



# Dial - Log



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Jody Georgeson, EDITOR

## Director's Report

By Herb Hackenburg

The essence of this report is that the Telecommunications History Group has just finished the most productive three months in its history:

**Tours** - The entire Qwest paralegal staff requested a tour of the archive since they had been told they'd probably be doing research here at some time.

Joan Walker, executive vice president - communications, Shannon Gallagher, director of the Qwest Foundation, and Carey Macdonald visited the archive. After a brief presentation, Jim O'Boyle and I took them over to visit the Spirit of Service painting on the 12th floor of the 930 15th St. building.

The creative leadership of Foote, Cone & Belding, the new Qwest advertising agency, was brought to the archive for a get acquainted meeting. Later, Qwest PR directors Shannon Gallagher and Dan Danbaum came for a detailed tour.

Jack MacAllister and Leslie Young paid their first visit to the archive and took time to do a real tour, asking many

question - both seemed favorably impressed.

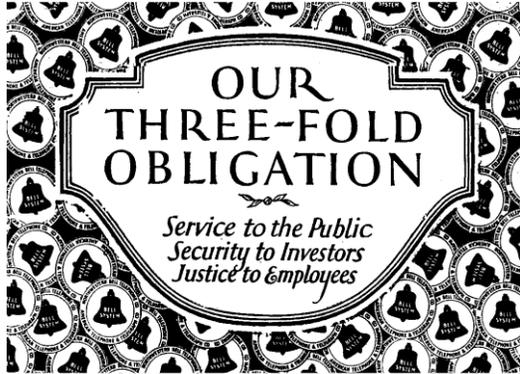
**Presentations** - Qwest paralegal staff, Foote, Cone & Belding, and Qwest Real Estate managers.

**Missing material returned** - THG volunteer Renee Lang and Jody found out that the 1005 17th St. time capsule had been opened at the annual Telephone Pioneer picnic, then resealed and given for safekeeping to Arnetta Butler, President of the Qwest employee Pioneer group. Arnetta said it was taking up room in her garage and she'd be happy to deliver it to THG. WE've opened the capsule and have begun to inventory the contents. It contained several divestiture-related item, many of which we did not have and two brand new Design-Line® phones (Mickey Mouse and Executive Desktop).

**Collections** - We recently acquired a significant collection of historic and current material from the Qwest Wholesale Markets division (a.k.a. Carrier) from Mary Riffle. You'll find a comprehensive list of new collections later in this issue.

## Service

*Northwestern Bell issued this statement during the 1920s. It could serve as reminder to today's corporate*



*leaders.*

In directing the operations of this company, its officers feel that they have a three-fold responsibility – to the public, to the investors who have provided the money to build the property, and to the employees who operate the system.

### **Our Obligation to the Public**

The management's obligation to the public, as we see it, is so to direct the operations of the business as to furnish reliable telephone service, unflinching as far as it is humanly possible to make it so; adequate service that not only meets the needs of today, but anticipates the needs of the future as well, and courteous service that goes beyond the saying of "please" and "thank you" and truly strives to give fair and cordial treatment to everyone.

Such service, we believe, should be furnished the public at the lowest possible charges which, with rigid economy and efficiency in the operation of the business, will enable us to meet expenses and earn a reasonable return on the property

### **Our Obligation to Investors**

Thousands of men and women have furnished the money with which the property of this Company has been built. Without this money no service would be possible. The management's responsibility to these men and women is so to direct the operations of the business as to safeguard the money they have invested and pay them a reasonable rate for its use.

### **Our Obligation to Employees**

The management's obligation to employees, we believe, is so to direct the operations of the business as to pay reasonable wages, afford healthful and agreeable working conditions and to give them careful guidance and opportunity for advancement in keeping with their ability.

*To manage the business in such a way that this company will be as good an institution as there is on earth to do business with, to invest money in and to work for, is our constant aim.*

(signed) W. B. T. Belt  
President

Northwestern Bell Telephone Company

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*About the recent disastrous flooding in Europe:*

One of the biggest cleanup jobs will be at one of Prague's newest venues -- Museum Kampa. The newly refurbished riverside museum was badly flooded, but only one piece was lost: Zidle, a sculpture mounted on the embankment outside the museum. "The collection is OK," said Kampa spokeswoman Kacha Kastner, "but the museum is full of fish."

## BARGAIN CEOs

*Editor's note: This article was from the October 24, 1999 edition of the Denver Rocky Mountain News.*

The lowest compensated CEOs, at the 50 companies analyzed, whose companies' 1996-1998 return to shareholders was greater than the Standard & Poor's 500 Index's average annual return of 283 percent for the same period.

Compensation is in thousands of dollars.

Name	Company	Compensation
C. Ergen	Echostar	\$ 26.6
W. Coors	Adolph Coors	\$ 307.1
E. McEntire	Ultimate Elect.s	\$ 533.4
G. Mahoney	Mail Well	\$ 834.3
R. Budacz	DLL Group	\$ 1,073.3
T. Considine	Apt. Inv & Mgt.	\$ 1,320.9
P. Coors	Adolph Coors	\$ 1,899.9
<b>S. Trujillo</b>	<b>U S WEST</b>	<b>\$ 2,056.8</b>
L. Mizel	MDC Holdings	\$ 3,191.0
A. Pohs	Comnet	\$ 4,184.6
<b>C. Lillis</b>	<b>MediaOne</b>	<b>\$14,674.5</b>
<b>J. Nacchio</b>	<b>Qwest</b>	<b>\$19,569.0</b>

## Acquisitions

By Jody Georgeson

Our readers are such a generous lot! Since our last issue, we've been inundated by donations of artifacts and memorabilia.

**Joe and Berda Polichio** of Deming, NM, stopped by to bring us their collection of material about his Vail Medal. Joe was awarded the medal for his brave rescue of an elderly man being beaten during a traffic altercation in Denver in 1982. Among the numerous items in the collection are the medal itself, supporting documentation, a poster depicting the event, an art drawing of the incident, and video tapes of the awards ceremony.

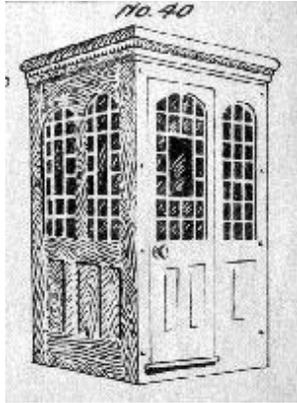
**Eunice Coppens** of Des Moines, Iowa, sent two wonderful dolls – one dressed as an operator and the other as an installer. From **Eleanor Streletzky** in Cedar Rapids, Iowa, we received 1928 and 1929 Dubuque, Iowa directories. **Mary Ann McCann** brought a number of Bell System office supplies, including a pencil pointer and a slide rule – remember those? **Ralph Crawford** of Highlands Ranch, CO brought us too many things to list. My favorites are six teddy bears, dressed in turn of the century outfits. These were sold by the Pioneers.

**Jack Schuh**, whose many articles have appeared in our newsletters, brought in a bright orange jacket and green tie worn by members of the Outstate Construction Department, immortalized in Jack's "Arnold the Pig" story (Spring 2002 *Dial-Log*).

From Roseburg, Oregon, **John Schuyler** sent a collection of materials (equipment, pictures, shirt, etc.) used in the Pioneers' Infant Hearing Assessment program. We are also the proud caretakers of his Robert K. Timothy medal, given to him in 1983 for his work in the program. John's was the second medal to be awarded – Mr. Timothy's was the first.



*Joe Polichio gets a congratulatory kiss from his wife, Berda, upon receiving the silver Vail Medal. With them is their son, Joe Jr.*



From drawings in the Ritter Collection:  
Booth No. 40 - outside floor space was 42½" x 49½", inside floor space was 36" x 42".

Mary Lou Burmeister, Atlantic, Iowa, donated service award Jewelry and a wonderful original carving of Angus Macdonald (*Spirit of Service*). From Alberta Ritter in Des Moines, we received a whole treasure trove of documents, including drawings of telephone booths from the early 1900s, and a scrapbook containing pictures of the Tri-States Telephone & Telegraph Company annual outing in July 1912.

The National Pioneers office sent us several boxes of books, pamphlets and journals. Several of the volumes bear a stamp indicating that they are from the library of Alexander Graham Bell. We are very excited to receive these rare materials. Among them are: *Telegraphic Journal and Electrical Review* (1875-1890), *Report of the Commissioner of Education* (1892-1893), and *Western Electrician* (1891-1905).

*Editors note: If I haven't mentioned your donation, please forgive me. It isn't because we don't appreciate it – it's that we haven't gotten to the bottom of the pile!*



## 1983-2000 Predictions

*On the eve of Divestiture (December 1983), employees in Mountain Bell buildings were asked to donate items and predictions to a time capsule that was to be opened in 2000. The capsule at 1005 17th St. in Denver was not opened until last summer. We recently received the capsule and wanted to share some of the predictions.*

Kathryn Reay wrote a charming story about Mother Bell and her 22 children beset by competitive elves and a green dragon Judge. Upon losing their mother, three of the children band together in a new family - U S WEST. She finishes by saying, "The children will continue having high hopes for the future and will continue to *Go For It*. Their efforts will determine whether or not they live happily ever after."

"I believe Mountain Bell will close up and lock its doors within 10 years . . . sure hope I'm wrong . . ."

James K. Hicklin

"I predict 'service be hanged,' and employees will be judged on their ability to show Profit (or to manipulate the system for that appearance.) I hope not."

Kaye Yates-Taylor  
Computer Analyst

" . . . with the caliber of people Mountain Bell has in their employment, I'm sure all obstacles encountered will be worked our and great success will be ours."

Jack M. Gooch  
Asstistant Manage - NSC

Finally, kudos to THG's Board of Directors President, Jim O'Boyle.

"I think that our Marketing Department, with Jim O'Boyle as Vice President, has the leadership . . . to take advantage of the opportunities that this divested environment will provide. We intend to create a climate where there is a sense of purpose; where we are results focused rather than activity focused; where there is a desire to serve customers; where we release power and delegate authority; where what we do is done with excellence; where what we do is done with excellence; where we conduct business as if we were the owners of the company; where our employees feel that we care (and that) they are able to share in the successes of the business . . ."

Michael R. Halderman  
District Marketing Manager



## Directories

As they process boxes of documents, volunteers Dale Norblom and Ken Pratt often find old directories, many of which contain instructions, tips and advertising for their telephone service. An Iowa Clark Automatic Telephone Co. of Sioux City, Iowa directory (c. 1903) tells us, "In talking, place lips about two inches from transmitter and talk in a low but distinct tone. Always restore dial to black space when through talking."

A 1906 North Dakota Central Telephone Co. directory reminds us that,

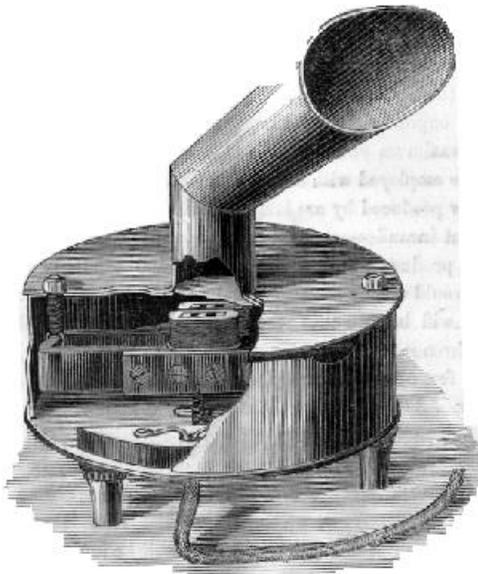
"Using the Phone During a Thunder Storm is Dangerous" and "Put in a Phone and Your Wife will be Highly Pleased." It goes on to say,

"Don't Travel, it's Costly;  
Don't Write, it's Slow;  
Don't Telegraph, it's Uncertain;  
BUT TELEPHONE!"

Gracevill, Minnesota's early 1900s Oliver Telephone System has nearly as many rules as subscribers. Some of the more adamant are:

- φ Do not let *Children* use or tamper with the 'phone, if detected, will be charged 10 cents.
- φ Do not use the 'phone after 9 o'clock p.m. unless absolutely necessary. Charges 10 cents.
- φ Should anyone, who is not a 'phone subscriber to the system, wish to use your 'phone, you will charge 15 cents and collect the same. You will be allowed a percentage of all money thus collected when your rent is paid.
- φ No one shall use the 'phone for more than 5 minutes at a time.
- φ Do not lay anything on the 'phone or interfere with the bells to prevent ringing.
- φ **REMEMBER** that no listening when other people are talking will be tolerated. Anyone thus detected will have their 'phone removed at once.

Patrons of the Oliver system did not have telephone numbers, but were listed by their "rings": "-" signified a long ring and "o" meant a short one. So James Dean's ring was "-oo-" and Richard McCormick's was "ooo". (These names both actually appear on the directory. Any relation to similarly named well-known people is unknown.)



### Contest!

*What in the world is that contraption? The first person with the correct and most complete answer will receive a lovely and historically significant prize.*

*Contact us via email at [telcomhist@aol.com](mailto:telcomhist@aol.com), telephone (303)296-1221, or "snail mail" at P.O. Box 8719, Denver, CO 80201-8719.*

*Hint: It is not a prairie dog vacuum.*

### Small Beginnings

*This article appeared in a 1976 publication called "Insight" from the Baker collection. The author is unknown.*

Four hundred dollars was the amount of the mortgage Enos M. Baton's widowed mother had signed, as had he and the three of his brothers and sisters who were of age, pledging their home and a farm of some 17 acres as security for repayment of the loan.

Young Barton now held the money in his hands -- the amount he needed, with his own small savings, to buy a one-half interest in a moribund electrical factory in Cleveland, Ohio.

From such small beginnings have come some of the most important factors in the provision of telephone service in the United States. Barton's partner in the enterprise sold his interest to Elisha Gray and in November 1869, the firm of Gray and Barton was formed.

In 1872, the firm's business was incorporated as the Western Electric Manufacturing Company. In 1881, it was merged with other electrical manufacturing concerns to form the Western Electric Company, now the manufacturing and centralized purchasing branch of the Bell System.

The service of supply provided by Western Electric helps make possible for America a telephone service that is prompt, efficient, economical and dependable.



*Footprints on the sands of time are not made by sitting down. - Anonymous*