

It's a Matter

Some whys and wherefores of the two-piece handset

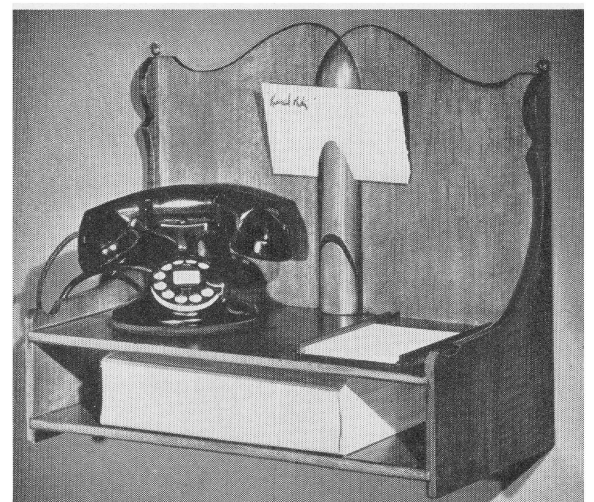
THERE comes a time in nearly every service representative's career when she wishes she had never heard of a two-piece handset.

A lot of installers feel the same, and a few of them have even volunteered to throw every last two-piece handset into the Grand Canyon—National Park regulations permitting, of course.

You can't blame them for feeling that way, either. It is just natural that telephone people should want to try to please customers. It is sometimes difficult for them to do so with two-piece handsets.

The continued use of two-piece handsets has meant extra

Hangup type two-piece sets are convenient for kitchen and workshop. They don't clutter the working space, and they're handy when making a call as Stenographer Laura McCoy, San Francisco, shows.



Handy hallway shelf for a telephone and directory is a natural location for the small-based two-piece handset. As pictured in the August issue of *Better Homes and Gardens*.

Modern furniture and two-piece handsets blend together well. In modern homes, where space is a consideration, the smaller, two-piece handset is frequently more convenient.

of Money

explanations and work by service representatives, station installers and others who have frequent customer contacts. Everyone realizes that.

Well, why does Pacific Telephone encourage customers to accept the two-piece handset? Frankly, it is a matter of money.

Since the end of World War II, our company has been busier than a pup chasing its tail, trying to keep an expansion program paced to the demand for service. In turn, that has meant the raising of huge sums of money for buildings, central office equipment and everything else it takes to provide telephone service. The company stand has been that projects bringing new telephone service to those without it should have first call on our limited construction funds.

There just hasn't been enough money available for replacing serviceable telephones. It would take a whale of a lot of it, too. There are about 850,000 two-piece handsets being used by Pacific Telephone customers today, and another 35,000 are in stock. That adds up to an equipment investment of about \$11,505,000. If these two-piece handsets were junked and replaced, there would be a bill for 850,000 new handsets, plus the cost of installing them. This is estimated at about \$14,450,000. Toss in another \$455,000 for 35,000 handsets to maintain an adequate working stock. Altogether, the cost of replacing two-piece handsets would be close to \$15,000,000.

Money ties into the two-piece handset situation from another angle. Western Electric's Indianapolis Works will be running a multi-shift basis this year to produce the some 3,000,000 telephones needed by the Bell System. Of these telephones, Pacific Telephone is scheduled to receive about

462,000. Most of them will be needed to provide new service to customers, many of whom have been waiting for it. Now, if some one could scare up a few hundred million dollars for a new Western Electric plant. . . . You see, you're back again to money.

There is no question about it. Two-piece handsets are serviceable. We all know it is the company's policy to install them in its own offices. This is done where a new telephone is needed or where a change of location is involved.

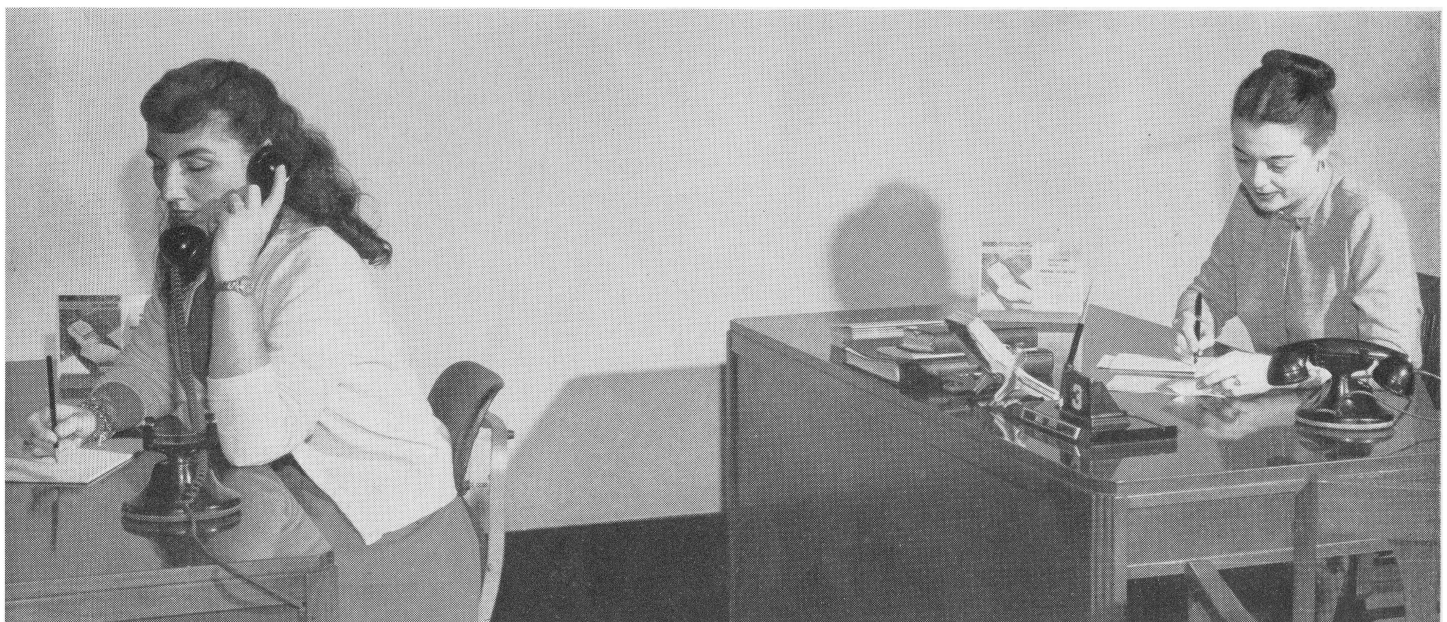
It is true, too, that the newer handsets have certain refinements and improvements. Since they are newer, you expect that they would. However, all of the two-piece handsets in service and stock have been brought up to date. They are as spick and span as any handset you might pick up off the WE production line. They contain the same transmitting and receiving units found in most of the combined handsets. You can hear and talk over two-piece handsets just as well as you can with a square-base handset.

For some customers, two-piece handsets have it all over other types of telephones for convenience. Take the hangup type. It enables you to have a telephone in the kitchen or the workshop where you want it, and it isn't cluttering up working space. The same advantages hold true in an office or a store where desk and counter space is at a premium.

Or suppose a customer is the nervous type. He has convenience jacks for his telephone and likes to move around. The lightness of the two-piece handset makes it a natural for him, just as it does for others who find its easy carrying qualities an asset.

Some homes and apartments are built with special niches to accommodate two-piece handsets. Why try to fit a square peg into an oval hole?

And that is just what our service representatives and installers are trying hard to avoid. More than that, by placing two-piece handsets they're making a direct contribution to Pacific Telephone's financial health.



Service representative's desks are just one of many places in company offices where two-piece handsets are in use. There's no question

about the transmission qualities of these instruments San Francisco Service Reps Florence deJongh (left) and Geraldine Rabinovitz tell us.