



# DIALMASTER

private  
internal  
telephone  
system

*the indispensable communications tool for  
growing business in the sixties*

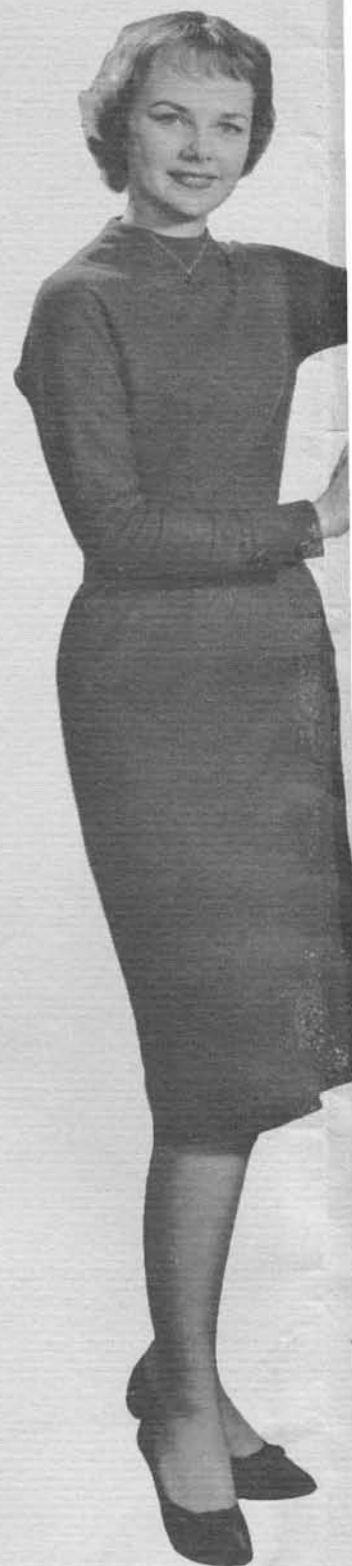
*"There Is Nothing Finer Than A Stromberg-Carlson"®*



Fully modern communications systems are as essential to growing dynamic business as are the latest automatic record keeping and processing systems. Like these systems, modern communications are designed to assist in accomplishing the most work, at greatest efficiency and lowest cost. DIALMASTER is the most advanced internal business communications system ever built—an indispensable communications tool to growing business in the sixties.

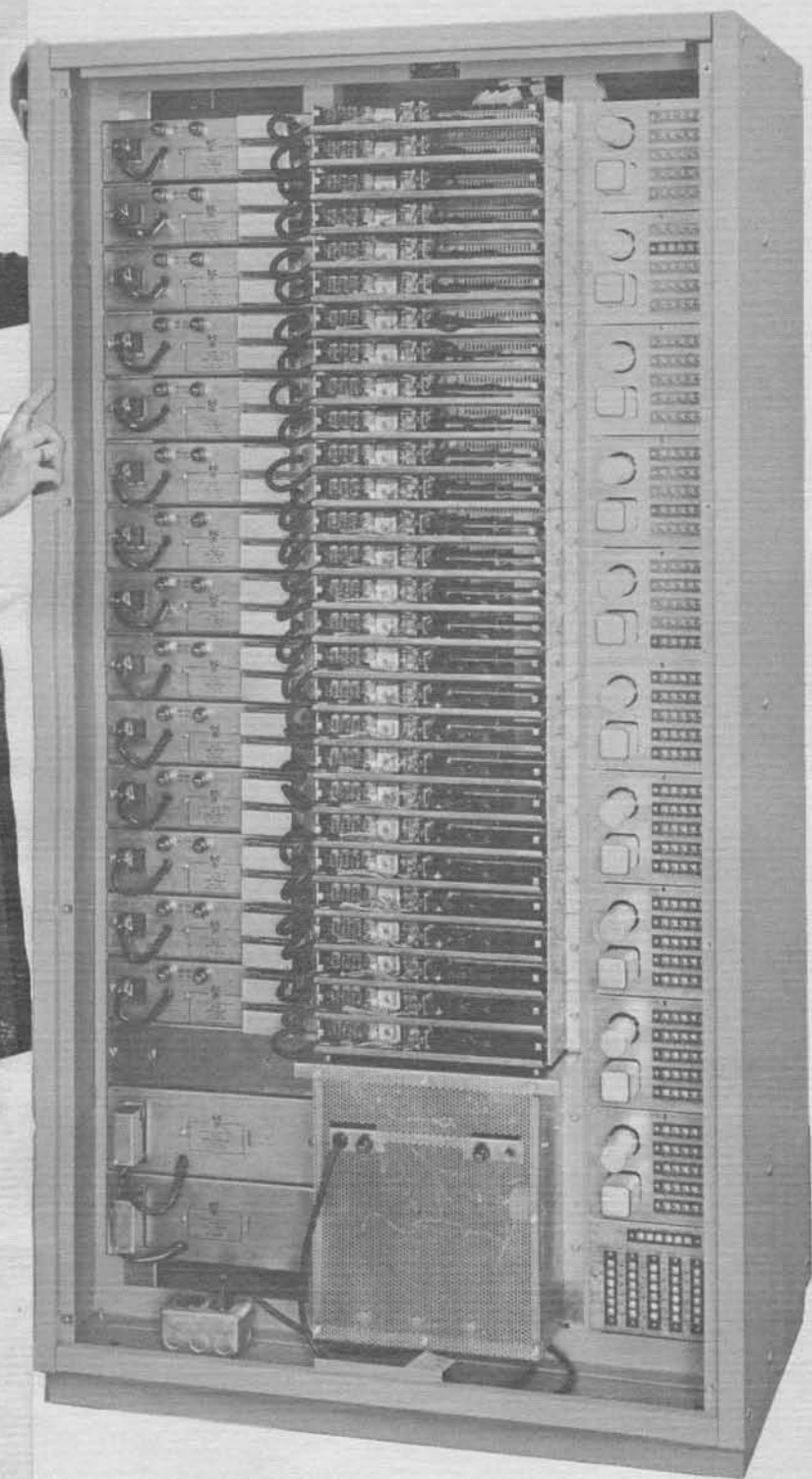
DIALMASTER\* is a fully automatic private internal telephone system entirely independent of the external public telephone system. DIALMASTER offers the indisputable advantages of *two separate* communication channels—the services of two separate telephones at the same desk. One is reserved for unimpeded outside calls—the other, DIALMASTER, provides a short-cut route to fast internal communication.

With the DIALMASTER Private Internal Telephone System, you will greatly reduce delays due to tangled switchboards carrying internal as well as external calls. Lost customer calls are minimized. Continuously busy line and other frustrations of a combined external internal system are reduced. And, what's more, there are no costly rental charges.



\*DIALMASTER is a trademark of General Dynamics Corporation





## DIALMASTER

*is essential to your growing  
business because . . .*

### DIALMASTER

- makes internal communications fully independent of outside lines.
- achieves a marked improvement in over-all business efficiency.
- provides for better customer service.
- allows you to limit outside lines to key personnel.
- helps cut toll and long distance charges and eliminates costly additional rental costs.



■ *this combination of features is unmatched by any other int*

*fully automatic operation*

DIALMASTER is completely independent of the outside telephone system and requires no operator or attendant.

*complete privacy*

When you talk, all other lines are *locked out*, except during a desired conference call.

*100 private lines*

(or 200 shared lines if desired)

Up to 100 DIALMASTER lines may be incorporated on one switchboard.

*paging system hook-up*

You can make DIALMASTER part of your paging or sound system by an extremely simple hook-up, which allows *any* extension to be used for direct paging, over-all your loudspeakers, or on key extensions.

*code call tie-in*

DIALMASTER can be tied in with a plant-wide coded bell or light-call paging system.

*automatic "line hunt"*

Any combination of telephones, up to 30, in groups of 5 can be utilized. If one of the phones on the "line hunt" is busy, the system searches until it "finds" a free phone, if one is available.

*round the clock service*

DIALMASTER "works" 24 hours a day, always at your service, after hours or on week ends.

*immediate ring after busy signal*

DIALMASTER'S magic memory circuit remembers the number you dial and rings without redialing, the moment the desired line is free.

*call a telephone conference*

Allows up to 5 people to participate in telephone conferences, each from his own desk or office.

*two or three digit dialing*

When more than 100 telephones are required on the DIALMASTER system, they

■ *in addition, check these unique design features of the DIAL*

*start with the minimum—  
add as you grow*

Initial installation of DIALMASTER is economic because you start only with your minimum requirements. The flexibility and true simplicity of expansion permits you to add further lines, extensions and features at *any* later date, as your needs increase.

*100 more telephones—immediately*

By means of divided ring (which simply plugs into the switchboard of DIALMASTER), immediate expansion of the 100-line board for up to 200 telephones is achieved. Each of the 100 added extension *has its own number* and in no way affects the functioning or audio quality of the original 100-line system. Additionally, *each* extension in such an expansion scheme has its own, individual, non-coded ring.

*single, compact cabinet...easy to install*

One, exceptionally compact cabinet, only 33" W x 64" H x 21¼" D, houses the entire self-contained DIALMASTER switchboard. All connections are made either by plugging-in or by attaching wires to readily accessible screw terminals. All external wiring entering the board is contained within a channel or "raceway" and requires no time consuming lacing, cabling or soldering.

*modular construction . . .  
easy maintenance*

Modular component construction throughout the new DIALMASTER switchboard provides exceptional flexibility and makes rarely required servicing extremely simple. All component units are individually fused. A great deal of care has been devoted to making connections and components easily accessible.

## internal telephone system!

may be easily added on a "party line" basis; each additional extension can be dialed individually by means of a simple feature which permits dialing up to the 200 extension on the DIALMASTER

### *executive right of way*

Here is a special DIALMASTER feature that enables urgent calls to be put through, even when the called line is busy. By means of a special button, the executive sends a warning signal to those using the "busy" line that he wishes to put through a priority call.

### *central dictation*

With DIALMASTER, you can tie-in on most standard central dictation equipment. When the caller has dialed the designated telephone number, he dictates into the DIALMASTER telephone and employs his dial for "start," "stop," etc. For greater convenience, the automatic "line-hunt" feature can be utilized to tie together up to five machines.

## DIALMASTER system.

### *add-or-change-a-function . . . any time*

An accessory rack is incorporated within the switchboard for component adaptors that provide the many optional features offered by DIALMASTER. Installation is quick and simple. New components can be added, standard components replaced or removed at any time. This highly flexible arrangement makes DIALMASTER virtually obsolescence-proof.

### *automatic by-pass*

With DIALMASTER, due to modular design, any individual component or circuit can fail and the DIALMASTER board still operates! It simply shuts down the faulty unit and automatically by-passes it. No telephone service is affected; if a specific telephone is out of order, no "ring-back" signal is returned to the caller, thus informing him that the line is out of order. This applies also to a phone no longer in use and disconnected from the board.



Desk TD-4500

## THE COMPLETE



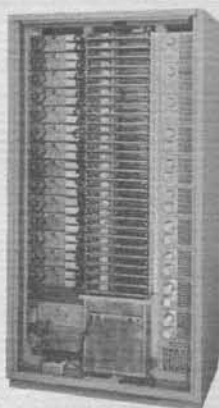
Wall Mounting TD-4510

## DIALMASTER



Side Mounted TD-91

## SYSTEM



DIALMASTER Switchboard

## DIALMASTER

### *Telephone Features:*

- The same telephone as used in public utilities exchange networks.
- Modern styling.
- The ultimate in sound transmission.
- Durable lightweight thermoplastic housing on rigid steel base.
- Self-contained buzzer (bell conversion available).
- Latest type dust-proof dial.
- Twin-contact hookswitch.
- Kink-resisting coil cord in color matching the telephone.

### *A Phone for Every Need*

- Select the model best suited to the needs of each office or department of your business. Choice of either desk or wall type.
- DIALMASTER phones are now available in 10 SMART DECORATOR COLORS to blend with any office decor. The clear plastic dial adds sparkle to your personal selection.

*As Your Local Stromberg-Carlson Communications Consultant....*

we will, without obligation, be pleased to make a complete survey of your present communications setup and recommend efficient and planned solutions to your specific problems.

Because we offer the complete line of Stromberg-Carlson® communications equipment, we, as your Stromberg-Carlson Communications Consultant, can best arrive at the proper solution to your communications problems.

To streamline your communications, and put them on a new high-profit basis, why not get in touch with us today.

