

Phone Center Store



Hello.

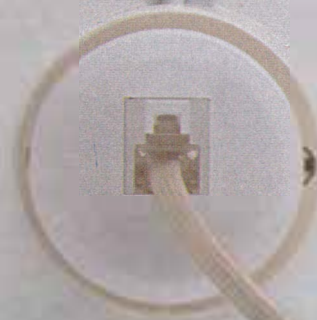
Welcome to a new idea in telephone service: PhoneCenter Store. Just to make things easier for you, we've put all our products and services in one place.

PhoneCenter Store is a convenient place for you to purchase new telephones, exchange your old telephones for different styles and colors, have sets repaired, and even pay your telephone bill.

Please use this brochure as an ordering guide, and feel free to ask us for assistance at any time.*

*There are even more items of equipment and kinds of service available to you than we were able to describe in this brochure. If you have questions about other services or equipment, or about prices and billing practices, please ask or call your Service Representative.

The plug-in idea.



The basic idea behind PhoneCenter Store is that you can shop for a telephone, carry it home with you and plug it in yourself. Of course, in order for this to happen, your home must be equipped with pre-installed telephone outlets. The people at PhoneCenter Store have records of all Mountain Bell customers, and can tell you whether or not your home already has these outlets. If not, they will arrange to have them installed wherever you want them.

You'll find your PhoneCenter Store at your local Mountain Bell business office. For the location, operating hours and telephone number, check the Call Guide pages of your Telephone Directory.

Basic telephones.

These are the tried and true standard telephones. As much as everyone may take them for granted, they're as close as anyone has ever come to putting the perfect voice communications instrument into your hand. Any one of these phones is included in the basic monthly service charge.



An easier way to dial. Press gently on the buttons of a Touch-Tone® phone and you have the world at your fingertips faster and easier than with the conventional rotary dial. Because Touch-Tone is not available everywhere, ask your Service Representative about your area.

Touch-Tone phones.



The Touch-Tone Wallphone.
This telephone has the same space-saving convenience the basic wallphone has, with the added convenience of Touch-Tone dialing.

The Touch-Tone Deskphone.
This is the sturdy standard telephone with a light touch.



Trimline phones.

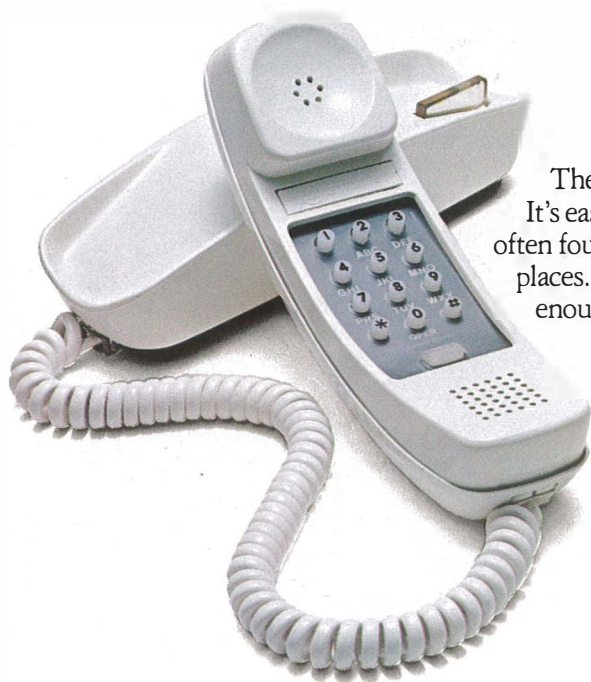
Just as their name implies, Trimline® telephones put everything right in the palm of your hand, trimly and stylishly.

They're designed to fit conveniently in places where a conventional phone won't. The dial is right in the handset, and it lights up so you can use it in the dark.



The Trimline Wallphone.

This telephone is designed to stay out of your way. It's especially convenient in the kitchen or a workroom where you want it close at hand and yet off your working surfaces.



The Trimline Deskphone.

It's easy to see why this telephone is so often found on nighttables and in out-of-the-way places. Purely and simply, it's small enough to fit.



Touch-a-matic 16®

This new telephone has a memory you'll never forget. Program it for up to 15 telephone numbers of your choice, and from then on all you have to do is push one button to reach your party. It also has a "last-number-dialed" button that comes in very handy when you've been trying to reach a number that's busy.

Stowaway



Chestphone†



Celebrity



Fancyphones.

These Design Line® phones are truly
an extension of your personality.
They're made to match any decor.
Available in a variety of colors and
finishes. Look at them as a fine way
to express yourself.

®Trademark of American Telephone and Telegraph Co.

‡Trademark of USTEL

†Trademark of American Telecommunications Corporation



Candlestick®



Exeter



Mediterranean†



Coquette‡

More Fancyphones.



Antique Gold†

Early American†



Accent



Elite

Special Products.

We're making our telephone service more and more convenient. All kinds of phones...for every purpose...home and office.

Speaker Phone. Move around the room. Invite anyone in the room to join in the conversation. "Go to it" with both hands free.

Code-Com Set. For those totally deaf or blind, you can "communicate" in coded messages using light flashes and disk pulses. Anyone can use it and all without a word.

Signalman¹ Control Relay. If your hearing is impaired, a flashing lamp signals a phone call.

Volume Control. Handsets for those with speech or hearing problems. Turn up the volume on what you're hearing. Turn it up on what you're saying. Communicate in comfort.

Tone Ringer. This helps many people with impaired hearing to hear the ringing of their phone.

Artificial Larynx. For people without the use of their larynx.

Standard and Long Cords. Choose the length that suits your need.

Credit Cards. A convenient way to call long distance. Calls are billed to your home or business phone number.

Outdoor Jacks. Let your phone come out. Around the yard. On the porch. The patio. Almost anywhere.

Additional Listings. Everyone who lives at home can be listed in the directory. Don't be lost, be listed.

¹Trademark AT&T Co.

Colors.



Custom Calling.

Now your phone can hold a call for you, let you talk to two friends at once, forward your calls and even let you dial shorthand. These are our exciting, new Custom Calling features. They can be added to every phone in your home without even changing the phones themselves. Because Custom Calling is not available everywhere, please ask your Service Representative about your area.

Call Waiting. When you're in the middle of a conversation and someone else is trying to call you, your phone will tell you so by signaling that you have a call waiting. You can then put your first call on "hold" and answer the second. You can even switch back and forth between the calls.

Call Forwarding. Now you never have to miss a call just because you're away from home. Call Forwarding will actually transfer your calls to any other phone you choose. Your incoming calls are automatically switched to the new number, without your caller even being aware of it.

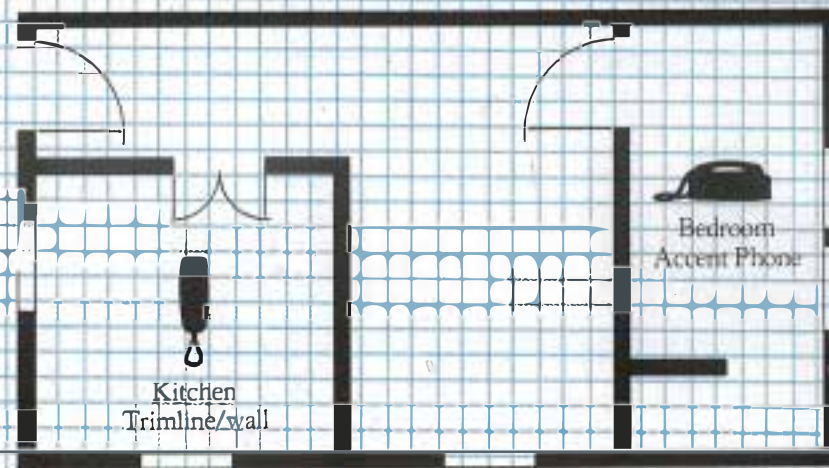
Three-way Calling. This feature lets you make three-party conference calls for the price of one call. It's especially helpful when you're planning an upcoming event and three people have to be in on the planning. It's a cost saver on three-way long-distance calls, too.

Speed Calling. If you find yourself calling the same numbers frequently, you'll really appreciate Speed-Calling. It lets you dial only a one-to-three digit code phone number, instead of the usual seven-to-eleven. You can order Speed-Calling for either 8 or 30 numbers.

Putting it all together.

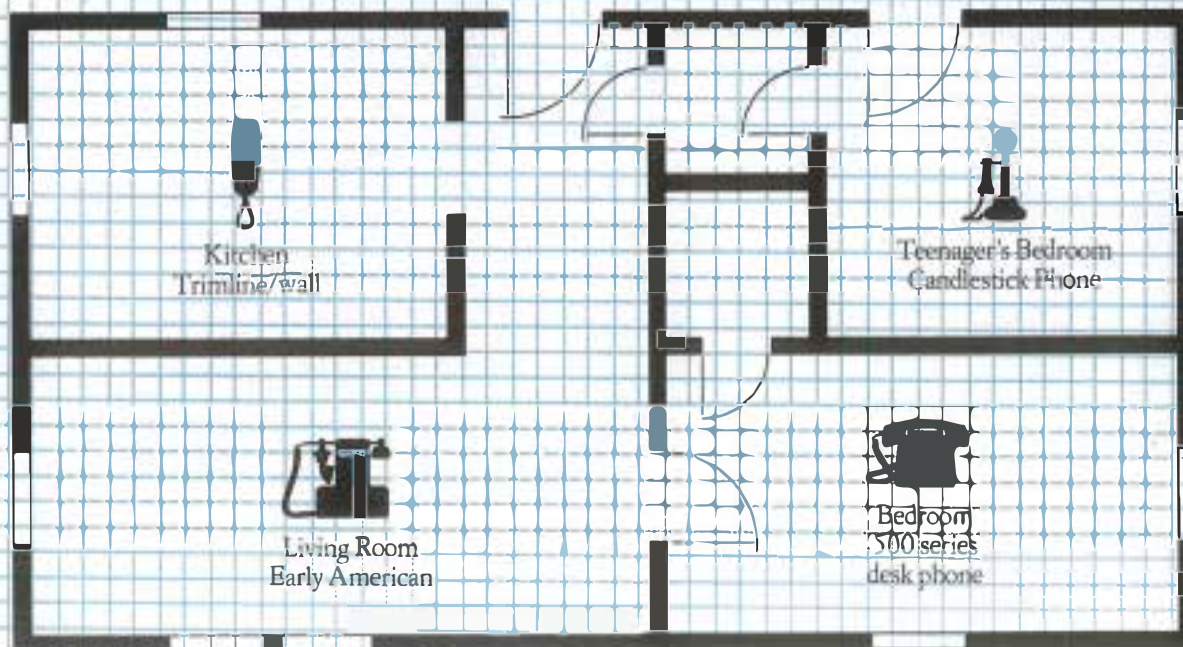
Now that you've had a look at all the different phones we have to offer, we'd like to give you an idea of what phones are appropriate in what places in different kinds of homes. Remember to ask your Service Representative about the availability of Touch-Tone® dialing and Custom Calling features in your area.

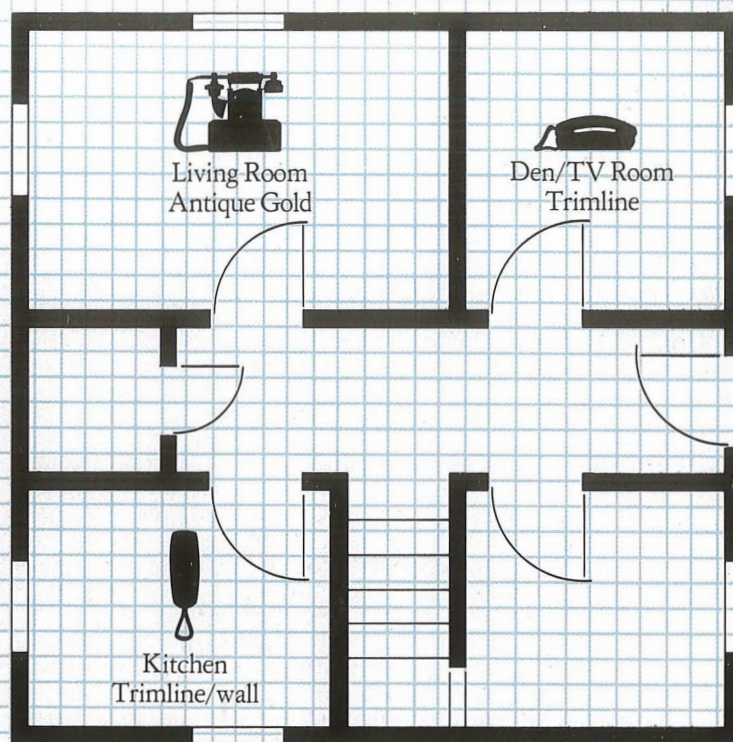
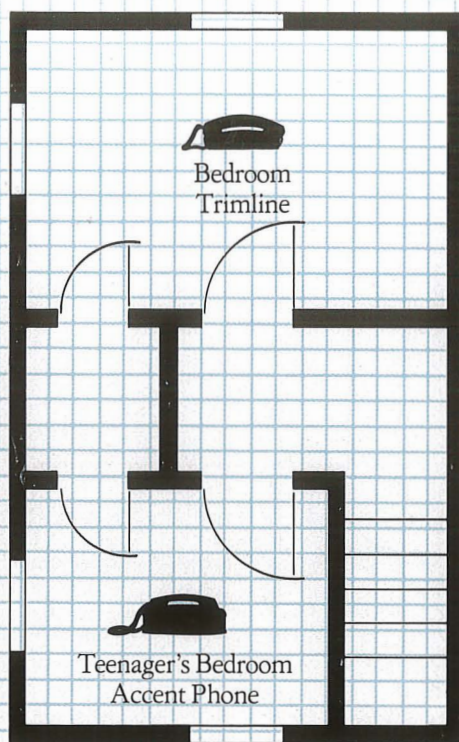
Generally, placing a phone where you spend most of your time, where you can sit down to use it, where you can keep a directory near at hand, where you'll have good lighting and where you won't be blocking traffic are all good ideas to keep in mind.



Studio Apartment

Single-level Home





Two-story Home

Draw your floor plan here.

The place to order.

Now that you've shopped around and seen all the different telephones we have to offer, please use the guide below to check off your choices. Your Service Representative will help you obtain the telephones you want. Then you can take them home and plug them in wherever you have jacks.

Room	Style of Phone*	Color
Living Room		
Kitchen		
1st Bedroom		
2nd Bedroom		
Family Room		
Utility Room		
Basement		
Other		

*Select from Trimline (desk or wall), Touch-A-Matic 16, Standard phone (desk or wall) or any of the Design Line phones. Remember, most telephone models and styles are available with Touch-Tone dialing. All telephones are adaptable to Custom Calling Services. Ask your Service Representative if they are available in your area.

\$ _____
Total One-time Charge

\$ _____
Total Monthly Phone Bill

Goodbye.

Thank you for stopping by
PhoneCenter Store. Please come
again whenever we can be of
service to you.



Mountain Bell