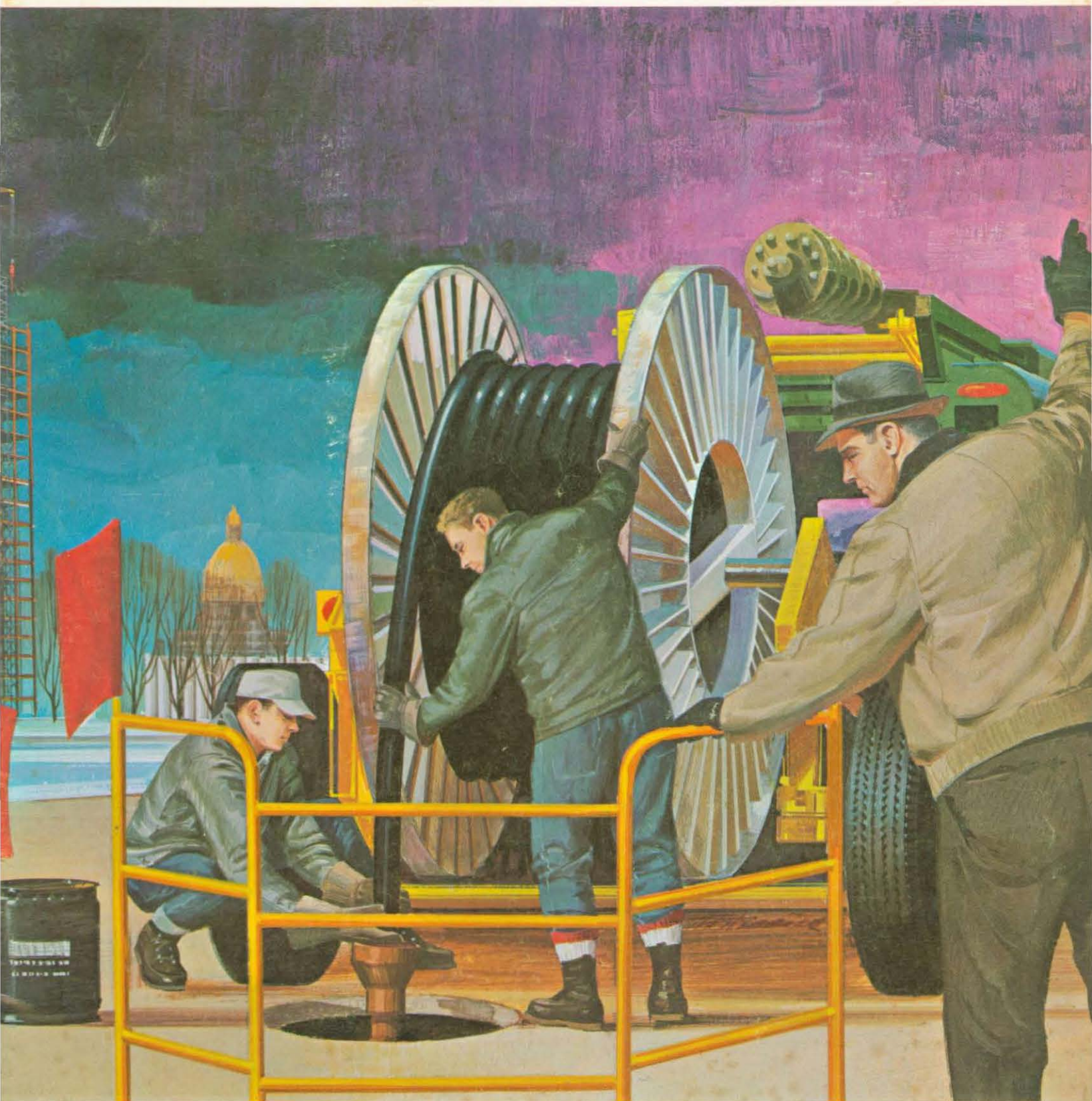


INDIANA BELL NEWS

MARCH • APRIL • 1965



1964 ANNUAL REPORT ISSUE



"SHHHH!" says Dolores Pasquale of Western Electric as she listens to new, quieter telephone dial, which is being introduced this year on phones Western Electric makes for the Bell System.

New Telephone Dial: **SPIN IT SOFTLY**

A new telephone dial is silently spinning its way into service throughout the Bell System, and this year will become part of all new general purpose telephones and wall sets manufactured by Western Electric.

Except for a clear plastic fingerwheel, which replaces the former stamped metal disk, the outside of the new dial looks no different from the one that has been standard on Bell tele-

phones since 1950. But the difference is immediately apparent as soon as a number is dialed.

Designed with quietness of operation as a major factor, the new dial spins smoothly, with a barely audible whirl.

Better performance in cold weather locations also is promised for the new device, which has a different gear train, a longer, more stable governor shaft, different bearings and other new parts.

The improved unit was developed by engineers at W.E.'s plant at Indianapolis, where Bell telephones are manufactured. About 5,000,000 of the new dials will be made during 1965.

Our Cover...

The News cover displays a painting done by Chicago artist Herb Herrick for Indiana Bell's Annual Report for 1964. Big new telephone cables going in beneath busy streets are symbols of progress in a thriving city. A modern communications system not only grows with a city but encourages future growth and development in the area.

INDIANA BELL NEWS • Volume 60 • Number 2 • MARCH-APRIL, 1965

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Information Manager*

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Special Feature

*Starting on page 17, a colorful
insert featuring some of Indi-
ana's historic homes.*

Telephone News for Telephone People...



A Year Of Noteworthy Growth

p2

President Echols' report on the state of the business plus some highlights of our growth and progress from Indiana Bell's Annual Report for 1964.



Plant Alumni Get The Accounting Viewpoint

p8

A number of Indiana Bell Plant men have moved into the Accounting Department, where the complex and challenging field of data processing is providing them with a new perspective on our business.



Braille Teletypewriter

p38

Development of a braille teletypewriter was a personal challenge for Western Electric's Walter Pagenkopf, who devoted several years to the project for aiding America's blind.

For Indiana Bell
1964 was—

A Year Of



Noteworthy Growth

By Roy C. Echols, President

(From Indiana Bell's Annual Report For 1964)

The trend of business generally in Indiana moved on upward for the fourth straight year. And, as the state's economic progress attained new highs, 1964 became a year of noteworthy growth for Indiana Bell.

Our total telephones in service increased by 49,000—the most since 1959. Included is a gain in main line telephones of more than 20,000—the most since 1956. It was a good year, too, in developing our markets for the newer types of telephones, for more extension telephones in homes and offices, and for the latest communications systems that are designed for the specific needs of large users of our services. By the end of 1964, we were serving more than 1,171,000 telephones, the equivalent of 49 telephones per 100 population in our service area.

Long Distance Gain

The increase in our volume of long distance calling was the largest on record. Outgoing calls to other cities were completed at the rate of 197,000 on an average business day—up more than 14,000 a day from the previous year. The use of long distance has more than doubled in the last ten years.

Major projects for telephone service improvement went forward in almost every community.

New telephone buildings and building additions were completed in several cities during the year, and construction was begun on the

new \$12 million addition to our Indianapolis Headquarters.

Our expenditure for new facilities, which averaged almost \$40 million annually in the four preceding years, was stepped up to more than \$45 million for 1964. This is our largest construction program to date, though it will almost surely be exceeded in the years immediately ahead.

New Jobs Created

Our plant additions and gains in service created new jobs in considerable numbers. The net increase in Indiana Bell jobs during 1964 was more than 500, and many others were created in firms with which we contract for construction work, materials, and supplies.

Indiana Bell's 1964 payroll came to almost \$53 million, up \$3¼ million from the preceding year. Operating taxes for the support of federal, state and local government totalled nearly \$34½ million—almost the same as in 1963 despite a reduction in the federal income tax rate for corporations.

Our basic obligation is to provide good and improving communications for this state. We are at the mid-point of a decade of extraordinary advance in research and development, of remarkable growth in the public's use of our services. To take full advantage of technological progress as we rapidly expand our facilities requires financial strength and resources beyond all of our prior experience. Now, more than ever, we must plan at long range, and management decisions must reflect the long view.

Our success for the future, as in the past, is firmly rooted in an

adequate return on the rapidly rising investment in this business. Under forward-looking public regulation, progressive management can accept the heavy initial costs and assume the risks that go with the introduction of advanced facilities and service changes that promise the telephone users of Indiana more value for their telephone dollars.

In 1964 we maintained substantially the same earnings rate as in recent years while the public benefited not only from major improvements in service, but also from rate reductions. Our monthly residence rates were reduced in July, and late in the year lower charges for long distance calls were announced. Together, these reductions will save Indiana telephone users more than \$3.5 million annually.

Declining prices with improving quality is a rarity these days. It is a tribute, I think, to the skill and dedication of Indiana Bell people, as well as to the technical progress of the industry, that so large a saving to the public could be achieved.

Integrity First

In one respect, the management of this company firmly believes in being old-fashioned. Even though it has become commonplace for expediency to be substituted for integrity throughout a broad range of human relationships, we remain convinced that plain old-fashioned honesty in everything we do is the only foundation on which quality service can be built and maintained. In our view personal ethics and corporate ethics are inseparable.



Highlights Of The Year

In the annals of our business, the threads of two dramatic stories intertwine.

One is an account of the remarkable growth of the telephone system and the services it provides. The other is a story of innovation and change in ways of doing countless things, making it always easier, faster, and more satisfactory to pick up a telephone and talk with almost anyone, almost anywhere.

Here in Indiana, expansion of service and improvement of service are inseparable in the long run. Forward-looking communications are not only essential to the growing needs of a growing population, but also contribute much to the rising industrial and agricultural prosperity of the state we will always be proud to serve.

Improvements in Basic Service

We made considerable headway in 1964 with basic service improvements in still more of our 134 exchange areas in the state. Five

improvements, in particular, each requiring substantial additions to our facilities, will be of increasing benefit to all of our customers in the coming years.

Economical construction of telephone plant dictates that in a given locality as much of this work as is feasible be done at one time. So we study the present and future communications needs of an area as a whole and provide in a single program the new facilities for as many of these improvements as may be applicable to each of several neighboring exchanges.

All five of the following service improvements are now standard in good Indiana Bell service, and we are well along in making their benefits available to our customers everywhere:

(1) Wide Local Calling Area

Almost every community we serve is now linked with some of its neighbors to form an extended local calling area, and these areas are being further widened from time to time. Removal of long distance charges between towns is

invariably followed by an upsurge in calls.

Arrangements like this are often a co-operative endeavor with the independent telephone companies in Indiana. When a calling area outgrows its local rate classification, we seek authority to apply the rates that are appropriate to the larger number of telephones that can be reached without a long distance charge.

(2) Better Service for Urban Customers

When all the telephones within a town or city are served by either one- or two-party lines, local service is far better for everyone. Multi-party lines are so often busy, inaccessible for either incoming or outgoing calls. In almost half our exchanges, we no longer have four-party urban service. In all the others, this service is steadily diminishing and is being continued only to existing users at their present addresses.

The boundaries of urban service, too, are being moved outward



An entirely new dial central office and adjacent Service Center were added on Kokomo's south side to provide more and better service in the rapidly growing industrial city.

in many places, bringing better service to many customers and reducing the charges for others.

(3) Better Service Outside the City

We are also offering modern Suburban Zone Service in more and more exchanges. Customers in outlying areas have a choice of one-, two-, or four-party service, replacing the eight-party rural line. This improvement also is well along now, and we expect to complete it everywhere by the summer of 1968.

(4) Direct Distance Dialing Expanded

More than two-thirds of our customers can now dial their own station-to-station long distance calls to most places in the United States and Canada. We have introduced Direct Distance Dialing in several additional cities, including Bloomington, within the past year, and a new installation to serve a large area around Kokomo is almost ready. We have also been enlarging and improving some of our earlier installations, adding automatic identification of the calling number and a one-digit code to give access to the nationwide long distance network.

(5) Local Dial Program almost Completed

With the completion of new dial offices at Boonville and Lebanon we have almost reached the end of a dial conversion program that has been in progress ever since the 1920's. We expect that all Indiana Bell telephones will have local dial service by the end of 1965. As this program phases out, a new concept in the switching of telephone calls will soon be coming in. Utilizing the electronic switching system, the central office of the future incorporates many of the advances in data processing and will offer new service features far beyond the capabilities of present-day equipment.

Two of our largest area improvement programs, one in South Bend and vicinity and the other centering on Evansville, were completed in 1964. A third at Lebanon has since been finished. The work at Kokomo, Peru and five other exchanges nearby will be completed this spring. As a necessary part of these programs we constructed five new telephone buildings and a large addition to another.



A wall telephone with convenient Touch-Tone pushbuttons instead of a rotary dial.

We are moving forward with similar projects at Muncie and Anderson, Michigan City, Frankfort, Fowler and New Market.

At Indianapolis, we continued to expand our local and long distance facilities, and the big new addition to our headquarters building is now going up. Plans were made to adopt the new-style telephone numbers throughout the Indianapolis area next fall. The change to numbers with seven numerals, instead of two letters and five numerals, is being made everywhere. It is necessary to increase the supply of usable telephone numbers and will also help pave the way for direct international dialing in future years.

A Start on Touch-Tone® Calling

The new telephones for TOUCH-TONE calling have ten push buttons instead of a rotary dial. This is much more than an improvement in design or an innovation in styling. TOUCH-TONE calling introduces a new telephone signaling system. A

rotary dial generates pulses of direct current while TOUCH-TONE's musical frequencies are of alternating current. So, the lines that carry TOUCH-TONE signals must have access to converters in our central offices in order to activate our present switching equipment.

We believe this new service will be very popular and expect to make it available in most places within the next five years.

With TOUCH-TONE, signals can be sent over an established connection. This opens the way to new uses of a telephone that are likely to develop in the years to come. For, if a device is present at the distant end of the line to interpret incoming signals, a phone call can be the means of operating all sorts of equipment used in business or at home. For example, the household bills may someday be paid through TOUCH-TONE instructions to a bank's computer.

Another new telephone to be available late this year is the Trimline, an attractive dial-in-handset model for desk or wall mounting.

Highlights Of The Year

Bell telephones now come in many styles and colors. They are Indiana products, made by the Western Electric Company at its Indianapolis Works . . .

More and Better Telephone Jobs

No matter what wonders science and technology may perform, they can never replace the individual efforts and the personal attention of telephone men and women who care. Ours is a personal service to each of our customers, and we will always need large numbers of competent, service-minded people.

As more of the "hand" work in our business is done with labor-saving equipment, the need for "head" work keeps on growing. Our regular employees increased by more than 500 during 1964 to 8,650. There were more jobs for men and more jobs for women. We hired applicants whose records in high school or in college indicate ability

and success—people who want to add to their skills and assume responsibility. In the course of their employment with us, they, like all Indiana Bell people, will have opportunities to develop their talents. Promotions go to those who seem likely to contribute most to the continued success of the company in these times of growth and change.

Higher Rates of Pay

The rates of pay for nearly all Indiana Bell jobs went up during 1964. Agreements signed with the Communications Workers of America and the Indiana Bell Commercial Employees' Association provided for general increases ranging up to \$5.00 a week. This is consistent with the continuing rise in the level of wages paid by other employers with whom we must compete for capable people.

Employee benefits were not subject to bargaining this year under the terms of the current three-year

contracts. We have a well-rounded benefit program that provides continuing income in case of illness or accident; group hospital-surgical-medical insurance; extraordinary medical expense insurance; group life insurance; life-time service pensions after retirement payable from our Pension Trust Fund; and benefits to certain survivors of deceased employees.

Death benefits that become payable after retirement were recently liberalized, adding to the rise in these costs. To safeguard our employees' interest we established last year a Second Pension Fund, with the American Fletcher National Bank and Trust Company of Indianapolis as Trustee. We are paying actuarially determined amounts into the new Fund regularly.

Learning About Our Business

Most Indiana Bell people would like to know more, and should know more, about the Company of which they are a part—our policies and our objectives and why we do things the way we do. An effective method is the informal, 'round-the-table' discussion involving a work group and its supervisor in which all feel free to express their views, ask questions and offer constructive suggestions. A program of three or four such discussions a year centering on selected topics of general interest was begun in 1964.

Good internal communications within an organization flow upward as well as downward. In a business like ours, where cooperation and teamwork are so very important, we believe that gains in employee knowledge and understanding are soon reflected in more satisfactory and pleasing service to customers.

Communications progress has so stirred the public interest that telephone speakers and motion picture films are in constant demand for meetings of clubs and organizations of every kind. We have organized a volunteer Speakers Bureau, composed of more than fifty Indiana Bell men and women living in all parts of the state. They all enjoy making talks and have been trained in several types of presentations. Our film library had its biggest year, loaning films for 22,500 showings to a total audience that approached a million people . . .



Trimline, a new telephone that will be available late this year, has the dial in the handset.

Rate Reductions Will Save Hoosiers \$3.5 Million Annually

Hoosier telephone users will save more than \$3,500,000 a year as a result of lower charges for local and long distance service announced in 1964.

Indiana Bell's residence customers will save more than a million dollars annually on local service. Effective last July, basic rates for residence service were reduced, suburban zone rates lowered in the larger exchanges, and "mileage" charges for urban service in rural areas were removed.

Lower charges for many station-to-station calls to other states and to Indiana points as well were announced late in the year and became effective February 1, 1965. The principal change was to extend the periods during which our lower, off-peak, rate schedules apply.

Bargain night rates are now in effect after 8 p.m., six days a week,

and in addition apply all day on Sunday. The evening rates are now in effect from 6 p.m. to 8 p.m., six days a week, and also apply during the day-time on Saturday. For many evening and Saturday calls the rates themselves were lowered. Beginning April 1, the rates for day-time station-to-station calls beyond 600 miles will be reduced also. We estimate the total long distance saving for telephone users in Indiana will be about \$2,500,000 annually.

The rate for a three-minute, station-to-station call after 8 p.m., or anytime Sunday, between the most widely separated telephones in Indiana is now only 40 cents, and for most calls is even less . . .

Excise Tax Relief Urged

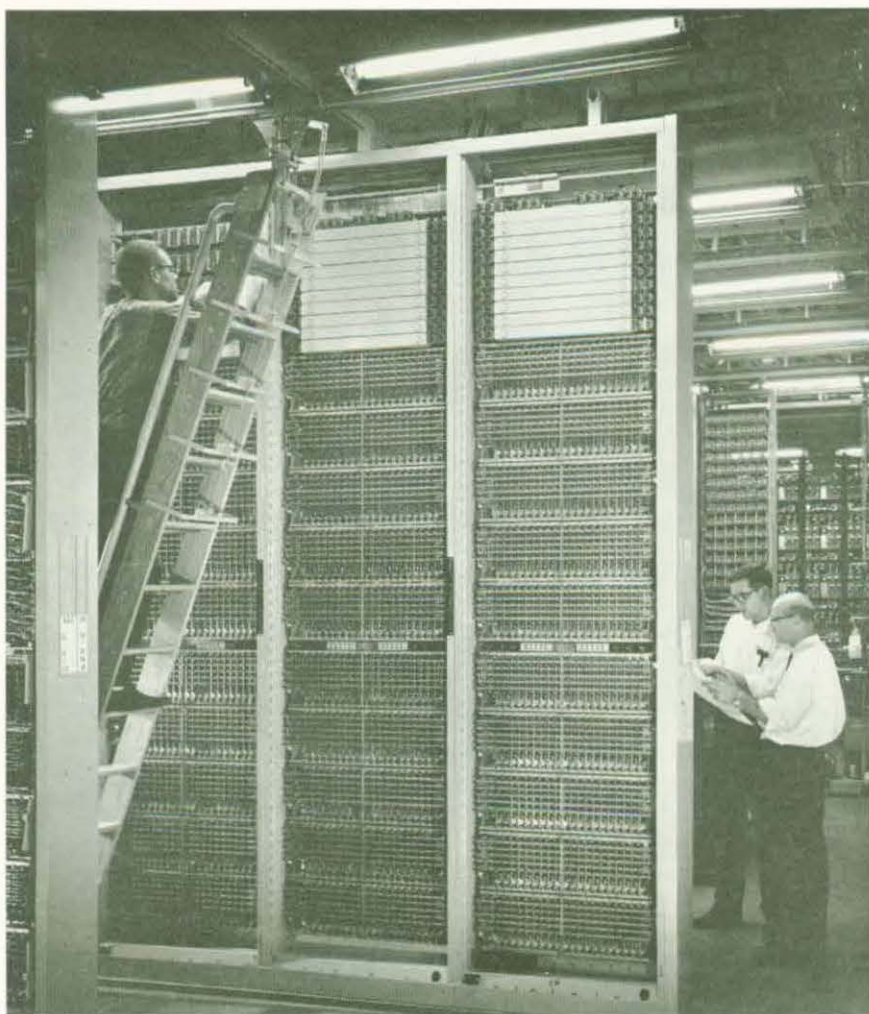
In the coming year we hope that the Congress will at long last see fit to eliminate, or at least substantially reduce, the 10 per cent excise tax on telephone serv-

ice. This levy falls directly upon our customers. We simply collect it for the federal government . . .

The removal of this antiquated tax would save Indiana Bell's customers more than \$12 million annually. The release of such a sum from the tax burden carried by the telephone would certainly be stimulating to business generally and further increase employment in Indiana business and industry.

Our industry is charged with furnishing the communications that individuals, communities—even the nation—can rely upon without question. We are proud of our good reputation as a business and the good reputation of telephone people everywhere. We recognize it is a top responsibility of every manager at every level to uphold the traditional standards of integrity. The feeling for one-hundred-cents-on-the-dollar quality in every job we do is the very life of this business and always will be.

A glimpse of the crossbar switching equipment in the new Lebanon office as it was being installed by the Western Electric Company, under the supervision of A. R. Weber (right). Working with him are equipment installers James Saylor and P. S. Lewis (on the ladder).





Ray Wesolowski



John Battcher



Dave Sinder

Plant Alumni Get...

THE ACCOUNTING VIEWPOINT

By John Jeter

A number of Indiana Bell men who formerly saw the telephone business from the Plant point of view, are getting a new perspective on it these days from the challenging realm of the computer.

They belong to an expanding group of Plant department alumni who are finding exciting opportunities and interests in the field of data processing in our Accounting operations.

Ray Wesolowski is typical of the group.

Less than a year ago, Ray was a fifteen-year veteran in the Plant department, working as a repairman in the South Bend mobile radio shop.

Methods accountant John Hall, left, was instructor for Ray's class of accountants. Also in the group were Dick Rose, seated left, and Jack Isaacs.

He enjoyed his work during the week. He liked to repair radios in his spare time, enjoyed dancing polkas with his wife and playing

ball with two young sons on the week-end. Almost every Saturday he played clarinet in a small combo that performed for Polish weddings.





Ken Atkinson



Dick Reifel



Dick Rose

Except for the fact that the family now lives in Indianapolis, Ray's home life is still pretty much the same. His job is a different story.

Last August he accepted a promotion and transfer to the Accounting department. Since then he's been busy in his new job as staff accountant—telling computers what to do.

The complex data machines becoming so much a part of business' way of life depend on people like Ray Wesolowski to guide every step they take. While they may appear to be geniuses, computers must be carefully fed each digit and cipher, or things won't go the way they should. Even the most sophisticated equipment is a slave of its human mentor.

"I've learned this about computers," Ray says, "they do exactly what they are told. If you give them the right information, you'll get the right answer. If you tell them to do the wrong thing, they'll do that too."

One of several Plant men who

have entered the data processing field in the last year, Ray says he brought no special background or skills to the job.

Jim Heaton, general mechanization manager, who interviews programmer prospects, thinks differently. He saw in Ray what he looks for in all his people.

"I'm interested in mental athletes. The man who likes to work crossword puzzles, or brain teasers in magazines. The man who can concentrate, remember, and see a job through no matter how tough it may get along the way."

Following the test all candidates for the programming group take, Ray came to Indianapolis for a personal interview. The possibility of being offered a job in a field that intrigued him had caused him to do some thinking.

"I had made up my mind that if I barely passed the test—just by the skin of my teeth—I didn't want the job even if it was offered to me. That wouldn't have been a good move for me, or for the Company. At the same time, I knew

that if I passed with a pretty good score, I'd like a chance at it."

Ray's test scores were good, and with his formal classroom training and actual experience behind him, he now appears as relaxed running a case of trouble in a program as he was running a case of trouble in Plant.

"Except here we call it de-bugging," he reminds you.

What if someone had told him—this time last year—that he'd be in Indianapolis on the job he now has?

"I wouldn't have believed it. I'm doing something I never thought I'd have a chance to do, and it's really a challenge. On this job, you're constantly doing something different."

Ray's latest assignment is to work out a method of using the computer to prepare bills for long distance calls made from State House phones. As in most instances, he's been given the problem and the desired result. It's his job to create the program that will take the task from manual

THE ACCOUNTING VIEWPOINT

Continued . . .

handling to a faster and more efficient method.

Programmers must possess ingenuity. "When they come in here," one supervisor said, "they're on their own. They've had classroom training, and we know they have the capabilities. We don't tell them how to do everything. Sure, we'll help if they run into a wall they can't climb, but even then we want to choose some options they've thought up themselves."

Just recently Dick, who had a radio license and "an interest in technical things" when he joined our Company, worked with Traffic's Lola Vann in designing a way to define trouble trends on operator toll tickets.

He wrote a program that provides Traffic with a printed sheet from the computer, detailing the kinds of ticket errors made most frequently in each central office. This enables operator training to be built around these areas, thereby providing the customer with



Ray Wesolowski . . . telling a computer what to do.

*Plant department alumni
find their accounting jobs
interesting challenges . . .*

The programmers will tell you it is this challenge of owning an assignment that appeals to them.

Dick Reifel, a Plant repairman in Indianapolis before moving into a staff accountant's job last summer, says it's satisfying to put a program on paper, have it work, and see an improvement result from it.

more accurate billing and hence better service.

Jim Heaton feels one reason the Plant men have been so satisfactory doing computer programming is because there is a striking similarity between the jobs.

"After all, a central office is much like a big computer," he says, "and most of these men have

Look At It This Way—Dick Reifel and Ray talk over the flow chart of a computer program.





Checking out a computer wiring panel in one of Accounting's several "machine areas" are John Battcher, left, and Tom Tubbs, an IBM customer engineer.



Lunch hour conversation often centers around current projects. Joining Ray and his friends is Bill Kennedy, with the coffee cup.

worked in one at some stage of their Plant career. Their systematic method of tracing trouble helps them in following a program to completion, too. It's really a simple transition to face."

Ray Wesolowski agrees. "I certainly haven't learned all I need to know, but I am surprised at how much they have been able to teach us in such a short time."

The desire to know more takes most of the group to class one night a week—on their own time—to learn about the various computers working in business today.

Meanwhile, the machines that are able to calculate millions of times faster than man, and can

accomplish in an hour calculations it would take one man 500 years to perform on an average work week basis, stand ready for instructions from Ray Wesolowski and the other Plant department alumni.

Now . . . if there are just a few Polish weddings around that need a good clarinet player.

Ready to leave for their weekly computer class, Jim Sedberry, center, and Dave Sinder chat with Jim Heaton left, general mechanization manager.



After lunch it's bridge time. Most of the newer programmers are just learning and take the game very seriously—evidenced by the concentration of Dave Sinder.

Formerly a Plant man in Crawfordsville, Ken Atkinson enjoys his new assignment as an Accounting programmer. Rita Sammons, unit manager, is shown here telling him of a problem she wants solved.



SERVICE ANNIVERSARIES

45 Years

Gertrude Estep.....Traffic, Indianapolis

40 Years

Ruth Shively.....Traffic, Peru
Rachel Bettegnies.....Traffic, Muncie
Mabel Scotten.....Traffic, Indianapolis

35 Years

H. S. Gee.....Commercial, Indianapolis
C. E. Haugh.....Financial, Indianapolis
Gilbert Osmann.....Plant, Marion
Clyde E. Smith.....Plant, New Albany
W. T. Cox.....Plant, Indianapolis
R. N. Howerton.....Plant, Crawfordsville
Thomas J. Sheehan.....Plant, Indianapolis
George W. Patterson.....Plant, Bloomington
C. S. Phillippe.....Plant, Marion
James M. Wayne.....Plant, South Bend
Marie Glover.....Traffic, Bedford

30 Years

E. H. Kahlo.....Public Relations, Indianapolis
Joseph Kraus.....Plant, Anderson
Caroline Adam.....Traffic, Shelbyville

25 Years

Donald J. Hargadon.....Accounting, Indianapolis
Emil J. Streicher.....Accounting, Indianapolis
Oliver L. Knight.....Plant, Marion
Luther Hall, Jr.....Plant, Indianapolis
Ralph C. Brunton.....Plant, South Bend
Lois Manthey.....Traffic, Michigan City
Frances Hopper.....Traffic, Indianapolis

20 Years

Pearl Fidell.....Commercial, Indianapolis
Mary J. Richhart.....Marketing, Indianapolis
Gilbert Hensley.....Plant, Anderson
Charles B. Cooper.....Plant, Bloomington
Esther Moore.....Traffic, Frankfort
Evelyn Southwood.....Traffic, Vincennes
Lucy Taylor.....Traffic, Marion
Mary Jane Duggins.....Traffic, New Albany
Ruth Keeler.....Traffic, Muncie

15 Years

John E. Thoman.....Plant Engr., Kokomo
John H. Hutzler.....Plant, Indianapolis
William E. Perkins.....Plant, Lebanon

Eleanor J. Murphey.....Plant, South Bend
James E. Anderson.....Plant, Indianapolis
Robert L. Caudell.....Plant, Indianapolis
John J. Turk.....Plant, Indianapolis
Robert A. Baker.....Plant, Indianapolis
Robert E. Brower.....Plant, Indianapolis
C. Hollingsworth.....Plant, Indianapolis
William R. Kunstek.....Plant, Indianapolis
Victor Repse.....Plant, Indianapolis
Stanley M. Repse.....Plant, Indianapolis
Donald E. Almas.....Plant, Indianapolis
Helen Walker.....Traffic, Indianapolis
Beverly Grant.....Traffic, Evansville
Doris S. Skinner.....Traffic, Fort Wayne
Patricia Rohrer.....Traffic, Auburn
Kathryn Ziegler.....Traffic, Huntington
Marie Friddle.....Traffic, Muncie
Betty Walker.....Traffic, Anderson
Donna Jo Ailer.....Traffic, South Bend
Frances Rohr.....Traffic, South Bend

10 Years

Jerry J. Grey.....Plant Engr., Bloomington
Thomas D. Stout.....Plant, Huntington
Howard E. Ely.....Plant, Lafayette
George T. Brown.....Plant, Bedford
James R. Garner, Jr.....Plant, Muncie
Cornelius Eggers.....Plant, Columbus
John Salz III.....Plant, Indianapolis
P. R. Hammersley, Jr.....Plant, Indianapolis
Rolland A. Hartsock.....Plant, Indianapolis
Raymond L. Bittner.....Plant, Indianapolis
Jack A. Buckhorn.....Plant, Indianapolis
Robert K. Fulton.....Plant, Indianapolis
Robert L. Hanley.....Plant, Indianapolis
John W. Hostetler.....Plant, Indianapolis
Ronald W. Henson.....Plant, Indianapolis
Virgil E. Mayhew.....Plant, Indianapolis
Robert N. Priest.....Plant, Anderson
Joyce Cox.....Plant, Indianapolis
Joyce J. Smith.....Plant, Indianapolis
Loretta Isban.....Traffic, South Bend
Joan Daugherty.....Traffic, Indianapolis
Camille Ridenour.....Traffic, Indianapolis
Donna Sue Michael.....Traffic, Bloomington
Esther B. Roberts.....Traffic, Bloomington
Madonna Hedrick.....Traffic, Bedford
Barbara Martin.....Traffic, Evansville
Ruth Anna Scott.....Traffic, Fort Wayne
Anna S. Cring.....Traffic, Muncie
Alice G. Poplawski.....Traffic, South Bend
Doris Harris.....Traffic, Michigan City

in the month of **MARCH**



Ruth Shively
40 Years



C. E. Haugh
35 Years



Mabel Scotten
40 Years



Gilbert Osmann
35 Years



Rachel Bettegnies
40 Years



W. T. Cox
35 Years



Caroline Adam
30 Years



R. N. Howerton
35 Years



Marie Glover
35 Years



Thomas J. Sheehan
35 Years



George W. Patterson
35 Years



C. S. Phillippe
35 Years



E. H. Kahlo
30 Years



Emil J. Streicher
25 Years



Joseph Kraus
30 Years



Clyde E. Smith
35 Years



Donald J. Hargadon
25 Years



Oliver L. Knight
25 Years



Luther Hall, Jr.
25 Years



Ralph C. Brunton
25 Years

Congratulations

45 Years

C. R. Barkman.....Commercial, Indianapolis
O. B. Hilton.....Plant, Indianapolis

40 Years

Floye Don.....Financial, Indianapolis

35 Years

Jack Dixon.....Plant, Bedford
T. T. Teets.....Plant, Indianapolis
J. T. Easterly.....Plant, Indianapolis
J. L. Garrett.....Plant, Evansville
Cecille Wilson.....Traffic, Indianapolis
Roberta Curry.....Traffic, Muncie

30 Years

Hazel C. McFarland.....Commercial, Jeffersonville
Marie Miller.....Plant, Indianapolis
Margaret Story.....Traffic, Muncie
Marie Williams.....Traffic, Indianapolis

25 Years

W. P. Connor.....Accounting, Indianapolis
Raymond L. Reiber.....Plant, Indianapolis
William Cage.....Plant, Indianapolis
Arnold Johnson.....Plant, South Bend
Kathryn Wheeler.....Traffic, Fort Wayne
Alice R. Massing.....Traffic, Indianapolis

20 Years

Janeth Crawford.....Commercial, Indianapolis
Janet Cook.....Commercial, Michigan City
Mildred L. Smith.....Commercial, Indianapolis
Albert E. Smith.....Marketing, Indianapolis
William E. Campbell.....Plant Engr., Crawfordsville
Rosanna S. Redmon.....Plant, Peru
D. E. Earlywine.....Plant, Martinsville
Thomas H. Seitz.....Plant, Jeffersonville
Louise Lee.....Traffic, Indianapolis
Ilda Walker.....Traffic, Indianapolis
Margaret O'Brian.....Traffic, Vincennes
Wilma Blackman.....Traffic, Marion
Nina J. Shady.....Traffic, Huntington
Helen Johnson.....Traffic, Anderson

15 Years

Glendyn Y. Curtis.....Commercial, Martinsville
Robert Ross.....Commercial, Michigan City

Ruth I. Slemmons.....Commercial, South Bennd
Roy N. Holmes.....Marketing, Indianapolis
Paul H. Macy.....Plant Eng., Crawfordsville
Lucille M. Fisk.....Plant, Indianapolis
Edward Walker.....Plant, Indianapolis
Beverly Hansman.....Traffic, Indianapolis
Norma A. Honn.....Traffic, Indianapolis
Ruth F. Smith.....Traffic, Bloomington
Evelyn Myers.....Traffic, Evansville
Natalie Sailor.....Traffic, South Bend
Arlene Umbaugh.....Traffic, South Bend
Kathleen Day.....Traffic, South Bend

10 Years

P. Carolyn Brady.....Commercial, Muncie
Jeanette P. Gaddis.....Commercial, Muncie
Don H. Arvin.....Marketing, Indianapolis
Charlotte Schneider.....Marketing, Indianapolis
Jack Steelsmith.....Plant, Lebanon
Charles L. Woodruff.....Plant, Lebanon
Lee Brock.....Plant, Bluffton
Francis Downing.....Plant, Peru
Shirley Reep.....Plant, Peru
Curtis A. Westfall.....Plant, Muncie
Ralph E. Morris.....Plant, Indianapolis
William E. Hohn.....Plant, Indianapolis
Ronald L. Johnson.....Plant, Indianapolis
Richard A. Murdock.....Plant, Indianapolis
Robert W. Snyder.....Plant, Indianapolis
Jeanine B. Newhouse.....Plant, Indianapolis
Gerald Vermillion.....Plant, Indianapolis
Norman F. Carney.....Plant, Indianapolis
Lawrence Jupin, Jr.....Plant, Indianapolis
Robert W. Moos.....Plant, Indianapolis
Charles T. McDonough.....Plant, Indianapolis
Albert J. Herbertz.....Plant, Indianapolis
Jerald Schwomeyer.....Plant, Indianapolis
James Macy.....Plant, Indianapolis
Eugene Alyn Moody.....Plant, Indianapolis
Gar J. Wallsmith.....Plant, Indianapolis
Robert M. Cope.....Plant, Plainfield
Minerva E. Hopper.....Traffic, Muncie
Roselle Lewis.....Traffic, South Bend
Eileen T. Leburg.....Traffic, Fowler
Doris D. Newton.....Traffic, Fowler
Delores Moreland.....Traffic, Indianapolis
Virginia Franklin.....Traffic, Bloomington
Patricia McClure.....Traffic, Terre Haute
Virginia Millsbaugh.....Traffic, Terre Haute
Marilyn Stevens.....Traffic, Fort Wayne
Helen M. Kuharic.....Traffic, South Bend

Anniversaries in the month of **APRIL**



C. R. Barkman
45 Years



Cecille Wilson
35 Years



Floye Don
40 Years



T. T. Teets
35 Years



Margaret Story
30 Years



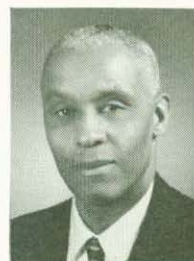
J. T. Easterly
35 Years



Jack Dixon
35 Years



J. L. Garrett
35 Years



William Gage
25 Years



Marie Williams
30 Years



Raymond L. Rieber
25 Years



Kathryn Wheeler
25 Years



Arnold Johnson
25 Years

Princess Cassie



Cassandra Lee Kamp, 19-year-old Indiana University sophomore, will lend her talents and beauty to many of the gala events of this year's "500" Festival as a member of the Queen's court. She was one of the five finalists among the 33 contenders who competed for the title of queen of the Festival which accompanies the annual 500-mile race at the Indianapolis Motor Speedway.

Cassie was sponsored in the queen's contest by Mr. and Mrs. Roy C. Echols. A long distance operator in Indianapolis Unit 3 last summer, she is the daughter of Mr. and Mrs. Gayle O. Kamp, of Indianapolis. Her mother is a secretary in the engineering department at the Western Electric Shadeland plant.

Princess Cassie is majoring in business management and administration at Indiana University, and hopes to enter the public relations field. She is a graduate of Public School 57 and Howe High School of Indianapolis.

A former Miss Indianapolis (1963) and runner-up for Miss Campus Coed (1964), she carries a B minus average at I.U. where she is a member of the Belles of Indiana, YWCA, and the Fall Carnival Committee. Blue-eyed, with light brown hair, Cassie is 5-3, 110, 35-24-35. Her hobbies are singing, swimming, knitting, dancing, ice skating and waterskiing.

A New Look For The Bell Seal

The familiar Bell seal—the emblem of the Bell System—was recently modified to make it stronger and more up-to-date.

This is the first official change in the Bell System seal in 25 years. Yet the creator of the original "Blue Bell" would still recognize his offspring today. The man was Angus Hibbard, general superintendent of AT&T back in the late 1880s. In that era the novelty of long distance calling had so stimulated business in the infant telephone industry that Hibbard and his associates decided they needed a public sign to keep up the momentum.

Enclosed in a rectangle, the "Blue Bell" was used for several years to advertise long distance telephone stations. As local and long distance gradually became interconnected, the words, "Local and Long Distance Telephone," appeared on the bell. In 1900 the rectangle was dropped in favor

of a double circle. The corporate name appeared between the circles, and the words "Bell System" were placed beneath the bell.



Modifications since then have all been variations on the same theme, with associated companies using their own names within the

double circle. In 1921 the words "Bell System" were inside the bell itself, and in 1939 the last official change was made to modernize the over-all design and adopt a more readable type face.

None of the official changes during the mark's 75-year history has altered Hibbard's basic idea. Each modification has strengthened the design to meet the changing needs of the business. And so it is with the current design.

The evolution of our service mark parallels the growth and progress of the Bell System itself. Yet the concept of our business has not changed—it remains a combination of operating, manufacturing and research units working under a common direction toward common goals. So, too, with the Bell System seal. But it has been strengthened to help people better understand the Bell System and the services it offers.

"The important thing is not that they (the Indiana Bell people pictured on these pages) are members of a minority group, but that they are members of the telephone team, capable fellow-workers making an unquestioned contribution to our service."



A veteran of more than 20 years' service, Stephen Douglass handles shipments of mail, express packages, and materials flowing through the busy Indianapolis loading dock.

EQUAL OPPORTUNITY— *a long-standing policy "because it is right"*

Equality of opportunity is an established policy in our company, one to which we have long been committed.

"We believe in this principle wholeheartedly," President Roy C. Echols said, in the 1964 Annual Report. "We intend to continue to live up to it in letter and in spirit."

Just a year ago, Mr. Echols reaffirmed our non-discrimination policy by signing the Plan for Progress in ceremonies at the White House, and only a few weeks ago Indiana Bell joined in the Plan for Progress third national conference in Washington, D. C.

Vice president John W. Kingsbury and assistant vice president L. W. Shumaker represented the company at the two-day meeting called to explore the achievements, current problems, and challenges in the field of equal employment opportunity.

How Plan Came About

The Plan for Progress is an outgrowth of a 1961 executive order of President Kennedy establishing the President's Committee on Equal Opportunity and two earlier orders issued by President Eisenhower providing for fair employment practices on government contracts.

Since its inception, some 300 companies with over 8½ million employees have signed the Plan for Progress, voluntarily pledging affirmative action with regard to the employment of minority groups.



Service representative Emma L. Culpepper talks with a residence customer in the Indianapolis Business Office at 440 North Meridian street.

EQUAL OPPORTUNITY

In our own company, such action has included making it known among Negroes that qualified applicants, regardless of race, creed, or color, are welcome in our employment offices and that we do hire many who apply.

Assisting in this effort is Julian Coleman, Jr., Dean of Boys at Indianapolis' Shortridge High School. A graduate of Bradley University with a master's degree in personnel work from the University of Wisconsin, Mr. Coleman has been employed since last summer as a part-time consultant in our Indianapolis Employment Office. He has been studying telephone jobs and employment opportunities and aiding in the recruitment of qualified Negro applicants.

Qualifications Needed

In a recent talk before a special convocation of 2700 Shortridge students, Dean Coleman stressed the qualifications that are needed to compete for jobs in today's employment market. He said:

"Too often today American industry is finding that they have jobs available, but not the qualified people to fill them . . . This is a challenge to each of you to get prepared for the years ahead . . . Most industries are hiring not just for today, but for the future, whether it be three years, 10 years or 20 years from today. Industry's foremost interest is the individual that is responsible, trainable and one that will be an asset."

Qualified job applicants also are encouraged to come in through the influence of the established Negro organizations in the various cities we serve.

District manager T. E. Doherty is a member of the board of directors of the South Bend Chapter of the Urban League, and Indiana Bell recently sponsored the League's annual Equal Opportunity Day luncheon there. Operations vice president D. K. Easlick acted as host and outlined our policy on equal employment opportunity.

In Indianapolis, employment manager J. V. Overman is a member of the board of directors of the Association For Merit Employment, which was formed a few years ago by the Friends Service Committee. It is now an agency of the Greater Indianapolis United Fund.

Vocational Program

As a result of Dean Coleman's activities, several Shortridge students have been referred to our Employment Office for part-time employment under the Diversified Cooperative Education program. Other participating schools are Ben Davis, Wood, Washington, Tech and Crispus Attucks High Schools in Indianapolis.



A graduate of several Plant School courses, Tommy Tompkins is an Indianapolis switchman. He is pictured adjusting a relay in the central office.



Charlotte Ferguson is a service assistant in the Indianapolis Information Office, with the responsibility of assisting operators and customers if they have any difficulty on calls.



Dorothy Hobson is a general clerk in the South Bend Business Office. A former teller, she joined Indiana Bell early last summer.

More than 25 high school juniors and seniors currently are employed by Indiana Bell under the DCE vocational program, which is open to all qualified applicants regardless of race, creed, or color. The students work a half day and attend school a half day, receiving regular credits for satisfactory completion of both on-the-job training and in-school related study. Some DCE graduates already have joined Indiana Bell in full time jobs.

In these and other ways, the company is actively seeking to carry out its Plan For Progress pledge. It will continue to do so, for full achievement of the Plan For Progress goal is a long-range undertaking. Our needs for competent employees are equally long-range. They can only be met by keeping the doors of our Employment Office open to all qualified applicants.

Important Contribution

Long experience with such a policy has demonstrated its value. Negroes in the Indiana Bell organization are working at a variety of assignments in every operating department. Some have moved up into management responsibilities. The important thing is not that they are members of a minority group, but that they are members of the telephone team; capable fellow-workers who are making an unquestioned contribution to the service we provide.

In the Bell System as a whole, non-white employment exceeded 34,000 last September. In recent years, the trend has been on the rise.

H. I. Romnes, A. T. & T. president, has clearly defined the reasons behind the Bell System's endorsement of equal employment opportunity.

"The good opinion of the world is one of them," Mr. Romnes said, but "a more compelling one is that prejudice breeds waste, the most tragic kind of waste, the waste of human resources." And then he added, "there is one reason above all others for . . . making equal opportunity come true—and that is because it is right."



Phil Whitney, who joined the company in 1960, became an Indianapolis lineman in June 1963, after attending a lineman's school. He installs poles and places cable in the Marion County area.



Paul Jones attended a radio school at Indiana Bell, took the Federal Communication Test, and received his second class radio telephone license. He is a special repairman, installing and repairing mobile radio telephone equipment.



Helena Davis is a supervisor in our Centralized Mail Remittance Office, where incoming payments from customers for service are processed.



Janie Stanley, who formerly held the posts of supervising teller and employment counselor, recently was appointed instructor in the Commercial department. She assists in training service representatives.



19 IBT drivers first industrial 'graduates' of special I. U. course—



SAFETY cum laude

By Rex Broome

WHILE the century's worst blizzard bludgeoned the state with 12-inch snows and 50-mile-an-hour winds late last February, a group of 19 Indiana Bell Plant men in Bloomington racked up hundreds of driving miles without touching a snowflake.

Done with mirrors? Partly—but it also was done with the Drivo-

trainer, Drivotron, rubber tubes and psychophysical tests.

The 19 Indiana Bell employees were trainees in a specially tailored driver training and accident prevention program at Indiana University. Ultimately that training could point the way toward new safety horizons for our company and our personnel.

Plant department managers had heard of the traffic safety work being done at I. U.'s School of Health, Physical Education and Recreation. Constantly on the lookout for new safety approaches, they asked Dr. Bernard I. Loft, associate professor of health and safety at I. U., if he could help.

The dapper, smiling safety ex-



Class members got plenty of tests during the three days. Here they're filling out the Hannaford industrial safety attitude scale. Other exams included personality surveys, first aid quizzes and driving knowledge checks.

pert has had plenty of practice fielding such challenges. Last summer he and his colleagues trained approximately 80 Peace Corps volunteers to drive Jeeps before they left for duty in Sierra Leone. The I. U. staff also has designed many other driver training courses since I. U. pioneered university-level driver education 25 years ago; Indiana Bell, however, unknowingly became the first industrial or business group to ask for such a course.

Any suspicion that the I. U. program might turn into "just another traffic safety lecture" was laid to rest in the first five minutes. The trainees reported to the driver education laboratory of the sprawling Health, Physical Education and Recreation Building.

The lab is like few other classrooms anywhere. Instead of desks, the room is furnished with tables and chairs. The only chalkboard is a portable one. Ranged at the rear of the room stand three car-like devices that vaguely resemble flight simulators used to train pilots, plus a motion-picture projector that seems normal but shoots out pictures almost twice as wide as ordinary movies.

"We're here to learn how you and your fellow workers might be around a year from now, when otherwise—because of an accident—you just might not be," quiet spoken but convincing Dr. Loft told his new students.

"You'll notice that we go all the way for safety," Dr. J. Keogh Rash, department chairman, pointed out. "Instead of coffee 'breaks' in your schedule, we have coffee 'stops.'"

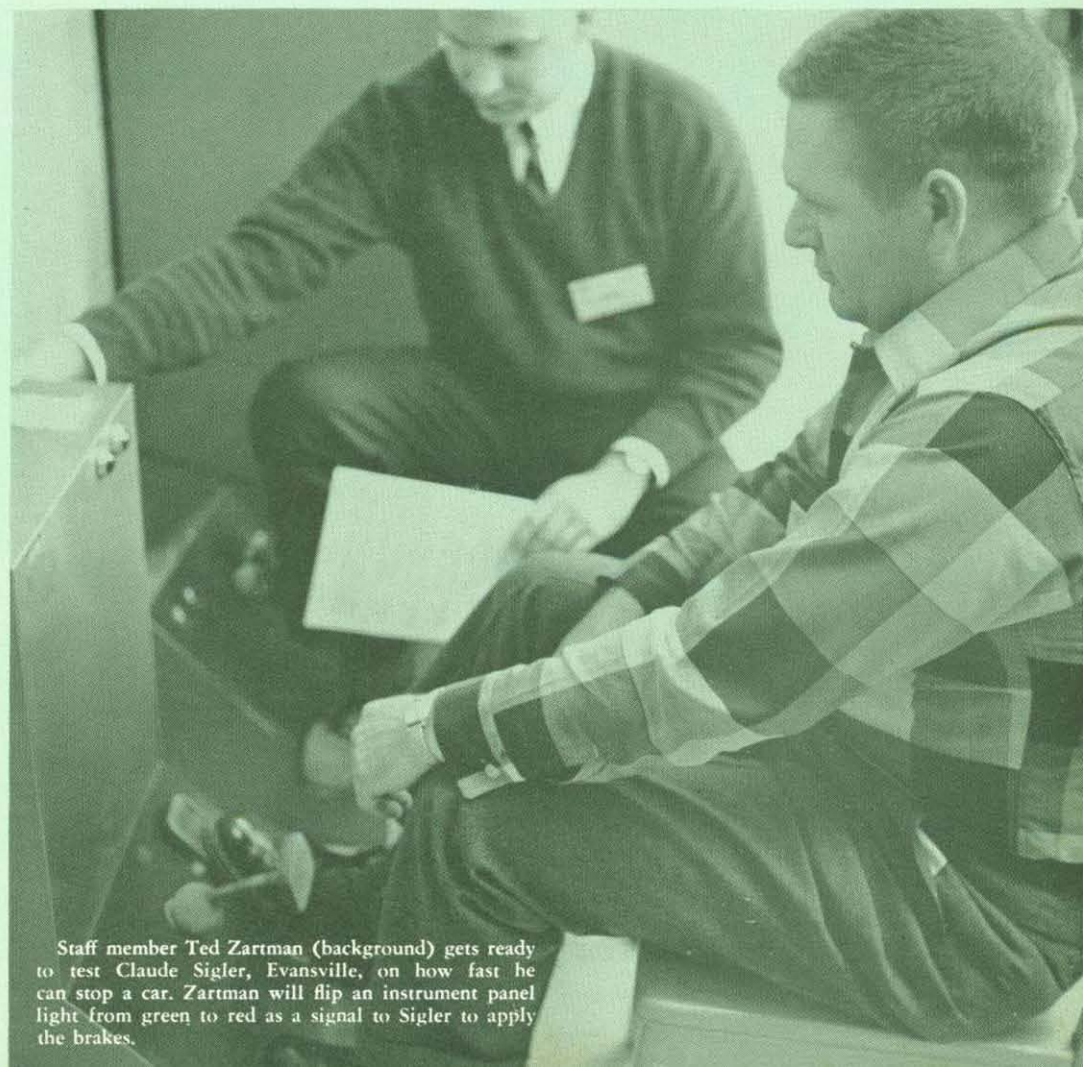
After the first such pause, William T. Brennan, assistant profes-

sor of health and safety, strode to the front of the room, smiled at the Bell men—and passed out a test. Like all others in the program, though, it was given primarily to stimulate interest and increase participation in the safety lessons. Only secondarily were the tests intended to measure the Bell men's knowledge and progress.

"For," as Dr. Loft pointed out, "we are fully as concerned with off-the-job accidents as we are with on-the-job accidents. We hope

to train not only you but, through you, the people you work with and your families as well." This goal was to become increasingly clear in the next three days.

Right after lunch the class was divided into four groups for more intensive individual training. One group reported to Norman Carrick, driver safety consultant for the Rockwell Manufacturing Company. Carrick worked with the students on the Drivotron, one of only 25 such units in the entire United States. I. U. had imported it espe-



Staff member Ted Zartman (background) gets ready to test Claude Sigler, Evansville, on how fast he can stop a car. Zartman will flip an instrument panel light from green to red as a signal to Sigler to apply the brakes.

SAFETY cum laude



Assistant I. U. track coach Bill Perrin (foreground) leads the class in exercises designed to show the relationship between physical fitness and driver safety.

John Sutton (left) of Evansville and other class members work with rubber stretch hoses. Fitness helps prevent accidents, I.U. professors feel.



cially for the Bell program, and right after the final lesson it was rushed back to Rockwell for use elsewhere.

Using the Drivotron, the trainees sat in a replica of the driver's seat of a car. They operated a steering wheel and other automobile controls, and these in turn sped up, slowed down and "turned" a movie of a street flashed onto a screen in front of the "driver." The front end of the car-like device swung through a 15-degree arc, giving the driver an even more natural "feel" of the road.

The Aetna Life Insurance Com-

panies handle educational and promotional work on Rockwell's Drivotrainer, so another group of Bell students worked with Hank Adams, educational assistant for Aetna. The Drivotrainer is similar to the Drivotron but was designed primarily to teach beginners to drive, where the Drivotron was developed to sharpen the skills of professional drivers. Smaller and simpler than its bigger brother, the stationary Drivotrainer also permitted three drivers to "drive" the same wide-screen film simultaneously.

A third group of trainees reported to an \$8,000 psychophysical testing laboratory, where a battery of nine different tests checked their vision, judgment and reactions. "We are not overly concerned with your scores as such," Dr. Loft explained, "but we feel that if you have a driving limitation you want to know it. We certainly want to help you correct it, too."



Hank Adams (left), educational assistant for Aetna Life Insurance Company, readies Drivo-trainer film for (left to right) George Roberts of Bloomington, Donald Nally of Shelbyville, John Armstrong of Columbus (nearly hidden) and David Sage, also of Columbus.



Assistant professor William Brennan demonstrates new "scoop stretcher" for the class. "Patient" is Mike Budd of Indianapolis. (Budd's left arm is encased in a newly developed pneumatic splint-bandage combination as part of the first-aid demonstration.)

The fourth group worked together only the first of the three days. Members actually drove Indiana Bell vehicles on Bloomington streets, and each took along an I. U. staff member as a rater-passenger. The road test scores of the Bell men were entered in the school's permanent research records; since the blizzard wiped out any chance for the other groups to be road tested, Dr. Loft will visit them individually on the job and administer the same standardized tests.

The most novel aspect of the program was yet to come, however. Late in the afternoon, William Perrin, assistant I. U. track coach, led the Bell men in a series of physical exercises using eight-foot lengths of rubber stretch hose. The exercises, incorporating the theory of progressive resistance, proved so popular that nearly all class members later bought the lengths of tubing for their personal use.

Aside from the changes the blizzard made necessary, the schedule of discussions and tests in the morning plus driving simulators and exercises in the afternoon was repeated the second and third



Rowland (Tony) Hartsock, Indianapolis, awaits the start of the Drivotrainer film. Movement of the automobile steering wheel and other car controls recorded each driver's reactions to emergency driving conditions in a film shown on a screen in front of the car-like machines.

days. Dr. Loft and his staff constantly checked the trainees' interest and reactions, and discussions of the material they were getting in the course soon outweighed casual conversation during the coffee "stops."

During the last day, Mike Budd of Indianapolis and Robert Whitaker of Martinsville scored 100s on the 10-event Drivotron test film. "It's unusual to have any driver score 100," Carrick said, "but to have two out of a group of 19 make perfect scores really is out of the ordinary."

Even more outstanding, as a visiting professor from another university department discovered, was the attitude of the Bell employees. The visitor listened to an explanation of the program, then paused thoughtfully.

"It seems to me that the Bell System always has had a pretty good driving safety record," he mused. "Shouldn't WE be studying YOU?"

The Bell man to whom he addressed the question hesitated. "Professor," he said slowly, "let's put it like this—we in the class think that maybe we're *both* learning something from each other."



Dr. Bernard I. Loft, course director, uses a wooden block to explain the "accident chain" to the class. Note other blocks on table behind him.

George Price (standing), Evansville, watches I. U. staff member Larry Olliges test the vision and depth perception of fellow Indiana Bell Plant man Neil Richards, Indianapolis.





Esther Doughty, center, a knitter with years and years of practice, helps Donna Byrne, left and Donna Detrick when a dropped stitch or a bit of shaping requires attention.

The Feminine Viewpoint

Knit Two, Purl One, Drop One—OH, NO . . .!

Traffic women work so closely together, so many hours of the day that it isn't exactly surprising to note how an activity begun by one or two of them can become the hobby of a large group. In some offices, it's bridge. In others, other pursuits take precedence from time to time.

In New Albany, knitting is *the* thing. During lunch hours and breaks, operators step into the lounge, draw long needles and a bundle of yarn from a knitting bag and settle down to complete a few rows before going back to the switchboard.

About a quarter of the operators—twenty or

so—are knitters, and they have as a group completed a large number of stunning articles of knitwear in the last two years. The hobby is catching, the peaceful whisper of the needles and the automatic movements of the nimble fingers are not so demanding of attention that a quiet chat can interrupt progress on the sweater.

From simple patterns to the most intricate and beautiful designs, New Albany knitters try them all. One spectacular creation is of white angora with vivid blue, green and golden snowflakes falling into the cloud-like background. Besides

Dorothy Botkin models a superbly fitted sweater and skirt combination.



Light and lacy is the appearance of this cardigan Pauline Moore wears.



Martha White knitted matching sweaters for herself and her husband.



sweaters, advanced knitters are working on knitted coats, suits and skirts. Cables, chains, popcorn and fancy ribbing variations are some of the stitches that appear. Some women knit sweaters and jackets for their husbands to match their own. A boating enthusiast made a beautiful "Captain" and "first mate" set with exceptionally heavy yarn so that the finished jackets are as thick and weather-proof as leather.

Socks used to be a popular item for knitters. They were easy to do and went fast. New Albany women have long since graduated to bigger things. There are exceptions: in the midst of the group, patiently turning out dish cloths of cotton yarn, the beginners are practicing for the day they cast on the first stitches of a sweater or dress.



Lima's River Jordan

Easter Customs We Don't Observe

Many of our favorite holiday customs have come to us from other lands, their origins lost in the mists of pagan rites and beliefs. They add joy and gaiety to the day. What would Easter be without the Easter bunny, the colored eggs, the gay new hats to commemorate rebirth and renewal? On the other hand—what would Easter be WITH the following customs, unpreserved, thank goodness . . .

Easter in England used to be known as the "Sunday of Joy," marked by tremendous feasts and parties and the exchange of fancy gifts. On Easter morning every window and door was left wide open so that the magical Easter sun could penetrate and drive out evil spirits. The penetrating winds of spring would tend to drive some to pneumonia, while a gift exchange on top of Christmas . . . well!

To this day some Europeans still "sun" their Easter food, laying the feast on the ground to absorb the curative effects of old sol.

The "Easter whipping" takes place in some Scandinavian countries. The first person awake on Easter flails those still in bed with a birch wood switch. This is supposed to give the lazybones in the household so much zip and vigor they don't relax again for a whole year.

The River Jordan and the Holy Land lie many thousands of miles from the town of Henderson, Kentucky, and the banks of the Ohio. Lima Brown's artistic talent, though it hasn't exactly brought them together, has cast some of the religious aura of the Holy Land upon the services in her church in Henderson.

Lima is a long distance operator in Evansville. She hasn't visited the Holy Land, nor has she studied art, but her mural of a scene along the Jordan River is artistic and authentic. She had painted many pictures previously, and for this one, she studied many photographs of the area.

The mural, six by six and a half feet, is hung behind the baptistry. During the ceremony of baptism, the painting is illuminated, first with red lights which make the picture seem to glow as in a sunset. During the baptism, blue spotlights barely illuminate the scene, signifying midnight, and afterwards, white lighting gives the painting the appearance of the bright dawn of a new day.



George Jarvis (right)

... general operations supervisor, Indianapolis, pictured with C. C. Capel during retirement celebration.



John Jones (right)

... installation foreman at South Bend retired with 36 years on February 7. Retirement credentials presented by Jack Minton.

RETIREMENTS

C. W. Hopkins, division plant manager, Kokomo, retired April 1 with 47 years of service.

Frances Lynch, service assistant, Peru, April 17 with 45 years.

Doris Richie, group chief operator, Indianapolis, 42 years on March 28.

Wanda Murphy, service assistant, Muncie, 41 years on February 28.

Elsie Paine, dial office clerk, Indianapolis, April 1 with 41 years.

Anna L. Archer, operator, South Bend, 41 years on February 7.

Ralph Hilbert, installation foreman, Anderson, March 1 with 40 years.

Sophia S. McDonald, service assistant, New Albany, 39 years on February 7.

George B. Jarvis, general operation supervisor, Indianapolis, April 1 with 39 years.

Frank Dye, lineman, Frankfort, 38 years on March 1.

Edward D. White, general plant personnel supervisor, Indianapolis, April 1 with 37 years.

Vera Frances High, dial office clerk, Indianapolis, 35 years on March 21.

Vine G. Kercheval, general Marketing supervisor, Indianapolis, April 17 with 32 years.

Gerald B. Gray, cable splicer, Anderson, 25 years on March 22.

Irene Ullrich, operator, Indianapolis, March 14 with 23 years.

Beulah J. Metz, Traffic engineering clerk, Indianapolis, 22 years on April 4.

Ruth Ward, operator, South Bend, April 11 with 21 years.

Mary H. McCabe, operator, Shelbyville, 21 years on January 1.



Floyd Cripe
(right)

... Evansville supervising repair foreman retired February 5 with 44 years of service. Pictured with Pete Rice during a moment of hilarity at retirement party.



Ivy Cook

... operator at Lebanon, retired February 14 with 36 years. Curt Jordan made the presentation of the traditional billfold.



Elsie Paine (right)

... dial office clerk, Indianapolis, serves a piece of cake to Ruth Bayless during retirement reception.



Julia Brennan

... Indianapolis operator, retired January 31 with 45 years. Gene Popma made the final pin presentation.



Vera Frances High

... dial office clerk, Indianapolis, received the billfold presentation from Russ James during retirement reception.

OUR THANKS TO SOME VIP'S

The thoughtful men and women pictured below are four Very Important People to us—they are four of our readers. With pencils and questionnaires in hand, they are telling us what they think of Bell News and the company's employee information program in general.

These four people were among about 1,000 Indiana Bell employees throughout the state who participated recently in a survey of our information program. These pictures were taken at an Indianapolis meeting, although others were held in Bloomington, Columbus, New Albany, Evansville, Anderson, Muncie, Crawfordsville, Marion, Fort Wayne, and South Bend.

From this broad coverage, we hope to obtain a composite picture of how Indiana Bell people feel about present sources of general telephone information and how they can be improved. The results of the survey are being compiled by the Accounting department statistical group and will be published for your information at a later date.

Our thanks to all of you who took part in the study. We hope the long-range results will be for the benefit of all Indiana Bell people by helping us keep our information program closely attuned to your needs and interests.



UN BON NOMBRE

What does the telephone company do with old phone numbers? If your name happens to be Brigitte Bardot, your old number may bring \$17,000

The Tale Gate

in a charity drawing, as happened recently in St. Tropez after BB's number was printed in the newspapers (she was given a new private listing).

The St. Tropez office of the French Postal Ministry, which operates the French telephone system, decided to hold the drawing when they discovered there was a great demand for BB's old number, mainly from single ladies.

The winner, Gaston Souvant, an employee of the local gas works and the father of four, said he thought he was buying a chance on a new car.

CONGRATULATIONS, DEE

Diantha DeGraw of the Indiana Bell Public Relations department, received recognition for two of her special articles for Bell News in statewide competition sponsored by the National Federation of Press Women.

Dee's article on "Your Vote and Reapportionment", which appeared in the March-April 1964 issue of Bell News was adjudged the best news story in the magazine competition when the winners were announced recently at the Women's Press Club of Indiana awards dinner.

Her article about "The Angel Mounds," near Evansville, which was published in the September-October 1964 issue of Bell News received a third place award in the magazine feature story category.

Dee's contributions to this issue include the colorful presentation on

historic Hoosier homes which starts on page 17.

HABIT FORMING

Dr. Bernard I. Loft, I. U. professor, demonstrated unforgettably how quickly habits, either good ones or bad ones, can be started. At the I. U. driving school described on Page 28, he asked for a volunteer who was wearing a coat. Ray Kemp of Martinsville stepped forward.

"I want you to pretend that you're all dressed up and going out to dinner," Dr. Loft told Kemp. "Say you've arrived in the restaurant now and are ready to sit down. Before you do, you'll take off your coat, so take it off now and hand it to me." Kemp did so.

"Now let's do it once again," Dr. Loft smiled. "You're in the restaurant and ready to be seated. Take off your coat and hand it to me, please." Once again Kemp complied.

"Now just once more," Dr. Loft continued. "From home to the restaurant, and take off your coat again." Kemp slipped out of his jacket and handed it to the professor a third time.

Suddenly Dr. Loft turned to the class and asked, "What did he do that he shouldn't have done?" The silence grew and lengthened. Just when it seemed he had stumped Kemp's 18 classmates, Robert Whitaker of Martinsville spoke.

"Well, he handed you the coat the third time and all you asked him to do was take it off," the observant Whitaker said. "Was that it?"

It was, indeed, the answer—but were YOU as observant as Whitaker? Did you catch the "mistake" without having to re-read it two or three times?

A COPY FOR YOU

Beginning on page 2 of this issue, you'll find a synopsis of Indiana Bell's Annual Report for 1964. The six-page News feature contains the text of the President's statement and some of the highlights of the year just passed in our business.

The full Annual Report contains much more information, including many pictures of Indiana Bell people and operations throughout the state and the company's financial statements for 1964. If you would like a copy of the complete Report, ask your supervisor to obtain it for you.