

Public Telephone Instruction Card Manual



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This public telephone instruction card manual introduces the first universally applicable standard for language, graphics, and overall card design. Its clear and consistent directions familiarize the user with phone operation and available features and services. In addition to the key objectives of increased customer convenience and efficiency in production, the program is intended to be compatible with new developments in hardware design.

As new and developing services become increasingly sophisticated, a unified set of instructions is essential to guide the frequent as well as the infrequent user through the various steps in placing a call. Further, today's public phone user has become more traveled and frequently has been faced with the complexities of regional service differences within the Bell System. The new format provides for all existing service variations throughout Bell companies and anticipates individual and local problems as well as the demands of new services. It applies proven solutions to instruction card problems and insures time and cost economies in the generation and approval process of new cards.

The new instruction card format is the result of a year's development and testing program conducted jointly by Bell Laboratories human factors specialists, telephone equipment and graphic designers, and AT&T marketing, public relations, product planning and operator services managers. Field trials as well as laboratory testing have borne out the communicative value of the new symbols, wording, and layout, which were all under close study throughout the program.

These standards are designed for the existing format of horizontal upper and lower instruction cards for standard coin telephones and for the single card formats of Charge-a-Call. Variations have been considered and examples of these also are shown.

The upper card is the primary focus of the customer's attention when he or she approaches the phone with questions about its use. It was therefore the primary focus of attention in designing these instruction card innovations.

In the interest of better service to the public by presenting a consistent format for instructions, the Bell System encourages other telephone companies to adopt this new design standard for use in their public telephone environments.

New Symbols and Glyphs

The use of nonverbal cues to help operate the telephone offers a quick reference to frequent users who have become familiar with the symbols and glyphs (or graphic illustrations). Such cues also aid unfamiliar or non-English-reading users in understanding how to use public telephones. As these symbols are reinforced by media exposure and educational promotion by the Bell System, they will gradually become more familiar to the general public.

Color is used symbolically. Whenever a telephone can be operated without a coin, blue is used. Thus, dial-tone-first, Charge-a-Call and post pay instructions are headed with a wide,

blue band at the top of the upper card. Coin-first cards use *brown*. These colors are to be tightly controlled to foster recall and recognition. The same symbolic color is used on the lower card, as explained in the section "Lower Cards" on page 5. No other colors except blue and brown are acceptable for the types of telephones described above. (The color red is reserved for signaling emergency telephone numbers.)

The symbol identifying the particular mode of operation of each basic phone service is featured prominently in the upper card. This symbol is always depicted in white on the strong color band. A legend, or description, of the



capability of the particular type of basic phone service, including whether access is with or without a coin, always accompanies the symbol. (Illustration 1, 2 & 3)

Dialing sequence is expressed graphically without words. The sequentially numbered glyphs convey whether a coin deposit must precede the dial tone. (Illustration 4 & 5)

Dialing cues for 0+, 1+, and operator-dialed long-distance combinations are shaped differently to flag the need to dial these digits. Once learned, these flags allow the knowledgeable user to spot those dialing requirements

quickly. The flags also use the same color code as the upper card. For the unfamiliar user, the shape and color of the dialing cues emphasize that portion of the dialing as he or she reads the instruction. (Illustration 6)

Emergency service symbols are the only elements on the instruction cards which appear in red. SOS has been adopted as an international standard. (Illustration 7)

While symbols and cues are intended to minimize need for bi-lingual verbal instruction, provision is made for emergency instructions in a second language. (See page 9, Area C)



1.



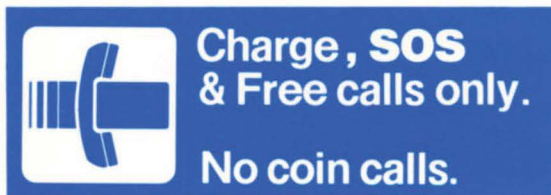
4.



2.



5.



3.

0+ needed for Charge & Person-to-Person calls
1+ needed for Station-to-Station & Free Calls
Operator will handle all Long Distance calls

0+ needed for Charge & Person-to-Person calls
1+ needed for Station-to-Station & Free Calls
Operator will handle all Long Distance calls

6.

SOS dial 0 for Emergency help
SOS dial 911 for Emergency help
SOS Emergency help dial **☎** 555-1234 for Police,
☎ 999-1000 for Fire, **+** 828-9000 for Ambulance.

7.

Basic Organization:

Upper Cards

Message Area A—Phone Capability The four types of capability (coin-first, dial-tone-first, Charge-a-Call, and post-pay) are explained in the color band at the top of the card with the symbols and words.

Dialing Sequence Coin-first or dial-tone-first operation is shown with the new glyphs. The glyph depicting a wavelike band emerging from the earpiece of the receiver symbolizes the dial tone. The white circle imprinted with coin denomination and partially enclosed by the stylized coin slot represents the step of depositing money.

Message Area B—Dialing Instruction This section reiterates dialing sequence and cost of local calls; states procedure for dialing long distance; and instructs on the use of 0+ and 1+, if either is necessary to the dialing procedure.

Message Area C—Emergency Dialing The standardized setting of SOS may also appear in bilingual form if desired. Where separate phone numbers are listed for fire, police, and medical emergencies, the respective symbols for these numbers are used as a visual flag and a reinforcement of meaning. No other symbol may be used in this section. As with all

A

 **Coin needed for all calls.**

1.  2. 

B **Local calls** Deposit 10¢ before dialing
Long Distance Dial 0
Operator will handle all Long Distance calls

C **SOS dial 0** for Emergency help

E This location is: 27 IOWA ST., IOWA CITY

D Change not provided.

CN 300 TOP (MID-HUD) EXP - 8

Message Area D in this example includes a reference to new 0+ dialing—for use where ABC (Auto Bill Calling) service is available. The corresponding lower card is the bottom example on page 5.

 **No coin needed for Charge, SOS, & Free calls.**

1.  2. 

Local calls Deposit 20¢ before dialing
Long Distance Dial all calls directly
0+ needed for Charge & Person-to-Person calls

SOS dial 0 for Emergency help
SOS marque 0 para Emergencia
This location is: 27 IOWA ST., IOWA CITY

See new **0+** dialing instructions below

TSPS/DTF UPPER-EXP-10

 **No coin needed for Charge, SOS, & Free calls.**

1.  2. **Deposit only after answer.** 

Local calls Deposit 20¢ when party answers
Long Distance Dial 0
Operator will handle all Long Distance calls

SOS Emergency help dial  555-1234 for Police,
 999-1000 for Fire,  828-9000 for Ambulance
This location is: 27 IOWA ST., IOWA CITY

Coins not returned

TSPS/DTF UPPER EXP-10

other elements in this section, it is required that emergency dialing instructions always be located in the same place on the card.

Message Area D—Locally-Varying Instructions

This area of the card is reserved for messages that address local or regional service variations in standardized language and syntax.

Message Area E—Specific Station Location

This information is imprinted individually on the card in the space provided. Specifications for this imprint are listed on page 12 with other production information. This space is to be left blank if not used.

Lower Cards

Message Area F—General Categories of Calls are set in bold type, color-coded to the general capability of the phone (dial-tone-first, coin-first).

Message Area G—Types of Calls are listed within each category (Local, Within Area Code, or Outside Area Code) as are the *specific kinds of free calls* that can be made (e.g., Repair Service, Toll Free 800 Numbers).

Message Area H—Specific Dialing Instructions follow a dotted line from the type of call.

Message Area J—The Legal Rate Message is set at the bottom of the card.

F	G	H
Charge and Person-to-Person calls	Credit Card, Collect & Person-to-Person calls	Operator
Station-to-Station calls	Local numbers beginning with: 239, 242, 352, 363, 399, 446, 563, 585, 756, 827, 835, 847, 856.	Number Operator
Free calls	Directory Assistance Toll Free 800 Numbers	Operator Operator
AREA TYPE 2 EXP-5 Operator assisted rates apply to all toll calls from this telephone		

This card illustrates the preferred combination Directory Assistance and other kinds of free calls into one category.

Credit Card calls	Within this Area Code 0+ Number Outside this Area Code 0+ Area Code+Number Wait for special tone, then dial <i>Telephone Credit Card Number</i>
Collect and Person-to-Person calls	Within this Area Code 0+ Number Outside this Area Code 0+ Area Code+Number Wait for special tone, then dial <i>0 for Operator</i>
Station-to-Station calls	Within this Area Code 1+ Number Outside this Area Code 1+ Area Code+Number
Directory Assistance calls	Local 411 Within this Area Code 1+ 555-1212 Outside this Area Code 1+ Area Code+555-1212
Free calls	Repair Service 611 Toll Free 800 Numbers 1+ 800+Number
TSPS/DTF STERLING LOWER-EXP-11 Operator assisted rates apply to all toll calls from this telephone	

Special ABC instructions are extended over Message Areas G and H.

The instruction card format on most Charge-a-Call instruments (the 10A and 20A sets) is a single vertical card as pictured below. While this format allows less room for instructions than is available on the two cards of the typical coin telephone, the basic graphic organization utilizes the standard elements in similar fashion.

Message Area A. The color band at the top is always blue—the color of all tone-first phones. The Charge-a-Call symbol is larger than other symbols of phone capability, but the headline and text typography are consistent with all other standards.

Message Area D. The area directly below the blue band is used for messages or instructions regarding individual or local conditions.

D — Outgoing calls only

Charge calls

Credit Card & Collect calls

Within this Area Code **0+** Number

Outside this Area Code.....

..... **0+** Area Code + Number

Operator assisted rates apply to all calls.

Free calls

Directory Assistance

Local (Queens).....411

Within this Area Code.....555-1212

Outside this Area Code.....

.....Area Code+555-1212

Repair Service.....526-9942

Toll Free 800 Numbers 800+Number

C—— SOS dial 911 for Emergency help

E—27 IOWA ST., IOWA CITY

Message Area K. The usual three-column format of general categories of calls, degree of locality and specific types of calls, and dialing instructions is modified for the narrow column width. This area also includes the legal rate message (Message Area J).

Message Area C. The emergency dialing instruction is at the bottom. When space permits, it is isolated by a blank line above it.

Illustrated below is the single horizontal instruction card for Charge-a-Call backboard sets (KS-22284).



**Charge, SOS
& Free calls
only.**

**No coin
calls.**

Outgoing calls only

Charge calls	Credit Card & Collect Within this Area Code 0+ Number Outside this Area Code 0+ Area Code+Number Operator assisted rates apply to all calls
Free calls	Directory Assistance Local (Queens) 411 Within this Area Code 555-1212 Outside this Area Code 1+ Area Code+555-1212 Repair Service 611 Toll Free 800 Numbers 1+ 800+Number SOS dial 911 for Emergency help This location is: 27 IOWA ST., IOWA CITY

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D
C
E

Lexicon of Alternate Messages

This listing of messages is intended to provide instructions to meet all needs and conditions. The acceptable alternates within each Message Area, the language and syntax of each individual message and the details of

typographic setting are shown here as completely as possible at this time. Future additions or modifications will be made as required to that form.

Message Area A—Phone Capability and Dialing Sequence Formats

There are no alternate instructions within each format except for local call rates.

Format 1 Coin-First

**Coin
needed for
all calls.**

1.  2. 

Format 2 Dial-tone-First

**No coin needed
for Charge,
SOS, & Free calls.**

1.  2. 

Format 3 Post-Pay (after answer)

**No coin needed
for Charge,
SOS, & Free calls.**

1.  2. Deposit
only after
answer. 

Format 4 Post-Pay (at second dial tone)

**No coin needed
for Charge,
SOS, & Free calls.**

1.  2. Deposit
at second
dial-tone. 

Format 5 Horizontal Charge-a-Call

**Charge, SOS
& Free calls
only.**

**No coin
calls.**

Format 6 Vertical Charge-a-Call

**Charge, SOS
& Free calls only.
No coin calls.**

Message Area B Dialing Instructions

10. **Local calls** Deposit 10¢ before dialing
11. **Local calls** Deposit ___¢ before dialing
12. **Local calls** Deposit ___¢ at second dial tone
13. **Local calls** Deposit ___¢ when party answers
14. **Local calls** Dial 0
Operator will handle all calls
15. **Long Distance** Dial all calls directly
16. **0+** needed for Charge & Person-to-Person calls
17. **1+** needed for Station-to-Station & Free calls
18. **Long Distance** Dial 0
Operator will handle all Long Distance calls

Note: dialing cues shown in blue (dial-tone-first color) are to appear brown on coin-first instruction cards. This applies to all Message Areas.

Message Area C Emergency Dialing Instructions

30. **SOS dial 0** for Emergency help
31. **SOS dial 911** for Emergency help
32. **SOS dial** _____ for Emergency help
33. **SOS** Emergency help dial _____ for Police,
_____ for Fire, _____ for Ambulance
34. **SOS marque 0** para Emergencia
35. **SOS marque 911** para Emergencia
36. **SOS** *[Specify exact text – max. 50 characters]*

Message Area D Locally-Varying Instructions

- | | | |
|--|--|---|
| 50. Change not provided | 55. For overtime on local calls, deposit ___¢ at the tone | 58. See new 0+ dialing instructions below |
| 51. Coins not returned | 56. Local calls within this Area Code begin with: _____ | 59. See new 1+ dialing instructions below |
| 52. Outgoing calls only | 57. Dial 1+ number for numbers with the prefix: _____ | 60. International Dialing |
| 53. Outgoing Long Distance calls only | | 61. <i>[Specify exact text – max. 28 characters per line]</i> _____ |
| 54. For overtime on local calls, deposit ___¢ when requested | | |

*58
For use in ABC Service areas. See example, page 4.*

Message Area E Specific Station Location

*To be imprinted on individual card by hot-stamping technique
Use one line – max. 65 characters*

Message Area F General Categories of Calls

- | | |
|---|---------------------------------------|
| 80. Charge and Person-to-Person calls | 83. Station-to-Station calls |
| 81. Credit Card calls | 84. Directory Assistance calls |
| 82. Collect and Person-to-Person calls | 85. Free calls |

*81 and 82
For use in ABC Service areas. See example, page 5.*

Note: dialing cues shown in blue (dial-tone-first color) are to appear brown on coin-first instruction cards. This applies to all Message Areas.

Message Area G Type-of-call Listings

- | | | |
|---|--|--|
| 100. Credit Card, Collect & Person-to-Person calls . . . | 103. Local <i>(Specify local name)</i> | 106. All other numbers. |
| 101. Credit Card, Collect & Person-to-Person calls | 104. Local numbers beginning with: _____ | 107. Directory Assistance |
| Within this Area Code . . . | 105. Within this Area Code . . . | 108. Toll Free 800 numbers . . . |
| Outside this Area Code . . . | Outside this Area Code . . . | 109. Repair Service |
| 102. Local | | 110. <i>(Specify exact text – max. 29 characters per line)</i> _____ |

Message Area H Dialing Instructions

- | | | |
|---------------------------------|-------------------------|-----------------------------------|
| 120. Operator | 127. 411 | 133. 1+ Area Code+555-1212 |
| 121. Number | 128. 555-1212 | 134. 1+ 800+Number |
| 122. Area Code+Number | 129. Area Code+555-1212 | 135. 1+ _____ |
| 123. 0+ Number | 130. 611 | 136. 1+ 411 |
| 124. 0+ Area Code+Number | 131. 800+Number | 137. 1+ 611 |
| 125. 1+ Number | 132. 1+ 555-1212 | 138. _____ |
| 126. 1+ Area Code+Number | | |

Message Area GH Special ABC Instructions

150. Wait for special tone, then dial *Telephone Credit Card Number*
151. Wait for special tone, then dial *0 for Operator*

Message Area J Legal Rate Message

160. Operator assisted rates apply to all calls from this telephone
161. Operator assisted rates apply to all toll calls from this telephone
162. Operator assisted rates apply to all calls *(Charge-a-Call only)*

Message Area K Vertical Charge-a-Call Listings

- | | |
|---|---|
| 170. Charge calls | 180. Outside this Area Code |
| 171. Credit Card & Collect calls | Area Code+555-1212 |
| 172. Within this Area Code Operator | 181. Outside this Area Code |
| 173. Within this Area Code 0+ Number | 1+ Area Code+555-1212 |
| 174. Outside this Area Code Operator | 182. Toll Free 800 Numbers . . . 800+Number |
| 175. Outside this Area Code | 183. Toll Free 800 Numbers |
| 0+ Area Code+Number | 1+ 800+Number |
| 176. Free calls | 184. Repair Service 611 |
| 177. Directory Assistance | 185. Repair Service 1+ 611 |
| 178. Within this Area Code 411 | 186. Repair Service _____ |
| 179. Within this Area Code 1+ 411 | 187. <i>(Specify exact text – max. 40 characters)</i> _____ |

Under no circumstances are any of the specifications in this manual to be substituted with other details of typography, layout, dimension, location or color.

Typography and layout specifications are provided on these pages for originating reproduction art for printing the new standard card design. The examples of cards and alternate messages on the previous pages illustrate proper setting of these specifications.

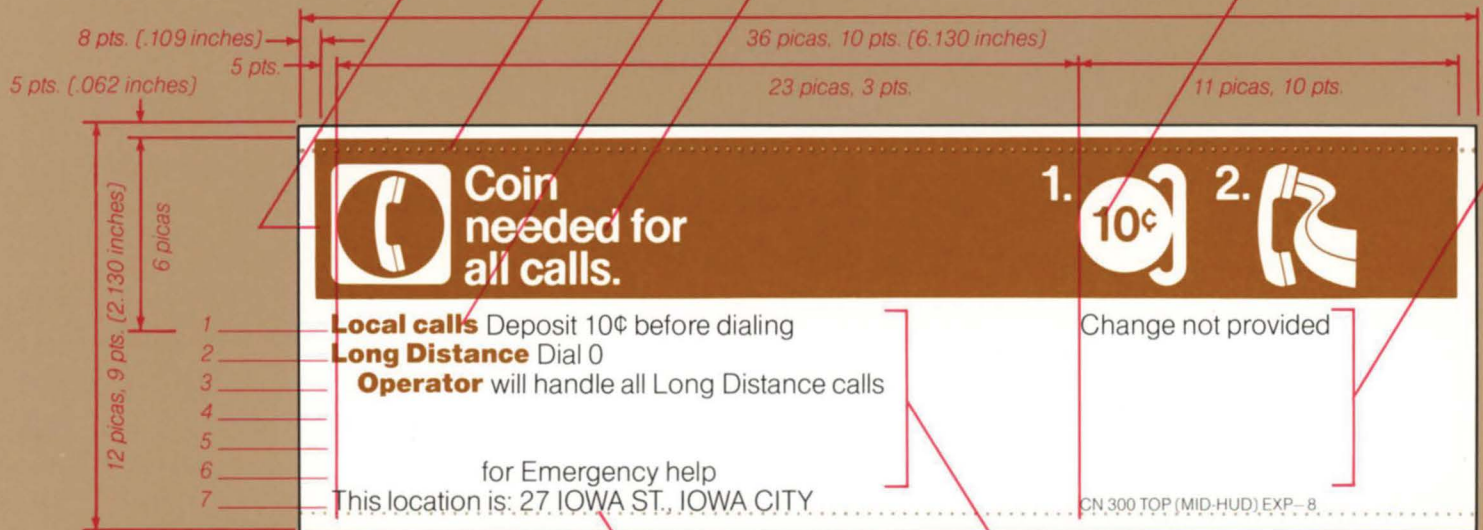
- Instructional typography (except in Message Area A) is set in Helvetica Bold, Medium or Light. The size is 10 point with one point leading (10/11). Use computerized setting with minus ¼ to ½ unit letterspacing. The space required for the 0+ and 1+ dialing cues is 2 picas.

Message Area A Phone Capability Formats
The reproduction art for the solid color band and the large type, symbols and glyphs are not to be originated or redrawn locally. Use only approved reproduction proofs, if preparing mechanicals for instruction cards. (page 15)

Local Call cost may be changed according to local rate.
The specification for the type is: Helvetica Medium,
figure height 1 pica.

Color should bleed sides of card when printing process permits.

Dotted line represents the visible area of the instruction card.



The words "local," "long distance" operator SOS and dial 0 or dial 911 are the only words that may be set in bold. The 0+ and 1+ dialing cues must be reproduced from reproduction proofs. The indent for lines under "Long Distance" is 1 Em space (11 points). The first line of Message Area B is set solid (no additional space) under the color band. The SOS message is set on line 6 if it is one line and 5 & 6 if it is two lines (when bi-lingual SOS message is desired). This is directly over the line reserved for the specific station location imprint. If there is no imprint, Line 7 is blank. The maximum line length in Area B & C is 21 picas.

The imprint is 3/32" to 1/8" cap height. The letterstyle is Helvetica Light. The imprint is always on line 7.

Color

The color of the format band for coin-first phones is Brown (PANTONE 154). Tone-first, Post-Pay and Charge-a-Call phones use Blue (PANTONE 300).

The typography set in bold, the 0+ and 1+ dialing cues and the rules in the lower card are printed in the color of the format band. The SOS, dial 0, dial 911 or the individual

emergency glyphs are the only things on the cards that may be Red (PANTONE Warm Red).

All PANTONE® MATCHING SYSTEM Colors indicated above are to be matched to their respective standards in the current edition of the PANTONE MATCHING SYSTEM Formula Guide.

Message Area D Locally-Varying Instructions

All instructions in this message area are set in Helvetica light. The maximum line length is 11 picas. If there is more than one message, a blank line must separate them.

Message Area F General Categories of Calls

All general categories are set in Helvetica Bold. The maximum line length is 11 picas, 6 pts.

Message Area G Type-of-Call Listing

Subcategories in this section are set in Helvetica Medium. All other type is set in Helvetica Light. The maximum line length of type is 11 picas. Light weight dot leaders are used to the full column measure of 11 picas, 6 pts.

Message Area H Specific Dialing Instructions

All type in this section is Helvetica Light. The 0+ and 1+ dialing cues, again, must be reproduced from reproduction proofs. The maximum line length is 11 picas, 6 pts.

36 picas, 10 pts. (6.130 inches)		8 pts. (.109 inches) 1 pica, 4 pts. (.218 inches)
11 picas, 6 pts.	6 pts. 11 picas, 6 pts.	6 pts. 11 picas, 6 pts.
Charge and Person-to-Person calls	Credit Card, Collect & Person-to-Person calls	Operator
Station-to-Station calls	Local numbers beginning with: 239, 242, 352, 363, 399, 446, 563, 585, 756, 827, 835, 847, 856.	Number
	All other numbers.	Operator
Free calls	Directory Assistance	Operator
	Toll Free 800 Numbers	Operator
Operator assisted rates apply to all toll calls from this telephone		

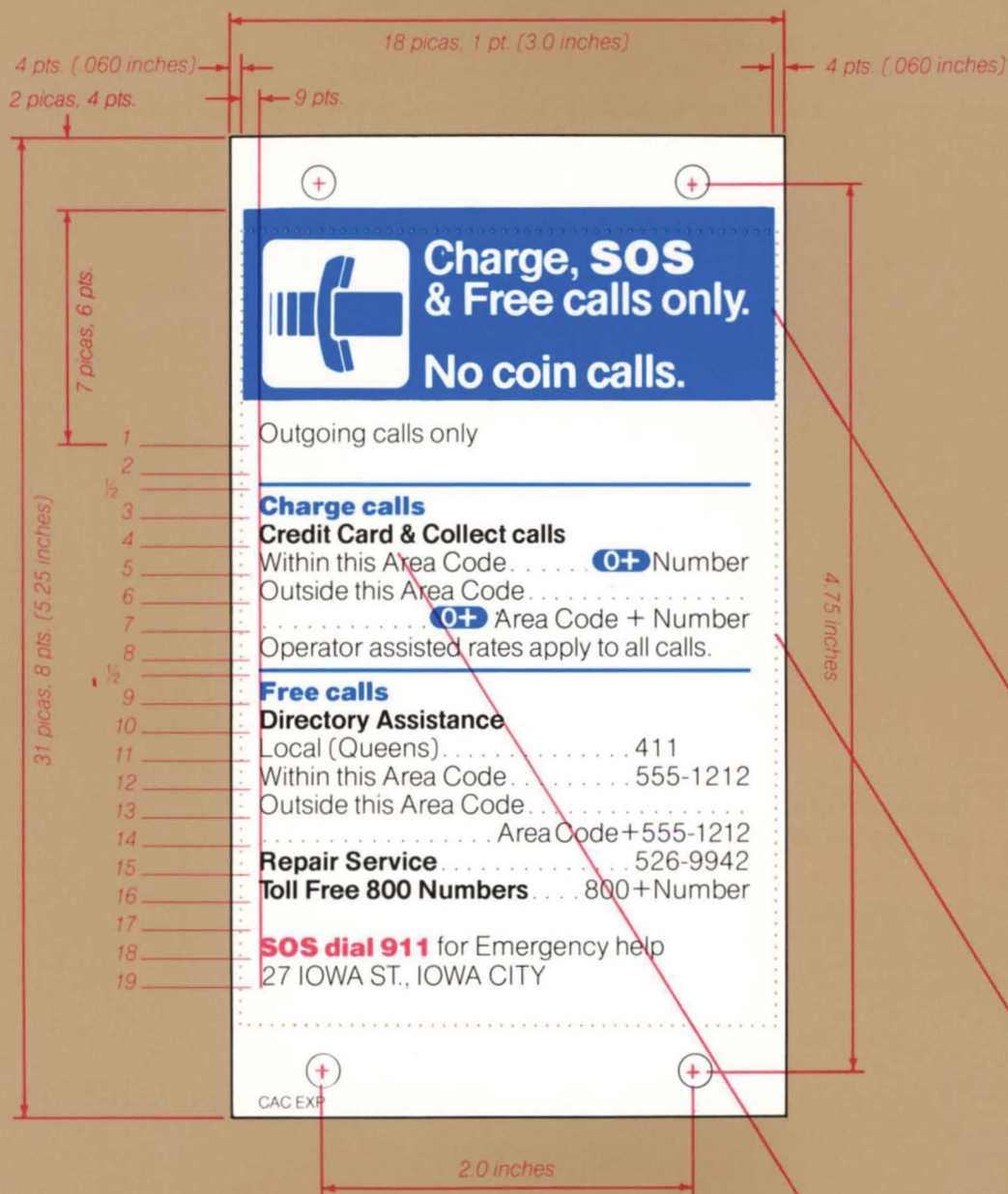
17 picas, 2 pts. (2.840 inches)

9 pts. (.125 inches)

Message Area J Legal Rate Message
This is always set in Helvetica Light.

Category Dividing Rules are used only in lower card and Charge-a-Call cards. The rules are 1½ points in thickness. The first rule at the top of the card is set solid (no additional space or leading). The second and all following rules are set with 4 points of leading over the rule and solid over the category type below it. The last category on the lower card does not end with a rule. A rule is used over the last line on the lower card, the legal rate message.

Identification Coding & Numbering is set in 6 point Helvetica Light. Companies use their own coding system.



Color should bleed sides of card when printing process permits.

Dotted line represents the visible area of the instruction card.

Message Area K Vertical Charge-a-Call Listings. General Categories of calls otherwise listed in Message Area F (Helvetica Bold), subcategories (Helvetica Medium) and other type listed in Message Area G (Helvetica Light) and specific dialing instructions otherwise listed in Message Area H (Helvetica Light) are listed together here for simplification of specifying instructions for vertical Charge-a-Call cards where space is restricted. The maximum column width is 16 picas.

2 picas, 6 pts.		36 picas, 2 pts. (6.0 inches)		4 pts. (.060 inches)	
6 picas		6 pts.		2 picas, 5 pts. (.406 inches)	
11 picas, 6 pts.		6 pts.		12 picas	

 Charge, SOS & Free calls only.		No coin calls.	
Outgoing calls only			
Charge calls	Credit Card & Collect		
	Within this Area Code	0+ Number	
	Outside this Area Code	0+ Area Code+Number	
	Operator assisted rates apply to all calls		
Free calls	Directory Assistance		
	Local (Queens)	411	
	Within this Area Code	555-1212	
	Outside this Area Code	1+ Area Code+555-1212	
	Repair Service		
		611	
	Toll Free 800 Numbers		
	1+ 800+Number		
SOS dial 911 for Emergency help This location is: 27 IOWA ST., IOWA CITY			

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Dotted line represents the visible area of the instruction card.

FORMAT 2 Tone-First

20¢

Local calls Deposit 20¢ before dialing
Long Distance Dial all calls directly
[CD] needed for Charge & Person-to-Person calls
[1+] needed for Station-to-Station and Free calls
SOS dial 0 for Emergency help
SOS marque 0 para Emergencia

Charge and Person-to-Person calls	Credit Card, Collect & Person-to-Person Within this Area Code..... [CD] Number Outside this Area Code..... [CD] Area Code+Number
Station-to-Station calls	Within this Area Code..... [1+] Number Outside this Area Code..... [1+] Area Code+Number
Free calls	Directory Assistance Within this Area Code..... 411 Outside this Area Code..... [1+] Area Code+555-1212 Repair Service..... 611 Toll Free 800 Numbers..... [1+] 800+Number

Operator assisted rates apply to all toll calls from this telephone.

Do a Rough Sketch

Using the Lexicon of Alternate Messages, compose the card by writing or typing the instructions required as a *rough sketch*.

The Format name should be all that is necessary to denote the instructions in the color band—but be sure to note the local call rate.

All other instructions should be written out word-for-word and line-for-line as shown in the lexicon. Alterations are not acceptable.

Where fill-in-the-blank messages are used, underline the specific copy you have provided for reference later.

In the upper card, for Message Areas B and C combined, use no more than six lines of copy. For Message Area D, there are also only six lines available for copy.

In the lower card, there are fourteen lines available for Message Areas, F, G and H.

Refer to the manual for the basic organization of your instructions.

The completed sketch will allow you to check the correctness of the instructions you have selected and the accuracy of the specific copy you have filled in the blanks.

Submitting Copy for Art Preparation

A proof of typeset art for printing is prepared by either (A) your local card vendor or, preferably, by (B) the AT&T approved typographer. A computerized program used by this source produces art for reproduction exactly according to the standard specifications.

A. Submitting Copy to Your Local Vendor

If the local vendor is producing the typeset art, provide them with your rough sketch, the entire manual and reproduction proofs of art for Message Area A, the 0+ and 1+ and emergency glyphs.

Photocopies or stats of either are unacceptable.

Require that a proof be submitted of typeset art preparation before production is begun. Be sure that the submission *exactly* matches the details specified in the standards.

Ordering Reproduction Proofs

For reproduction proofs of the color bands, and the 0+ and 1+ dialing cues emergency glyphs and answers to any questions regarding these standards for public phone instruction cards, contact:

1. Your company Public Telephone Service Product Manager.
2. District Manager—Product Management, AT&T, 5 Wood Hollow Road, Parsippany, NJ 07054.
3. Division Manager—Graphic Design, AT&T Public Relations and Employee Information Department, 195 Broadway, New York, New York 10006.

Reproduction proofs and order forms for Instruction Card Art are available from: AT&T Information and Distribution Center (49-c 190), 60 Kingsbridge Road, Piscataway, N.J. 08903.

B. Submitting Copy to the AT&T Approved Typographer

Assign the Message Area number to each instruction you have sketched, including the fill-in-the-blank instructions.

Use a loose copy of the order form or make a photocopy of the form in this manual for use. Do not write on or remove the form in this manual. Complete a separate form for each card order.

Transfer the Message Area numbers you have assigned to the form in the appropriate boxes. Add any fill-in-the-blank copy you have provided (which you underlined on your rough sketch so it would be easy to find now).

Read and follow all directions for completing the order form. Include the form(s) with your company Purchase Order and mail or telecopy to:

MJ Baumwell Typography
461 8th Avenue
New York, New York 10001

The typographer will process each order within 24 hours of receipt and return one offset film negative and one reading proof of complete typeset art with color notations for the card vendor. Orders are returned by United Parcel Service unless otherwise specified. Freight will be billed COD.

This film negative is then given to your local card vendor for production.

Do not write on or remove this form from manual. Make a photocopy of the form or use loose forms available from AT&T Information Distribution Center.

Company ▼

Address

City, State, Zip Code

Ordered by

Department - Room Number

Date

Purchase Order Number

Send completed form with Purchase Order to AT&T approved typographer.

Send by other means than UPS

☐ Express Mail

☐ Air Courier

☐ Other:

Directions for Ordering

1. Do a rough sketch as described in the manual.
2. Enter Identification Code number according to your company's system in this space.

Upper Card

Lower Card

3. Select Format from Message Area A in the Lexicon of Alternate Messages printed on pages 8, 9 and 10 of this manual. Enter the Format number and local call rate in the appropriate boxes in Area A of the Upper Card.

4. Select instructions for other Message Areas and enter the numbers in the appropriate boxes on the Upper and Lower Cards. Boxes are preceded by their corresponding Message Area letters.

5. Instructions which occur on more than one line are shown as such in the Lexicon. For each additional line an instruction occupies, black-in the box.

6. Where a line is to be left blank, make no entry.

7. Enter any specific copy on the line following the number-boxes. If more space is needed, use Additional Lines below the card forms.

8. Rules (colored lines) that separate General Categories of Calls will be inserted automatically.

9. Final check: after completing this form, check each item against your rough sketch.

Alterations of the standards for copy, position or typography as specified in the Public Telephone Instruction Card Manual will not be processed.

Upper Card

Message Area A
Format number

Local call rate

Line	Area		
1	B		
2	B		
3	B		
4	B		
5	C		
6	C		

Line	Area		
1	D		
2	D		
3	D		
4	D		
5	D		
6	D		

Line 7 is left blank for Specific Station Location imprint (See manual page 12)

Lower Card

Line	Area		
8	F		
9	F		
10	F		
11	F		
12	F		
13	F		
14	F		
15	F		
16	F		
17	F		
18	F		
19	F		
20	F		
21	F		

Line	Area		
8	G		
9	G		
10	G		
11	G		
12	G		
13	G		
14	G		
15	G		
16	G		
17	G		
18	G		
19	G		
20	G		
21	G		
22	J		

Line	Area		
8	H		
9	H		
10	H		
11	H		
12	H		
13	H		
14	H		
15	H		
16	H		
17	H		
18	H		
19	H		
20	H		
21	H		

Additional Lines for Specific Copy

Line Area Message Write or type specific copy

☐ - ☐ - ☐
☐ - ☐ - ☐
☐ - ☐ - ☐
☐ - ☐ - ☐
☐ - ☐ - ☐
☐ - ☐ - ☐

Do not write on or remove this form from manual. Make a photocopy of the form or use loose forms available from AT&T Information Distribution Center.

Company ▼

Address

City, State, Zip Code

Ordered by

Department—Room Number

Date

Purchase Order Number

Send completed form with Purchase order to AT&T approved typographer.

Send by other means than UPS

☐ Express Mail

☐ Air Courier

☐ Other:

Directions for Ordering

1. Do a rough sketch as described in the manual.
2. Enter Identification Code number according to your company's system in this space.

3. Select instructions for Message Areas D, K and C from the Lexicon of Alternate Messages printed on pages 8, 9 and 10 of this manual. Enter the message numbers in the appropriate boxes. Boxes are preceded by their corresponding Message Area letters.

4. Instructions which occur on more than one line are shown as such in the Lexicon. For each additional line an instruction occupies, black-in the box.

5. Where a line is to be left blank, make no entry.

6. Enter any specific copy on the line following the number-boxes. If more space is needed, use Additional Lines below the card form.

7. Rules (colored lines) that separate General Categories of Calls will be inserted automatically.

8. Final check: after completing this form, check each item against your rough sketch.

Alterations of the standards for copy, position or typography as specified in the Public Telephone Instruction Card Manual will not be processed.

Format 6 Vertical Charge-a-Call

Line Area

1 D

2 D

3 K

4 K

5 K

6 K

7 K

8 K

9 K

10 K

11 K

12 K

13 K

14 K

15 K

16 K

17 K

18 C

19 C

Line 20 is left blank for Specific Station location.

Locally-Varying Instructions (Message Area D) may extend to more lines if necessary — provided there are lines available. If additional Area D messages are required — enter letter **D** and message number *after* boxes. (Leave boxes blank.)

Legal Rate Message (Message Area J) must be entered at the end of **Charge Calls**. Enter message code **J-162** *after* boxes on appropriate line. (Leave boxes blank.)

Whenever possible a blank line should be left between Message Areas K & C.

Additional Lines for Specific Copy

Line Area Message Write or type specific copy

- - - - -

- - - - -

- - - - -

- - - - -

- - - - -

- - - - -

- - - - -

- - - - -

Horizontal Charge-a-Call Instruction Card Order Form

BS-791

Do not write on or remove this form from manual. Make a photocopy of the form or use loose forms available from AT&T Information Distribution Center.

Company ▼

Address

City, State, Zip Code

Ordered by

Department—Room Number

Date

Purchase Order Number

Send completed form with Purchase order to AT&T approved typographer.

Send by other means than UPS

☐ Express Mail

☐ Air Courier

☐ Other:

Directions for Ordering

1. Do a rough sketch as described in the manual.
2. Enter Identification Code number according to your company's system in this space.

3. Select instructions for Message Areas C, D, F, G, H and J from the Lexicon of Alternate Messages printed on pages 8, 9 and 10 of this manual. Enter the message numbers in the appropriate boxes. Boxes are preceded by their corresponding Message Area letters.

Legal Rate Message (Message Area J) must be entered at the end of **Charge Calls**. Enter message code **J-162** after boxes on appropriate line. (Leave boxes blank.)

4. Instructions which occur on more than one line are shown as such in the Lexicon. For each additional line an instruction occupies, black-in the box.

5. Where a line is to be left blank, make no entry.

6. Enter any specific copy on the line following the number-boxes. If more space is needed, use Additional Lines below the card form.

7. Rules (colored lines) that separate General Categories of Calls will be inserted automatically.

8. Final check: after completing this form, check each item against your rough sketch.

Alterations of the standards for copy, position or typography as specified in the Public Telephone Instruction Card Manual will not be processed.

Format 5 Horizontal Charge-a-Call

Line 1	Area	☐	☐
Line 2	Area	☐	☐
Line 3	Area	☐	☐
Line 4	Area	☐	☐
Line 5	Area	☐	☐
Line 6	Area	☐	☐
Line 7	Area	☐	☐
Line 8	Area	☐	☐
Line 9	Area	☐	☐
Line 10	Area	☐	☐

Line 2	Area	☐	☐	☐
Line 3	Area	☐	☐	☐
Line 4	Area	☐	☐	☐
Line 5	Area	☐	☐	☐
Line 6	Area	☐	☐	☐
Line 7	Area	☐	☐	☐
Line 8	Area	☐	☐	☐
Line 9	Area	☐	☐	☐
Line 10	Area	☐	☐	☐
Line 11	Area	☐	☐	☐
Line 12	Area	☐	☐	☐

Line 1	Area	☐	☐
Line 2	Area	☐	☐
Line 3	Area	☐	☐
Line 4	Area	☐	☐
Line 5	Area	☐	☐
Line 6	Area	☐	☐
Line 7	Area	☐	☐
Line 8	Area	☐	☐
Line 9	Area	☐	☐
Line 10	Area	☐	☐

Line 13 is left blank for Specific Station location.

Additional Lines for Specific Copy

Line	Area	Message	Write or type specific copy
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☐ - ☐ - ☐ - ☐
☐ - ☐ - ☐ - ☐
☐ - ☐ - ☐ - ☐
☐ - ☐ - ☐ - ☐
☐ - ☐ - ☐ - ☐
☐ - ☐ - ☐ - ☐
☐ - ☐ - ☐ - ☐
☐ - ☐ - ☐ - ☐
☐ - ☐ - ☐ - ☐
☐ - ☐ - ☐ - ☐
☐ - ☐ - ☐ - ☐

For reproduction proofs of the color bands, and the 0+ and 1+ dialing cues emergency glyphs and answers to any questions regarding these standards for public phone instruction cards, contact:

1. Your company Public Telephone Service Product Manager.
2. District Manager—Product Management, AT&T, 5 Wood Hollow Road, Parsippany, NJ 07054.
3. Division Manager—Graphic Design, AT&T Public Relations and Employee Information Department, 195 Broadway, New York, New York 10006.

Reproduction proofs and order forms for Instruction Card Art are available from:
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