



WASHINGTON

IDAHO

Introducing
PACIFIC TELEPHONE-NORTHWEST

OREGON

Ingo on Pacific Telephone - Northwest

5/2/60

- ① Date of Change to:
Pacific Telephone - Northwest
2/1/60

For explanation see page 1* (attached)

- ② Yakima County Taxes (Real & Personal
for 1960 = \$134,868.⁰⁰
- ③ Telephones in Yakima Exchange Area
as of 12/30/59 - 30691.
- ④ Number of employees - Yakima 1959 = 259
- ⑤ Annual Payroll (estimated) 1959 \$1,400,000.⁰⁰



WALTER W. STRALEY
PRESIDENT



BEN BOWLING
VICE-PRES. - GEN. MGR.
Wash. - Idaho Area



FRANCIS M. MITCHELL
VICE-PRES. - GEN. MGR.
Oregon Area



CLAUDE M. BLAIR
VICE-PRESIDENT
Staff



JOHN H. PAGE
VICE-PRESIDENT
Public Relations and Revenues



C. SELBY MASON
VICE-PRESIDENT
Accounting



DON J. ROBBINS
VICE-PRESIDENT
Personnel

WHAT IS PACIFIC TELEPHONE — NORTHWEST?

Pacific Telephone — Northwest is a division of The Pacific Telephone and Telegraph Company and a part of the nation-wide Bell System. It is an independent operating unit for Washington and Oregon and Northern Idaho. It functions as a separate company with its own management headed up by president Walter W. Straley. Headquarters are at Seattle, in the Exchange Building.

Pacific Telephone — Northwest in turn is divided into two operating areas — Washington-Idaho and Oregon. Each is headed up by a vice-president and general manager. Ben Bowling directs Washington-Idaho operations while Francis M. Mitchell holds a similar responsibility in Oregon.

Even at birth, February 1, 1960, it was a big entity. It serves a population of almost five million, has nearly one and one-half million telephones, more than 15,000 employees and furnishes telephone service in more than 700 communities.

To provide this service it has more than \$650 million invested in plant facilities, issues payroll checks that add up to nearly eight million dollars per month and paid some \$50 million in taxes last year. It handles calls by the billion (2,452,600,000 in 1959).

Some of its individual customers have more telephones than some of its smaller communities, yet it can provide a handicapped person with a single, specially modified telephone to fit his needs. Despite its size it essentially operates as a local business in each of its exchanges.

WHO WILL MANAGE IT?

Guiding the destiny of Pacific Telephone — Northwest is a team of men whose records contain remarkable similarities. Each has spent his entire career in the telephone business. Each started in the ranks and rose rapidly through positions of importance. Each brought a broad background of experience to his new position.

WALTER W. STRALEY, PRESIDENT

Walter Straley, 47, joined the Bell System in 1934 in a Des Moines, Iowa business office of Northwestern Bell. He later transferred to Northwestern headquarters in Omaha where he held assignments in information, advertising and various company operations. He moved to Pacific Telephone in 1947 for a public relations assignment in the San Francisco headquarters. In 1951 he was named assistant vice-president and in 1955 joined the A. T. & T. Company in New York where he was responsible for Bell System

advertising. He returned to Pacific Telephone in 1957 to organize and become its first vice-president and general manager of the Southern Counties area. He held this assignment until his appointment in January as president of Pacific Telephone – Northwest and a director of The Pacific Telephone and Telegraph Company.

CLAUDE M. BLAIR, VICE-PRESIDENT, STAFF

Claude Blair, 46, came to Pacific Telephone – Northwest from the Mountain States Telephone and Telegraph Company where he was vice-president and general manager of the Colorado area, a post he had held since 1958. His telephone career started at the age of 17 in West Palm Beach, Florida as a student in the Long Lines Department of A. T. & T. In 1952 he joined A. T. & T.'s commercial department where he held a number of assignments before he became assistant treasurer of A. T. & T. in 1957.

C. SELBY MASON, VICE-PRESIDENT, ACCOUNTING

Selby Mason, 52, started his Bell System career while an Amherst College student, as a temporary clerk in the treasury department of A. T. & T. in New York. After graduating he came to Pacific Telephone's accounting department in San Francisco. He served as auditor and assistant secretary of the Washington, Idaho and Oregon areas from 1937 until 1946. From here he went to San Francisco as assistant comptroller, a position he held until his recent appointment as vice-president, accounting.

JOHN H. PAGE, VICE-PRESIDENT, PUBLIC RELATIONS AND REVENUES

John Page, 40, came to Pacific Telephone – Northwest from a background with the Ohio Telephone Company, A. T. & T. and Northwestern Bell Telephone Company. His most recent assignment in the Middle West was general commercial manager for the Iowa area. His phone career began in the Ohio Bell traffic department in 1946. Three years later he moved into public relations and remained there until 1955 when he joined A. T. & T. in New York. His responsibilities there included marketing and customer product planning.

DON J. ROBBINS, VICE-PRESIDENT, PERSONNEL

Don Robbins, 46, is a native Washingtonian. He spent his boyhood years in Oregon, graduated from Seattle's Roosevelt High School

and attended the University of Washington. He joined Pacific Telephone in 1936 in Seattle as a general clerk. Rising steadily through the ranks, in 1951 he was transferred to San Francisco as a plant personnel supervisor. A year later he moved to A. T. & T.'s plant engineering department and returned to Seattle in 1954. In 1956 he became general plant manager, responsible for the operation and maintenance of all plant facilities in Washington and Idaho.

BEN E. BOWLING, VICE-PRESIDENT AND GENERAL MANAGER, WASHINGTON-IDAHO AREA

Ben Bowling, 54, began his communications career with Pacific Telephone in Seattle as a clerk in the accounting department in 1928. Successive promotions brought him the position of statistics supervisor by 1940, and he then moved to the position of auditor in 1946. He was general plant manager for two years prior to his assignment as assistant vice-president, rates and regulatory matters, in 1953. He has been vice-president and general manager for the Washington-Idaho area since April 1, 1956.

FRANCIS M. MITCHELL, VICE-PRESIDENT AND GENERAL MANAGER, OREGON AREA

Francis Mitchell, 55, started his telephone career as a clerk in the commercial department in Corvallis, Oregon in 1927. He advanced through various assignments in the commercial department, and after attaining the rank of district manager in Pendleton in 1943, he transferred to Portland as a supervisor in the commercial practices section. He became general sales manager in 1945 and steadily advanced to the positions of assistant to the vice-president and general manager, assistant vice-president, and was named vice-president and general manager of the Oregon area in September, 1959.

WHY WAS IT FORMED?

Pacific Telephone – Northwest was established to better serve the communications needs of a growing region. Rapid growth of the past shows no sign of diminishing. An independent operating unit brings top authority closer to each community and the most effective attention is given to local problems. Formation of the new company is a recognition also of the greater community of interest in this geographic region. Operations in all three states basically are similar.

There is every indication that the strong growth our region has experienced during the past several years will continue. We will have an important, yet difficult role in this expansion. Meeting demands

of the Fifties has demonstrated the need to reinforce our management structure to best meet the challenge of the Sixties.

Pacific Telephone – Northwest with its own president and management staff will be better acquainted with and can better understand our customers and our communities. Our operations now will be more flexible to customers needs. Because we are a service industry our continuing objective is better service for these customers. Our new organizational structure was conceived and developed with this objective in mind.

WHAT DOES IT MEAN TO THE NORTHWEST?

The significance of establishing a separate operating unit is pointed up in a number of ways. Decisions and policies are based on first hand familiarity with local situations. In effect, we become more than ever a local business in the communities we serve.

But at the same time, as a separate operating unit of the Bell System, we have a more direct line of communication with some of the underlying strengths of the System. The unchallenged research facilities of the Bell Telephone Laboratories, described by Fortune Magazine as the greatest industrial laboratory in the world, become more accessible under our new status. The productive might of Western Electric becomes more closely allied with needs of the Pacific Northwest. Consumer tested experience of the entire System becomes available as a convenient reservoir of information. Though these resources have always been available, they can be more directly brought to bear on problems of the Northwest under the new alignment.

In the Seattle area, establishment of a headquarter's staff means an additional payroll just as if a new industry were to be established locally. The magnitude of this has yet to be determined because it is still in the formative stage. But each new job will mean more dollars reverberating through the channel of trade.

Headquarters offices will be located in the Exchange Building, 821 Second Avenue, where general offices of the Washington-Idaho area have been centered for several years. Mr. Straley also will maintain offices in Portland.

WHAT DOES ITS FUTURE HOLD?

This area of the nation has, during the Fifties, come to accept vigorous growth as a way of life. Although this rate of growth is expected to taper off somewhat in the Sixties, we still anticipate that the population of the area served by Pacific Telephone – Northwest

will increase slightly more than one million by 1970. As standards of living and personal income rise, we expect to add another million telephones during this decade.

Thus, in a brief, ten-year span we will be adding two-thirds again as many telephones as we put into service in the entire 82 years since the Pacific Northwest's first exchange was established in Portland in 1878.

To accomplish such a herculean task will require an expanded employee force. Pacific Telephone – Northwest, on the ground floor of this expansion effort, will be in a better position to effectively guide its progress.

With promised technological improvements awaiting our utilization, better communications services to serve the home, business and industry still remain our primary objective. Pacific Telephone – Northwest, above all else an organization of skilled, dedicated people, sets its sights on effectively, efficiently and adequately meeting the demands of the Pacific Northwest.

FACTS ABOUT PACIFIC TELEPHONE—NORTHWEST

Population (1-1-60)	4,893,000
Square Miles of Territory (Land Area) (1-1-60)	182,091
Telephone Employees (1-1-60)	15,400
Telephones (1-1-60)	1,482,000
Number of Communities Served (1-1-60)	727
Gross Plant Investment (1-1-60) \$	650,502,000
Payroll and Associated Costs (1959) \$	93,700,000
Construction Expenditures (1959) \$	61,442,000
Total Taxes (Excluding Federal Excise Tax) (1959) \$	49,059,000
Total Calls (1959)	2,452,600,000
Total Long Distance Toll Calls (1959)	71,700,000

