



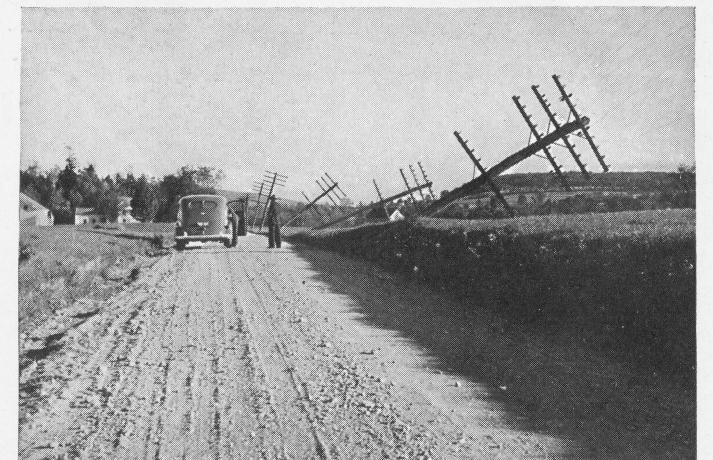
Aerial cable tower trucks from the Illinois Bell Telephone Company at New York Central Railroad freight depot in Chicago, waiting to be loaded onto special train for shipment to hurricane-swept New England.



Some of the 43 pieces of motor equipment loaned by the Illinois Bell Telephone Company to the New England Company for use in reconstructing lines damaged in the hurricane.



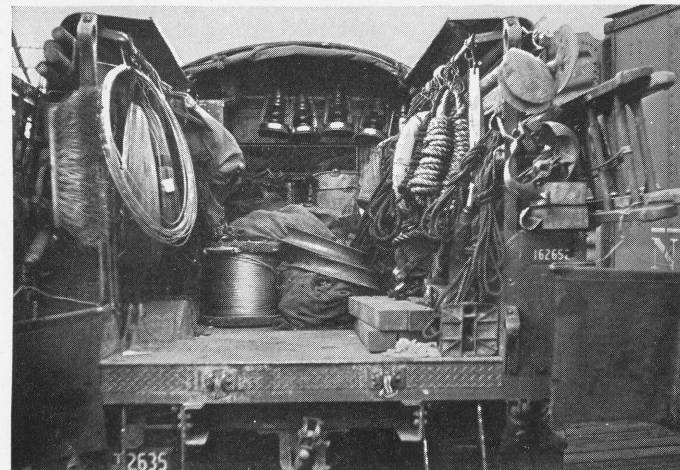
Some of our wires which were blown down in Turners Falls, Mass. A view on Third Street.



A vanquished file of telephone poles near Montague, Mass. Picture made by F. R. Camp, Safety Instructor.



Rain descends as Ohio Bell Telephone Company trucks arrive at Palmer, Mass., bringing help of men and materials.



Every Illinois Bell Telephone Company construction truck arriving in New England to help rebuild communications here, carried this standard equipment tool load.



A grove of elms reduced to wood for the fireplace on Main Street, Northfield, Mass.



Another view on Main Street, in Northfield, Mass., showing an elm prostrate on a home it has sheltered for years.



Uniformed men with trucks and equipment arriving at Providence, R. I., from the Indiana Bell Telephone Company.



Another scene at Palmer, Mass., showing Ohio Bell Telephone Company trucks arriving in the business section.



A tangle of wires and cross arms near the central office in South Deerfield, Mass.



The beginning of installation of the armored submarine cable across the Taunton River, south of Slades Ferry, Mass., to replace one wrecked by drifting barges.

"Thank You" Our Customers Write As We Dig Out After Storm

"Every meeting with a customer face to face or through other media lays a background. Every meeting in time of stress is a challenge to win a friend. It is in the unusual meeting that the greatest need lies and the greatest opportunity lies. It is here that we make friends or enemies."

From "Public Relations Program," project No. 1.



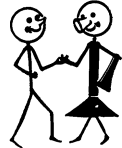
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A Householder of Medford, Mass., who commends eagerness to be of service:

"I wish to thank you and congratulate you for the quick efficient and courteous cooperation you and your men have extended to me in restoring my telephone service, which was disconnected as a result of the storm on Wednesday.

"I know you are and have been extremely busy and have more than you can handle in the ordinary course of business and the fact that you sent a man to my home at twelve midnight last night to repair the damage is greatly appreciated by me and every member of my family. Were it not for the fact that we have had illness at our home, perhaps we would not have felt the loss of the telephone so greatly.

"You and your workers should be commended by your company officials for your courage, eagerness to be of service and your ability to make the subscribers happy and contented in the midst of all the destruction of the storm."



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A Monument Designer and Builder of Peabody, Mass.:

"I wish to acknowledge and thank you for your cooperation in helping us with telephone service yesterday; with sickness in the house it helped us a great deal, and I certainly appreciate the efforts you used in granting my request."



★ ★ ★

A Member of the House of Representatives, U. S. A., residing in Milton, Mass.:

"May I express my thanks to you and through you to the Telephone Company for its help in restoring telephone service at our office in Milton. It is greatly appreciated not only by me but I am sure by those who have tried to reach us without success since the storm."



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A Housewife of Newtonville, Mass., who appreciates a good Plant job:

"Mr. ——— and I want you to know how much we appreciate your promptness in restoring our telephone to us, which you did in five days after the terrible hurricane that put it out of commission. We realize the terrible situation you were up against and the great loss it has incurred to you. You certainly deserve much credit in the wonderful way you have handled this service problem in so short a time and we thank you."



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A woman of Jamaica Plain who will never forget the kindness of operators:

"I would like to say a few words to your company for the courtesy I received on the evening of the recent wind

storm. I am located at Jamaica Plain and my sister and brothers are at Bedford, Mass. I tried and tried to reach them by phone to find out how bad the storm affected them but was unable to, after several attempts the chief operator here in Jamaica kindly connected me with your Lexington chief operator who was most courteous, she told me the storm was very bad in that locality but that there had been no loss of life and she also assured me that she would do all in her power to connect me with my family.

"I am most grateful and will never forget what it meant to me to know that my family were alive.

"I want to thank these operators who were so kind to me and who tried so hard to relieve my anxiety."



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A Housewife of Salem, Mass., who speaks for many:

"We in Salem feel very appreciative and grateful to you for the efficient manner in which you repaired damages from the recent hurricane. Although I personally wasn't inconvenienced many friends were and I feel we should all show our appreciation by thanking you for accomplishing so much in so short a time."

We gain friends for our Company, and therefore for ourselves, just as we make personal friends or enemies. Active friendship, or active hostility, has for its background all the experiences of the past, but it becomes vital and vocal finally because of some one act. From "Public Relations Program", project No. 1.



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A Cotton Manufacturer at Fall River, Mass.:

"We wish to express to you and to the members of your organization our congratulations upon the efficiency and despatch with which telephone traffic was handled not only for the duration of the recent hurricane but also during the extremely busy days that have since elapsed. . . . Please extend to your operators and the various other departments of your organization our deep appreciation of their untiring effort and splendid cooperation in this emergency."



★ ★ ★

A Bereaved Householder of Providence, R. I., who commends quick and courteous service:

"I wish to express to you sincere thanks for connecting my house with emergency wire the day after the hurricane. I had lost a very intimate friend and it was necessary that I be in touch with his family to help them.

"It is such quick and courteous service that you give that makes me feel that our public utilities are willing to help at a time like this."



★ ★ ★

The Woonsocket Call:

"Especially since we knew some of the tremendous difficulties you and your staff had to contend with, we appreciate deeply the fine telephone service that we received during the period after the recent big storm. There were more long distance calls than usual out of this office and the cooperation of your operators and their chiefs minimized delays. Because of the Journal printing here we had our switchboard in operation several recent evenings and we all remarked on what a grand job the operators were doing.

"We have tried, in the columns of the Woonsocket Call, to keep the people patient. I think as a whole that they understand your problems and I hope that they will continue the spirit of cooperation that they have thus far shown.

"Our news department appreciates the fine way in which you have kept them in touch with the news developments of the situation."



★ ★ ★

President of the Woonsocket Hospital:

"On behalf of the Woonsocket Hospital, may I express to you our deep gratitude for the aid which you extended to us during the great hurricane.

"We were able to communicate with all doctors whose own telephones were not out of order. We were also able to converse with police and fire headquarters and summon the ambulance when needed. Many other very important messages and orders were given, which assisted us in caring for accident cases during the catastrophe."



★ ★ ★

The Mayor of Fall River, Mass.:

"I wish to express my sincere appreciation for the wonderful cooperation received of your company during the emergency created by the hurricane.

"A word of praise would not be amiss for the untiring efforts of the operators who did everything possible to aid me in putting through the numerous calls I had to make. I should like to express my gratitude to them through you for all they did for me."



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The New Hampshire Broadcasting Company:

"At a time when all the agencies engaged in storm and flood relief were calling on us for broadcast service, you made it possible for us to get through to our transmitter. . . . I can only say thank you again, and assure you that if we can be of service to your company it will be a privilege to work off some of the indebtedness."

An intelligent, helpful attitude is a profitable attitude—to your customer, to your Company and to yourself. From "Public Relations Program", project No. 1.



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A Woman Property Owner in Watertown who appreciates personal interest and initiative:

"During the worst of the storm we put a call in to friends in Clifton Heights. Your operator (about 9:30 Wednesday night), said that she could not get that number but would give us someone nearby. I would like that girl to know that her unusual service meant a great deal to us. Through her efforts, I found out that my house in Clifton Heights had lost a good part of the roof leaving the upstairs rooms open to the weather. Because I found out about it and with additional good service from your exchange early the next morning, I was able to reach a carpenter in Marblehead who was able to cover the damage so that nothing worse developed."

In all the complexities of life there are situations not exactly covered by practice and there are rare exceptions where deviation from practice should be made. Try to recognize them. Decide after judgment exactly what you are going to do. From "Public Relations Program", project No. 1.



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The Managing Editor of the Union-Leader of Manchester, N. H.:

"We didn't think the situation would call for it so soon, but since it has, we hasten to extend our thanks for the cooperation of your staff, and our appreciation of its excellence in helping us to cover the flood and wind stories for The Union and Leader."



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The U. S. Customs Service Collector at St. Albans, Vermont:

"Our particular business comes to a definite standstill without telephone communication. The type of service rendered by you on that occasion typifies the spirit and cooperation of efficient management, and I again thank you very kindly for what you did for us on that occasion."



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The Chief of Police at Lewiston, Maine:

"The service given this department by the telephone operators during the severe storm of last Wednesday evening is most commendable. Their cooperation during this emergency aided us greatly in caring for danger spots, and undoubtedly was the means of preventing many accidents."



★ ★ ★

The Mayor of Beverly, Mass.:

"May I take this opportunity to express to you the sincere thanks of the people of Beverly for the efficient manner in which your company took care of the telephone situation in our city during the recent hurricane.

"With all the damage that occurred in Beverly and everything that the Telephone Company had to contend with there were very few complaints.

"I am sure such service and efficiency was appreciated by the residents of Beverly."



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The Board of Selectmen of Hamilton, Mass.:

"At a regular meeting of the Board of Selectmen held September 26th, it was unanimously voted to commend the New England Telephone and Telegraph Company for their splendid efforts in restoring service during the recent severe storm.

"We know we reflect the attitude of the townspeople when we say that your service is very much appreciated."



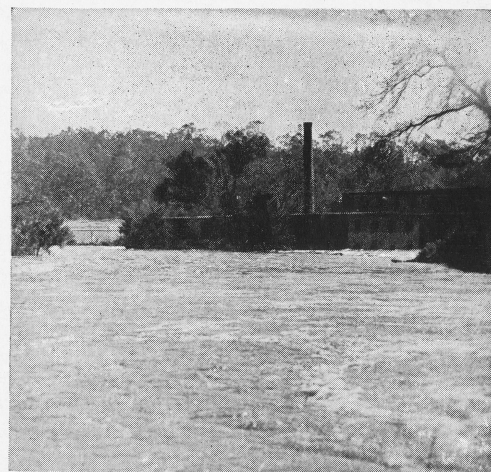
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Area Supervisor, Works Progress Administration at Fall River, Mass.:

"I wish to extend to your organization heartiest congratulations on the splendid manner in which your operators served our organization in this recent emergency. Their courteous and earnest attempts to assist us are greatly appreciated."



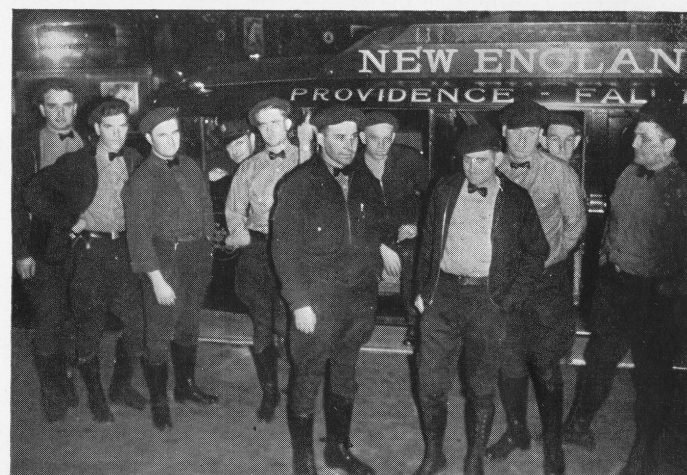
A step in the process of restoring a submarine cable across the Taunton River, Slades Ferry, Mass. The new cable is prepared for dragging across the bed of the stream.



The inundated plant of the American Optical Company at Southbridge, Mass.



Another step in the replacement of the submarine cable at Slades Ferry. Steel drums are attached to the cable and winch trucks on the opposite side of the river prepare to drag it across.



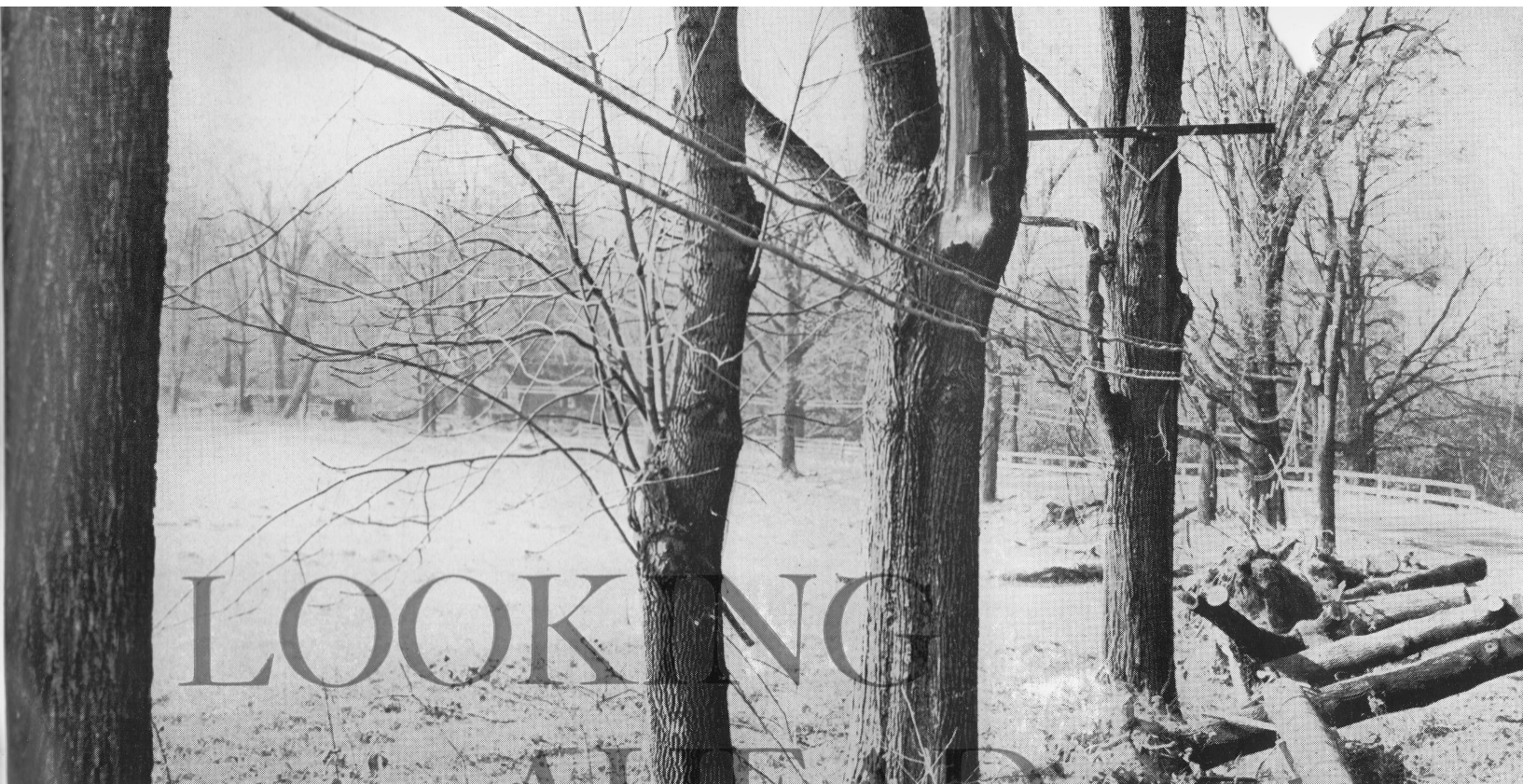
A crew from Indiana Bell Telephone Company arrives at Brockton, Mass. by bus.



One of our trucks pulling a 1600-foot section of aerial cable into place at Newport, R. I. This cable connected Newport with Middletown and Portsmouth.



Still another step in the replacement of the cable at Slades Ferry. Our men are preparing the splice.



ALL of our telephones are back in service, but our job is by no means ended. In fact it is just begun.

Our first duty, of course, in such an emergency was to restore service as quickly as humanly possible—first to doctors and hospitals, to fire and police departments, to municipal agencies and to those concerned with relief.

Business and residential service followed, but even this could not wait for permanent construction or repair.

Winter's problems, moreover, are still to be faced. Rain and snow, ice and sleet will take their toll of trees which bent but did not fall. Cables damaged just short of the failing point will be easier targets for winter storms. Other cables, still carrying messages, are supported temporarily on trees until new pole lines can be built. Millions of feet of wire have been pressed into service, later to be replaced by cables. More than the usual amount of trouble is sure to develop, despite all human efforts.

We shall need the patience of our customers in the months to come, even as we needed it during the past few weeks. The task of restoration, difficult though it was, has been made easier by the tolerance and good will extended to our forces, all working under the most trying circumstances.

For that patience and cooperation we are most grateful.

A Family Pulls Together

In the disaster through which New England has passed as a result of hurricanes and floods the value of a family has been proved as never before—a family to plan together, work together, pull together side by side to restore order from chaos and comfort from danger and destruction.

Our Company has a family, too. Not only the family of men and women who work day and night to serve our customers in normal times, but a family of highly trained men and women throughout the United States. It is their task to provide all America with “the finest telephone service in the world”.

Everywhere in New England today you will see the men and women, the trucks and equipment of our relatives from the many sections of the United States who have come to help us during the emergency. Their insignia have seldom been seen in New England—their names may be strange to us, but they are a part of the great telephone family that is working together to keep our service the finest in the world—despite a catastrophe that has never been equalled. It takes a family to pull together in times of trouble!

We owe our deepest thanks and gratitude to:

American Telephone
and Telegraph Company

Long Lines Department

Western Electric Company

Bell Telephone Laboratories

New Jersey Bell
Telephone Company

The Bell Telephone Company
of Pennsylvania

Southern Bell Telephone
and Telegraph Company

The Chesapeake and Potomac
Telephone Companies

New York Telephone Company
The Ohio Bell

Telephone Company

Michigan Bell
Telephone Company

Indiana Bell Telephone Company

Northwestern Bell
Telephone Company

Southwestern Bell
Telephone Company

Illinois Bell Telephone Company

Diamond State
Telephone Company