

Why did farmers start the first area telephone company?

The first telephone system, before 1900, was the Saugatuck-Ganges Telephone Company and one of its major purposes was for fruit growers to communicate with the piers at Pier Cove. If the weather was too rough, or the boat too full, he would carry his fruit to Fennville and put it on the train. In summertime in the 1920s as the tourist trade began to boom, the local telephone operators depended on local boys to deliver (for a tip) incoming messages to visitors in cottages or living on their yachts.

When the Saugatuck-Ganges Telephone Company began in 1895, it was the first cooperative telephone company in Michigan, and probably in the country. Some of the rural lines had as many as 15 customers on a party line. Dial phones arrived in 1940 with the local exchange Ulysses 7, but for calls within the exchange you one only needed to dial the last four numbers. Then one morning about 1970, with no advance warning, residents had to dial the whole number. To this day when many local people are asked their telephone number they will give you only the last four numbers.

TELEPHONE DIRECTORY

Soer 42096 for Beezie

FENNVILLE-GANGES

SAUGATUCK-DOUGLAS

JULY 1952

Revised to May 15, 1952

UNION TELEPHONE COMPANY

11441

Ganges 3731

Adams

Sam Adams 7206

City Hall 1471

1387

Hawthorn 2432

24 Hour Service

Insured Cabs

S and D TAXI

Saugatuck, Michigan

PHONE 42321

PHONE 42941

Stand at Maplewood Hotel

HINSON'S BOAT BUILDING & REPAIR

Fiberglass Canoes, Boats, Repairs

OWNER: ELBERT (TEX) HINSON

Factory Location: 3315 64th St., North of Saugatuck, Mich.

Mailing Address: P. 2, Hamilton, MI. 49419

816/537-2214

ALLAN - - - Antiques

121 BUTLER ST.

SAUGATUCK, MICHIGAN

MRS. G. W. YOUNG

MANAGER

PHONE SAUGATUCK UL 7-5161

WOODALL—ZWEMER

SAUGATUCK-DOUGLAS

WEST MICHIGAN OIL CO.

SHELL GASOLINE — SHELL FUEL OIL

CALL FOR QUICK DELIVERY

FENNVILLE 24141 — SAUGATUCK 41321

Woodall Robert res	43912	Y	
Woodall William res Maple	42637		
Woodward Robert C Mrs res 1011 Eliz	42012	Young Allan res Mary	42061
Wolensack Lillian res Lake	41012	Young George W Mrs res Water	42511
Wright Donald res E	42537		
Wright George C serv sta 403 Lake	41701	Z	
Wright Julius M res 1021 Holland	45191		
Wright Ruth 146 Butler	42946		
Wyne Frank res S E Douglas	43839	Zwemer Agency 318 Butler	41791

WOOD & MYERS

DAILY FREIGHT SERVICE TO AND FROM CHICAGO

HOUSEHOLD GOODS — MICH., IND., ILL

Chicago 2519 S. Arctesian - Phone Franklin 6-1935

S. HAVEN — U. S. 31

Phone 400

THE RIGHT WAY

to call Long Distance!

For faster service and more satisfactory results generally, please give the long distance operator the information she needs . . . in this order:

1. The name of the city you are calling.

2. The telephone number in the distant city.

3. The name of the person you're calling, if it's a person-to-person call.

4. Your own telephone number, after the operator asks for it.

Speak Into The Phone

with your lips about 1/2 inch from the mouthpiece, for clearest voice transmission.

Business cards and advertisements show the evolution of area telephone numbers. Originally the telephones in a village were simply numbered. The Geo. Walz meat market was Douglas 5, but by the 1950s the S and D Taxi was summoned with a number which began with a 4 followed by four digits. By 1962 the area including Allan - - - Antiques was part of the Ulysses exchange, later converted into numbers – 857.