

**Title:** Wisconsin Bell

**Reference Code:** Mss-1577

**Inclusive Dates:** 1905 – 1990

**Quantity:** 16.1 cu. ft. total

**Location:** GV, Sh. 046 (001.1 cu. ft.)  
WHS, Sh. C053-C056, C064 (15.0 cu. ft.)

**Abstract:** In 1877, Charles Haskins brought the first telephone to Milwaukee. He quickly realized the telephone's commercial potential and built the city's first telephone exchange at 411 Broadway. By 1879, National Bell appointed Haskins agent to operate in Wisconsin, Minnesota and the northern half of the Dakotas. In 1882, Haskins, his son Harry, and Benjamin Miller formed the Wisconsin Telephone Company. With the breakup of the Bell System imminent, the company changed its name to Wisconsin Bell in 1983. The breakup occurred in 1984, and Wisconsin Bell became part of Ameritech, one of the original Bell regional holding companies. The company name changed to SBC Ameritech Wisconsin in 2001 and to SBC Wisconsin in 2002. In 2005, the company began operating as AT&T Wisconsin, its current corporate name.

**Scope and Content:** The collection consists of annual reports, company publications, historical information, almanacs, Milwaukee telephone directories and other ephemera.

**Access and Use:** No restrictions

**Language:** English

**Notes:** The collection was initially processed on July 6, 1996, by Steve Daily. Material was added to the collection in November 2004 and July 2015.

**Arrangement:**

Folder Heading	Box #	Folder #
Annual reports, 1946, 1964	1	1
Histories - National and Local.	1	2
- <i>The Magic of Communication: A Tell You How Story</i> , 1932		
- <i>Facts About the Bell System</i> , 1940		
- <i>53 Years on Broadway: The Story of a City Block in Milwaukee's History</i> , 1930 (2 copies)		
- <i>Wisconsin Telephone 100 Years 1882-1982</i> , 1982 (2 copies)		
Employee and equipment manuals/handbooks	1	3
- <i>Steps to Survival Success</i>		
- <i>Instructions for the Information and Guidance Toll Operating-Room Employees</i> , 1905		
- <i>Information on New Apparatus Units for Program Pick-up and</i>		

<i>Public Address Systems, 1929</i>		
Telephone almanacs, 1929, 1932-33, 1936, 1958	1	4
Publications	1	5
- <i>Trend</i> July/Aug 1965 bi-weekly by Public Relations Dept., Sept. 1971		
- <i>Views</i> March 1966 employee publication. (2 copies)		
- <i>Badger Bell</i> 1957 (2), 1961, 1963, 1965, 1967, 1984		
Area code and telephone numbers books	1	6
Miscellaneous	1	7
<i>Wisconsin Telephone News</i> , 1927, 1931, 1942, 1952-1957	2	LOOSE
<i>Wisconsin Telephone News</i> , 1958-1965	3	LOOSE
Milwaukee Telephone Directories, 1898-1978 (not inclusive)		WHS, Sh. C053-C056, C064