



Life Lines

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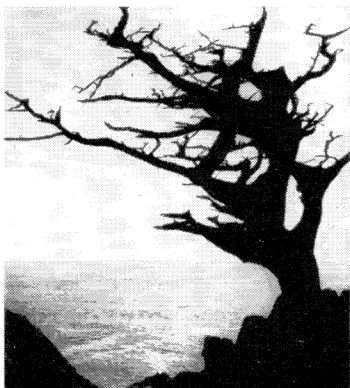
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Published by and for employees of California Water & Telephone Co. Contributions are welcomed from all employees. Items submitted should be newsy or stories about fellow workers, various phases of our business, or activities in the localities we serve; all contributions being subject to editorial discretion. Photographs are always welcome and preference is given to informal action pictures. Life Lines, being a cooperative effort, does not pay for contributions except in the case of a \$10 award for pictures used on the cover. Address all material to: Life Lines, California Water & Telephone Co., 2020 Santa Monica Boulevard, Santa Monica, California.

THIS MONTH'S COVER



The gaunt, weather-beaten branches of a lone Monterey cypress tree etch a strange but fascinating pattern against the sky and ocean. The Monterey Peninsula is the only place in the world where the Monterey cypress and its cousin, the Monterey pine, are considered native. According to legend, these trees were first introduced to America by Buddhist monks who made the voyage across the Pacific Ocean in open boats centuries ago.

DRIPS AND PLUGS

Changes in the San Francisco Office continue to occur. Art Scripture is transferring to Long Beach, where he will handle administrative matters for the General Telephone Directory Company. Joe Inglima assumes his duties as Assistant Secretary and Assistant Treasurer of C. W. & T. in Santa Monica on October 1. Eldon Burgess has transferred to the Methods Section of General of California's Commercial Department in Santa Monica. Bob Cullen has moved to New York and has joined the Insurance Department of General Telephone & Electronics Corporation.

Effective October 1, all material for Life Lines should be addressed to: Editor, Life Lines, California Water & Telephone Company, 2020 Santa Monica Boulevard, Santa Monica, California.

"The Return of the Square" was written earlier this year by Charles H. Brower, president of BBD & O advertising agency, and has been widely acclaimed. Following are portions of Mr. Brower's unusual dissertation:

"I'm going to mention quite a bit about a six-letter word. The word is "square"—S Q U A R E. Back in Mark Twain's day, it was one of the finest words in our language, among the top 10 on any lexicographer's hit parade. You gave a man a square deal if you were honest. You gave him a square meal when he was hungry. You stood foursquare for the right, as you saw it, and square against everything else. Then a lot of strange characters got hold of this honest, wholesome word, bent it all out of shape, and gave it back to our children.

"Now everyone knows what a square is. He's the man who never learned to get away with it. A Joe who volunteers when he doesn't have to. A guy who gets his kicks from trying to do something better than anyone else. A boob who gets so lost in his work that he has to be reminded to go home. A fellow who laughs with his belly instead of his upper lip. A slob who still gets all choked up when the band plays 'America the Beautiful.'

"A square—strictly from Squaresville. His tribe isn't thriving too well in the current climate. He doesn't fit too neatly into the current group of angle players, corner cutters, sharpshooters and goof-offs. He's burdened down with old-fashioned ideas of honesty, loyalty, courage and thrift. He may already be on his way to extinction.

"This country was discovered, put together, fought for and saved by squares. It is easy to prove that Patrick Henry, Paul Revere, George Washington, Benjamin Franklin and almost anyone else you care to include among our nation's heroes were squares—by simply thinking what each might have said had he not been square:

"Paul Revere: What do you mean—me ride through every Middlesex village and town? And in the middle of the night yet. Why pick on me? Am I the only man in Boston with a horse?

"Patrick Henry: Sure, I'm for liberty. First, last and always. But we've got to be a little realistic. We're a pretty small outfit. If we start pushing the British around, someone is going to get hurt.

"May I suggest that we all join the S.O.S.—the Society of Squares. It doesn't even exist, but it could. Not a left-wing or right-wing organization. Just an organization with wings!

"We would be for participation and against sitting life out . . . for the direct and against the devious . . . for the honest way against the easy short cut . . . for a well-done job and against the goof-off . . . for education and against the pretense of learning.

"Today, our country still has a choice. I believe it is going back to its old beliefs in such things as ideals, pride, patriotism, loyalty, devotion and even hard work.

"When Benjamin Franklin was told that the war for independence was over, he said, 'Say rather the war of the revolution. The war for independence has yet to be fought.'

"And today—181 years later—the war for independence has still to be fought."

A Look at the PUC's Unprecedented Telephone Decision

**The outcome of Pacific Telephone's battle against rate reductions
and refunds is of importance to all utilities in California**

■ Currently The Pacific Telephone Company, in its own words, "is facing one of the most severe problems in its history." The company has challenged an unprecedented order by the State Public Utilities Commission to reduce its telephone rates by \$40 million and make refunds totally \$80 million.

This is how the situation came about:

In 1958, the PUC ruled that Pacific Telephone was entitled to earn a 6.75% rate of return and authorized the company to adjust its rates accordingly. Then in 1962, on its own motion, the Commission ordered an investigation of Pacific Telephone's rates and practices. During the next two years, while investigation was in progress, Pacific Telephone filed applications which, after two modifications, requested rate increases that would yield \$63.5 million in additional gross revenues. Last June 11, the Commission finally rendered its decision: It not only denied Pacific Telephone any rate increases, but reduced the 6.75% rate of return it had authorized in 1958 to 6.3% and ordered the company to refund to its subscribers all revenues collected since July, 1962 in excess of the 6.3% just decreed. Accordingly, this amounted to rate reduction of \$40 million per year and refunds totalling \$80 million.

Stunned by the PUC's decision, Pacific Telephone filed for a rehearing, saying the order was "unjust and unreasonable and deprived the company of its property without due process of law."

Pacific Telephone has by no means been alone in its criticism of the PUC's decision. Newspapers throughout the state—in a most unusual display of unanimity—strongly voiced their objections.

The San Francisco *Chronicle* called it "an incredible piece of regulatory injustice."

The San Francisco *Examiner* pointed out that, "If a utility can be compelled to pay retroactive funds to customers when its rates are reduced, then in simple fairness the reverse must be true: customers must expect to make

up retroactive payments when the utility's rates are raised. Such regulation, if one can call it that, is fair neither to the consuming public nor utilities. It is chaotic because neither a utility nor the public can ever be certain what is owed or owing."

Said the Los Angeles *Times*: "In view of the considerable doubt and dissent, and the business community's understandable apprehension, a careful review of the PUC ruling seems both wise and necessary."

Charged the Oakland *Tribune*: "In its zeal to protect consumers, the Commission has apparently forgotten that the economic health of the utility is equally important. The Commission's unprecedented decision to compel the phone company to rebate funds may seriously damage the progress of the industry in this state."

From the Sacramento *Bee*: "For the Commission to have the power to order a utility to make refunds on rates it previously had said were reasonable would be unfair and could make a shambles out of utility regulation in the State."

The San Diego *Union*: "The PUC has just ordered a slash in the earnings of the Pacific Telephone Company. This is the same, in effect, as instituting a wage cut for workingmen. . . . This bureaucratic achievement is typical of the arbitrary nature of regulatory agencies which hold the power of life and death over so many phases of American life. . . . For too many years there has been an anti-business flavor to government agencies, as if profits were evil and to be tolerated only for subsistence. Utilities by necessity are generally monopolistic and this requires a partnership between the people and the company. Such a partnership must be in good faith and fair to both sides."

And from the San Diego *Evening Tribune*: "The refund and reductions were unsought by the vast majority of phone users, who are invariably pleased with the efficient phone service. And on sober reflection, they'll see that the PUC order is no windfall—but a wrongheaded action that will make it difficult for a major state in-

dustry to capitalize for growth."

Many other newspapers in the state expressed similar opinions, as did the business community in general. And the two dissenting members of the PUC were equally vehement. Said William M. Bennett, President of the Commission: "The most frustrating portion of the opinion is its complete failure to marshal the slightest authority in support of its novel conclusion as to the powers of this commission. . . . I condemn the effort to grasp power which the law does not give us—that is, the order making refunds—because it places in jeopardy an otherwise sound decision."

Commissioner Peter E. Mitchell, in voicing his dissent, said, "The Commission . . . has embarked on the greatest giveaway in the history of the state of California. This order extracts millions of dollars from a utility by means of inapplicable state action, with the consequent result of utter chaos in utility regulation in California." Mr. Mitchell cited a 1949 decision of the PUC which stated that setting rates retroactively is prohibited by the Public Utilities code and the Supreme Court of the United States. And, he added, "If the decision remains, what trust and reliance may a utility or rate-payer place in an order of this Commission?"

Standing pat, the PUC on July 11 denied Pacific Telephone's request for a rehearing. However, it did stay the effect of the rate order pending the outcome of the case in the courts, on the condition that Pacific Telephone set aside 4.7% of its intrastate revenues, plus 6% interest, and maintain records of the amount that may have to be refunded to each of its customers. Eventual disposition of the money involved will depend on the decision of the California Supreme Court.

Since rendering its history-making decision, the PUC has also notified the 43 Independent telephone companies in California that, in light of the decision, they "may be placed in the position of collecting unlawful rates." The Independent telephone companies

(Continued on page 12)



Company Partakes in a Space-Age First

**Communications play a vital role in the test-firing
of the world's largest solid propellant motor**

■ A spectacular two-minute demonstration performed recently by Lockheed Propulsion Company at its Potrero facility near Beaumont started another dynamic chapter in our nation's space-age saga. The occasion was the successful test-firing of the free world's largest solid propellant rocket motor, which measures 13 feet in diameter and stands nearly 80 feet high. The test also provided dramatic proof that solid propellant is a fuel to be reckoned with in the race to build bigger and more powerful spacecraft.

Ninety minutes before blast-off, some 250 high officials of Lockheed, the Air Force and National Aeronautics Space Administration, plus reporters and cameramen assembled at the Potrero facility's observation point two miles from the test site. Exactly on schedule, the gigantic motor performed as planned. With a deafening roar, nearly a half-million pounds of rubber-based solid propellant changed into 5,500-degree fiery gases which spewed several hundred feet into the air. For two minutes, the surrounding hills trembled as orange and red flames roared skyward. Then the giant motor died, leaving the air filled with weird yellow-white smoke.

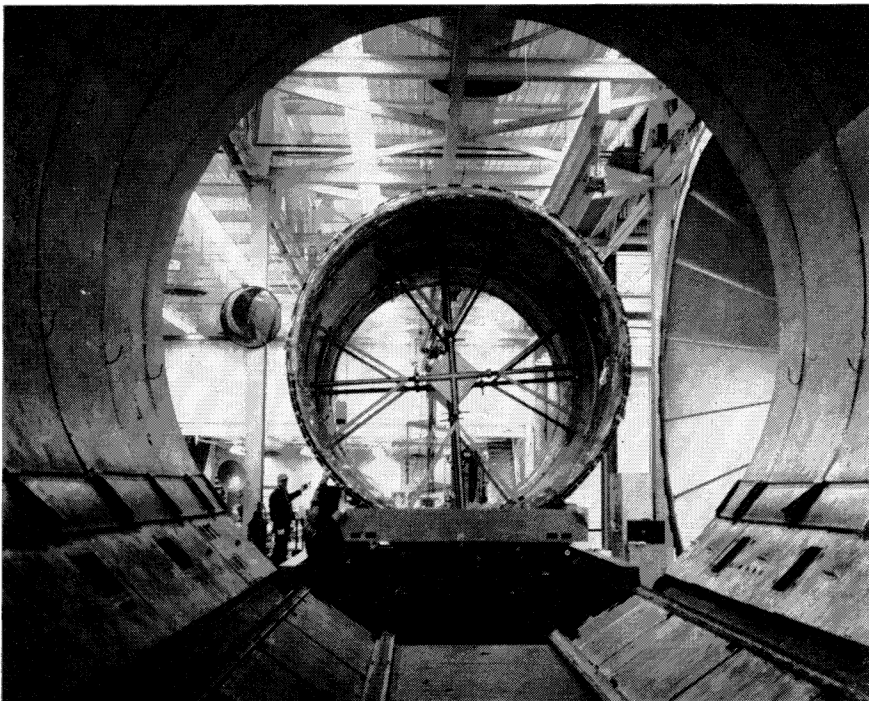
To Lockheed, as well as the Department of Defense, the successful firing of the giant rocket motor was of great significance because it met three vital objectives. It proved the feasibility of building huge solid-fueled rockets from smaller segments. It demonstrated a new system for controlling the direction of rocket thrust. And it provided new knowledge about the performance of a nozzle with a composite reinforced plastic throat, the largest nozzle to be made in this manner.

An official present for the firing stated that, "The 156-inch diameter motor has special meaning to the Air Force because it is the largest size transportable over land by existing methods. Larger sizes must be cast at the launch site."

To demonstrate the transportability of the motor, Lockheed had three massive motor chamber sections made in New York, then transported on special trucks to Redlands, where they were loaded with up to 100 tons of propellant before being delivered to the Potrero facility for assembly and firing.

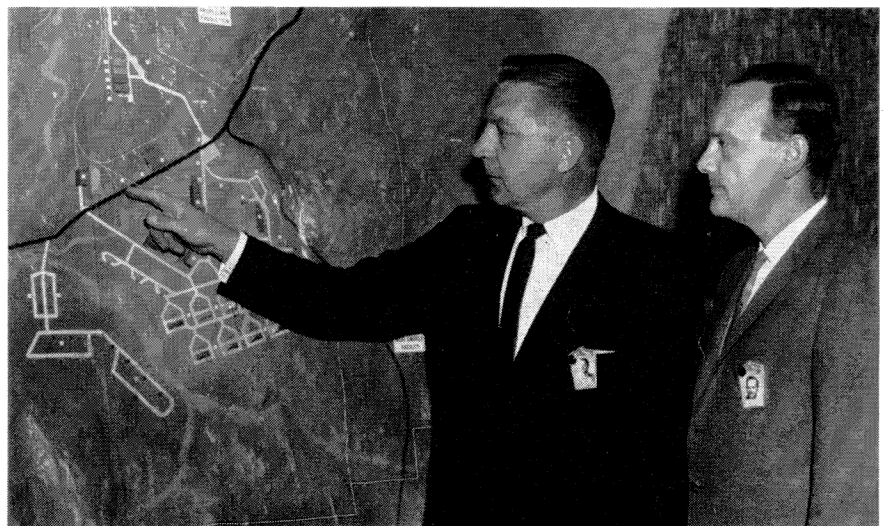
The firing of the giant rocket signalled the successful completion of the first full-scale static firing, carried out under the national Large Solid Rocket program. This program was established to determine the feasibility of large-diameter solids for heavy duty missile and space missions. Next, Lockheed plans to refurbish the rocket motors and reload them for a second firing in the fall.

A spectacular rocket success was scored by Lockheed Propulsion Company recently when this record-size solid propellant motor fired perfectly at the company's Potrero facility near Beaumont. Standing 80 feet above the floor of the test bay, the rocket weighed over a half-million pounds and generated a thrust of nearly one million pounds during firing. This picture was taken with a telephoto lens from an observation post about two miles from the test bay.



How it looks inside the giant rocket, which is composed of three massive segments. The equipment inside the section to the rear is an autoclave, which provided the heat and pressure needed to insulate the rocket. More than 5,000 pounds of asbestos-filled Buna-rubber was required to case the walls of the rocket.

Lockheed Propulsion Company executives Robert F. Hurt, President, and G. R. Makepeace, Vice President & Technical Director, inspect a topographical model of the 9,100-acre Potrero facility. Lockheed eventually plans to develop the area into the world's most effective privately-owned solid rocket production and test facility.



Communications have played an increasingly vital role in the successful development and testing of rocket vehicles. Since 1962, it has been C.W. & T.'s challenging responsibility to provide Lockheed Propulsion Company with a wide range of communication service at its facilities in Redlands, Beaumont and at the Potrero facility.

For Lockheed's most recent test-firing, our Company set-up special facilities similar to those provided for other important tests made in January, 1963, and in May, 1962. A total of 20 business lines were installed in Lockheed's news center for use by the press. A public address system was provided for use during the advanced briefing, the ceremonies conducted at the test site, and the news conference following the firing. A radio-equipped mobile unit and 10 walkie-talkies were used to relay countdown information from the control room to the observation post, for the benefit of those who witnessed the event. Technical aspects of the special installation were handled by Quinn Johnson and Howard Ogier, PBX Men in Redlands.

All communications facilities functioned perfectly during the test-firing, as C.W. & T. once again proved its capability of providing a variety of special services. This was attested to in a letter to Dale Eckrote from Lockheed's

Manager of Administrative Services, in which he stated:

"We are pleased that you had the opportunity to share in the world's first successful 156-inch Large Solid Motor firing.

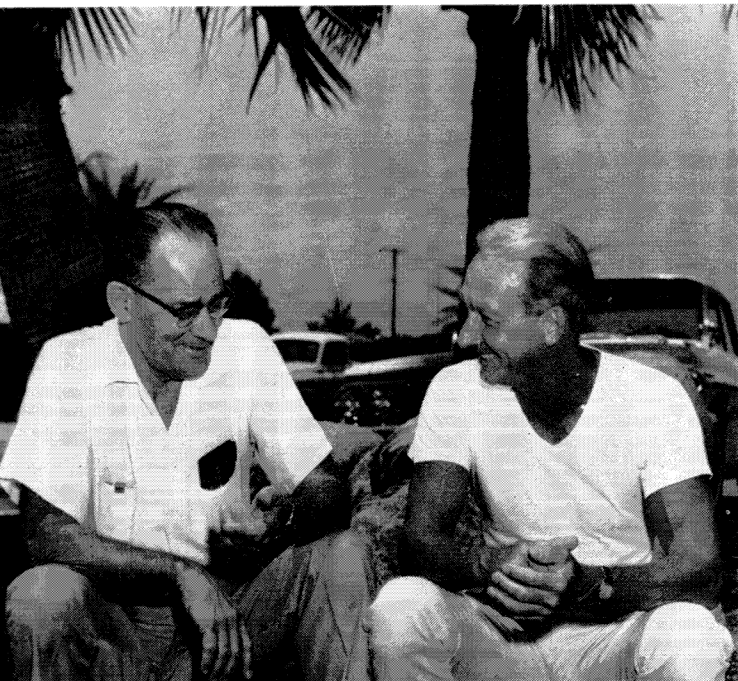
"This effort was of great importance to Lockheed and our role in the nation's development of large solid propellant motors. As a local industry working with local companies, such as C.W. & T., we find it necessary at times to depend upon one another.

"I would like to take this opportunity to thank you and your employees who assisted us in handling telephone and communications requirements. Mr. A. J. (Bud) Fersching, Howard Ogier and Quinn Johnson performed their duties in a supporting role in a fine manner. We especially appreciate the use of your mobile unit and PA system. Good communications are, and always will be, an essential requirement in the handling of events such as the test-firing.

"I express my thanks and appreciation for your company's assistance in making this event a success. I will look forward to maintaining liaison with your office regarding the programmed growth of Lockheed and the relating effects this will have on our operations."

employees to the rescue

From day to day, people throughout
the Company extend a helping hand
to others in many different ways



Joe McMillan, Sr. (right) recalls how he rescued an elderly couple in the desert to Harold Quast, PBX Working Foreman. Harold is also a first-aid instructor and is currently conducting first-aid classes and refresher courses for members of the Palm Springs Division's Service and Construction Departments.

Over the years, numerous employees have put to good use the knowledge gained from the Company's first-aid courses. In some instances, this knowledge has meant the difference between life and death.

Recently the value of first-aid instruction was proven by Joe McMillan, Sr., Palm Springs PBX Man, when an elderly couple's car became stranded in a sand dune near Desert Hot Springs. The man set out to walk for help, leaving his wife sitting in the car with all the windows rolled up in a temperature of 110°. When Joe came upon them, the woman was suffering from heat stroke and the man was suffering from heat exhaustion. Joe took the couple to his home and applied first aid. When they had recovered sufficiently from their bout with Old Sol, Joe arranged for a tow truck to extricate their car from the sand dune, then sent them on their way, sadder but wiser.



Operator Florence Tilton (left), who is called *Kaui* by her fellow employees, receiving a subscriber's gift of appreciation from Donna Hulbert, Assistant Chief Operator in the Monrovia Division.

A few weeks ago, one of our telephone subscribers in Duarte, a Mrs. Warren, placed a direct distance dial call to Las Vegas. However, she was unable to talk on the call because of poor transmission. She dialed Operator for assistance and reached **Florence Tilton** in Monrovia Traffic. Florence reconnected her, but again circuit trouble prevented Mrs. Warren from hearing clearly. After making another attempt, Florence was finally able to establish a clear connection. Mrs. Warren was so grateful for the assistance Florence gave her that she sent Florence a box of candy and a beautiful white orchid.

Last month, Monrovia employees rallied to the aid of **Mrs. Peggy Waring** and **Mrs. Lois Norton** and expressed their sympathy and well wishes in the form of "purses."

Peggy Waring, who is Staff Secretary to Operations Director Jim Naylor, lost her only daughter, 23-year-old Marilyn Brummet, who had been hospitalized and in a coma following an automobile accident last Christmas Eve. Marilyn was formerly employed in the Traffic Department. She is also survived by a five-year-old son, George.

Lois Norton, who works in the Cost Accounting Section, spent a number of sleepless days and nights at the Glendora Foothill hospital while her six-month-old daughter was in extremely critical condition with bronchiolitis and pneumonia. Fortunately, little Gina weathered the bout and is now on the recovery list.

Dorothy Tuttle, who has been with the Company since 1958, is a Night Operator in the Moreno Exchange. Her husband is in the Air Force and before he was sent overseas recently, had been stationed at March Air Force Base. When the Tuttle's home in Sunnymead caught on fire, a number of employees gladly offered their services. At right is a letter of thanks from Dorothy.

My fellow workers are the MOST!

Day after day, telephone operators do their utmost to do everything in their power, and sometimes more, in an emergency situation. I always knew customers were grateful for this, but I never knew just how grateful, until I was the subscriber.

On Saturday, July 18, we lost our home and most of our possessions in a fire. I called the operator and frantically asked for the fire department. Upon completion of the call, I am told, they immediately dialed my neighbors (and fellow employees), **Dick and Doris Truesdell**, to tell them I needed help. This they completed in the nick of time, as we and the Truesdells are on the same line and due to the fire, it went dead.

The three operators then on duty proceeded to call everyone they could think of that I knew and sent them to our aid, knowing we would need moral and physical help, since Daddy is overseas. A gold medal to **Barbara Bapple, Roberta Cross and Kay Harter**. Many other co-workers came out or called with offers of help, to cover my shift if needed, etc.

Words cannot express the gratitude in our hearts for these many kindnesses. It is with pride we salute my fellow workers at C.W. & T. and say **THANK YOU!**

Dot Tuttle and Family

Dear Mr. Schuil and employees of C.W. & T.:

In behalf of Miss Jean Marie Phytilla and her mother, I wish to express their gratitude to you.

Miss Phytilla underwent open-heart surgery on July 16 at the Huntington Memorial Hospital. I am very happy to report that the operation was a success, and that she is now recovering. Due to the generous donation of blood made by the California Water & Telephone Company employees, this operation was made possible for Jean Marie. This has been a most wonderful and inspiring experience for a girl and her mother, who have struggled for many years and seen extreme hardship.

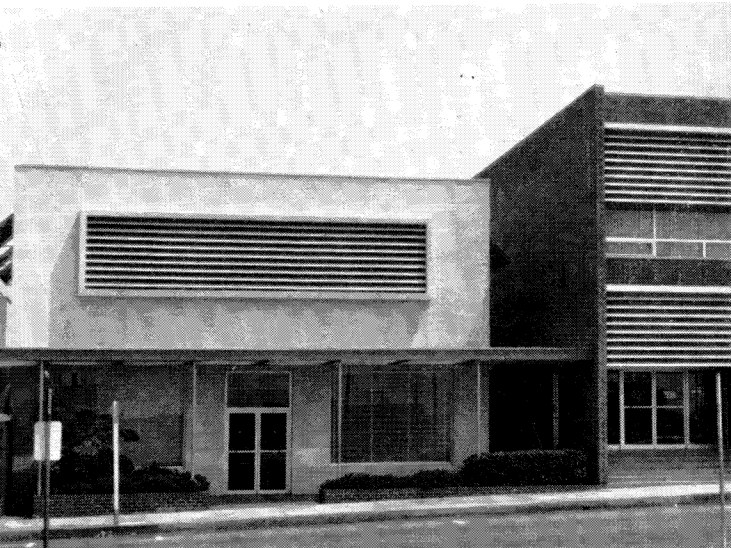
I, too, wish to express my gratitude and most sincere thanks to one and all for this generous life-giving act.

Sincerely yours,
Ralph E. Conner, Jr.

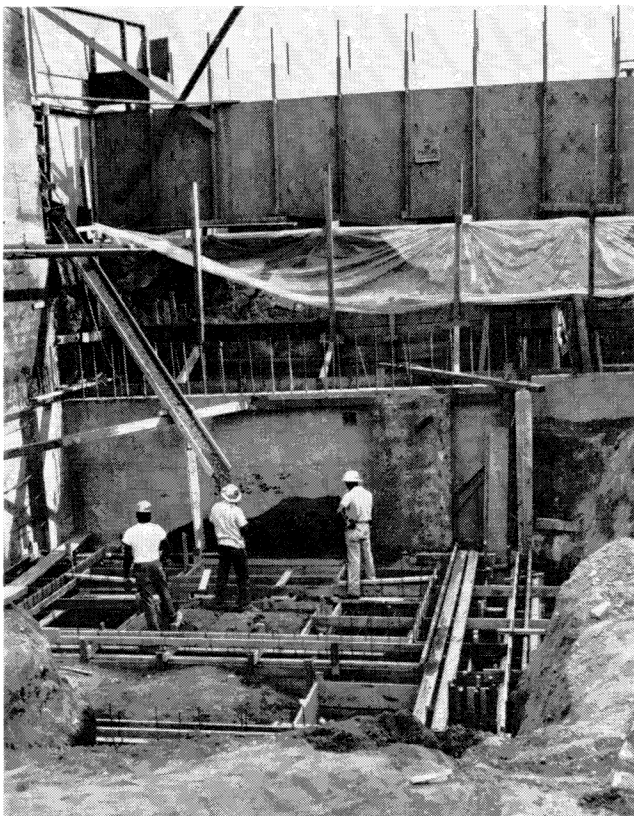
Monrovia employees also helped save the life of a young girl last month. The letter at left is self-explanatory.

Two Company Landmarks Are Being Replaced

C.W. & T.'s original General Office in Monrovia and the first main office in Redlands have been demolished to make room for larger structures



C.W. & T.'s first Central Office building in Monrovia, which was demolished early this year. Its five-story replacement will eventually rise above the 10-year-old General Office building at right.



In May came the first pouring of concrete for the cable vault in the basement.

■ The construction of new buildings or enlargement of existing structures has consistently been a significant part of our Company's expansion program for more than a decade. However, two building projects currently in progress are worthy of special notice from an historical standpoint. They are the General Office addition in Monrovia and the main office addition in Redlands.

The new five-story addition under construction in Monrovia is replacing a two-story structure which was the Telephone Department's original General Office when C.W. & T. was formed in 1935. It continued to be the main headquarters of our telephone operations until 1953, when the much larger building next to it was completed.

Demolition of the old General Office started last January. During the next two months a special soil solidification process was used to provide a base for the new building's footings. By early June, the new building's basement and first floor had been installed and forms had been



Early stage of construction as it looked in April after a supporting wall was constructed to prevent damage to the business buildings on the right.



By the latter part of April, steel supports for the first floor were being placed.

erected for the front wall. The second floor was completed early in August and the remaining two floors are expected to be finished in October. The building should be ready for occupancy the latter part of this year. This will be a welcome occasion for members of the Department's Personnel, Traffic and Engineering staffs who have been scattered around in various offices in Monrovia.

The Company's oldest building, which formerly housed the Redlands Commercial and Business offices, was demolished in July to make room for a \$350,000 two-story addition to the main office. The old structure, built in 1903, was the first telephone office in Redlands.

Target date for completion of the new addition is April, 1965. When finished, it will be such an integral part of the main building, which was opened five years ago, that the two structures will appear as one.

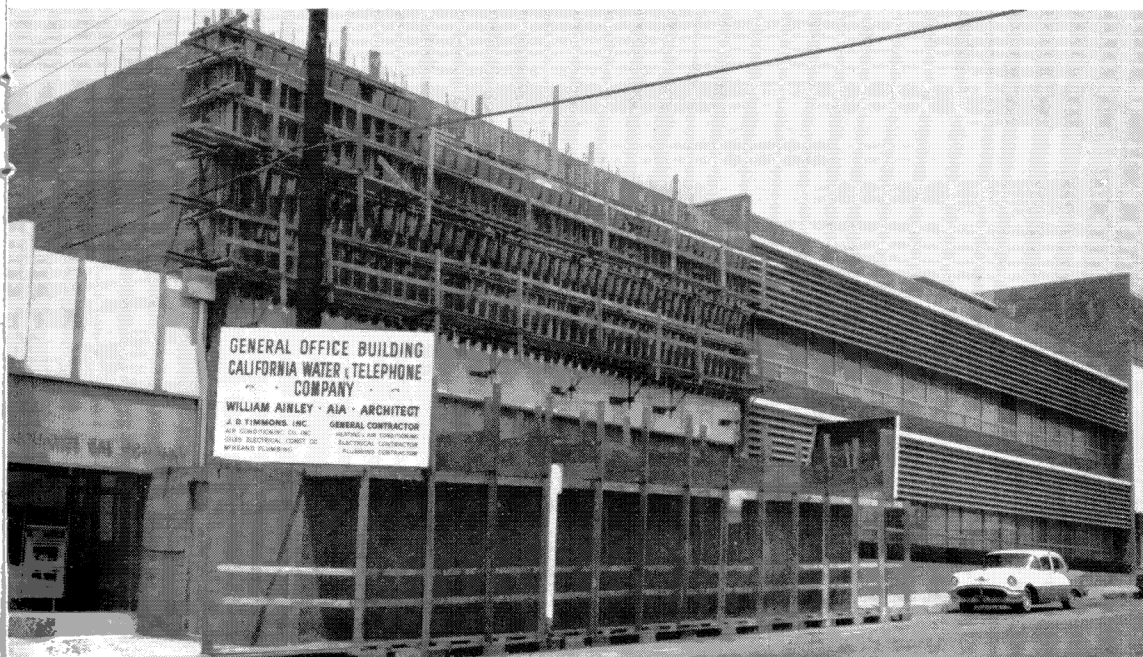
Although the new addition will be only two stories

By early June, metal pans had been placed to form the first floor and concrete was ready to be poured.



In July, reinforcing steel rods and telephone and electrical conduits for the second floor were installed prior to another layer of cement being poured. The cement was transported at a high speed over sections of rubber conveyor belts seen at left.

Cement finishers smoothing out the rough spots on the second floor.



The front of the new addition as it appeared in August, with two more stories to be completed.

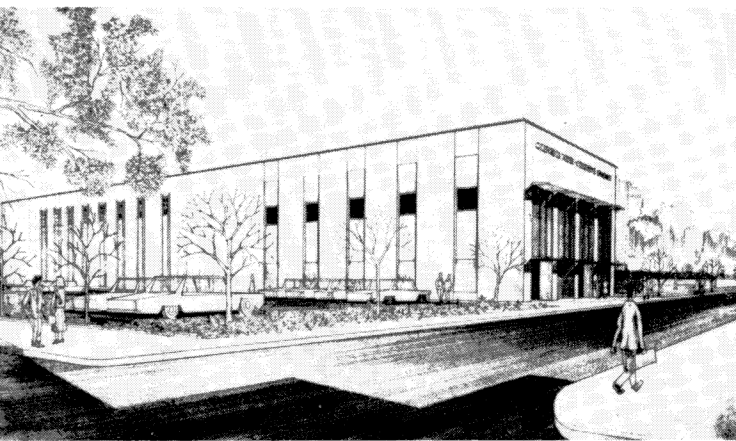
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Landmarks (continued)

high, it will have a full basement with 4,400 square feet, a first floor of equal size, and a second floor with 3,920 square feet. The main floor will provide space for the Commercial and Business offices and equipment for direct distance dialing. The second floor will contain offices for the Division Manager and Commercial Superintendent, a conference room and additional Traffic facilities. The large basement will initially be used for storage and eventually will contain additional central office equipment as needed.

The space in the main building which currently houses the Business office and Division Manager's offices will be occupied by the Service and Test Centers when the new addition is completed.

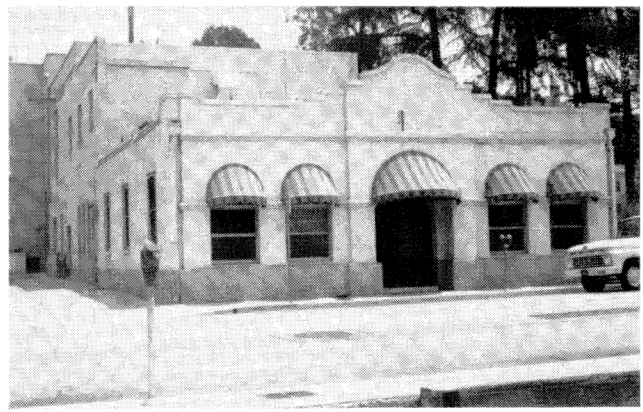
Originally, construction on the new building was scheduled to begin last January. The project was delayed, however, because of complications in moving some local cable and toll cable owned by the Pacific Telephone Company.



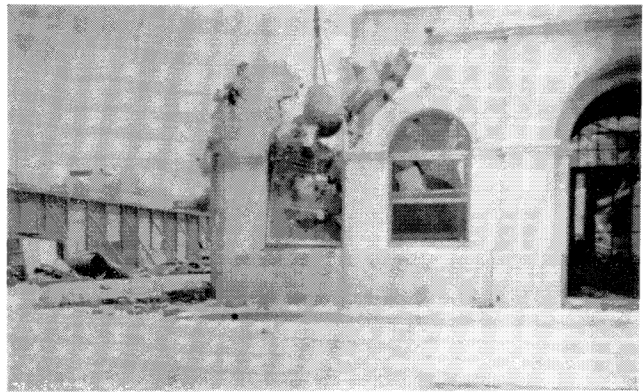
Architect's drawing indicates how the new addition on Fourth Street (right) will become an integral part of the existing main office (left) which faces Orange Street.



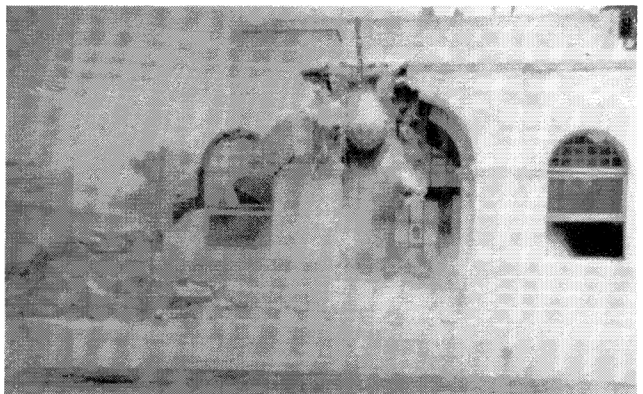
The present main office, completed in 1959, currently houses Traffic, Business, Dial and Division offices.



The Company's oldest building—the former Commercial Office on Fourth Street in Redlands—as it looked just before demolition started in July.



The heavy demolition ball made fast work of tearing down the old building which has been in service for 61 years.



A bombed-out casualty? No, the old building after its north wall had been razed.

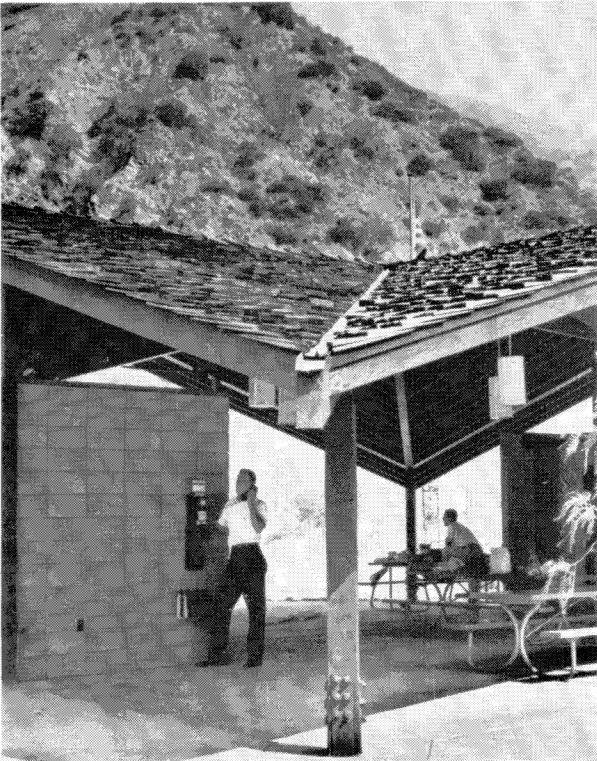
Telephone Department Initiates a New Series of Bill Inserts

■ The Telephone Department has initiated a new series of bill inserts designed to better acquaint C.W. & T. subscribers with the whys and wherefores of their telephone service.

The front of the inserts will feature subjects of local interest in each Telephone Division. The inside will carry information about various phases of our Company's operations, such as rates and regulations, repair and information service, foreign attachments, telephone directories and recorded messages. In all, 18 different subjects will be covered.

The back of the inserts will be used to support the Merchandising Program and will promote the various types of equipment currently available. This will include such items as the new Tele-butler door-answering device, electronic secretaries, volume control and speaker telephones.

Initially, it is planned to issue the bill inserts on a bi-monthly basis. Eventually, if it proves practicable, the inserts will be produced on a monthly basis. Since the nature of C.W. & T.'s service varies somewhat in each Telephone Division, the bill inserts are being designed to inform subscribers about our operations as they exist in their particular locality.



First in the new series of bill inserts points out the availability, versatility and helpfulness of pay stations in each of our four Telephone Divisions. In the Monrovia Division, a pay station in Wilderness Park in the hills above Arcadia is featured. The insert for subscribers in the San Fernando Division shows the new-style Boothette pay station located in Sepulveda Playground Park. For the Redlands Division, a pay station in the wilderness area near Barton Flats is highlighted. The Palm Springs Division's staffer points out that pay stations located near busy intersections are available as "Instant Offices."



PUC DECISION

(Continued from page 3)

concur in Pacific Telephone Company's tariffs for toll and message unit service. Therefore, if the State Supreme Court upholds the PUC's order, all telephone companies in the state will have to make refunds to their subscribers. The PUC has also asked all California Independents to report on the manner in which they plan to keep their records in order to be able to make refunds to customers. This, of course, includes C.W. & T., and it would have a direct effect on our Company's earnings. If Pacific Telephone is required to reduce its rates, it is estimated that our Company's annual revenues would be reduced by over a half-million dollars: approximately \$340,000 less from intrastate toll calls and \$225,000 less in multi-message unit revenues.

On August 7, Pacific Telephone filed a petition with the State Supreme Court for a review of the PUC's rate-reduction decision. On August 11, the California Independent Telephone Association joined Pacific Telephone in its court battle by filing a petition stating that the cut in Pacific Telephone's rates would also bring on cuts in the 43 Independent companies "without a hearing." Furthermore, C. W. & T. will join other Independent companies in filing a brief setting forth their views on why the PUC's decision should not be upheld.

And there the matter stands.

The telephone business is the third largest industry in the nation in terms of invested capital. Standing still is impossible in such a business where the needs and requirements of customers are constantly expanding and becoming increasingly complex. But expansion and improved service can only occur when earnings are adequate. There is no other way for a company to grow, to hire more people, pay more wages and thereby help further the economy. And yet, if the PUC's decision is upheld, it may force the telephone companies to reconsider their expansion programs and reduce their large capital expenditures. It could also have adverse effects on every public utility in the state.

The late President John F. Kennedy summed it up when he said: "In a free enterprise system there can be no prosperity without profit. We want a growing economy, and there can be no growth without investment that is inspired and financed by profit."

It is to be hoped that the State Supreme Court, in deciding on this case, will have such thoughts uppermost in their minds.

Water Skiing—Courtesy of C.W. & T.



The water skiing was fine along Santa Anita Avenue in upper San Marino after an acre-foot of water was flushed out of one of the San Gabriel Valley Division's stand-by reservoirs. For two hours on July 29, youngsters splashed in the streets while a few imaginative residents made the most of the occasion by water skiing with the aid of "in board" autos.



■ Although water skiing is a popular sport throughout California, one would hardly expect it to be done in the streets of San Marino. But that's just what happened on July 29, thanks to our San Gabriel Valley Division.

The unusual display of aquatics occurred after about 235,000 gallons was flushed out of a 24-inch water line which delivers Colorado River water to one of the Division's reservoirs. Since the reservoir is maintained for emergency use only, it is drained about once a year and refilled with fresh water.

The water was released from the reservoir at the rate of 500 gallons per minute and rushed down both sides of Santa Anita Avenue in the northeastern part of San Marino for about 20 blocks. Then it emptied into large storm drains. At its greatest volume, the water reached from the curb halfway to the crown of the street.

The flood of water lasted about two hours, which gave youngsters in the neighborhood a pleasant opportunity to splash around and—yes, even water-ski in the deeper sections. No doubt all of us are mindful of how children frolic about in the water when fire hydrants are flushed out. But the thought of water-skiing "in town" certainly caps the climax.

The occasion was also welcomed from a practical standpoint. For San Marino's street superintendent, it proved to be a successful test of the newly reconstructed street. Formerly, runoff during rainstorms collected near the deep gutters. But since the crown of the street was lowered and the gutters raised, a more even sheet flow down the street results.



Chow time . . . Above: Frank Scott and his wife, Emma Perkins andn her son and daughter. Below: Marge, Jackie and Jack Halgat, Mary and Jake Pietraszun.



Chow lines . . . Steaks were cooked to a turn by Nelson Lloyd, George Lowery, Efner Wilson and Quinn Johnson. Bringing up the rear, below, are the John Wagner and Harry Fik families.



Redlands Steak Fry

Approximately 140 employees and their families turned out for the Division's annual steak fry which was held July 25 at Yucaipa Recreation Park. Since the weather was hot, most of the attendees took advantage of the swimming facilities after enjoying a hearty steak dinner. "Door" prizes—a TV set and rod and reel—were won by Robert White, Hemet Service; and Ed Cullison, Redlands Construction.

SUMMER FUN-TIME

San Fernando Picnic

The Division's annual picnic, sponsored by the Recreation Club, was held in late June at the beautiful and spacious Soledad Sands Park near Acton. Swimming facili-

ties were available for children and adults, free ice cream and soda were dispensed, and numerous sporting activities were enjoyed. Five handsome door prizes were handed out by Rec Club President Frank Near and Bob Eaton.



Frank Fese and his wife were the winners of the popular egg-throwing contest. Frank, along with his son, Frank, Jr., also won the horseshoe pitching contest.



Frank Near presents a Coleman camp stove to door-prize winner Ken Cullen. Bob Cole (right), looking hale and hearty in his retirement, drew the winning numbers.

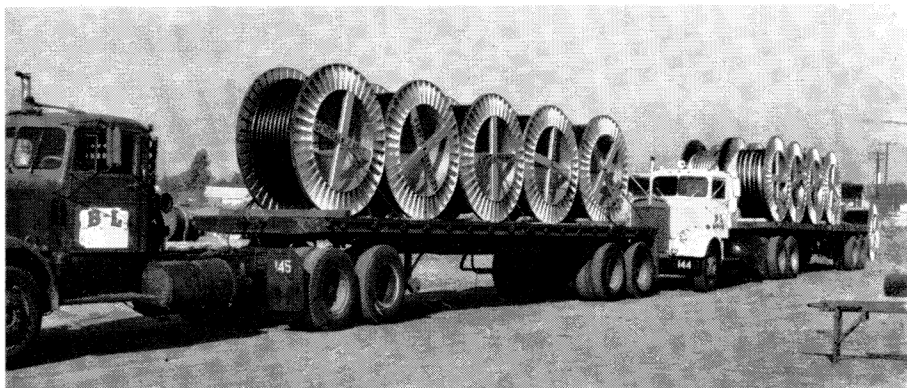
Ed Nance was the lucky winner of a handsome transistor radio.





Monrovia Division & General Office

Division employees who recently completed the course in Service II. Standing: Bob Jenkins, David Krohn, Ray Welch, Tim Pents and Cleo Edwards. Kneeling: George Baldwin, Virgil Deckard and Terry Morgan.



Trucks delivering the first 10 of a total of 39 reels of cable to be used in a \$230,000 project now in progress in Duarte. Each cable reel shown is seven feet in diameter and carries about 3,500 pounds of cable. Close to one million pounds of cable will be used to complete the Royal Oaks-Fish Canyon project.

The largest single project in the Division's history is currently in progress in Duarte. It entails the placing of large aerial and underground cable to serve the Royal Oaks-Fish Canyon area.

The placing of 1818-pair cable was started last month in the Monrovia Central Office and is being pulled into existing underground ducts leading to Royal Oaks Drive and Highland Avenue. From there 1111-pair underground cable will be installed leading to Los Lomas Avenue. In order to reinforce existing lines, a 606-pair cable will be placed in the Fish Canyon area.

The cable project is scheduled to be completed in December and is expected to meet the service demands of an estimated 1,666 new subscribers within the next three years. It will also provide for the upgrading of existing subscribers in the area, thereby fulfilling the Company's objective of offering only one- and two-party service to all residential subscribers by 1965.



A one-week course for Plant Construction Supervisors and Foremen was held in Monrovia recently in the Company's training trailer. The course was designed to familiarize the men with the material and training aids used in the regular Plant Construction training classes. Those who attended, left to right: Joe Levins, Monrovia; Jack Leuthje, Redlands; Walt Milliken, Hemet; Homer Bailey, Monrovia; Charles Wilson, Redlands; C. G. Arnold, San Fernando; Jim Crowley, Plant Training Instructor; Joe Clarke, Staff Supervisor-Plant Training; Jess Hall, Banning; Stan Kerr, Joshua Tree; Charles Martin, Palm Springs; H. S. Hamre, San Fernando; and Elwood Robertson, Indio.

Jules Oravetz has transferred from the Stockholders Record Section to the Cost Accounting Section of the General Office Accounting Department in Monrovia. In his new position as an Accounting Specialist, Jules maintains Specific Estimate Ledgers and Inventory Records.

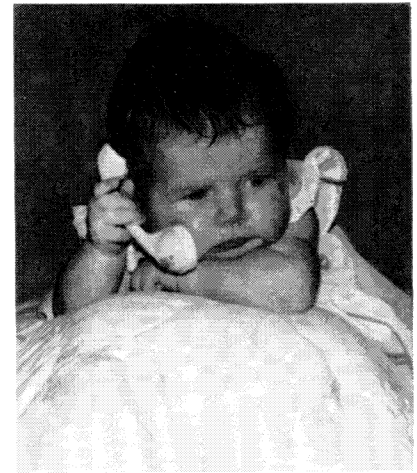
Jules had maintained the Stockholders Records for 14 years and saw to it that C.W. & T. stockholders received their dividend checks, proxy statements, annual reports and special letters. Since the merger with G.T. & E., the maintenance of Stockholder Records in Monrovia has been discontinued.

Jules pursues a wide and unusual variety of hobbies. He collects antique items such as guns, glass and odd pieces of furniture. He enjoys panning for gold in the Mother Lode country, camping in the desert and searching out old ghost towns. He likes to visit the Indian country in the Southwest and attend antique and classic car shows. To top it off, he is also an amateur photographer.



John Knox "Pat" Hagar, son of Knox Hagar, Assistant Manager of the Telephone Department, was married to Jacqueline Young in Monrovia's Methodist Church on June 20. Pat attended the University of California in Berkeley and was graduated with Phi Beta Kappa honors in June from UCLA. During his school vacations he worked in the Company's Machine Accounting Section. Pat and his bride plan to live in Princeton, New Jersey, where he will attend Princeton Seminary under a three-year scholarship.

Gerry Klein, Printing Technician in the General Office, and Carol Trostle, Clerk Typist in Plant Engineering, recently announced their engagement. To celebrate the event, members of the Printing Department honored the couple at a special coffee-break gathering.



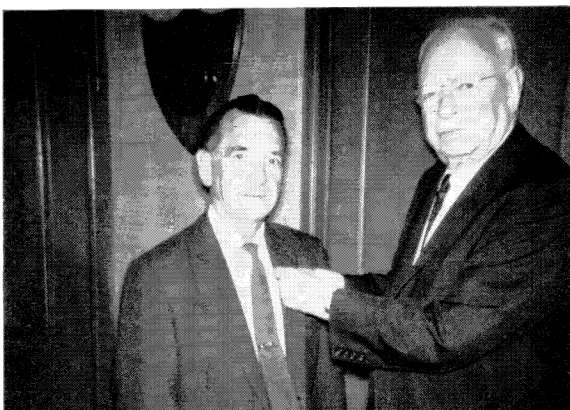
This premature telephone subscriber is Denise Butz, five-month-old daughter of Dennis Butz, PBX Repairman in Monrovia. Dennis has been employed with the Company for nearly five years. Little Denise's aunt, Marlene Rogers, has been with C.W. & T. for seven years and works in the General Accounting Department.

Sandra Brown, daughter of Payroll Supervisor Lois Brown, is training to be a stewardess for United Air Lines. Sandy was graduated from Duarte High School in 1962 and from Mt. San Antonio College in Walnut Park this year. During her school vacations she worked in the Machine Accounting Section in Monrovia.



Avis Hoffer (second from the right), Division Service Order Typist, was married to Gary White, a medical student, on July 22. Avis' maid of honor was Nancy Slocum, Secretary to the Staff Supervisor-Employee Development. The day before her wedding, members of the Commercial Department held a reception for Avis and presented her with a milk glass boudoir lamp. Shown with Avis are Dorothy Kritchmer, Dorothy DeLaite and Mervin Money.

San Francisco Office

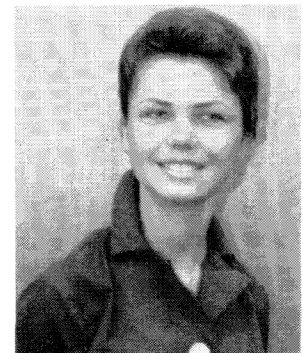


Three 35-year service pins were presented recently to Charles Marquise, Accountant in the San Francisco Office, by Chester H. Loveland. Charlie received three pins because he has also worked for C.W. & T.'s affiliate companies, West Coast Telephone Company and The Southwestern States Telephone Company, over the years.

Continued ►

San Fernando Division

Meet charming Pat Burchett, who currently plays a dual role in the San Fernando office: in the mornings she works in the Personnel office and in the afternoons in the Service Center. Pat is also a recent graduate of a local school of modeling. When asked what her plans were, she replied, "To stay right here at C.W. & T. and just get better at my job."





The first Construction Training class for crew foremen was held in Redlands in mid-July. The class was designed as a forerunner of the follow-up classes in the Plant Training Program which will be given for all construction employees throughout the Telephone Department. Instructor Jim Crowley (standing) is surrounded by construction foremen from the four Telephone Divisions. Left to right: J. W. Martin, Robert Daniels, Lon Sheets, Fred Greiner, Richard Boldt, Early Lishness, Jim Crowley, Martin Coker, Jerry Dukeshire, Philip Schmidt, Richard Carragsco and Chon Ruiz.

Redlands Division



Division Manager Dale Eckrote recently had the pleasure of presenting a gold telephone (the only one of its kind in Redlands) to Jim Glaze, local automobile dealer. Mr. Glaze was one of 1200 winning Mercury-Comet dealers who participated in a nationwide sales contest called "Tournament of Champions Sales Campaign." The specially designed push-button telephone has been installed in Mr. Glaze's office.



Virgil Crockett has been promoted to Area Service Foreman in Moreno. He has been with the Company since 1956, starting as a Lineman in the Monrovia Division, and later serving as a Lineman-Working Foreman. In 1963 he transferred to the Engineering Department as a Fieldman Analyst to complete the Engineering Training Program, then transferred back to Construction.

A native of Butler, Missouri, Virgil attended elementary school there and high school in Williams, Arizona. During the Korean War, he served two years in the Marine Corps as a sergeant in the Communications Section. From 1953 to 1956, he was employed by the Santa Fe Railroad in Los Angeles as a Construction Foreman in the company's Communications Department.

Virgil and his wife, Clara, have two children: David, 4, and Lisa, 1. The Crocketts are planning to move from Hemet to a new home in Edgemont.

Palm Springs Division

Harriet Lewis has retired, and the telephone industry has lost a good-will representative of 50 years standing. Harriet started as an operator when she was fifteen and culminated her long career with an evening of happy reminiscences.

The Indio Dialecttes and many long-time friends and associates attended Harriet's farewell dinner at Archie's Steak House in Indio.

The party was organized by Indio Chief Operator Becky McIntosh. Various long-time buddies of Harriet's had many funny and fond recollections to relate.

Harriet, whose distinctive, charming voice and friendly, helpful ability has made many friends for the Company for years, was asked by J. C. Newman if she had any regrets about staying in the telephone business. "It's been a ball," Harriet replied, "and I'd do it all over again."

Regardless of how automated the telephone industry becomes, nothing will ever replace the warm, friendly "human" human like Harriet Lewis, Operator.

—Topsy Orson



Harriet Lewis shows off the handsome luggage she received at her retirement party. Seated at left are Lucille Wagers and Mary Wiltshire.

After opening her gifts, Harriet Lewis posed with J. C. Newman, the only male at the party, and Chief Operator Becky McIntosh, who arranged the party.





Section Supervisor Vera Enloe—now Mrs. Allen Curtis Stoddard—was feted with a wedding cake by the girls in the Indio Commercial Office upon her return to work in mid-August. After vacationing in Hawaii, Vera returned on August 1 and the following day was married to Mr. Stoddard in Las Vegas. The balance of Vera's vacation was spent honeymooning at Apple Valley Inn. The newlyweds are now "at home" in La Quinta.



Glimpses of Indio Recreation Club members and their spouses at the Steak Fiesta held at Hurkey Creek Campgrounds in the San Jacinto Mountains. Besides a hearty steak dinner, the attendees enjoyed a variety of activities, especially card-playing.



Monterey Peninsula Division



One of the oldest transmission lines in the Division was torn open recently by a bulldozer that was removing tree stumps. The 16" line was installed in 1884 and runs along the Southern Pacific Railroad tracks near Del Monte. Repairing the line are Frank Garcia, Russ Wise, and Dan Duncan.

A farewell party was held recently for Berit Rundquist (right) and Debbie Reinstedt. Berit has returned to her native Sweden after working as a Billing Clerk in the Monterey Office for 14 months. Debbie is on a tour around the world with her husband, Randy.





From the secretary of the late Senator Clair Engle as a result of the Company's program to furnish telephone directories published within its territory to U. S. Congressmen:

We are delighted to receive the new directories as they are issued, and you may be sure we put them to use throughout the year. As a matter of fact, I often wonder how we would get along without them, as we refer to them many times a day.

From the administrator of Desert Memorial Hospital in Indio:

I just wanted to drop you a note to congratulate you on the excellent service that your chief operators have provided us with during two or three emergency calls recently. I have never been in an area where there has been more cooperation on the part of the chief operator in getting a call through during an emergency.

While these things may seem small at the time, they are the little things that make up a 24-hour day in a hospital and make our work a little easier and our relations with the patient a little better. We do appreciate it.

From a former subscriber in San Fernando:

For the six years we had the service of your company, this is just a short note to compliment you on the group of various women I spoke to over the years. Whatever the troubles might have been—an extension of payment of my bill, an explanation of charges made, etc.—they were always most understanding, courteous and gracious. It was always a pleasure to deal with your staff. We are now with Pacific Telephone Company, so will not have the opportunity to speak with your people again.

From a Wire Chief at Pacific Telephone Company:

This letter is to commend the actions of three of your employees at the scene of an automobile accident in Yucaipa. They not only applied first aid to my injured daughter, but placed warning traffic cones in the street and directed traffic around the scene.

The employees whom I thanked in person for their actions are: **Wendell Ross**, **Robert Kaslauskas** and **Les Simpson**, who administered first aid to control my daughter's bleeding.

Although there were other remedial steps taken by other employees of your organization, such as notifying me, calling the police and ambulance service, it is my desire that you thank them for me, as in the confusing situation following the accident I could not contact all of them personally.

We both have Safety & First Aid Training programs in our organizations. It is real nice to be on the receiving end of these efforts when they are needed.

From a subscriber in Monrovia:

Last Saturday we received the sad news of the sudden death of a member of our family. It became necessary for us to contact other members of our family in distant parts of the country. In some instances, we had insufficient information to reach these people readily and it was only through the extraordinary efforts of two of your long distance operators that we succeeded. I made it a point to ask each operator to identify herself so that I could have this opportunity to express our gratitude. They are operators 3 (**Erma McCowan**) and 36 (**Mary O'Connor**). Their courtesy, helpfulness, cooperation, and eagerness to be of service were a great comfort to us in an hour of need. These two women reflected not only very fine training by your company, but also their sympathetic regard for our situation.

I commend your company for this fine service, and particularly the two operators involved, and ask that you kindly express to them again our sincere appreciation.

From a group of Cub Scouts following a tour of the Inaio office:

Thank you for showing us the telephone office and plant. It was very interesting to see the miles of wire in the "clickety-clackety" room, and the rolls upon rolls of perforated tape used in direct distance dialing. We especially liked seeing the time machine, the huge batteries and watching the operators at work.

We appreciate the time which you and each department head spent with us.

From a subscriber in Redlands:

I have been in Europe the last eight years, and since my return to California, and particularly Redlands, I have had occasion to place many calls, both overseas and to the East. I have yet to find any of your operators, teller girls or commercial girls who were not exceptionally pleasant and wonderful to do business with. I wish to thank everyone for being so courteous and pleasant.

From the Secretary-Treasurer of Save-on drug stores in Los Angeles:

We are indebted to you for the service given our Division Manager in Granada Hills and for the fast and expedient service rendered by installing service in his home.

We are happy to have two of our facilities serviced by your company, and assure you of our continuing interest in the growth and development of the community in which we have mutual interests.

Again our sincere thanks for your cooperation.

From a subscriber in Yucaipa:

We want to thank you for the wonderful service you have given us. Whenever an emergency has arisen, we have depended on you and your fine personnel to help us and we have never been disappointed.

From the Director of "The Hour of Praise" on the Station KHOF in Monrovia:

We want to commend your company for the excellent piece of work done in our studio under the supervision of **Mr. William Bybee**. Although we were late getting to our studio at the hour we agreed on, Mr. Bybee was most courteous and kind. Furthermore, he is exceedingly friendly and helpful.

We hope, should a higher position be available in the future, that the company would see fit to promote him.

It has been a long time since a man has so favorably impressed me. He has a great personality and we know your company is proud to have such a man on your staff.

From a doctor in Redlands:

Bud Fersching and **Emma Perkins** are to be complimented on the warm and friendly service they have extended to me in my phone problem. Also, thank **Jerry Brewer**, as he had to take extra time to string a line so I could have an extension. He also had to crawl under my house and get real dirty. I appreciate people like these three.

PROGRESS CHART

TELEPHONE DEPARTMENT

EXCHANGE	TELEPHONES IN SERVICE		HELD APPLICATIONS	
	Total on 7/31/64	Increase Decrease July	Total on 7/31/64	Increase Decrease July
Monrovia.....	26,199	151		
Sierra Madre.....	14,451	11		
TOTAL—Monrovia Division	40,650	162		
Granada.....	18,330	68	0	0
Pacoima.....	16,906	—196	4	1
San Fernando Main.....	20,493	—37	7	7
Sepulveda.....	24,868	178	6	1
Sylmar.....	9,898	35	2	1
TOTAL—San Fernando Div.	90,495	—22	17	6
Banning.....	4,765	17	12	—2
Beaumont.....	3,536	6	1	0
Elsinore Grand.....	890	8	16	7
Main.....	1,992	5	34	18
Idyllwild.....	1,099	40	50	25
Moreno.....	4,153	71	10	7
Hemet.....	8,789	91	58	—9
San Jacinto.....	2,309	13	8	2
Murrieta.....	353	5	2	—1
Sun City.....	2,304	73	27	7
Perris.....	2,799	5	44	8
Loma Linda.....	3,608	36	3	0
Mentone.....	1,574	12	1	0
Redlands Main.....	16,511	184	14	—2
Yucaipa.....	7,870	148	101	—70
Temecula.....	152	—2	3	0
TOTAL—Redlands Division	62,704	706	352	—33
Desert Hot Springs.....	1,596	3	14	2
Eagle Mountain.....	273	11	0	0
Homestead Valley.....	87	0	5	3
Coachella.....	1,530	2	4	—26
Indio.....	7,494	39	66	—21
La Quinta.....	504	—6	5	—3
Mecca.....	405	—2	1	—3
Oasis.....	351	—4	3	1
Palm Desert.....	4,919	—206	10	0
Thermal.....	831	—16	10	2
Joshua Tree.....	661	12	66	5
Morongo Valley.....	281	8	24	5
Cathedral City.....	4,425	—45	19	3
Palm Springs Main.....	13,089	—598	17	—3
East.....	3,423	—167	12	0
Desert Shores.....	93	1	1	1
Salton City.....	158	—1	0	0
Thousand Palms.....	201	—2	2	—1
Twentynine Palms Main.....	2,365	—14	202	4
Marine Palms.....	690	10	4	0
Yucca Valley.....	1,908	37	93	1
TOTAL—Palm Springs Div.	45,284	—930	558	—30
GRAND TOTAL	239,133	—8	927	—57

—Indicates Decrease.

WATER DEPARTMENT

DIVISION	ACTIVE SERVICES	
	Total on 7/31/64	Increase Decrease July
Monterey Peninsula.....	24,591	—10
San Marino District.....	13,952	10
Baldwin Hills District.....	5,880	5,880
Sweetwater District.....	25,443	37
Coronado District.....	10,394	1
TOTAL	79,900	5,928

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IDEAS are all around you . . .



The weather in Labrador is nearly always cold enough to freeze meat left outside. In 1912, an American naturalist noticed that meat 'quick-frozen'—almost instantly—in the sub-zero winter tasted much better than foods frozen in the spring and fall.

In 1929, the naturalist who lived in Labrador — Clarence Birdseye — sold his frozen-food company for \$22,000,000.

An 18th century Parisian named Jean-Jacques Perrett got tired of having his face cut by his barber. He thought: why not place a wooden guard over the razor blade so that only a tiny edge protruded?

Today one company spends some \$30,000,000 a year just to advertise its safety razors and blades.

You may never hit it big like Mr. Birdseye or have so far-reaching an inspiration as Mr. Perrett.

But if you stop, look, listen and *suggest*, you may win tangible rewards well worth your while. Analyze your job. If something strikes you as wasteful, time-consuming, inefficient or just plain bothersome, suggest a better way. Get in the habit of coming up with ideas. They don't have to be world-shaking. Some of them are bound to pay off if you keep them coming, and who knows? You may even have a flash of genius!