

'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

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 and briefly, the news is choice," 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 telephones and their services 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. The phone is no different."

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 by subscribing to Custom Calling service features.

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

Call forwarding, which enables customers to forward calls to any pre-selected number, is a boon to professions, such as doctors, lawyers or real estate agents who often get business calls at home, which they cannot afford to miss.

Call waiting is helpful to people who don't want to miss calls. With this feature, customers hear a discrete signal when someone calls them while they're on the line. They are able to answer the second call without disconnecting the first.

Three-way calling enables customers to hold three-way conversations.

Speed Calling allows customers to save time by dialing special codes to reach pre-selected, frequently called telephone numbers.

"Michigan Bell is the first Bell System company to offer the Touch-a-matic 12 automatic dialer, which can re-member and automatically dial up to 12 numbers at the touch of a single button," Ms. Ames said.

THE TOUCH-A-MATIC 12 was designed as a time saver, "but it can be a lifesaver too," Ms. Ames said. "It can summon emergency fire, medical or police assistance at the touch of a button. The color coded buttons can help in

teaching children how to handle emergencies. The dialer is designed to work with any touch-tone phone."

Another expanded role of the home telephone is the numerous aids for the handicapped. These range from an artificial larynx, various voice and hearing amplifiers, to head-set 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 Bolsford 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.

The couple were married on Oct. 12, 1929, in Detroit and lived there until 1945 when they moved to Farmington Township.

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

Resident promoted

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

Hoogerwerf has extensive experi-

ence 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.



Bell System home consultant Susan Ames (at right) answers questions about 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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