

Just
touch
and
talk!



Bell System

TOUCH-TONE[®]

Service



... the modern, electronic way
to speed business calls

BELL SYSTEM

TOUCH TONE[®] SERVICE

*Increases the efficiency
of your
business communications*



A NEW PRINCIPLE OF COMMUNICATIONS FOR FASTER, EASIER TELEPHONE CALLING

Operates with electronic push buttons
instead of a dial—

- musical tones connect your calls quickly
- push-button, fingertip control
- letter and number designations are similar to present dials
- just touch and talk—no dial to spin
- makes many new telephone service options possible in the future

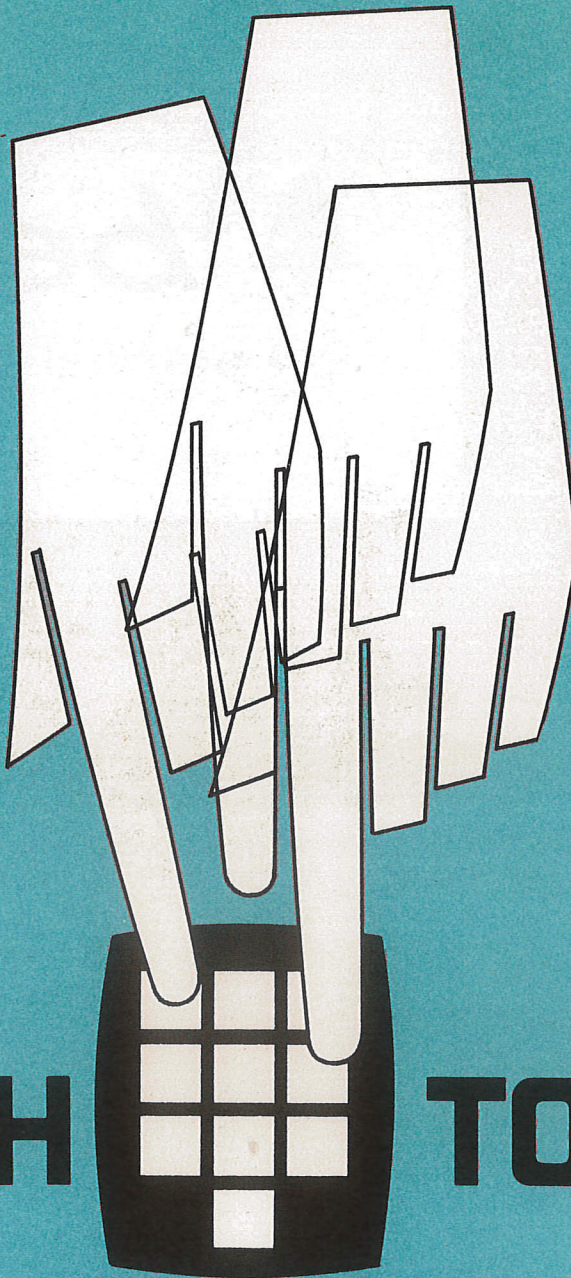
GIVES YOUR BUSINESS THESE ADVANTAGES

**Increases the efficiency of your
communications—**

- faster than dialing
- pays for itself with added speed and convenience
- available for all your telephone equipment

**Makes your office more modern,
more up to date—**

- builds customer confidence in your progressive way of doing business
- improves employee morale



BELL SYSTEM

TOUCH TONE[®]

SERVICE

the new service that helps speed business calls

JUST TOUCH AND TALK!

