

Tales from an old Phone Directory

Part 2 – Would You Believe ...?

One can find a certain amount of lightheartedness in the many unusual entries that the 1943 telephone directory for Vienna contains ... I am sure that I missed many an interesting listing, since the scans are mostly of a random nature, but I hope that I still caught enough of them so that readers will find them of interest.

The first batch of scans are of folks who carry the one or the other title of nobility – these are of special interest because those who received their title during the Austro-Hungarian Empire were forced, by law, to drop them after the Empire fell apart on November eleventh, 1918, when Austria became a republic. The situation was different in Germany; German citizens were allowed to retain their titles of nobility after the collapse of the German Empire ... when Austria became part of Nazi Germany, the titles which Austrians had once held were reinstated. Because of this, it is impossible to tell between such titles as belonged to Austrian citizens before 1918 and those of Germans who had moved to Vienna in order to escape allied bombing raids.

So, to get things moving – has anyone ever seen any princes or princesses listed in your own public phone book?

Fürstenberg Daisy Prinzessin XIX/117 Hasenauerstr 30
A 1 40 89
- **Irma Fürstin** zu XVIII/114
Ulmer Str 33 B 1 10 13
- **Karl Egon Fürst u. Landgraf** Großgrundbes. I/1 Himmelpfortg 13 R 2 70 00
- **Karl Emil Prinz** III/40 Metternichg 12 U 1 64 81
- **Tassilo Prinz** III/40 Metternichg 12 B 5 83 51

The German word "Fürst" literally translates as "prince," but so does the word "Prinz" – there must be some subtle difference between the two, because it wouldn't make much sense to list some of the folks who share the family name "Fürstenberg" with the title "Fürst," while others are listed as princes and princesses. I guess that a "Fürst" would have ruled a smallish country

The title "Landgraf" translates to "Landgrave."

Liechtenstein Alois Prinz von † IX/66 Alserbachstr 14/16 A 1 90 95
- **Eduard Prinz von u. zu** IV/50 Gußhausstr 14 U 4 20 76
- **Franz Josef reg. Fürst v.** IX/66 Alserbachstr 14/16 A 1 90 95
- **Johannes Prinz von und zu** I/1 Löwelstr 12 U 2 11 34
- **Konstantin Prinz v.** I/1 Löwelstr 12 U 2 54 24

The Principality of Liechtenstein still exists; Franz Josef Fürst von Liechtenstein was the ruler in 1943.

Readers may wish to refer to <http://www.liechtenstein.li> for further information regarding Liechtenstein.

Lippe-Weissenfeld Rüdiger Prinz zur Rittm. a. D. IV/50 Argentinier Str 20a U 4 24 00

This prince is from Germany; those who could afford to do so fled eastwards to avoid the allied bombing raids – this prince is one of those "refugees."

Barons and Baronesses were "a dime a dozen" in 1943 Vienna ... and my father could have been part of this bunch, since one of my great-great-grandmothers was noble – and the title was heritable to *all* legitimate offspring. Her family name was Eissner von Eisenstein, and the last title belonging to her branch of the family (from 1914) was that of Baron or Baroness (as the case was).

De Toma Marianna † Baronin
IV/50 Argentinier Str 22
U 4 30 40

Rothenthal Antonie Baronin
IV/50 Gußhausstr 10
U 4 30 81
– **Heinrich Freiherr v. Obht.**
a. D. Wien-Mauer (XXV) Haupt-
str 5 Atzdfl 8 47

Mardegani Marie Baronin
Sekt.-Chefs-Wtw. III/40 Schredt-
gasse 34/36 U 1 04 34

Jovanović Theodora Baronin
I/1 Löwelstr 12 U 2 78 81

Karwinsky Gustav Baron
Alleininh. d. Fa. Pilat & Co.
XIX/117 Zumbuschg 29
B 1 35 24

**Sommaruga Antoinette Ba-
ronin** III/40 Am Heumarkt 11
U 1 80 82

Boroëvič Leontine Baronin
Feldmarschallswtw. VI/56 Ge-
treidemarkt 11 B 2 96 13

Heine-Geldern Käthe Baronin
I/1 Fichteg 2a R 2 34 72

Kiss de Ittebe Anton Baron
I/1 Kärntner Ring 4 U 4 63 48

Maretich Eduard Baron v.
XVIII/110 Gustloffg 39
B 4 61 93

Drasche-Wartinberg Baronin
Schloß Inzersdorf R 1 51 05

Ringhoffer Aline Baronin
III/40 Reisnerstr 50
B 5 45 44
+ U 1 80 70

Mardegani Marie Baronin
Sekt.-Chefs-Wtw. III/40 Schredt-
gasse 34/36 U 1 04 34

L'Estocq Helly Baronin
XIX/117 Gatterburgg 25
B 1 41 54

Liser Minnie de Baronin I/1
Führichg 2 R 2 36 83

**Nagy de Töbör-Ethe Aladár
Baron** III/40 Rennweg 4/6
B 5 09 37

**Waldstätten-Zipperer Mela
Baronin** XVIII/110 Währinger
Str 157 R 6 03 38

Haydegg Emmy Baronin
Sprachlehrerin u. Auslands-
korrespondentin XVIII/110 Scho-
penhauerstr 13 A 2 21 87 L

**Kirigin - Mardegani Cyrill
Baron** H.R. a. D. III/40
Ungarg 54 B 5 31 69

Korff Alexander Baron Be-
triebsführer I/1 Singerstr 4
R 2 84 01

I'm not going to bore readers by showing each and every listing I found for someone with a title of nobility (I scanned some 200+ listings), but I will go so far as to show the listings I found for the title of Count/Countess.

Draskovich Paul Graf IV/50
Tilgnerstr 3 U 4 80 79

Kuenburg Erich Graf Ritt-
meister a. D. III/40 Marxerg 3
U 1 36 80
– **Franz Christoph Graf v.**
III/40 Untere Weißgerber Str 43
U 1 88 81

Logothetti Emanuel Graf Dr.
Reg.Rat III/40 Hießg 11
U 1 07 84

**Hartenau-Battenberg Jo-
hanna Gräfin** I/1 Parkring 18
R 2 74 79

**Marogna-Redwitz Graf Ru-
dolf** II/27 Böcklinstr 27
R 4 02 48

Götzen Olga Gräfin IV/50 Prinz-
Eugen-Str 6 U 4 80 90

Lüders-Weimarn Marie Grf.
I/1 Reichsratsstr 9
A 2 61 80 B

Reigersberg Marianne Gräfin v. Generals-Wiw. VI/56
Gumpendorfer Str 63 c
B 2 11 46 U

Kerssenbrock Anna Gräfin
IV/50 Wohllebeng 6 U 4 26 50

Hoyos Balthasar Graf Beamter I/1 Zedlitzg 7 R 2 27 89

- **Edgar Graf I/1 Stubenbastei 2 R 2 37 25**

- **Johann Georg (Edmée) IV/50 P1581g 1 U 4 32 66**

- **Josef Graf v. III/40 Uhdeg 6 U 1 61 05**

- **Karl IV/50 Hoyosg 5 U 4 33 33**

- **Rudolf IV/50 Hoyosg 5 U 4 60 39**

Hoyos-Seilern Ilona Gräfin
IV/50 Hoyosg 5 U 4 04 71

Montecuccoli-Laderchi Maria Raimonda Gräfin IV/50
Operng 32 A 3 71 37

Thun-Hohenstein Anna Gräfin IV/50 Goldegg 5 U 4 30 19

Sizzo-Noris Gustav Graf Statthalter d. Ritter-Ordens v. heil. Grabe I/1 Dominikanerbastei 4 R 2 13 52

Gudenus Angela Gräfin (Philipp) I/1 Beethovenpl 2 B 5 15 13

Sekerka Alexander Graf u. Gräfin Nora Sekerka Großgrundbes. IV/50 Prinz-Eugen-Str 34 U 4 52 62

Dohna Heinrich Graf XIII/89
Glorietteg 13 A 5 20 92

Well, so much for the Counts; now for a medley of odd and unusual listings, starting out with one which needs no translation: humor was dearly needed in 1943, morale up. On the other hand, the Wehrmacht was short of recruits by then, and every hand was needed. Possibly the guy was unfit for active service.

Grolich Walter Humorist
VI/56 Luftbadg 13
B 2 61 60 B

Blaskopf Max Reißverschlussfabrik VII/62 Lindeng 56
* B 3 95 50

This guy owned a zipper factory, although it may well have been shut down by 1943 because brass was needed elsewhere

This woman was a hairdresser in some unnamed theater at Vienna – she may have wound up as a barber in some front theater of the Wehrmacht.

Hainzl Julie Theaterfriseurin
I/1 Hellerstorferstr 15
U 2 87 31

Haist Alois Albert Pensionist
XII/82 Wilhelmstr 68
R 3 66 45

I really got a kick out of this listing: retiree. Why would anyone want that tidbit of information to be included? Sure beats me

This lady was a film actress; Vienna had its own movie studios, and they were still churning out films to offer distraction from the bad news from the war fronts.

Ittler Maria (Johann Postsekretär) Filmdarstellerin XV/101
Haidmannsg 7 R 3 63 46

Davis Gustav Schriftsteller u. Gutsbesitzer Wohnung XIX/117
Peter-Jordan-Str 43 A 1 82 99
Büro A 1 47 33

This gentleman wasn't only an author; he was also listed as being a landowner. Maybe he wrote books on rural living?

This listing is for a man who was a horse butcher; horsemeat was easier and cheaper to come by during the war ... and Vienna *still* has a few butcher's shops which offer horsemeat today.

Hansa Johann Pferdelleschauer XX/20 Vorgartenstr 63
A 4 64 65

Hawel Alfred Porträtmaler
Atelier u. Wohnung I/1
Herreng 2 U 2 84 09

Here we have portrait painter; his home address was also that of his studio. I just wonder how many folks had the time and the money to have their portrait painted in 1943?

Here we have a Mr. Heiller, who was an opera and concert singer by profession.

Heiller Anton Opern- u. Konzertsänger XVII/107 Heuberggasse 26 U 5 18 06

Heiss Georg Champion d. Friseur Wiens u. Int. preisgekr. Damenfriseur VI/56 Gumpendorfer Str 67 B 2 21 48 U

This is another one of my favorite listings; this guy was the champion hairdresser of Vienna and also a winner of international prizes as a ladies hairdresser. What more could anyone ask for?

Even if you were no more than the widow of a Lieutenant-Colonel, you'd still want that fact listed ... only heaven knows why.

Helwig Elisabeth Oblts.-Wiw. 4/1 Zedlitzg 3 R 2 61 61 B

Hemmerich Karl Rauchfangkehrermeister XII/82 Schönbrunner Str 138 R 3 91 79

Mr. Hemmerich's job was important, even during the war; he was a chimneysweep, and there were still more than enough chimneys to sweep back in 1943.

Here we have another shop owner, this one sold soaps, candles and miscellaneous household goods. The odd thing is that this isn't a listing from the business pages, but is rather Mr. Henesch's *private* phone listing

Henesch Johanna Seifen Kerzen u. Haushaltart. IV/50 Naschmarkt 330 371 372 B 2 15 81

Doddenhof Lars Schauspieler u. Regisseur XVIII/114 Hockeg 71 R 6 04 79

What a nice combination of jobs: this guy is an actor *and* a director. I wonder if he ever directed himself?

This man was a real specialist – he transported pianos for a living ... he was probably very busy rescuing pianos from bombed-out buildings.

Hengster Josef Klaviertransporteur X/75 Muhreng 15 R 1 33 78

Grimm-Szepes-Etelvar Gustav Kriegsinvalider Berufs-offizier a. D. VII/62 Neustiftgasse 18 B 3 14 33

This is a really weird listing – the gentleman was a retired career officer who was so seriously injured during an unspecified war that he became an invalid.

This guy was worth knowing; he was a radio technician. One needed folks like him to get ones cheap Nazi radio modified so that one could hear the BBC.

Hermann Julius Radiotechniker XVI/107 Friedmannng 5 A 2 03 50 B

Schramel Karl prämierte Mehlwürmerzüchtereier XIV/89 Meiselstr 70 U 3 67 39

This guy operated a prize-winning breeding company – for meal worms, of all things.

Mr. Haasl had an interesting and long-gone job; he was a telephone and telegraph open-wire line inspector.

Haasl Wenzl Telegr. Leitungsaufseher XX/20 Vorgartenstr 63 A 4 23 96 U

Kessler-Kegel Alfred Zauberkünstler u. Bahninsp. V/55 Margaretenstr 145 B 2 71 89 U

Apparently, being a magician didn't make ends meet, so this guy was also an inspector of the Deutsche Reichsbahn (German Railways).

Here we have a manufacturer of buttons and buckles. One should remember that these listings *aren't* from the "yellow pages"; they are private listings.

Kocian Alfred Erzeugung v. Knöpfen u. Schnallen XVI/107 Haslingerq 41 U 5 13 30 Z

Himmelbauer Dora Univ.Prof.-Wiw. II/27 Schüttelstr 71 B 5 31 86

Here we have another widow who wanted the world to know who her husband once was: a university professor.

The listing below requires a bit of an explanation; it is for a joiner's shop and a special cleaner's shop ... for playing cards. Back then, there was a special tax on playing cards and it was less expensive to have ones cards cleaned, rather than to buy a new deck.

Khier Maria (Leo) Spielkarten-
reinigung u. Tischlerei XV/101
Graumanng 35 **R 3 49 28**

Here we have the liquidator of the firm of "Kux, Bloch & Co." The family names "Kux" & "Bloch" are of Jewish origin

Kleisinger Adolf Dir. Liquidator
d. Fa. Kux, Bloch u. Co. i.
Liquidation XIII/89 Suppég 7
A 5 35 02

Höfelmayer Josel Schneeweiß-Haar-Regenerator
VI/56
Millerq 31 **B 2 88 44**

This gentleman had *something* to do with a product called the "Snow-White Hair Regenerator;" what, exactly, is unknown.

Mr. Knofl was an undertaker who had set up shop in Vienna's 23rd district

Knofl Anton Leichenbestattung
Wien-Oberlaa (XXIII) Hauptstr
58 **R 1 62 80**

Hörzing Berta Karton.-Erzeug.
Spez.-Artikel: Füllfederkartons
XVI/107 Hellg 5 **B 4 13 62**

Mrs. Hörzing was apparently the owner of a plant which manufactured all manner of boxes, specializing in those for ink filler pens.

Mr. Hohner wanted everybody to know that he was a real estate owner, i.e. that he was rich.

Hohner Karl Realitätenbes. V/55
Gießbaufg 1 **B 2 81 68 Z**

Koktan Franz Werkstätte f.
Holzblasinstrumente XVI/107
Hollerpl 11 **A 2 27 38**

Here we have the private listing for a guy who owned a specialized workshop for woodwind instruments.

Somehow, I can't imagine that horse races were still being held in 1943, but here is a guy who was a trainer for trotting horses.

Kreipl Edmund Trabertrainer
II/27 Venediger Au 1
R 4 49 67

Hollweger Franz Milchsonder-
geschäft I/1 Elisabethstr 26
B 2 71 77 U

This is another listing which requires an explanation; it was for a "special milk shop." Milk was commonly offered for sale in open buckets, watering cans, &c., which sometimes wound up standing next to open buckets of petroleum and the like in the shops. "Special" milk shops only dealt in milk and milk products which were hygienically cooled and stored.

Buttons used to be commonly offered by the dozen and were usually sewn onto white cardboard cards. This woman owned a factory which specialized in producing such cards.

Kutilek Hermine Knopfkarten-
erzeugung VII/62 Seideng 26
B 3 28 82

Lebduschka Leopold Kellner
VI/56 Kaserneng 15
B 2 11 39 U

One wonders exactly *where* this guy was a waiter that the fact that he *was* a waiter would be of importance to anyone but himself

Does anyone out there know what, exactly, a "general landscape director" is supposed to be? I haven't the foggiest idea

Lechler Walter Generalland-
schaftsdirektor XIX/114 Glan-
zingg 23 **B 1 46 31**

Lehninger Josel Glas u. Por-
zellanmaler XVII/107 Weid-
mannng 34 **B 4 21 57 B**

I can't imagine that this guy was in high demand in 1943 – his specialty was painting decorative patterns on glass and porcelain.

Horvath Ludwig Pferdehändler
X/75 Neulreichg 7 R 1 55 53

Here we have the listing of a horse trader – I wonder how he got along in that business, considering that the Wehrmacht had already requisitioned every horse capable of carrying or pulling heavy loads.

Mr. Lindenlaub manufactured thermometers of an unknown type – I can't imagine that such an article would have been in great demand in 1943

Lindenlaub Emil Thermometer-
erzeugung V/55 Margaretenstr
87 A 3 38 95

Kappler Alois Wand- u. Pla-
fond - Reinigungsanstalt II/27
Volkertpl 7 R 4 51 20 L

This guy owned a firm whose specialty was cleaning walls and ceilings – he was probably very busy in '43, cleaning up after bombing raids.

This guy probably wasn't earning much in '43; he offered guided tours thru Vienna ... what did Vienna have to offer tourists back then?

Majewski Felix Fremdenführer
V/55 Margaretenzürtel 126
A 3 16 22

Mayer Heinrich Reisender
XV/101 Rusteng 2 R 3 24 26

Mr. Mayer had what one could call a true classic of the day and age: he was a travelling salesman

We've already seen some oddball occupational listings, but what about someone who sells special loam to stove makers? It doesn't really sound like it would be very profitable.

Meitinger Karl Lieferant f.
Haferlehm X/75 Leebg 37
R 1 61 69

Mlejnek Friedrich Schilder-
U 4 94 23

The typesetter goofed here; the occupation is simply listed as "sign" ... sign painter would have been correct.

Here we have another occupation which is almost dead these days: manufacturing lamp shades.

Neuhardt Marie Lampen-
schirmerzeugung VIII/65 Piari-
steng 26 B 4 37 04

Piskatschek Rudolf Taschen-
uhrgehäuseerzeuger XVI/107
Wichtlg 70 U 5 21 59 Z

Owners of fancy pocket watches often wanted to protect the same from damage, so they bought a protective outer case ... which is what this guy manufactured.

Mrs. Rothmayer was the holder of an interesting title, namely that of Master Yodeler.

Rothmayer Adolfine Meister-
Jodlerin III/40 Wällischg 4
B 5 52 01

- **Karl** Vacuum Cleaner III/40
Ungarg 4 B 5 85 33

Did Karl *operate* a vacuum cleaner, did he think that he *was* one, did he *want* one, or what ...?

I never knew that owning a patent was an occupation

- **Malvine** Patentinhaberin III/40
Ungarg 10 U 1 78 59

- **Johann Baptist** IV/50 Bruckner-
str 6 U 4 11 32

Was this guy *really* a Baptist, or is it a typo and his middle name was "Baptist"?

This occupational listing literally translates as "sardine key manufacturer." I didn't know that sardines were locked in the first place ... but what the guy really meant was that he manufactured those little, bent pieces of iron wire with which one rolled the lid of sardine cans up with.

- **Fritz** Sardinenschlüsselzeuger
XVI/107 Bachg 26 B 4 13 66

Now we'll have a look at some family names which are also English words:

Almost everybody has a **Boss**, or don't they?

Does anyone remember who Dr. **Frankenstein** was?

This name really was a **Kick** to find!

Do kids play with **Lego** anymore?

I wonder if it'll be easy to **Lick** this habit when I'm done...

If not, you can always **Lock** me away...

Oh **Lord**, this is fun!

If this goes on much longer, I'll have to **Mace** myself.

I don't really like heavy **Metal**, do you?

Maybe I'll shut up if someone gives me a **Rose**.

What name did the magician in J.R.R. Tolkien's book "The Hobbit" have?

Right, it was **Gandolph**.

I wish I had a **Dollar** for every page I've ever written

I can't wait for **Spring** to come around.

Somebody ought to shove a **Stopper** in my mouth to shut me up.

I hope that these texts will create a **Storm** of laughter.

Everybody remembers Forrest **Gump**, don't they?

I hope folks don't think I'm a **Klutz** just because I'm having fun with names

This prince has a name which is reminiscent of Tolkien's "Lord of the Rings:"

Rohan Alwin Fürst

I could almost **Kiss** myself for this zany idea

There's nothing more to be said about this listing: **Horny Radiowerk**

I hope that nobody is **Mad** at me for the above listing – it's not *my* fault.

The following listing is odd in itself ... the woman named was the owner of a shop which dealt in fowls, wild game & fish. The family name "Gutfleisch" literally translates as "good meat."

Gutfleisch Herma (Otto) Geflü-
gel- Wild- u. Fischhdlg. XIX/117
Sonnenbergpl 3 **B 1 47 49**

This Major-General has an unusual family name – it is Italian, and means “German:”

Tedesco Josef Gen.-Mjr. d.
R. IV/50 Kolschitzkyg 16
U 4 92 37

Although it’s hard to believe, Wrigley’s had an office in Vienna in 1943

Kiesselbach Fritz Wrigley. P.
K. Kaugummi V/55 Schönbrun-
ner Str 36 B 2 36 15

“The Equitable” life insurance company was also present in Vienna in 1943.

**Equitable Lebens-Versiche-
rungs-Ges. d. Vereinigt.
Staaten in New York** I/1
Stock-im-Eisen-Pl 3 R 2 91 43

Here are a few more American companies with representatives at Vienna:

Kodak Aktiengesellschaft
Verkaufsstelle Wien III/40 Bea-
trixg 25 * U 1 35 10

**United Press Associations
of America** + Correspondent
Robert H. Best I/1 Wächterg 1
U 2 94 33

**- Hollerith Maschinen Ge-
sellschaft m. b. H.** + Her-
stellung u. Vertrieb von Loch-
kartenmaschinen I/1 Wipplinger-
str 33 * A 1 15 00
Abt. f. Lohnarbeitsaufträge I/1
Trattnerhof 1 U 2 62 07

I wonder if anyone recognizes the Hollerith Machine Limited Liability Company? Herman Hollerith, an American, developed the so-called Hollerith machine between 1880 and 1889; this machine used punched cards to store and tabulate data. Mr. Hollerith founded the “Tabulating Machine Company,” which was merged with the International Business Machine Corporation (aka IBM) a few years later. Nazi Germany wound up being IBM’s second largest customer during the 1930’s & 1940’s.

The listing shown below is pretty unusual ... “Deutsch” is German for the word “German.”

Deutsch-German Josefine
XV/101 Pillerg 14 R 3 21 72

The following listings round out and complete these tales from an old phone directory – they are those of the various privately owned telephone and PMBX/PABX manufacturers. The one shown below belongs to the firm of Kapsch & Sons, whose original factory location was a mere 5 minute walk from my former apartment.

Kapsch & Söhne Telephon- u.
Telegraphen-Fabr.-A. G. XII/87
Johann-Hoffmann-Pl 9
* R 3 95 20
Montage-Abt. XII/82 Meidl
Hauptstr 82 R 3 34 45

**Schrack Ericsson Elektrizi-
tÄts-Aktiengesellschaft**
XII/87 Pottendorfer Str 25/27
* R 3 25 00
Gemeinschaftslager XII/87 Hetzen-
dorfer Str 29 R 3 94 95
- **Eduard** Dr. phil. Vorstand d.
Schrack-Ericsson EAG. I/1
Schmerlingpl 8 B 3 92 15

The firm of Schrack is the second large manufacturer of telephones & telephone equipment and was, at one point, a joint venture with the Vienna branch of the Swedish firm Ericsson. Ericsson itself didn't start from scratch when opening its offices in Vienna, but rather bought out the old company of Deckert & Homolka somewhere back in the late 1910's, and for many a year the company logo reflected this buyout:

Leopolder & Sohn Leoson
Radiowerk Telegraphen- Tele-
phon- u. Wassermesserfabrik
III/40 Erdbergstr 52
U 1 00 55, U 1 00 56

The firm of Leopolder & Son not only manufactured telephones and telegraph equipment but also water meters. The trade name "Leoson" was used by the radio factory belonging to the company. For many years Leopolder & Son had a contract with the Austrian PTT for refurbishing older types of telephones.



Mix & Genest OstmÄrkische
Telefonwerke Ges. m. b.
H. VI/56 Mariahilfer Str 47
* B 2 95 45

The German manufacturer of telephones and phone equipment, Mix & Genest, had a factory in Vienna, which carried the designation "OstmÄrkische" in the name. The Nazis called Austria the "Ostmark" - the eastern country ... which is historically correct. The first written mention of Austria dates from the year 996, when it was listed as "Ostarrichi," which literally translates to "eastern realm."

Rückkunfmelder Ges. m. b.
H. Büro u. Werkstätte II/27
Ob. Donaustr 17 A 4 59 93

This company manufactured a pretty unique telephone accessory, namely a device which automatically answered calls and sent a series of clicks back to the calling party; the number of clicks sent was set by the called party and represented the hour at which the called party would be able to answer in person.

**Telefon - Anlagen - Instand-
haltung + Neumayer Karl**
III/40 Landstr Hauptstr 18
B 5 20 01

This company was specialist in the maintenance of private branch exchanges of all sizes and manufacturers ... the name literally translates as "telephone system maintenance."

Telefontechnischer Verein
in Wien kaufmännisch-techn.
Beratung f. Telephonanlagen i.
Miete od. Kauf Vertragsüber-
wachungen Fakturenüberprüfun-
gen VII/62 Mariahilfer Str 32
B 3 54 12, B 3 54 65

Here we have the association for telephony in Vienna. They offered advice on PBXs for rent or outright purchase, and also offered to keep track of contract fulfillment, i.e. that the firm which sold or rented a PBX to a customer fulfilled all of the provisions of the relevant contract, especially in connection with the maintenance and/or expansion of the PBX.

- & Telegrafen-Werke Aktien Gesellschaft Vereinigte
 + XX/20 Dresdner Str 75
 * A 4 75 35
 + XIV/89 Missindorfstr 21
 U 3 95 27

The Viennese firm of Czeija, Nissl & Co. (CN) was known as the "Vereinigte Telefon- und Telegraphen-Werke" (aka VTT) for quite a number of years. Later on, they were renamed as the "Standard Telephon & Telegraphen AG," then ITT Austria, then Alcatel Austria and

currently Alcatel-Lucent Austria AG; "AG" is the abbreviation for the German-language term "Aktiengesellschaft," which is equivalent to a joint-stock company (JSC).

Telephonie Gesellschaft für automatische Installationsbüro Wien Ges. m. b. H.
 + I/1 Franz-Josefs-Kai 1
 * R 2 75 55

"Gefat" (Gesellschaft für automatische Telefonie^[1]) didn't manufacture telephones or PBX equipment in Austria; instead, they bought all the stuff they installed from other companies.

Among other things, they offered desk sets manufactured by Czeija, Nissl & Co., which carried an ID plate with the Gefat logo, the address and phone number – sans the usual logo found on equipment from CN.

Vermittlungsstellen:

„Afrikanergasse“ u. „Stadlau“ II/27 Afrikanerg 1
 R 4 00 00

„Atzgersdorf“ Wien-Atzgersdorf (XXV) Wiener Str 11
 Atzdf 8 00

„Berggasse“ IX/66 Bergg 35
 A 1 00 00

„Döbling“ XIX/117 Dollinger-gasse 12
 B 1 00 00

„Dreihufeisengasse“ VI/56 Dreihufeiseng 7
 B 2 00 00

„Favoriten“ X/75 Columbus-gasse 58/62
 R 1 00 00

„Floridsdorf“ XXI/141 Nordbahnanlage 4
 A 6 00 00

„Fünfhaus“ XV/101 Loeschenkohl 25
 U 3 00 00

„Hebrgasse“ IX/71 Zimmermannng 4/6
 A 2 00 00

„Hietzing“ XIII/89 Wenzg 10
 A 5 00 00

„Kruzerstraße“ I/1 Krugerstr 13
 R 2 00 00

„Meidling“ XII/82 Niederhofstr 26/28
 R 3 00 00

„Neutorgasse“ I/1 Neutorg 7
 U 2 00 00

„Rasumofskygasse“ und „Schwechat“ III/40 Rasumofskyg 29
 U 1 00 00

„Taubstummengasse“ IV/50 Taubstummeng 7
 U 4 00 00

„Treustraße“ XX/20 Treustr 22
 A 4 00 00

„Wattgasse“ XVII/107 Wattgasse 56/60
 U 5 00 00

„Zollergasse“ VII/62 Zollergasse 31
 B 3 00 00

The listings shown to the left are for the telephone exchanges which were in operation in Vienna in the year 1943; with the exception of the "Atzgersdorf" (Atzdf) exchange they were all dial exchanges. Atzgersdorf was the only magneto exchange in the Viennese telephone network at the time, but it was called by direct inward dialing to reach an operator there.

I can't recall ever having read about (or seen) listings for exchanges in any other telephone book – but they were a boon to subscribers, because one could always directly call an exchange in order to lodge a complaint, instead of having to ring up the complaint desk under the phone number "B-0."

[1] "Gesellschaft für automatische Telefonie" translates as "company for automatic telephony," where the term "automatic" refers to dial telephone exchanges.