

 **touch a matic**

**THE TELEPHONE THAT REMEMBERS**



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## Presenting the telephone with a memory that dials any of 31 numbers at the touch of a single button

The Touch-a-matic® telephone brings automation to your calling.

This "new generation" telephone is a versatile desk unit with today's most advanced refinements.

But it is also much *more* — a computer-age instrument with an electronic repertory or memory that brings a new level of speed and simplicity to calling.

## This is the Touch-a-matic telephone

**1 An automatic dialer** that you activate with a fingertip. The Touch-a-matic telephone stores up to 31 numbers electronically. It dials them for you at the touch of a single button. No index to check or cards to insert — you just press the button assigned to the number you want.

**2 An ever-alert "secretary"** that can automatically re-dial a number for you. Your Touch-a-matic memory telephone records the last number you dialed manually. If it was busy — or you want to call it again for any reason — simply press the LAST NUMBER DIALED button, and it is instantly re-dialed.

**3 A directory-at-a-glance.** The names of the people you call most often — up to 31 in all — are displayed right on the face of the instrument. No need to "look them up."

**4 Above all — a practical, all-purpose telephone** in a compact, attractive, highly efficient desk unit. The multi-button version gives you all the features and options of the standard multi-button telephone. You can have up to five inside and/or outside lines plus HOLD — and such optional features as lights, special buzzers, intercom, conference button. Attractive faceplates are available in teakwood grain, satin silver or walnut grain.



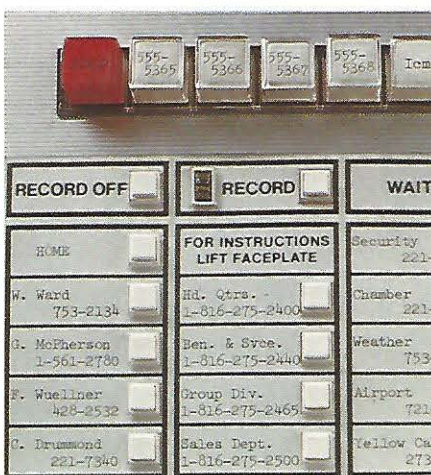
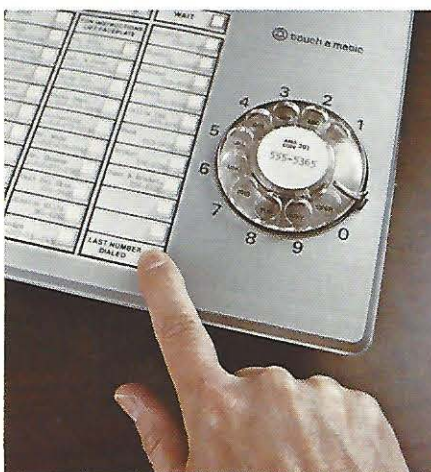
Teakwood



Satin Silver



Walnut



## This is what your Touch-a-matic telephone does for you

### Want to reach an important customer?

Just press the button you've assigned to this customer. His number is dialed with electronic speed. Optional Speaker-phone service provides added convenience.

### Want to call back someone you've just spoken to — or try a number that was busy earlier?

Your Touch-a-matic telephone automatically holds the last manually-dialed number in its memory until it is replaced by the next number you manually dial. When you touch the LAST NUMBER DIALED button, this number is re-dialed for you — electronically, instantly.

### Key name slipped your mind?

The individuals and/or firms that matter most to you are always in sight right on your desk. You just lift the face-plate to write them in. They're on polyester film so that you can readily change them with pencil, pen or typewriter.

### Want to enter or change a number in the memory?

All you do is touch the RECORD button along with the memory button on the line you're assigning to the number, and dial up to 15 digits. Then touch the RECORD OFF button and the new number automatically replaces the old. You need not even lift the receiver from its cradle to record.