

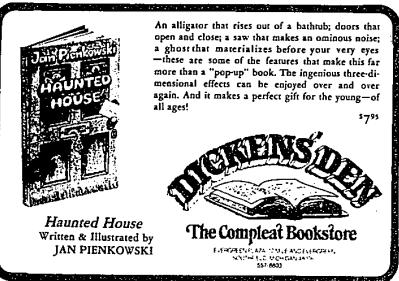
'Family communication needs should be analyzed', says Ma Bell consultant

Today's home telephone is more than a vital communications link with the world, it can also serve as a secretary, butler, mother's helper, security guard or a fashionable ornament.

That is the message Bell System



Bell System home consultant Susan Ames (at right) answers questions to the Mickey Mouse-styled phone from Teri Caudry. The youngster and her mother, Kathy Caudry of Novi, were shopping in Michigan Bell's Birmingham Phone Center when they met Ms. Ames.



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Home Consultant Susan Ames is taking to the people in a nationwide tour to talk to telephone customers about what's new in home telecommunications.

Ms. Ames, who is also an interior decorator, consumer activist and former actress and model, visited Michigan Bell's metro area Phone Center Stores to talk with customers during her recent tour of the state.

"Generally speaking, the news is choices," she said of her travels to help increase consumer awareness of the wide variety of home telephones and services.

"My job is to impress upon people that phones and their service should be chosen with as much care as lighting fixtures, furniture or clothing," she said. "All of these are expected to perform an essential function, look great while doing it and even make a statement about the people who chose them. That's what is important."

She thinks that just because a phone is indispensable, it doesn't have to look utilitarian.

Further, a family's communications needs should be analyzed to determine how many phone lines and extensions are needed; where the phones are placed, where they can be moved, and what they should look like, she said.

IN AREAS served by the most modern electronic switching systems, many families expand the service of one telephone line to two or more lines to Custom Calling service features.

Michigan Bell currently offers four such service features: Call forwarding, call waiting, three-way calling and speed calling.

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Richard Hoognaaf of Farmington Hills has been appointed vice president of Detroit-area operations of the Arlo Steel Corp.

Hoognaaf has extensive experience teaching children how to handle emergencies. The program is designed to work with any touch-tone telephone.

Another expanded role of the home telephone is the numerous aids for the handicapped. These range from an artificial larynx, various voices and hearing amplifiers, to head-sets phones for people who cannot hold a telephone receiver.

As for designs, "There are telephones to complement just about any color

scheme, lifestyle or temperament," she said.

Phone Center stores, established to give customers the convenience of selecting phones, paying bills and arranging services where they shop, in this area are in Southfield, Birmingham and Livonia Mall.

Another, expected to be open before the first of the year, will be in the vicinity of Grand River and 10 Mile Road in Farmington Hills.

C. Hoofnagles mark 50th year

Mr. and Mrs. C.R. Hoofnagle celebrated their 50th wedding anniversary with a dinner-dance in Bostford Inn on Saturday, Oct. 13.

The event was hosted by their children, Mr. and Mrs. Paul R. Hoofnagle of Glen Ellyn, Ill., and Dr. and Mrs. Spencer Bloch, of Tiburon, Calif.

Richard Hoognaaf of Farmington Hills has been appointed vice president of Detroit-area operations of the Arlo Steel Corp.

Hoognaaf has extensive experience

The couple were married on Oct. 12, 1929, in Detroit and lived there until 1946 when they moved to Farmington Township.

Among the guests at the anniversary celebration were their five grandchildren.

Resident promoted

over the past 13 years in a variety of steel sales and management positions. He is married and lives with his wife and three daughters in Farmington Hills.

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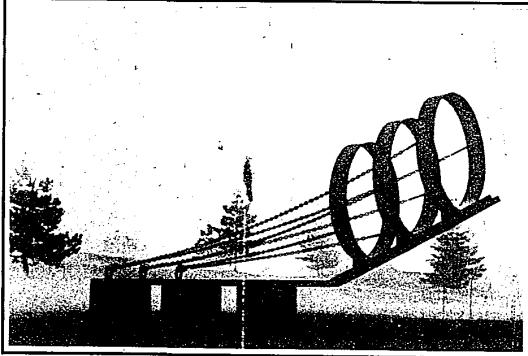
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