



the CALL director

a new Bell System product

a new telephone design concept

... most advanced and flexible
telephone ever offered to sales
and service minded businesses

the CALL director

... new communications tool for modern business ... designed with YOU in mind



FOR THE BUSINESSMAN OR ANYONE who needs more than six pushbuttons.



FOR THE SECRETARY OR CLERK who provides centralized telephone answering for a number of people.

THE CALL DIRECTOR is suitable for use in any business operation: purchasing—warehousing—production—advertising—accounting—sales—traffic—customer service—administration—personnel.

Check these big new advantages you get with the CALL DIRECTOR

COMPACTNESS

- one small, space-saving unit now houses *all* of the features formerly provided in several pieces of telephone equipment

MODERN, FUNCTIONAL DESIGN

- streamlined plastic housings in choice of colors
- slanted face plate makes lamp signals and number strips easier to see . . . pushbuttons easier to operate
- sparkling lucite covers face and number strips

IMPROVED SERVICE

- plug-in type connectors permit fast installation and rearrangement
- pushbuttons light instantly
associate incoming calls with called line
indicate line availability
- bell volume controllable

BUILT-IN FLEXIBILITY

- up to 30 pushbuttons on one telephone to provide . . .
 - call holding
 - multi-line pick-up
 - signaling
 - inter-office communication
 - conference arrangements

to meet *YOUR* exact communications requirements...

the CALL director is available in two models...

- the CALL DIRECTOR "600" has 12 buttons ...can be expanded to an 18-button capacity.
- the CALL DIRECTOR "601" has 18 buttons ...can be expanded to a 30-button capacity.



For further information on how the CALL DIRECTOR can improve your business communications—just call your telephone company business office.

