

With the Card Dialer and Rapidial dialing telephone numbers becomes easier, faster and more accurate than ever before

Coming Soon — New Automatic Dialers!

J. Morey Wilber, *Staff Representative*,
MARKETING DEPARTMENT, A. T. & T. CO.



TODAY, THANKS TO automatic switching and Direct Distance Dialing, the telephone customer has at his fingertips greater speed, accuracy, and overall efficiency of service than ever before. Nevertheless, human hands must still start the process of putting through a call. In other words, someone must find the number and dial it before the automatic equipment can go to work.

However, there is a way to increase the speed, convenience and accuracy of these first "human" steps toward making a call. It is automatic dialing. Automatic dialing makes the telephone, already so easy to use, more productive and more valuable. This is particularly true for those people who make large numbers of calls. During recent years the Dialaphone and the

Telerapid have been available to such people in many areas.

Now, two new automatic dialers—the Card Dialer telephone and the Rapidial—are coming on the market. Within the next few months they will be offered by all of the Bell Telephone Companies. They are already available in the Wisconsin, Northwestern Bell, New York, Mountain States, Chesapeake and Potomac, and Pennsylvania Companies.

Both of these new instruments operate on the principle of automatic dialing of prerecorded numbers. For anyone who frequently calls the same numbers, or for anyone who places a large volume of calls to specific groups of individuals, the Card Dialer telephone and Rapidial offer easy, fast, and accurate dialing. By means of au-



CARD DIALER telephone, a Bell System development, dials numbers precoded on plastic cards. It aids those who call the same numbers frequently, or numbers in specific sequences. Any number of cards can be prepared giving Card Dialer unlimited capacity.

tomatically dialed, prerecorded numbers they reduce the need for looking up numbers, minimize errors in dialing, speed the mechanics of telephoning and give added efficiency to the telephone as a communications tool.

Card Dialer a Single Unit

The Card Dialer telephone is the result of Bell System research and combines the telephone and automatic dialing mechanism in a single compact unit. Calls are placed automatically by

inserting a plastic card in a slot, lifting the receiver, listening for dial tone, and pressing lightly on a "start bar."

The plastic cards are coded with desired numbers: a simple operation in which the customer punches out discs in the card with a pencil point or similar object. Since the customer can prepare as many cards as he wishes, the Card Dialer telephone has unlimited capacity. The cards themselves may be arranged to serve as a personal telephone directory.

A Different Concept

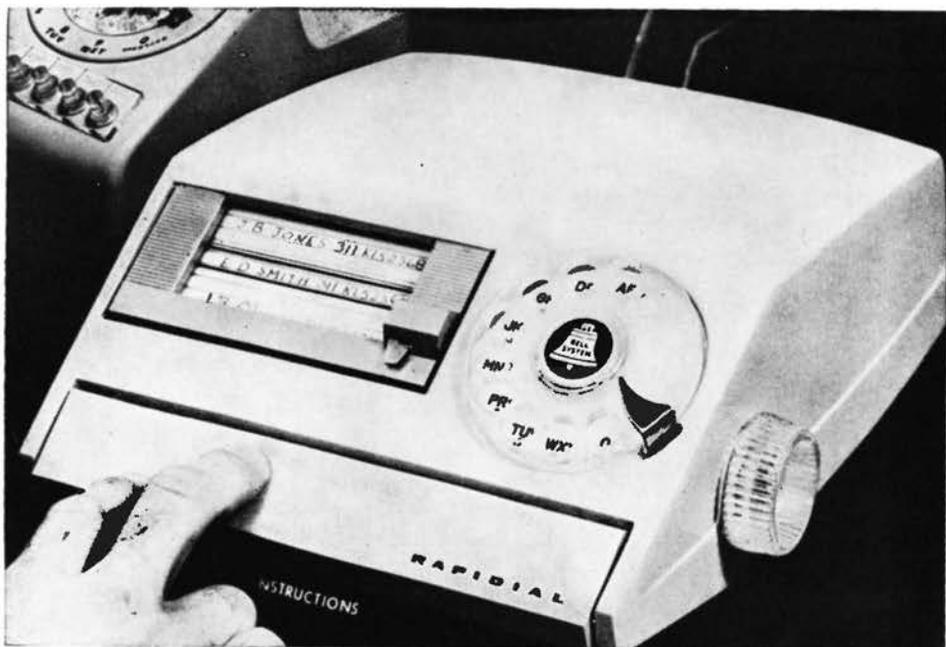
Rapidual, a product of the McGraw-Edison Company, is also offered by Bell System Companies and is a slightly different arrangement of the automatic dialing concept. It is a separate piece of equipment and is used in association with an ordinary dial tele-

phone. Up to 290 telephone numbers may be recorded on the magnetic tape that serves as a memory for this instrument.

A primary feature of Rapidual is flexibility in entering names and recording numbers. To enter a name, the customer selects a blank space on the tape, opens a window, and writes the name in pencil. The number is then dialed, recording it on the tape, so that all future calls to the number may be made automatically.

Changing a number on the tape is equally simple: just open the window and dial, and the new number replaces the old. To place calls with Rapidual, the customer turns the selector knob to the name desired, lifts the telephone receiver, listens for dial tone, and presses on the "start bar."

Market studies indicate that the



Rapidual, an equally valuable telephoning aid, records numbers on magnetic tape. It is especially helpful to those who make a large number of calls to the same group of people.

Card Dialer telephone is extremely flexible. Not only is it valuable to customers who call the same numbers frequently, but it is ideally suited for customers who make calls to specific groups of individuals. For example, trucking firms may keep available drivers' numbers in a particular sequence and may change them as desired by rearranging the cards. In addition, cards may be used as a reminder to the user to place a call at a certain time or date.

The Rapidial is equally valuable, and is an excellent telephoning aid to customers who call the same group of numbers frequently.

A Variety of Uses

Market studies have established that automatic dialing offers invaluable assistance to such diversified users as: stock and bond brokers, investment firms, engineers, architects, building contractors, physicians, lawyers, publishers and advertising agencies. Other users who find automatic dialing especially attractive are railroads, airlines, trucking companies, and businesses of the type that dispatch crews and equipment.

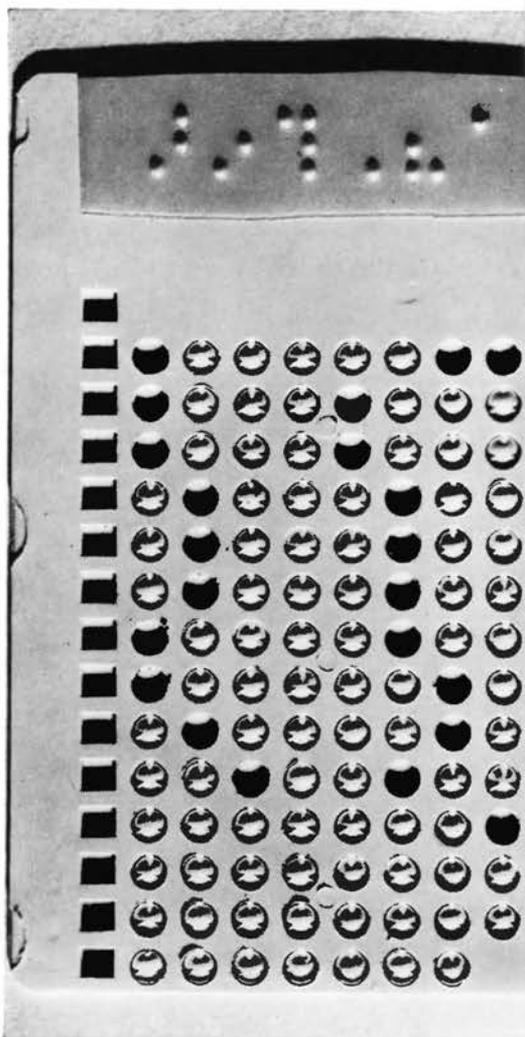
But private individuals, too, can use these automatic dialers profitably. For instance, those who make calls from their homes in behalf of clubs and civic and charitable organizations can save time, simplify their task, and avoid errors.

The Card Dialer telephone can also aid blind people. A name may be embossed in Braille on an adhesive tape and attached to the card or may be embossed in the name portion of the card itself. The blind person, by reading the name on the card with his fingers, may make a call by selecting the appropriate card and following the automatic dialing procedures.

Both the Card Dialer telephone and Rapidial are being made available to the public at a time when the need for taking human error out of telephoning is becoming increasingly important in keeping pace with the modern whirlwind world.

Dialers and DDD

The Card Dialer telephone and Rapidial fill a need that is closely associ-



Brailled names may be embossed on tape and attached to cards making the Card Dialer of particular value to the blind.

ated with the service improvements which have come about through Direct Distance Dialing. DDD is the Bell System's answer to the problem of how to maintain high standards of service and increased speed of long distance calling in the face of the vast growth in the demand for service. The solution was a nationwide network permitting direct customer dialing of long distance calls.

Of the many elements involved in bringing about this system, not the least was the assigning of telephone numbers and area codes to make Direct Distance Dialing possible. Numbering plan areas were assigned geographically and within these areas there can be no duplication of telephone numbers. Local numbers necessarily had to be changed to the seven digits now common in most areas. Therefore, to directly dial a number in another numbering area, it is necessary to dial at least ten digits—usually a three digit area code plus the local number.

For those who call only occasionally, the time required to dial ten digits is more than offset by the speed and directness of the service. On the other hand, as the frequency of calling increases, the possibility of redialing called numbers because of "busies," "don't answers" or misdialing becomes greater. Development of such instruments as the Card Dialer telephone and Rapidial was the logical answer to the needs of the large user.

These two automatic dialers, however, were not born of a spur-of-the-moment decision. Over the years, many different designs of automatic dialers have been explored. Although early proposals were prohibitive in cost for general use, the research contributed greatly to the development of

automatic dialers.

And even now, as the Card Dialer telephone and Rapidial are beginning to be offered to the public as practical, economical telephoning tools, research is continuing.

We can expect the automatic dialers of the future to keep pace with the continued improvement in communications equipment. In the immediate future, we can predict a rapidly expanding market for the automatic dialers now available.

For example, with Data-Phone and WATS (Wide Area Telephone Service) services becoming an increasingly important part of the automation of industry, it's reasonable to expect that automatic dialers will be used to simplify the dialing functions associated with these.

Dialers and Teletypewriters

With the introduction of dial service for TWX this fall, automatic dialers will become increasingly attractive to a whole new field of teletypewriter users. Already an automatic dialing arrangement called "Codomat" has proved extremely successful with participants in Developmental Line Switched Teletypewriter Service. DL-STTS is the precursor to a proposed full scale offering of flat rate teletypewriter exchange service, to be called WADS (Wide Area Data Service). Preliminary estimates indicate that automatic dialing will be so attractive to WADS users that eventually 90 percent of WADS traffic will be automatically dialed.

As Bell System research continues to provide new and improved communications services, automatic dialing will play an increasingly important role in giving customers maximum speed and convenience.