

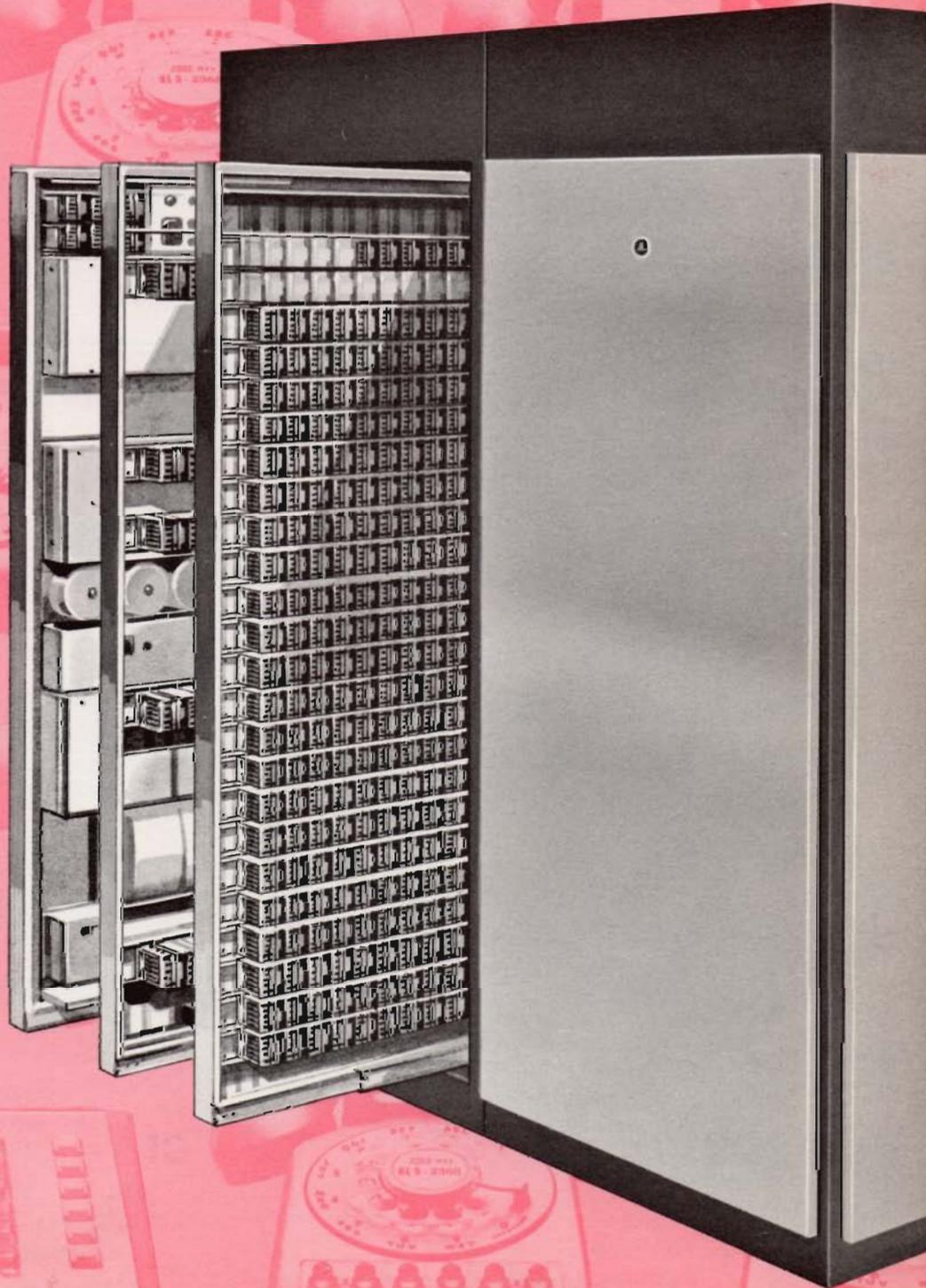
Bell System



757

Dial Communications Service

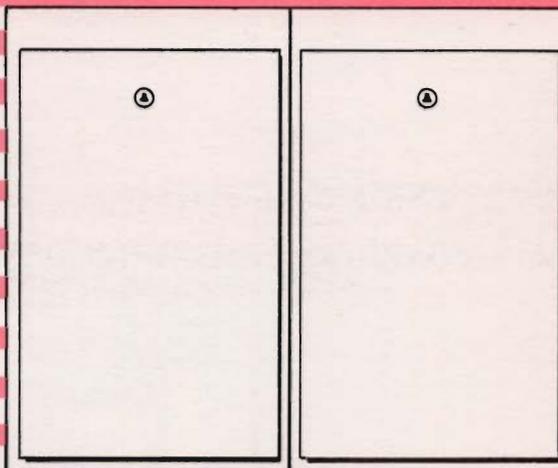
**an
all-purpose
dial
communications
system
for efficient
internal-external
telephone
service**



BELL SYSTEM

757

DIAL COMMUNICATIONS SERVICE



Fast, Direct Outside Dialing

Fast, Direct Dial Intercom

Expands With Your Communications Needs

Flexible Internal-External Service

**This system gives
your business these
profit-building benefits—**

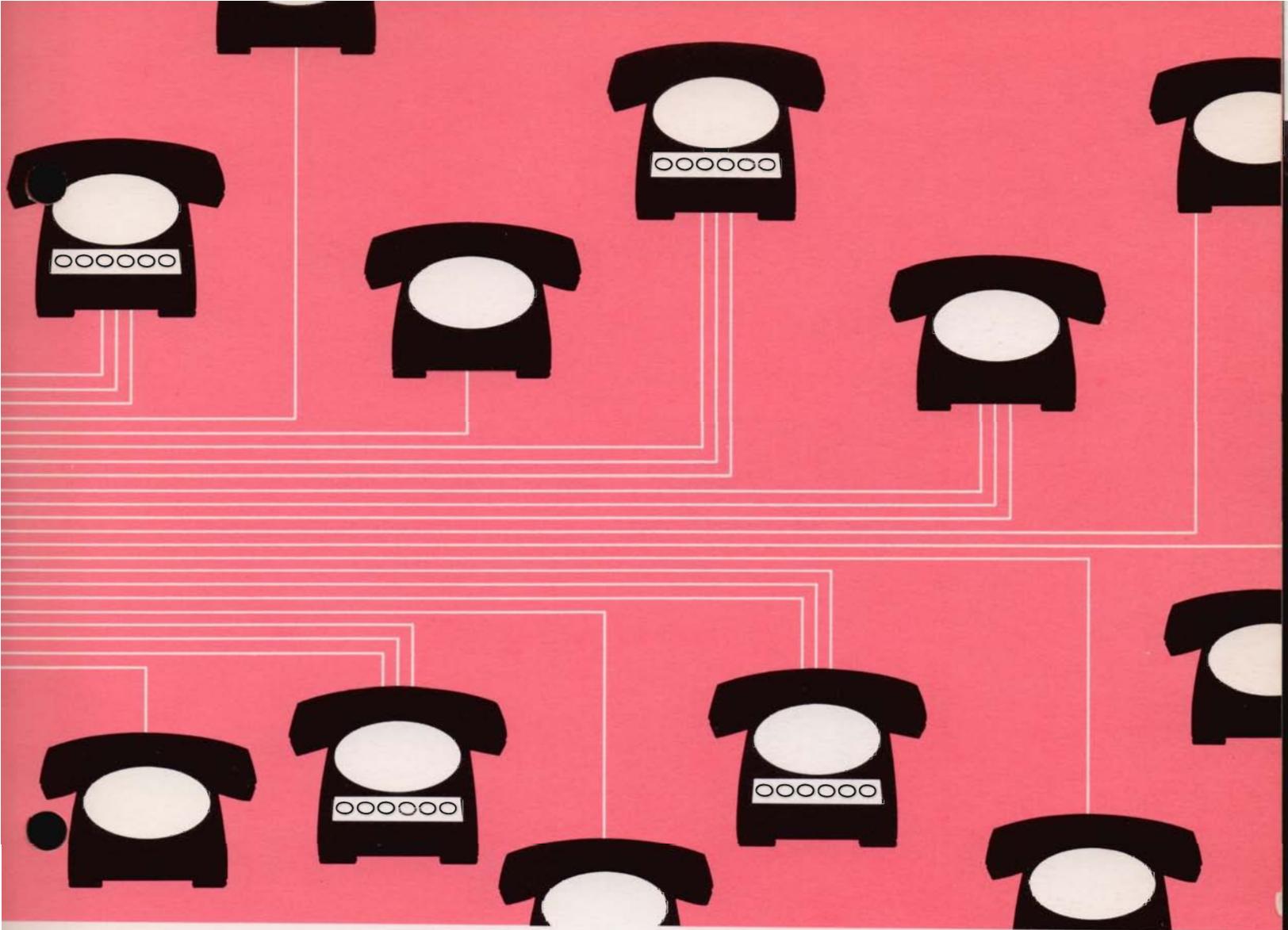
FAST, AUTOMATIC OPERATION

- Provides direct dial access to outside lines—
 - avoids switchboard delays
 - saves employee time
 - assures privacy—no attendant involved
- Provides direct dial intercom to all stations—
 - keeps people at their desks
 - eliminates walk-to-talk delays
- Automatically routes inside calls to second line if first line is busy—
 - saves call-back time
 - reduces slow-downs and bottlenecks
 - relieves attendant of transfer duties

- Automatically routes incoming calls, after hours, to selected stations—
 - assures effective handling of calls when switchboard is unattended
- Automatically routes incoming calls to attendants in the order received—
 - equalizes attendants' workloads

EFFICIENT ATTENDANT FACILITIES

- System designed for desk-top telephone console—
 - assures fast handling of incoming calls
 - eliminates cord handling
 - provides visual and audible signals for accurate control
- Assures priority attention to incoming calls—
 - produces fast, effective handling of calls to inside stations
 - provides automatic controls for immediate and accurate transfers
 - improves business image with outside callers



- Allows attendant to arrange conference calls—
 - assures accuracy
- System can be arranged for conventional switchboard.

CAPACITY—COMPACTNESS

- Equipment is provided in compact modules—
 - installs quickly
 - reduces operating delays and service interruptions
 - operates quietly
- Trunk and station modules can be added as you need them—
 - expands in increments of 40 stations to 200-station capacity

COMPLETELY FLEXIBLE

- Works with all types of telephones—regular, button, special—
 - tailors telephone facilities to your needs

- Provides for special services—
 - dial dictation trunks
 - code calling
 - connections to your loudspeaker paging equipment
 - tie-line service
 - foreign exchange service
 - single-digit dialing for executive services
- All station and attendant controls are automatic—
 - saves attendant time
 - speeds call handling
 - helps prevent interruptions
- Alternate answering positions can be added as needed.

No capital investment required, and there is no extra charge for expert Bell System maintenance.

Here is the

757 DIAL COMMUNICATIONS SERVICE

to meet your needs—

COMPANY	ADDRESS	
EQUIPMENT & SERVICES	TYPE	NUMBER
TRUNKS		
TIE LINES		
STATIONS		
ATTENDANT FACILITIES		
MISCELLANEOUS		
NONRECURRING CHARGES		
MONTHLY CHARGES		



BELL TELEPHONE SYSTEM