

Bell System



# **PUSHBUTTON COMMUNICATIONS SERVICE**



at your fingertips...  
an external and internal communications system  
tailored to the specific needs of your business





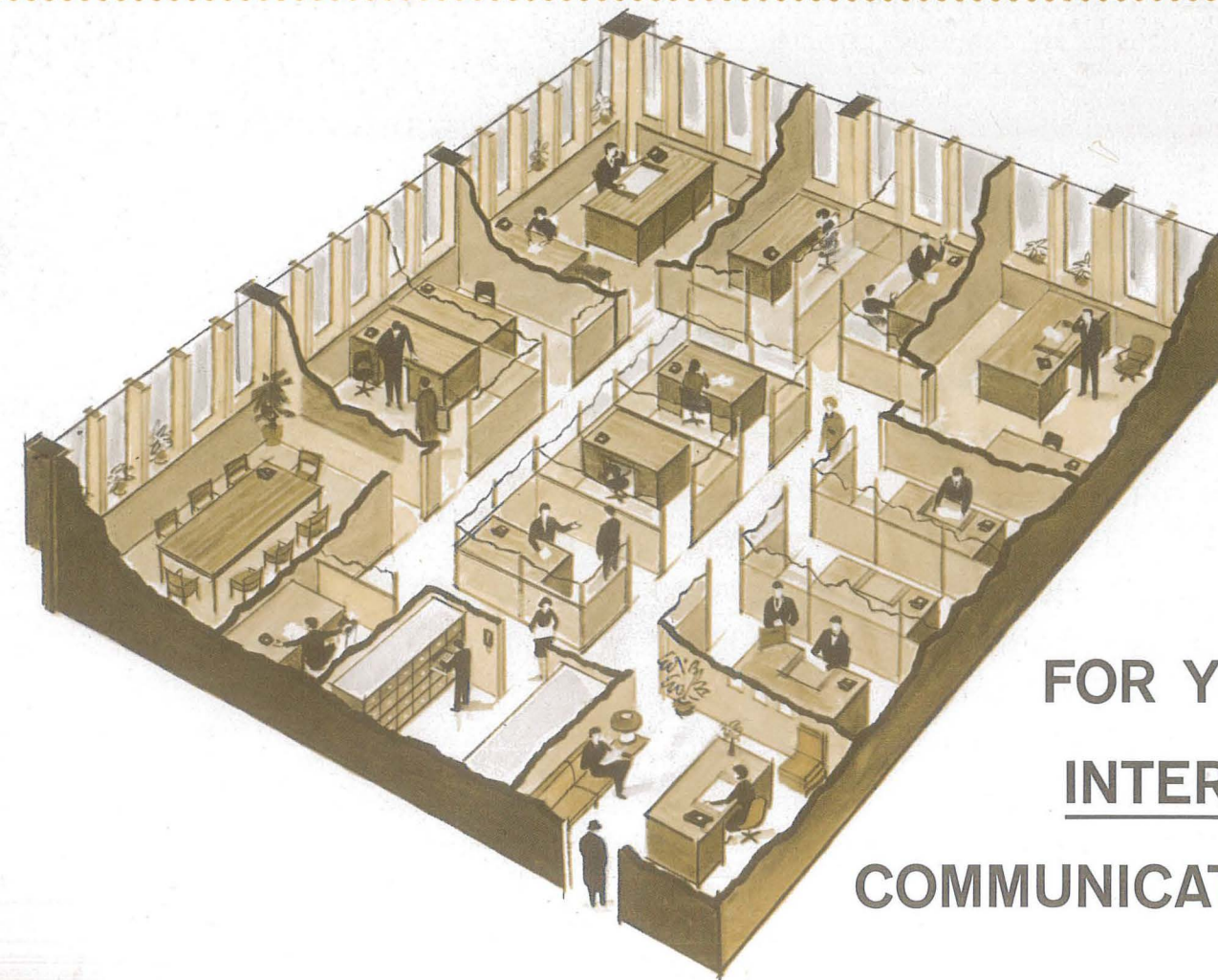
## FOR YOUR EXTERNAL COMMUNICATIONS

### MULTI-LINE FEATURE

- ☐ One **telephone** may handle as many as 29 lines.
- ☐ Each **line** may serve many telephones.
- ☐ Anyone may talk on **any** line from **any** phone.
- ☐ Anyone may **transfer** calls from one phone to another.
  - Assures prompt, efficient handling of incoming calls, saving time, improving customer relations.
  - Cuts down "walk-to-talk" delays.
  - Everyone has maximum flexibility in making and taking "outside" calls.

### "HOLD" FEATURE

- ☐ Enables you to leave a call without disconnecting it.
- ☐ Lets you then answer or place a second call without being overheard by the held party.
  - Eliminates slow answering.



## FOR YOUR INTERNAL COMMUNICATIONS

### DIAL INTERCOM

- ☐ All telephones are also intercom stations.
- ☐ All stations may communicate with each other merely by dialing one or two digits.
- ☐ Stations are added as you need them.
  - Use the same phone for "outside" and "inside" calls.
  - Reduces "walk-to-talk" delays.
  - Lets you make internal calls while holding an outside call.
  - Lets you "brief" one of your people before transferring an outside call to him.
  - Adds speed, efficiency and time-economy to your over-all operation.

### PRE-SET CONFERENCE

- ☐ Establishes a telephone conference with a fixed group of intercom telephone users (maximum of 6) by dialing a code or pushing a button.

- Lets you consult privately with another person while holding a call on the line.
- Lets you "brief" one of your people before transferring a call to him.
- Reduces need for "call-backs."

### POSITIVE VISUAL SIGNALS

- ☐ Lamps show the status of "incoming" calls, "busy," "held" and "idle" lines.
- Insures prompt, accurate answering of incoming calls.
- Assures maximum effective use of all lines.
- Keeps interruptions to a minimum.

### EXCLUSION FEATURE

- ☐ Disconnects all other telephones from a specific line (automatically or manually).
- Gives you absolute privacy when desired.
- Adds to the effectiveness and security of your communications system.

- Eliminates time-wasting, away-from-desk conferences.
- Helps reduce number of internal calls and "call-backs."
- Helps speed decision-making.
- Helps prevent misunderstandings.

### "ADD-ON" FEATURE

- ☐ Connects a third party (any station on the intercom line) to a previously "held" outside line.
- Gets calls concluded faster and more efficiently.
- Reduces need for subsequent calls or "call-backs."
- Minimizes possibility of error or misunderstanding.

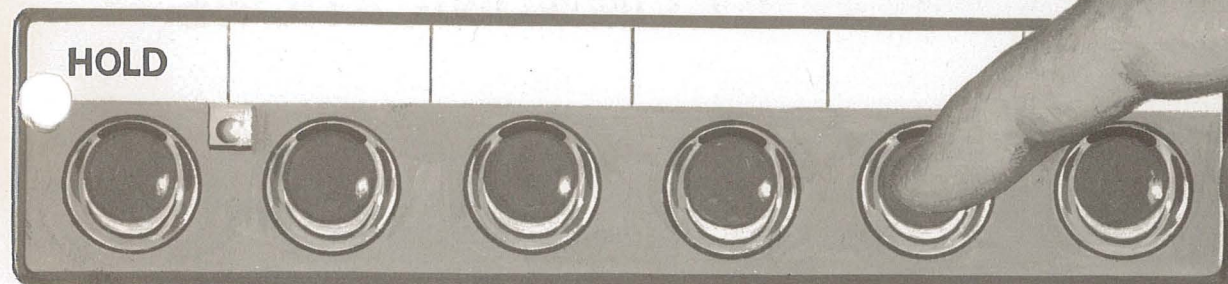
### "CAMP-ON" FEATURE

- ☐ On internal calls, "camp-on" automatically connects caller to a busy line as soon as line is free.
- Saves time of redialing over and over.
- Gives you priority in getting through.



## HERE'S WHAT IT IS...

- ☐ A system that gives access to a combination of telephone lines (outside, intercom, private branch exchange or private line) from a number of phones . . .
- ☐ And gives each telephone user the right kind of phone (regular, push-button or special) . . .
- ☐ With many special features built in . . .
- ☐ Custom-arranged to meet the needs of your business.



## AND HERE ARE THE ADVANTAGES IT GIVES YOUR BUSINESS...

- ☐ Fast, direct **external** communications.
- ☐ Fast, direct **internal** communications.
- ☐ **Flexibility** – easily changed as your needs change.
- ☐ **Prompt, reliable** maintenance at no extra cost.
- ☐ **No capital investment** required.
- ☐ All in a **single, cost-saving** package.



here's how this "tailor-made" system solves your communications needs...

NAME

TYPE  
SET

COLOR

All telephones are available in decorator colors to complement any office decor.



**BELL TELEPHONE SYSTEM**