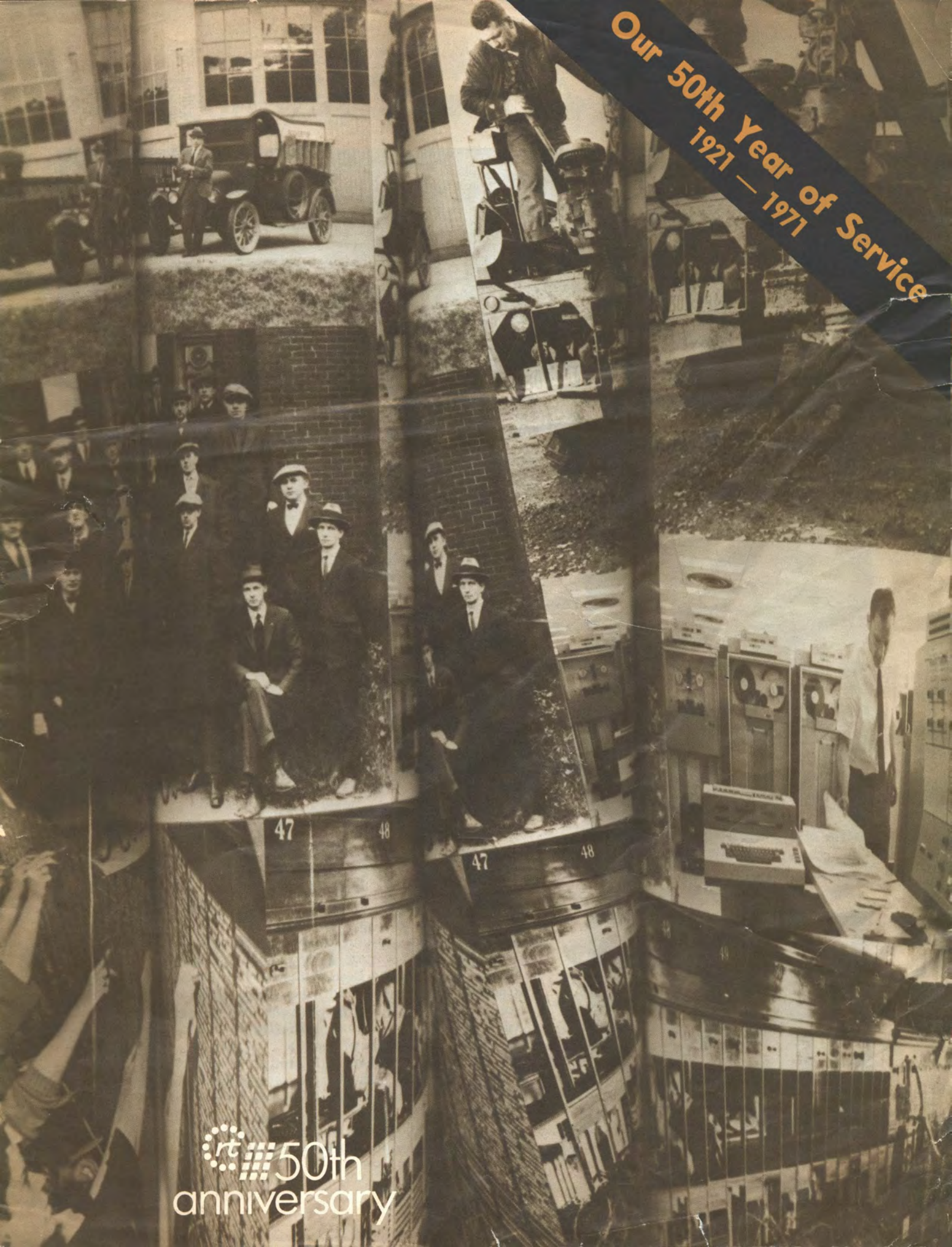


Our 50th Year of Service
1921 — 1971



47

48

47

48

 **50th**
anniversary

The 1920's—A Dynamic Era To Begin



Some of our Plant men at the old St. Paul Street Operations Center.



George R. Fuller, Rochester Telephone's first President.



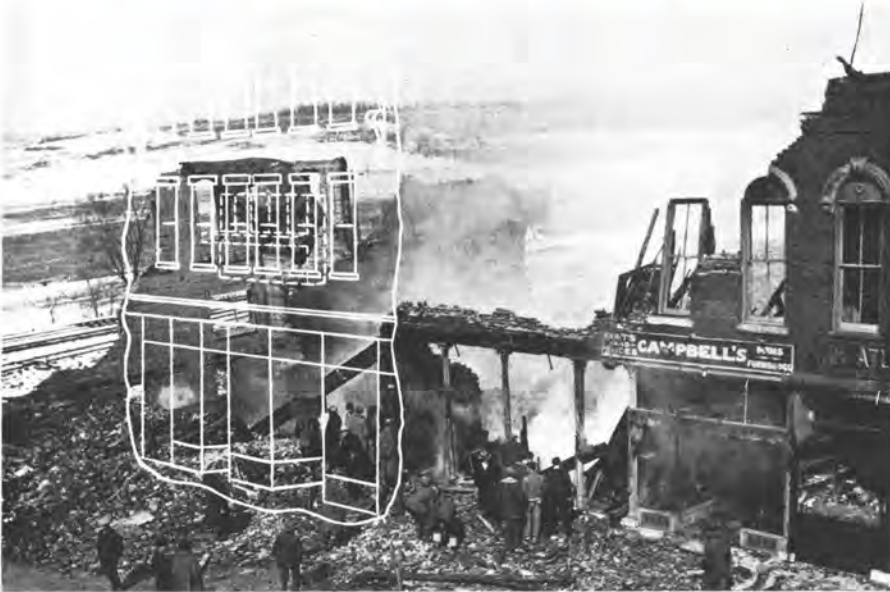
Ice storm snaps poles in 1929.



Silent film star Pola Negri

1921—Rochester Telephone Company consolidates facilities with the New York Telephone Company to form the Rochester Telephone Corporation under the guidance of its first president, **George R. Fuller** . . . **Warren G. Harding**, President of the United States, signs a joint congressional resolution declaring peace with Germany and Austria . . . 1923—Rochester Telephone wins PSC approval of a measured rate service . . . **Hitler** is imprisoned after the Beer Hall Putsch in Munich . . . **Calvin Coolidge** inaugurated 30th President . . . 1925—John T. Scopes found guilty of having taught evolution in high school, and is fined \$100 and costs . . . 1926—**Dr. Robert Goddard** demonstrates the practicality of rockets . . . 1927—**John P. Boyland** is elected second President of Rochester Telephone . . . **Lindberg** lands in Paris . . . 1928—Employees bring in 3,755 new applications for telephone service during a two-week sales promotion contest . . . 1929—Stock market crashes . . . Major ice storm snaps nearly 5,000 poles putting 9,000 telephones out of service . . . Company installs 100,000th telephone.

The 1930's—The Long Climb Back



In 1930 a major fire leveled nearly an entire block of downtown Livonia; Rochester Telephone's facilities were completely destroyed (diagram shows our building's facade).



A Rochester Telephone Operator in 1930.



This early Bell Laboratory monoplane was used to pioneer radio telephone talk between ships and aircraft during the early 1930's.



A victim of depression unemployment sells apples to stay alive.

1930—The depression . . . Rochester Telephone records the smallest net gain of new telephones in its history . . . **Joseph F. Crater**, Justice of the Supreme Court in New York City, vanishes . . . 1931—**Knute Rockne**, Notre Dame football coach, is killed in an airplane crash . . . 1932—Number of telephones in service drops from 1929 high of more than 100,000 to 98,615; corporate operating revenue decreases for the first time in history of Rochester Telephone . . . 1934—**Dionne** quintuplets born . . . **Hitler** becomes German Fuehrer . . . In compliance with National Recovery Administration, Rochester Telephone cuts employees working hours; 34 employees who have been laid off are called back to work . . . Failing economy hits bottom and starts up; Rochester Telephone gains 459 telephones, after losing more than 3,000 the previous year . . . 1935—**Will Rogers** and **Wiley Post** die in Alaskan plane crash . . . 1936—Rochester Telephone once again serves over 100,000 telephones; work force reaches all time high of 1,741 . . . Spanish Civil War begins . . . 1939—Germany invades Poland; World War II begins.



Joe Louis

The 1940's—There's A War On!



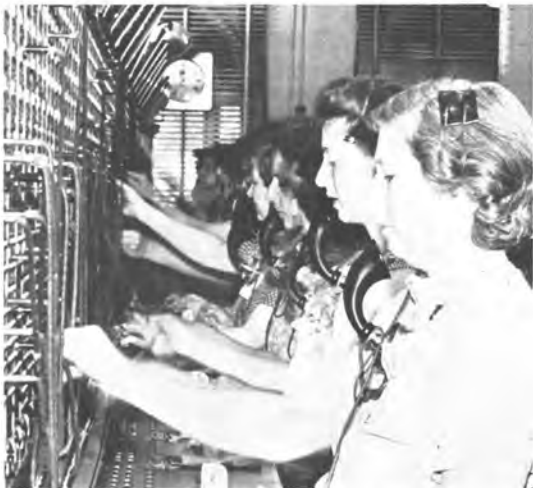
GI's land at Omaha Beach on D-Day.



"Liberty Bridge" spans Main Street in 1944.



Ike talks with paratrooper before D-Day invasion.



Operators at work in 1945.

1941—Atlantic Charter issued by **Roosevelt** and **Churchill** after meeting at sea aboard battleship Newfoundland . . . Rochester Telephone installs more telephones than in any year since 1929 . . . Japanese bomb Pearl Harbor bringing U. S. into the war . . . Completion of the Charlotte Central Office marks RTC ownership of all its Central Office buildings . . . 1942—First nuclear chain reaction in test at the University of Chicago . . . War Production Board restricts installation of certain products (e.g., extension phones in homes) to conserve vital resources . . . 1943—Race riots in Detroit and New York City kill 40, injure hundreds . . . Eighty-five employees serve in Armed Forces . . . Rochester Telephone asks customers to limit calls since equipment needed to handle increasing demand is not available because of war effort . . . 1945—As war ends, application for new telephone service doubles; priority guidelines established by the Civilian Production Board and lack of equipment limit Company's ability to meet the demand . . . **FDR** dies; **Harry S. Truman** becomes President . . . 1946—**John W. Morrison** becomes third President of RTC . . . 1948—Record construction budget; Rochester Telephone cuts over first dial offices.

The 1950's—An Expanding Territory



Truman and Eisenhower, Presidents of the decade.



Marines in Korea.



Elvis Presley, teen-age idol of the 1950's.



Rochester Telephone Installer in rural setting.

1950—**Donald H. Campbell** becomes fourth President of Rochester Telephone . . . Rochester Telephone becomes first company in the U. S. to raise coin phone charge from a nickel to ten cents . . . Great Britain recognizes Communist China . . . Two Puerto Rican nationalists fail in an attempt to kill **President Truman** . . . **1952**—Rochester Telephone installs its 200,000th telephone . . . **1953**—**Joseph Stalin** dies . . . **Edmund Hillary** conquers Mount Everest . . . **1955**—AFL and CIO merge to form the nation's largest labor union . . . **1956**—Rochester Telephone installs its 250,000th telephone . . . The "2-5" dial number system established in Rochester . . . **1957**—Soviet Union launches first man-made satellite . . . Federal troops force integration of schools in Little Rock, Arkansas . . . **1958**—**Charles DeGaulle** becomes Premier of 5th French Republic . . . First jet airline service across the Atlantic . . . **1959**—**Fidel Castro** comes to power in Cuba . . . Rochester Telephone listed on New York Stock exchange . . . **William A. Kern** becomes 5th Rochester Telephone President . . . **Krushchev** tours United States.

The 1960's—Our 'Biggest Decade'



The wires are cut disconnecting the Company's last manual Central Office, which served Churchville and Bergen.



The "Love-Drug Culture"

1960—Rochester Telephone installs 300,000th telephone . . . U-2 spy plane shot down over Soviet Union . . . **Adolf Eichmann** captured in Argentina . . . 1961—New Canandaigua Business Office opened . . . **Alan B. Shepard, Jr.** makes first American space flight . . . 1962—Rochester Telephone opens new Midtown headquarters . . . **John Glenn** becomes first American to orbit the earth . . . 1964—**George S. Beinetti** becomes sixth President of Rochester Telephone . . . **Krushchev** ousted as Russian Premier . . . Red Chinese successfully tested nuclear bomb . . . 1965—New Geneseo office in full service . . . 1966—New Mt. Morris Operations Center opens . . . Dial conversion completed . . . Rochester Telephone installs 400,000th telephone . . . **Edward Brooke** becomes first Negro elected to the Senate in 85 years . . . Medicare goes into effect . . . 1967—TeleFinder service inaugurated . . . **Dr. Christian Barnard** performs first successful heart transplant . . . Six-day Arab-Israeli war . . . 1969—Plymouth Avenue Long Distance Center completed; All Call Dialing goes into effect . . . Improved Mobile Telephone Service offered by Rochester Telephone.



Telephone facilities are used to provide TV coverage of the Republican State Convention in 1966.



John F. Kennedy

Home-Brew Real 'Interior Decorator'

by Ira L. Gillette
retired Service Bureau Foreman

Being retired after 44 years of service, and eight years of happy retirement, one does look back and recall many interesting happenings in the life of a telephone worker.

I recall the big sleet storm of 1930. Most of our open wire was down and hundreds of drop wires were ripped off poles and houses. Our first job was to get wires off the streets and other places where they would cause hazardous conditions. We worked dawn to dusk, and was it cold. Many inside men were called to help the outside men.

I was working with Al Barnard out on Buffalo Road, three days before Christmas, when a subscriber came to us and begged to get him service as his livelihood depended on his telephone. He gave us his card with name and business listed as "Farm Products and Interior Decorator."

His house and farm were just across the Barge Canal. There were

* Congratulations to Ira Gillette and Clarence Marble, the winners of News Letter's "Good Old Days" Contest. Both Clarence and Ira were presented \$25 checks for their prize winning yarns about the bygone days at Rochester Telephone. *****

four poles, with a bracket pair on them and all were down. Fortunately there was a cable terminal right in front of his place, so we laid the drop wire on the ground right to his house and gave him service. Right away the phone started to ring and he was back in business.

His wife was in the kitchen making doughnuts. She invited us in to have some hot coffee with real cream and hot doughnuts. After working outside in 20° temperature, it sure was a welcome invitation.

Her husband came in and was so happy to have his service restored that he offered us some money that we refused. He said that after we had finished we should go out to the barn and see him.

In the barn there were Christmas trees for sale along with apples, eggs and some other farm products, so we were satisfied that they did sell farm produce. The man took us to a closed-off section of the barn and there was a still. There were many bottles laying around, as well as some filled cases ready for delivery. Being prohibition times he couldn't very well advertise this product. But after a sample we qualified him as a real interior decorator. As I said before we refused his money; but when he offered us each a bottle, well, what would you have done?

Switchboard in the 1930's

Ice Storm Makes Sale Look Good

by Clarence Marble
retired Engineer

Shortly after the 1935 storm—I believe that was the one—Don Campbell and I went to Pavilion together. Rochester Telephone had just purchased what had been a company mutually owned and operated by its local users. The ink on the deal was scarcely dry when the ice took down all of its outside plant. The only standing pole we saw was in front of the central office. That was held up by the entrance cable. We drove out of the village to talk to one of the former directors. The director walked out into the road with us. He looked in both directions, then said, "For the first time I am convinced that we should have sold."

We wonder why on a certain Monday, L. Balsis wished she had brought an air cushion along? Too much tobogganing? . . . There seems to be some question in the minds of the Misses Jones and Genrich as to why the Clinton Avenue trolley cars don't go down St. Paul Street. That corner is much too windy to wait so long . . . A youngster calling Main 333449J was referred to the supervisor who requested him to call someone else to the telephone. After calling his mother, he again turned to the telephone and said in a high-pitched voice, "Hello, this is my mother." . . . Ruth Boyd is sporting a new Ford roadster. Oh, these bored millionaires . . . Miss Barry has great faith in a certain herb doctor who claims there is a different herb for every ill. Who can blame her? Hilda was very nervous and run down and her friends were worried about her condition, but after taking only eight of these herbs her appearance has been so improved that we have some difficulty in distinguishing her from Theda Bara . . . Miss Dorothy Townsend, was "runner-up" in the Lilac Queen competition . . . Violet Mattern can easily tell the wrong end of the new hand sets. You see, she's already used the wrong end . . . Golfers, beware! Jack Garland is getting to be a snappy little golfer. Every afternoon, after four you will find him hustling up to Genesee. For his score, just watch the papers . . . Bernard Driscoll, son of Mrs. Driscoll of Main, was recently engaged as a temporary employee for the balance of the summer. "Barney" will pinch-hit for Bill and "Si" while they are on vacation . . . Ruth Stoller tells us she has been in embarrassing positions before, but never as bad as when the subscriber asked her in what part of the telephone directory the "speakeasys" were listed. Just imagine!

Employees Compare Yesterday With Today

To see if “times have changed” during the past 50 years at Rochester Telephone, News Letter invited a group of veteran employees and a group of relatively new employees to take part in two round-table discussions. At the discussions, the employees were asked to comment on subjects ranging from “Spirit of Service”

to social problems. The new employees were asked to base their comments on their present attitudes and recent experience, while the vets were asked to look back and relate their answers to their early days with the Company. The result is an interesting insight into the nature of change during our first fifty years.

Why did you begin with Rochester Telephone?



“In 1923 I decided to quit school (I had a big “B” average and thought I was smart enough) and look for a job. I went looking and the first day I was offered two jobs: one as a plumber, the other with Rochester Telephone. When I came home, my mother told me that I’d be secure with the phone company, and never be without a job. So I started with the company. As it turned out, she was right!”

Jim Slattery
Cable Splicer—
Plant Engineering &
Construction



Cable Repairman works to repair damage after sleet storm in 1929.



Gwen Wallace, a Supervisory Assistant in Accounting, is one of the women recently hired to fill management positions.

“I picked Rochester Telephone because it was a public utility (I preferred that to a private company), and I had the opportunity to start in a trial program designed to take gals who had graduated from college and, after accelerated training, give them supervisory responsibility. It sounded very challenging to me, so I took the job.”



Pam Blank
Employment Supervisor—
Personnel

How did you get to work when you started with Rochester Telephone?



Joe Schultheis
Engineer—Engineering

"In the early days I took the street car. If the weather was too severe for the street cars to run, you would have to walk."



Rochester trolley cars at the Four Corners.

How do you get to work?



Broad Street traffic 1971.

"I drive and it's terrible. It takes me a half-hour to drive a fifteen minute drive. Traffic, construction! It's just terrible!"



Al Interlicchia
Frameman—
Plant-Service

What were the dress guide lines when you started with Rochester Telephone?



"There was a great deal more discipline in those days. I think it was good for us, too! I remember one girl being sent home for wearing ankle socks. Can you imagine what might have happened if she'd been wearing hot pants!"

Eydith DeBellis
Junior Service Assistant—
Traffic



Some of our properly dressed ladies in 1929.

How do you feel about dress guidelines?



Rochester Telephone gals wear a wide range of styles at work. Modeling some of the daily variations are (left to right) Marylee Peck, a Service Representative; Lynne D'Amico, an Accounting Clerk, and Mary Metzger, a Reports Assistant.

"A revolution has occurred regarding women's dress. They're allowed to wear pantsuits, jackets, mini skirts, even ties. I think men's dress should change also. Right now, it's unacceptable to come in to work in a sport shirt, and perhaps a pair of shorts. If you did, you'd feel that somebody would shake a finger at you, and send you home. I hope that business dress for men will evolve more quickly to casual attire."



Jack Dailey
Staff Assistant—
Commercial

What do you recall that best typifies “Spirit of Service” at Rochester Telephone?



The painting “Spirit of Service”

“I think ‘Spirit of Service’ in the traditional sense was shown in the efforts of our Operators to get to work no matter what the weather. Many times Operators had to walk three, four or five miles through freezing blizzards to get in. I can remember being so cold after walking because I couldn’t drive my car, that I was crying when I got to work.”



Lillian Fogarty
Office Clerk—
Plant-Service

What does “Spirit of Service” mean today?



Everline Lee
Office Service Clerk—
Accounting

“‘Spirit of Service’ is an individual matter. If you like your job and you like your co-workers, then you do your job well. If you don’t like your job, you won’t be interested in doing it well. If employees have the job they like, their ‘Spirit of Service’ will be high, and they will do well.”



Operators trudge through the snow on their way to work during the blizzard of 1971.

What did you like about your job when you began your telephone career?



Operators working side by side in the 1940's.



Margaret Klein
Operator—Traffic

"I liked the opportunity of working with such a nice group of girls, and making so many lifelong friends."

What do you enjoy most about your job?



Bobbie Halyak
Service Representative—
Commercial

"I like most being of service to the customer. It's a good feeling that you have helped them after they've come to you. Even if a customer is irate, it's a challenge to calm him down, make him feel at ease, and to show him that you are there to help him — that in many cases, you can give them what they want! It's very rewarding."



Service Representative Mary Budnick is one of the many Rochester Telephone gals who keeps busy by helping our customers solve their problems.

What was the greatest social problem during your career?



Farmers fleeing the "dust bowl" for migrant camps in California.

"The depression. In those days, everyone was trying so hard to keep body and soul together, that other problems weren't even noticed. The depression was the most severe problem because it affected almost everyone."



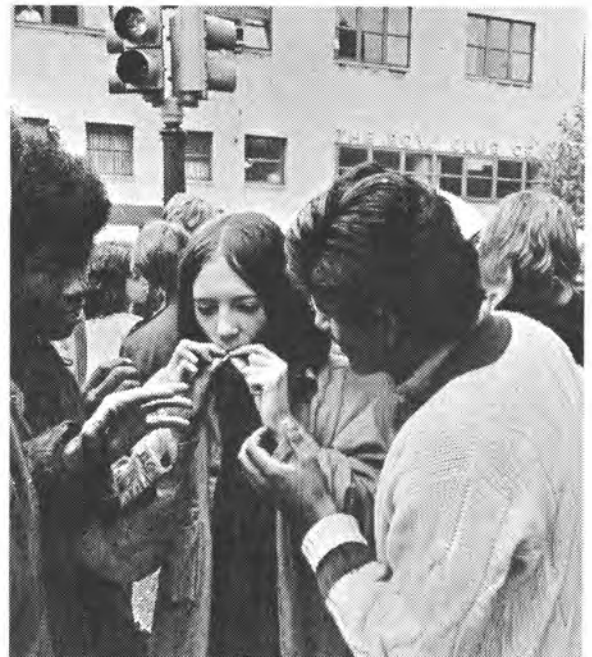
Jack Eadie
Coordinator-Pioneers—
Personnel

What do you consider our most pressing social problem?



Peter Carr
Intermediate Draftsman—
Engineering

"One of today's biggest problems is crime. Especially crime which perpetuates itself or leads to other crime. For example, the use of illegal drugs causes more crime, as desperate addicts try to get the money for their next fix."



Teen-agers smoking pot on a New York city street corner.

What was the most outstanding event you can remember during your career?



Pole felled in West Chili by 1929 sleet storm.

"I remember the natural disasters most vividly. The hurricane that swept the New England states in 1938 stands out in my mind, as well as the 1945 ice storm that crippled communications in northern New York. In both cases I was sent as part of Rochester Telephone line crews to help restore service. I remember the cables torn down by the hurricane laying along the road twisted like snakes for miles and miles. And when we were up north, we had to work in temperatures as low as -25 degrees to reclaim cable pulled down by a 5-inch coating of ice!"



Joe Hardy
Safety Director—
Personnel

What has been the most outstanding event at Rochester Telephone since you began work?



Dennis Dundon
Staff Assistant—
Revenue Planning

"It's interconnection! Interconnection will have the most far reaching impact on the telephone industry and probably on the entire make-up of public utilities — both from a rate-making and regulatory standpoint. It's amazing the changes we're going to see in our business resulting from interconnection."

Downtown Service Snarled in Dig-Up

ALL CALL DIALING
A Big New Customer Service

TeleFinders Talking Soon

Six-Member Task Force
To Study Interconnection

IN WEEK-LONG SPOKE
Crews Readied for Nixon Visit

Interconnection -- Competition Is Here!

New 360-40 Computer Being Tested

PSC Orders Reduction
Of Basic Service Rate

IN LOCAL CONTEST
TV Commercial Wins Award

24 HOURS AFTER FIRE
Repair Crews, Restore Scot's
Our 'Shades of Gold' --Design for the 70's
Service

Directory Assistance
Modernization Near

Mobile Switching Center Planned for Farmington

In the old days what did you do for a good time?



Melva Cayford
District Chief Clerk—
Commercial

"I remember going up to the old Marigold and drinking bathtub gin. We'd have to keep the bottle under the table because it was prohibition days!"



An illegal celebration in the 1920's.

What do you do for a good time?



Over the years the pursuit of pleasure has varied to fantastic extremes. In 1957 three St. Joseph's College students briefly revived goldfish swallowing, a craze of the thirties. The fad waned after the boys had ingested nearly 400 live ones.

"I've just recently gotten together this room in my house down in the basement. It's real quiet there, and dark. It's a place where I like to go, and just get absorbed in the walls. I'm so active at work that I enjoy being within myself when I'm home."



Brenda Miller
Operator-TSP—Traffic

A Look at the Future

For telecommunications, the next 50 years hold great promise of exciting developments. Some are only a few years away, others are still being perfected, or perhaps vaguely dreamed of.

There's PicturePhone, of course, already operating in Pittsburgh and scheduled for introduction in our territory in the mid-1970's. PicturePhone will further revolutionize communications—from the comfort of your home you'll be able to go shopping for clothes or appliances or apartments. Businessmen will be able to see and show products, to hold cross-country conferences without leaving their offices.

Just over the horizon is the cordless mobile telephone, small enough to slip into a pocket or purse, powerful enough to keep you in touch wherever you go (shades of Dick Tracy!).

Card dialers, the key to the cashless, checkless society you hear so much about, are in use in some areas today. These come with cards that dial numbers automatically, and double as credit cards.

Some day children will go to school only to play. They'll learn at home, where computer programs will teach them to read or sing or to do arithmetic.

The day may come when people will travel outside their house for pleasure

only. They'll stay home to work, with a window on the world—through TV and PicturePhone, instant facsimile transmission, and with access by computer to every source of information or entertainment imaginable.

Some day every person may be given a lifelong telephone number, and people will be able to reach him anywhere by simply saying that number aloud.

And if that isn't eerie enough, there's the laser beam, with its almost limitless versatility. In communications, the laser is capable of carrying many millions of conversations, simultaneously. And it's the laser that has opened up the new technology of holography, a three-dimensional photographic image so real that it's like looking at a scene through an open window.

As these new products and services are introduced and accepted, the work of telephone men and women will become even more satisfying, more challenging, more rewarding. People will continue to provide the dedication and understanding that are so much a part of service, with machines handling the repetitive tasks.

1971-2021 . . . the next 50 years and another era in the Rochester Telephone story.



ROCHESTER TELEPHONE
NEWS LETTER

BULK RATE
U. S. POSTAGE
PAID
PERMIT NO.
Rochester, N.Y.

ROCHESTER TELEPHONE CORPORATION
100 MIDTOWN PLAZA
ROCHESTER, N.Y. 14604