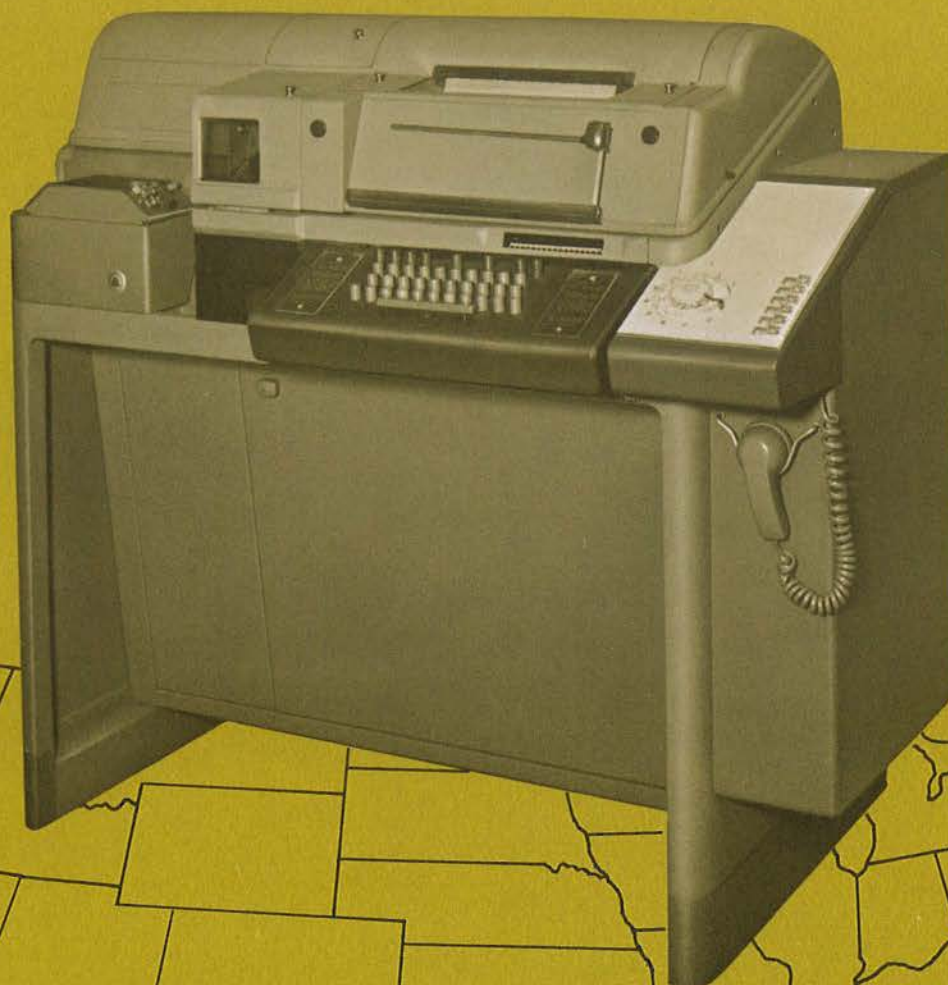





TWX

Teletypewriter Exchange Service



**DOES FOR THE WRITTEN WORD
WHAT TELEPHONE SERVICE DOES FOR THE SPOKEN WORD**



A FAST, EFFICIENT WAY TO COMMUNICATE IN WRITTEN FORM

- ☐ TWX dial service gives your business versatile and reliable written communications on a message rate basis.
 - lets you send and receive typewritten messages across town or across the nation
 - over 60,000 stations are located throughout the country
 - little or no special training required — any regular typist can quickly learn to operate a teletypewriter
 - messages may be transmitted at 60 words per minute
- ☐ Your company is listed in both the White and Yellow pages of the national TWX Directory.

HERE'S HOW IT WORKS

- ☐ Press a button and listen for dial tone.
 - ☐ Dial the machine you want and type your message.
 - ☐ Automatic answerback feature alerts you that the machine at the called station is connected and ready to receive your message — assures receipt of all messages.
- ...and Bell System operators will answer your special needs for Information, Conference and Collect Calls.



SPECIAL FEATURES MEET SPECIAL NEEDS

- ☐ Messages can be transmitted and received in punched paper tape form.
 - ideal for handling large volumes of messages
 - maintains constant operating speed of circuit
 - can be punched "off-line" for later transmission
 - completely automatic — reduces need for machine attendant
 - eliminates manual retyping of repetitive information
- ☐ Multiple carbon paper is available for page copy messages.
 - provides extra copies for other departments
 - speeds internal work functions
- ☐ Your own business forms can be used for orders, reports, and other business records.
 - expedites internal clerical operations
 - speeds order processing and delivery
- ☐ Card Dialer for faster automatic calling.
 - ideal for frequently called numbers
- ☐ Loudspeaker for call progress tones.
 - may be used in place of "receiver only" handset
 - permits attendant to place calls with greater ease

TELETYPEWRITER EXCHANGE SERVICE GIVES YOUR BUSINESS THESE ADVANTAGES

FAST, DIRECT BUSINESS COMMUNICATIONS

- ☐ Ties together the operations of your business.
 - sales offices with customers
 - production plants with company headquarter's
 - warehouses with distributing outlets
 - purchasing with outside suppliers
- ☐ Aids in gathering operating data.
 - sales reports
 - expense figures
 - production schedules
 - accounting facts
- ☐ Helps speed important management decisions to operating departments.
 - manufacturing and distribution changes
 - price changes
 - new merchandise and special sales
 - promotional activities

ECONOMY AND INCREASED EFFICIENCY

- ☐ Affords rapid, low-cost communications between separate business locations.
 - service is 24 hours — 7 days a week
 - unattended operation wipes out disadvantage of time zone differentials and reduces need for machine attendant
 - Conference Call service for transmitting messages simultaneously to more than one location
- ☐ Permits you to better coordinate business functions.
 - speed orders from sales offices
 - advise on delivery dates
 - help control inventories
 - announce shipping and traffic data
 - speed replies to inquiries
 - order and confirm reservations
 - issue buy and sell orders quickly
 - pass leads to field salesmen
 - advise field salesman on status of orders

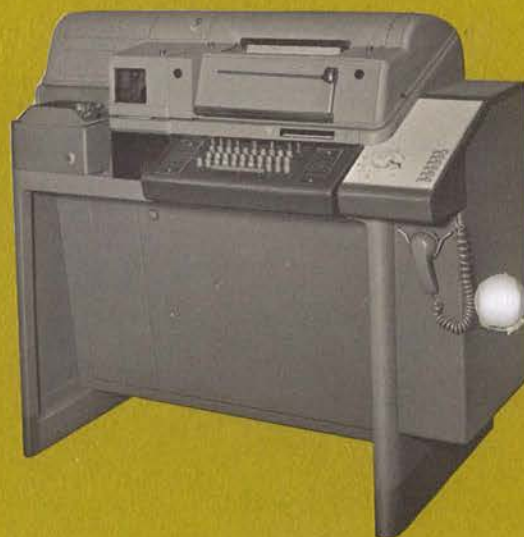
HERE'S THE MACHINE THAT PUTS YOU IN THE TWX NETWORK



28 KSR



28 ASR*



28 ASR

**Equipped with card dialer (optional with any TWX machine).*

COMPANY

ADDRESS

MACHINE

MONTHLY COST



BELL TELEPHONE SYSTEM