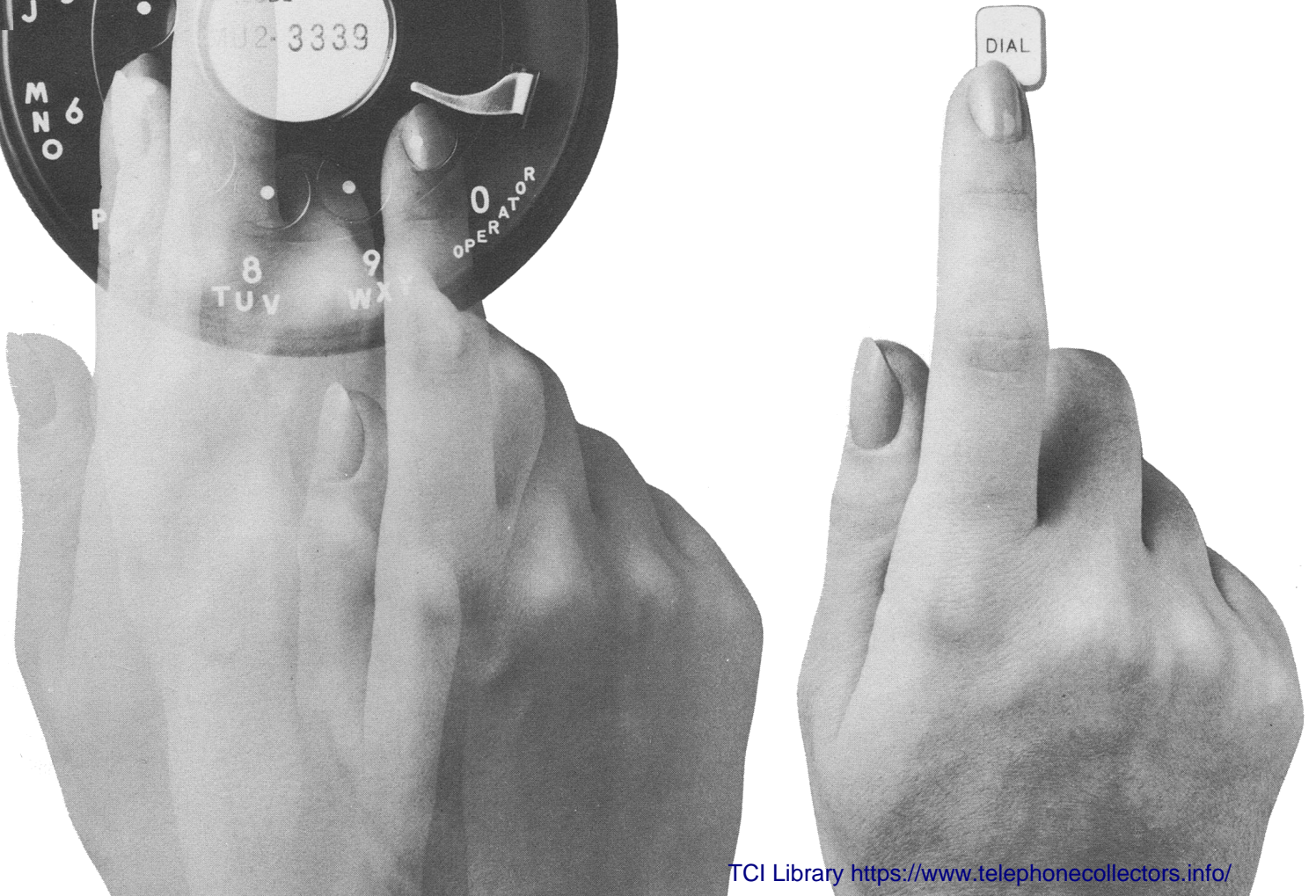


**Dialing**



**is now foolproof.**

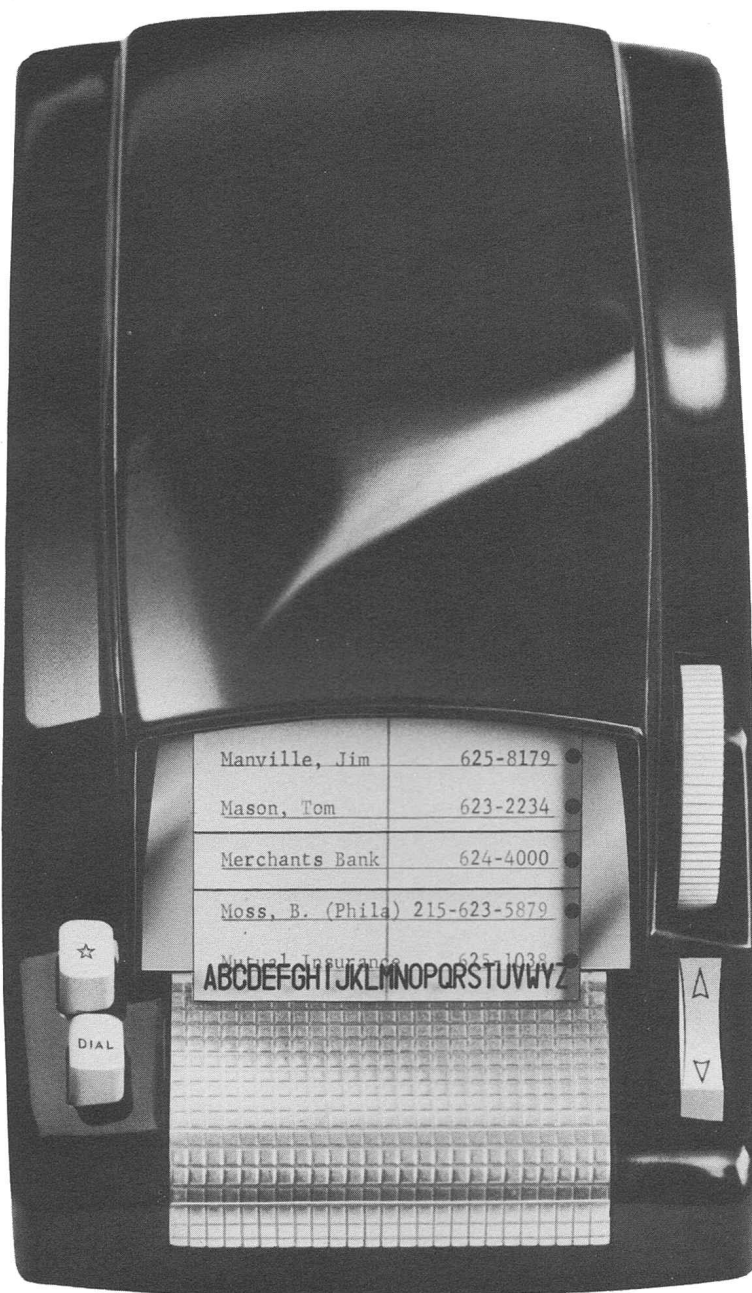






**The new Perini Electronic Dialer is here.**

**The user selects his party.  
Lifts phone for dial tone.  
Presses a button.  
And talks!**



### A unique combination of features:

The Perini Dialer remembers phone numbers electronically. And dials them automatically. It cuts off-hook dialing time in half. It's fast and extremely accurate. And it's a pleasure to use.

The user makes his own name entries. Directory lists don't go back to the factory! The user dials the numbers into a directory tape with a small, detachable dial box. The Perini Dialer offers unusual ease in adding new numbers and changing old ones, too. Each line on the tape accommodates all area, access, trunk and other dialing codes.

The high-speed, motor-driven magnetic tape gives quick name selection. Directory tape cartridges come in capacities for 400, 650 and 950 number listings.

It's compatible with DDD and ANC.

The unit is compact (5½" x 9½") to fit desk tops and switchboards, too. It's attractively styled and available in a range of colors.

The Perini Electronic Dialer is an advanced precision instrument of proven capability. It has been most rigorously tested under a range of demanding environmental conditions including heat, cold, dust, voltage variation and vibration and other severe conditions. It is very rugged and reliable.

It has been designed for low installation and maintenance costs. A minimum of connections are required. Directory tape cartridges are interchangeable.

All that and it is priced attractively low for widest possible public interest—and acceptance. Automatic dialing is no longer a luxury!

There is nothing like the Perini Dialer on the market today. How many of its benefits can your company use? Please turn the page and check.

## How many of its benefits can your company use?

- Cutting off-hook dialing time in half.
- Reduction of ineffectual calling attempts.
- Elimination of wrong numbers.
- Easing the load on Information.
- Stepping up plant efficiency.
- Increasing telephone usage—and revenues.

Doesn't the Perini Electronic Dialer sound like good business? It is. For the full story—all the down-to-earth facts, figures and test reports—please call your Stromberg-Carlson representative. In Atlanta, call: (404) 875-7467; Chicago: (312) ST 2-4235; Kansas City: (816) HA 1-6618; Rochester: (716) HU 2-2200; San Francisco: (415) OX 7-3630.

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