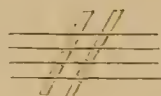




Modern
Telephone
Service
FOR THE HOME



MODERN TELEPHONE SERVICE



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C O N V E N I E N C E

T H E A M E R I C A N I D E A

ON THE page opposite is pictured a modern American reaching out for a friend. He does not keep his means of access to others in the back hall or in a closet under the stairs. His particular telephone is on the table by his easy-chair. He has the means of friendly communication ready at hand.

There are several other telephones in his home, for he recognizes that he lives in modern times. He knows that the members of his household use the telephone four or five times as often as they write letters, and that they also receive many more communications by telephone than by mail. He recognizes that the modern American spirit finds expression in the fullest use of the myriad time-saving, labor-saving devices of which the motor-car and the telephone are the foremost examples.

The zestful spirit of today demands the conveniences of living that multiply the individual's activities and widen their scope. The modern home is fully equipped with the means for living in the modern manner. The value of such equipment—and especially of the telephone as an agency of personal communication—is being measured more and more in terms of its accessibility to all whose lives are made more profitable, more productive, more comfortable in proportion to its availability.

The modern concept of comfortable living requires a logical relationship between the interests and activities of a household and the number of telephones it should have. Interest in the world outside, in school or church, in clubs and neighbors, in shops at home, or friends far distant, requires a reasonable accessibility to the telephones which afford the means of maintaining these interests comfortably and pleasurably.

The single telephone home of yesterday has become the multi-telephone home of today. The modern criterion of telephone service is the family need, just as it is for the transportation, lighting, heating, laundering or refrigerating conveniences that modern America is adopting. The national common sense approves of a telephone not only in the living-room and master bedroom, but also in the sun-porch, guest-room, kitchen, garage, laundry, servants' hall—if their presence there is prescribed by the requirements of the household. The following pages illustrate some of these applications of the American idea of telephone convenience.



FOR many a modern American, the business day does not end when the office closes. Some of his most important transactions are quietly arranged during telephone conversations held at home. Freed from the tension of a multitude of details, he can here discuss matters requiring a thoughtful consideration not possible amid the hurry and bustle of the office. A telephone in library, den or some other secluded room affords the privacy which is indispensable for the man of affairs who desires to make this most important use of the telephone in the home.



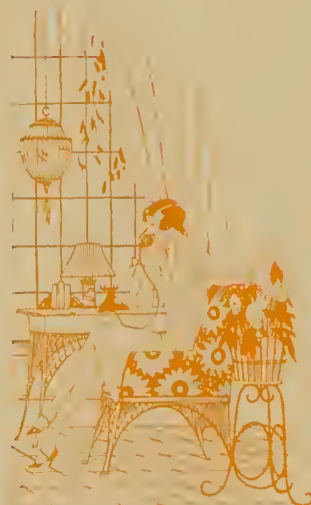


Young people, too, have matters to discuss by telephone; matters which—to them, at any rate—are of more immediate importance than the most far-reaching financial transaction. Many of these matters are essentially private in their nature—particularly when there are still younger people in the household such as teasing small brothers or inquisitive little sisters. Somewhere in the home there may well be a telephone so located that it meets the personal needs of the grown-up yet still young members of the family. Older people, too, like to telephone, now and then, without being overheard.



Gone are the days when a single telephone hidden away in the back hall or under the stairs was considered the last word in communication facilities. As the telephone established its place in American home life, it emerged into the American living-room. And it is there that one looks first for a telephone in any home, even when there are half a dozen extensions in strategic locations throughout the establishment. Modern furniture makes it possible to have the telephone handy but inconspicuous, and telephone stands and cabinets may be had to harmonize with any scheme of interior decoration.





For a good part of the year, though, we spend more time on the sun-porch than in the living-room. To arrange a foursome, to get the crowd together for dancing or contract, to have the car brought around, takes "no time at all" with a telephone, permanent or portable, right at one's elbow. These portable telephones plug into inconspicuous "jacks" in the wall and are moved from room to room as easily as a table-lamp. When one has become accustomed to this convenience, one feels that a house without telephone "jacks" is not fully equipped for modern living.



The truest reflection of hospitality is to provide the guest-room with conveniences that will make it "another home" for all who occupy it. One of the most appreciated of these evidences of a warm welcome to the friends who come to share one's roof is the guest-room telephone which promises for them complete privacy as well as comfort for the messages they may send or receive. If desired, a permanent installation may be made. Many home-owners, however, prefer simply to install a jack for a portable telephone, which may be used elsewhere when the guest-room is not occupied.



Five pounds of . . . 2 cans of . . . a dozen . . . and have you any fresh . . . ?

The ordering of household supplies, expedited by telephone, makes up a large share of the important business of running the modern American home. The kitchen should have a telephone of its own, so located as to be instantly available when required, but out of the way when table space is needed for other work. Such installations also make it possible for the servants to answer incoming calls quickly and conveniently.



In the selection of furnishings for the room that is peculiarly her own, the American woman is most discriminating. This room, above all others, must worthily reflect the personality of its occupant. Days crowded with household, business or social activities make the leisure time spent here particularly precious. Relaxation is encouraged when one realizes that to send or receive a message means but to stretch out a hand. A bedroom telephone, perhaps housed in a cabinet that serves also for a lamp stand, gives to such rooms the final touch that makes for complete comfort.

And when one is alone and has retired early, there is an inexpressible sense of security in the realization that right at one's elbow is the means of summoning aid against marauding prowlers, fire, illness or any other emergency.



Program to be prepared for next meeting of club . . . consultations with other members of committee on annual luncheon . . . pile of unanswered letters crying for uninterrupted attention. Whether one has a secretary to look after such matters or not, at least one should take advantage of every modern means of attending to these affairs with the utmost efficiency. Busy days—for the American woman, as for the American man—demand facilities that make for dispatch, reduce to a minimum the intrusion of disturbing factors, save precious minutes, conserve energy. A telephone within convenient reach is as essential to her social activities as the telephone on her husband's desk is to his business. And the American husband is the first to insist that his wife shall have available for her use every convenience that he himself finds essential.



Delightfully appointed surroundings . . . congenial companionship . . . friends in for bridge . . . running fire of light-hearted conversation. A telephone call is expected.

The requirements of complete comfort, for guests as well as for members of the household, demand facilities that will make telephoning so convenient that the service is always a helpful element in modern living. Portable telephone installations place the service within arm's reach, anywhere in the home, at any time. They fit in with the modern way of life. If telephone "jacks" are provided here and there about the house, it is possible to have a portable instrument brought and plugged in right at one's elbow when someone calls up. This modern service makes it unnecessary to leave one's guests and go to the telephone in order to receive a call.



Length of years should bring assurance that such leisure as one can afford shall not be interrupted needlessly. For those who look back upon the strenuous days of youth and middle age, the saving of steps is no longer a luxury,—it is a vital necessity. Honored of all places in the home should be the room for whose occupant the shadows have begun to fall a-slant. To it should be brought, among other things that make for contentment, the equipment necessary to render the use of the telephone comfortable and convenient. For those who are more or less shut in, the telephone is an invaluable link with the outside world. Even more important, for the elderly or infirm members of the household, are the facilities which modern telephone installations afford for quick and easy communication with servants and others under the same roof.



“WHAT we buy,” said Emerson, “is some application of good sense to a common want.” A common want of the modern American home is the desire to have home telephones accessible. Good sense dictates that in gratifying this desire, beauty be combined with convenience by placing the telephones in appropriate settings.

Today this can easily be accomplished for furniture especially suitable for the housing or the display of the telephone can be found in great variety. Tables, stands and cabinets are available in an almost infinite diversity of styles and finishes. They may be had in choice woods of various colors and grains to

harmonize with any scheme of home decoration.

A most interesting opportunity is thus afforded for the exercise of a discriminating taste in the selection of appropriate telephone furniture which shall afford the maximum of convenience, harmonize with its surroundings, and at the same time adequately reflect, like the home itself, the personality of its possessor.



Thus in one room the telephone may rest upon an inconspicuous stand, with spaces for the directories and a drawer for lists of out of town numbers and memoranda sheets. Elsewhere a cabinet, with doors swinging open to reveal the telephone instrument and directories, may be more appropriate. Or a modernistic table with shelves for the telephone books and a flat top to hold a hand telephone, may give just the desired touch. Certain settings seem to call for a more elaborate ornamental cabinet that combines beauty and utility in a marked degree. For the bedroom there are compact



little stands that keep telephone and directories out of sight but instantly available in case of need.

There is hardly anything in the modern American home which more interestingly expresses the spirit of present day living than these new designs in telephone furniture. Blending unobtrusively with their surroundings, and adding an artistic touch to the *ensemble* they are yet in the highest degree practical. If the several telephones

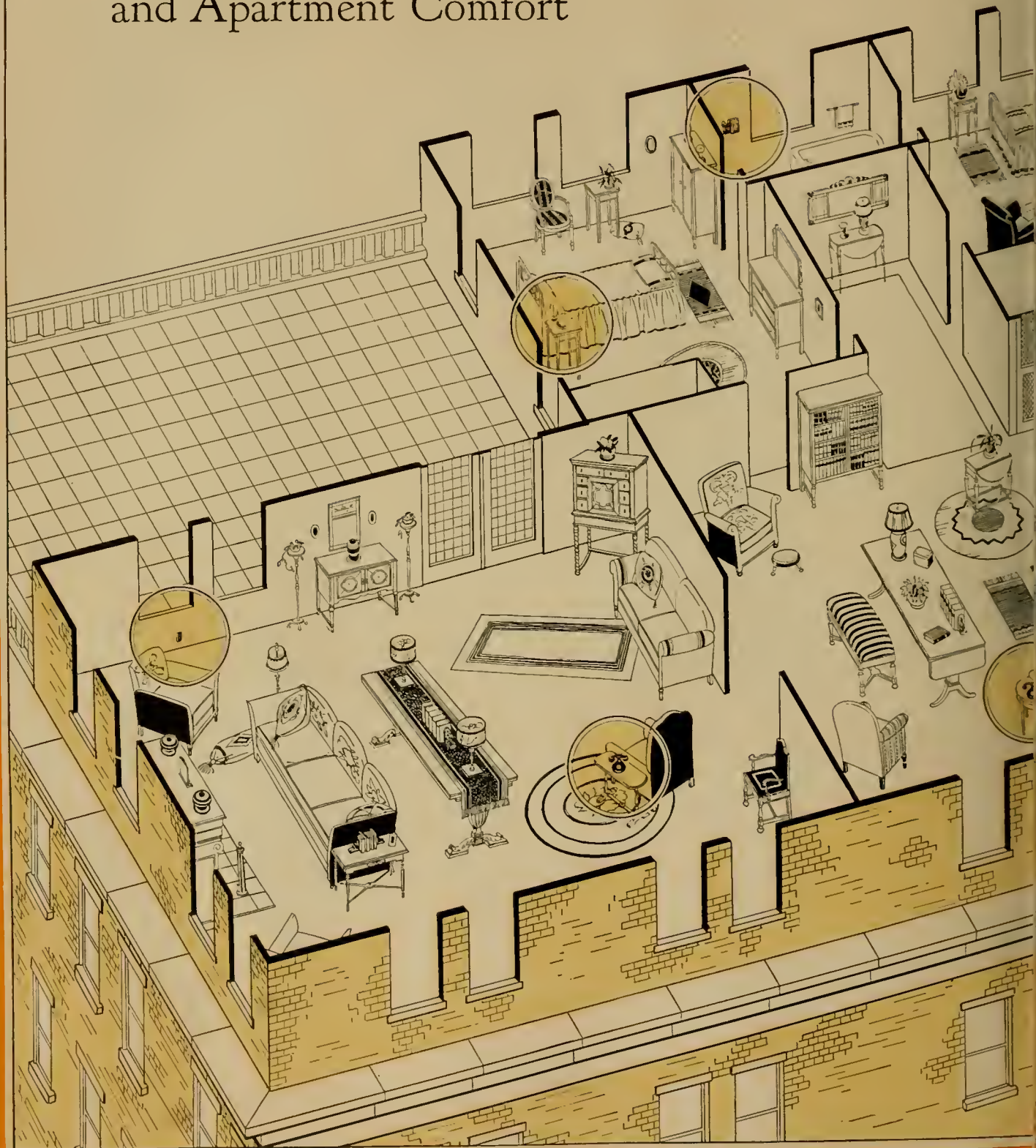
placed in convenient locations throughout the home are to give their full service in saving time and conserving energy, they must be always close at hand and easy to use.

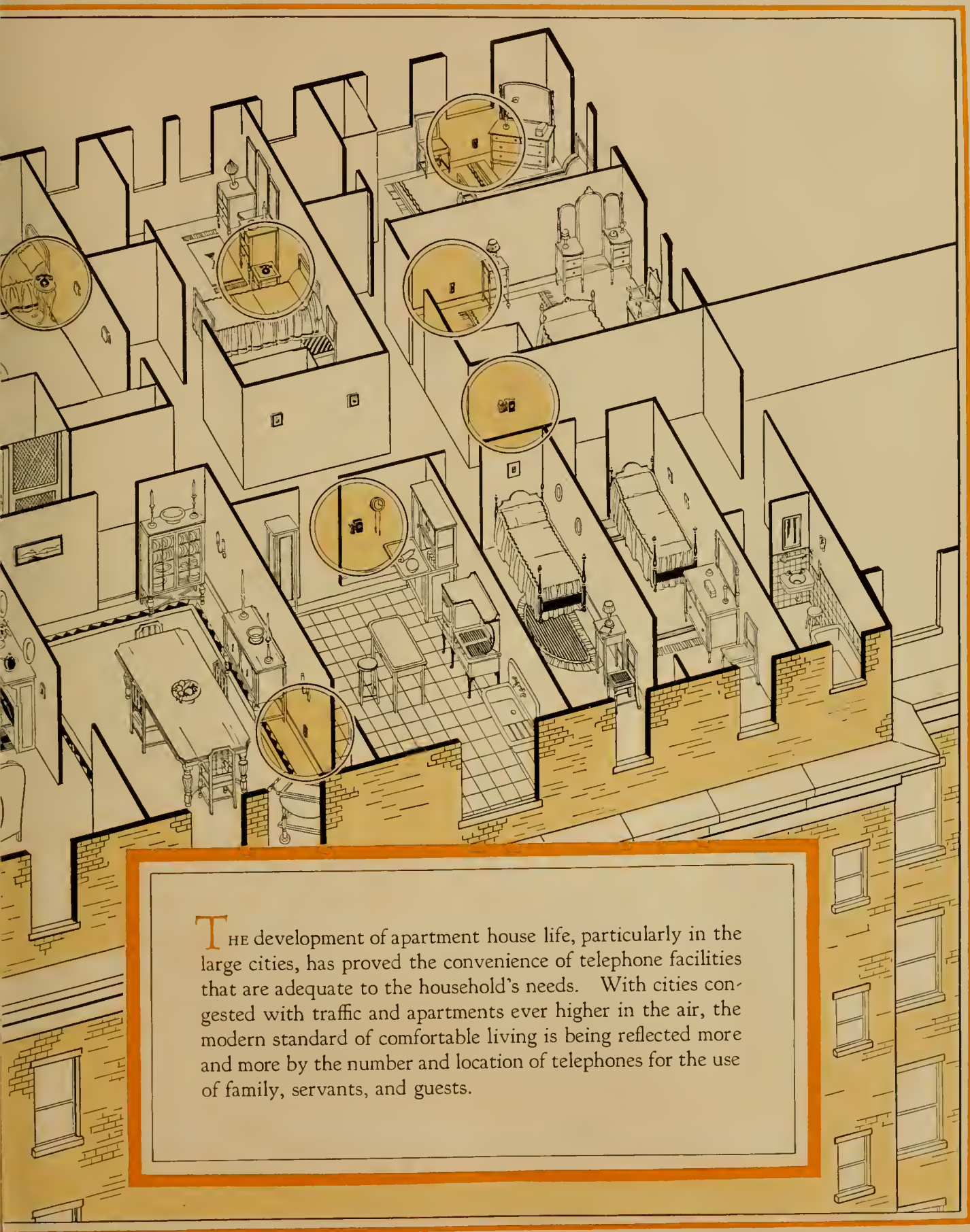
Modern telephone furniture, whether in library or living-room, sun-porch or boudoir, places the telephone conveniently beside the easy-chair or writing-table, by the bed or the chaise longue. Attractive in itself, it helps to keep the telephone always within arm's reach and thus combines beauty and convenience in a way that is characteristic of the modern manner of life.

Thus the telephones, indispensable as a means of communication, become in conjunction with these special stands and cabinets an integral part of modern home decoration. Whether desk telephones or hand telephones are preferred, the presence of the instruments in appropriate settings throughout the house suggests to the most casual glance that here is a truly modern American home in which facilities have been provided for the utmost comfort and convenience of both occupants and guests.



Telephone Convenience and Apartment Comfort





THE development of apartment house life, particularly in the large cities, has proved the convenience of telephone facilities that are adequate to the household's needs. With cities congested with traffic and apartments ever higher in the air, the modern standard of comfortable living is being reflected more and more by the number and location of telephones for the use of family, servants, and guests.



ADVANCE PLANNING FOR TELEPHONE CONVENIENCE

WITH THE growing realization of the value of adequate telephone facilities in the modern home, there is naturally an increasing interest in ways of arranging for them most efficiently and economically.

Home owners, architects and contractors alike are learning that telephone equipment can be provided to the best advantage when *planned* in advance and *built in*, just as are the other facilities that involve the use of wires.

Prospective home builders, therefore, in the initial stages of planning their houses, are giving careful attention to the best locations for telephone equipment of one kind or another.



HERE space is at a premium, niches or alcoves in a variety of pleasing designs may serve as resting places for telephones and directories. Such permanent built-in features have the double advantage of being both useful and decorative. While they *can* be provided after a house is finished, it is of course much better to plan for them in advance.

Indeed, before deciding the location of permanent or portable telephones, it is desirable to consult the telephone company engineers, whose long study and experience will yield many a useful suggestion. So doing may save trouble later, and gives assurance that no provision for telephone comfort and convenience will be overlooked. To save money at the sacrifice of convenience by having telephone facilities at only one point in the house would be like reducing costs by putting all the bathrooms together in a row.

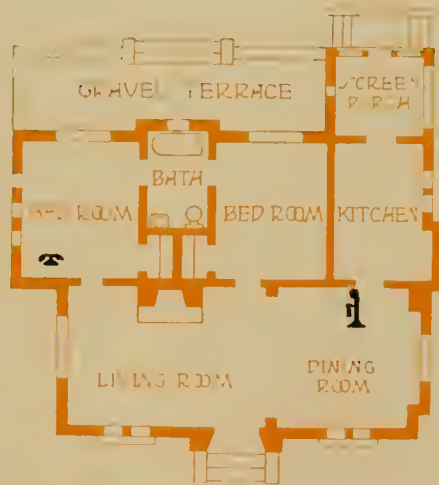
One result of advance planning is the efficient use of conduits to reach all points where it may be desired to install telephone instruments or jacks either immediately or in the future. In this way exposed wiring is avoided, both in the initial installation and in subsequent changes. Similarly, provision may be made for bringing the wires to garage, stables, greenhouses, or other buildings.

The telephone engineers can suggest arrangements for a bell here and a buzzer there, for cutting off some telephones while others are in use, for a button to press when it is desired to talk from one room to another—things easily overlooked, but that do make the service flexible and convenient.

Adequate provision for really modern telephone service built into the house is not only a constant satisfaction to the occupant of the home, but also increases its market value.

Householders who are remodeling or redecorating their homes also find it worth while to take advantage of the suggestions and assistance of the telephone company.








FEW typical floor plans will illustrate the way in which the modern American idea of comfort and convenience is being adapted to homes of many styles. They are equally applicable to apartments of corresponding size. The houses pictured in these pages vary from the modest one-story bungalow to the elaborate residence that can best be served by a complete intercommunicating system in addition to the ordinary facilities for taking care of incoming and outgoing telephone calls.

Of course, these plans are merely suggestive. Their applicability to the problem of supplying adequate telephone facilities in any particular home cannot be properly determined without careful consideration of the particular requirements of those who are to live in the home. The objective of these plans is to make the home as livable as possible by assuring that it shall have the utmost in convenient and comfortable telephone service.

The occupations of the family and the extent to which they engage in personal and social activities, calling for a liberal use of the telephone, will have a considerable bearing on the number of telephones that will be considered adequate. The number of persons in the household, their ages, and the number of servants all have a bearing on the number of telephone instruments or lines needed. Physicians, public officials and others who are at the call of the public find special home telephone facilities essential. For invalids and for the elderly and infirm a bedroom telephone is an untold blessing.

Future as well as present requirements must be kept in mind. Young children soon reach telephone-using age. The maturer members of the household become more dependent on step-saving conveniences as they grow older. It is wise, therefore, in constructing a home, to build into the walls sufficient conduits and outlets so that more telephones may ultimately be provided than are immediately required. This may avoid unsightly exposed wiring, prevent the defacing of the walls, and save considerable expense later on.

The symbol  in the floor plans that follow indicates a convenient location for a portable telephone outlet.





It will be noted from an examination of the accompanying plans that in the smaller home a telephone installed in the dining-room, because of its central location, is often convenient for use not only in the room in which it is located, but also from the living-room and the kitchen. In a one-story house, or in a small apartment, an additional telephone in a bedroom, although on the same floor, gives assurance that the service will be immediately accessible to the occupants at night and may also be used by any members of the household when privacy is desired.

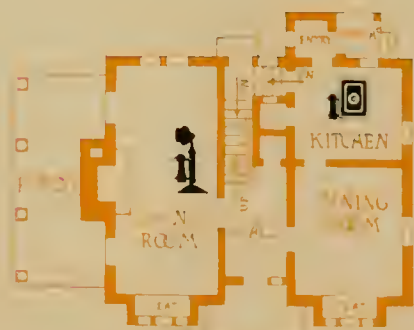
The living-room, however, may appeal to the prospective home-builder as a more logical location for a telephone than the dining-room. A telephone in the kitchen conveniently supplements the facilities provided by the instruments in the living-room and bedroom. The kitchen telephone permits either the housewife or maid to answer incoming calls and to do the marketing promptly without leaving her work.

The plan on the opposite page suggests additional telephone outlets for greater comfort and flexibility in the telephone arrangements. They provide alternative or additional locations at which telephones may be placed as required. If telephone jacks are installed at the indicated points, for use with a portable telephone, service can be provided in the rear bedroom when it is occupied by guests, or in the dining-room, for greater privacy.

Some of the plans on the following pages show houses of more than one story. In such homes it is desirable to have one or more telephones on each floor in order to save both steps and time.







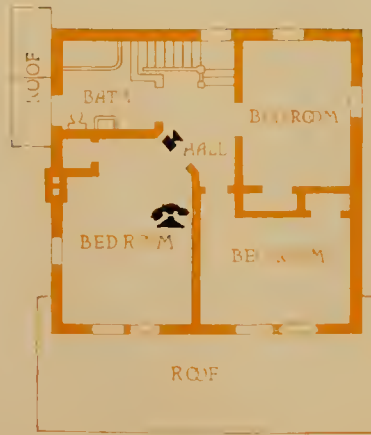
FIRST FLOOR



SECOND FLOOR



FIRST FLOOR



SECOND FLOOR



SEVERAL of the accompanying diagrams suggest locations for telephone outlets to supplement the facilities afforded by the living-room and bedroom telephones. The second floor hall may be a desirable location for such an outlet in case it is desired to install a telephone there at some future time.

In homes of the better type, it is often worthwhile to install telephone outlets in several, if not in all, of the bedrooms. Not only may this prove to be a great saving of trouble and expense later on, but, if jacks are provided at the outlets, the convenience and flexibility of the installation may be immediately increased by the use of portable telephones.

A telephone in the basement may often prove to be very convenient, since it may prevent the loss of incoming calls and save many needless steps, especially if a billiard-room, amateur workshop (for radio, photography, or the like) or some similar room is located in the basement. Likewise, if household appliances such as electric washing machines, etc., are used in the basement, a telephone near at hand is desirable.

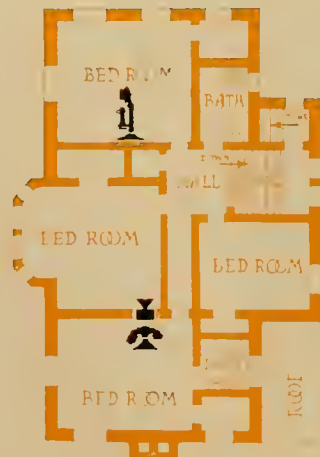
In medium-sized homes where there are a couple of telephones on each floor it is, of course, desirable to locate them, as nearly as is convenient, at opposite ends of the house. In the plan on the opposite page, for example, the telephone in the living-room is readily accessible from both the dining-room and the porch if jacks for a portable telephone have not been installed in each. The kitchen telephone is located far enough from the other to provide a balanced arrangement and it therefore adds appreciably to the

convenience of the downstairs telephone service. A similar balance is maintained in the location of the telephones on the second floor. Telephone outlets at intermediate points provide for increasing the facilities as future needs may require.

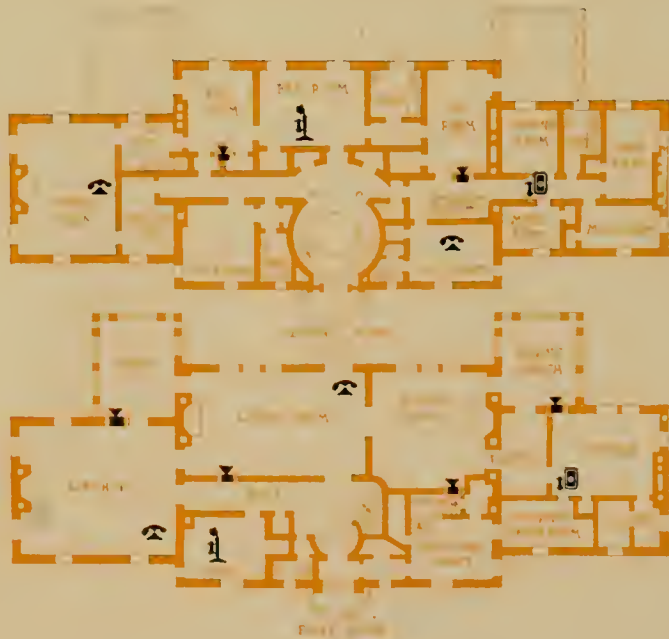


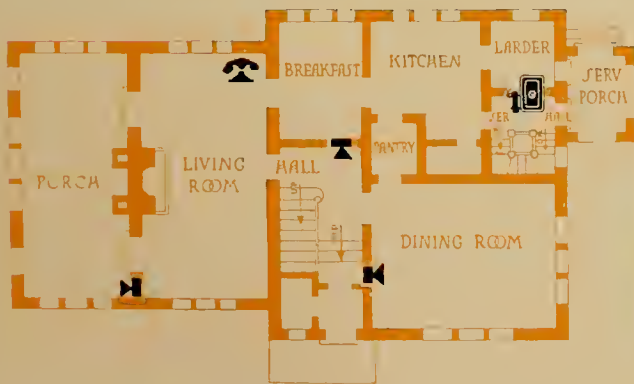


FIRST FLOOR



SECOND FLOOR





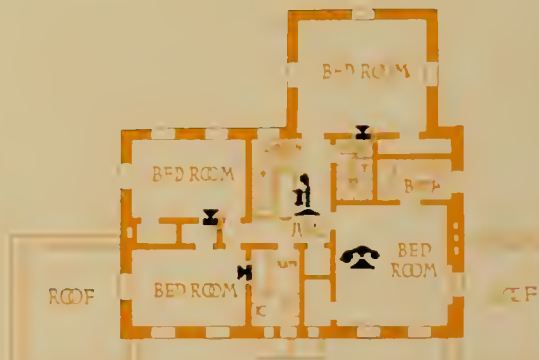
FIRST FLOOR



SECOND FLOOR



FIRST FLOOR



SECOND FLOOR




IN the more elaborate homes there is naturally a greater opportunity for the provision of the utmost in modern home telephone facilities, not only for the maximum comfort and convenience in connection with incoming and outgoing calls, but also for intercommunication within the establishment. In such homes there is a world inside that requires intercommunication in order that maid or butler or chauffeur or gardener or governess may always be within voice reach of boudoir or library.

The assistance of the telephone company engineers is of special value to those who are planning an impressive home. The benefit of their cooperation is freely offered to home-builders and architects, whether the proposed installation is large or small. And where intercommunicating facilities are to be provided, the telephone companies' wiring plans are especially helpful in suggesting possibilities for added conveniences. There are many different arrangements for ringing one telephone from another, and for cutting off certain extensions to preclude the possibility of being overheard.

Often more than one telephone line is provided. For example, a separate line may be installed for the use of the servants, arranged to receive incoming calls for the family when desired. Provision may be made for bells or buzzers to signal incoming calls in such locations throughout the house as may be desired.

Built-in cabinets and niches for telephone instruments and directories give a distinctive touch; and the provision of ample telephone facilities throughout the house, servants' quarters, garage, greenhouses, gate-lodge, boat-house, etc., bespeaks the determination to provide every convenience that modern life affords.





Special Telephone Facilities and Equipment for the Convenience, Comfort and Protection of the Home

ADDITIONAL MAIN LINES. For residence installations and for the use of domestics.

EXTENSION TELEPHONES. To bring telephone service to selected locations.

AUXILIARY SIGNALS. Bells, gongs, buzzers, lights, to insure the receipt of incoming calls under special conditions.

INTERCOMMUNICATING SYSTEMS. To provide intercommunication between the several telephones in the home.

PORTABLE TELEPHONES. For "plugging in" at locations where jacks have been provided.

DEAF SETS. For those with impaired hearing.

CONSULTING SERVICE. For architects, owners, and builders.

Full information may be obtained from local telephone manager.



