

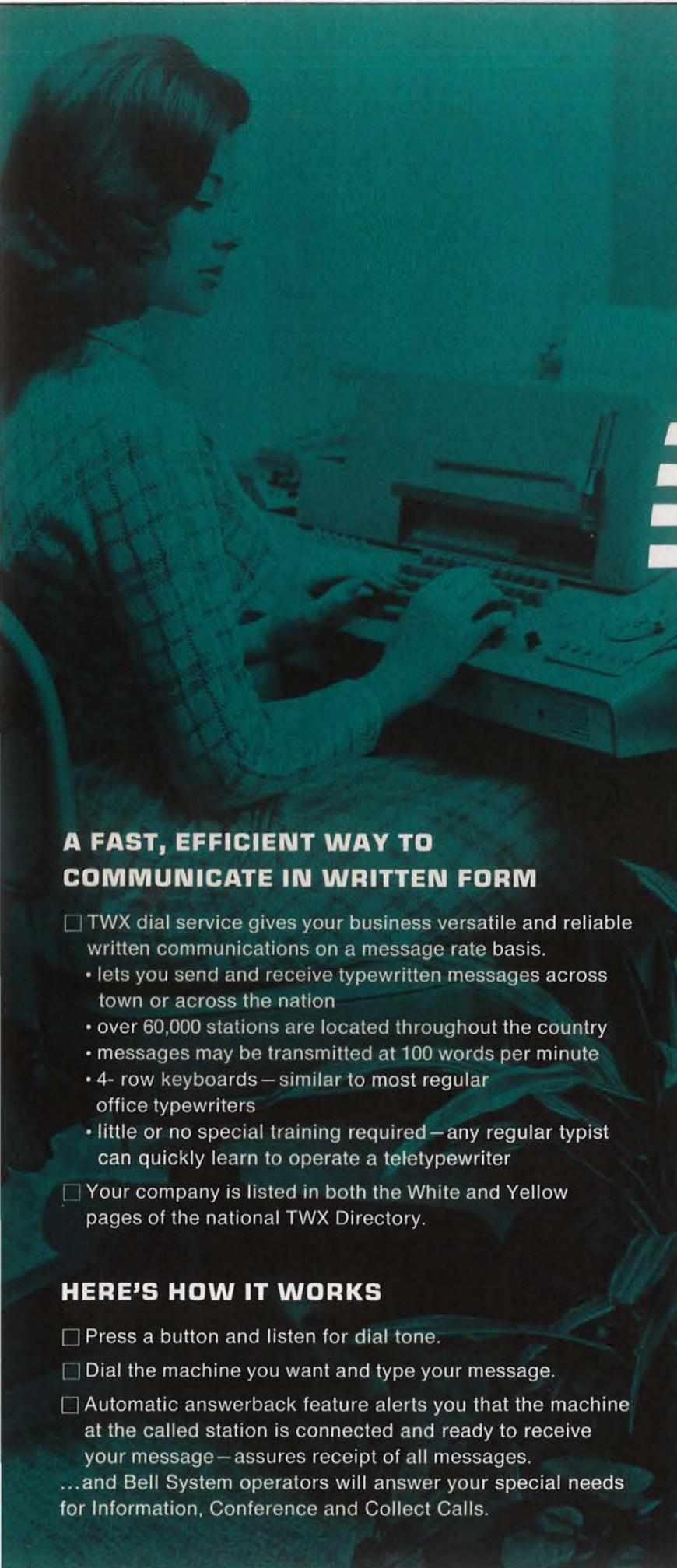


# TWX

## Teletypewriter Exchange Service



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

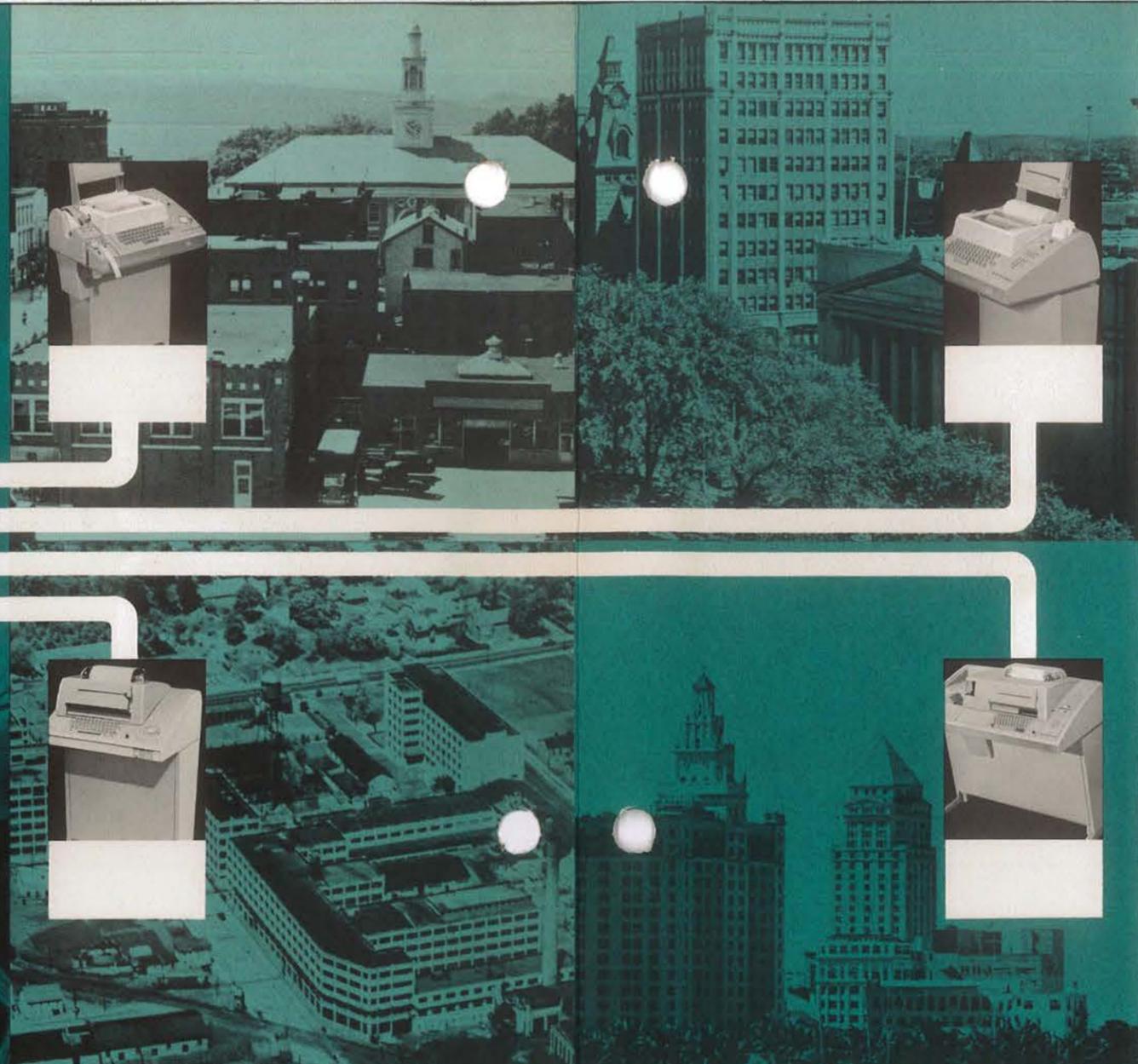


## A FAST, EFFICIENT WAY TO COMMUNICATE IN WRITTEN FORM

- 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
  - messages may be transmitted at 100 words per minute
  - 4-row keyboards—similar to most regular office typewriters
  - little or no special training required—any regular typist can quickly learn to operate a teletypewriter
- 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

- Touch-Tone calling permits connections to be made faster, easier.
  - may be used in place of rotary dial
- Card Dialer for rapid automatic calling.
  - ideal for frequently called numbers
- Messages can be transmitted and received in 8 level punched paper tape.
  - facilitates the handling of integrated business machine data
  - ideal for handling large volumes of messages
  - maintains constant operating speed of circuit
  - provides by-product page copy of messages
  - 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
- "Receiver only" handsets for call progress tones.
  - may be used in place of built-in loudspeaker
  - helps attendant in calling from noisy locations

## 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 headquarters
  - 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 salesmen on status of orders



33 ASR



33 KSR



35 KSR



35 ASR

COMPANY

ADDRESS

MACHINE

MONTHLY COST



**BELL TELEPHONE SYSTEM**