



Party Manners

for pleasant party lines



It pays to be poised. Party line neighbors are quick to respond to those who are calm and collected when they ask for the line in an emergency. By sharing courteously, everyone benefits . . . and party line service is *smooth*.



It's good to be gracious. When a series of calls must be made, it's nice to remember the others on the line by allowing time between calls. This, too, helps give all party line neighbors their fair share of service.



It's polite to be prompt. Answering the telephone as quickly as possible shows consideration for the person who is calling. Telephoning at "off peak" hours — in the middle of the day, or evenings after 8 — is also appreciated.

A NOTE to all party line users

As a general thing, party line service is *good* enough to meet the requirements of most party line users.

Right now, however, many people who would normally have individual service are on party lines — because this is the only way in which we could supply telephones to the thousands who have asked for new service in the past three years. We are bending every effort to speed the day when we can provide individual service — or lines with fewer parties on them — to fill all present orders.

In the meantime, won't you remember that party line service is largely what *you* make it. We'll do our best to handle your calls smoothly and efficiently. But, in the long run, the quality of party line service depends a great deal on how it's used.

NEW ENGLAND TELEPHONE & TELEGRAPH CO.

Chelmsford Newsweekly July 27, 1947

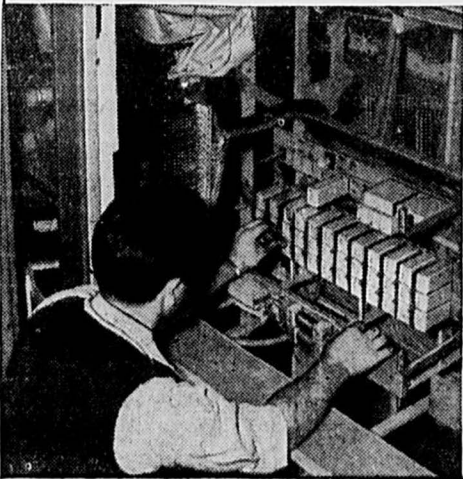
NEW TELEPHONE EQUIPMENT

bringing more and better service to New England

EVERY DAY NOW, we're installing the needed new equipment in our dial and manual offices which enables us to give telephone service to more people.

Although the job is far from finished — setting up central office equipment is slow, painstaking work — we're making headway. We're bringing \$68,000,000 worth of plant and equipment to New England in 1947 — putting everything we have into the job of cleaning up our waiting list and improving service for all.

NEW ENGLAND TELEPHONE & TELEGRAPH CO.





**THE
NEIGHBORLY
SPIRIT..**



**MAKES FOR
BETTER
PARTY LINE
TELEPHONE
SERVICE**

Whether it's a matter of helping out the new bride next door, or cooperating for better party line telephone service, the neighborly spirit makes life pleasanter for every one. For example, it's neighborly to keep calls brief, answer promptly, and allow a little time between calls in a series. This friendly spirit is especially helpful these days—when, with many kinds of telephone equipment still hard to get, party line service is our best way to provide the most telephones to the most people.

**NEW ENGLAND TELEPHONE
AND TELEGRAPH COMPANY**



**Some day she'll want
a real telephone**

**WE'RE PLANNING
FOR IT NOW**



It takes years of planning, building and installing to meet growing telephone needs.

In the past two and a half years alone, we've spent well over one hundred million dollars on new buildings and equipment to keep up with increased demands for service. And now - thinking of the future - we're continuing this expansion at the highest rate ever.

Only in this way can we provide the telephone service that New England wants and needs.

NEW ENGLAND TELEPHONE



AND TELEGRAPH COMPANY

Getting Brighter!



THAT'S THE CHEERING OUTLOOK FOR LONG DISTANCE

The situation's "getting brighter" on Long Distance — with more calls going through faster these days. Service is not yet at top quality everywhere. But our construction program is beginning to bring results—in terms of better service for you.

The day is not far off when we'll be able to say, "Help yourself to all Long Distance calls you care to make. We think you'll find the service just the way you like it."

NEW ENGLAND TELEPHONE



AND TELEGRAPH COMPANY



***"We'll have a place to call our own
And then we'll want a telephone"***

You're quite right, young people. You'll want a telephone, and it's *our* job to see that you get it.

In the past two years, we've added central office equipment in hundreds of communities; put up new buildings or additions in 86 places; installed thousands of miles of wire and cable. We have been spending more than twice as much as ever before for needed plant expansion, and this year's program is the largest yet.

That's the only way to provide good telephone service for everyone who wants it.

NEW ENGLAND TELEPHONE



AND TELEGRAPH COMPANY



**Everybody's
Business
Partner**



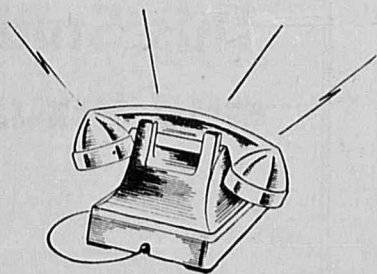
A ringing telephone is probably a partner in your business, too. Whether you are a grocer . . . a druggist . . . a job foreman . . . a florist . . . or in some other work, the telephone helps transact business for you daily.

Calls for everything from artichokes to roses, from aspirin to work schedules, are carried over business wires . . . helping to simplify and speed up everybody's business . . . saving time and money, too.

Here in Chelmsford thousands of telephone calls are being made every day by the people of this community. The number of telephones in Chelmsford has increased 33% in the past three years. People generally are making more calls, too. If a check were made, we're pretty sure you'd find that a good share of these are the kind that help local business, and that make the locality a better more prosperous place in which to live.

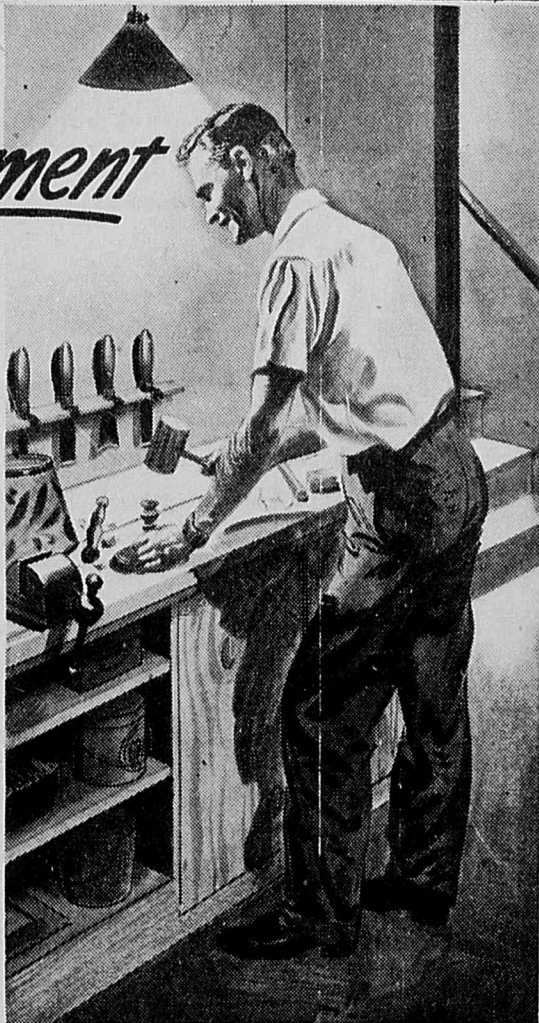
He may be in the basement

WHEN HIS
TELEPHONE RINGS



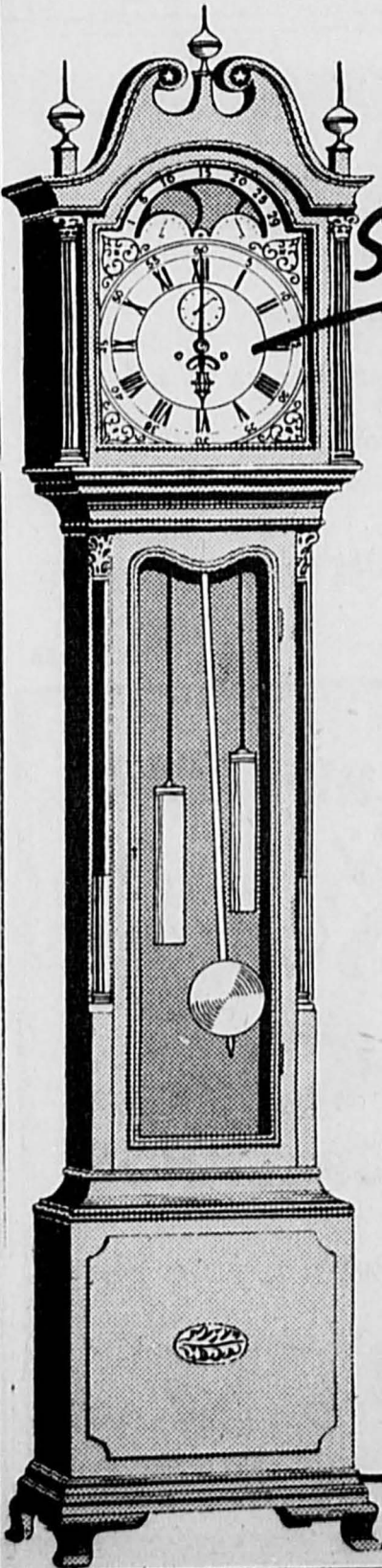
**Why not give him
about a minute to
answer your call?**

Perhaps he won't hear the telephone the first time it rings—or it may take a little time for him to get there. To avoid disappointment — on his part and yours — it's a good idea to allow about sixty seconds to give him a chance to answer.



NEW ENGLAND TELEPHONE & TELEGRAPH CO.

Chelmsford Newsweekly
December 30, 1948



Striking SIX-

*BEST HOUR
to call*
**LONG
DISTANCE**

- ★ **NIGHT RATES** start at 6 p.m.
- ★ **FASTER SERVICE** before the evening rush.
- ★ **PEOPLE** are likely to be at home between 6 and 7.



**NEW ENGLAND TELEPHONE
AND TELEGRAPH COMPANY**



My father was a lonesome man



I can remember the excitement in our house when we first got a telephone. Up to then, my father and mother had lived a lonesome life. They had to work long hours and sometimes they'd go for days without ever talking to a neighbor.

At first there weren't many calls we could make, but more and more people kept putting in telephones. Now it's hard to think of anybody who hasn't one. And because there are so many new telephones we can call each year, ours becomes more and more valuable to us.

Just the other day when my father broke a plow point, he saved himself hours of driving around in the truck because three telephone calls located a new one for him.

It makes me stop and think when I notice that although the cost of our food and lumber and help and a lot of other things has gone sky high these past few years, we still get the safety and time-saving and pleasure of 24 hour a day telephone service for less than a penny an hour.

Day and night the telephone is there to keep you in touch with your doctor, your friends, the plumber, the store down the street, and people all over the world. And today, with telephones in three quarters of all the homes in New England, the telephone is a bigger value than ever before.



The Telephone Company

(NEW ENGLAND TELEPHONE & TELEGRAPH COMPANY)



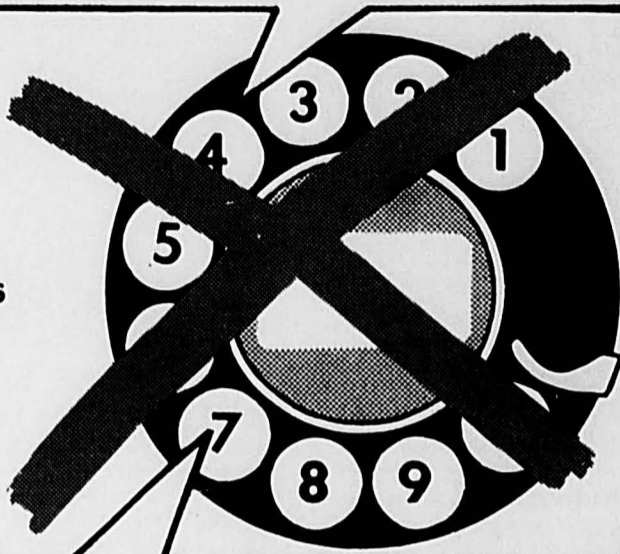
HARD WAY HORACE

When Horace starts hunting for something, he'll track it to the ends of the earth. Someday he's going to discover this easy way — whenever you want to find products or services, quickly and easily, turn first to the Classified Telephone Directory *Yellow Pages*.

**NEW ENGLAND TELEPHONE
AND TELEGRAPH COMPANY**

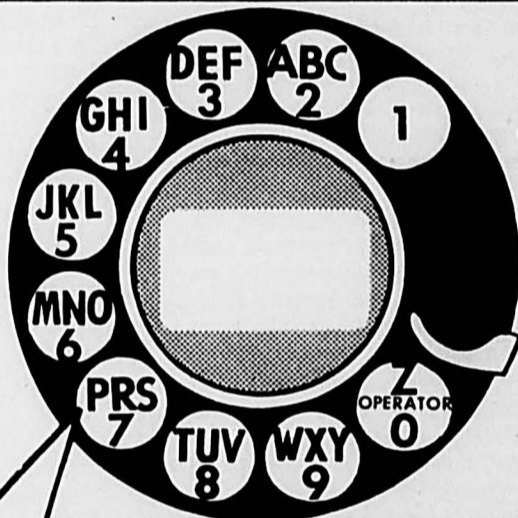
Is yours an old or a new telephone dial?

FIGURES ONLY



This is OLD

FIGURES AND LETTERS



This is NEW

If your telephone dial is the old type—*figures only*—it must be changed.

If it is the new type—*figures and letters* (either inside or beside the finger holes)—it's o.k.

Special "central office names" are going to be introduced soon in the Lowell, Billerica, Tyngsboro and Westford telephone exchanges. This will allow telephone customers to dial direct between Lowell and the other exchanges, thus making service faster and simpler.

You will need the new type dial — *figures and letters* — to be able to benefit from the new extended areas in which telephone calls may be made on a local basis.

All old type dials not already changed will be replaced immediately. To make sure that *your* telephone has the correct dial for use in the coming enlarged local calling area, please look at your dial today and if it is the *old* type — *figures only* — please let us know.

If you have more than one telephone, please be sure that each one is equipped with the proper kind of dial.

No Charge For Calling Us To Tell Us That You Have The Wrong Dial

On weekdays call Lowell 9991 or 9950. Evenings and Saturdays call Lowell 2-9985. There will be no charge for these calls.

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY

How to make any occasion truly memorable



Give the gift that speaks for itself

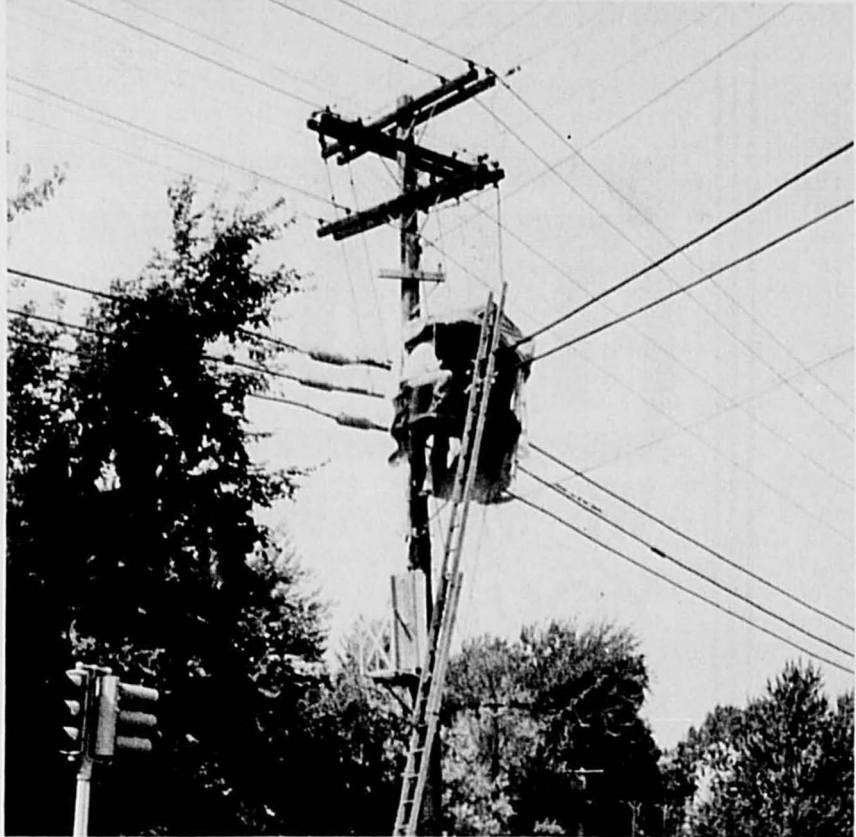
AN EXTENSION TELEPHONE IN COLOR!

**FOR BIRTHDAYS, ANNIVERSARIES,
WEDDINGS . . OR "JUST BECAUSE"**

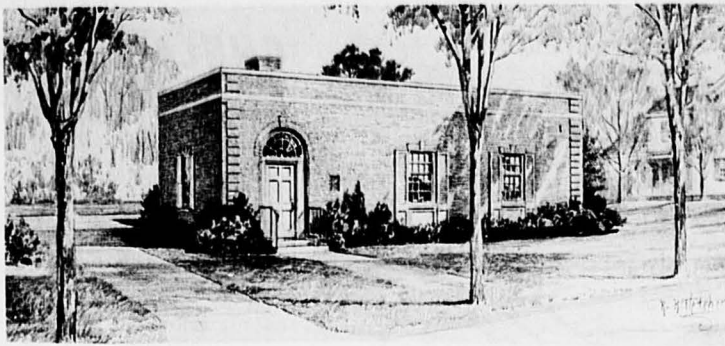
What better way to say "best wishes" for an anniversary, a birthday, a wedding, a newly-weds' housewarming than an extension telephone in color? Because when you give an extension phone, you're really giving comfort, pleasure and security - The Big 3 of Modern Living.

In any one of 8 smart decorator colors your gift will be a constant reminder of the occasion and your good taste. Order your extension telephone gifts from your Telephone Business Office, today. The cost is surprisingly low. **Just \$1.25 or less a month plus tax and one-time initial charge.**

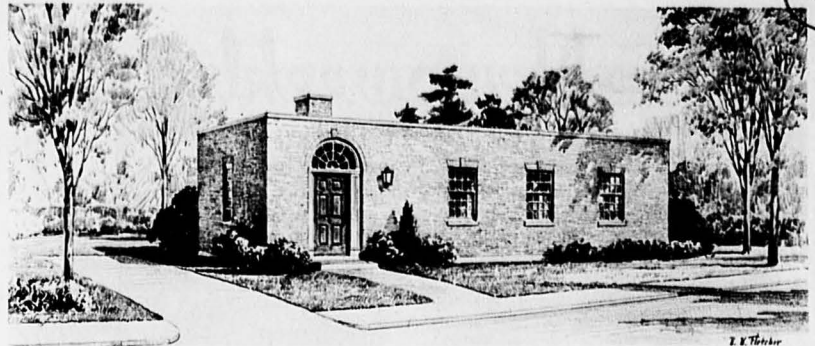




CHELMSFORD EXPANDS---As the town grows so must everything also connected with the town. Pictured is a cable crew of the telephone company at work on an aerial cable to provide relief for Chelmsford subscribers.



Proposed Dial Station for the Center Section.



Proposed Dial Station for the North Section.

Telephone Co. To Spend \$500,000 On Expansion

CHELMSFORD
Newsweekly

VOL. XV NO. 21

CHELMSFORD, MASS. APRIL 11, 1957

PRICE 10 CENTS



On April 8, 1957, Mr. Daniel J. Hart, chairman board of selectmen in Chelmsford, turned over the first piece of ground to officially start construction of the new telephone dial office. Shown with Mr. Hart are Mr. Robert F. McAndrews and Mr. Ralph Cole, building inspector

The New England Telephone and Telegraph Company has announced that within the next two years they plan to expend a total of \$500,000 in installing two dial stations in the town of Chelmsford.

Because of the recent rapid increase in demands for telephone service in the greater Lowell area the telephone company is planning to establish a new dial control office in North Chelmsford in the fall of this year and another new dial central office in the Chelmsford Center area around the end of 1958 it was announced today by Louis M. Reder, local area manager.

The building in North Chelmsford will not only provide additional telephone facilities for the people in that area but will relieve the load on the dial central office at Appleton Street in Lowell so that additional facilities will then be available for Lowell residents.

New telephone numbers will be assigned to the North Chelmsford area and it will be necessary to change the telephone numbers of all customers to be served by the new North Chelmsford office. The new telephone number will be available and will be published in conjunction with the telephone directory to be delivered

August 1, 1957. With consideration to the requirements of the telephone companies universal numbering plan the new central office designation will be ALPINE in place of Glenview.

As Mr. Reder pointed out this was only one step of the overall plan so that the telephone company will be able to grow with Lowell. He pointed out at the ground breaking ceremony that building additions were in process at the

Telephone Co. Expansion

Continued from page 1

Wilmington and Billerica central offices. A new building addition is planned for Westford this summer and a new building addition is in the planning stage for Tewksbury. At the present time interior rearrangements are being made at the Lowell Central Office to provide additional facilities for both local and toll calling.

New Telephone Name and Numbers for NORTH CHELMSFORD

OCTOBER 3rd

A new telephone name of ALPINE, and new telephone numbers, will become effective in North Chelmsford at 12:01 A.M., Thursday, October 3rd. Continued telephone growth in North Chelmsford has made these changes necessary.

NEW METHODS FOR DIALING CALLS

Between North Chelmsford Telephones

Beginning October 3rd, *two letters and five figures* must be dialed to call between North Chelmsford telephones. For example: To call ALPINE 1-6100 from another ALPine telephone, dial A-L-1-6-1-0-0.

From North Chelmsford to GLenview Telephones

The letters G and L, followed by the five figures of the number, must be dialed to call GLenview telephones.

There will be no change in the method of dialing to ULYSSES numbers, or to other exchanges dialable from North Chelmsford.

DIRECTORY WHITE PAGES

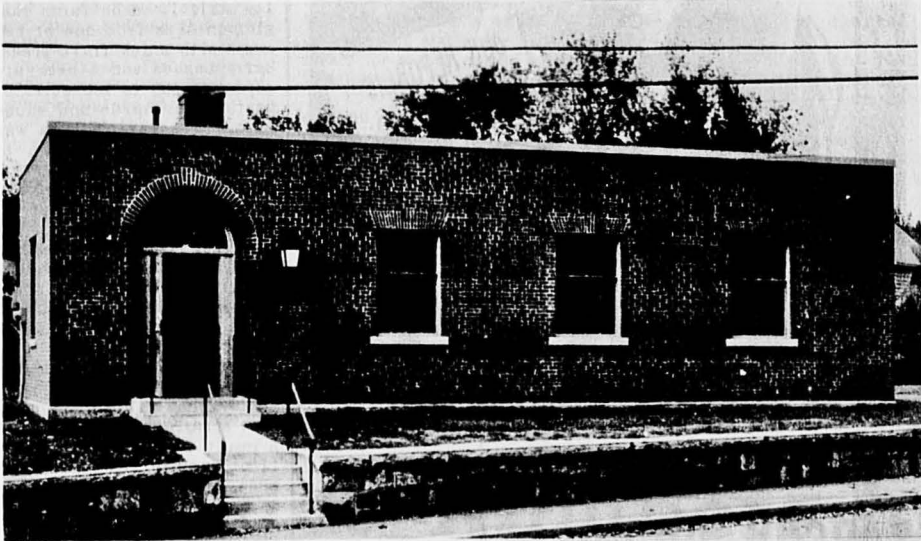
Beginning October 3rd (but not before), refer to the white pages of your Telephone Directory for new North Chelmsford telephone numbers, and instructions for making calls.

CHELMSFORD Newsweekly

VOL. XV NO. 46

CHELMSFORD, MASS. OCTOBER 3, 1957 PRICE 10 CENTS

NEW TELEPHONE OFFICE OPENED



NEW TELEPHONE BUILDING: Shown is the new N.E. Tel. & Tel. building at Vinal Square North Chelmsford which was opened Tuesday, October 2. (Pic. by Larocque).

New Telephone Build. In No. Chelmsford Opens Today

At 12:01 this morning strings were pulled in the new telephone building on Groton road in North Chelmsford which cut off the present Glenview telephone numbers and converted the new Alpine numbers.

Few persons outside of the telephone company will witness the brief operation that will bring to an end present numbers assigned out of the Lowell central office and place the new numbers working out of the No. Chelmsford office into operation.

The method of disconnecting the present equipment is known to telephone men as "pulling the heat coils." These are tiny devices that serve approximately the same purpose on each telephone circuit as a fuse serves on an electric power circuit, that is, to protect the circuit from too heavy a load of current.

Cords will be attached to these heat coils in the main frame room at Lowell and these in turn attached to a master cord or rope, each held by a telephone plant man. At a given signal—the sound of a whistle—each man will yank his rope hard enough to pull all the heat coils simultaneously, thus disconnecting the old Glenview lines.

The operation of throwing the

Continued on page 5

Tel. Building Opens

Continued from page 1

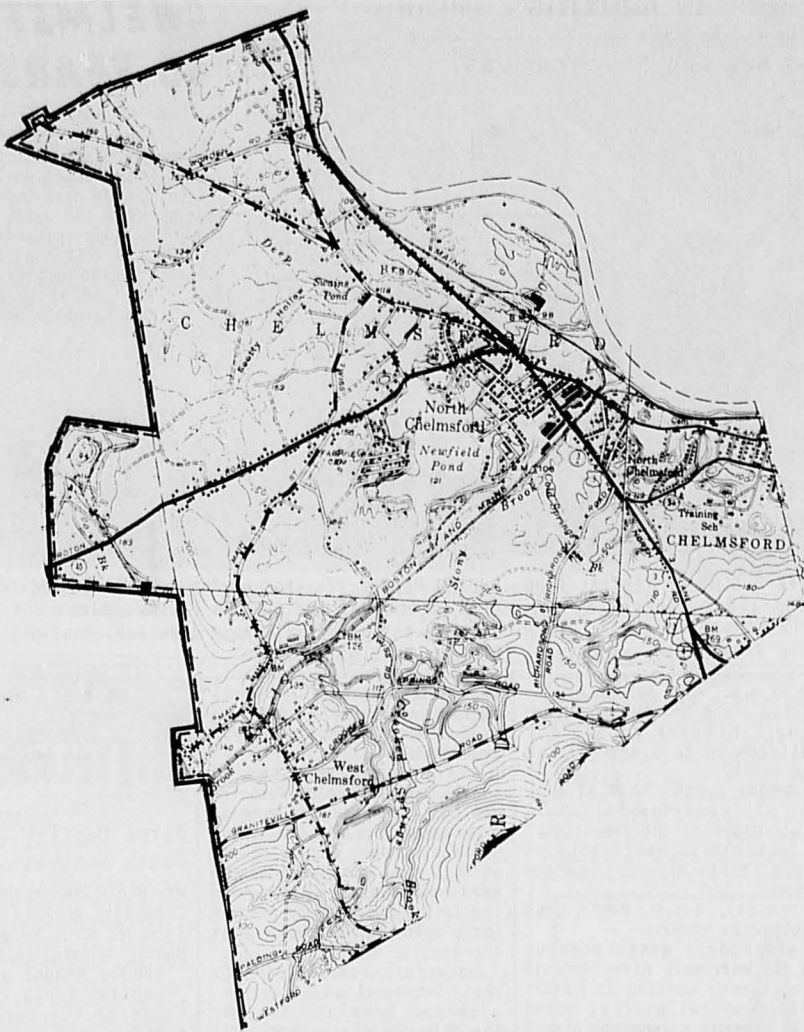
new equipment into operation is somewhat similar and is known to telephone men as "pulling the shims." Shims are small pieces of fiber inserted in the new equipment in such a way that they act as insulators preventing the current from flowing through the equipment.

These also will be attached to cords and on the sound of a second whistle, a group of plant men will yank the cords and pull hundreds of shims, plus placing the "selectors" and "line finders" of the new equipment in actual operation.

After expenditures of over \$210,000 and over 12,000 man hours of work and months of preparation and planning, telephone subscribers in North Chelmsford will have a new dial central office and a new central office name, Alpine '1'.



Part of the group shown inspecting the new telephone station at North Chelmsford. At 12:01 this morning the exchange in North Chelmsford went into effect. The exchange will be Alpine instead of Glenview. Friday noon the ground will be broken for the new Center station. (Pic. by Larocque).



THESE ARE YOUR NEW
 MOST USED BUSINESS AND
 PROFESSIONAL
ALPINE NUMBERS
 FOR
**NORTH
 CHELMSFORD**

Clip out and save for
 reference near your telephone
 or in your directory

APA-CO. INC. 66 MIDDLESEX ST. AL 1-4431	MILTON E. HADLEY & SON 45 VINAL SQ. AL 1-4161	MERRIMACK VALLEY FINANCE CO. 2 GROTON RD. AL 1-4061	PICKEN PRINTING CO. 10 MIDDLESEX ST. AL 1-4081	SUBURBAN DAIRY RICHARDSON RD. AL 1-3511
GEORGE E. CARRIEL PHYSICIAN 39 NEWFIELD ST. AL 1-3131	RAYMOND A. HORAN PHYSICIAN VINAL SQ AL 1-3371	MOLDERS FOUNDRY CO. 154 MIDDLESEX ST. AL 1-3211	WILLIAM PROCTOR CO. 110 MIDDLESEX ST. AL 1-4091	T.V. SHACK INC. VINAL SQ. AL 1-3231
CHELMSFORD TAXI 28 VINAL SQ. AL 1-4101	KEMP'S AUTO BODY SHOP SLEEPER ST. AL 1-3671	NO. CHELMSFORD HARDWARE CO. VINAL SQ. AL 1-3711	ALBERT W. REEVES T.V. REPAIRS 18 COTTAGE ROW AL 1-4005	TONY & ANN'S PIZZA 135 PRINCETON BLVD. AL 1-3311
KENNETH A. COOKE DENTIST 9 VINAL SQ. AL 1-3912	CAL LAUGHTON FLORIST 165 PRINCETON BLVD. AL 1-4131	NO. CHELMSFORD WINE & LIQUOR 2 TYNGSBORO RD. AL 1-4321	JOHN E. SECOR MARKET 75 MIDDLESEX ST. AL 1-4471	VIEIRA MOTORS 2 VINAL SQ. AL 1-3351
EXPLOSIVE SUPPLY CO. INC. 39 MAIN ST. AL 1-3911	LOUISE BEAUTY SALON 40 PRINCETON BLVD. AL 1-3041	NORTH ROAD GARAGE 374 NORTH RD. AL 1-4331	SIMPLIFIED TAX RECORDS 12 BRADFORD RD. AL 1-3581	VINAL SQ HARDWARE STORE 2 GROTON RD. AL 1-3161
GAGNON BROS. OIL CO. 160 MIDDLESEX ST. AL 1-4121	MARINEL TRANSPORTATION CO. 15 GROTON RD. AL 1-3921	NYE'S JAPENAMELAC SHOP 11 SCHOOL ST. AL 1-3611	SOUTHWELL COMBING CO. MIDDLESEX ST. AL 1-4011	ROGER P. WELCH REAL ESTATE 15 GROTON RD. AL 1-3421

CHELMSFORD Newsweekly

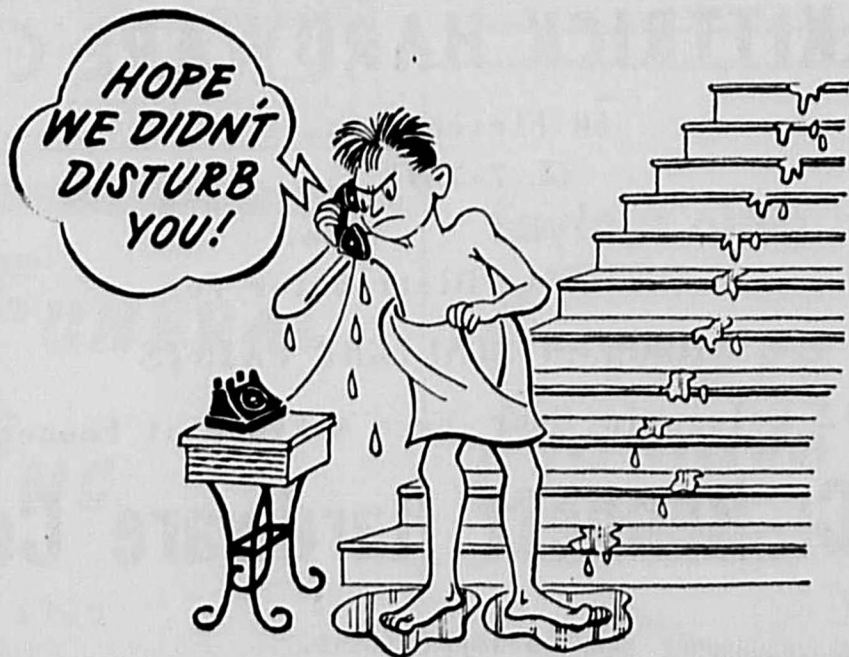
VOL. XV NO. 47

CHELMSFORD, MASS. OCTOBER 10, 1957 PRICE 10 CENTS



GROUND BREAKING CEREMONY: Shown at the ground breaking ceremony of the new Center Telephone Station of the N.E. Tel. & Tel. Co. Friday, Oct. 4, are the executives of the Telephone Co., officials of the town and some of the members of the Clergy. (Pic. by Larocque).

WHEN THINGS LOOK DARK dept.



This couldn't happen to you - if you had an extension telephone upstairs. Order one today from your local Telephone Business Office. Only \$1.25 or less a month plus tax and one-time initial charge.

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY



THESE ARE YOUR NEW
MOST USED BUSINESS AND
PROFESSIONAL

ALPINE 6 NUMBERS
FOR
CHELMSFORD
Starting Sunday!

		<p>TOWN and COUNTRY SHOP 19 CENTRAL SQUARE You Can Park Right At Our Door AL 6-5131</p>		<p>R. H. GREENWOOD & SONS 23 FLETCHER STREET AL 6-2761</p>
<p>SMILEY'S SERVICE STATION CENTRAL SQUARE AL 6-9772</p>	<p>SUBURBAN BEAUTY SHOP 21 CENTRAL SQUARE AL 6-5241</p>	<p>DR. JOHN J. BARRY 34 CHELMSFORD ST. AL 6-5351</p>	<p>NICK'S TEXACO STATION 8 LITTLETON ROAD AL 6-9781</p>	<p>DR. L. RODGER CURRIE 34 CHELMSFORD ST. AL 6-2841</p>
<p>GEORGE MARCHAND, JR. MARKET 321 ACTON ROAD AL 6-9788</p>	<p>EDDIE'S PAINT and WALLPAPER, INC. Cor. FLETCHER and CHELMSFORD STS. You Save When You Buy at Eddie's AL 6-2151</p>	<p>ALEX'S SERVICE GARAGE Alex Ketree, Prop. 89 CHELMSFORD ST. AL 6-2451</p>	<p>OSBORN REALTY 59 CENTRAL SQUARE AL 6-5651</p>	<p>HARVEY BUILDING WRECKING CO. BOSTON ROAD AL 6-2431</p>
<p>RUSTY'S SUNOCO SERVICE STATION 54 CHELMSFORD ST. AL 6-9774</p>	<p>DR. CHARLES C. FARRINGTON 6 BOSTON ROAD AL 6-2111</p>	<p>CHELMSFORD BANK and TRUST CO. 44 CENTRAL SQUARE Your One Stop Banking Center AL 6-2565</p>	<p>JOHN H. LAMBERT MEDICAL ASSOCIATES 6 BOSTON ROAD AL 6-2751</p>	<p>CHELMSFORD WINE SHOP, INC. 38 CENTRAL SQUARE AL 6-9771</p>
<p>PARKHURST PRESS 56 CENTRAL SQUARE Where You Get GOOD Printing AL 6-2211</p>	<p>BLAKE MEMORIAL FUNERAL HOME 24 WORTHEN ST. AL 6-5251</p>	<p>HOWARD Hairdesigner 7 CENTRAL SQUARE AL 6-2011</p>	<p>DR. DOUGLAS E. BRAGDON 111 LOCK ROAD AL 6-2871</p>	<p>ROY T. JOHNSON INSURANCE AL 6-2824</p>
<p>BRIAN HOMES 119 BOSTON ROAD AL 6-2241</p>	<p>DR. ALBERT W. WILLIS 42 CENTRAL SQUARE AL 6-2461</p>	<p>BILL and ANDY'S SHELL SERVICE STA. 30 CHELMSFORD ST. AL 6-9773</p>	<p>LOWELL FIVE CENT SAVINGS BANK North Chelmsford Branch Vinal Square Chelmsford Branch AL 1-3531 AL 6-2546 Boston Road</p>	<p>ELIOT W. REMICK 219 WESTFORD STREET Dealer - Lecturer - Auctioneer AL 6-2023</p>
<p>CHELMSFORD AMOCO SERVICE STATION 95 CHELMSFORD ST. "Our lubrication is more Than a Grease Job". AL 6-5311</p>	<p>CENTER PAINT & HARDWARE 17 CENTRAL SQUARE AL 6-5111</p>	<p>CHELMSFORD DRIVE-IN THEATRE LITTLETON ROAD AL 6-2345</p>	<p>DILLON CLEANERS 23 CENTRAL SQUARE AL 6-5761</p>	<p>PRATT ASSOCIATES, INC. 23 CHELMSFORD ST. AL 6-2071</p>
<p>KENNETH C. WOOSTER "Your Fuller Brush Man" 320 ACTON ROAD AL 6-2980</p>	<p>ROGER BOYD, INC. 40 CHELMSFORD ST. AL 6-2551</p>	<p>PAGE'S DRUG STORE CENTRAL SQUARE AL 6-2577</p>	<p>PHIL'S TEXACO SERVICE 177 BOSTON ROAD AL 6-5561</p>	<p>ERIKSEN'S GENERAL STORE 55 CENTRAL SQUARE AL 6-2311</p>