



CONVENIENCE IS AT YOUR FINGERTIPS

with Key Controlled Telephone Equipment

A new, improved system giving you **SWITCHBOARD**

SERVICE WITHOUT A SPECIAL ATTENDANT!

Fast Service Any telephone user can connect his telephone at will to any other telephone in the System or to any one of the outside lines. Each individual telephone is the equivalent of a complete switchboard and you have—



Complete Service Both outside and intercommunicating calls can be made or received at any telephone. Since connections are made direct and do not involve the services of an operator, complete service is available at every telephone any hour of the day or night.

YOUR CALL GOES DIRECT TO THE OTHER PARTY—ANYTIME



Flexible Service When using an outside line, the call may be held while a second call is made, at the SAME TELEPHONE, over any of the other lines. This speeds up the handling of contacts and improves service to customers by eliminating many "call backs".

**YOU CAN HOLD A CALL ON ONE LINE AND
SECURE REQUESTED INFORMATION OVER ANOTHER LINE**



Switching Service Outside calls answered at any telephone may be promptly transferred or re-transferred to any other telephone without the aid of an operator.

CALLS RECEIVED AT ONE TELEPHONE MAY BE TRANSFERRED TO ANOTHER



Conference Service Any telephone in the system may be simultaneously connected with any two others. This permits a three-way discussion. A conference by telephone reduces interruptions, eliminates unnecessary calls, saves time and insures mutual understanding.

YOU CAN TALK TO TWO ASSISTANTS—NO ONE LEAVES HIS DESK



Secretarial Service Special Wiring makes it possible for a secretary to answer, at her telephone, all calls for another telephone. This insures prompt handling of calls for employees while they are away from their desks. A lamp signal may also be provided for the secretary, which will flash to indicate an incoming call or burn steadily to indicate that the principal is using the line and should not be interrupted by visitors.

**YOUR SECRETARY CAN USE HER TELEPHONE TO ANSWER
YOUR CALLS WHEN YOU ARE AWAY FROM YOUR DESK**



Privacy While a telephone is in use, all other telephones in the system are automatically cut off from the line used. (If desired, this feature may be removed from any or all telephones.)

PRIVACY AND FREEDOM FROM INTERRUPTION ARE ASSURED



Economy Any telephone can reach any other one by dialing two digits and has access to all outside lines by means of the key buttons. ★ Accordingly, no special telephone attendant is necessary to insure adequate, prompt, and dependable service.

Availability Since no special telephone attendant is required, complete telephone service is immediately available at every location, any hour of the day or night. ★ The same high quality of service is always available regardless of adverse conditions such as overtime, peak loads, or vacation and sickness reliefs which sometimes affect the service.



Key Mountings Any of the present standard type telephones, such as suspension sets or head-band receivers may be used by means of an independent key mounting.

Lamp Indicators

Each outside line may be associated with a lamp signal. Flashing lamps indicate incoming calls; steadily burning lamps indicate which lines are in use.



HERE IS WHAT THE *Key Buttons* DO

This New Hand Set is distinctive in appearance and combines the Bell Box with the Telephone Instrument. The Associated Key Buttons are simple and easy to operate.



Local. Connects telephone with inside lines to make or receive intercommunicating calls.

4. Connects telephone with fourth outside line to make or receive a call.

3. Connects telephone with third outside line to make or receive a call.

Hold. Holds call on any outside line while a second call is made over another line.

1. Connects telephone with first outside line to make or receive a call.

2. Connects telephone with second outside line to make or receive a call.

TYPES OF BUSINESSES NOW USING THIS SERVICE

Attorneys • Automobile Sales • Brewers • Colleges • Country Clubs • Churches • Department Stores • Glass • Hospitals • Manufacturers • Oil Well Supplies • Residences • Steel • Water

The Equipment Cabinet

Floor Space:

4' x 5' x 6'1"

Dimensions:

18" x 28½" x 6'

Weight:

Approx. 450 lbs.

This cabinet houses necessary equipment. The customer is asked to furnish an electrical outlet near its location.



General ★ This system may be expanded as occasion demands, up to its maximum capacity of four outside lines and twenty telephones. A "secondary" telephone may be permanently connected to any other telephone. ★ If intercommunicating service only is required at certain locations, telephones may be installed without keys, so that they do not provide access to outside lines. ★ If a limited amount of outside service is required, a special key may be installed at any key telephone which will permit switching either incoming or originating outside calls to the "controlled" telephone when desired. ★ If at certain locations there is no need to originate outside calls, the key buttons may be wired so that they will connect the telephone to an outside line only if there is a call waiting. ★ Certain telephones may be wired so that if the called line is busy, the equipment will automatically route the call to another telephone in the same department. ★ Any special signaling equipment now in use will operate just as satisfactorily with this system as with your present one.

THE SOUTHERN NEW ENGLAND TELEPHONE COMPANY
