...to recreate San Jose

** Join the San Jose Historical Museum Association

** Give a few hours to the Museum each week

** Ask your City Council to support the Historic Park Complex.
A perusal of a 1910 telephone directory shows it was as much a manual for the prevention of frayed nerves as it was a listing of the numbers of subscribers.

Dealing with the "number please" human operators of that day apparently was as potentially exasperating as trying to fathom the intricacies of the mechanical switchboards of today.

But "Courtesy" was as important in obtaining good service in 1910 as a short course in electronics is helpful in 1972.

"Courtesy, like virtue, is its own reward, but pays extra dividends in connection with telephone service," Mabel Bell wrote in the old directories, and she urged her subscribers to try it. If you wanted good service, "Never try to remember a telephone number," the 1910 subscriber was warned. "To remember is to begin to guess. A number guessed at means an innocent subscriber is disturbed. You have no right to disturb a subscriber needlessly!"

Good advice then, when two-digit numbers were used, or those like L-F-4, and better advice today when seven-digit numbers are the vogue.

Ma Bell gave conflicting orders on answering the old wall phones. "Answer your bell promptly," she directed subscribers, but "you should not remove the telephone from the hook until it stops ringing. (You got a blast in the ear, if you did.) If you don't answer immediately, you may disappoint a friend who is trying to reach you."

If you had a complaint you were asked to: "Report all troubles if you cannot use a neighbor's telephone to call the Exchange, send us a POSTAL CARD. If your telephone is out of order, you will not get a rental rebate until after 24 hours written notice has been received."

How to Treat an Operator: "Please don't shout at the operator. Be reasonable. You always are, of course, but what we mean is this - often a subscriber sees nothing but himself and one single telephone instrument.

He doesn't see the HUNDREDS of subscribers waiting to place their calls. Yet a man will become disgusted if he has to wait FIFTEEN SECONDS to get an operator to connect him with his residence - just so he may tell madam that he will be a little late to dine!

"Remember, we have rushes of business, just like the street cars and the Post Office."

"Often the operator rings the bell again and again, and then says to you: They do not answer. She never, never says, They are not there. Did you guess at the number or are they really out?"

"When giving your number to the operator please spell it out thus - Main, one, five, six, oh, for Main 1560. Speak into the mouthpiece and please speak distinctly."

A party line in 1910 meant just that, one line serving several or many parties. You were asked not to snap at one of your "party liners" if he tried to break in on a call you were making. "Be polite and tell them you won't be long," Ma Bell said.

This admonition was necessary because while a party line could carry only one conversation at a time, it was open to all subscribers on that line. Thus, the party line became famous for eavesdropping and for conversations broken by a thoughtless neighbor who would crank out two longs and one short to make a call without listening.
1973 NOMINATED
OFFICERS

In accordance with the bylaws of the San
Jose Historical Museum Association, elec-
tion of officers will be held at the
Association's Annual Meeting on Monday,
April 2, 1973. The following is the re-
port of the Nominating Committee:

for President,
   David S. Rader;
for Vice President,
   Bartolome Sepulveda;
for Recording Secretary,
   Mrs. Leland S. Livingston;
for Corresponding Secretary,
   Mrs. Paul Lion;
for Treasurer,
   Mrs. Donald B. Richardson.

SJTMA ANNUAL
MEETING TO BE
HELD

The Annual Meeting of the San Jose His-
torical Museum Association will be held
April 2, 1973, at 12:00 noon at the Museum
for the purpose of electing officers for
the ensuing year. There will be a short
business meeting, followed by a program.
Box lunches will be available, and reser-
vations should be made by calling the
Museum Secretary at 287-2290.

HEALTH SUGGESTIONS...
from the turn of the Century.

Slippery-Elm Bark Tea:

Break the bark into bits, pour boiling
water over it, cover, and let it infuse
until cold. Sweeten, ice, and take for
summer disorders, or add lemon juice
and drink for a bad cold.

Clam Broth:

Select twelve small, hardshell clams,
remove them and chop them fine; add half
a pint of clam juice or hot water, a
pinch of cayenne, and a walnut of butter;
simmer thirty minutes, add a gill of
boiled milk, strain, and serve. This is
an excellent broth for weak stomachs.

...excerpts from "The White House Cook
Book"

SAN JOSE
HISTORICAL
MUSEUM

635 Phelan Avenue
San Jose, California 95112

287-2290

.......... HOURS ..........

WEEKDAYS 10:5
SATURDAY 12:5
SUNDAY 12:5
Telephone Nostalgia
Cont'd from page 2.

first to see if the line were in use.
Subsequent arguments were legendary.

The cost of a call from San Jose or San
Francisco to Monterey was 40 cents for
one minute plus 10 cents for each addi-
tional minute.

You were advised not to advertise your
telephone number. "Just put on your sta-
tionery and wagon the expression TELEPHONE
CONNECTION. Two good reasons why the num-
ber should not be advertised: 1 - The
telephone company may be forced to change
it; and 2 - to advertise your number will
encourage the public to MEMORIZE it and
that usually ends up in somebody GUESSEING
at the number, and then guess who gets the
blame for a wrong connection - the company,
when all the time the caller gave the
operator a GUESSED AT number."

And to conclude this bit of nostalgia -
the company begs you to "be forbearing,
considerate and courteous. Do over the
telephone as you would face to face. Ob-
serve these rules... for we must all work
together."

I REMEMBER....

Helen Schoenheit Moore

.....and who doesn't, Policeman Jackson
standing in all his glory in the middle
of First and Santa Clara Streets directing
traffic, as there were no traffic lights
in those days; and woe betide the driver
who didn't make a square left turn around
him.

.....the early morning train coming north
from Gilroy along Fourth Street and stop-
ing at San Antonio Street to let off all
the Normal (San Jose State University)
students who commuted.

Minalovitch's Hungarian
Blackberry Juice.
Prevents
Stomach
Ache.
Should be
Drunk
Before
Whiskey,
Brandy,
Gin etc.

A BOTTLE OF THIS SHOULD BE IN EVERY HOME.
[1893]

CRANDALL & CO.,
3d Ave. and 37th Street.

[1895]
WORLD'S FIRST RADIO STATION REOPENS!!!!

The long-awaited Foothill College Electronics Museum opened to the public February 2. Featuring "hands-on" exhibits of hundreds of irreplaceable artifacts from the Perham Foundation and Lee deForest collection, the museum includes the re-created studio of the world's first regularly scheduled radio station, San Jose's KQW. Hours are: 9 a.m. to 5 p.m. Wednesdays and Thursdays; 9 a.m. to 10 p.m. Fridays; noon to 5 p.m. Saturdays, Sundays and most holidays.

HELP WANTED!!
THE MUSEUM GIFT SHOP NEEDS YOU

There is an urgent need for personnel to staff the Museum Gift Shop. Anyone with a few - even one or two - hours to give should contact Bonnie Bamberg at 264-8199 or the Museum Secretary at 287-2290 for further details.

PARTICIPATION

Attend the next SJHNA Board Meeting, March 16, 1973 at 12:00 noon in the San Jose City Hall Cafeteria. All board meetings are open to the public and your attendance is welcomed.

PHOTOGRAPHY CONTEST

PRIZES: Grand Prize $50
1st in each category $25
2nd in each category $15
3rd in each category $10
Honorable Mention Certificates.

THEME: Antiquated Subjects on the Landscape of Santa Clara County

ENTRY FEE: $2.00 per entrant.

CATEGORY REQUIREMENTS:
BLACK & WHITE PRINTS - 8" x 10" minimum size, 16" x 20" maximum, mounted, no frames.

COLOR PRINTS - 8" x 10" minimum size, 16" x 20" maximum, mounted, no frames.

TRANSPARENCIES - 35 mm or 2½" maximum format, cardboard mounts.

RULES:
Each entrant may enter not more than 10 photographs.

Entries can be in any category or a combination of categories.

Entries may be submitted for judging individually or as a sequence.

Each entry must be titled and identified, and must have the entrant's name and address affixed to it.

Entries must be the original work of the entrant.

Submit entries to the Secretary at the San Jose Historical Museum by June 3, 1973, 3:00 p.m.

Phone 287-2290 for further information.

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Mr.
Miss
Name: Mr. and Mrs.

Address: __________________________

City: __________________ State _______ Zip _______

Enclosed is my check for $__________ entitling me to all membership privileges in the San Jose Historical Museum Association. Make checks payable to San Jose Historical Museum Association. Memberships are deductible within legal limits for tax purposes.

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Editor's Note
After this edition I will not be Your Editor.
Mary "Madge" Saksena
Cecilia Morales, Secretary
Newsletter Contributions
Must Meet Deadline.

Anyone wishing an announcement, article, or other item to be included in the April issue of this newsletter must place it, by Tuesday, March 26, in the hands of

Mr. & Mrs. R. Douglas Moore
15738 Highland Drive
San Jose, California 95127

San Jose Historical Museum
635 Phelan Avenue
San Jose, California 95112

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