

A. T. & T. Co.'s

July, 1925

Specifications 4455

(Replacing Specifications 3856)

# STATIONS PUBLIC TELEPHONE SIGNS

<b>Contents</b>	<b>Page</b>
DETAILED TABLE OF CONTENTS.....	2
STANDARD SUPPLIES.....	3
GENERAL.....	8
LOCATING SIGNS.....	8
INSTALLING ENAMELED SIGNS.....	10
INSTALLING ELECTRICALLY ILLUMINATED SIGNS.....	14
INSTALLING TRANSPARENT SIGNS.....	18

(Copyright, 1925, by American Telephone and Telegraph Company)

Printed in U. S. A.

## DETAILED TABLE OF CONTENTS

	Sec.	Page
<b>STANDARD SUPPLIES</b>		
Names of Standard Supplies.....	1	3
<b>GENERAL</b>		
Type and Quantity of Signs.....	2	8
<b>LOCATING SIGNS</b>		
General Rules.....	3	8
Clearance and Projection of Flanged Signs.....	4	9
Building Line.....	5	9
Clearance of Flat Signs.....	6	10
<b>INSTALLING ENAMELED SIGNS</b>		
General Rules.....	7	10
Fasteners.....	8	11
Installing No. 1 Sign with Cement.....	9	11
Installing No. 1 Sign on Grilles.....	10	12
Installing No. 1 Sign on Booths.....	11	13
Installing No. 4 Sign on Booths.....	12	13
Installing No. 6 Sign.....	13	14
<b>INSTALLING ELECTRICALLY ILLUMINATED SIGNS</b>		
General.....	14	14
Installing No. 7 Sign.....	15	15
Installing No. 8 Sign.....	16	16
Supplying Electric Lamps.....	17	17
<b>INSTALLING TRANSPARENT SIGNS</b>		
Installing No. 9 Sign.....	18	18

## STANDARD SUPPLIES

1. Names of standard supplies required by these specifications are given below.

**Anchor:** APPROVED SCREW ANCHORS FOR #8 WOOD SCREWS.

**Box:** NATIONAL CABLE BOX #2365 or approved equivalent.

**Fixtures:** #7 WALL FIXTURE.

For use in mounting #7 sign on walls and side of booths.

#8 WALL FIXTURE.

For use in mounting #8 sign on walls if permanent fixture is not available.

#8 CEILING FIXTURE.

For use in mounting #8 sign on ceilings when permanent fixture is not available. Also used when #8 sign is installed on tops of booths, etc.

**Holder:** HIGH 2 1/4 IN. SHADE HOLDER.

Type B A Shade Holder Bayley & Sons, N. Y., or approved equivalent

**Kit:** SIGN CEMENT KIT.

For cementing #1 sign to glass, marble, flat metal work, etc.

**Locknut:** 3/8 IN. CONDUIT LOCKNUT.

**Screws:** 1 IN. #8 R. H. BLUED WOOD SCREW.

1 1/2 IN. #8 R. H. BLUED WOOD SCREW.

1 IN. #8 R. H. GALVANIZED WOOD SCREW.

1 1/4 IN. #8 R. H. GALVANIZED WOOD SCREW.

1 1/2 IN. #8 R. H. GALVANIZED WOOD SCREW.

2 IN. #8 R. H. GALVANIZED WOOD SCREW.

2 1/2 IN. #8 R. H. GALVANIZED WOOD SCREW.

1/2 IN. #10-24 BRASS MACHINE SCREW.

STANDARD SUPPLIES

---

Signs: PUBLIC TELEPHONE SIGN NO. 1.



Diameter, 7 3/4 in.

Single-faced enameled iron sign for outside and inside display. Used on booths and other flat surfaces (where the No 2 and No. 3 signs are not suitable) and on the outside of windows where the No. 9 sign is not used.

PUBLIC TELEPHONE SIGN NO. 2.



11 in. x 11 in.

Single-faced enameled iron sign for outside and inside display. Used on flat surfaces, including panels, where sign of this type can be mounted and where its greater display value as compared with the No. 1 sign is desired.

### PUBLIC TELEPHONE SIGN NO. 3.



11 in. x 11 3/4 in

Double-faced enameled iron sign for outside and inside display. Flanged sign used where it is practicable to mount the sign so as to obtain a more prominent display than No. 1 and No. 2 sign or display from more than one direction.

### PUBLIC TELEPHONE SIGN NO. 4.



2 1/2 in. x 10 in.

Single-faced enameled iron sign. Used at attended stations on booths equipped with coin collectors.

### PUBLIC TELEPHONE SIGN NO. 5.



5 1/2 in. x 19 in.

Single-faced enameled iron sign for outside and inside display. Used on stair risers and on booths where greater display value is required than can be obtained from the No. 1 sign.

STANDARD SUPPLIES

---

**PUBLIC TELEPHONE SIGN NO. 6.**



Reverse Side



5 1/2 in. x 19 in.

Double-faced enameled iron sign for inside and outside display. Directional sign used in corridors, aisles, concourses, etc., to indicate location of public telephone.

**PUBLIC TELEPHONE SIGN NO. 7.**



6 3/4 in. x 7 3/4 in.

Blue bell glass sign. Used generally where artificial light is required for advertising the location of public telephones or for reading directory.

## PUBLIC TELEPHONE SIGN NO. 8.



Bottom Opening



Top Opening

4 in. x 12 in.

Canteen type glass sign. Used generally where there are group installations of booths and where display value of this electrically illuminated sign is desirable.

## PUBLIC TELEPHONE SIGN NO. 9.



Diameter 7 3/4 in.

Transparent sign for use on windows. To be placed wherever practicable, on inside of windows where it is protected to a greater extent and its life prolonged.

- Stud:** 3/8 IN. FIXTURE STUD.  
**Tape:** 3/4 IN. FRICTION TAPE.  
3 4 IN. RUBBER TAPE.  
**Toggle:** 3/16 IN. X 4 IN. B. H. TOGGLE.  
**Wire:** (# Lbs.) LASHING WIRE.

## GENERAL

2. The type and quantity of signs to be used at the different classes of public telephone stations will be determined by the Commercial Department. Therefore the signs included in these specifications shall not be ordered or installed unless:

- (a) The order specifically indicates the type and quantity of signs to be installed or
- (b) Arrangements have been made between the Commercial and Plant forces whereby the type and quantity of signs to be installed at stations in each district will be understood without specific instructions on each order

All of the signs are not necessarily standard in all districts and, therefore, only such signs shall be ordered and installed as are approved by the Commercial Department.

## LOCATING SIGNS

3. General rules. Locate public telephone signs in accordance with the following rules:

- (a) Comply with public regulations
- (b) Where location is indicated in instructions accompanying installation order, use that location unless it appears to conflict with the rules given herein.

In such case notify your superior so that the question can be taken up with the department responsible if necessary.

- (c) When location is not indicated in instructions, locate where desired by the public telephone agent if consistent with fulfillment of these rules.

By public telephone agent is understood the tenant, owner or authorized agent of the premises in which the public telephone is located.

- (d) Locate so that signs will not be hidden by other signs, awnings or other objects.
- (e) Locate flanged signs so as not to interfere with the lowering or raising of existing awnings. If store front is not equipped with awnings but is likely to be in the near future, mount signs in such locations that they will not have to be shifted when awnings are placed.
- (f) Avoid locating flat signs on rounded or other surfaces where expensive blocking out would be required.



- (g) Do not suspend a sign nor attach a sign to another sign.
- (h) Locate so that the clearances specified in Sections 4 and 6 are obtained.
- (i) Do not attach signs to telephone, electric light or other poles likely to be climbed.
- (j) Do not locate the No. 1 sign where cementing would be required above doorways, hatchways, cellar entrances or other locations where people are likely to stand or walk under the sign.
- (k) Projecting signs are a likely source of danger if installed where the public or occupants of a building can come in contact with them while going up or down steps, cleaning windows or leaving through windows or fire escapes in case of fire. This fact shall be considered when selecting location.
- (l) Preference shall be given to locations which will be illuminated at night by surrounding store or street lights.
- (m) Placing of signs generally requires the making of screw or other holes. Do not locate signs on granite columns, face brick walls, finely finished wood or metal trim, etc., unless consent of owner, authorized agent of building, or tenant who has authority to speak for owner has been obtained. Installer shall obtain such consent unless it has already been obtained by the department responsible for negotiating the contract for the station. In companies using a responsibility or similar form, it should be filled out by the installer and signed by owner or authorized agent.

**4. Clearance and projection of flanged signs.** Ordinarily a flanged sign shall be installed so that bottom of sign is not less than 10 feet above the sidewalk, platform, floor or stairs, unless local ordinances require a greater clearance. If a better display can be obtained, and if local ordinances permit, a flanged sign may be placed at a height less than 10 feet. In no case, however, shall the sign be so placed that the headroom is less than 8 feet.

Signs shall not project more than local ordinances permit.

**5. Building line.** Where ordinances restrict the maximum projection of signs beyond the building line, see that sign does not project beyond allowable limit. In cities, the larger buildings are usually built with the face of the building (exclusive of columns and cornices) on the building line. In such cases estimate the allowable limit as from the main wall of building and when signs are installed on columns or window frames see that they do not project beyond the limit.

## LOCATING SIGNS

---

Many old and reconstructed buildings have the main face considerably behind building line but are equipped with show windows fronting on building line or projecting beyond it. In such cases the face of the building cannot be used in determining the location of building line and the man selecting location shall use his best judgment in estimating how far the sign may project.

**6. Clearance of flat signs.** Install the No. 1 and No. 9 signs so that they will not be over five feet above the sidewalk or floor except where the No. 1 sign is used on booths. The No. 5 and No. 6 signs should preferably be placed not less than 5 feet from the sidewalk or floor. The No. 2 sign may be placed at any height giving the greatest display value.

If near window lettering, center sign with lettering. If installed on pillars or pilasters take care that no part of sign projects into walking space.

## INSTALLING ENAMELED SIGNS

**7. General rules.** Fasten signs securely so that there will be no chance of their becoming loose later on. Follow carefully the methods of mounting and use of attaching devices. Place a fastener in each hole provided in the sign.

Start with twist drill when making holes through plaster on masonry or hollow tile, to avoid breaking out a hole larger than necessary; then continue with masonry drill. Use light blows on drill to avoid shelling off inner surface of tile.

## 8. Fasteners.

Surface.	Flanged Signs.	Flat Signs.	Wooden Batten or Backboard.
Wood or Metal Sheath on Solid Wood.	$1\frac{1}{4}$ in. #8 R.H. Galv. Wood Screws.		Not used.
Masonry, Brick work Concrete, Stone work etc.	$1\frac{1}{4}$ in. #8 R.H. Galv. Wood Screws in approved Screw Anchors.		Not used.
Solid Metal.	$\frac{1}{2}$ in. #10-24 Brass Machine Screws. Use #23 Straight Shank Twist Drill and #10-24 Machine Screw Plug Tap.		Not used.
Metal Sheath on Furring Strips or other Framework	$\frac{3}{16}$ in. X 4 in. B.H. Toggles. Make $\frac{1}{2}$ in. hole for Toggle.		Not used.
Hollow Tile Plastered.	Install suitable wooden batten or backboard $\frac{7}{8}$ in. thick, using attaching devices shown in this table.	$\frac{3}{16}$ in. X 4 in. B. H. Toggles. Make $\frac{1}{2}$ in. hole for Toggle. If solid part of tile is struck tilt drill towards hollow part or insert seasoned wooden plug and use screws	
Wood Lath Plastered.		$1\frac{1}{2}$ in. #8 R.H. Galv. Wood Screws.	$2\frac{1}{2}$ in. #8 R.H. Galv. Wood Screws.
Wire Lath Plastered.	Attach sign to batten and backboard with $1\frac{1}{2}$ in. #8 R.H. Galv. Wood Screws.	$\frac{3}{16}$ in. X 4 in. B. H. Toggles. Make $\frac{1}{2}$ in. hole for Toggle.	
Masonry Plastered.		2 in. #8 R.H. Galv. Wood Screws in approved Screw Anchors.	$2\frac{1}{2}$ in. #8 R.H. Galv. Wood Screws in approved Screw Anchors.

## 9. Install No. 1 sign with cement on:

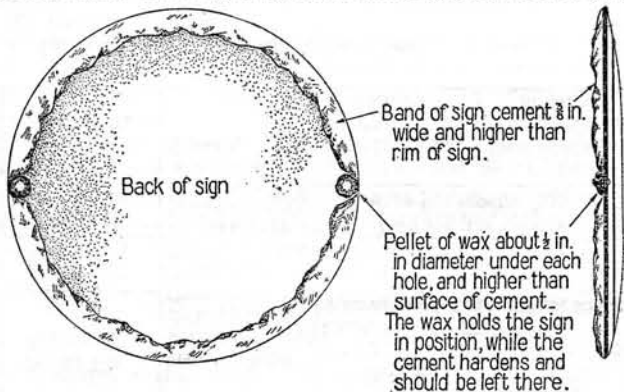
- Glass, marble, or
- Masonry that is not rough, uneven or permanently wet.
- Flat metal work.

When installing No. 1 sign on any other surfaces use fasteners specified in Section 8 for flat signs.

Before cementing sign see that supporting surface is thoroughly dry. If wet, rub surface briskly with dry cloth or newspapers. Select fairly flat signs for mounting with cement.

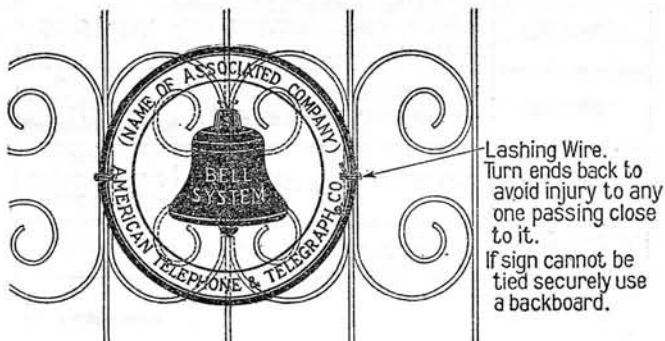
## INSTALLING ENAMELED SIGNS

See that cement is fresh and be sure that wax has not been in contact with cement. If cement has hardened before use, discard it and obtain a fresh supply. Cement back of sign as shown, leaving space on each side for a button of wax. Take care that cement does not cover wax. Place sign in position on surface and work slightly.



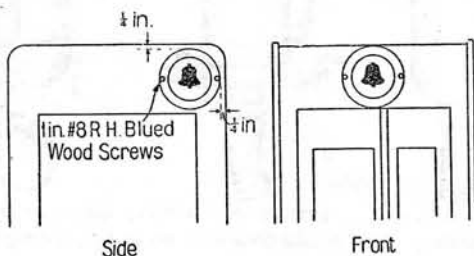
Do not press too hard on glass windows. Scrape off surplus cement with chisel or screwdriver.

### 10. Installing No. 1 sign on grilles.

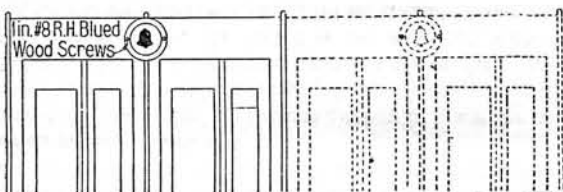


## 11. Installing No. 1 sign on closed type booths.

SINGLE BOOTH



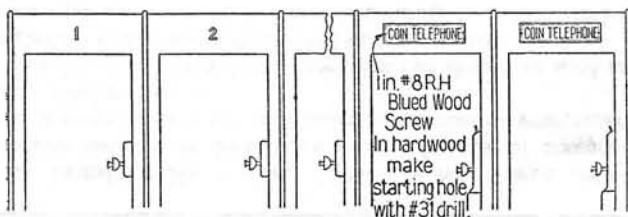
MULTIPLE BOOTHS



Set up screws only tight enough to hold sign firmly against separator. Leave an equal gap on each side between sign and booth. Do not place washers in these gaps. In hardwood make starting hole with #31 drill.

## 12. Installing No. 4 sign on booths at attended stations.

ATTENDED BOOTHS



## INSTALLING ENAMELED SIGNS

---

**13. Installing No. 6 sign.** Install the No. 6 sign only in locations specified on installation order. In case of absence of specific instructions in the installation order consult your superior before placing sign.

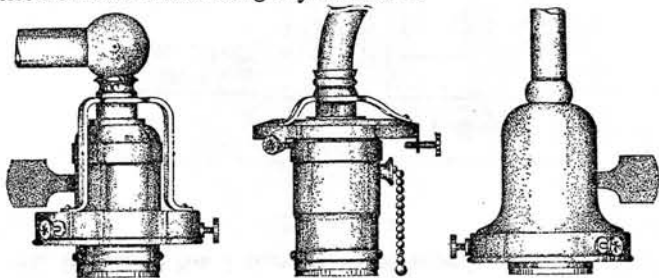
The No. 6 sign is a double-faced sign but should be used as a single-face sign where a directional sign is required. It should be noted that the arrow on one side is pointing to the left and the arrow on the other side is pointing to the right. Care should therefore be exercised to place sign with arrow pointing in the proper direction.

## INSTALLING ELECTRICALLY ILLUMINATED SIGNS

**14. General.** All electric light wiring shall be in accordance with the National Board of Fire Underwriters' rules and such local regulations as may be in force.

If signs are to be placed on fixtures already in place the installer shall make sure that they are securely fastened and equipped with shadeholders which are supported from or above the cap of the socket as shown below. If fixture is not equipped with proper shadeholder the sign shall not be placed until shadeholder has been changed. Shadeholder shall not be replaced except on specific orders from the department in charge of the installation.

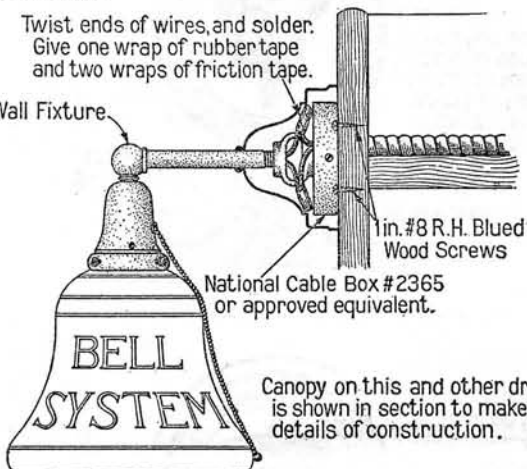
If order specifies replacement of shadeholder, install the High 2 1/4 in. Shadeholder or an approved equivalent. Always open the electric circuit before doing any work on it.



**15. Installing No. 7 sign.** When used for illuminating directories at a booth install fixture and sign as shown below. The fixture may also be mounted on a standard wall outlet box in a similar manner.

Twist ends of wires, and solder.  
Give one wrap of rubber tape  
and two wraps of friction tape.

#7 Wall Fixture



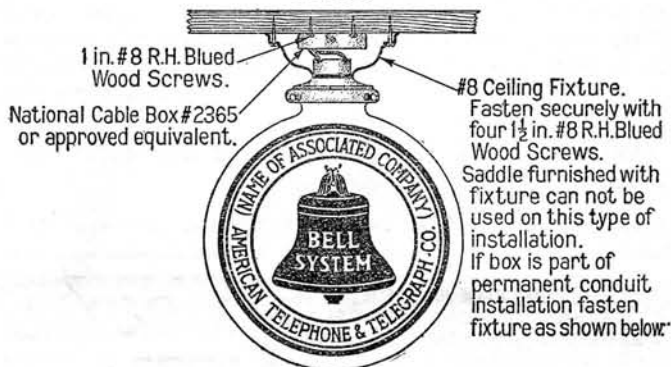
Canopy on this and other drawings  
is shown in section to make clear  
details of construction.

## INSTALLING ELECTRICALLY ILLUMINATED SIGNS

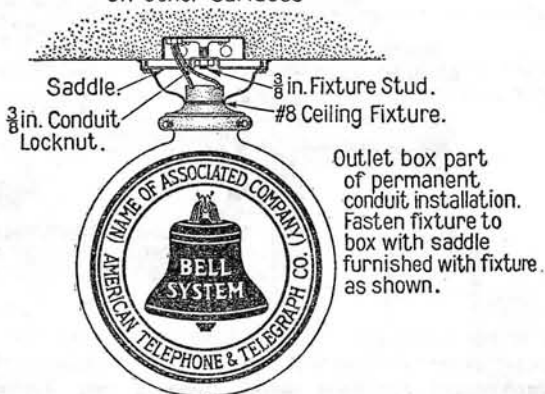
**16. Installing No. 8 sign.** Below are shown typical installations of this sign. Where fixture already in place is to be used for hanging the sign, care shall be taken to make sure that it is strong enough to carry the sign.

### CEILING INSTALLATIONS

On Wood



On Other Surfaces





## STANDING INSTALLATIONS

On Wood



#8 Ceiling  
Fixture.

National Cable Box #2365  
or approved equivalent.

1 in. #8 R.H. Blued Wood Screws.

1½ in. #8 R.H. Blued Wood Screws.

If outlet box is part of a permanent conduit system use saddle for fastening fixture to box as shown above for ceiling installations.

## SIDE WALL INSTALLATIONS

On Wood

National Cable Box #2365  
or approved equivalent.

#8 Wall Fixture.

Twist ends of wires and solder. Give one wrap of rubber tape and two wraps of friction tape.

Fasten box with four 1 in. #8 R.H. Blued Wood Screws.



If outlet is flush with surface of wall, installation of fixture is made in same manner.

When installing #8 wall fixture on other surfaces than wood the outlet box shall form part of a permanent conduit installation.

**17. Supplying electric lamps.** Lamps are supplied by the Public Telephone Agents unless otherwise specified on order. The No. 7 sign requires a 25 watt lamp and the No. 8 requires a 50 watt lamp.

## INSTALLING TRANSPARENT SIGNS

**18. Install No. 9 sign on windows as follows:**

- (a) Clean glass, removing all dirt and grease spots.
- (b) Wet entire sign, preferably by dipping in water.
- (c) Wet glass (be sure entire surface under sign is wet) and place sign on glass before water drains off.
- (d) See that sign is properly trued up, using marks on sign for this purpose.
- (e) Rub firmly from center to edges, removing surplus water and air. Use squeegee furnished for the purpose.
- (f) Look at sign from the outside to see if any air bubbles are left under the sign. If so, be sure to remove them entirely, as they will cause blisters if left under sign.
- (g) After sign is mounted be sure to remove excess water above and around sign to prevent its running down.