

BELL SYSTEM PRACTICES
Station Installation and Maintenance

SECTION C14.001
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AT&T Co Standard

TELEPHONE SERVICE
MERCHANDISING

1. GENERAL

1.01 This section may be used as a guide for:

- (a) Answering questions concerning the variety of telephone service which has been advertised.
- (b) Acquainting customers with those services which are best suited to their specific needs.
- (c) Familiarizing customers with those services which will provide greater convenience and at the same time pointing out the various colored telephone sets which are available, so that the customer may choose apparatus which will blend or contrast with surrounding decorations.

1.02 The information covered in this section does not supersede standard operating procedures, and therefore its use is subject to any restrictions which are specified in Bell System and local practices.

1.03 The services described below have been found to be especially useful to our customers. A general knowledge of these services will assist in helping customers plan their telephone service to fit their individual needs.

Extension Telephones

1.04 The **well-telephoned** home has extension telephones installed at locations most frequently used by the customer such as the kitchen, recreation room, and master bedroom (see Fig. 1).

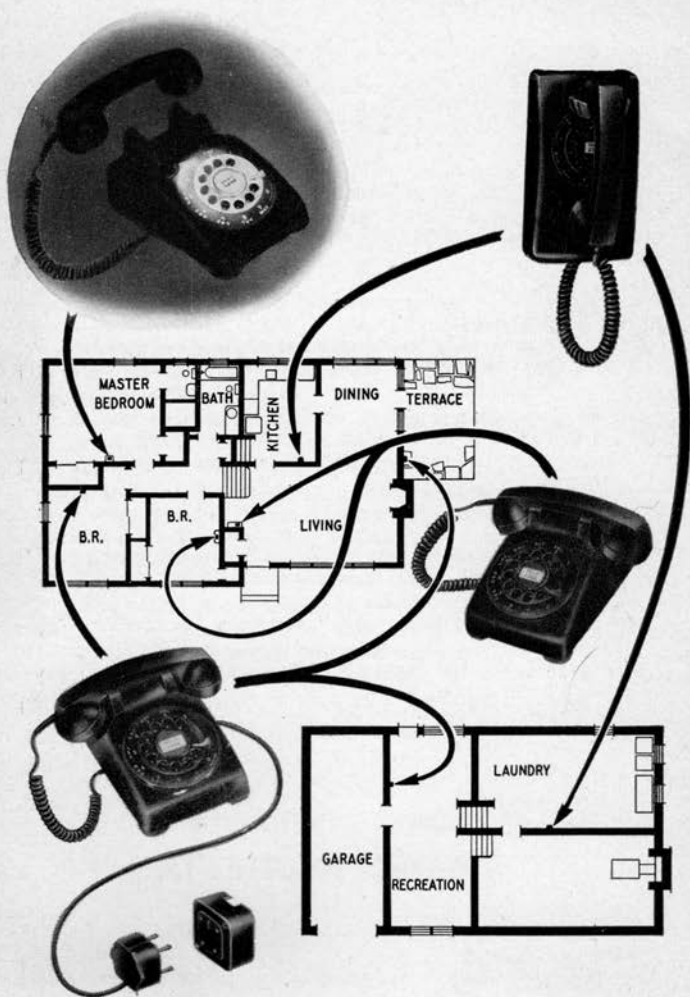


Fig. 1—Suggested Locations for Apparatus in a Home

Plugs and Jacks

1.05 Jacks may be placed where there is only an occasional need for a telephone and a permanent installation is not ordinarily required, such as in guest rooms, laundrys, garages, etc. Weatherproof jacks may be placed in breezeways, patios, etc. (See Fig. 1.)

Extension Bells

1.06 Extension bells may be located at remote locations where the customer would not ordinarily hear the incoming signal. Such locations might be recreation rooms, garages, patios, etc. Loud ringing bells, gongs, and horns are suitable for noisy or open areas, such as machine shops, loading platforms, shipping rooms, gas stations, etc. Single stroke chimes are considered appropriate for customers with impaired hearing because of their tone frequency.

Illuminated Dial Set

1.07 The illuminated dial set is arranged with a shielded lamp on one side of the dial which illuminates the lucite finger wheel when the handset is picked up, thereby permitting the customer to dial in dark or in poorly lighted locations. This set is ideal for bedroom installations. (See Fig. 1.)

1.08 An illuminated dial set equipped with a turn button key in the base operates as follows:

- (a) With the button in one position, the set will operate in the same manner as described in 1.07.
- (b) With the button in the other position, the dial light will remain on with a soft glow, so that the customer may locate the set in a dark room. When the customer picks up the handset, the light will become brighter.

Speakerphone

1.09 Speakerphone arrangements provide either conventional telephone service or hands-free service. The latter feature permits the customer freedom of movement about the room. In addition, other people who are in the room may be included in a telephone conversation by using the speakerphone feature. This arrangement is convenient for use in kitchens, work rooms, offices, etc., and may be of particular help to invalids who experience difficulty in using conventional sets.

1.10 This service is available in two arrangements listed below:

- (a) A 500-type set equipped with three control buttons (on-off-volume) and a microphone in the base with a small separate loudspeaker, particularly useful where a desk-type set is desired or being replaced and it is not desired to associate it with key systems.
- (b) A separate microphone unit equipped with three controls (on-off-volume) and a separate loudspeaker. This arrangement may be used on 1A and 1A1 key systems, 755A PBX stations, and with all standard telephone sets.

Telephone Answering Sets

1.11 This service is ideal for professional men or tradesmen who are away from their place of business at times and whose businesses do not require the employment of a secretary. There are two types of service:

- (a) An answering service which announces a recorded message to the calling person, which has been dictated by the customer.
- (b) An answering service which announces a message to the calling person, which has been dictated by the customer, and which permits the calling person to record a short message which may be played back upon the customer's return.

Volume Control Telephone

1.12 This service is used for customers with impaired hearing or at noisy locations. The set associated with this service allows the customer to control the receiving volume by means of a turn button in the base of the 500-type set.

Cutoff Keys

1.13 This service is used where a customer, by manually operating a key, may disconnect one or more extension stations for privacy, or silence one or more ringers when it is desired to carry on activities without interruption.

Visual Signals

1.14 This service may be used on one or more incoming lines where the customer desires a visual signal for incoming calls.

Push Button and Buzzers

1.15 Push button and buzzers are generally used to signal individuals on key systems, extensions, etc.

Intercommunication

1.16 The intercommunicating system may be furnished in manual or dial and are used in homes and office installations.

Key Equipment Systems

1.17 The 1A and 1A1 key systems are very flexible services and will solve a great many communication needs, some of which are listed below:

- (a) Pickup of one or more lines.
- (b) Holding on central office or PBX lines.
- (c) Visual incoming signals (steady or flashing).
- (d) Visual busy signals (steady).
- (e) Visual hold signals (steady or winking).
- (f) Intercommunicating and signaling (manual or dial selected).
- (g) Manual or automatic exclusion and cutoff of other stations.
- (h) Manual cutoff or transfer of audible signals.

Additional Line

1.18 An additional telephone line is convenient in homes where there are teen-agers or where telephones are used more than is customary, due to professional and social calls.

Additional Directory Listings

1.19 Additional listings are an aid in locating professional people, partners, or additional members of a family. Business listings are found in the yellow pages of the directory. This classified section is valuable as a guide in locating businesses, services, and supplies, listed alphabetically according to subject.

Credit Card (for Long Distance Calls)

1.20 This credit card is very convenient for customers who travel, such as salesmen. It allows them to charge long distant calls to home or place of business.

Architects and Builders Service

1.21 This service is very helpful to customers and builders in remodeling or building homes, as it enables the builder to provide for conduit to be installed so that the telephone wiring, connecting blocks, etc. are concealed.

Spring Cords

1.22 These handset cords reduce tangling and present a neat appearance because of their compactness and are ideal for all telephone sets.

Shoulder Rest

1.23 The shoulder rest equipped handset permits the customer to rest the handset on his shoulder leaving both hands free while using the telephone, for writing, for turning of pages, etc. The shoulder rest is a cushioned pedestal which is attached to a special handset, permitting the customer to reverse it for use on either shoulder or remove it and use handset in regular manner.