

NEW JERSEY



BELL TELEPHONE COMPANY

E. W. DIETZ  
MANAGER

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Mrs Helen Byam Schwamborn

Dear Mrs Schwamborn: —

I thank you for your kind words concerning the part the telephone played in making your visit to New Jersey pleasant.

Attached is a copy of our magazine and as of interest I have mailed a number to Caravaners. Yesterday I sent 3 extra copies to The Roney as requested. I do hope you liked the write up and I can assure you it was indeed a pleasure to work with your members.

To a successful new year

Sincerely

Elmer Dietz



1664 • 1964  
NEW JERSEY  
TERCENTENARY



NEW JERSEY  
**Bell**  
SEPTEMBER 1964

NATIONAL BOY SCOUT JAMBOREE ☆ ☆ ☆ ☆ *As American as Valley Forge* SEE PAGE 2





e in '64!



# NEW JERSEY **Bell**

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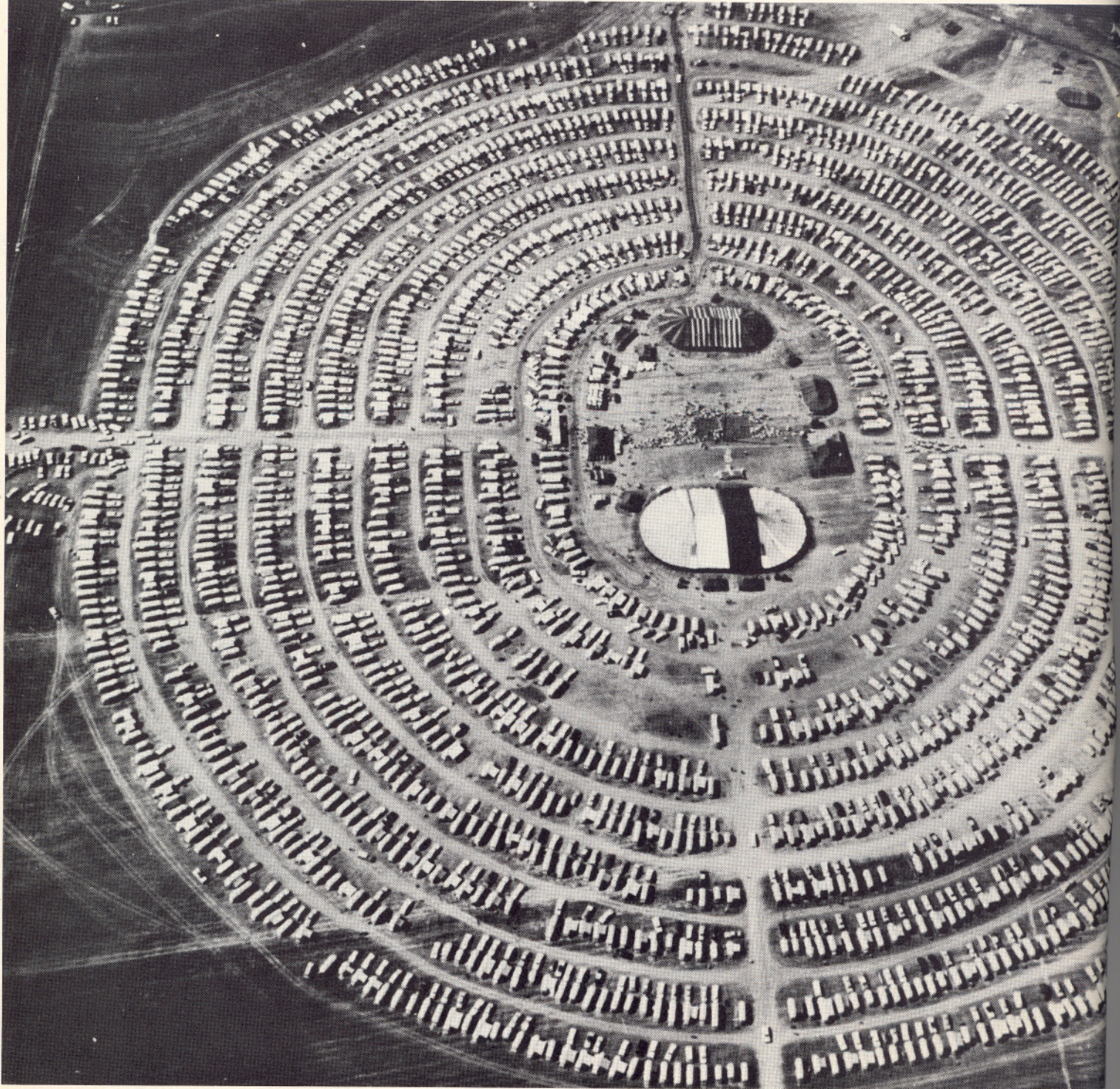
*Inside Back Cover: Special Bell Teaching Aids Improve Science  
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# ALU

An airview of the "Aluminum City" at Skillman—the "hometown" of 10,000 Wally Byam Caravanners from June 22 to July 6.





# THE MINUM CITY

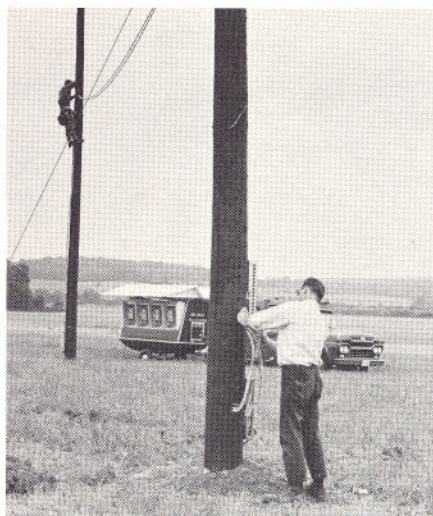


**Not all convention** activity with which New Jersey Bell people were actively concerned this summer was confined to Atlantic City.

On a 200-acre lot belonging to the New Jersey Neuropsychiatric Institute in Skillman near Princeton, a veritable city, largely constructed of aircraft aluminum, sprung up almost overnight, this past June. The scene was the seventh annual international convention, or rally, of the Wally Byam Caravan Club, whose trailers - nearly 2500 of them - sprouted from the landscape like so many giant cucumbers planted in neat, concentric circles.

Just who were the inhabitants of this strange city? Actually they are the most respected bunch of gypsies in the world. They are a group of American and Canadian citizens whose chief interest is the pleasure and education of travel. Most of them come from the vast middle class of America. They include doctors, lawyers, educators and businessmen, most of whom are in their fifties.

Why are these "trailer folk" known as Wally Byam Caravan-



Trenton Suburban Installers Henry Bartasawitz (on pole) and Wayne Petty did much of the installation work at the rally site.

"Soup's On"—Sampling his wife Alyce's cooking is M. H. "Pete" Inman of Fresno, California. Both are former Pacific Tel. & Tel. employees.

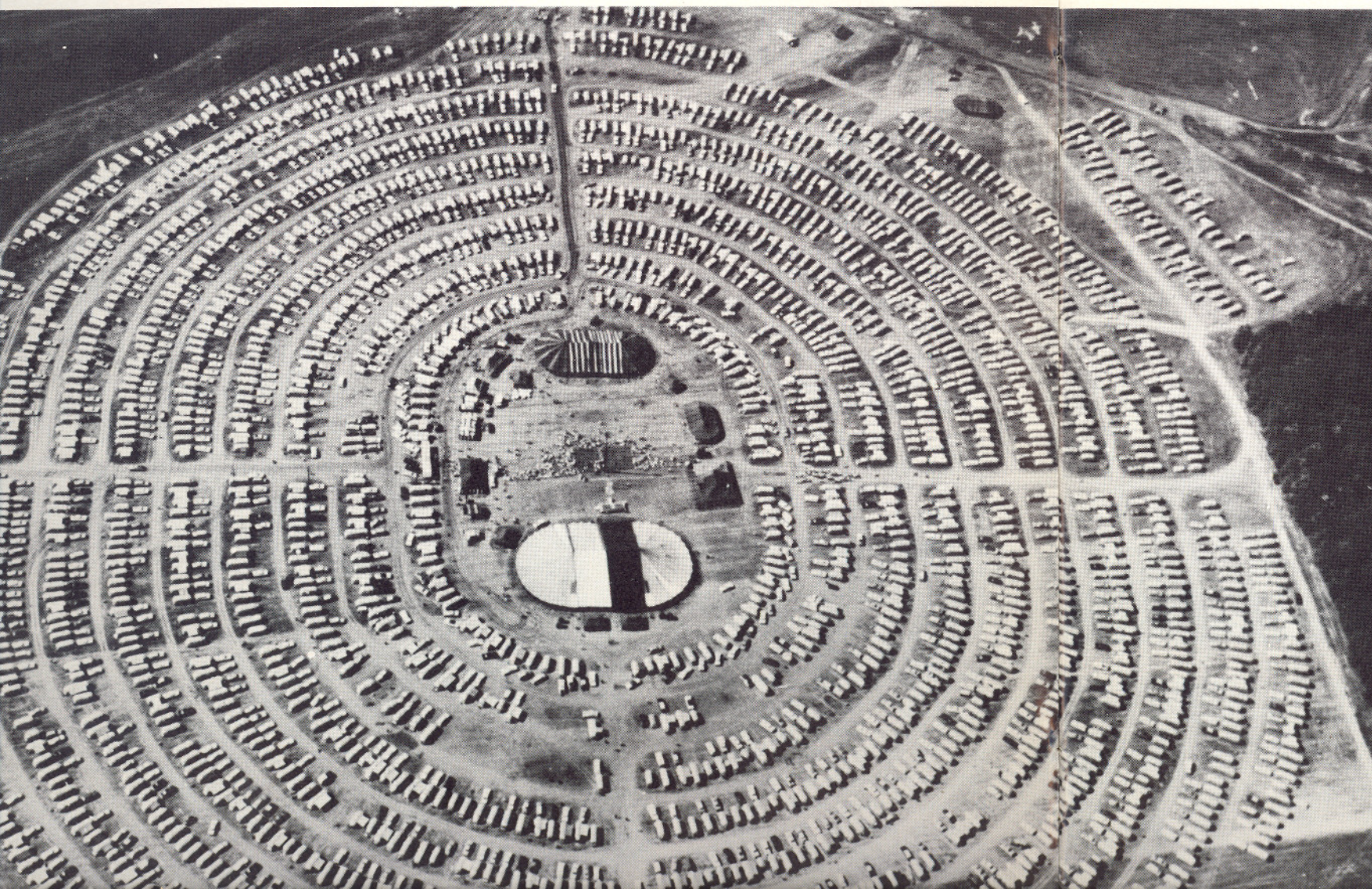


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# THE ALUMINUM CITY

Aluminum City" at Skillman—the "hometown" of Caravanners from June 22 to July 6.



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Hightstown Manager Howard Klank (left)  
and Princeton Manager Elmer Dietz wel-  
comed International President Enos Axtell.

*Continued . . .*

# THE ALUMINUM CITY

ners? The club is named in honor of the man who originated the idea of trailer caravans and designed the "Airstream" aluminum trailer in which the nearly 40,000 members travel. Since Mr. Byam's death in 1962, the executives of his company carry on this tradition and lead caravans into all parts of the world.

The site for their 1962 rally was near Seattle, where they were frequent visitors at the Fair. The Summer of 1963 found them encamped on the fairgrounds at Bemidji, Minnesota, in the heart of the Paul Bunyan country. With an eye to the 1964 New York World's Fair, as well as our State's Tercentenary, they chose New Jersey as the location for this year's assembly. No doubt Governor Hughes' invitation to use the state-owned tract was influential in making the final choice. This choice was to New Jersey's advantage since Caravan officials estimated that they spent over \$1 million during their stay here.

Elmer Dietz, Princeton Business Office Manager, headed up an interdepartmental Customer Relations Sub-Committee, in the Trenton Suburban District, which made advance telephone plans for this mobile community of 10,000. The major part of the job was to provide the equipment and operating

personnel necessary to create additional calling capacity in the Hope-well central office - a dial unit normally serving 2100 customers - and additional cable to Trenton where long distance and information calls were handled.

Tom Boyle, Engineer, Trenton District, handled the cable layout work. Bob Turney, Assistant Manager, Trenton, was responsible for service orders and billing arrangements. Charlie Shropshire, Senior Traffic Facilities Supervisor, made arrangements for line assignment and additional central office equipment.

Eight business lines and 10 coin locations were requested by Caravan officials. Ward Redman, Area Public Telephone Manager, saw an excellent opportunity to make use of our "phones on wheels" equipment and arranged to locate our coin box trailer in the very center of the camp site. The eight business lines were connected for the officers and other officials of the Club, as well as the dispensary, police, message center and administrative office.

Among the many diversions for the Caravanners were square dance classes, movies, style shows, bridge and golf tournaments and amateur entertainment hours. A number of cultural interest tours were enjoyed

and Tuesday, June 30, was designated as Wally Byam Caravan Club Day at the World's Fair. Some 3700 members made the bus trip to Flushing that day, well prepared by Elmer Dietz's slide-talk and both our Bell System pavilion model and Fair Map which had been provided by Tom Daggett, Public Relations Supervisor. New Jersey Bell's Exhibits and Display Group also assisted the Caravanners by providing props for the Wisconsin Unit's "History of Communications" float, appearing in the traditional July 4 Club parade.

Informal interviews with over 200 members disclosed that not only are there many former Bell System men and women in the Club, but some 40 per cent of the Caravanners are A.T. & T. share-owners.

Enos Axtell, International President, expressed the Caravanners' thanks for the Company's efforts by presenting the Club's Plaque of Appreciation to Mr. Dietz. The Company was the only business organization in the State to be so honored.

On Monday, July 6, with the rising of the sun, trailers were hitched to the cars, "goodbyes" were said, and the exodus began. It continued for hours and, with the settling of the dust, the once thriving Aluminum City had vanished. ■







Residents of Aluminum City have all the conveniences of modern living.

In photo at far left, the Ralph Waters of Hemet, California (left), chat with friends as Southwestern Bell's Earl Johnston (rear) and Mrs. Johnston, of Topeka, place their calls.



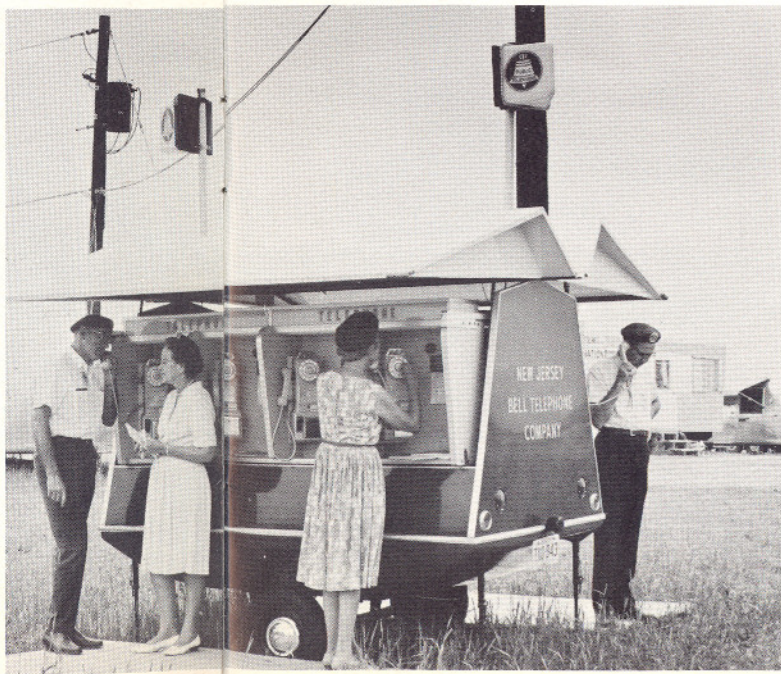
# WONDOROBO II

*Grona and Enos A. Axtell*

RANDVIEW, MISSOURI







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