

Bell Introduces Streamlined Pushbutton Telephone

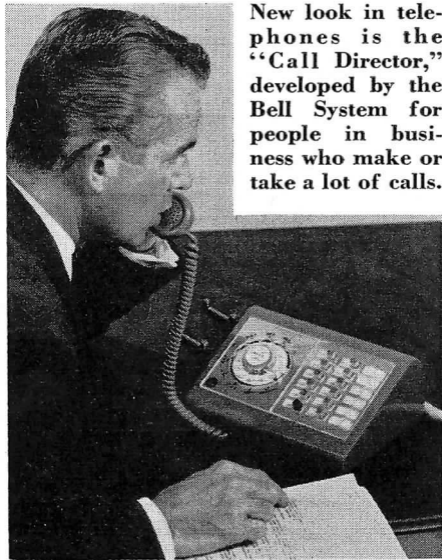
The Bell System is bringing out a streamlined pushbutton telephone for people in business who make or take a lot of calls, American Telephone & Telegraph Co. announced on Jan. 5. In looks and features, it is unlike any previous telephone.

The new instrument, the "Call Director," is a low, compact button-studded unit with hand receiver cradled at its side.

At the touch of a button, it can provide inter-office communication, arrange conference calls, and "add on" other extensions to incoming calls.

The Call Director was tested in a six-month trial among business customers in New York City. Bell companies are introducing it in January in two models. One provides up to 18 push buttons. A larger model has up to 30 push buttons.

The clear plastic push buttons light up to indicate incoming calls, lines in use, and lines on which calls are being held. The names and numbers beside the buttons appear in rectangular windows. The slanted operating panel facilitates reading of numbers and use of the buttons.



New look in telephones is the "Call Director," developed by the Bell System for people in business who make or take a lot of calls.

The square design of the push buttons increases their surface area, giving the finger a better target. This shape also takes into consideration the fact that many women users will be accustomed to similar keys on their typewriters.

Bell engineers say the instrument's special design makes possible fast installation and rearrangement of service, with a minimum of inconvenience to telephone users.

The sets will be available in four colors—light gray, moss green, ivory and beige.