



Life Lines

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LIFE LINES

JANUARY, 1963 VOL. 17, NO. 6

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Published by and for employees of California Water & Telephone Co. Contributions are welcomed from all employees. Items submitted should be news 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., 300 Montgomery St., San Francisco 4, Calif., Area Code 415, GA 1-4826.

OUR JANUARY COVER



In preparation for President Kennedy's brief visit to Palm Springs last month, special communications equipment was installed at the airport and at Bing Crosby's luxurious home in Palm Desert, where the President stayed. In this photo, taken by Roger Bidwell at the Crosby home, Captain Rubley, Signal Corps officer who

drips and plugs

• As of January 1, all employees started paying $\frac{1}{2}$ per cent more, or a total of 3½ per cent, in Social Security taxes. The contributions made by C.W. & T. will increase by the same amount, because the Company is required by law to match the taxes paid by employees. This is the eighth increase in 12 years, and it means that 7¼ per cent of the total taxable payrolls earned this year will go to the government to help pay the costs of the present social security system.

Deductions will be made on the first \$4,800 earned by each employee. Here's how the new tax schedules will affect employees:

Annual Wages	1962 Social Security Payment	1963 Social Security Payment
\$3,000	\$ 93.75	\$108.75
4,000	125.00	145.00
4,800 and up	150.00	174.00

The increased payments will not provide any additional benefits. Rather, they will go to pay for changes Congress made in the Social Security law in 1961. These were: An increase in the minimum benefit amount; Lowering of the retirement age for men from 65 to 62 years; An increase in the amount of wages which a beneficiary may earn without affecting his benefits; Reduction in the length of time which intermittent and seasonal workers must have worked in covered employment in order to draw benefits; An increase in a widow's benefit from 75% to 85½% of her deceased husband's monthly retirement benefit.

Another reason for the increase is a greater number of people qualifying each year for benefits. This group is growing faster than the country's payrolls. In 1940, three years after the Social Security program started, there were six available workers for each senior citizen. Today, there are only four persons in the labor force for each elder citizen. This steady decline in the ratio of taxable workers to retirement-age citizens has meant that each worker must pay more to meet the cost of every new increase or extension in Social Security benefits. And, the younger the worker, the larger the share he must expect to pay in the total costs of such increases.

Even at the current rate, it will be impossible for a young worker to get out of Social Security all he will put into it. In fact, he will pay in more than 150% over what he can expect in return. And, if this and other welfare programs are expanded, the percentage will be even greater.

It's unfortunate, but too many of us think as little about listening as we do about breathing. And yet, the manner in which we listen and the manner in which we appear to listen have important effects on our relations with others.

For instance, if your boss tells you something while you're thinking about other things, you probably miss what he says and reflect that your mind is busy elsewhere. He's sure to notice it, and your response is bound to be poor.

Listening is work and you should concentrate just as much on listening as you do on talking, reading or writing. Actually, listening is easier than just appearing to listen, and it is much more rewarding.

Everyone should evaluate their listening ability now and then. Ask yourself what you remember best and longest after listening to a speech, a lecture or a news broadcast. The names of people mentioned? Anecdotes? The organization of ideas? If you're weak in any of these areas, you need to improve your concentration powers.

Concentration requires practice in thinking about facts and ideas as you hear them, and practicing drawing conclusions quickly without missing what comes next. When you don't have to respond, this is relatively easy because you are not required to formulate a reaction to what is being said.

Too many people become so intent on reacting, even when they don't have to answer, that they fail to listen to what the other person means to say. They listen to the meaning they "feel" the speaker wants



C. W. & T. President R. J. Loveland presenting scholarship plaque to Chester H Loveland, Chairman of the Board.

Scholarship Established in Honor of Chester H Loveland

ON December 13, 1962, Chester H. Loveland, C.W. & T.'s Chairman of the Board, was presented with a plaque signifying the establishment of a scholarship in his name at Cornell University. Announcement of the scholarship, which is to be awarded to worthy students of the School of Engineering, was made on the occasion of Mr. Loveland's 76th birthday.

The plaque presented to Mr. Loveland reads:

In recognition of his dedicated interest and continuous active support in behalf of education;
As a tribute to his outstanding and lasting achievements in the fields of engineering and business;
As a warm token of respect and admiration for his many fine deeds and his sincere and high regard for his fellow men;

His associates are proud and pleased to announce the establishment of The Chester H. Loveland Scholarship.

Deane W. Malott, President of Cornell University, upon being notified of the scholarship, stated: "Cornell University acknowledges with gratitude the receipt of the gift from friends creating The Chester H. Loveland Scholarship Fund. This fund honoring a distinguished graduate of the School of Engineering will provide scholarships for deserving engineer students. Our personal thanks."

Mr. Loveland was born in Utica, New York, and received his degree in Civil Engineering from Cornell University in 1910. For the next few years he practiced engineering in New York, Ohio, Indiana, Washington, Hawaii and California. From 1914 to 1921, he was associated with the California State Railroad Commission (forerunner of the Public Utilities Commission) and served part of that time as the Commission's Chief Hydraulic Engineer.

In 1921, Mr. Loveland began private practice as a consulting engineer in San Francisco and continued in that capacity until 1927, when he became President of Western Utilities Corporation. The following year he was elected Chairman of the Board and President of C.W. & T.'s affiliate companies, West Coast Telephone Company and The Southwestern States Telephone Company. In 1935, with the incorporation of a number of water and telephone companies into California Water & Telephone Company, he became Chairman of the Board and President. Currently, he is Chairman of the Board and a Director of the three operating companies and President and a Director of Western Utilities Corporation.

Mr. Loveland is a registered engineer in California and resides in San Francisco. He has two daughters, five grandchildren and one great-grandchild.



The Division offices for the Personnel and Insurance Departments (building at left), located at 115 East Lime Avenue in Monrovia, will be torn down and replaced by a larger building with three stories and a basement.

ANOTHER BIG YEAR IN VIEW

REFLECTING California's emergence as the most populous state in the nation, the pace of C.W.&T.'s growth is expected to continue in high gear during 1963. If all goes as planned under the \$11,500,000 construction budget, the Company's overall physical appearance and equipment facilities will be expanded considerably.

Telephone Division

One of the Telephone Division's primary objectives in recent years has been to upgrade as well as expand service for business and residential subscribers. Toward that end, approximately \$10,360,000 will be spent for new plant and equipment this year.

Major expenditures in the Monrovia District will be for additional business message rate lines, toll trunking equipment and additional equipment for foreign exchange service. Close to \$80,000 will be spent to purchase teletype equipment from The Pacific Telephone Company for subscriber use in the Monrovia and Sierra Madre areas.

In the San Fernando District, a whopping \$640,000 will be spent to provide the Granada and Sepulveda central offices with additional business message and flat rate lines, one-party terminals and trunking additions. An addition costing \$95,000 will be made to the San Fernando warehouse; equipment additions for foreign exchange service will be made in all five of the District's central offices; and a four-position toll switchboard will be added in the San Fernando central office. More than \$140,000 will be spent on PBX equipment to be installed for large business subscribers such as RCA, Bendix and Lockheed. Approximately \$500,000 has been budgeted for outside plant additions.

In the Redlands District, a new dial office and attendant equipment for the Sun City retirement development will cost more than \$250,000. At March Air Force Base, \$335,000 will be spent for a new four-position switchboard, a Primary Alert System and a Fonex Intercom System in the Combat Operations Center. In Redlands, a new office and additions to the warehouse will cost more than \$300,000. The new office will be occupied by members of the Service, Construction and Equipment Maintenance Departments. The space presently occupied by these departments will eventually be used to house additional central office equipment. A warehouse will also be constructed in Banning, and 10 mobile radio units and base stations will be provided in Banning and Hemet. Expenditures for outside plant throughout the District will exceed \$800,000.

Significant changes scheduled for the Palm Springs District include construction of a warehouse and poleyard in Joshua Tree, building additions in Morongo Valley and Palm Desert, dial offices in Homestead Valley, Landers

and Salton City, and a commercial office in Yucca Valley. Upon approval by the Public Utilities Commission, the Joshua Tree Exchange in the High Desert will be expanded into four exchanges, with new exchanges in Yucca Valley, Homestead Valley and Morongo Valley. This proposed arrangement is designed to improve efficiency and economy of operations and provide subscribers in outlying areas with better classes of service. In Indio, \$82,000 will be spent for a six-position switchboard and additional lines and trunking equipment in the central office. Outside plant additions will require approximately \$550,000.

A record demand for new services is expected this year and should result in an increase of 18,700 telephone stations. This would bring the Company total to more than 226,000.

Water Divisions

Continued building and population growth in the areas served by the Water Divisions will necessitate extensive replacements and additions to water facilities.

In the Monterey Peninsula Division, \$100,000 has been allocated for larger transmission facilities and additional wells in the Carmel Valley. A 120,000-gallon tank and 1,000 feet of 8" pipe will be installed at Deer Flats on the Del Monte Properties, and in Seaside and Monterey, 8", 18" and 30" steel pipe will be cement-lined.

A major expenditure of \$165,000 will be required in the San Diego Bay Division for replacement and strengthening of the Sweetwater distribution system. An additional 1,200,000-gallon storage tank will be constructed in National City in order to provide more adequate service for the expanding Paradise Knolls-Lincoln Acres area.

More than \$100,000 will be spent in the Coronado District for the construction and replacement of distribution mains, including a new 18" transmission main from the new Highland storage tank. An additional \$40,000 will be required to complete the cement-lining program in Coronado and the South Bay area.

In the San Gabriel Valley Division, a new 24" well will be drilled in the upper system in order to make more water available and increase the pressure. More than 2,200 feet of 8" pipe will be installed in portions of San Gabriel which have been zoned for apartments and are growing rapidly. An additional \$42,000 will be spent to install new mains in Temple City and San Gabriel and to replace smaller pipe which is in poor condition and too small for the areas served.

Financing the Budget

The revenues the Company receives from its customers, for the most part, pay only for operating expenses. Therefore, the \$11,500,000 needed for this year's construction program will have to be secured from other sources. Approximately \$7,500,000 will be generated internally, from depreciation and retained earnings. The remaining capital needed will be raised through financing later in the year.



In Yucca Valley, one of the fast-growing towns in the High Desert, more than \$200,000 will be spent for land, a new central office and attendant equipment.



About half of the Water Divisions' budget will be devoted to enlargement and extension of facilities.



Nearly \$2,000,000 will be spent for additional central office equipment throughout the Telephone Division.

TELEPHONE DIVISION BUDGET

	Monrovia District	Redlands District	Palm Springs District	San Fernando District	Division Total
Lands and Buildings.....	\$ 1,700	\$ 250,220	\$ 382,210	\$ 103,400	\$ 737,530
Central Office Equipment.....	133,200	484,240	357,170	822,260	1,796,870
Station Apparatus and Connections.....	546,910	1,114,950	913,020	1,265,320	3,840,200
PBX and PABX Equipment.....	8,110	139,890	37,030	178,510	363,540
Outside Plant Construction.....	231,280	1,393,250	864,460	669,420	3,158,410
Miscellaneous*	63,120	261,600	150,300	134,600	609,620
Division Office					137,120
Less amount to be reimbursed in 1963*	(2,560)	(78,350)	(154,670)	(48,650)	(284,230)
TOTAL	\$981,760	\$3,565,800	\$2,549,520	\$3,124,860	\$10,359,060

*Includes expenditures for such items as tools, office and garage equipment, routine construction, public works and joint pole construction.

**Reimbursements include money received from sales of plant placed for joint pole use and money received from the State for relocation of plant in conflict with highways.

WATER DIVISIONS BUDGET

	Monterey Peninsula	San Gabriel Valley	San Diego Bay
Enlargement, replacement, extension of water facilities.....	\$186,700	\$110,132	\$349,800
Hydrants, meters and service connections.....	92,000	44,582	104,000
Improvements, replacements and additions to reservoirs and tanks.....	71,100		74,400
Lands, buildings, equipment and tools.....	50,200	3,740	129,600
Division Total	\$400,000	\$158,454	\$657,800
GRAND TOTAL.....			\$1,216,254

COMMUNICATIONS FOR A CEYLONESE SCHOOL

• Editor's Note: The following account was written by A. W. Robinson, Jr., principal of the Lakpahana Training Institute in Mailapitiya, Ceylon. Mr. Robinson lived in Redlands during 1960-1961, at which time arrangements were made to provide his school with magneto telephone equipment no longer used by C. W. & T.

THE Lakpahana Training Institute is one of more than 400 secondary schools and colleges conducted by Seventh Day Adventists around the world. It is located on the beautiful tropical island of Ceylon, 12 miles from Kandy, the ancient capital of the kings of Ceylon. The school itself is situated on a beautiful estate of 172 acres. The 120 acres of coconuts and eight acres of rice raised there provide plenty of opportunity for students to work a goodly portion of their way through school, if they desire or need to.

The Lakpahana Training Institute is a boarding school which accepts students from all parts of the island. There are three main racial-language groups in Ceylon. The Sinhalese, who are the original inhabitants of Ceylon and who speak Sinhalese, the national language. The Tamils, many of whom are an integral part of Ceylon, having come many centuries ago, and who now form the largest minority group. They speak Tamil. The others, of mixed bloods, form a second minority group, and many of them use English as their mother tongue. Although Sinhalese is the official language of Ceylon, Tamil and English are also widely used in government and business. At Lakpahana, we conduct all our classes in the three language mediums. The problems involved in this program can be easily imagined.

In Ceylon, we have many types of poisonous snakes. The two most common are the cobra and the polonga, a member of the viper family. The cobra is active during the day and the polonga is usually more active in the night. Within the immediate area of the school, we kill better than 150 snakes a year. Providentially, no member of the student body or staff has died from snakebite, and only one staff member has ever been bitten.

Thanks to the generous donations of people around the world, the physical plant of the school was built in 1955. I began my second term of service in Ceylon that same year, and so grew with the school until my furlough in 1960. At that time, I and my family returned to California to visit our parents and relatives and study for my M.A. degree. As I was intending to return to Ceylon for my third term and knew the needs of the school, I began

to plan what we should take back to improve the program.

Many times during my previous term we had felt the need of a communications system between the various school units. We had tried to work out signals with flashlights and bells, but always met with limited success. We often stood on the front porch of our home so as to catch the first person passing by to carry a message that was usually misunderstood unless written out. This took much time, to say the least.

We had often discussed our need for an inter-communication set-up with my parents and my sister and brother-in-law who live in Loma Linda. We had also investigated various types of systems, but always found them both inadequate and prohibitive in price. Then one day, my sister suggested that I contact the telephone company with the idea that they might have some crank-type, battery operated telephones that they were no longer using.

We contacted Mr. A. J. (Bud) Fersching of California Water & Telephone Company and explained the situation to him. He said he would see what could be done. Several weeks

later Mr. Fersching phoned my father and told him he had been able to make arrangements whereby your company would donate to the Lakpahana Training Institute six completely reconditioned telephones and all the necessary batteries and external and internal wire needed to install them for an inter-communication set. We were thrilled with this very fine contribution to the improvement of our school and are very thankful to Mr. Fersching and your company.

Now we have our home connected with my office, my assistant's office, the boys' and girls' dormitories and the lighting plant engine house and shop area. This saves a great deal of time in running about and thus enables us to accomplish much more in a far more efficient manner. There is no need now for anyone to go about at night to take messages.

We want to take this opportunity to thank California Water & Telephone Company for your contribution to our school. We are very happy with the telephones and they have proved to be a blessing to us. All of us here at the Lakpahana Training Institute shall never cease to be thankful for your efforts to make this possible.



In his office at the Lakpahana Training Institute, Principal Art Robinson uses one of the hand-crank, magneto telephones donated by C. W. & T. With him is his secretary, Mrs. Betty Stanley.



Beth Robinson, Art's wife, and their youngest daughter, Julie, by the telephone located in the hallway of the Robinson's home.



Mrs. P. P. Dias, Dean of Women, with Mary Knight, head monitor, using the telephone in girls' dormitory office.



Mr. E. S. Rajoh, Dean of Boys, using the telephone in the office of the boys' dormitory at the Lakshana Training Institute.

Mr. R. R. Stanley, Estate Supervisor, using the telephone installed in the maintenance section outside the Engine House.



Service Pin Awards

• A total of 143 service awards were presented to employees in the Telephone Division during November. Individual banquets were held for each District. A new feature was the presentation of a parchment certificate along with each service pin. These certificates have also been presented to all employees who have been awarded service pins previously.

Award ceremonies for Palm Springs District employees were held at the Indio Bowl. Included among the awardees were employees who had been with the Coachella Valley Telephone Company for ten to twenty years.

Monrovia District and Division employees received their service awards at a banquet held in Altadena. Unable to attend the ceremonies was Homer Bailey who received a 35-year pin.

Awardees from the Redlands District were honored on November 29. Their pictures will appear in the next issue of *Life Lines*.



Mary Griffin

**Monrovia
District
20 Years**



Helen Rice



Anna Mae Feters

Monrovia District—25 Years



Sigurd Lind

15 Years



Hilda Hytt



Lester Reed



Gladys Mankins

10 Years



Clayton Benjamin

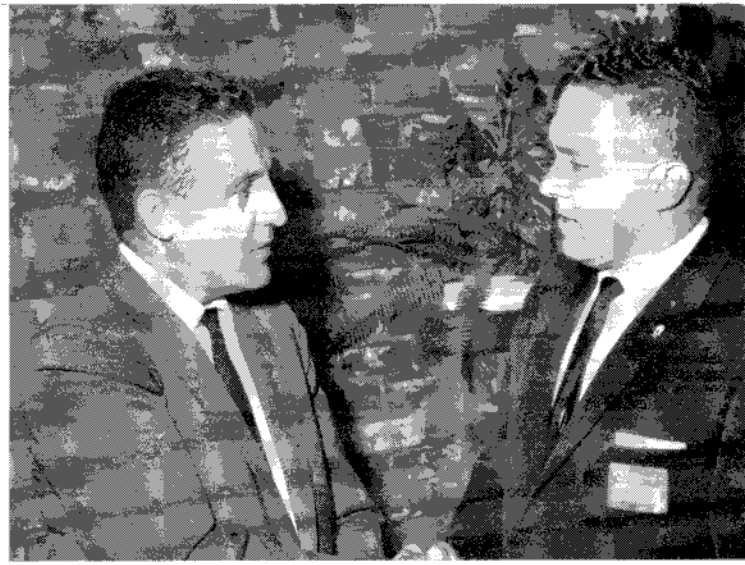
10 Years



James Clements



Robert Collins



Marvin DeYonker



Olin Hill



Corinne Fuller



Paul Longfellow



Thomas Reiche



Lucille Stirling

Monrovia Division—15 Years

Missing: Selmers Peterson, 20 Years

Fred Beatty



Nadine Boyle



Marie Copple



Helen Dodge



Monrovia Division—10 Years

Missing: Wendell Banks, Walter Rathke



Bernice Thompson



Louis Tuttle



Bill Voden



Philip Woodward

Palm Springs District

15 Years

20 Years



Becky Reece



Seated: Evelyn Price, Mary Wiltshire, Lucille Wagers and Harriet Lewis. Standing: Manuel Alvarez, Carl Black, Ray Armendariz, Charles Nava and Jim Linehan. Missing: Genevieve Robinson.

10 Years



Seated: Stanley Wentz, Betty Aylesworth, Mary Ann Coombs, Helen Vaughn, Gertrude Robbins. Standing: Ralph Hammons, Robert Spiers, Lawrence Orson, Richard Carrasco, John Hickey, Ruben Lopez, Robert Hager, Mark Carlton, John Hewling. Missing: Mary Lee Orson.



Ira Chase, Ted Adamson

Monrovia Division—15 Years



Eleanor Hill



James King



Pauline Ronzoni



Donald Senior



Keith Vine

Monrovia Division—10 Years



Mary Jane Bishop



Jack DeHart



Daniel Galvin



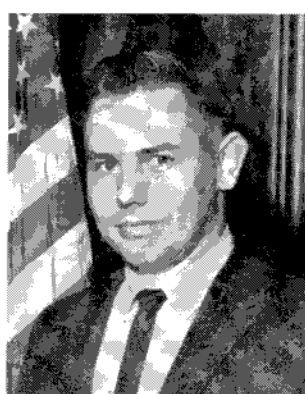
Jenny Gaddis



Florence McCune



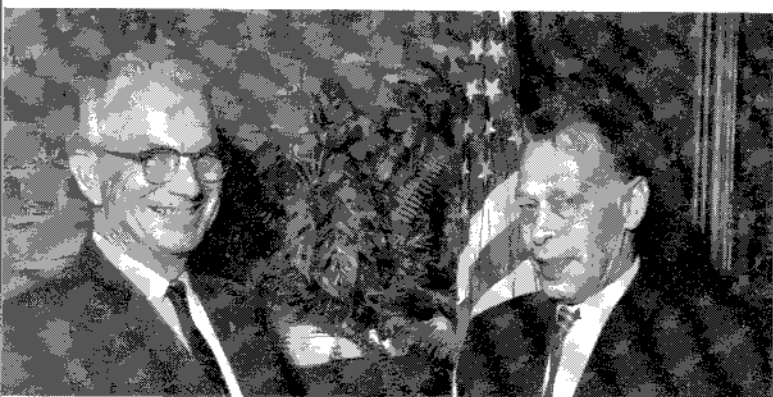
Helen Lindewall



Walter Lotz



Cyril O'Connell



Richard Peterson



Ted Riggs



James Slawson



From the General Manager of West Coast Telephone Company in Everett, Washington:

We here at West Coast want you and your people to know just how much we appreciated your generosity in the help you gave us during the repair period after our Columbus Day storm.

The cooperation of your fellows was of the finest, and the work they did was very outstanding. I would appreciate it if you would pass on my thanks and my compliments to them and especially commend Mr. Stan Ehlers for a job well done.

From a subscriber at the Desert Hot Springs Medical Clinic:

I wish to express my appreciation of the courteous and helpful manner in which your employee, Dorothy Read, deals with her unseen public.

Her position is not easy, dealing with those unable to pay their bills promptly, but I have found her courteous, helpful and understanding at all times.

From a subscriber in Redlands:

Living alone and having very little sight, I wish to express my appreciation for the cheerful and courteous way your operators help me with the telephone numbers.

From a subscriber in Sierra Madre:

I wish to commend the service given me recently by one of your operators.

My sister had taken my mother to a hospital in Iowa but had failed to give me complete information or to call us back as promised. After several hours we attempted to reach my sister at home, and failing to do so I explained the situation to your operator No. 38, who promptly secured information and called the hospital. When my sister proved to be absent, the operator then located the physician in charge of my mother's case and secured a complete report of the existing conditions.

Please express my gratitude to operator No. 38 for her help.

From a subscriber in San Fernando:

I would like to comment on one of your Service Representatives, Mrs. Cleo Love. This is a most courteous and cooperative person. We feel her services should be valued highly by your Company.

We contacted her recently about additional telephone service and she was most helpful and courteous and very efficient and competent.

I thank you for such a nice representative.

From the manager of Sears, Roebuck in Twentynine Palms:

I would like to thank you for the fine job you did in helping us out with our telephone program. The attitude of your men, Mr. James Riggs and Mr.

Gary Williams, is beyond compare. Mr. Williams with his congenial personality while he was working here is an asset to your company, I am sure.

All too often, I believe, people lose their perspective in relation to commending someone for a job well done. This I want to do by means of this letter.

The following letters were exchanged between the San Diego Bay Division office and a water consumer:

For years, every time I make out a check to your company, I am annoyed.

In the first place, it is too long a name. In the second place it sounds antiquated. And in the third place, I must confess ignorance of the telephone part of the name. Is there such a telephone company?

We want to acknowledge your note and suggest that if you wish to shorten our name on your checks, it can be done in any of the following ways: C.W. & T. Co., or Calif. Water & Tel. Co., or Cal Water, or just Water Company.

In your note you were interested in our company's telephone business. Our last Annual Report enclosed shows the operations and indicates where our water and telephone operations are located in California.

I wish to thank you for your very kind letter.

For years I have been paying bills to your company and have really not known much about it. This, of course, is my fault. I would not have had to live in such ignorance if I had made some inquiries.

I am much the wiser, having read the last Annual Report of your company, and I am most appreciative of your kindness and thoughtfulness.

INFORMATION COUNTDOWN

Q. What is the importance of the Hackemann battery of tests as far as C. W. & T. is concerned?

Is it true that an employee's promotion to supervision depends on how well he does on these tests?

A. The Hackemann tests, similar to other psychological tests, are

used to obtain an objective evaluation of a person—his personality, thought processes, and the like. There is no way to assess or weigh the importance of these tests as far as C.W.&T. is concerned. These tests are designed to help the Company select the people who are to manage it and to serve as a screening process in hiring new employees. In some cases, such as applicants for employment or employees who have been with the Company only a short time, the results of these tests have greater significance. In the majority of cases, however, the results of these tests are considered in conjunction with all the other information the Company has about an individual.

People do not pass or fail the Hackemann tests. The purpose of these tests is to aid in selecting the best person to fill a certain job. The Company has no desire to place anyone's job in jeopardy, nor does it want to place a person in a job if there is a serious chance that he will not be able to measure up to the demands of that job. The Company wants to help its people succeed; it does not want to see them fail. In this respect, the Hackemann tests are only one of the many factors, such as performance reviews, supervisory recommendations and attendance records, which are taken into consideration when a decision on a promotion is made.

Palm Springs Revisited

PRESIDENT John F. Kennedy vacationed in Palm Springs for the second time this year and, although his visit lasted only 36 hours, a complex array of special communications was quickly and efficiently installed for him by C.W.&T. and Pacific Company personnel. A miniature but vital communications network consisting of microwave units, carrier facilities and additional telephones and switchboards was at the President's disposal when he arrived.

Mr. Kennedy was greeted at the airport on December 8 by balmy weather and 5,000 well-wishers. After a brief welcome ceremony he sped off to spend a quiet weekend in Palm Desert at the home of Bing Crosby. The President's visit this time was described as a "non-working weekend" and was relatively unpublicized since no press briefings were held. Mr. Kennedy's only public appearance before leaving Palm Springs late Sunday night was at church on Sunday morning.

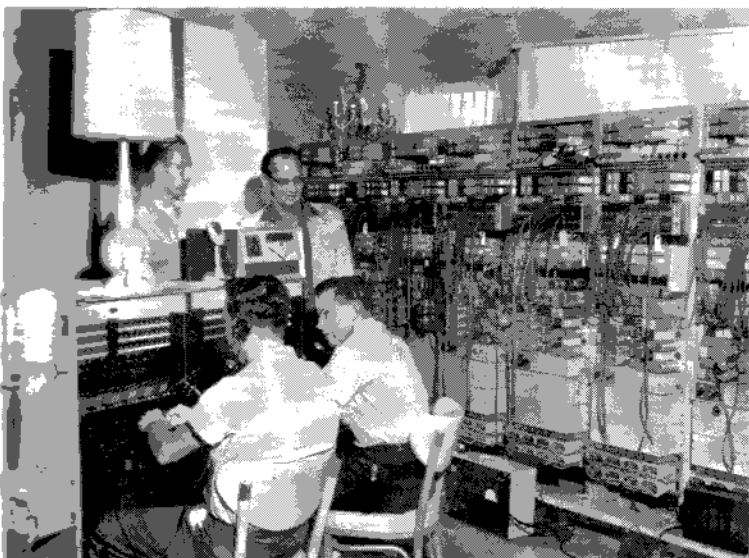
As in the past, service and facilities for the presidential visit worked smoothly, thanks to the excellent coordination and cooperation of all Company departments involved. And, even though the President's visit came during the District's busy season, the extra work did not upset the due-date schedule.



President Kennedy enroute from the Palm Springs Airport to Bing Crosby's home in Palm Desert.

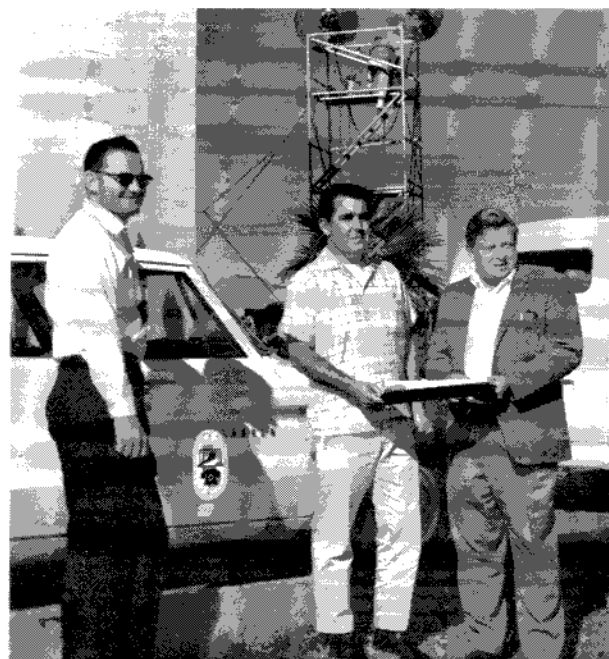


Bing Crosby's luxurious and secluded home in Palm Desert, where President Kennedy has stayed twice this year, is located in an exclusive development area known as Silver Spur Ranch.



Dick Bandick and Harold Quast (standing) in the vacation White House switchboard room which was jammed with the special equipment needed to provide the President with direct communications to Washington.

Don Richardson, Les Albertson and William Virdin, Transmission Engineers who were responsible for balancing the telephone circuits used by the President during his brief stay in the desert.



Photographs by Roger Bidwell



Monrovia District & Division

PBX Working Foremen Norm Wetmore and Paul Fillinger making final checks on a special four-wire circuit, one of many units which are part of a Selective Signalling System installed for the six Field Dress Shops located throughout the Los Angeles metropolitan area. This system connects the stores with a two-digit, dial intercom which can be used to call any of the stores individually or all at one time. Five of the stores are located in areas served by The Pacific and General Telephone Companies. The sixth is located in C.W. & T.'s Hastings Ranch area and was the first to be cut into service. The Selective Signalling System has improved operations for the stores because it permits faster ordering and follow-up on merchandise.



The significant increase in teletype usage by C.W. & T. subscribers necessitated the formation of a special teletype class for equipment. The three-week course was conducted in the Monrovia switchroom. Under the instruction of Switchroom Foreman Everett Imbler, six craft employees went through extensive sessions on the installation and maintenance of teletype models. Shown here are those who attended the class. Clockwise: Jim Thomas, Palm Springs; Jack Fleming and Bob Young, Redlands; Everett Imbler, instructor; Gerald Hicklin and Ray Ragan, San Fernando; and Ray DeBold, Palm Springs.



The Monrovia Recreation Club's annual Christmas dinner-dance, held December 1 at The Palms in Glendora, attracted some 400 employees and their friends and relatives. The door prize, a handsome rotisserie, was won by PBX Installer Bob Olson and his wife, Donna, shown above with Jim Clements. Right, Rec Club Directors who were present at the dance: Scott Gee, Alice Jean Round, JoLeta Willett, Donna Shaw, Lloyd Willett, Frank Scott, Jim Clements and Ed Textor.





A popular conversation piece during the Christmas season was this redoubtable tree in the Division Plant Extension Engineering Department. It was the brainchild of Wayne Putnam, Plant Extension Engineering Supervisor, who fixed it up in answer to a complaint made by Detail Section Supervisor Ed Dunn last year. ("What a scroungy looking tree!" Ed had said.) It was also intended as a symbol of the shopworn commercialism that has come to prevail over the true meaning of Christmas. The card at the top of the tree reads, "It only hurts when I ho ho ho!" The one below says, "Thump, thump, thump! Ooh, those darn reindeer on the roof again!" And the one at the bottom says, "This tree obtained through complaints of Ed Dunn's department."

Louise Bray, who retired as Sierra Madre Chief Operator in 1959 after 30 years with C.W.&T. died suddenly last December 4th at her home in Sierra Madre. She had moved to California from Chicago, Illinois 40 years ago, and at one time served as president of the American Legion Auxiliary. She is survived by a daughter, two sisters and two brothers.

San Fernando District

Frank Fese, formerly Customer Service Representative in San Fernando, has been promoted to the position of Marketing Supervisor for the District. Frank has been with the Company for 16 years. He started his telephone career in 1929 with the Western Electric Company. In 1946 he joined C.W. & T. as a Central Office Installer and had an active part in installing facilities for the District's conversion to dial operation in 1948. Subsequently, he served as a Switchman and Testboardman. In 1956, Frank was made an Outside Telephone Representative under the new merchandising program. During his six years in that capacity, he was responsible for developing communications systems for some of the District's major subscribers, including Holy Cross Hospital, Broadway Department Store and Sepulveda Veterans' Hospital.



Frank has been a member of the Knights of Columbus for 26 years and has served as a Deputy Grand Knight. He is also a member of the Board of Directors of the Sylmar Chamber of Commerce. Frank lives in San Fernando with his wife and three of their six children.



The San Fernando Recreation Club held a Christmas party for its members and their children on December 15. The children thoroughly enjoyed the cookies and punch, cartoons and Santa Claus, who had presents for each of them. The parents had a good time, too. Arrangements were handled by Bill Vaughn and his committee. Santa Claus, otherwise known as Bill Egan, Service Foreman, gave a very professional performance. Shown here are some of the children and parents who attended the party.



Palm Springs District



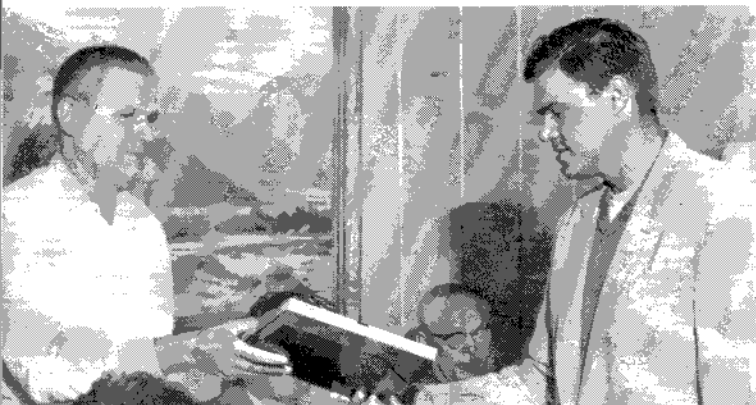
As part of its Operation Safety program, Station KDES in Palm Springs presents a weekly award for safe driving. A recent winner was Don Lindborg, truckdriver in the Plant Department, who is shown here receiving his award from John Sanborn, President of the local Safety Council. Don was notified of his award in an unusual manner: He was driving a digger truck and was flagged down by a city policeman as if he were going to be given a traffic citation.



The Saturday before Christmas, the Palm Springs Jaycees sponsored a children's party at the City National Bank Plaza, which featured this 55-foot tree decorated with goodies. C.W. & T. donated equipment and the services of its personnel to transport and set up the tree. Those involved are shown here in front of the tree: Stan Ehlers, Chuck Lybarger, Don Lindborg, John Graves, Denver Biby and Raleigh Beatty.



The Service Department's annual Christmas Breakfast was held December 20 at the Wonder Palm in Cathedral City. Of the 114 service employees in Palm Springs, Twentynine Palms and Indio, 93 attended. At the same time, annual sales awards were made. Above: Top salesman for the year was Serviceman William Thompson, who received his award from Service Superintendent Tom Pollock. Left, below: Second place winner was Robert Francis, PBX man in Indio, shown receiving his award from Special Equipment Foreman Jim Linehan. Right, below: Third place winner Robert Spears, Serviceman, who received his award from Service Foreman Jug Cummins. Other winners were: Richard Bandick, Paul Alatorre, Doug Hunt, Ben Stafford, Richard Soto, Gary Williams, Tom Rafferty, E. L. Hewlett, John DiBello, Charles Davis and Joe McMillan, Sr.





The District's annual Christmas dinner-dance was held at the Elks Lodge in Indio on December 8, and was attended by a record number of 400 employees and their guests. Following a buffet dinner a combo played excellent music (including the twist, of course) until 2 a.m. Shown here are some of the party-goers. Left, above: Mrs. and Mrs. John Gibbs, Mrs. John Decker, Sylvia Montanez and Greg Sharp. Above: Mrs. and Mr. Neil Smith, Mrs. and Mr. Doug Hunt. Left: Carol Brown, Lois Dutro, Frankie Johnson and Dino DiGrandi.

Redlands District



A group of Customer Service Representatives and Plant Department Maintenance men gather in Redlands recently for a briefing on the newly designed Electronic Secretary answering units. Those attending, front row: Bill Mayo, Art Sherman, Lou Seitzinger, Joe Myers and Ray Green. Second row: Frank Ambdor, William Page, Frank Scott, Lou Maceron, George Woods and Jim Linehan. Third row: Harold Davies, Joe Knapp, Fred Frost, Jim Chamberlain, Bill Chase and Ralph Milam.



Dan Dolezel has joined the Company as Motor Vehicle Supervisor for the Redlands District. Dan was born in Oak Park, Illinois and schooled in Michigan. During World War II he served three years in the 13th Armored Division of the Infantry and had duty in France and Germany. Following his discharge in 1946, he worked in the automotive field for 16 years before joining C.W. & T. on December 1. Dan's wife Madge is secretary to District Manager Fred Hacquebord.

When subscribers in Redlands dial for the correct time, this is the new machine that answers. It is of the latest design and was installed after the previously used model went awry during the changeover from daylight to standard time. Henry Schuil, Equipment Maintenance Superintendent, is shown listening to the car-phone monitor which provides a constant check on the operation of the electronic time-keeper.



Redlands Daily Facts photo

William Tevnan, formerly Commercial Supervisor in Hemet, has been appointed Staff Supervisor of Employee Development in the Division Personnel Office. Bill was born in Chicago, Illinois and moved to southern California with his family shortly after. He served five and a half years in the Army Signal Corps, where he was trained in radio, telephony and teletype. Next he spent 14 years in Australia as Communications Technician in the Engineering Branch of the Australian Post Office. In 1959 he joined C. W. & T. as an Equipmentman in the PBX Department. Bill and his wife, Anna Lee, have six children; three boys and three girls.



Proud poppa: Gary Bailey, Assistant Construction Foreman, with his daughter, Corrine Sue, who was born last October. Gary has been with the Company four years.



Foreman Matt Biddlecome receives an award check from Division Superintendent Bill Gibbs for his suggestion concerning the use of hooks to pull meter boxes out of the ground. Use of these hooks should lower the number of back injuries, which have increased since the meter testing program was ordered by the PUC.

San Diego Bay Division



The Division's Recreation Association held its annual Christmas dinner-dance on December 15 at the Singing Hills Country Club in the Jamacha Valley. Approximately 100 employees and their guests and spouses attended the party, which was reported to be "one of the best yet." Above: Mrs. Edna Monk, Mrs. Helen Finnerty, Louis Roybal, Lyle Finnerty and Ed Monk. Left, above: Al Alvarado with door-prize winner Betty Beahler. Left: Ronnie Wallace and Del Landers with another prize winner, Harvey Donavon's wife, Shirley.

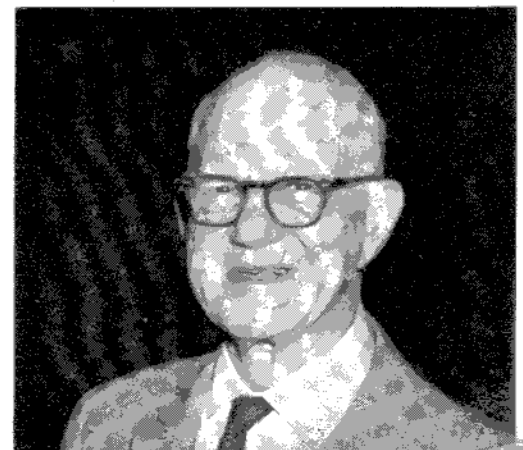


IN MEMORIAM

Charles de Young Elkus, Sr. succumbed to a heart attack on January 3 in his San Francisco office. Mr. Elkus, 81, was a Director of C.W. & T. and had been Secretary of the Company until last December. He was also senior partner in the firm of Bacigalupi, Elkus and Salinger, attorneys for C.W. T.

Member of a pioneer California family, Mr. Elkus was a Phi Beta Kappa graduate from Stanford University in 1902 and a graduate of Harvard Law School in 1905. He had been associated with C.W. & T. and its predecessor companies for more than 40 years and was considered an authority in the fields of corporate and public utilities law.

Mr. Elkus is survived by his wife, three sons, one daughter and six grandchildren.



PROGRESS CHART

TELEPHONE DEPARTMENT

EXCHANGE	TELEPHONES IN SERVICE		HELD APPLICATIONS	
	Total on 11/30/62	Increase Decrease November	Total on 11/30/62	Increase Decrease November
Monrovia.....	23,628	149		
Sierra Madre.....	13,714	472		
TOTAL—Monrovia District	37,342	621		
Granada.....	14,939	121	0	— 3
Pacoima.....	15,195	103	3	0
San Fernando Main	18,238	110	1	1
Sepulveda.....	22,308	126	1	0
Sylmar.....	8,405	53	0	0
TOTAL—San Fernando Dist.	79,085	513	5	— 2
Banning.....	4,282	33	3	— 7
Beaumont.....	3,008	11	2	— 1
Elsinore Main.....	1,734	8	4	2
Grand.....	755	15	4	1
Hemet.....	6,643	90	69	9
San Jacinto.....	1,938	24	10	— 8
Idyllwild.....	859	15	8	1
Moreno.....	3,267	76	13	3
Murrieta.....	306	1	3	2
Perris.....	2,372	33	156	107
Loma Linda.....	2,984	19	0	— 1
Mentone.....	1,339	8	5	— 1
Redlands Main.....	14,421	55	10	3
Yucaipa.....	6,212	70	9	0
Temecula.....	126	4	7	0
TOTAL—Redlands District	50,246	462	303	110
Desert Hot Springs.....	1,290	25	8	4
Joshua Tree.....	496	9	89	1
Yucca Valley.....	1,447	32	271	28
Cathedral City.....	4,038	209	8	3
Palm Springs Main.....	16,070	632	39	22
Palm Springs East.....	2,140	12	120	— 3
Twentynine Palms Main.....	607	2	36	1
Marine Palms.....	6,198	192	14	1
Indio.....	3,973	429	12	— 2
Palm Desert.....	1,296	13	4	3
Coachella.....	516	124	6	2
La Quinta.....	811	3	9	— 3
Thermal.....	237	1	0	— 3
Oasis.....	296	0	1	1
Mecca.....	149	2	5	3
Thousand Palms.....	216	2	0	0
Eagle Mountain.....	102	35	0	0
Salton City.....	131	2	0	0
Desert Shores.....	44	1	2	0
TOTAL—Palm Springs Dist.	40,057	1,725	624	58
GRAND TOTAL	206,730	3,321	932	166

—Indicates Decrease.

WATER DEPARTMENT

DIVISION	ACTIVE SERVICES	
	Total on 11/30/62	Increase Decrease November
Monterey Peninsula.....	23,717	13
San Gabriel Valley.....	13,287	— 10
Sweetwater District.....	24,108	97
Coronado District.....	10,203	— 4
TOTAL	71,315	96

The Lighter Side

The small town motel manager walked up to the visiting contractor.

"Your room is ready now," he said, "but because of the shortage of help, you'll have to make your own bed."

"Oh, I don't mind making my bed."

"That's fine," said the manager. "Here's a hammer and saw."

Neighbor to a small, dirty boy: "I've heard of the soil bank, but aren't you overdrawn?"

Girl: "Do you notice anything different about me this evening?"

Boy friend: "You've got on a new pair of nylons."

"No, that's not it."

"That's a new skirt?"

"No, that isn't it."

"Must be the sweater. Is it new?"

"No, silly. I've dyed my hair black and I'm wearing glasses."

The man who is afraid of asking is ashamed of learning.

"What's your age?" asked the judge.

"Remember," he continued "you are under oath."

"Twenty-one and some months," the woman answered.

"How many months?"

"One hundred and eight."

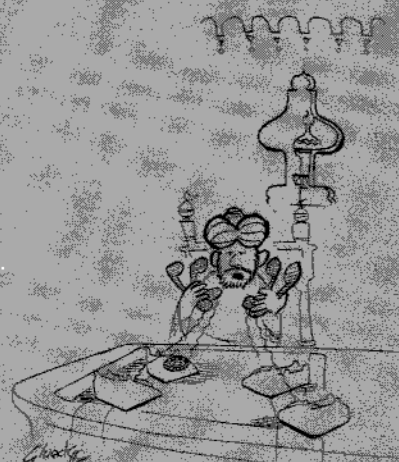
Employee: "I'd like to have next Friday off."

Boss: "Why?"

Employee: "That's our silver wedding anniversary. My wife and I want to celebrate."

Boss: "Are we going to have to put up with this every 25 years?"

If it's a small world, why does it cost so much to run it?



"Yes, dears . . . yes, dears . . ."

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Telephone Representatives are highly trained, thoroughly qualified salesmen. They have complete, up-to-the-minute knowledge of the most modern communications equipment and service available. And they know how to adapt it to your specific needs, whether in your home, office or factory.

Their ability to analyze a customer's communications problem and to recommend the right equipment is an important part of the service we provide.

On highly complex assignments—a new hospital, business office or important government project—the telephone representative works as a member of a team cooperating with other company personnel, each a specialist in his own field. And, it's part of their job to plan ahead with architects, engineers and builders to make sure that the communications equipment installed will meet the growing demands of its users.

If you're building a new home or factory or remodeling your present office or plant, have a talk with your local Telephone Representative. His knowledge of telephone equipment and services can be your assurance of the best possible telephone service at the lowest possible cost.

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