



# TWX

## Teletypewriter Exchange Service



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

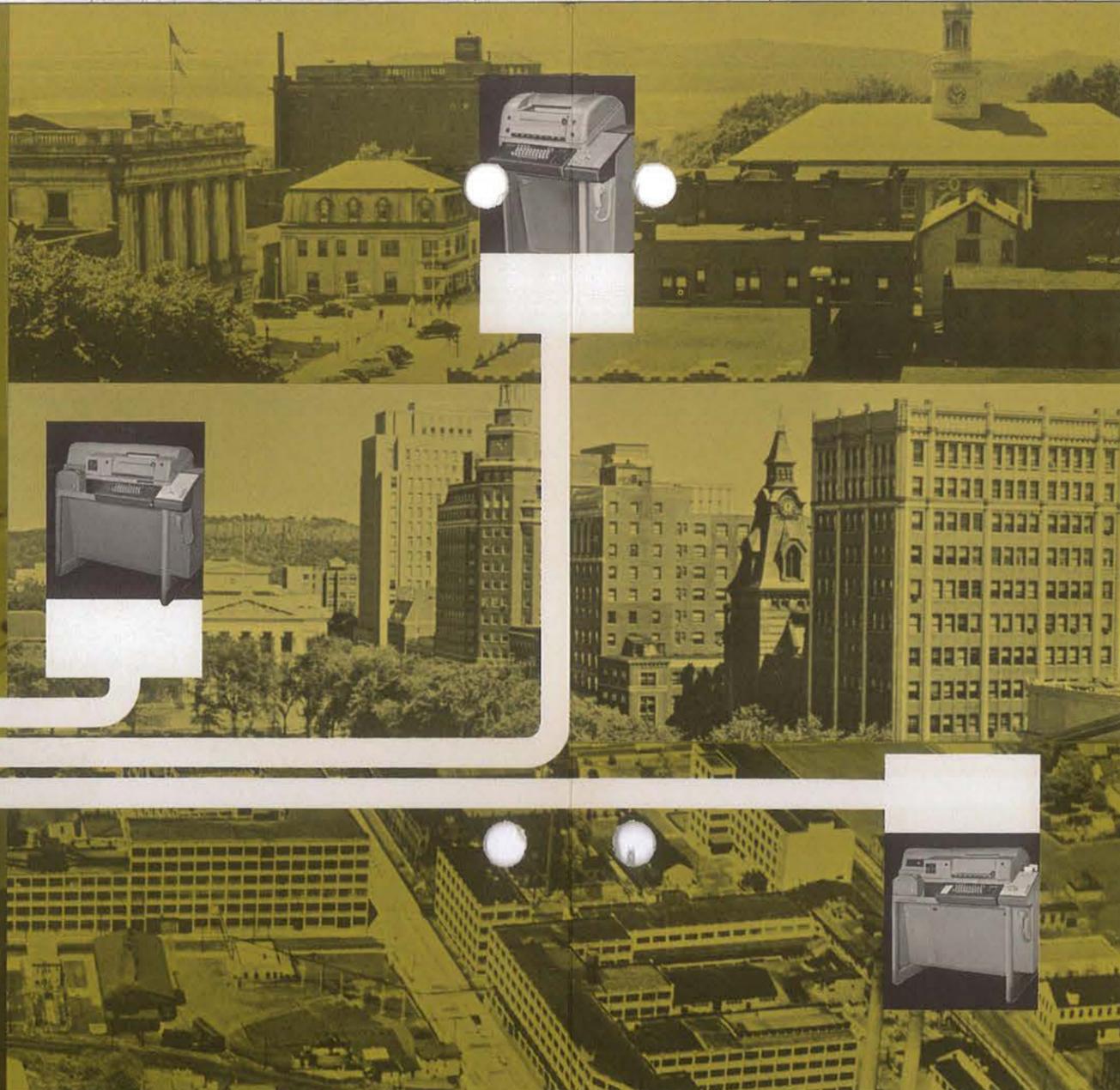


## A FAST, EFFICIENT WAY TO COMMUNICATE IN WRITTEN FORM

- 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**