

# 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)

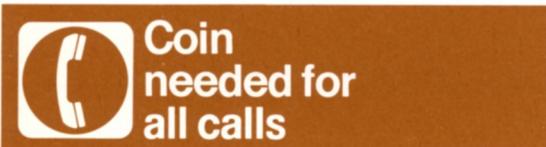
While symbols and cues are intended to minimize need for bi-lingual verbal instruction, provision is made for emergency instructions in a second language. (See page 9, Area C)



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


Coin needed for all calls.

1. 
2. 

**Local calls** Deposit 10¢ before dialing

**Long Distance** Dial 0

**Operator** will handle all Long Distance calls

**SOS dial 0** for Emergency help

This location is: 27 IOWA ST., IOWA CITY

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
<b>Charge and Person-to-Person calls</b>	<b>Credit Card, Collect &amp; Person-to-Person calls</b>	Operator
<b>Station-to-Station calls</b>	Local numbers beginning with: 239, 242, 352, 363, 399, 446, 563, 585, 756, 827, 835, 847, 856. . . . .	Number
	All other numbers. . . . .	Operator
<b>Free calls</b>	<b>Directory Assistance</b> . . . . .	Operator
	<b>Toll Free 800 Numbers</b> . . . . .	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.*

<b>Credit Card calls</b>	Within this Area Code. . . . . <b>0+</b> Number
	Outside this Area Code. . . . . <b>0+</b> Area Code+Number
	Wait for special tone, then dial <i>Telephone Credit Card Number</i>
<b>Collect and Person-to-Person calls</b>	Within this Area Code. . . . . <b>0+</b> Number
	Outside this Area Code. . . . . <b>0+</b> Area Code+Number
	Wait for special tone, then dial <i>0 for Operator</i>
<b>Station-to-Station calls</b>	Within this Area Code. . . . . <b>1+</b> Number
	Outside this Area Code. . . . . <b>1+</b> Area Code+Number
<b>Directory Assistance calls</b>	Local. . . . . 411
	Within this Area Code. . . . . <b>1+</b> 555-1212
	Outside this Area Code. . . . . <b>1+</b> Area Code+555-1212
<b>Free calls</b>	<b>Repair Service</b> . . . . . 611
	<b>Toll Free 800 Numbers</b> . . . . . <b>1+</b> 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.*

## Charge-a-Call Instruction Cards

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.

**A**

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

**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.

---

**K** — **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

CAC EXP

**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).

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

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



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

**No coin  
calls.**

Outgoing calls only

<b>Charge calls</b>	<p><b>Credit Card &amp; Collect</b></p> <p>Within this Area Code . . . . . <b>0+</b> Number</p> <p>Outside this Area Code . . . . . <b>0+</b> Area Code+Number</p> <p>Operator assisted rates apply to all calls</p>
<b>Free calls</b>	<p><b>Directory Assistance</b> . . . . .</p> <p>Local (Queens) . . . . . 411</p> <p>Within this Area Code . . . . . 555-1212</p> <p>Outside this Area Code . . . . . <b>1+</b> Area Code+555-1212</p> <p><b>Repair Service</b> . . . . . 611</p> <p><b>Toll Free 800 Numbers</b> . . . . . <b>1+</b> 800+Number</p>

**SOS dial 911** for Emergency help  
This location is: 27 IOWA ST., IOWA CITY

CAC-EXP - 14

**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 <b>0+</b> dialing instructions below                    |
| 51. Coins not returned                                       | 56. Local calls within this Area Code begin with: _____, _____, _____      | 59. See new <b>1+</b> dialing instructions below                    |
| 52. Outgoing calls only                                      |  | 60. International Dialing   |
| 53. Outgoing Long Distance calls only                        | 57. Dial <b>1+</b> number for numbers with the prefix: _____, _____, _____ | 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. <b>Charge and Person-to-Person calls</b>  | 83. <b>Station-to-Station calls</b>   |
| 81. <b>Credit Card calls</b>                  | 84. <b>Directory Assistance calls</b> |
| 82. <b>Collect and Person-to-Person calls</b> | 85. <b>Free calls</b>                 |

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

**Message Area H** Dialing Instructions

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

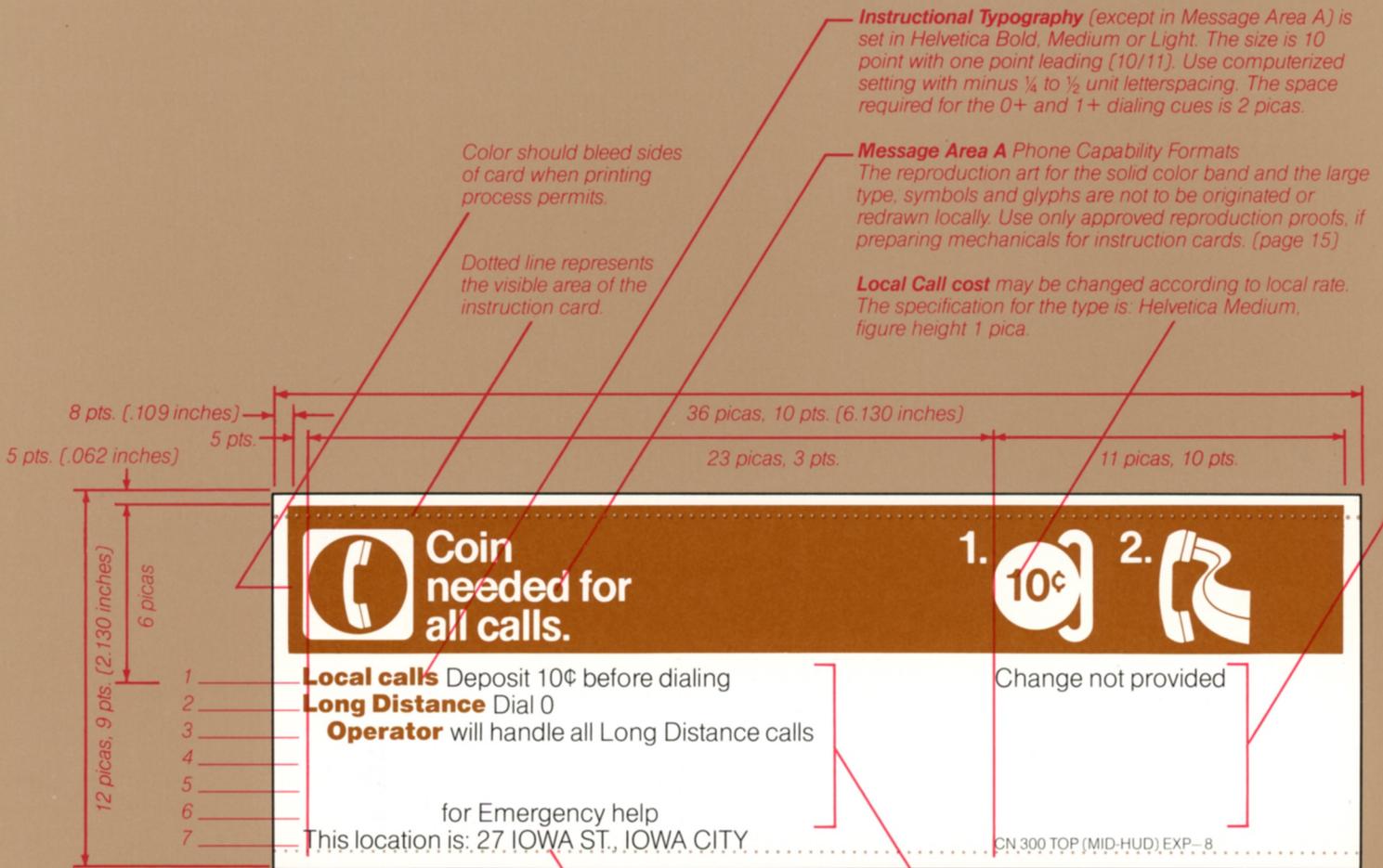
- |   |   |
|---|---|
| 170. <b>Charge calls</b>                              | 180. Outside this Area Code . . . . .                       |
| 171. <b>Credit Card &amp; Collect calls</b>           | . . . . . Area Code+555-1212                                |
| 172. Within this Area Code . . . . . Operator         | 181. Outside this Area Code . . . . .                       |
| 173. Within this Area Code . . . . . <b>0+</b> Number | . . . . . <b>1+</b> Area Code+555-1212                      |
| 174. Outside this Area Code . . . . . Operator        | 182. <b>Toll Free 800 Numbers</b> . . . . . 800+Number      |
| 175. Outside this Area Code . . . . .                 | 183. <b>Toll Free 800 Numbers</b> . . . . .                 |
| . . . . . <b>0+</b> Area Code+Number                  | . . . . . <b>1+</b> 800+Number                              |
| 176. <b>Free calls</b>                                | 184. <b>Repair Service</b> . . . . . 611                    |
| 177. <b>Directory Assistance</b>                      | 185. <b>Repair Service</b> . . . . . <b>1+</b> 611          |
| 178. Within this Area Code . . . . . 411              | 186. <b>Repair Service</b> . . . . . _____                  |
| 179. Within this Area Code . . . . . <b>1+</b> 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 Color Specifications

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.

The layout of the cards provides for limited lines of type which are numbered and referred to in the specifications.



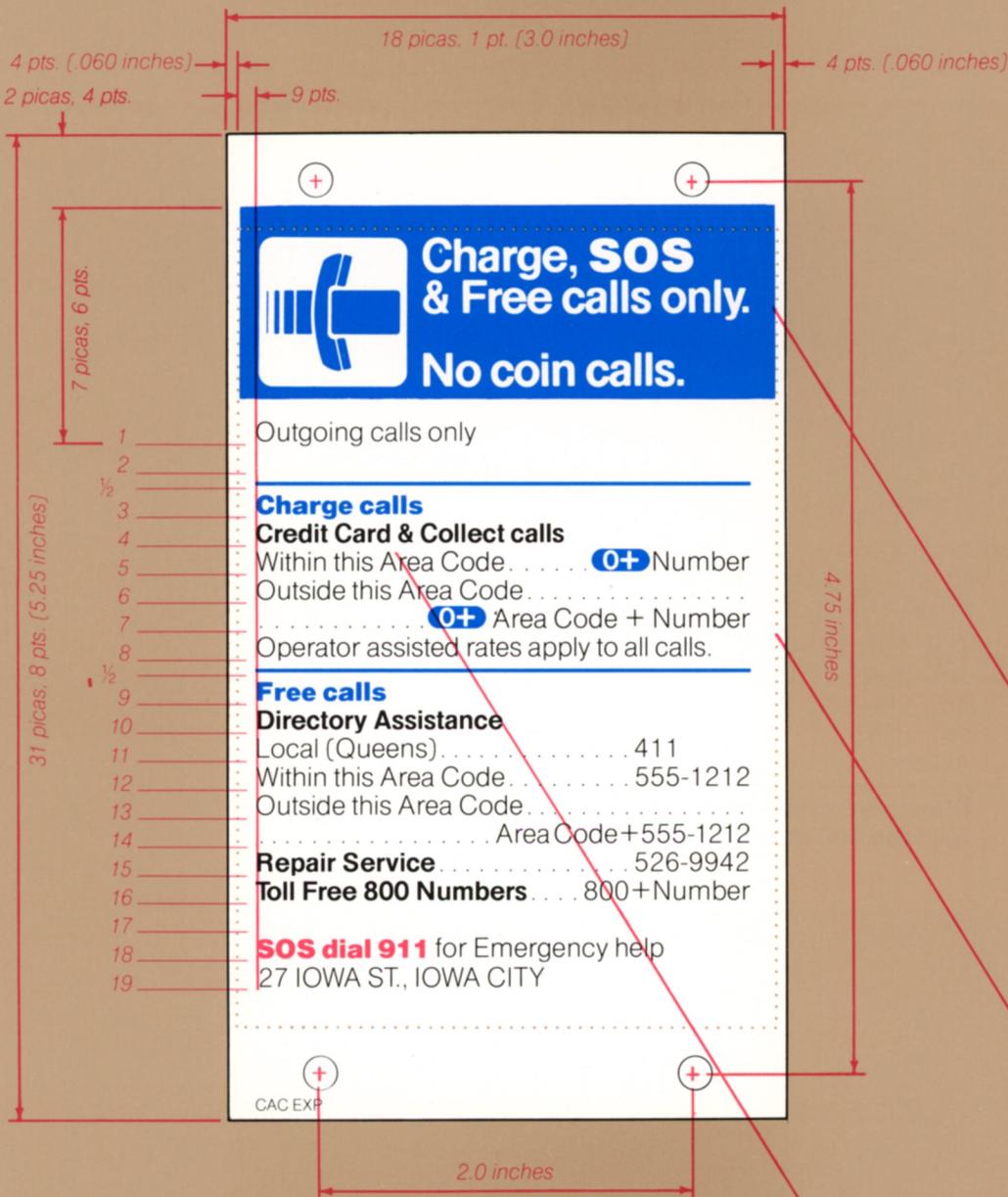
### Message Area B and C Dialing and Emergency Dialing Instructions

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.

### Message Area E Specific Station Location

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

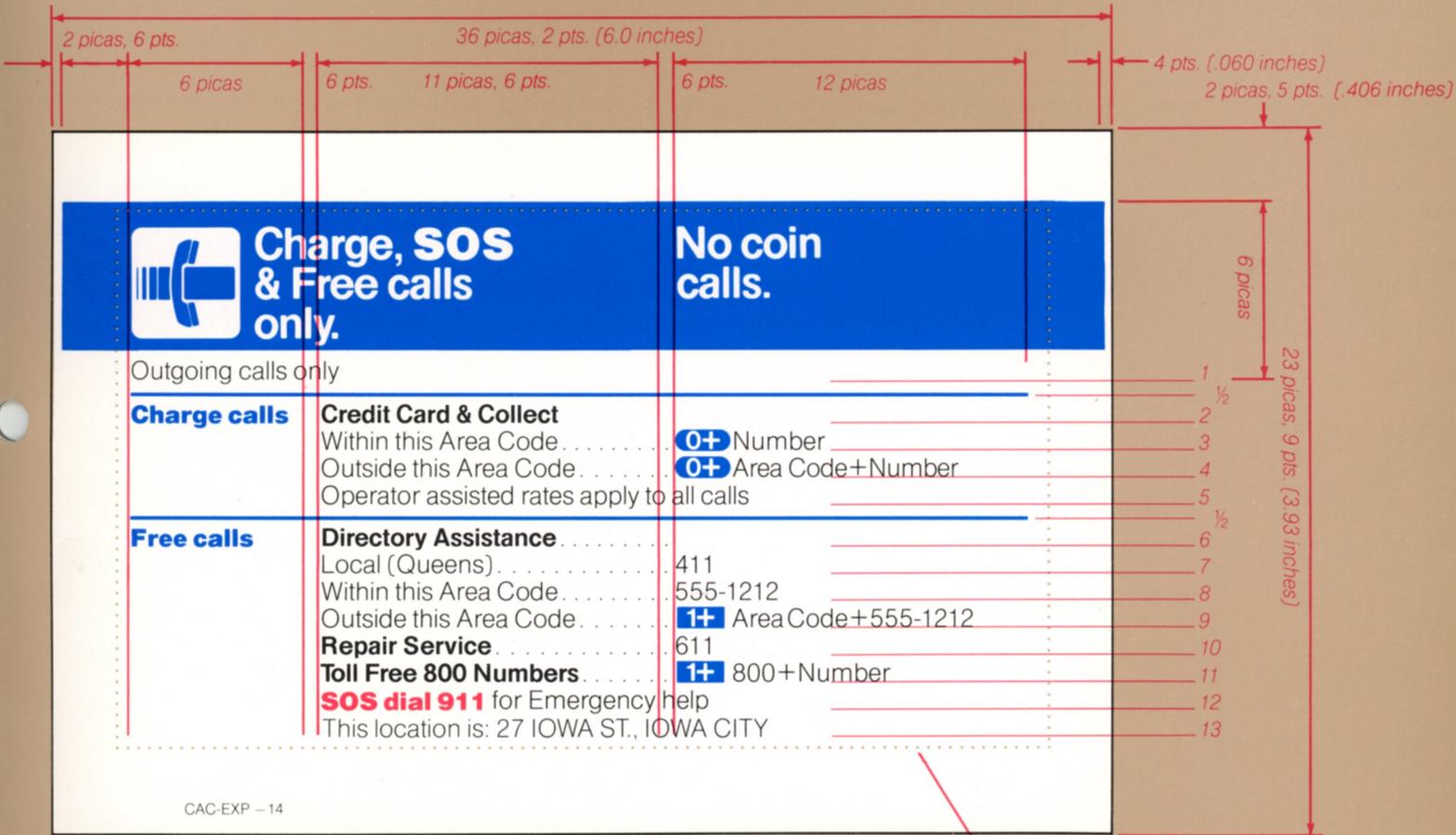




Color should bleed sides of card when printing process permits.

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.



**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      **1+** 800+Number

**Toll Free 800 Numbers**

**SOS dial 911** for Emergency help  
 This location is: 27 IOWA ST., IOWA CITY

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  
 ☎ needed for Charge & Person-to-Person calls  
 ☎ 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..... ☎ Number Outside this Area Code..... ☎ Area Code+Number
Station-to-Station calls	Within this Area Code..... ☎ Number Outside this Area Code..... ☎ Area Code+Number
Free calls	Directory Assistance Within this Area Code..... 411 Outside this Area Code..... ☎ Area Code+555-1212 Repair Service..... 611 Toll Free 800 Numbers..... ☎ 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**

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

Upper Card

Lower Card

- 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.

- 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.

- 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.

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

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

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

- 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			Local call rate		
Line	Area	Format number	Line	Area	rate
1	B	<input type="checkbox"/> <input type="checkbox"/>	1	D	<input type="checkbox"/> <input type="checkbox"/>
2	B	<input type="checkbox"/> <input type="checkbox"/>	2	D	<input type="checkbox"/> <input type="checkbox"/>
3	B	<input type="checkbox"/> <input type="checkbox"/>	3	D	<input type="checkbox"/> <input type="checkbox"/>
4	B	<input type="checkbox"/> <input type="checkbox"/>	4	D	<input type="checkbox"/> <input type="checkbox"/>
5	C	<input type="checkbox"/> <input type="checkbox"/>	5	D	<input type="checkbox"/> <input type="checkbox"/>
6	C	<input type="checkbox"/> <input type="checkbox"/>	6	D	<input type="checkbox"/> <input type="checkbox"/>

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

**Lower Card**

8	F	<input type="checkbox"/> <input type="checkbox"/>	8	G	<input type="checkbox"/> <input type="checkbox"/>	8	H	<input type="checkbox"/> <input type="checkbox"/>
9	F	<input type="checkbox"/> <input type="checkbox"/>	9	G	<input type="checkbox"/> <input type="checkbox"/>	9	H	<input type="checkbox"/> <input type="checkbox"/>
10	F	<input type="checkbox"/> <input type="checkbox"/>	10	G	<input type="checkbox"/> <input type="checkbox"/>	10	H	<input type="checkbox"/> <input type="checkbox"/>
11	F	<input type="checkbox"/> <input type="checkbox"/>	11	G	<input type="checkbox"/> <input type="checkbox"/>	11	H	<input type="checkbox"/> <input type="checkbox"/>
12	F	<input type="checkbox"/> <input type="checkbox"/>	12	G	<input type="checkbox"/> <input type="checkbox"/>	12	H	<input type="checkbox"/> <input type="checkbox"/>
13	F	<input type="checkbox"/> <input type="checkbox"/>	13	G	<input type="checkbox"/> <input type="checkbox"/>	13	H	<input type="checkbox"/> <input type="checkbox"/>
14	F	<input type="checkbox"/> <input type="checkbox"/>	14	G	<input type="checkbox"/> <input type="checkbox"/>	14	H	<input type="checkbox"/> <input type="checkbox"/>
15	F	<input type="checkbox"/> <input type="checkbox"/>	15	G	<input type="checkbox"/> <input type="checkbox"/>	15	H	<input type="checkbox"/> <input type="checkbox"/>
16	F	<input type="checkbox"/> <input type="checkbox"/>	16	G	<input type="checkbox"/> <input type="checkbox"/>	16	H	<input type="checkbox"/> <input type="checkbox"/>
17	F	<input type="checkbox"/> <input type="checkbox"/>	17	G	<input type="checkbox"/> <input type="checkbox"/>	17	H	<input type="checkbox"/> <input type="checkbox"/>
18	F	<input type="checkbox"/> <input type="checkbox"/>	18	G	<input type="checkbox"/> <input type="checkbox"/>	18	H	<input type="checkbox"/> <input type="checkbox"/>
19	F	<input type="checkbox"/> <input type="checkbox"/>	19	G	<input type="checkbox"/> <input type="checkbox"/>	19	H	<input type="checkbox"/> <input type="checkbox"/>
20	F	<input type="checkbox"/> <input type="checkbox"/>	20	G	<input type="checkbox"/> <input type="checkbox"/>	20	H	<input type="checkbox"/> <input type="checkbox"/>
21	F	<input type="checkbox"/> <input type="checkbox"/>	21	G	<input type="checkbox"/> <input type="checkbox"/>	21	H	<input type="checkbox"/> <input type="checkbox"/>
			22	J	<input type="checkbox"/> <input type="checkbox"/>			

**Additional Lines for Specific Copy**

Line Area Message Write or type specific copy

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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**

- Do a rough sketch as described in the manual.
- Enter Identification Code number according to your company's system in this space.
- 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.
- 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.
- Where a line is to be left blank, make no entry.
- Enter any specific copy on the line following the number-boxes. If more space is needed, use Additional Lines below the card form.
- Rules (colored lines) that separate General Categories of Calls will be inserted automatically.
- 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 1	Area D	□	□	□	□
Line 2	Area D	□	□	□	□
Line 3	Area K	□	□	□	□
Line 4	Area K	□	□	□	□
Line 5	Area K	□	□	□	□
Line 6	Area K	□	□	□	□
Line 7	Area K	□	□	□	□
Line 8	Area K	□	□	□	□
Line 9	Area K	□	□	□	□
Line 10	Area K	□	□	□	□
Line 11	Area K	□	□	□	□
Line 12	Area K	□	□	□	□
Line 13	Area K	□	□	□	□
Line 14	Area K	□	□	□	□
Line 15	Area K	□	□	□	□
Line 16	Area K	□	□	□	□
Line 17	Area K	□	□	□	□
Line 18	Area C	□	□	□	□
Line 19	Area 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

□ □ - □ - □ □ □

□ □ - □ - □ □ □

□ □ - □ - □ □ □

□ □ - □ - □ □ □

□ □ - □ - □ □ □

□ □ - □ - □ □ □

□ □ - □ - □ □ □

□ □ - □ - □ □ □

**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	Area	□□
1	D	□□
Line	Area	□□
2	F	□□
Line	Area	□□
3	F	□□
Line	Area	□□
4	F	□□
Line	Area	□□
5	F	□□
Line	Area	□□
6	F	□□
Line	Area	□□
7	F	□□
Line	Area	□□
8	F	□□
Line	Area	□□
9	F	□□
Line	Area	□□
10	F	□□

Line	Area	□□□□
2	G	□□□□
Line	Area	□□□□
3	G	□□□□
Line	Area	□□□□
4	G	□□□□
Line	Area	□□□□
5	G	□□□□
Line	Area	□□□□
6	G	□□□□
Line	Area	□□□□
7	G	□□□□
Line	Area	□□□□
8	G	□□□□
Line	Area	□□□□
9	G	□□□□
Line	Area	□□□□
10	G	□□□□
Line	Area	□□□□
11	C	□□□□
Line	Area	□□□□
12	C	□□□□

Line	Area	□□
1	D	□□
Line	Area	□□□□
2	H	□□□□
Line	Area	□□□□
3	H	□□□□
Line	Area	□□□□
4	H	□□□□
Line	Area	□□□□
5	H	□□□□
Line	Area	□□□□
6	H	□□□□
Line	Area	□□□□
7	H	□□□□
Line	Area	□□□□
8	H	□□□□
Line	Area	□□□□
9	H	□□□□
Line	Area	□□□□
10	H	□□□□

Line 13 is left blank for Specific Station location.

### Additional Lines for Specific Copy

Line Area Message Write or type specific copy

□□-□-□□□□

□□-□-□□□□

□□-□-□□□□

□□-□-□□□□

□□-□-□□□□

□□-□-□□□□

□□-□-□□□□

□□-□-□□□□

□□-□-□□□□

□□-□-□□□□

□□-□-□□□□

## Information and 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.

