

The New Telephone Booth

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A BILLION and more times during 1928 someone stepped into one of the quarter million booths then in service, and added that experience to the influences forming his attitude toward telephony.

Since the function of a telephone booth is to provide means for calling satisfactorily from a noisy location, or in privacy from a public place, its essential requirements relate to utility under these conditions. Always, however, comfort and convenience for the user, and an attractive and inviting appearance, have been sought. The No. 1 and No. 2 type booths now in service were a marked improvement over their predecessors in these respects. For the fifteen years during which they have been standard, they have proved quite satisfactory in utility, comfort, convenience and appearance.

Of late years extensive development has modified the architecture and appointments of the public places in which booths are located. Concurrently, great increase in the use and number of telephone booths has given them a conspicuous and important status in public interiors. To keep them abreast of their surroundings, modifications and improvements have accordingly been made in the booths, to

the point of standardizing a new type.

Two different styles of the new booth are being manufactured: one (No. 5) to accommodate the patron standing, and the other (No. 6) equipped with a seat; the coin collector and shelf are mounted conveniently higher in the former than in the latter. Both are furnished with exterior finishes of dark mahogany, medium mahogany, oak, and walnut, and incorporate features which augment the safety, durability, and at-



Fig. 1—An early telephone booth, which was a standard from 1890 to 1900

tractiveness of telephone booths and the comfort of their users. Many of the respects in which these improvements have been made are immediately evident on comparative inspection (Figure 2). Some of the other improvements are less obvious.



Fig. 2—Telephone booths of the new type (left) are more attractive, serviceable, and comfortable than are those of the present type (right)

A steel floor, employed in the new design, reduces the thickness of the base sufficiently to eliminate the necessity of an upward step in entering the booth. The floor-covering is of a single sheet of quarter-inch rubber, mottled black and white, which will not readily stain or become spotted with cigarette burns. The edges of the sheet are folded upward to form a "base-board" six inches high around the lower portion of the sides and back, serving them as kick plates and as a protection from dampness when

the booth is mopped. Bronze binders are used to conceal the edges of this rubber covering.

The interior walls are covered with a steel lining, embossed all over with small irregularly spaced impressions which give the surface a pebbled or stippled appearance; a molding, also embossed, outlines a panel in each side and the back. These linings are attached to the interior of the booth by oval-headed brads, inconspicuous in the general pebbled design, and the edges of the lining are finished by corner moldings. To harmonize with any of the four exterior finishes, the linings are painted a neutral color called "forest drab".

A study of the lighting produced a dome-light in the center of the ceiling, and a door-switch completely concealed above the ceiling and operated by an arm extending upward from the door-hinge. Surrounding the dome-light are slots which permit vitiated air, with the assistance of the heat of the lamp, to escape through the ceiling. Fresh air replacing it enters the booth under the door, which is so hung as to leave a space between it and the tread when it is closed.

The door is made in two folding parts; when open, it folds entirely within the booth. The wooden-column hinge between the two members has been replaced by a bronze piano

hinge which greatly improves the appearance of the booth and makes available more space for glass in the door. Here the use of bevel plate glass further improves the appearance. The lower panels of the interior of the door are now of hard wood, matching the exterior of the booth. Upon the door an attractive bronze handle is used.

A number of the modifications in the interior are especially directed toward the comfort of patrons. The telephone, heretofore attached to the middle of the right side of the booth, has been moved into the rear corner, out of the way of patrons entering

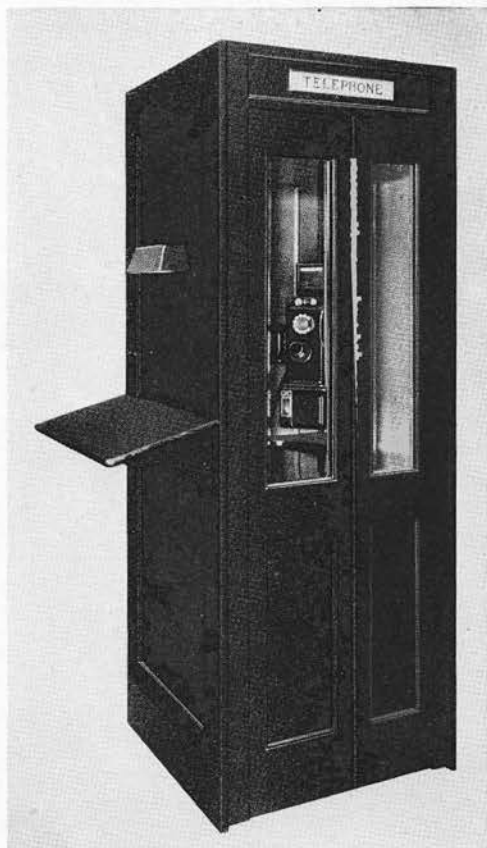


Fig. 2—The new directory light protrudes less, and is nearer the shelf, than the old

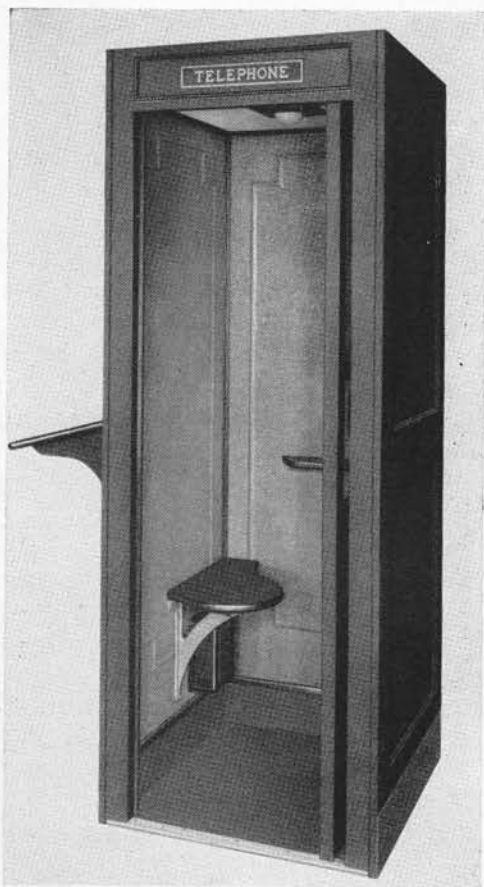


Fig. 3—The seat is stronger and more comfortable, and the bell box is placed out of the way beneath it

and leaving. The seat, for use in the new position, has been made more pleasing in appearance, while the elbow rest and writing shelf have been redesigned for the new arrangement.

Changes have also been made in the exterior of the booth. Above the door a panel has been added to improve the appearance. A bronze sign, "Telephone", can be used in this panel if desired, instead of the enameled Bell seal. The new shelf for the directory books is made entirely of the same kind of hard wood, with the same finish, as the exterior of the booth itself. Mounted in the side of

the booth above the shelf, a new directory light replaces the Blue Bell shade and wall-bracket fixture.

To facilitate installation and reduce the amount of work to be done at the subscriber's premises, the telephone wiring in the walls of the booth is completed at the factory. Only the work of mounting and connecting the coin collector and bell box remains to be done after the booth has been placed.

Although the inside dimensions of the present booth have been retained

in the new, its overall height has been reduced about six inches through the saving in the thickness of the floor and a slight reduction in the space between the ceiling and the roof.

The manufacture of approximately 25,000 booths of the new design is planned to meet the first year's demands. Some of the telephone companies are having the present booths, as they come in for repair, reconstructed to conform with the new design insofar as it is economically feasible to do so.



Offer of Additional Shares of A. T. & T. Stock

Stockholders of the American Telephone and Telegraph Company of record at the close of business of May 23, 1930, are entitled to subscribe for additional stock of that Company in the proportion of one share for each six shares then held as shown by the books of that Company.

Warrants will be mailed to the stockholders on June 9, 1930. Subscriptions must be received before the close of business on August 1, 1930. Payments may be spread over a period of eight months.

Ownership of the Ten-Year Convertible Bonds of the American Company does not entitle holders to subscription rights nor will stock issued in their conversion after May 23, 1930, be entitled to rights under the terms of this offer. The price of stock issued in conversion of the bond is, until the close of business on May 23, 1930, \$180 per share.