

"SERVICE THROUGH SALES"

OREGON PLANT DEPT.





---

THIS IS YOUR  
**Service through  
Sales**

HANDBOOK

Items of equipment in this book are available.

Additional pages will be supplied as equipment becomes available.

Refer all questions to your foreman. Be sure you understand how to quote rates.

PACIFIC TELEPHONE

509 S. W. OAK - PORTLAND 1



Individual and party line monthly recurring charges in Oregon are illustrated on the following pages.

Check carefully and be sure the service as offered and the rate you quote is correct.

Ten percent Federal tax is applicable to all recurring charges quoted.

Consult your supervisor for additional information.



14123

# local exchange service rates - oregon area

(Add 10% to Monthly Rates for Federal Excise Tax)

EXCHANGE (Write in)	RATE GROUP	RESIDENCE				BUSINESS			
		1 Pty	2 Pty	4 Pty	Subn	1 Pty	2 Pty	Subn	Meas
	1	\$4.20	\$3.45	\$2.85	\$3.10	\$ 5.75	\$4.75	\$3.75	\$
	2	4.40	3.55	2.90	3.15	6.25	5.00	4.00	
	3	4.65	3.70	3.00	3.25	7.00	5.50	4.25	
Culp Creek	4	4.90	3.85	3.10	3.35	7.75	6.00	4.50	
		7.30	5.65	4.30	....	10.15	7.80	....	
Dillard	5	5.15	4.00	3.20	3.45	8.75	6.50	4.75	
		7.05	5.40	4.15	....	10.65	7.90	....	
	6	5.40	4.15	3.30	3.55	9.75	7.50	5.00	
Eugene - Springfield Salem	7	5.65	4.35	3.45	3.70	11.75	9.00	5.25	
Portland - Burlington - Oak Gr - Milw - Osw	P	5.90	4.60	3.65	3.90	14.75	....	5.50	*7.00

\*80 Local outgoing calls. Additional outgoing calls 5c each

# list of exchanges and rate groups - oregon

EXCHANGE	RATE GROUP	EXCHANGE	RATE GROUP	EXCHANGE	RATE GROUP	EXCHANGE	RATE GROUP
Albany	5	Echo	1	Lapine	1	Rainier	2
Arlington	1	Eugene-Springfield	7	Leaburg	1	Rockaway	1
Ashland	4	Falls City	1	Lexington	2	Rogue River	5
Astoria	5	Florence	3	Lowell	1	Roseburg	5
Athena	1	Garibaldi	1	Madras	2	Saint Helens	4
Baker	4	Gilchrist	1	Mapleton	1	Salem	7
Bay City	1	Glide	1	Marcola	1	Seaside	4
Bend	4	Gold Hill	1	Medford	6	Shedd	1
Blue River	1	Grants Pass	5	Milton	3	Siletz	3
Bly	1	Grass Valley	1	Moro	1	Stanfield	1
Bonneville	1	Harrisburg	1	Newport	3	Sumpter	1
Burlington	P	Heppner	2	North Plains	1	The Dalles	4
Camas Valley	1	Hermiston	4	North Powder	1	Tillamook	4
Cannon Beach	1	Huntington	1	Oak Grove-		Toledo	3
Carlton	1	Independence-		Milwaukie	P	Umatilla	4
Cascade Locks	1	Monmouth	3	Oakland-		Veneta	2
Central Point	6	Ione	2	Sutherlin	3	Warrenton	2
Corvallis	5	Jacksonville	6	Oregon City	5	Wasco	1
Cottage Grove	4	Jefferson	5	Oswego	P	Weston	1
Dallas	4	John Day	2	Pendleton	5	Westport	1
Drain	2	Junction City	3	Portland	P	Woodburn-	
Durkee	1	Klamath Falls	6	Prineville	4	Hubbard	3





OP-1450-11 (7-55)  
(PRINTED)

# new service



"I have a telephone now.  
Here's my number."

## Outgoing calls to the

- Doctor
- Police Department
- Fire Department

*Provides protection*

## Calls to

- Friends
- Relatives
- Merchants

*Promote happiness —  
saves time and money*

## Incoming calls from

- Friends
- Relatives

## Regarding:

- Emergencies
- Social invitations
- Out of town visitors, etc.,  
and a host of other miscellaneous calls require

**TELEPHONE SERVICE**

## SERVICE CONNECTION CHARGES

No Telephone in Place  
Business Residence

\$7.00      \$5.00

One or more residence  
telephones connected  
at time of new service  
installation at no  
additional connection  
charge. See tab "Addi-  
tional Telephones."

# upgrade

Your very own telephone for you to use when you want it—always available. Just pick-up the receiver—it's yours.



*"I had no trouble  
calling you."*



*"We have an individual  
line now."*

- No waiting for party to hang up.
- No children to interrupt your calls.
- No interference.
- 24 hours each day it belongs to you.
- Emergency calls—placed immediately.

REFER TO RATE SHEETS FOR MONTHLY CHARGES—UPGRADING  
SERVICE—NO SERVICE CONNECTION CHARGE

VERIFY WITH FOREMAN AVAILABILITY OF FACILITIES BEFORE  
STIMULATING UPGRADES

# listings

105 million calls annually to "113" Information Board  
10 million calls were answered, "No Such Listing!!!"



*"I know my friend has a telephone there."*



*"Sorry! there is no listing of that name."*

## Sell Listings

- in all residences where people with different names live in same home.
- Mother-in-law
- Sister
- Brother
- Roomer
- Two families

## Because

- Telephone Number always available
  - Avoids lost calls
  - Reasonable
- Each additional residence listing 25¢ per month.

# disconnects saved

Your telephone is  
your best bargain.



*"That telephone has been  
disconnected!"*

## Social and Business

- Friends
- Neighbors
- Merchants

## Available 24 hours per day

### Emergencies:

- Doctor
- Fire
- Police

## Calls might be missed

- Out of town relatives  
may call
- Social Invitations
- Emergency Calls



**Would you want this to happen?**

**For only a few cents each day the call will go through.**

**REFER TO RATE SHEET FOR CHARGES**

# volume control telephones



*Just turn the button. Amplifies the sound.*

**"for subscribers with impaired hearing"**

- For those who have difficulty in hearing.

Monthly Rate  
\$1.25. In addition  
to station rate

No installation  
charge.

# cut-off keys

Privacy and/or Silence Cut-off Bell,  
Extension Bell, Extension Telephone



*"Just turn the button  
to operate cut-off feature"*

## A real advantage in

- Executive Offices
- Doctors Offices
- Studies
- Bedrooms
- Sick Rooms
- Where people sleep off hours

## A Flick of the Finger Silences the Bell

Monthly Rate \$.45

Normally the non-recurring charge of \$3.00 applies. This charge may vary, i.e., new service, additional feature or rearrangement VERIFY CHARGE with service order desk.

# extension bells,

# gongs



- Noisy shops—stores

- Yard • Hard of hearing

No more wondering—"Is That  
The Telephone?"

Monthly Rate

B \$.50      G \$.60

Installation charge

B \$2.50      G \$3.00

Is an additional telephone required?



*"Is that the  
Telephone?"*





## portable telephones (jack and plug)



### The Plug in Telephone Goes With You

#### Ideal Equipment For

- Patios
- Swimming Pools
- Garages
- Bedrooms
- Kitchens

Each indoor jack \$7.50

No monthly charge

ONE TELEPHONE WITH BELL OR EXTENSION BELL  
MUST BE PERMANENTLY CONNECTED TO LINE.

*"We just plug it in."*



## buzzer systems



No Nonrecurring charge when added to K.T.S.

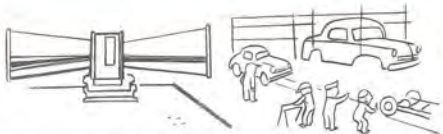
No installation charge when installed with new service.

Installation charge when added to existing station equipment  
\$3.00 each station.

### Monthly rate:

Push button	.20
Buzzer	.20

## klaxon horns



Necessary equipment in connection with central office lines for factories, sales lots, garages, service stations, and other noisy locations.

These require relay equipment and a power source.

This relay equipment may also be used with the customer's horns, sirens, chimes, bells with certain limitations.

Relay Eqpt.	Installation Charge	Monthly Indoor	Rate Outdoor
Continuous Operation	\$2.50	\$2.00	\$2.00
Non-continuous Operation	2.50	1.50	Not quoted
Horn	2.50	.60	.75

## shoulder rest



Leaves your hands free while telephoning. More comfortable for long conversations. Adaptable to either right or left hand.

For use on 500 type sets only.

Installation charge \$1.25.

Change of instrument \$3.00 on existing service regardless of the type of instrument on the premises.

## spring cord



The "Spring Cord." Expands 9 inches to 4 feet. Neat appearing. Won't brush off articles lying on the table. Never in the way. Out of children's reach.

Available in black, also available in ivory, gray or brown for colored sets.

Only a non-recurring installation charge of \$3.00

# "hands free" speakerphone



This is a "hands free" telephone. It enables you to have both hands free to check lists, refer to records, or to continue with your regular work while you are talking. Enables you to hold a small conference by telephone in your office. Invaluable to businessmen, clubwomen, housewives, invalids. Not adaptable for large rooms or noisy locations.

**Working Service, Change of Instrument Charge . . . . . \$3.00**  
**New Service, no charge.**

**Monthly rate \$5.00 in addition to the regular station rate.**



# illuminated dial telephone



Excellent for sickrooms, nurseries, hospital rooms, any room where a telephone is needed and a light would disturb others. It must have an electric outlet within 25 feet of the desired location.

Only 25¢ more than regular service.

**Working Service, Change of Instrument**  
**Charge** .....\$3.00  
**New Service, no charge.**





# additional telephones

Save Time — Save Steps — Prevent Accidents — With Good Service

## why telephones are required

### Garage

- Convenience.
- No dirt carried into house.
- Save time.
- Can be used when working in yard.

### Den

- Convenience.
- Privacy.
- Saves steps.

### Kitchen

- Housewife spends 60% of time here.
- Usually occupied for quick answering.

### Bedroom

- Privacy calls.
- After hour calls.
- Sick people can use without arising.

### SERVICE CONNECTION CHARGES DO NOT APPLY:

1. To residence extension stations installed at the same time as primary service.
2. To residence extension station installed at the same time as other work is performed for which a non-recurring charges applies.
3. To residence extension stations in excess of one when more than one extension station is installed at the same time.

### Residence

\$1.25

### Business

\*flat rate

\$1.50

### Business

\*message rate

\$1.25

\*See rate pages

Sell the Package Plan. This plan is designed to supply sufficient equipment to provide complete telephone service for the modern American family.

SEE NEXT 3  
PAGES

# efficiency plan



- Saves time and steps.
- Privacy.
- Night calls.
- Sick people can use.
- Usually occupied.

2-4 ROOMS (APARTMENTS, HOUSES & TRAILERS)  
TWO TELEPHONE INSTRUMENTS  
(Colored instruments additional)

**New Service (No Instr. on Prem.) \$5.00 SC**

**New Service (Instr. on Prem.) 3.00 SC**

Provided there is no change in type or location of at least one instrument on premises.

**Exist. Service (One Instr. on Prem.) 3.00 SC**

See rate pages for primary service charges.

**Residence**

**\$1.25**

**Business**

**\*flat rate  
\$1.50**

**Business**

**\*message rate  
\$1.25**

**\*See rate pages**



# modern plan



- After hour calls
- Sick people can use without arising
- Illuminated Dial telephone a good choice

- Convenience
- Privacy
- No need to interrupt TV
- Color is desirable

- Usually occupied
- Saves time and steps
- Hand Wall combined ideal

## 5-7 Rooms

Three Telephone Instruments  
(Colored instruments additional)

**New Service (No Instr. on Prem.) \$5.00 SC**

**New Service (Instr. on Prem.) 3.00 SC**

Provided there is no change in type or location of at least one instrument on premises.

**Exist. Service (One Instr. on Prem.) 3.00 SC**

See rate pages for primary service charges.

Residence  
\$1.25

Business  
\*flat rate  
\$1.50

Business  
\*message rate  
\$1.25

\*See rate pages

# traditional plan



- Handy for whole family.
- Saves running up or down stairs.
- Privacy calls.
- After hour calls.
- Sick people can use without arising.
- Housewife spends 60% of time here.
- Usually occupied for quick answering.
- Convenience.
- Privacy
- Saves steps.

Over 8 Rooms  
Minimum of Four Telephone  
Instruments  
(Colored instruments additional)

**New Service (No Instr. on Prem.) \$5.00 SC**

**New Service (Instr. on Prem.) 3.00 SC**

Provided there is no change in type or location of at least one instrument on premises.

**Exist. Service (One Instr. on Prem.) 3.00 SC**

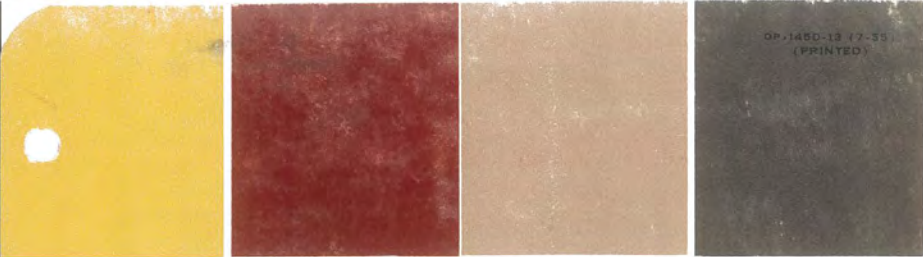
See rate pages for primary service charges.

**Residence**  
\$1.25

**Business**  
\*flat rate  
\$1.50

**Business**  
\*message rate  
\$1.25

\*See rate pages



# color telephones

SPRING CORDS  
\$3.00 ADDITIONAL



# yellow...



A soft slightly golden color that blends well with other yellow tones, from lighter lemon shades to buff and browns. It has many applications in homes, where, for example, it can be used either to harmonize or contrast with the increasingly popular kitchen colors. Yellow is also appropriate in business locations such as reception rooms, employment departments and some executive offices.

**Installation charge \$10.00 (this is in addition to the Service Connection charge for new service).**

**No change of instrument charge where there is existing service.**

# red...



PF-1450-14 (7-55)  
(PRINTED)

A rich color not too bright, its deep value makes it appropriate in offices as well as homes. It blends harmoniously with other warm tones and is especially effective when used to provide a vivid accent against a neutral background such as gray, tan, or pastel hues.

**Installation charge \$10.00** (this is in addition to the **Service Connection charge** on new service).

**No change of instrument charge** where there is existing service.

# beige...



A light tone that blends with many colors, both pastel and dark. It is especially effective in pink interiors from peach to deep rose—and is often ideal for bedroom or guest room additional telephones. Its business uses include, among others, women's offices and shops and apparel stores that serve women customers.

**Installation charge \$10.00 (this is in addition to the regular Service Connection charge for new service).**

**No change of instrument charge where there is existing service.**

# gray...



PF-1450-15 (7-55)  
(PRINTED)

A neutral gray practical and adaptable. It is light enough to harmonize with blond and pickled woods or to contrast effectively with the darker colors so popular in modern decoration. It is suitable for both homes and offices and is a natural with gray metal office furniture.

Installation charge \$10.00 (this is in addition to the regular Service Connection charge for new service).

No change of instrument charge where there is existing service.

# ivory...



Especially attractive in rooms or offices finished in light colors or rooms in any color — dark or light — with ivory or white trim. Equally pleasing in the living room, bedroom or kitchen.

**Installation charge \$10.00** (this is in addition to the regular Service Connection charge for new service).

**No change of instrument charge** where there is existing service.



# green...

PF-1450-15 (7-55)  
(PRINTED)



This is a true green, neither yellowish nor bluish. It blends well with other green tones or contrasts effectively with warm tones. It is a color that looks especially well with blond or natural woods.

Installation charge \$10.00 (this is in addition to the regular Service Connection charge for new service).

No change of instrument charge where there is existing service.

# blue...



A true medium-dark blue, neither greenish nor violet in cast. There is enough gray in this color to enable it to harmonize pleasantly with other blues. It is versatile enough to fit into almost any decorative plan, it is appropriate in many offices and effective in a variety of locations in the home.

**Installation charge \$10.00 (this is in addition to the regular Service Connection charge for new service).**

**No change of instrument charge where there is existing service.**

# brown...



PF-1450-17 (7-55)

(PRINTED)

Harmonizes with all dark or natural woods. This deep rich color is a dignified choice for either homes or offices and can be used effectively with any type of wood furniture. Its attractiveness with woods, paneling and trim as well as furniture makes this instrument ideal for many living rooms, dens and studies.

**Installation charge \$10.00 (this is in addition to the regular Service Connection charge for new service).**

**No change of instrument charge where there is existing service.**

# two-tone telephones



Any one of these eight beautiful colors combined with a black cord and handset make up an attractive two-tone set.

Installation charge \$6 (this is in addition to the regular Service Connection charge on new service).

No change of instrument charge where there is existing service.



## continental telephone (the space saver)



Green — This shade blends well with other tones or contrasts effectively with warm tones. It looks well with blond or natural woods.



Ivory — Especially attractive in rooms furnished in light colors or rooms in any color dark or light with ivory or white trim. Equally good in the living room, bedroom or kitchen.



Red — Not too bright a red. It blends harmoniously with other warm tones and is especially effective against a neutral background — such as gray, tan or pastel hues."

This telephone set is especially suitable in those locations where space is at a premium. It has a separate bell box in the same attractive color which may be fastened out of the way. Regular installation charge \$4.00 (this is in addition to the regular Service Connection charge on new service). No change of instrument charge where there is existing service.

# hand-wall combined sets



IVORY



This is an ideal "kitchen" telephone:

Installation charge \$10.00 (this is in addition to the regular Service Connection charge on new service.

No change of instrument charge where there is existing service.



BLACK



The correct phone for kitchen, shop, or work room.

Takes little space.

Out of work area.

Out of children's reach.

The ideal telephone for a work shop.

Normal service connection charges apply to new service.

Change instrument charge applicable to existing service.

# imperial telephone...



## SOFT GOLD AND IVORY TO:

- Harmonize with every color arrangement.
- Be used where there is limited space.
- Resist chipping, tarnishing or fading.
- Be used in all areas. No restriction on type of service.
- Be used with 500 set on the same line.
- Operate with a small separate bell box with a satin ivory finish.

**Installation charge \$4.00 (this is in addition to the regular Service Connection charge on new service).**

**No change of instrument charge where there is existing service.**





The following equipment is shown for your information.  
All charges, in-service dates, etc., not quoted will be handled by the Commercial Sales Department. Prepare prospect slip for services you do not sell in accordance with BSP C15.902.



# key telephone service



- 1 Holding key provides privacy on more than one call.
- 2 3 Easy access to more than one line.
- 4 Intercommunication between stations.
- 5 6 Signalling between stations.
  - Does not require operator to answer incoming calls.
  - Visual signals denote line in use and incoming calls.

**SEND SALES PROSPECT SLIPS**

**These instruments available in eight standard colors.  
I. C. \$10.00**

# typical rates for key telephone service

	<u>Monthly Rate</u>	<u>Installation Charge</u>
Com-line	1.50	
Pick up Key	.45	
Station Hold Key	.45	
Line Hold (one for each line)	.45	
Extension Hand Key Telephone		See extension rates—Page 21
Push Button	.20	
Buzzer	.20	See page 16—Buzzer System
Combined Line and Busy-Common Equipment	1.00	
Combined Line and Busy-Line Equipment	2.00	
Key Illuminated Instrument	.75	

In addition to the above rates there may be additional installation charges, i.e., customer has key telephones with black keys. He desires to add lighted keys to his system. Change of instrument charges apply. Check all orders with commercial sales who will issue the order and revise the sketch on pending orders.

**SEND SALES PROSPECT SLIPS**

# switchboards



- Requires operator at board 100% of the time (excluding night connection)
- Intercommunication



- Control of outgoing calls
- Transfer of incoming calls
- Centralizes all telephone communication



**Installations — Moves — Additions**  
**SEND SALES PROSPECT SLIPS**

# loud-speaker paging systems



Widely used in hospitals, factories, sales lots, schools. May be tied directly to a number of speaker points to call individuals by name. Requires a survey by the technical man.

**Send a prospect slip.**

# automatic answering and recording equipment for professional and business people



**Answers your telephone when no one is in your office**

## **A MECHANICAL SECRETARY WILL**

- Answer telephone
- Accept messages
- Make appointments
- Take orders while you are away
- No more lost messages
- No more lost business
- No more irritated customers

**\$12.50 per month • \$15.00 installation**

**SEND A SALES PROSPECT SLIP**

# tele-talk intercommunicating equipment



Excellent for offices, schools, factories, where it is desired to have two-way communication between various locations. Can be arranged for more than 2 speakers and more than two receivers.

Requires a survey by the technical man.

Send a prospect slip.



# code calling system

---



Widely used in department stores, offices, factories, studios to locate persons by depressing the key. Their code in bell announces a call. This device enables the customer to call up to 40 separate codes by simply pressing a button. The signals may be chimes, horns, or bells.

**Send a prospect slip.**



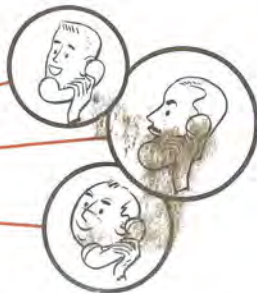
# conference jacks



Jacks on the P.B.X. switchboard enable a call to be put through to a number of stations at one time. Where more than one person desires to listen and talk on conference connections. Excellent for sales organizations, factories, engineering groups, etc.

	Installation Charge	Monthly Rate
4 jack equipment	\$21.00	\$3.00
5 jack equipment	24.00	4.00
6 jack equipment	30.00	5.00

SEND SALES PROSPECT SLIPS



# public telephones



Did someone ask if there was a phone?

Was there a lineup waiting for a turn at one pay station?

Is it a popular spot with no public phone?

Does the manager let customers use his regular phone and then collect?

All these are prospects for pay-station equipment.

Send a Prospect Slip



# 9 of every 10 customers

look in the



of the TELEPHONE DIRECTORY

Customers who  
ask about the  
Yellow Pages  
Be sure and

Tell our business  
customers about  
advertising in the  
Yellow pages -- if  
they are interested  
be sure and

SEND A  
SALES PROSPECT SLIP

# Bell System credit cards

'Charge it'  
to your account

- from coin box
- from friend's home
- when travelling

BELL SYSTEM  
1955 CREDIT CARD  
No. 1X 00000

Name: Mr. A. M. Smith  
Company: Alpha Packing Company  
Street: 123 River Road  
City: Hillsdale, Anywhere  
Tel. No.: Market 1-4598



THE BELL SYSTEM TELEPHONE AND TELEVISION CO.

AVAILABLE TO MOST EVERY SUBSCRIBER  
Refer all inquiries regarding long distance  
calling arrangements or Credit Cards on  
SALE PROSPECT SLIP

Use long distance  
no money required

- saves you time
- Useful anytime  
and anywhere

## COMPLETE SERVICE PLANNING TIPS

1. Remember that friendliness pays the world's biggest dividends.
2. Remember that price is the least important. Quality, convenience, and satisfaction are all way ahead of price in order of importance to our customers.
3. Remember the power of suggestion. More mountains of resistance have been moved by suggestion rather than by force or pressure.
4. Remember that a good complete service plan is never wasted. Some part of it may remain in the customer's mind long after you have departed, and may result in an order you never thought you could get.
5. Don't be too aggressive—unless you are looking for a fight. There is always a happy medium between high pressure and a flat tire.

6. Remember the law of averages—the most unyielding law in service planning. Just so many calls, so much effort, so many plans—inevitably average up to additional service and equipment installed—sometimes when you least expect it. So why let down and break the chain?
7. Remember that enthusiasm breeds enthusiasm. Let your vim, vigor, and vitality show.
8. Don't argue with the customer. Let the logic of your complete service plan sell him.
9. Learn to have "You-Ability"—that is, say "You" not "I". See our service and equipment through the eyes of the customer.
10. Use our beautiful telephones to assist in your service planning. They help the customers to visualize their convenience. Take an extra one in on every visit.



