$\checkmark$ L LEARN WHAT THOSE LITTLE CODE NUMBERS AT THE TOP OF YOUR TELEPHONE BILL MEAN TO YOU.
\& HOW ARE YOU SO SURE THAT YOU WILL GET A DIAL TONE EVERY TIME YOU PICK UP THE TELEPHONE HANDSET?



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OUE TO READER RESPONSE AND NUMEROUS REQUESTS CONCERNING THE MAILINGS OF TELEPHONE ELECTRONICS LINE. WE HAVE DECIDED TO INITIATE A SPECIAL SERVICE THAT WOULD SPEED THE DELIVERY EACH MONTH OF TEL AND DISGUISE THE FRONT COVER AND THE CONTENTS INSIDE, THIS WOULD BE OF APVANTAGE TO YOU IN TWO WAYS: FIRST. IT WOULD INSURE DELIVERY OF TEL JUST AFEW DAVS AFTER THEY'RE OFF THE PRESSES AND SECOND. CURIOUS POSTAL AUTHORities would not have a chance to glance at the eye. catching FRONT COVERS OF TEL.
If it's TEL, it's swell!
TMIS SERVICE IS CALLED FIRST CLASS MAIL. FOR A FLAT RATE OF S12.00 PER VEAR (NO MATTER WHERE IN THE WORLD), WE WILL MAIL EYERY ISSUE IN A PLAIN MANILA ENIVELOPE WITH NO SPECIAL MARKINGS ON IT, EXCEPT YOUR ADDRESS.


NAME

ADDRESS

CITY
STATE $\qquad$ ZIP
Page 2

This is a fast world we're in today, and the telephone is an essential part of business and social life. A missed call can cause a small businessman to lose a large order. A housewife could miss a social appointment change. A salesman could miss contact with an important prospect. A professional could lose a client.
The Telephone Answering Device (TAD) answers your phone when it rings and let's the caller hear your programmed message. Just as the caller hears YOUR voice, you hear HIS. You receive the message he leaves, first hand, and can judge his frame of mind as accurately as if you were actually talking with him. You hear ALL he says, and exactly WHAT he says, with no third person involved.

Small businessmen, salesmen, professional men, busy housewives and scores of others depend on the telephone. The TAD fills in when you step out by automatically taking the messages, orders or appointments that would otherwise be missed. For the small businessman, the TAD may save the expense of secretarial help or prevent loss of business and prestige when the telephone goes unanswered. Calls from salesmen, distributors or customers can be answered automatically, and accurately, any time of the day or night. For the professional, reliable and accurate messages mean good relations with patients or clients and proper handling of emergency situations. Executives, when in conference or absent from their desk, can advise the caller of later availability. Salesmen can accept orders when out "prospecting". Housewives can route important calls to a neighbors phone or check messages and return calls immediately after shopping or dropping off the children at school. Young people can schedule social appointments without waiting at home for a call. In short, a TAD can be an asset to anyone who has a telephone - 24 hours a day, 7 days a week, without complaint, vacation, coffee breaks, or errors!

## ANSWERING SERVICES

"Yeah", you say, "but how about a Telephone Answering Service?". An Answering SERVICE is an operator who takes messages and repeats it to you when you call back. The problems with this, however, are the "human" element. The message repeated back to you can be incomplete or incorrect - it's amazing how much can get lost in the "translation"! Also, a busy operator keeps the caller or subscriber waiting while she handles other calls at her switchboard. And, who wants to leave a personal or complicated message with an operator? The TAD repeats the EXACT message, with the voice and emphasis of the caller. Not only that, but a TAD will usually pay for itself within a year as compared to the monthly cost of an AnsweringService.

## COMPARISON CHART

Okay, let's say that now you're convinced you can't live any longer without a Telephone Answering Device. How do you find out about them? Where can you get them, and how much do they cost? What are some of the features that are really worth something, and what "features" are just "window dressing"? Well, to solve your dilema, we've provided an in-depth Comparison

Chart that shows the details of 25 units......and to help you understand the chart, we're going to discuss each column briefly:

COLUMN 1
Manufacturer or Distributor: Write here for more information, and the location of your local distributor. For any unit selling above $\$ 250$, you should ask for a demonstration. On less expensive units the profit is often too low to allow direct selling, so they are usually sold by mail, with a guarantee of satisfaction. COLUMN 2
Model Name \& Number: Sometimes you'll find identical machines under different names. For example, the Ansaphone 540 (no longer available from Dictaphone, except from existing inventories) has shown up more recently (with improvements) as the Sanyo Answer Man and the Code-APhone Model 360. Also, model changes occur frequently; since the Chart was drawn up, Phone-Mate 400 to a Phone-Mate 400 s, with a switch to disable the monitor, an improvement at no extra cost. So watch for model changes.

## COLUMN 3

Suggested Retail Price: The prices shown are those furnished by the sources listed. However, prices vary around the country, especially on the higher-priced units, where there may be some room for bargaining with the salesman - he may be willing to give up some of his commission to make the sale on the spot. COLUMN 4
Maximum Outgoing Message: This could be very important to you. Under normal conditions of use, 1830 seconds is plenty of time for you to tell the caller, in your voice and words, that you are not in, and to leave a message. But you may want this unit to give a sales pitch, recite your business hours, give a mess-age-of-the-day, redirect calls to where you'll be at certain times,
announce a schedule or menu, or any of a thousand uses that might take several minutes.

## COLUMN 5

Variable Length Outgoing Message: Here, again, it-depends on your intended use. A fixed outgoing message time is usually fine; but variable length gives you a lot more flexibility. With variable length your incoming message can start immediately at the end of your outgoing message, as long as it may be.

## COLUMN 6

Maximum Incoming Message: If all you expect to receive is a name, phone number and short message, 24-30 seconds is good enough. But if you expect detailed information, long orders, dictation, field reports, etc., then look for a longer incoming message.

## COLUMN 7

Maximum Messages: This may confuse you but, it's based on the most messages of the shortest length. For machines that shut-off automatically after a person hangs up (see col. 8) we've used 30 seconds as the average message length, incoming. NOTE: Columns 5,6, \& 7 reflect manufacturer's data, which change with technology. Those machines using standard cassettes (Footnotes A\&H) may have longer capability than specified if C-120 or C-180 cassettes are used. Figures shown are based on C90 cassettes.

COLUMN 8
Voice Activated: This feature provides automatic shut-off about 12 seconds after caller stops speaking or hangs up. It allows the incoming caller to leave his whole message, instead of perhaps cutting him off, as the fixed-time units might. This might be very essential for your use. COLUMN 9
Automatic Level Control: This boosts the volume on a soft-spoken caller, or bad connection, and cuts the volume down when it's too
strong. This is certainly a desireable feature, especially since some people are scared to death of talking to a machine, and either hang up or speak very low. Improves outgoing messages, too.

## COLUMN 10

" Call Received Indicator: When you return, after leaving your TAD to answer the phone, you'd like to know
II if there are any messages. Without
some form of call indicator, all you
can do is rewind the tape and play it
; back. With some type of indicators

- (light or flag), you can only tell that
t at least one message has been recorded, but you can't tell how many.
" With a tape counter, there are a certain number of digits the counter moves for each message, so you can tell the number of calls received, and you can "fast forward" to the next call on hang-ups. A call counter, of course, counts the number of calls received. The Code-A-Phone indicator is described as "an elapsed time indicator that shows the volume of ! calls recorded", whatever that ; means (probably a tape counter).


## COLUMN 11

Records Phone Conversations: While some of the units can be gimmickedup to record both sides of a telephone conversation, the Chart only indicates those where the manufacturer's literature show this as a feature. In some units, a beep-tone every 15 seconds or so alerts the caller that he's being recorded, to conform to FCC regulations. This recording feature can be mighty handy for technical and legal discussions that get confused and involved. In most cases the monitor also allows group listening in this mode of operation, which lends itself to great training for telephone solicitors - everyone listens, and then the tape is played back for discussion in a training class.

## COLUMN 12

Remote Call-Back: Found only on
the more expensive machines, this feature allows you to call into your TTAD from any telephone in the world and hear any messages. You may also, with some units, change your outgoing message remotely. This is a luxury feature, but might be necessary for YOU.

## COLUMN 13

Dimensions: "Wide" is across the front of the unit, "Deep" is the distance from front to back, and "High" is top to bottom. If desk space is an important factor, a narrow, deep unit may be best.

## COLUMN 14

Features and Remarks: There are many features common to all the units shown, except as noted. They all record incoming messages, monitor through a speaker or earphone, have a silencing switch to "kill" the monitor when you want real silence, operate on regular 117 volts AC, plug directly into the phone jack (more on that further on), have variable incoming message length, and have fast-forward and fast-rewind controls. The footnotes cover other features, and are mostly self-explanatory. Note $\mathbf{F}$ refers to a special feature of the Phone Butler which allows it to be used as an "electronic bulletin board" for anyone in the family to leave a message for another family member on the tape.

OTHER QUESTIONS ?
That pretty well takes care of explaining the Chart. But here are the answers to some other typical questions that might be in your mind:
What about service and guarantees? Well, since there are many units now being offered by mail, you can always send those back for service. Keep the shipping cartons. Units purchased locally usually have a service center. It's a good idea to deal with an established firm; if in doubt check with Better Business Bureau
(continued on page 12)

# When the Phone Company 

 turns a deaf earpafilic Tozephune has lots of "customer reps" and pours tons furme y "peablic information" media ads, but they don't 1f. 1 you cones about such little mysteries as how to decipher (i)w phome bill, how to find out your company credit rating (wo to nerst paying a $\$ 25$ deposit, how to get it back and how If, budt bini suecessfully.
Finrewith sen solutions to some PT\&T mysteries.

## WOW TO GET NEW PHONE SERVICE <br> WITHOUT A $\$ 25$ DEPOSIT

A) phone sumpany Ikes to have a deposit from its new cusfinf lors wonnde protection against non-payment of bills. phonespople it's hard to come up with the $\$ 25.00$. If ire acapany thinks you have good credit, they won't L least of the following questions:

* Have yoc and satisfactory service with Pacific Telephone Nowher phoe company in California within the last two Is br smatactory they mean no disconnections for nonyhaned 5 moutstanding bills. All you need to do is remad number.

Finve yox yeen continuously employed for two years or reSHed an a yasion?
4.thlave wat satisfactory telephone service in another ; \%otive in the ies two years?
2. 10 yon bre a friend with a phone company "B" credit miong will suarantee $\$ 25$ of your bill?

## 昰

- hall fauls. De service representative has the authority to
$\rightarrow y$ depost-Mee service with "personal knowledge of the

When compraly lose out and have to pay the deposit, it will vincefult axplained to you that it will be returned with inweret after i year. In fact, if you pay your bills on time
during the first six months, the service representative has the authority to return your money then, but usually doesn't. Demand the money back after six months. If your service rep refuse8, ask to speak to his or her supervisor. Keep pushing.


## TOR SECRET: WHAT DO THE NUMBERS AT THE TOP OF YOUR PHONE BILLMEAN?

In mid-June, Arnerican Telephone and Telegraph, at the prodding of the Federal Communications Commission, sent out a letterurging its member companies to indicate a "pay by" date m their bills.

PT\&T still doesn't, but if you know its code you can figure out how long you have to pay before the threats start. At the top of your payment card are three sets of three-digit numbers with the crucial information you need.

## HOW CAN YOU TELL YOUR TELEPHONE CREDIT RATING?

Count the days between the different notices. II Box F has all zeros and thereare only ten days between the postmark date on the envelope and the date in Box $\varepsilon$ (which you have to convert to a regular date using the key), then you have a "E" rating. If all three boxes ( $E, F$, and $G$ ) have numbers, and there are 20 days between the postmark and Box $F$, then you are a " C ". If all three boxes have numbers and there are 60 days between the postmark and Box F, you are a "B."

## HOW DID YOU GET STUCK WITH YOUR CREDIT RATING AND WHO ELSE HAS THE SAME ONE?

Your credit rating depends a lot on arbitrary decisions by your service representative. But your actual rating is crucial in determining when you get your deposit back and, even more important, whether you have two months. 20 days or ten days to pay your bill before the threats start:
Credis rating A: Veryrare. Limited to big politicians, media big shots, state of California and similar deities. They never get shit off for non-payment. If worst comes to worst, a real person decides it's tirae to call about the bill.
(continued on page 11)


GUIDE TO YOUR PHONE BILL, OR WHAT YOUR PHONE COMPANY REALLY THLNKS OF YOU.
F. Date of the fivediay shutoff notice. If all you find is 000 , then the date in box $E$ is the fiveday shutolf notice date.
G. Dase the computer tella your businesa representative to call sayng that your service will be cut off.
H. If there'um " $R$ " it's a residential phone.

1. Date of bill, month and day.
d. Balance from last bull, eleventy shaded to make th hard to read.
K. Total amount due.

# DIAL TONE SPEED - fock MEASUREMENT (part one) 

THIS ARTICLE IS THE FIRST IN A SERIES OP ARTICLES DEALIVG WITH TELEPHONY COMPANY PL,ANT ENGINEERING AND MAINTAINANCE. IT IS PRUVARILY INTENDED FOR ENOWLEDGEABLE ENTHUSVASTS AND PLANT EMPLOYEES WHO HAVE A BACKGROUND IN THIS FIELD. EACH WONTH A NEW TOPIC WILL RE INVESTIGATED AS WE PROGRESS INTO THE FIELD OF TELEPHONY.

## Dial Tone Speed Measurement princtipal uses

Dial tone speed measurements serve as an important criteria or basis for the following:

1. Quality of dial service
2. Load balancing and line assigmment procedures
3. Estriblishing offlce caprabilities
4. Traffic engineering of components affecting dial tone speed.
5. Detecting and controlling overloads
6. Valldating data
7. Indering

## DLAL TONE SPEED AS A MEASUREMENT

The measurement of dial tone speed is recommended for all types and sizes of local dial offices including CDO's. For this purpose, a dial tone speed register circuit (SD-98403. 01 , Lor example) is recommended for all Panel. No. 1 Crossbar, No. 5 Crossbar and observed Step by Step sixS) offices. II is also recommended for larger CDO's. In No. 1 ESS, the basic traffic measurement routines linclude fial tone speed.

The measure of dial tone speed (DTS), in reference to this article, is the per-cent of calls that wait for dial tone longer than three seconds (\% DTS over 3"). Three seconds ts used as the period of delay because studies have shown that about $50 \%$ of the customers fail to wait for dial tome when this interval is exceeded. In addition, other observations have shown that those who were satisfied had a delay as a group of 1-1.5\% over $3^{\prime \prime}$ whereas the unsatisfied group had a delay of 3.58 over $3^{\prime \prime}$.

## NEED FOR ACCURACY

If dial tone speed is to be aftectively used in all $\alpha$ its applcations, tts measurement must be accurate, complete, and timely. In addition, because sampling is used and results are combined, the required mathematical procedures must be accurately followed.

## MEASUREMIENT ERROR

The acciracy with which measurements of dial tone speed show actual average service received by the customers is largely determined by the magnitude of the scurces of error finherent in the following:

1. Source variation of the ftem measured
2. Selection of Representative Lines
3. The sampling rate (number of tests)
4. The accuracy of the 3 second timer in the DTS Register Circuit.
All of these collectively determine the confidence interval that can be expected in dial tone speed measurement.

## Dial Tone Speed Register Circuit MEASURING DIAL TONE SPEED

The DTS measuring circuit measures dial tone speed by using spare subscriber line equipment that are assigned in a prescribed manner as test lines to terminais of the DTS Register

Circuit. The test lines, one at a time and in sequence, are made to appear to the dial tone equipment as a normal request tur dial tone and normal response to this is made by the central office equipment. The DTS Reglster Circuil is arranged to recognize the return of "dial tone", and by a timing circuit to determine wether or not dial tone is returned within three seconds.

At the end of each test, the DTS Register Circuit restores the test ine to the "On-Hook"condition and steps to the next test line thich is rested in the same manner. This sequence continues until all lines to be tested bave been used. The aequence is then repeated throughout the study period.

Each time $a$ test is made a rom register is scored: each time a test tails to receive dial tone within three seconds, a second, associated "D" register also scores. The \% DTS over $3^{\circ}$ is computed for the stanty period (usually one hour) as follows:

$$
\text { \% DTS over } \mathbf{3}^{n=} \frac{\text { DRegistrations X } 100}{\text { T Registrations }}
$$

## EFFECTS OF DTS REGISTER CIRCUIT ON OFFICE LOAD

As each dial tone speed test call is terminated automatically Immediately after dial tone is received or, II dial tone is not returned, shortly after \$ seconds, no significant load is placed on the dial tone servers. This allows the DTS measurements to be made at all times without affecting customer service. However, it is suggested that allowance for the calls be made when engineering No. 5 Crosstar Dtal Markers.

Improvements were made of the DTS. One such modification employed the use of a synchronous tumer arrangement for sccurately establishing the three second delay period and for producing a fixed number of testa in a given study period (about 900 per hour). Other arrangements have been made totime the three second interval such as a cold cathode tube, without sucess, and bave been modified to accept the rectangular type housing for the sypehronous timer.

## Test line terminations: T \& D Registers

 TERMINATING AND ACCESSING TEST LINESAll versions of the circuit use 206-type selectors on which to terminate the test lines and to access them. A selector has 5 ares of 20 terminals each, thus providing for 100 terminations. One selector is provided when 100 line capacity is suitable: a second optional belector provides for the maximum capacity of 10 arcs with 200 terminations. The initial 206-seloctor switch is identified as the " A " 8 witch and arcs as A2 to A6; the second as the "B" switch with ares B2-B6. A third 206-type selector, designated as C switch, is used for control purposes.

Within the arcs, the terminals are numbered $1-20$; therefore, terminals are identified by switeh, arc, and terminal. I.E., AZ, Terminal 3; B4, Terminal 5; ETC...

Less thanor all of the 100 or 200 terminals may be used as required. However, it is not recommended that more than (CONTINUED ON PAGE (10)


## Dial Tone Speed Measurement <br> continued from page 7

one entity be assigned to one DIS Register Circuit. This is to assure optimum accuracy tn measurement by reducing sampling errors through utilizing all tests for only one entity. Also, it is of particular importance vhere the two entities do nok have equipments that are fully and mutually compatable with the DTS Register Circuit.

## LOADLNG DIVEIONS: <br> PAIRS OF T AND D REGISTERS

Arrangements permit i seperate pair of $T$ and $D$ registers to be assiclated with each arc; for a maximum of 20 test hines. Or, more test lines can be assigned to a single pair of $T$ and D Registers by grouping, up to the entire 5 arcs on each selector switch ( 100 lines). This is done so that DTS may be measured geperately: for classes af service; for several loading divisions; for Dial Pulse and TOUCH-TONE, etc. This allows 5 pairs of registers ( 5 Loading Divisions) on the 200 - Hne unit.

Arcs are assoclated Fith a particular pair of T and D Registers by the setting of the rotary switches in the older versions and by llexible cross-connections in liter versions. Recognize that there can be only ooe Loading Diviston on one arc. Therefore, when there over 5 Loading Divisions, the 200-line unit must be used even though less than 100 lines are to be tested.

Of importance is that DTS may be measured separately for each class of service, or Loading Dtvision: etc, If will be noted that the Traffic Service Observing Practice (TSOP) delines Loading Divisions and also specifies how the ares and test lines are to be assigned from this viewpoint. Also, how the results computed and weighted are stipulated.

## BYPASSING ARCS

Any or all arcs may be completely bypassed during a study period. This avoids the loss of tests where entire arcs do nothave test lines terminated. Also, it allows testing to be concentrated on selected Loading Divisions when necessary or desireable.

The skipping of an are is affected in the older versions by setting its associated rotary switch in position 6. In the later versions, by placing the assoctated toggle switch in the down position. Thus, there are 5 rotary switches or 5 toggle switches for 100 -line units and 10 switches fir 200line units.

## ACCURACX VS. TESTS PER HOUR

When done as the ISOP specifies, the weighted DTS of the entity is considered reliable, being based on between 850 and 1200 tests an hour depending which versions of the circuit is used and how the lines are assigned. It is important that all of the suggestions relating to obtaining the maximum number of tests possible, be followed as the number of tests has a direct bearing on the accuracy of the measurement as llustrated below.

When less than 850 tests are made in one hour, the reason will want to be deter mined. Where the tube-type timing circuit is used, this may denote the need for recalibration: for the synchroncus timer, this may indicate a malfunction of timer. it may also mean improper use of skip, dwell and/or bypassing of arcs. In any event, it means an increased Sampling Error.

Some indication of the loss of accuracy when less than 850
tests are made in an hour is ghown by the following table of Theoretical limits ol Sampling Error, for a $90 \%$ Assurance Level:


Consideration will want to be given to the loss of accuracy particularly when as fewas 200-400 tests are made in an hour. This is of concern when the DTS results for a small Lasiding Division is being reviewed. For example, in a No. 1 Crossbar Office with three Loading Divisions as below, the mealsured values for Party and Coin are extremely urellable indicators of their grade of service. However, recognize that the Weighted Entity value would be satisfactory since the entire 900 tesis would be reflected.

| Class Of Service |  | Registration |  | \% Over $3^{\prime \prime}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Type | TIME <br> Busy Hour | T | D | As Measured | Probable Range (Approx.) |
| Ind. | 10:00-11:00 AM | 700 | 5 | . 7 | . 4 to 1.0 |
| Party | 7:00-8.00 PM | 150 | 3 | 2.0 | . 9 to 4.0 |
| Coin | 1:30-2:30 PM | 50 | 2 | 4,0 | 2.0 to 9.0 |

## INCREASING ACCURACY FOR SMALL LOADING DIVISIONS

Where more accurate measurements for small loading divisions are required, this can be done by "skipping" the arcs for any loading divisions for which DTS measurements are not needed at the same time. In the above illustration, it will be noted that during the Coin B,H, of 1:30-2:30 FM, the coin class would be given the entire 900 testa. And, the results would be more accurate as below (assumes $4.0 \%$ over $3^{\text {" }}$ measured in both cases):
$\frac{\text { Q Over } 3^{20}}{\text { Probable Range (Approx.) }}$
$\frac{\text { As Measured }}{4.0} \quad \frac{50 \text { Tests }}{2.0 \text { to } 9.0} \quad \frac{900 \text { Tests }}{3.0 \text { to } 5.0}$

The improvement in accuracy is worthwile, However, this procedure of skipping arcs is not recommended normally. This is because of the possibility of errors of setting the switches each study period causing a loss of data or the incorrect assignment of $D$ and $T$ Registers in the version with rotary selector switches.

The above procedure (while it does mprove accuracy by reducing error due to sampling rate) in no way reduces the effects of the other three sources of measurement error listed previously.

## When the Phone Company turns a deaf ear

 coontiourd from pese. 8)Credit ratiog B: Preferred customer with established credt gained by six minths of service without any five-day shutoff notices. II a deposit is Involved, the service rep may nol upgrade an account to "B." Full two months to pay yourr bill. Friendly reminder (gentle aquamarine notice: "Have you form gotten your payment?") followed by five-day warning (fiery red ultimatum: "Your payment hasn't arrived I"),

Credit rating c : Higher classlfication for new customers Purely arbutrary whether a person is put in "C or $\mathrm{D}^{\prime}$. Odds are good that if you live in a not-so-desirable neighborhood you will automatically get a "D rating". "C" customers get 20 days to pay and a Iriendly reminder before the five-day warning goes out.

Credit rating D: All other new customers. They get only the five-day warning, and this comes just 16 days after the bill was originally mailed out by the phone company.

Credit ratias E: Reserved for those who have had their service disconnected for nompayment of phone bills. Five-day shut off notice comes a scant ten days after the bill was first mailed out.

## WHAT DO YOU DO WHEN YOU GET THE FIVE-DAY SHUTOFF NOTICE?

u you receive a five-day shit off notice, call your service rep. Have a good story ready (you've been out of town, sick, etc, ) and either make arrangements to pay the bil now or give a definite date when the bill will be paid. Set the date even ir you can't stick to it. Giving a date shows you intend to pay and will keep your phone from being disconnected.

If you don't call, your service rep will try to reach you by phone on the sixth day after the date of the five-day notice. If there is no answer after two calls, the rep will shut ofl outgoing calls but still permit incoming calls. Again, call and try to make arrangements to pay. Your rep has to disconnect all service after five days of a partial disconnect, but superiors can authorize up to 15 days. Even if you drop a check th the mail immediately, call to protect gourseit in case the mall delivery is slow.

If your service is totally shut off, your rep can require geu to pay the total outstanding bill, a $\$ 24$ connect charge, plus a depasit equal to twice your average monthly bill over the previous three months. Again, this can be waived if you scream loud enough.
One ifnal warning; everything gets noted on your record. If your phone is disconnected, your credit rating is going to drop to a " $D$ " or an " $E$ ". If you give excuges every month, the rep will catch on. E's best to pay on time when you can and 日ave your late payments for real emergencies.

## BOLIDAYS FOR THE PHONE COMPANY <br> ARE HIGRLY SBLECTIVE

The phone company has spectal long distance rates for bolldays that are much lower than weekdays. In the coming year, July 4, Labor Day, Thanksgiving, Christmas, New Year?s and Washington's Birthday are all special-rate holldays. But not Columbus Day or Memorial Day, which are both hollidays for phone company employees, Mother's Day or Father's Day, when people would be prone to make calls to their family.

## WHAT THE BILL DOESN'T TELL YOU <br> THAT IT SHOULD.

In mid-June, AT\&T urged its member companies to include on their bills the time of day of long distance calls and the duration of the calls. Unfortunately, even though these changes are on Pacific Telephone's drafting boards, they have yet to be made. Thus, the actual lengths of your long distance calls are not noted on your bill, so there is no way you can easily check to see if you were charged for more minutes than you actually spoke. Furthermore, the time the call was made is not noted on operator-assisted calls. If there is a mysterious operator-assisted call to Lodi on your bill you don't have the adyantage of knowing when they think the phone call was made to determine who, if anyone, actually made the call.

## BOW TO GET TRE MOST OUT OF YOUR TELETFHONE

 -2. DOLLAE 3.3 :The phone company is able to rack up erira proftt because people talke phoos service lor granted, and even If a person wanks to get the cheapest service, he cri she is not provided with the inforimation to maike an intelligent decision.

For example, then you order a phoue, anything you get beyoud a single-Hsted dial phone with a short cord ls going to cost you. For example: a 25 -foot cord will set you back $\$ 7.50$; touch tone phane costs an additional \$5 to install plus \$1. 60 each month; even an extra listing in the directory will cost you \$4.80 a year.

If you live alone, are new to the Ciry or don't uge the phone too much, it will pay you to get a measured service.

For $\$ 2.56$, you get 30 local calls. Far $\$ 3.75$ you get 60 . Unlimited service funs $\$ 5.70$. With the measured service, erch local call past your allotment costs you SC. In ather vords, if you make less than 54 calls a month, it pays to get the $\$ 2.50$, service; less than 100 calls, get the $\$ 3.75 \mathrm{plam}$. If you consistently make more calls than you thought you would. you can always switch to a different service at no extra charge, but it pays to try the Limited calls alternatives.

## WHEN SAYING HELLO TO NEW YORK CITY <br> COSTS ONLY EIGHT CENTS MORE THAN SAYING EELLO TO WALNUT CREEE.

Over the years, the gap between the expense of a long distance call and one within the state or even within the Bay Area has narrowed to the point where it oiten has ceased to exist. For example, a one-minute call to New York City after 11 pm will only cost 354 , while a three-minute (or ahorter) call to Walnut Creek will cost 25 f from downtown SF.

The following chart of phone charges for direct dialling from SF to New York City illustrates the cheapest times to make out-of-state calls:

| Time | First Three Min. | Each Addl. Min. |
| :---: | :---: | :---: |
| Sat. 8 am - 11 pm | 70¢ | 204 |
| Sun, $8 \mathrm{am}-5 \mathrm{pm}$ |  |  |
| M-F 5 pm - H pm | 854 | $25 \%$ |
| Sun $5 \mathrm{pm}=\amalg \mathrm{pm}$ |  |  |
| Hol 8 am - 11 pm |  |  |
| $\mathrm{M}-\mathrm{Fgam}-5 \mathrm{pm}$ | 1.45 | 469 |
| M-Fil pm - 8 am | 35 ${ }^{\text {* }}$ | 208 |
| Sat., Sun., Hol. |  |  |

HOW TO GET RESULTS 1 T YOUR SERVICE
gepresentative turng a deaf ear.
The prone company has very set procedures but often can be made to grant exceptions ir you complain clearly, loudly, and persistently. Each time your demand gets turned down, ask to speak to a superior. The higher you go, the more likely the person is to say "yes" or listen sympathetically. Above the service rep is the supervisor, then comes the manager.

If necessary, ast for the digtrtet manager, then the division manager. Ask for a personal interview, write letters with carbons. If yon are still stymied, ask for the president, Jerome Hull. After you talk to his secretary, your lastresort is to complain to the California Public Utilities Commission. (In SF it's 557-0350). Send carbons all around.

Make threats all up the ladder: state that monopolies like Pacific Telephone have to give the customer satisfaction; mention the US government's antitrust suit; say you will oppose their tatest rate hike request unless you get satisiaction. Remember: complain enough and you will often get resuits.

or Chamber of Commerce. Guarantees vary from 90 days to a year; some units are sold with a service policy for additional cost. Be sure what's included.

Are these things legal? Sticky question, so let me quote from the Phone Butler Manual: "The use of accessory telephone equipment is perfectly legal. However, the telephone company has the right to require you to use one of their telephone couplers - this usually involves an installation fee of about $\$ 20$ and a monthly $\$ 4-\$ 5$ rental. This may be required to protect their equipment, employees and to provide uniform service. You are under no obligation to inform the phone company that you have installed a telephone answerer, and you are under no obligation to rent a coupler from them unless they tell you there is trouble on your line resulting from it,...... All the units described in this survey are wired directly into the phone lines, except the Crown units, which $C A N$ be acoustically coupled. If you ask the phone company, you'll be told you must have a coupler. If you don't ask, and just do what everyone else is doing - wire inyou'll probably never be challanged.

What if you don't have a jack to plug into? Again, let's quote the BSR manual: "If your telephone is wired directly to a small box on the wall, and does not use a plug and jack, you may want to have the telephone company install a jack for you. To avoid the expense of the coupler, you should tell the phone company that you want one of your existing phones made "portable", with a plug and two or more jacks installed. Remember, the answering machine is perfectly legal'". You can also install your own jacks with parts from electronic supply stores.

How about multiple-line or business phones? Most of the companies have simple adapters, at extra cost. If in doubt or confused, have your unit installed by the seller, probably at extra cost.

What about leasing Phone Company units? Check with your local phone company for units available, installation charges, and monthly charge. They have very reliable devices, and there is never a service charge-but you pay through the nose! When you buy a unit, you own it.

Can you buy a TAD on credit? The more expensive units can be leased or bought on monthly payments. Most dealers also sell on Mastercharge or Bankamericard.

Which unit is the best? That's a loaded question. You can't go by price alone, since you must consider which features are necessary for your use. The average user would probably find the Phone Butler, at $\$ 100$, a BEST BUY. If more elaborate features are required, the Sanyo Answer Man (or Code-APhone Model 360, which is identical, with a 90 day guarantee, as oppossed to the 1 year Sanyo guarantee) is a very versatile unit. The Doro 320 will do just about anything you might want - but now you're up to a $\$ 695$ unit. The best procedure is to first decide which features you MUST have, look over the Chart for units with these features, and send for brochures or call a local dealer. Check the Yellow Pages in your local phone book, under "Answering Machines - Automatic" you're willing to find some dealers in your area. Get the unit you like best for the money you're willing to pay. Actually, only after owning or using a unit for awhile will you REALLY know what you want and need!
*

# mow aveifile for the talaphone exparimanter HOMPMETE <br>  

TEIEPHONE PLANS: $\$ 3,00$ each.

## Answering Device

Automatically answers the ringing line, plays a pre-recorded announcement, takes the calling party's message, and hangs up.

## "Black Box"

Device that the FBI uses to wiretap and moniter telephone conversations silently, from a remote location from the phone.

## Call Limiter

Stop those long-distance calls made by your friendsl Device disconnects all long-distance calls from your telephone line.

## Central Dial Exchange

Now you can call the other end of your house on your private telephone system. Great for the office withouk a PBX system.

## Recorder-Actuator

Now you have the capability of recording telephone conversations automatically every time the phone is in use.

## Schematics

The basic schematics and parts lists for commonly used kelephones. Includes a description of the telephone network.

## Telelink Burgler Alarm

Use the telephone line as a link to notify you when intrusion occursGreat for babysitting purposes and remote applications

## Automatic Dialer

Automatically dials a stored nurnber in its magnetic memory. Takes Touch-Tone or Dial and stores hundreds of numbers.

Call Diverter
Answers the ringing line automatically and dials a pre-recorded number to divert the original call to a remote location.

## Conference Bridge

Automatically puts your friends ona giant conference as they call in. Have three or four way calls from your home phone.

## Melodic Ringing Generator

Add harmony to your phone. This device eliminates conventional ringing and produces a melody with each ring cyele.

## Remote Control

Belore you leave work, call your home and utilize this device to turn on the stove and heat your dinner. Avoids turglars tool

## Speakerphone

Enjoy hands-free conversation on the Speakerphone. Similar to Bell System type, but uses two-wag transmission instead.

Voice Scrambler
Talk and listen to pour iriends in the normal manner, but good luck if someone else tries to moniter the conversation.

## ELECTRONIC PLANS: $\$ 5.00$ each.

## Biofeedback Conditioner

Moniter the tluctuations that your brain procuces and learn to put yourself in any mood desired. Completely harmless.

## Multifrequency Encoder Network

 Control over telephone line from this pocket-size unit. Learn to manipulate your telephone and speed calling rates by $500 \%$ !
## Horticulture Stimulator

Stimulate plant growth as much as $300 \%$. Can be used on a particular section of the plant or on the entire plant itself

## MISC. PLANS:

## Dodecahedron Speaker Enclosure $\$ 7.50$.

Unique twelve-sided enclosure enhances response fromany Small, compact, easy to build camera costs only the price speaker. Unusual design adds to any home decor. A must of the film cartridge. Plan includes proper exposure setfor the audiophile and design engineer.
ting tables and film types that produce best results.


The complete reference book on the legal rights of the telephone customer. $\$ 29.95$, postpaid.

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