



Dial Log



Published quarterly by
The Telecommunications History Group, Inc.

DENVER, COLORADO

(303) 296-1221
Summer 2016, Vol. 21, no. 2

www.telcomhistory.org
Jody Georgeson, editor

Director's Message

The Telecommunications History Group (THG) proudly preserves and shares the rich heritage of an industry that has had and continues to have a huge impact on our society, our culture and, most of all, our ability to communicate. An important part of any organization is its people. Of my 30-year career in telecommunications, I will always remember the loyalty and dedication of the employees I worked with.

We lost Jim Logan, a dedicated leader of the telephone directory industry, in March. Jim's leadership style showed that friendship and fellowship were what it was all about.

Another key piece of the telecommunications industry is the Pioneers. This group of industry-specific employees and retirees are dedicated to community service. The work they do is vital to our society and we salute them and all that they do.

We are also excited about supporting upcoming leaders through our involvement in National History Day Colorado. Congratulations to this year's recipient of the THG special award, Kandice Chandra.

As always, feel free to contact us for a tour of the museum or to volunteer in our Denver Archives (303-296-1221; telcomhist@aol.com) or at the Seattle Museum of Communications (206-767-3012; info@museumofcommunications.org).

Enjoy your summer,

Lisa Berquist

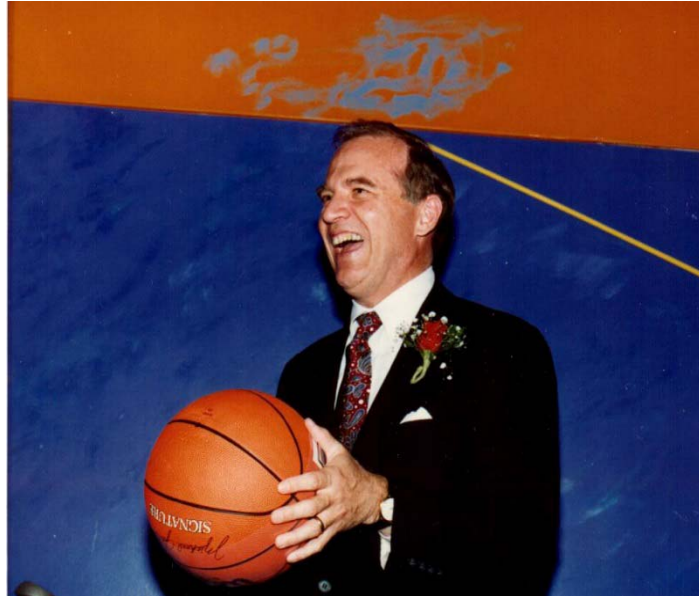
**Remembering Jim Logan,
a Leader in the Telephone
Directory Industry**
by Jarett Zuboy

It was a cold, dreary New Jersey morning in 1978, one of those days that don't seem like anything special at the beginning. Jim Logan left home and took the train to Hoboken, then on to Manhattan. Reaching the offices of New York Telephone, he headed for the elevator, his footsteps echoing beneath the cavernous ceilings. Twenty floors up, and his phone was already ringing. He answered. A man spoke: "Have you ever considered moving to Denver?"

After getting his bearings and talking to his wife Marni, Logan agreed and moved across country with his family of four children. Soon he was in the Mile High City, taking a sales manager position in Mountain Bell's directory department and launching himself toward the top of the telephone directory industry. In an interview almost 40 years later, the events of that gray day remained vivid in his mind. "I picked up the phone, and on the other end it sounded like Deep Throat asking me to come to Colorado!" he said with a laugh.

By the time he received that memorable call, Logan had already been in the Bell System for two decades. New York Telephone hired him as an engineer in 1957, and he went on to hold various positions in the company's plant, traffic, human resources, and engineering departments. During a work stoppage in the mid-1960s, he managed the managers who were temporarily working the switchboards. "I got talking to the manager of directory assistance, and he invited me to work for him," remembered Logan. "I became a directory engineer, in charge of designing directories." He later worked for the AT&T marketing group for a few years before returning to New York Telephone to oversee contracts with the directory publishers L.M. Berry and R. H. Donnelley.

In 1979 Logan became division manager of Mountain Bell's directory department for Colorado and Wyoming. Times in the telecommunications industry were changing, however, and in 1982 he was tasked with developing a divestiture strategy for AT&T's nationwide Yellow Pages organizations during the Bell System breakup. "We worked in secrecy in New Jersey, with me coming in from Denver on Sunday nights and returning home on Friday nights," remembered Logan. "We put together a bookcase full of binders detailing a national directory plan." Although the terms of the AT&T breakup ultimately prevented the creation of a national directory system, the plan was made available to the new Regional Bell Operating Companies (RBOCs) and their



subsidiaries. These included U S WEST Direct, where Logan became vice president of planning in 1982. “We used the AT&T directory plan to create the U S WEST Direct directory plan, which was a wonderful thing,” Logan said. “It was a pretty good plan!”

Logan moved quickly up the ladder at U S WEST Direct, which combined the directory departments of the former AT&T companies Mountain Bell, Northwestern Bell, and Pacific Northwest Bell and published White and Yellow Pages over a 14-state territory. He became the company’s vice president of planning and administration in 1983 before briefly serving as executive vice president of Landmark Publishing Company, U S WEST Direct’s holding company, in 1986. Later that same year he became president and CEO of U S WEST Direct and set about integrating the three company systems and cultures into a unified whole. Despite the numerous challenges, Logan and his team quickly moved U S WEST Direct from worst to first in sales performance among RBOCs, where it stayed for more than a decade. The recipe for success included personalized customer service at the local level, a transparent management system that equitably rewarded employee performance, and a diverse, well-trained workforce invested in the company’s philosophy—plus one more special ingredient. “We had a lot of fun during those years,” said Logan. “We enjoyed each other, liked each other. We laughed a lot.”

Jim Logan had U S WEST Direct’s top job during its meteoric rise. During his tenure, from 1986 to 1991, the company printed 250 billion pages of White and Yellow Pages and sold almost \$3.5 billion worth of advertising. In the style that has brought him so much admiration, however, Logan downplays his own contributions. “I have always had difficulty thinking in terms of ‘my accomplishments,’” he said in a 2009 interview. “I have continually been blessed with outstanding teams to work with. U S WEST Direct was no exception.” Carol Johnson, Vice President of Sales from 1986 to 2001, is more direct about Logan’s contribution. “Jim always said to put the customer and employees first, combined with great planning and execution, and the shareowners will win. This was exhibited by US WEST leading the global Yellow Pages media industry in revenue growth, usage and profits for well over a decade.” Carol adds, “Jim is the epitome of what a leader should be—all ethics, style, and grace.”

Logan retired from U S WEST Direct in 1991 but was soon back in the saddle. Starting in 1992 he served as president and CEO of the Yellow Pages Publishers Association, which also had its roots in the old Bell System. “In my mind I thought of myself as working for the same Bell System company for my entire career,” said Logan. He retired again in 1999, after transforming the Yellow Pages Publishers Association into a global institution serving member companies in more than 60 countries.

Logan himself thought of his time in the directory business as a “golden age.” Even during his final days, he continually recalled his affection for his colleagues and the joy he received from his work. Over and over he would say, “We worked very hard but had so much fun. Weren’t we lucky!”

Jim Logan passed away on March 31, 2016 from pancreatic cancer. He is survived by his wife Marni, four children, and seven grandchildren.

Note: This article is based largely on industry documents found in the THG Archives and on interviews conducted with Logan during 2014 and 2015 as part of a project on the history of U S WEST Direct.

The Centennial International Exhibition

The Centennial International Exhibition of 1876, the first official World's Fair in the United States, was held in Philadelphia, Pennsylvania from May 10 to November 10, 1876 to celebrate the 100th anniversary of the signing of the Declaration of Independence. The opening ceremony was attended by U.S. President Ulysses Grant and his wife, and by Emperor Pedro II of Brazil and his wife.

Mass-produced products and new inventions were on display, many found within Machinery Hall. Inventions on display included sewing machines, typewriters, stoves, lanterns and guns, horse-drawn wagons, carriages and agricultural equipment.



The exposition also featured Alexander Graham Bell's first telephone, which was set up on opposite ends of Machinery Hall to demonstrate the transfer of human voice through wires; the Automatic telegraph system and electric pen by Thomas Edison; screw-cutting machines that drastically improved the production of screws and bolts from 8,000 to 100,000 a day; and a universal grinding machine by Brown & Sharpe Manufacturing Co.

Visitors could also try new foods such as bananas, popcorn, Heinz ketchup and Hire's root beer.

The Suicide Trail

by Don Warsavage

Telephone people who worked during the era of the Bell System have every reason to take pride in their history. Christmas Day and Mother's Day telephone operators left their families to handle the high volume of calls between all the other families across the country. They were also the emergency lifeline connecting people to the help they desperately needed before the existence of 9-1-1. Our country back then was connected by equipment maintained and repaired by craftsmen, who often faced difficult, sometimes dangerous conditions.

The following story submitted by O.A. (Bud) Ham exemplifies that tradition. He left Mountain Bell after twenty years of service in 1972 and embarked on a successful career as a consultant and lecturer.

But back in the early sixties when Bud was a central office technician, he and his partner, Ken Rude, were responsible for the maintenance of a TD-2 microwave repeater station perched atop a mountain overlooking Monarch Pass in Colorado. The microwave station was the main east-west carrier of the major TV networks. U. S. Highway 50, over the pass, rises to 11,300 feet above sea level, connecting the mountain towns of Gunnison and Salida. The pass is a seven percent grade and is often closed in winter due to severe storms. The station, equipped with two bunks, a hot plate and provisions, was nearly 1,000 feet higher than the pass.



As Bud tells it, “In summer, we could drive our truck from Highway 50 right up to the station. Not so in winter. This was before the development of snowmobiles. Early in winter, before the snow became too deep, our transportation was a vehicle called a snow cat. It was a huge ungainly monster with four tracked pontoons like you see on a bull dozer. My partner and I were going to the station in the snow cat when an early blizzard enveloped us. We were restocking the station for winter with

about 200 pounds of equipment and supplies.

“There were two routes to the station. The safer one was open until after the first major snow—the other was called ‘the suicide trail.’ On it, there was a stretch for about 50 yards on the side of a cliff where it was barely wide enough for our vehicle. The drop off was about five hundred feet.”

Bud was driving and because of the blizzard, the only chance of getting there was the suicide trail. It was slow going. He could progress only a few feet at a time. The gusting wind would cause white-out conditions so bad Bud couldn’t see. When the wind eased, it cleared enough for him to inch forward a few feet. They had been waiting for several minutes and Ken opened his door to get a better view. He slammed the door immediately while he yelled, “Bud! Back straight up! Now!” The right front pontoon was hanging loose over the precipice.

They had no choice but to abandon the cat and snowshoe up to the repeater hut, carrying the equipment and supplies on their backs. After they got there, the storm raged on for three days, making it impossible for them to safely leave the hut.

The storm moved out, leaving a cold, clear morning for them to trek back down to the snow cat. Bud carefully backed the machine down off the suicide trail. Then they started the three mile drive back down the mountain.

They were about half way down when the cat hit a frozen snow drift and tipped over on its side. Unhurt, they put on their snowshoes again and hiked out, sometimes sinking up to their buttocks in the new snow. They finally made it to safety.

The snow cat? Still up on the lonely mountain, assaulted by the waves of winter storms; it was gradually covered by drift after drift as it lay quietly on its side for the entire winter.

National History Day

Congratulations to all the winners of National History Day in Colorado (NHDC) and especially to Kandice Chandra, winner of THG's special award for a project on technology or communications history. Her paper was " The Explorations and Encounters of Grace Murray Hopper." Great job, Kandice!

(Kandice, right, with Celeste Archer, NHDC Director)



CenturyLink's Century Link by Herb Hackenburg



Somewhere in the vast wilds of Lakewood, Colorado, a venerable telephone antique can be seen as it soars across the Colorado blue sky.

Note I did not write “antique telephone.” The “telephone antique” is an aerial cable that is 100 years old and still doing its job. “CenturyLink’s century link,” if you will.

When told of this working telephone antique, THG’s Renee Lang, a savvy Plant Department retiree, said, “A hundred year old cable doesn’t surprise me; Plant used everything until it fell apart.”

It was an 80-year old telephone engineer, Gerry Mitchell “Mitch”, who brought the 100-year old telephone cable to THG’s attention. Actually, Mitch is pretty much a venerable telephone antique himself. Last year when I celebrated my 80th birthday, I drank a pint of hand-crafted ale and managed to walk out of the bar in a straight line.

On his 80th birthday, Mitch put on his gaffs, belt, gloves, and hard hat and climbed a 60-foot telephone pole. And he’s got pictures to prove it.

Mitch graciously shared his pictures with us. In a note that accompanied the photos, he wrote, “Incidentally the newest piece of gear used is the hard hat. I and many others were called from Idaho to go work the Columbus Day Storm (1962) around Portland, Oregon. State law in Oregon required lineman to wear hard hats, ergo the hat. All the other equipment I bought in California when I was moonlighting for the Sierra Telco.”

Look for more about Mitch in a forthcoming issue of the Dial-Log.





Pioneers

Many of you are aware of changes forthcoming for the CenturyLink Pioneers. For those of you who are not, CenturyLink has determined that they no longer have the resources needed to continue their sponsorship of the Pioneers.

The Pioneers are a dedicated, diverse network of current and retired telecom employees across the US and Canada who effect immediate, tangible change in local communities. Pioneers volunteer more than 10 million hours annually, responding to the individual needs of their communities.

Founded in 1911 as the Telephone Pioneers of America, Pioneers has grown to be the largest industry-related volunteer organization in the world. Over a hundred years means hundreds of Pioneers projects — everything from helping the disabled to fostering literacy. They even supply health kits in the event of a natural disaster.

A few of the services provided in our area are: “Telephonics” devices given to schools to help children learn to read; school map painting; highway cleanup; “Hug-a-Bears” provided to first responders to give children involved in emergency situations; and “Beep Balls” that allow vision impaired people to play softball.

The CenturyLink Pioneers are making arrangements to move their operations to other quarters.

We support them in their continued service to our communities.



Ken tries out a Telephonics device



Hug-a Bears

For more information see the CenturyLink Pioneers web site:
<http://www.centurylinkpioneers.org/>

While researching old newspapers, Renee ran across the following articles:

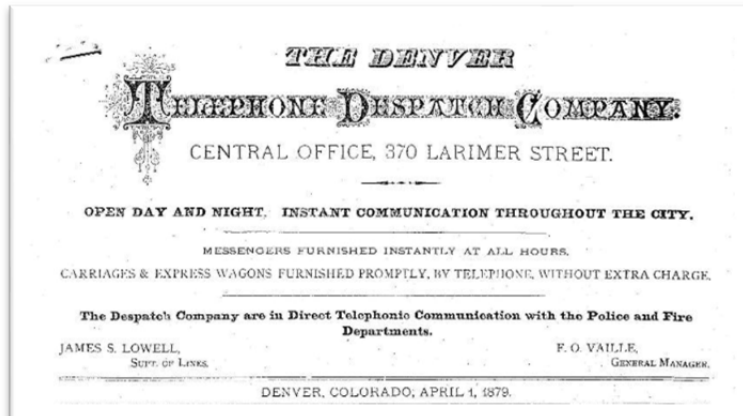
The Daily Denver Tribune, December 22, 1878

Projected Improvement. A System of Connected Telephone In Denver Under Consideration.

This article relates that Mr. F.O. Vaille, a gentleman of standing and culture in Massachusetts, has come to Denver with the intention of embarking on a business entirely new to Denver, a system of connecting telephones, which had been done in several of the larger cities with splendid results. It was the beginning of attaching wires from telephones to a central station where connection was made between "the speaker to the party spoken to" and post offices, hotels, doctor's offices, police headquarters, newspapers, banks and other prominent public or private places.

Messenger boys would carry messages day or night to parties not in connection with the central station. "The telephone, . . . intended by Mr. Vaille to introduce, is of the Bell manufacture, which combines every element needed to render it acceptable to the public".

In two days he secured the names of some forty businessmen who were unanimous in their encouragement of the project. Oh, the joy of the devoted wife who could ask her husband what he wanted for dinner and then call the butcher and order it! Family physicians could be summoned, a policeman called and a call could be made to the Clerks of the Courts, the Sheriff or Chief of Police to find out "What's the news?" The cost was three dollars per month for private residence and four dollars per month for businesses.



The Daily Denver Tribune, February 23, 1879

The first list of subscribers included one "Moffat, Jr. D. H., Fourteenth and Curtis." This later became the site of the 931 14th Street building.

"The manner of using the telephone may be explained as follows: Suppose the Tribune or any other large concern desired to speak with an obscure and diminutive Institution like the

News. The intelligent gentleman of The Tribune would call up the central telephone office by pressing the button on the right of the bell, twice. The signal would be answered by the operator at the central office. The telephone should than be taken from the hook, on which at all other times it should hang, and the hook be thrown to the left. Placing the tube near the mouth and speaking in an ordinary tone of voice, the operator at central office should be informed that the News office is wanted for a few moments; [and telling her] to connect the circuits. The operator would then ring up the News and tell the scrub who might be in that a cultivated party desired to honor him with a few remarks. Tickled to death at such an opportunity the News man would make the necessary change in the switch and tell The Tribune gentleman to 'go ahead'."



THE TELECOMMUNICATIONS HISTORY GROUP, INC