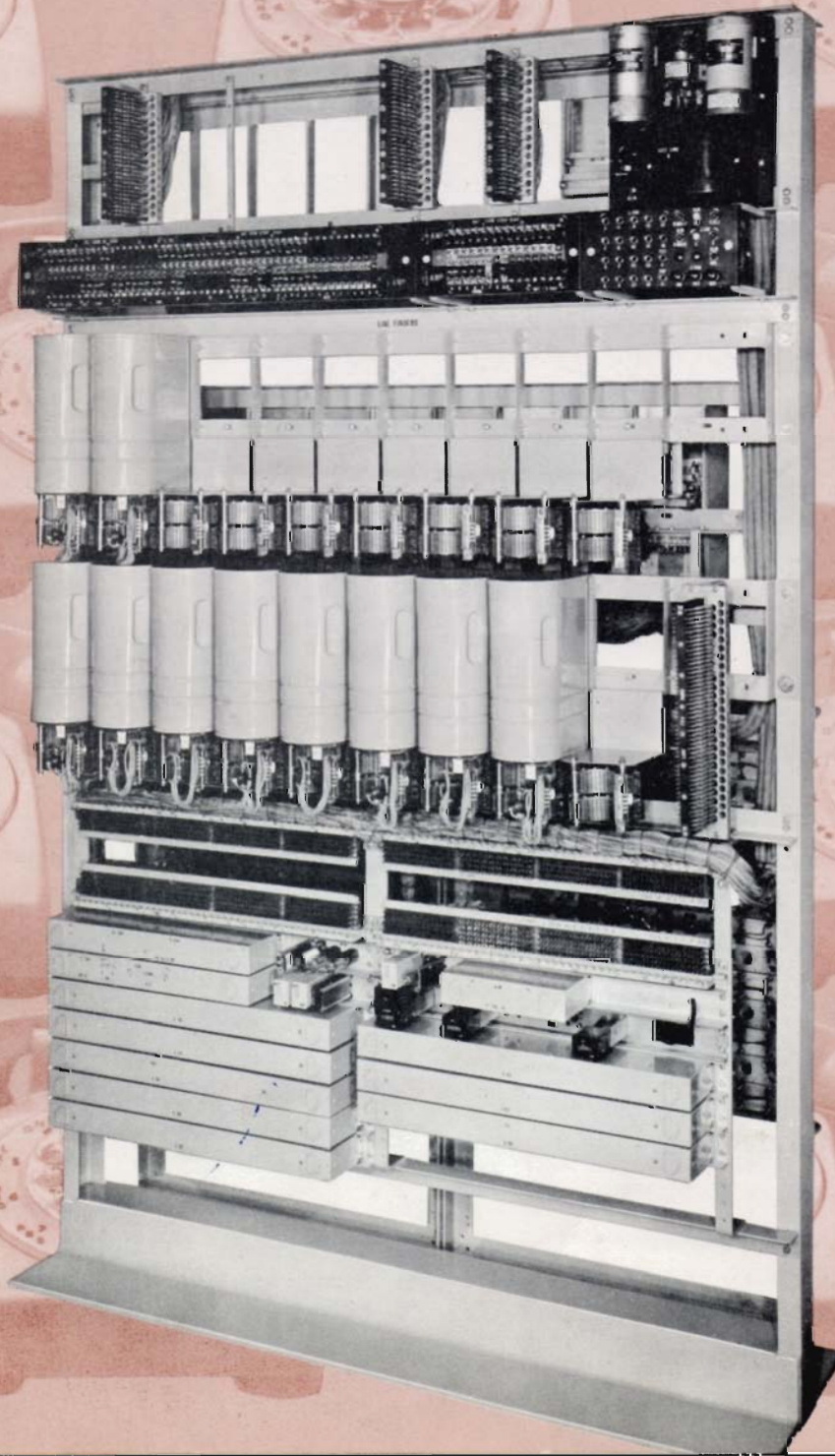


Bell System



740

Dial Communications Service



**an all purpose
business
communications
system which
more than pays
its way**

740

BELL SYSTEM
DIAL COMMUNICATIONS SERVICE

Fast direct dialing of outside calls
Direct internal dial intercommunication
Priority handling of incoming calls
Expandable as your business builds
MORE THAN PAYS ITS WAY

The 740 Dial Communications System
gives your business all these
immediate and long range advantages:

FAST, DIRECT "OUTSIDE" DIALING

- ☐ Dial 9 for instant "outside" dial tone.
- ☐ Engineered to handle all your maximum outgoing call loads.
- ☐ Complete privacy assured.
- ☐ No switchboard delay.
- ☐ Completely automatic—even after hours.
- ☐ Controlled station usage.

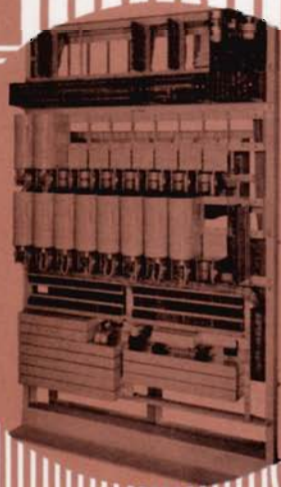
FAST, DIRECT DIAL INTERCOM

- ☐ All phones are intercom stations.
- ☐ Use the same phone for both "outside" and "inside" calls.

- ☐ Engineered to handle your maximum intercom call loads.
- ☐ Complete privacy assured.
- ☐ Completely automatic—even after hours.
- ☐ Automatic call routing to second line if called line is busy.

PRIORITY INCOMING CALL HANDLING

- ☐ Your telephone receptionist handles incoming calls only.
- ☐ She can give incoming calls her full attention.
- ☐ Incoming calls, after hours, can be routed to any inside telephone you select.



EXPANDABLE—FLEXIBLE

- ☐ Individually engineered to your business.
- ☐ Designed to allow rapid expansion and service changes as your business builds.
- ☐ Works with all Bell System auxiliary PBX services.
- ☐ A separate power supply keeps telephones working—even if commercial power fails.

MORE THAN PAYS ITS WAY

- ☐ The 740 combines a telephone PBX and an advanced intercom system in a single cost-saving package. No duplication.

- ☐ Cuts manual PBX operating time up to 75%.
- ☐ Prompt, reliable maintenance at no extra cost.
- ☐ We add equipment as you need it.
- ☐ We make changes as your needs change.
- ☐ No capital investment.

The 740 Dial Communications System gives you the finest internal and external communications for all your business functions—Administration, Purchasing, Production, Distribution.

740

BELL SYSTEM DIAL COMMUNICATIONS SERVICE

The 740 Dial Communications System combines all these features in an expandable package, tailored for the active, growing business...

Fast, Direct Dialing

- saves time
- speeds service "in" and "out"
- requires less attendant time
- requires fewer attendants

Flexible Service

- conference calling
- night answering
- emergency service
- tie-line service
- code calling
- dial dictating
- connects to your paging system
- optional station control

Modern Communications

- individually engineered
- designed to your needs
- expands with your needs
- fast service changes
- operates with latest attendant equipment
- many automatic features



BELL TELEPHONE SYSTEM