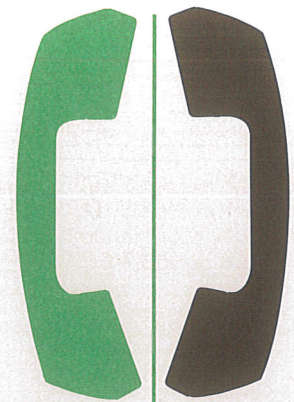


*Bell
System*
**DIRECT LINE
SERVICE**



CENTREX

*Modern, streamlined communications for business, education, government.
Eliminates delays . . . reduces telephone expenses . . . increases efficiency.*



CENTREX service more than pays its way with unique time and money saving features



DIRECT IN-DIALING BRINGS YOUR CALLS IN FASTER, DIRECTLY TO INDIVIDUAL TELEPHONES

- Saves callers an average of 28 seconds in reaching their parties
- Needs no switchboard attendants to handle most calls
- Gives callers the direct, personal service they appreciate
- Insures maximum privacy on every call



DIRECT OUT-DIALING SPEEDS YOUR OUTGOING CALLS, SAVES HOURS OF EMPLOYEE TIME

- Each individual telephone has direct access to local and Long Distance network
- All calls go out immediately with no attendant assistance needed



CENTREX SERVICE				
STATION	AREA CODE	NUMBER	CHARGE	REMARKS
1001	602	555-4326	1.00	Long Distance
1002	602	555-4326	1.00	Long Distance
1003	602	555-4326	1.00	Long Distance
1004	602	555-4326	1.00	Long Distance
1005	602	555-4326	1.00	Long Distance

INDIVIDUAL STATION BILLING ELIMINATES YOUR KEEPING RECORDS TO ALLOCATE COSTS

- Itemized telephone bill identifies and lists every Long Distance call by individual telephone station
- Eliminates attendant recording of time and charge for each call
- All records are kept automatically by the Telephone Company

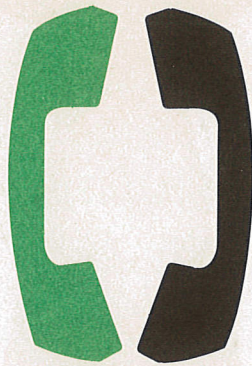


MODERN CENTREX CONSOLES HANDLE CALLS FASTER, REPLACE BULKY SWITCHBOARDS

- One console does the work of several switchboards, fits on a regular desk
- Decreases the need for attendants, releases personnel for other work
- Saves valuable office floor space, improves appearance and working conditions
- Gives your attendants efficient TOUCH-TONE calling, other time-saving features

ALL REGULAR DIAL FEATURES ARE RETAINED WITH CENTREX SERVICE

- In-dialed calls can be transferred from station to station in the usual, convenient way
- Intercom calls are made by simply dialing a minimum number of digits
- All special Bell System communication facilities work with Centrex service



CENTREX

*THE ULTIMATE IN
TELEPHONE SERVICE
TODAY AND TOMORROW*

DIRECT DIALING



speeds calls in and out
reduces operating expense
insures privacy
personalizes service

**INDIVIDUAL LINES
AND NUMBERS**

555-4326
555-4327
555-4328
555-4329

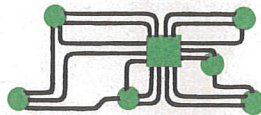
permit itemized billing
eliminate record keeping
provide complete cost control

MODERN EQUIPMENT



improves efficiency
saves valuable space
handles calls faster

OPTIONAL FEATURES



tie-line service
Wide Area Telephone Service
foreign exchange service
multi-plant service
night closing arrangements
dial dictation trunks

BELL SYSTEM SERVICE



dependable, trouble-free
requires no capital investment
demands no extra maintenance costs
more than pays its way

Call your Telephone Company Communications Consultant today for a complete analysis of the benefits of Centrex service to your business communication needs.



BELL TELEPHONE SYSTEM

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