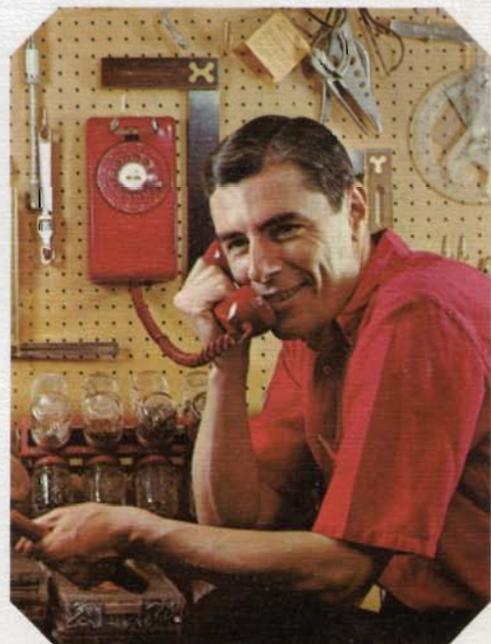


STROMBERG-CARLSON

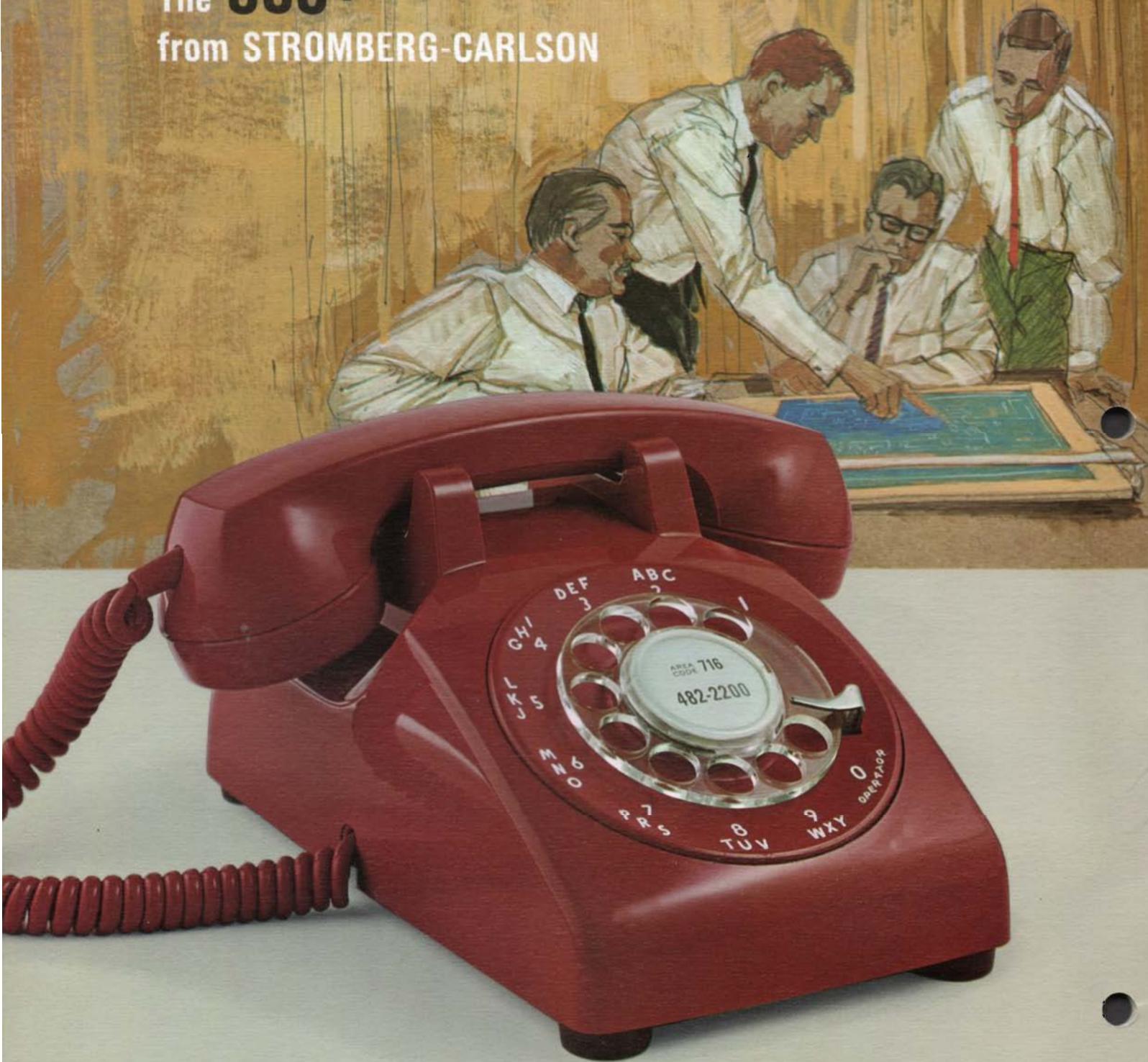
500+

the telephone
that gives you
the BIG+



Which 500
—uses the finest components?
—give you the most for your money?

The **500+**
from STROMBERG-CARLSON



QUALITY STARTS WITH THE COMPONENTS AND STROMBERG-CARLSON COMPONENTS ARE THE FINEST

Your maintenance expenses for station equipment are inseparable from the quality of telephone instruments you place in your plant. And, in the final analysis, the quality of the telephone instrument is the quality of the components and their integration into the telephone system.

At Stromberg-Carlson we give scrupulous attention to components in order to produce the finest telephones. We add so many extras that our S-C 500 Telephones are known as the 500+ and rightfully so.

The pluses, that make the 500+, start with the individual components. The selection of each component is based on exacting design consideration. Every component must operate over a wide range of environmental conditions and through an extremely long service life. Particular emphasis is placed on the ability of

each component to co-ordinate with related components in the telephone set and with your switching equipment. Perfect integration is essential in order to achieve the superior performance Stromberg-Carlson builds into every telephone.

The pluses of the 500+ continue with the meticulous care exercised in manufacturing, the ruthless inspection and quality control of each and every part. Only a telephone that receives this painstaking care is entitled to be called the 500+.

And there are more pluses in the 500+. They include a complete selection of service features, a full selection of ringers including the exclusive Tone Ringer, immediate delivery from strategically located branch warehouse stocks, and a colorful sales promotion program designed to help you sell more extension telephones.

HANDSET

The first + of many

To provide the highest quality transmission and reception, every component of the handset is designed and built to the highest standards of excellence. The superior performance integrates with the other high-quality components that make up the transmission-reception portion of the telephone set. The result is superior performance with higher sensitivity, and of equal importance, with extraordinary ruggedness and reliability.

The receiver capsule uses a ring armature which permits a reduction in the effective mass of the diaphragm. This, together with the acoustic characteristics of the handset handle, results in increased sound output over an extended frequency range. High-fidelity response ensures maximum intelligibility. A varistor, connected across the receiver, reduces clicks and noise to acceptable industry standards. The receiver is designed with inherent attenuation below the useable voice range to minimize the effect of line noise by power line induction.

The transmitter sensitivity increases with frequency, improving speech reproduction in the frequency range that provides increased intelligibility. This characteristic compensates for the the increase in attenuation of the higher frequencies which become important on longer lines.

The Stromberg-Carlson transmitter capsule is the finest available, truly nonpositional, not subject to granular packing and other operational difficulties. Every step in its manufacture, from the crusting of the carbon to the final assembly in an air-filtered room, is laboratory controlled. Each transmitter provides clear transmission even under adverse operating conditions.



More reasons why the
Stromberg-Carlson 500
is called the 500+

GONG RINGERS

An exclusive Stromberg-Carlson +:

A two-winding ringer coil is *standard* on both straight-line and frequency ringers. Eliminates the need to install new ringers when upgrading to ANI; can be used for stations not requiring party identification.

Another exclusive +:

More consistent ringer tone regardless of ringer frequency. The tuning mass on the clapper reed is independent of the clapper itself; therefore, the gong strike is consistent and the ringer tone is the same for all gong ringers. A step-type volume control is standard on straight-line ringers and optional on frequency ringers. The subscriber can easily adjust the volume between loud and soft by means of the control, accessible on the underside of the desk phone and by an arm on the lower edge of the wall phone.

A third exclusive +:

Instant identification of the ringer installed in an S-C 500 Telephone can be made without disassembly. Changing the ringer automatically changes the identification code. Save time of stock clerks and installers.

TONE RINGER

Only Stromberg-Carlson offers this BIG +

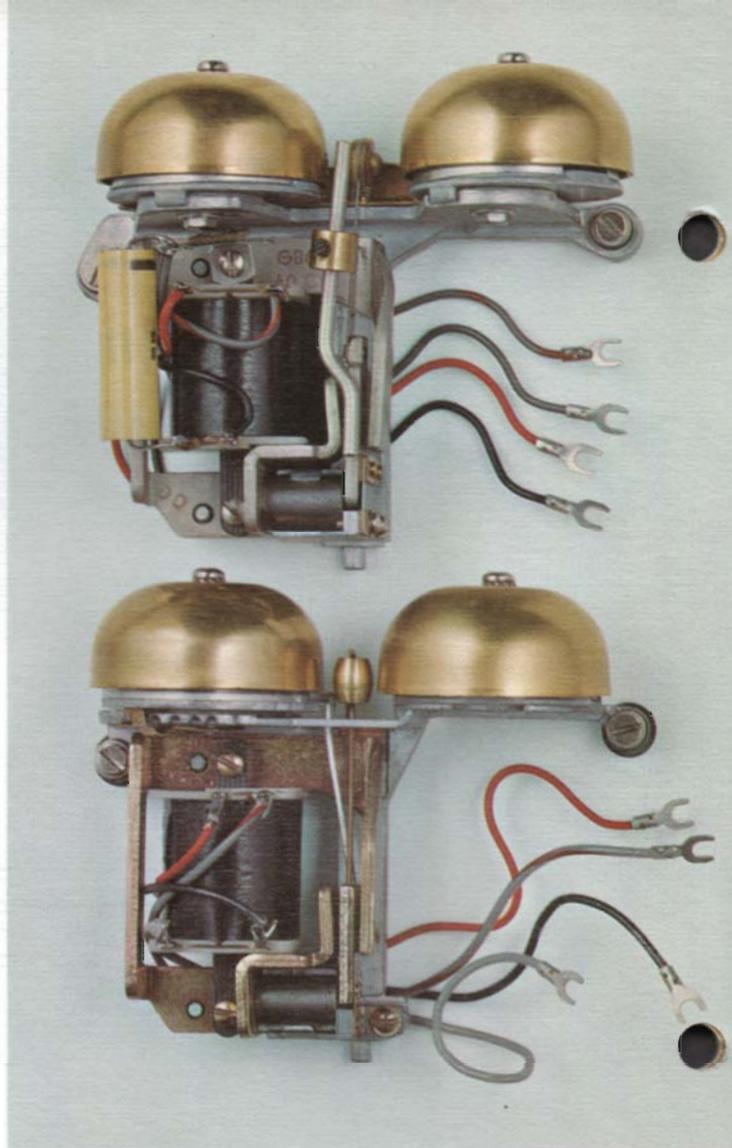
Use the Stromberg-Carlson Tone Ringer for your subscriber who wants a more pleasant signal, clear and penetrating even at low volume, and with full control of volume from a whisper to a shout. Tone Ringers are equipped with a volume control with slotted-head shaft, accessible through a hole in the underside of the telephone. Use the Tone Ringer to step into the future in telephone ringing.

WARRANTY

Another BIG + for you:

All Stromberg-Carlson 500+ telephones and their individual components carry the normal Stromberg-Carlson one year warranty against defects in workmanship and material.

In the event of a failure of this warranty, Stromberg-Carlson will repair or replace the defective telephone set or component.



Let these
big pluses
work for you

DIAL

The dial has a BIG +:

Perfectly shaped and uniform dial pulses to which your office equipment will respond with the highest degree of accuracy. In order to ensure generation of clean, distinct, symmetrical dial pulses, the dial is designed and manufactured to the closest tolerances, to provide the proper speed as well as make-break ratio.

The spring-driven single-lobe pulsing cam, operating through a precision gear train, provides dial pulses of unerring accuracy and uniformity ensuring dependable switching registration over longer lines.

The governor is connected to the dial mechanism by a clutch which engages only during rundown of the dial. The effect of forcing the dial on rundown is minimized by the governor's drive-bar which increases the breaking effect ensuring correct dial speed at all times.

Careful attention to every step in the manufacture of the dial and constant vigilance in the inspection ensure long life, even under the worst environmental conditions, with a minimum of attention.

Dialing is easy, dependable, and extremely quiet. Clear, tough, plastic finger-wheels are furnished with all dials, and the dial assembly can be used to replace the dial assembly on any standard "500" Telephone.

NETWORK

Even the network has a Stromberg-Carlson +:

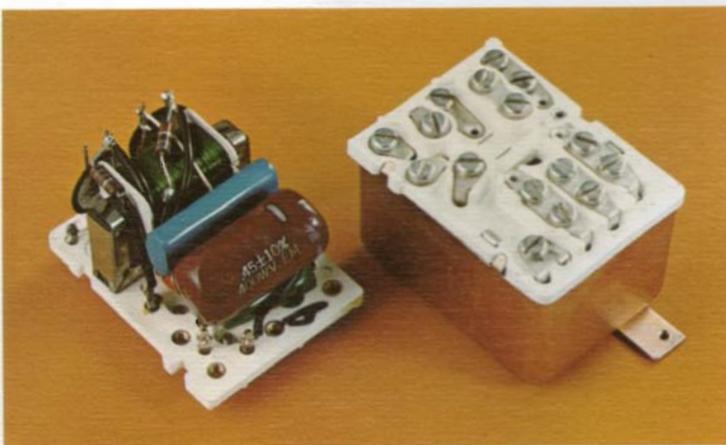
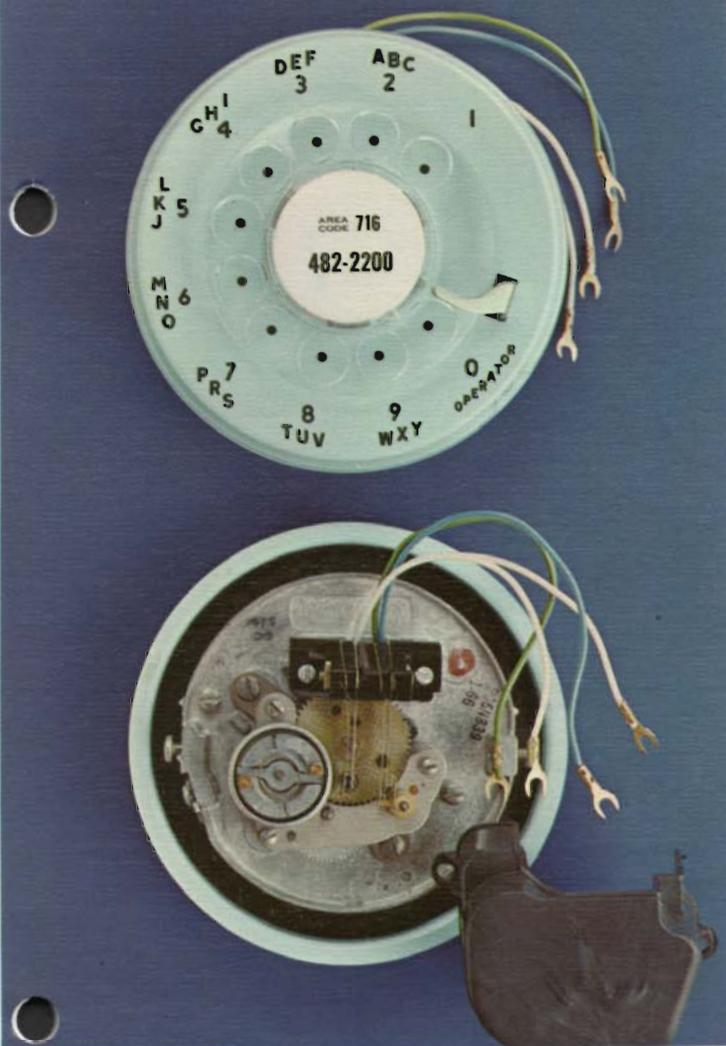
Double protection from the effects of moisture and mechanical damage. The various moisture-proof and hermetically sealed components are assembled and wired to the underside of the connecting block which becomes the cover for the network assembly. After assembly, an encapsulation compound is forced through the center hole in the cover to provide additional mechanical support for the components.

The network combines, in a single package, all components necessary to match the telephone set to a two-wire telephone circuit. Included are the induction coil, talking and ringing capacitors, sidetone balance varistor and capacitor, radio interference suppression filter, and transmission balance varistor. All parts are moisture proof; capacitors are epoxy dip coated. In fact, each individual component is carefully selected and inspected for extra long life, and completely compatibility with related circuits in the telephone set and in your switching system.

All internal wiring of the telephone is made to the connecting block. Spade-tip terminals are used on connecting wires and are held in alignment under the terminal screws by molded projections on the cover, to prevent accidental shorts.

The shield can is provided with tapped holes in the feet to permit fastening the network to the telephone baseplate with two screws. There are no rivets to remove or replace.

Every detail that might contribute to over-all efficiency, long life, and trouble free operation are incorporated into the network assembly.



SALES AIDS

Another BIG +:

A colorful sales promotion program to help you sell more extension telephones. It is built around an accordion fold brochure and the nine separate panels. All in full color and each illustrating in a different way the convenience of extension telephones. Several of the 18 photos are used on the cover of this brochure. Your Stromberg-Carlson representative or branch office will gladly provide samples and details. Get this BIG+ working for you.



500+

DESK TELEPHONES

Available for single-line and two-line service with a full selection of special service features listed on the facing page. Distinguished for their functional styling and high-quality voice transmission and reception.

Handset settles unfailingly into the deep handset cradle, virtually eliminating "off-hook" trouble calls and annoyance. Non-skid feet keep telephone from slipping while dialing, reduces chance of wrong numbers, and will not mark furniture surfaces.

Two-line selection is provided by an easy-to-operate twist key. The key also provides a "push-to-signal" feature for signaling an extension or for call transfer when used with a PBX. Hold can be provided on either or both lines. Two-line telephones are used for door-answering service for homes as well as for small-business needs.



500+

WALL TELEPHONES

Single-line and two-line service is available, with a selection of special service features described on the facing page. Wall mounted telephones take no working space, are useful in business and homes, to keep desks and counters free. Handset can be hung on side of housing—no need to let handset dangle when subscriber has to leave the phone.

Line selection on the two-line wall telephones is made by convenient twist key. The "push-to-signal" feature of the twist key can be used to signal an extension, or for any service requiring closing a circuit to telephone ground. Hold can be provided for either or both lines.



500+

SPECIAL SERVICE FEATURES

Lift-to-Talk (A) - (B)

When lift-to-talk is provided, only the receiver is connected to the line when the handset is removed from the cradle. User can then determine if the line is in use without interference to dialing or talking by another party on this line. When the line is free, lifting the plunger connects the dial and talk circuits to permit normal operation. Lift-to-talk is available on desk and wall, single-line telephones.

Private Conversation (A) - (B)

Permits temporary exclusion of other extension telephones on the same line, to ensure privacy. (When used on a party line, does not exclude other parties.) Operates by lifting plunger; line is restored to normal when handset is replaced in cradle. Available on single-line desk and wall telephones.

Hold On Line (A) - (B)

Used with two-line desk and wall telephones to permit placing a hold on either line while the other line is being used to make or receive another call. Operates by lifting plunger; if forgotten, hold is removed when handset is replaced in cradle.

Message Waiting (C)

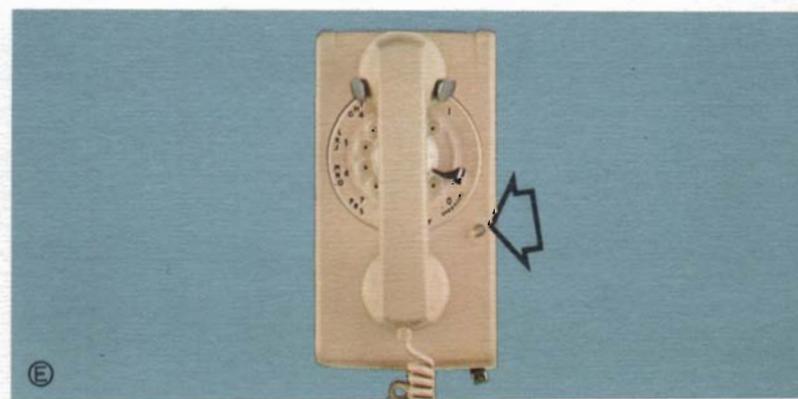
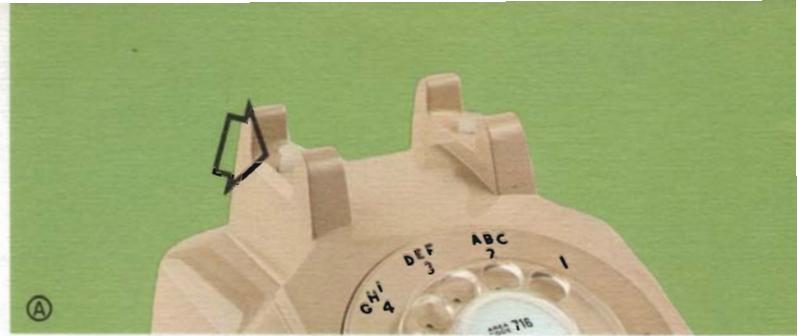
A flashing lamp, on the telephone, alerts hotel-motel guest to a waiting message when the guest returns. Calls for the absent guest are accepted by the desk or PBX attendant who operates a switch at the attendant's location to activate a flashing light in the telephone. Also used in business installations when the nature of the business requires people to be away from their phone and messages are accepted by the PBX attendant.

Pushbutton (D) - (E)

Telephones with a pushbutton are used for various services such as secretarial signaling, door release, etc. A more common use is for call transfer with PBX systems. Available on single-line desk and wall telephones; included as part of line selector switch on two-line phones.

Separate Talk and Ring

Used for installations which require that ring circuit wiring be brought out separately. Four-wire line cord provided for desk telephones; four-wire terminal for wall phones. Also used with 1A2 Key Systems for "A" lead control.



TO ORDER THE EXACT **500+** TELEPHONE
 YOU NEED, JUST SPECIFY 1 + 2 + 3 + 4

T-2072 S-C 500 SERIES TELEPHONES

1 type of telephone x *500+ 1 sw.*

DESK	WALL	DESCRIPTION
S-C 500D	S-C 554B	Single line, metro dial.
S-C 500F	S-C 554F	Single line, metro dial, lift-to-talk.
S-C 500Y	S-C 554Y	Single line, metro dial, message waiting.
S-C 501D	S-C 556B	Single line, metro dial, with straight-line ringer and gas tube for superimposed ringing.
S-C 502B	S-C 552B	Single line, metro dial, exclusion switch for private conversation.
S-C 508B	S-C 551B	Single line, metro dial, push-to-signal.
S-C 510B	S-C 553B	Two line, metro dial, push-to-signal.
<u>S-C 575B</u>	S-C 550B	<u>Two line with hold, metro dial, push-to-signal.</u>

2 type of ringer x

<u>STRAIGHT-LINE</u>	HARMONIC	SYNCHROMONIC	DECIMONIC
WA—Gong Ringer	* F—33 1/3 cps	* K—30 cps	* I—20 cps
T—Tone Ringer	* G—50 cps	* L—42 cps	* J—60 cps
B—Buzzer (package assembly)	* H—66 2/3 cps	* M—54 cps	* K—30 cps
	* E—16 2/3 cps	* P—66 cps	* Q—40 cps
	* N—25 cps	* R—16 cps	* G—50 cps

* Replace asterisk with N when volume control is not required; with W when volume control is required.

3 color of telephone x

Specify the color desired. Beige, Ivory, White, Yellow, Green, Blue, Turquoise, Pink, Red, Gray, Black.

4 special requirements

When manual phone with dial blank is desired, add "MANUAL" to model number. When a special feature such as "separate talk and ring" is required; when a combination of special features is desired; or when your requirement is not listed, add a note to your order specifying the services desired.



*Rev Capt Hawley
4/14/71*

Stromberg-Carlson
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