

✓ M-510- *exam-510 operator.*
SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY *113*

HURT BUILDING ATLANTA, GEORGIA 30301 *①*

AREA CODE 404

529-7554

W. B. NOEL
ASSISTANT VICE PRESIDENT

April 21, 1970

PRIVATE MEMORANDUM

Mr. R. B. Howard
Assistant Vice President
Room 1630 Hurt Building

Dear Mr. Howard:

After our discussion on April 20, 1970 during which you indicated that Personnel no longer considers the employment of males for the telephone operator's job as a BFOQ and your statement that "195" Traffic has reluctantly conceded, I became quite concerned.

Only last week I was in a meeting with Bob Ferguson, Assistant Vice President - Traffic, at "195" and representatives of most other Companies including Pacific. At this meeting Mr. Ferguson made it quite clear that he was concerned about the direction the Pacific Company had taken in hiring MALES as telephone operators.

I talked to Mr. Ferguson this A.M. and he advised me that he did not know of anyone at "195" that was for such a procedure. He said that he knew Mr. Kingsbury in Personnel was not for it. He said he personally expressed his concern to Mr. Kertz and that the matter was discussed all the way to the President and that "they have orders" that the position of the AT&T Company is "WE ARE NEUTRAL."

I understand that this position was taken because of the feeling that the "President of each Company must make his own decision."

It seems to me Southern Bell can take a position in this matter. This position could be that we don't think there is much reason for doing what Pacific did - let's watch Pacific for at least a year.

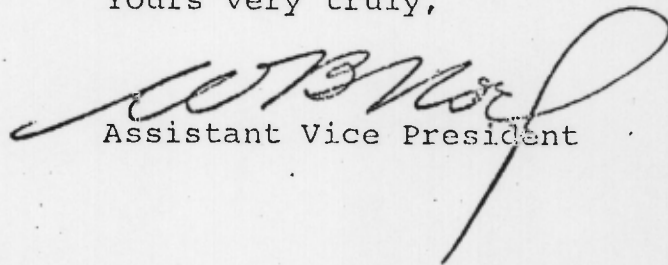
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There are many reasons for not employing males as telephone operators. These are presented in the attached private notes from Mr. C. K. Collins in 1966.

During this period of customer sensitiveness to our service, I urge those responsible for the decision not to risk unfavorable customer reaction. In this connection I particularly call your attention to Item 2 of the attachment which says in part, "It is no accident that the present high level of service has come about. Indeed it is largely due to the employment of women as operators, etc."

Yours very truly,



Assistant Vice President

Attachment

cc: Mr. J. S. Stone