

Communications Vital To Company

In the fast-moving world of business, an adequate communications system is essential to successful operation of any large company. Telephone companies, realizing the importance of the volume business that large industries provide, offer a number of services designed to meet the specific needs of business.

It is the job of Carl Spain, Fieldcrest's communications manager, to coordinate our telephone system with the available services and get the best service for the least money.

To do this he has access to a wide range of services, including WATS, tie-lines, foreign exchange lines, TWX and Telpak.

What's WATS?

Wide area telecommunications service (WATS) is divided into in-WATS and out-WATS. An out-WATS line allows for any number of calls to be made within a certain area for a fixed fee. Only one call at a time can be made per line and calls can be made only inside the territory for which the line is purchased.

Territories are divided into bands; band 0 being North Carolina and band 1 comprising South Carolina, Georgia, Tennessee, Virginia, West Virginia, Maryland, Delaware and Washington, D. C. Each band thereafter takes in progressively more states with band 6 (the last) covering the entire United States with the exception of Hawaii, Alaska and North Carolina.

The company pays for a specific band of service and can then make calls within that band and also within those numbered lower, with the exception of band 0 which must be purchased separately.

In-WATS is the reverse of out-WATS. Calls can originate within the territory of the band purchased and be answered at a central point where the line terminates.

Private branch exchange (PBX) is the name given to what we commonly know as the "switchboard." This includes the switching equipment and switchboard which allows anyone with an extension number to dial other extension numbers within the same company and to dial outside with a special code (50 in our case in Eden). In Fieldcrest there are 14 locations with switchboards.

Private Lines

Private lines are lines which we rent from the telephone company for the sole use of our company or people who are calling our company. These are divided into two categories: tie-lines and foreign exchange (FX) lines.

Tie-lines connect switchboards in two different locations. For example, there are tie-lines connecting the General Offices switchboard with Smithfield, Fieldale, Forest City, Columbus, Ga., New York, and many others. Fieldcrest



Carl Spain, Fieldcrest communications manager, points out switchboard locations on a large map of the United States in his office.

has 30 such lines in the organization and plans to expand use of this service over the next couple of years.

A foreign exchange line allows a person to dial a number in one location and get a local dial tone in a distant city. An employee wanting to call a local New York City number from Eden can dial a code, wait for the New York dial tone and then dial the New York number.

The Eden switchboard can also be reached from New York by dialing the code. FX lines are used when the volume of calls between one city and the local company location is great enough to make their use financially advantageous. There are presently 13 FX lines at various locations within the Fieldcrest organization.

TWX and Telpak

Teletypewriter exchange service (TWX) is designed to fill the gap between sending a letter and talking on the phone. The teletype machine can print out 100 words per minute at a minimal cost. For example, the cost of a 100-word message from New York to Los Angeles is \$.77. There are 21 TWX machines in the Company.

Telpak is basically a special billing arrangement with the telephone company which gives volume discounts to companies who have large requirements for telephone lines between two points. Mr. Spain estimates that approximately \$3,000 per month is saved through the use of Telpak.

"In choosing the communications facilities which our company will use," says Mr. Spain, "we consider such factors as the type of service desired, the



Analysis of Eden area outgoing calls, done by Mr. Spain's secretary, Juanita Stewart, provides Mr. Spain with data for a project determining need for any additional direct lines.

facilities presently used, the alternatives available to us, and the expense or savings that can be expected. We work with over a dozen different telephone companies and our aim is to always provide Fieldcrest with the best service for the lowest cost."

Food for thought: When two people agree on everything, one of them is doing all the thinking.

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God first of all made the creative people. From the chips left over he made the critics.