Diers**, special typist, has been promoted to senior clerk in the stenography and typing unit at 50 Varick Street.

**Michael Romeo**, clerk, has been promoted to general clerk in the reproduction unit.

**Daniel Gershkowitz** and **James W. Nelson**, office assistants, have been promoted to clerks in the central mail room.

**Rosemary S. Stemkowski**, office assistant, has been promoted to clerk in the service center on the 11th floor.

**Arleen M. Vento**, typist, has been promoted to special typist in the stenography and typing unit on the 6th floor.

**Marilyn Drennan**, office assistant, has been promoted to typist in the stenography and typing unit on the 18th floor.

**Shirley F. Morton**, office assistant, has been promoted to typist in the stenography and typing unit on the 23rd floor.

**Linda Smith**, office assistant, has been promoted to typist in the stenography and typing unit on the 6th floor.

**Dorothy L. Curnyn**, clerk, has been promoted to general clerk in the file room on the 5th floor.

**Marjorie H. Woodruff**, assistant supervisor, has been promoted to typing and stenography supervisor in charge of the unit located in room 1807.

**Ellen Smith**, senior clerk, has been promoted to assistant supervisor of the stenography and typing unit in room 1807.

**Mary Anne Cain**, senior clerk, has been promoted to special clerk in the computing and clerical unit on the sixth floor.

**Marcene D. Pomor**, senior clerk, has been promoted to special clerk, responsible for the seventh floor service center location.

**Ada Schneider**, general clerk, has been promoted to senior clerk in the personnel records group.

**Gloria J. Pierce**, typist, has been promoted to special typist in the stenography and typing unit.

**Theresa Kayser**, typist, has been promoted to general clerk in the stenography and typing unit on the sixth floor.

**Michele Taylor**, office assistant, has been promoted to typist in the typing and transcription unit at 50 Varick Street.

**Mattie Lewis**, office assistant, has been promoted to typist in the typing and stenography unit in room 2312.

**Irma Menz**, office assistant, has been promoted to typist in the typing and stenography unit in room 2312.

**Barbara Shanley**, office assistant, has been promoted to typist in the stenography and typing unit at 50 Varick Street.

**Mary L. Dallara**, office assistant, has been promoted to clerk in the photolith and copyflo reproduction unit.

**Gail Coffey**, office assistant, has been promoted to typist in the stenography and typing unit at 50 Varick Street.

**Dorothy E. Dassori**, special typist, has been promoted to senior clerk in the statistical and presentation typing unit on the 18th floor.

**Florence T. Meditz**, typist, has been promoted to stenographer in the stenography and typing unit on the 18th floor.

**Anita L. Bollinger** has been engaged as a senior clerk in the service center group.

**Karen E. Schwemmer** has been engaged as a senior clerk in the service center group.

## LEGAL

### Associate Editor

Mary R. Ahearne

**Thomas M. Eichenberger**, attorney with the New York company, has joined the Legal Department.

A native of New York City, Tom received a B.A. degree from Fordham College where he majored in philosophy, and



E. J. Moore



T. M. Eichenberger



## R. B. Bradshaw Named to New Post

R. Barlet Bradshaw, Long Lines assistant vice president, became assistant vice president, Treasury Department, effective April 1.

A native of Chicago, Illinois, Mr. Bradshaw received an A.B. degree from Princeton University in 1922, the year he joined the New York company as a student engineer. Five years later he served as assistant chief accountant with New Jersey Bell, returning to the New York company in 1928 as acting chief accountant, downstate area. Shortly after, Mr. Bradshaw was assigned the post of

general chief accountant and, in 1942, he became auditor in charge of the Long Island area accounting department.

In 1944 Mr. Bradshaw moved to Long Lines. In 1946 he was appointed staff executive and in 1948 general auditor (later director of accounting). He was appointed assistant vice president responsible for accounts and finance in 1957 and, in 1961, was selected to head a new department developing improved methods for private line billing and circuit layout. He became assistant vice president-administration in 1962.



an LL.B. degree from Fordham Law School.

He served in the Marine Corps from 1955 to 1958, after which he became associated with a law firm and worked in the field of taxation.

In 1962, Tom joined the New York company as an attorney in the litigation department.

The Eichenbergers and their four sons live in North Merrick, N. Y.

Virginia Cirigliano, Margaret Finazzo, Anne Paradiso and Joan Tobias, clerks, have been promoted to general clerks.

### MARKETING

#### Associate Editors

Elizabeth A. Martini

Josephine Morreale

**Roy W. Hovinen**, district marketing manager, Illinois Bell company in Chicago, has joined the sales projects group to work with data services.

Roy obtained a B.S.E.E. degree in 1956 from Northwestern University in Illinois, and began his Bell System career as assistant engineer in Chicago in 1956. In 1959, Roy worked as an engineer with the defense projects division of the Western Electric Company. He later served as account manager for IBM and became district marketing manager in 1963.

Roy enjoys golf and the electronic organ. He is a member of the Institute of Electrical and Electronic Engineers. The Hovinens have a son and a daughter, and plan to settle in New Jersey.

**Frank L. Wiley**, project engineer, New Jersey Bell, has accepted a position as staff representative in the data communications planning section.

A graduate of Cornell University, Frank is presently working toward his master's degree in business administration at Rutgers University. He served in the Army from 1943 to 1946 and began his telephone career on the engineering staff of New Jersey Bell in Paterson. Frank has held various posts in the engineering departments in Orange, Elizabeth and Newark, and was named to his most recent position in 1962.

The Wiley family, including a daughter and two sons, make their home in West Orange, N. J., where Frank is active in church affairs, Boy Scouts and the West Orange Citizens Charter Association. Frank is a do-it-yourselfer—he built his own home—and enjoys boating, sailing and stamp collecting.

### OPERATIONS

#### Associate Editors

Mrs. Olga P. Conway  
Mrs. Marguerite Drum

Clyde C. Kelly  
Anna M. Marron

**James E. Land**, district plant manager of the Southern Bell company in Columbia, S. C., has accepted the position of staff representative in the special services group of the plant customer services section.



R. W. Hovinen



F. L. Wiley



J. E. Land



F. B. Bryson

Jim is an electrical engineering graduate of the University of South Carolina. He began his telephone career in 1948 in the engineering department in South Carolina and was district engineer from 1956 to 1959, when he became state plant supervisor in the South Carolina area. He held this position until 1961 when he was appointed district plant manager.

The Lands have a son who recently joined the Navy. They plan to make their home in Manhattan.

**Francis B. Bryson**, district traffic superintendent, of the New England company, has accepted a position as staff representative in the local service group.

Fran received a B.A. degree from the College of Holy Cross and an LL.B. degree from Boston College Law School.

In 1951 he began his Bell System career with the New Jersey company as a traffic manager in Plainfield. In 1955 he transferred to the New England company. Last year, after several assignments in traffic and public relations, Fran was appointed district traffic superintendent in the Lowell, Mass., district.

The Brysons have two sons and two daughters. They plan to live in New Jersey.



**D. P. Jones, Jr.**, staff representative in the plant toll and switching section, has accepted the position of district traffic manager, Decatur district, Alabama area, of the Southern Bell company.

**Sterling L. Wingo**, district traffic manager, of the Chesapeake and Potomac Telephone Company of Virginia, has joined the toll service group as staff representative.

Sterling was graduated from Virginia Polytechnic Institute with a B.S. degree in business administration in 1951 and joined the C. & P. company of Virginia as a traffic assistant the same year. After assignments as traffic engineer and traffic supervisor, he became district traffic manager, Culpeper, in 1959. In 1961 he moved to Richmond.

The Wingo family includes one son and three daughters; they plan to live in New Jersey. Sterling's hobbies include golf, reading, baseball, football, music, and fishing.

**John R. Lawrie**, staff representative in the plant service center group of the customer services section, has accepted the position of general personnel supervisor-labor relations and personnel administration in the Eastern area of Bell of Pennsylvania.

**William G. Mackay**, staff representative in the plant training and organization group, has accepted the position of plant personnel supervisor on the Washington and Idaho area staff of the Pacific Northwest company.

**Mary Hume**, General Service, has been promoted to special stenographer in the supply methods group of the plant buildings, supplies, and automotive section.

**James P. Hannan**, staff representative in the special services group of the plant customer services section, has accepted the position of district plant superintendent in

the Long Island area of the New York company.

**Rose Mary Bauer**, traffic measurements group, has accepted a position with the Chesapeake and Potomac Telephone Company of Washington, D.C.

**Carol Smith**, special stenographer, has been promoted to secretarial stenographer in the outside plant, safety, and training section.

**Fran Amato**, general clerk, has been promoted to special stenographer in the plant training group.

**Ned L. Walker**, general commercial manager of Ohio Bell's Southwestern area, has been appointed business office administrator in the commercial division.

Ned, a graduate of Miami University of Ohio, started his telephone career with the Michigan company in 1940 as an outside representative. In 1945, he joined the Ohio company as commercial manager and, in 1950, came to 195 as a member of the business office section, working on business office service and results. Three years later he returned to Ohio Bell. Subsequent posts included those of division commercial manager, general commercial engineer, and general commercial manager—all in the Southwestern Ohio area.

Ned has been active in Ohio in civic and community organizations including the Community Fund, Chamber of Commerce, Urban League, and Family and Children's Service. Before coming to New York, he was vice chairman of the American Red Cross for Ohio.

**Margaret J. Martin**, senior clerk in the commercial results of the business office section, has been promoted to special clerk.

**Carole A. Aderhold** has been promoted from general clerk to senior clerk in the commercial results group of the business office section.

**Leo F. Hayer**, staff representative in the

automotive group of the plant buildings, supplies, and automotive section, has accepted the position of superintendent of motor equipment for the suburban area of the Illinois Bell company.

## PERSONNEL RELATIONS

Associate Editor

Margaret M. King

**Ezra E. Carr**, staff supervisor, has accepted the position of director of Industrial relations with the New York company.

**William I. Rovelstad**, personnel assistant, has accepted the position of district plant manager with the Illinois company.

**John E. Carroll, Jr.**, personnel assistant, has accepted the position of district traffic manager with the Chesapeake and Potomac company.

**Dr. James G. Wall**, medical officer, has been appointed chief medical officer at AT&T. He succeeds Dr. Duncan G. Kilgour who retired on March 1.

Dr. Wall attended Fordham University and received his M.D. degree from St. Louis University School of Medicine. He served in the Army from 1942 to 1946, and again, from 1950 to 1953 as a major in the Medical Corps. Dr. Wall joined AT&T in 1956 as assistant medical officer and was appointed medical officer in 1960. He is a specialist in internal medicine and a member of the New York State Medical Society, the American Medical Association and the New York Heart Association.

The Wall family, which includes four daughters, lives in South Orange, N. J.

## PLANNING

Associate Editor

Margaret M. Smith

**Ralph E. Waters, Jr.**, Long Lines Department, has accepted the position of staff representative in the intercity rate group.

Ralph began his Bell System career in 1948 as a transmission man in the Providence, R. I., plant department. In 1952 he became technical assistant and later staff supervisor before transferring to the commercial department as communications engineer. In 1956 he joined the sales department where he held the positions of staff representative, staff supervisor, and sales supervisor.

A lieutenant in the naval reserve, Ralph lives in Old Greenwich, Conn., with his wife and three daughters. He is interested in electronics and sailing.



S. L. Wingo



N. L. Walker



Dr. J. G. Wall



R. E. Waters, Jr.



## Artist and Angler



In contrast with the fast pace of his 42 years in the Bell System, George ("Jack") Dring, former assistant vice president in the Personnel Relations Department, has settled into a well-earned life of leisure, doing some of the things he always wanted to do.

Jack's home is on two acres of land facing the Halifax river in Daytona Beach, Florida. He sold his home in Bronxville, N. Y., when a six-lane highway was built only 150 feet from his

property. But Jack apparently got the better of that situation; he now is only four blocks from the ocean and a 23-mile beach.

With "lots of lawn to tend," Jack continues his interest in gardening. But one of his favorite pursuits these days is painting. From nine to noon three mornings a week, he takes lessons under a professional artist at the Art Club of Daytona Beach (of which he is first vice president). Also, two nights of

each week, "we just paint for three hours," he says. He likes to paint portraits and landscapes, and any other subject that catches his fancy. Once a year, the Art Club has a show, but when reminded of the success of Grandma Moses, Jack quickly added, "I haven't won any blue ribbons yet!"

During more than 36 years with Long Lines, beginning as an equipment man, Jack participated in several key phases of early Bell System construction and engineering projects. For a number of years, he was concerned with Long Lines labor relations problems. He became an assistant vice president at AT&T in 1951.

Upon retiring in 1956, Jack and his wife (now deceased) had planned to live in Colorado, where they owned land near Rocky Mountain National Park. But the climate and calm of the Sunshine State won out over the Rockies. However, Jack still owns his little piece of "frontier," and may spend more time there in the future ("It gets a little warm here in the summer," he says with a smile in his voice that betrays understatement).

Living near both the Halifax and St. Johns rivers, Jack also gets in a lot of fishing, especially when the bass and shad are biting. So if you happen to follow the advice of the shirt-sleeved announcer who cries "C'mon down!" in that well-known TV ad, don't be surprised if you find a "gone fishin'" sign hanging on Jack Dring's door when you stop by to visit.

**Frank K. Simmons**, staff representative in the customer equipment rate group, has accepted a position as general commercial engineer in the Chesapeake and Potomac Telephone Company of Maryland.

**Joseph B. Fanning**, staff engineer, Illinois Bell, has accepted a position as staff representative in the customer equipment rate group.

Joe was graduated from Beloit College in 1957. He began his Bell System career in 1958 as public office supervisor in the Chicago area and two years later, was promoted to office section supervisor. In 1962 he joined the business research department as staff engineer.

The Fannings, and their daughter, live in Manhattan. Joe is interested in sports, particularly boating.

**Irene M. Shanley** has been engaged as senior clerk in the exchange rate group.

### PUBLIC RELATIONS

Associate Editor

Muriel E. Wolf

**Robert G. Harrison**, advertising supervisor-TV, in the advertising division, has accepted a position as advertising supervisor-sales in the same division.

**John G. Schisler**, advertising supervisor-sales, in the advertising division, has accepted a position as advertising supervisor-TV in the same division.

**Katherine A. Sullivan**, special stenographer in the Personnel Relations Department, has been promoted to secretarial stenographer in the public and employee information division.

**James H. Foster**, district traffic supervisor in the Chesapeake & Potomac company of Virginia, has accepted a position

as information supervisor in the customer and community relations division.

Jim was graduated from Virginia Military Institute in Lexington with a B.S. degree in civil engineering. He began his Bell System career with the Chesapeake & Potomac company of Virginia in 1956 as a staff assistant, and held several po-



J. B. Fanning



J. H. Foster





## W. J. Whittaker From Bellcomm to AT&T

William J. Whittaker, vice president and general manager of Bellcomm, Inc., accepted a position as assistant vice president in Administration-B, effective May 1.

Mr. Whittaker joined the AT&T Treasury Department in 1929 and two years later transferred to the Long Lines Department. From 1942 to 1946 he served in the Army Signal Corps, attaining the rank of lieutenant colonel. Upon completing military service he returned to Long Lines where he held various posts. Beginning in 1953 he held successively the positions of employee re-

lations manager, assistant director of accounting and assistant treasurer. In 1957 he was appointed assistant to vice president and in 1959 assistant vice president in charge of the Long Lines personnel department, and in 1961 assumed responsibility for both the personnel and general service departments.

When Bellcomm was incorporated in 1962 to provide technical assistance to the National Aeronautics and Space Administration's manned space flight programs, Mr. Whittaker was named vice president and general manager and a member of Bellcomm's board of directors.

sitions in the plant and traffic departments before coming to AT&T.

Jim enjoys reading and golf.

**Clyde D. Sharkey**, editor *195 Magazine*, in the public and employee information division, has accepted the position of editor-News and Features in the same division.

**Leonard W. Moran**, assistant editor *195 Magazine*, in the public and employee information division, has accepted the position of editor, *195 Magazine* in the same division.

**James L. Paul**, news supervisor in the Long Lines Department, has accepted a position as film project supervisor in the public and employee information division.

Jim started his Bell System career in 1955 as a copywriter for the *Long Lines Magazine* and later worked in the tour and exhibit, and press groups as well. After service as a student engineer in White Plains, N. Y., and several assignments in plant and traffic, Jim returned to public relations in 1962 as an information assistant. He was named news super-

visor that same year.

Jim enjoys golf. He and his wife, Natalie, live in River Vale, N. J.

**Andrew J. Glawson, Jr.**, assistant supervisor-public relations, Western Electric company, has accepted a position as public relations supervisor in the programs division.

Jess was graduated from Long Beach State College in California with a B.A. Degree in political science. He began his Bell System career with the Western Electric company in 1948 as a telephone repairman and joined public relations in 1956 as an information assistant.

Jess, his wife and their three daughters live in Allendale, N. J.

**Robert R. Quickstad**, information activities supervisor in the Pacific Northwest company, has accepted a position as employee information supervisor in the public and employee information division.

Bob, a graduate of the University of Washington, began his Bell System career with the Pacific company as assistant manager in the commercial department in 1957. He joined the public relations de-

partment of the newly formed Pacific Northwest Company in 1960 as an associate editor and was later named editor of *Cascades* magazine, and information activities supervisor.

Bob enjoys reading and drawing. The Quickstads, including four young boys, plan to live in Glen Rock, N. J.

**Robert H. Thill**, assistant superintendent, association relations and contributions in the Western Electric Company, has accepted a position as public relations supervisor in the programs division.

Bob, a graduate of the University of Detroit, began his Bell System career with the Western Electric Company in Detroit as an installer. After serving three years in the Air Force during World War II, he resumed his career with Western and, in 1953, was transferred to New York headquarters as an installation results analyst. He served in several other posts before coming to AT&T.

Bob is a member of the Toastmasters Club and is interested in politics.

The Thills live in Cranford, N. J.

**Margaret W. Tracy** of the Operations Department, has accepted a position as public relations assistant in the customer and community relations division.

**Elizabeth M. Brierton**, staff clerk in the advertising division, has accepted a position as advertising assistant in the same division.

**James L. Brunson**, film project and planning supervisor in the public and employee information division, has accepted the position of information supervisor in the same division.



J. L. Paul



A. J. Glawson, Jr.



R. H. Thill



R. R. Quickstad



**Martin J. Duffy**, information supervisor in the public and employee information division, has accepted the position of public relations manager-planning in the programs division.

Martin was graduated from Columbia University in 1950 and started his Bell System career with the Western Electric Company in the public relations department. In 1955 he joined AT&T as editor-Features and Photos.

The Duffys live in Garden City, N. Y.

**Kenneth C. Kaufman**, editor-News and Features, in the public and employee information division, has accepted a position in the public relations department of the Southwestern company as editor of Southwestern's *Scene Magazine*.

## TREASURY

### Associate Editors

Louise Campbell	Mildred Hartjens
Mrs. Adele Carroll	Mrs. Elsie Horton
Mrs. Marylynn B. Fischer	Mrs. Marie E. Roche
Mrs. Dorothy M. Fox	Ann Schneider
Andrew Hahn	Mrs. Ruth Thornton

**Lois E. Thompson** has been engaged as staff clerk in methods and procedures EDP.

**Joanne Browne** and **R. Josephine Jupiter** have been engaged as general clerks in stock records.

**Barbara N. Fitzgerald** and **Barbara M. Vincent** have been promoted from staff clerks to supervisors in methods and procedures EDP.

**Ruth A. O'Keefe** has been promoted from general clerk in coupon and bond reconciliation to senior clerk in controls, services and verification.

**Sandra Ascher** and **Jestine Boozer** have been promoted from general clerks to senior clerks in stock records.

**Irene Butrym** has been promoted from general clerk to senior clerk in controls, services and verification.

**Lillian Della Camera** has been promoted from general clerk to senior clerk in stock records.

**Elinor M. Spindler** has been promoted from general clerk in key punch to senior clerk in controls, services and verification.

**Dolores Bullock**, **Germaine E. McMillan**, **Georgia I. Renieris** and **Annie Mae Young**, have been promoted from clerks to general clerks in key punch.

**Virginia Kraemer**, general clerk, Comptroller's Department has been promoted to senior clerk, financial division, investment analyses.

**Harry H. Chapman, Jr.**, east division traffic manager in Kentucky, Southern Bell Company, has accepted the position of financial staff supervisor in the stock and bond division. Harry began his Bell System career with Southern Bell in 1952 as a student engineer in Louisville, Ky. Subsequent assignments included posts in the engineering department at Frankfort, Winchester, and Owensboro. During 1960 and 1961 he assisted in the Division-District Management Development Conference in Athens, Ga.

**Marlene L. Cunningham**, clerk, General Service Department, has been promoted to general clerk, financial division, banking and financial practices (cashier).

**Valerie Schier**, senior clerk, stock and bond division has been promoted to special clerk, financial division, banking and financial practices (cashier).

**Carole A. Zingaro**, general clerk, financial division, has been promoted to senior clerk, earnings division, financial analyses and market research.

**Gail Williams** has been engaged as staff clerk in methods and procedures EDP.

**Lillian Gobber** and **Anthony J. Avenia** have been engaged as general clerks in EDP operations.

**Barbara Bresher** has been engaged as senior clerk in share owner communications.

**Lizzie E. Gresham** and **Eileen A. Meyer** have been promoted from clerks to general clerks in key punch.

## 195 BROADWAY CORPORATION

### Associate Editor

Mrs. Catherine McCarthy

**Robert Sanzone** and **Daniel Fuscaldo** have been engaged as porters.

**Irene Walker** has been engaged as an elevator operator.

**Katherine Medvecky** has been engaged as a dining service assistant.

**Matthew Finan** and **Joseph T. Tillotson** have been engaged as hallmen.

**Don K. Ramsey**, has been engaged as a watch engineer.

## RETIREMENTS

**Jesse G. Bell**, news service manager, Public Relations, retires on July 1 with over 36 years of service.

Jess was graduated from Amherst College, Massachusetts, with an A.B. degree in English. He began his Bell System career in 1929 as a copywriter with the New Jersey company where he later held positions as news supervisor and news and copy supervisor. In 1949 Jess joined A.T.&T. and has been responsible for press, magazine, radio and TV relations.

Jess served with the U. S. Army Tank Corps from 1918-1919 as tank commander.

The Bells live in Short Hills, N. J. and are planning some traveling. In the meantime Jess expects to do some writing and relax.

**Mrs. Lillian F. Casey**, General Service Department, retired on May 1 with more than 46 years of service.

Lillian was supervisor of the stenography and typing unit in room 1807, servicing the Operations, Engineering, Marketing and Planning Departments.

She will continue her work as a Guild volunteer and her interest in photography, sewing and traveling.

**Mrs. Marie G. Hormann**, staff representative in the plant measurements group of Operations, retired at her own request on April 30 after almost 33 years of service.

Marie is a graduate of Adelphi College. She joined the commercial division of O&E at AT&T in 1931 as a contract clerk in the trademark service group of the directory section. In 1946 she moved to the of-



H. H. Chapman, Jr.



J. G. Bell



Mrs. L. F. Casey



Mrs. M. G. Hormann



office management section where she was in charge of clerical and computing services. She became assistant engineer in the plant measurements group in 1955, and in 1958 she was promoted to engineer in that group.

Marie and her husband, Frank, plan to remain in West Islip, L. I., where they will continue their boating and gardening activities. Marie will also devote a little more of her time to her hobbies of stamp and coin collecting.

**William A. Clark**, Administration-K, retired on May 28 after almost 43 years of service.

**E. Norman Chamberlain**, traffic measurements supervisor, Operations, will retire at his own request on July 1 with 36 years of service.

Norm was graduated from Dartmouth College in 1928 and joined the New York Company as a traffic inspector in Manhattan the same year. He held various posts in traffic and operations staff, and from 1942 to 1945 was granted a military leave to serve with the Signal Corps in North Africa, Sicily, Southern Italy and the United States. In 1946, Norm came to 195 as an engineer. He was appointed operating equipment engineer in 1949, local service engineer in 1954, and traffic measurements supervisor in 1961.

The Chamberlains live in Flower Hill, L. I. but plan to move to St. Croix in the Virgin Islands after Norm's retirement. During the next twelve months they expect to travel in South America or Europe while their new home is being built.

**Mrs. Jacoba S. Sonneborn**, General Service Department, retired on May 1 with more than 38 years of service.

**Mrs. Esther M. Anderson**, General Service Department, retires on June 1, at her own request, after 20 years of service.

Esther's plans include traveling. She will visit her two daughters and grandchildren in California and the Panama Canal Zone.

**Richard D. Campbell**, point-to-point radio engineer, Engineering Department, retired May 30 after nearly 42 years of service.

Dick is a graduate of George Washington University in Washington, D. C. He started with the Bell System in 1922 as a student engineer in the Chesapeake & Potomac company. In 1930 he joined AT&T and worked on radio frequency allocations and FCC rules.

For a period of nine months during World War II, Dick was a member of a group of consultants to the Secretary of War. After the War, he played a part in international communication matters, participating in meetings in Europe and South America. In 1948 he went to Geneva, Switzerland, for a period of almost two years as an industry advisor to the United States representative on the Provisional Frequency Board.

Shortly after returning, Dick became head of the point-to-point radio group responsible for heavy route microwave systems. This group is now engaged in satellite communications as well.

Dick received the award of Fellow of the Institute of Radio Engineers in 1951 "for his work in the internationally important field of radio frequency allocations." He has been active in both the American Institute of Electrical Engineers and the Institute of Radio Engineers.

Mr. and Mrs. Campbell live in Chatham, N. J., where Dick is an elder in the Presbyterian Church. They are both interested in travel and golf and have a married daughter, and granddaughter.

**Mrs. Dorothy M. Fox**, secretary to general financial supervisor, Treasury Department, will retire at her own request on June 30 with more than 43 years of service.

During her career, Dotty has served as life member contact chairman, Walter S. Gifford Chapter, Telephone Pioneers of America, and as an associate editor of the 195 Magazine. Her hobby has been to create hundreds of scrap books for

folks celebrating service anniversaries and retirements.

The Foxes enjoy the theatre and will continue to live in the Bronx. They plan to travel and hope to spend their winters in Florida.

**Edmund A. Raby**, supervisor of stock delivery, Treasury Department, will retire at his own request on June 30 with more than 45 years of service.

Ed began his Bell System career in the Treasury Department and has had various supervisory assignments in the financial and stock and bond divisions.

Ed and his wife, Mildred, are formulating plans for relaxation and a possible move to a sunnier region.

**George M. Anders**, supervising accountant in the Comptroller's Department, will retire at his own request on June 30 after 36 years of service.

George was graduated from the University of Illinois and joined the Illinois Bell company as an accountant in line and staff assignments. In 1928 he joined the business research division at 195. During 1931, George served with the New Jersey State Board of Regents as budget officer. He returned to AT&T in 1932 as accountant in corporate books work of the accounting division. Subsequently, he supervised the group responsible for the preparation of Bell System consolidated reports. He is presently supervising accountant-methods and procedures.

The Anders live in Clifton, N. J. They plan to move to a new home in Manchester Depot, Vt., in the early fall.

**Grace M. M. Thompson**, Personnel Relations, retired on May 22 with almost 45 years of service.

**Mrs. Katherine S. Stepan**, a cleaner in the 195 Broadway Corporation, retires on July 1 with 20 years of service.

Katherine, a native of Poland, plans to continue living in New York City. Her interests are knitting and her family, which includes two daughters and four grandchildren.



E. N. Chamberlain

Mrs. J. S. Sonneborn

Mrs. E. M. Anderson

E. A. Raby

G. M. Anders

Mrs. K. S. Stepan



## WEDDING BELLS

**Cynthia E. M. Barone**, Public Relations, to Thomas R. Westgate on April 25.

**Mary Moran**, 195 Broadway Corporation, to Fred Ciorra, April 25.

**Sarah M. Keenan**, 195 Broadway Corporation, to Edward Reiss, May 2.

**Jennifer L. Baker**, 195 Broadway Corporation, to Thomas D. Ruby, April 3.

**Christine Hanse**, 195 Broadway Corporation, to Charles Hruska, April 12.

**Rita Lynne Morse**, legal department, to Louis Pisano, April 11.

**Carolyn R. Slade**, Treasury, to Charles J. Kitchen on March 14.

**Janet E. Furmark**, Treasury, to John L. Erickson on March 28.

**Margaret Longbotham**, Treasury, to Robert A. Moore on March 28.

**Toby Wasserman**, Treasury, to John Massoni on April 5.

**Annette B. Danowski**, Treasury, to John Critelli on April 5.

**Marilyn A. Perkins**, Treasury, to James Russell Duncan on April 18.

**Rosemary Squires**, Treasury, to Patrick Mullen on April 18.

**Katherine Anne McKeown**, Treasury, to John Duffy on February 8.

**Iris Susan Epstein**, Treasury, to Paul Blumenthal on March 1.

**Claire J. Noll**, General Service, to Dino D. Del Greco on February 8.

**Margaret C. Milward**, General Service, to Victor Karpin on March 1.

## OBITUARIES

**Allan R. Dixon**, former staff engineer in the plant training and organization group, Operations, died on February 16. He was 64. He retired in 1960 with more than 38 years service.

Mr. Dixon was born in Baltimore, Md., and was graduated from Johns Hopkins University. He began his career with the Bell System as a student engineer with the Chesapeake and Potomac Telephone Company in Washington, D.C., in 1921. He came to the O&E Department in 1926 as an engineer. Prior to his retirement he was involved in the plant training program.

Mr. Dixon lived in Manhasset, L.I. He is survived by his wife, Hilda; a son, John Allan; a daughter, Mrs. Jeanne Dixon Kortvelesy; six grandchildren; and two brothers, John T. and James K. Dixon. John T. Dixon is associated with Bell Telephone Laboratories at Holmdel, N. J.

**Thomas H. Joyce**, personnel relations administrator for the Engineering, Marketing, Operations, and Planning Departments, died April 12th after a brief illness. He was 61.

Mr. Joyce was graduated from Massachusetts Institute of Technology in 1925 and joined the New York company that same year. He held several positions in traffic before coming to AT&T in 1942 as an engineer. Two years later he became a group head and, in 1948, was promoted to traffic organization and training engineer. He was appointed personnel relations administrator in 1952.

Mr. Joyce was a former deacon and trustee of the Union Congregational Church, Upper Montclair, and a former president of the Mt. Hebron Parent-Teacher Association.

Surviving are his wife, son, daughter, and five grandchildren.

**Mrs. Jessie DeKay**, formerly of the tax division in the Legal Department, who

retired in 1952 with more than 39 years of service, died on April 9. She was 77. Mrs. DeKay lived in Suffern, N.Y.

**Fred E. Portz**, formerly of marketing, who retired in 1959 with more than 38 years of service, died on March 31. He was 69.

Mr. Portz was born in Pennsylvania and was graduated from Lehigh University in 1917 as a civil engineer. He joined AT&T as a student traffic engineer and later worked in business office results, sales, and public relations. In 1927, he moved to directory and later became service manager in the trademark service group.

In addition to serving 10 years as president of the Kearney Board of Education in New Jersey, Mr. Portz was chief of the Police Reserves in Kearney during World War II, and an Army veteran of World War I. He was a past commander of Fro-bisher Post No. 99, American Legion, and a member of the county selective service board.

He is survived by his wife, Jessie; two sons, Richard and Fred; a sister, Mrs. Ruth Epplenman; and three grandchildren.

**Luther J. Basham**, formerly of the Comptroller's Department, who retired in 1947 with more than 40 years of service, died on March 25. He was 77.

**Nelson C. Hueser**, building engineer, Engineering Department, died suddenly on March 17.

Mr. Hueser was a graduate of Washington University, St. Louis, Missouri. He joined Southwestern Bell as an architectural draftsman in 1950. Two years later he transferred to Western Electric to work on the initial phase of the DEW LINE in Alaska and returned to Southwestern Bell in 1954. The following year he came to AT&T. He was named building engineer in 1962.

Mr. Hueser is survived by his wife, Betty; two sons, Gregory 13 and Gary 6; and a brother and sister.



R. D. Campbell



Mrs. D. M. Fox



N. C. Hueser



F. E. Portz



T. H. Joyce



# MISSION TO MOSCOW

The theme adopted for the World's Fair is "Peace through Understanding." Underscoring this theme, although not connected with the Fair, a United States Information Agency exhibit entitled "Communications-U.S.A." will travel in the Soviet Union for six months beginning this summer.

To help tell the story of the U. S. communications industry to the Russian people, five Bell System people have been selected to go along on the trip, two as exhibit guides and three as technical directors.

"Communications-U.S.A." is the sixth in a series of American exhibitions held in the Soviet Union since the Cultural Exchange agreement was signed in 1959. The agreement provides for exchanges in the fields of science, industry, technology, agriculture, medicine, education, performing arts, motion pictures, sports, and others.

## Taped Welcome

This current exhibit, to which the Bell System and 30 other private businesses contributed equipment and technical assistance, sprawls out over a 15,000-square-foot area. Russian visitors will be able to view a broad range of informative displays in four major areas covering every aspect of the communications business in this country.

The *Telephone* area has five glass-enclosed outdoor booths. When the visitor picks up a receiver he hears a taped message of welcome and a description of the structural details of the booth. There also are displays of tools; a fully-equipped installer's van; a display of telephone instruments for home, office, community, and special purposes; and an exhibit of cables, relays, and switching equipment.

In Russia, telephone directories are not free, and a Russian telephone user without one must call a telephone office to get a desired number. In the USIA display of 2,000 telephone books, the

names of major U.S. cities are printed on the covers in Russian. USIA officials expect that many visitors will thumb through them for names of relatives in this country.

The *Communications in Business and Industry* section focuses on the role of the computer and high-speed communications equipment, including the Bell System's DATA-PHONE service.

In the *Radio and Television* area visitors will see console radios, transistors, mobile transmitters and receivers, and a fully-operative ham radio station. A 10-minute video-tape, shown on 21 consumer television sets, highlights American TV shows.

The *Space and Research* section includes models of various communications and scientific satellites, and a graphic presentation of the space tracking network. Visitors will be able to see a live TV image of themselves bounced off a working Telstar model. In a laser demonstration, stereo sound is transmitted over a "coherent" light beam.

If past experience is any indication, the American guides and directors will probably draw as much interest as the exhibits.

"It's all very ad-lib," says Barbara

Witt, USIA project officer, East-West exhibits. "It isn't long before visitors' questions veer off from the technical display and begin centering on life in America: 'Where do you live?' 'How much do you earn?' 'Do many American families *really* have two cars?' But not all of the questions arise from interest in the individual. They also ask penetrating questions about social problems in the U. S.—particularly on the racial issue."

## A Distinct Honor

"Communications-U.S.A." is expected to draw more than 500,000 Russians—enough to keep the American personnel busy six days a week, up to 10 hours a day. But tough as their job will be, it will also be—in the words of one of the five Bell System guides—"a once-in-a-lifetime experience and a distinct honor to represent our country abroad."

"Communications-U.S.A." opens in Moscow on July 23rd and will probably have quite an impact. But more important than the "things" that Russian visitors will see will be the people—Bell System people and many others from every part of the United States—who will provide not only information about the communications business, but information and impressions regarding America itself.

It is this kind of knowledge that helps in creating understanding and, it is hoped, lasting peace.



Charles Morgan, Jr., of Southern Bell, will serve as exhibit technical director in Kiev.





The Bell System at the Fair

BULK RATE  
U. S. POSTAGE  
PAID  
NEW YORK, N. Y.  
PERMIT NO. 606