



Bell System



SLIP-TO-SHORE

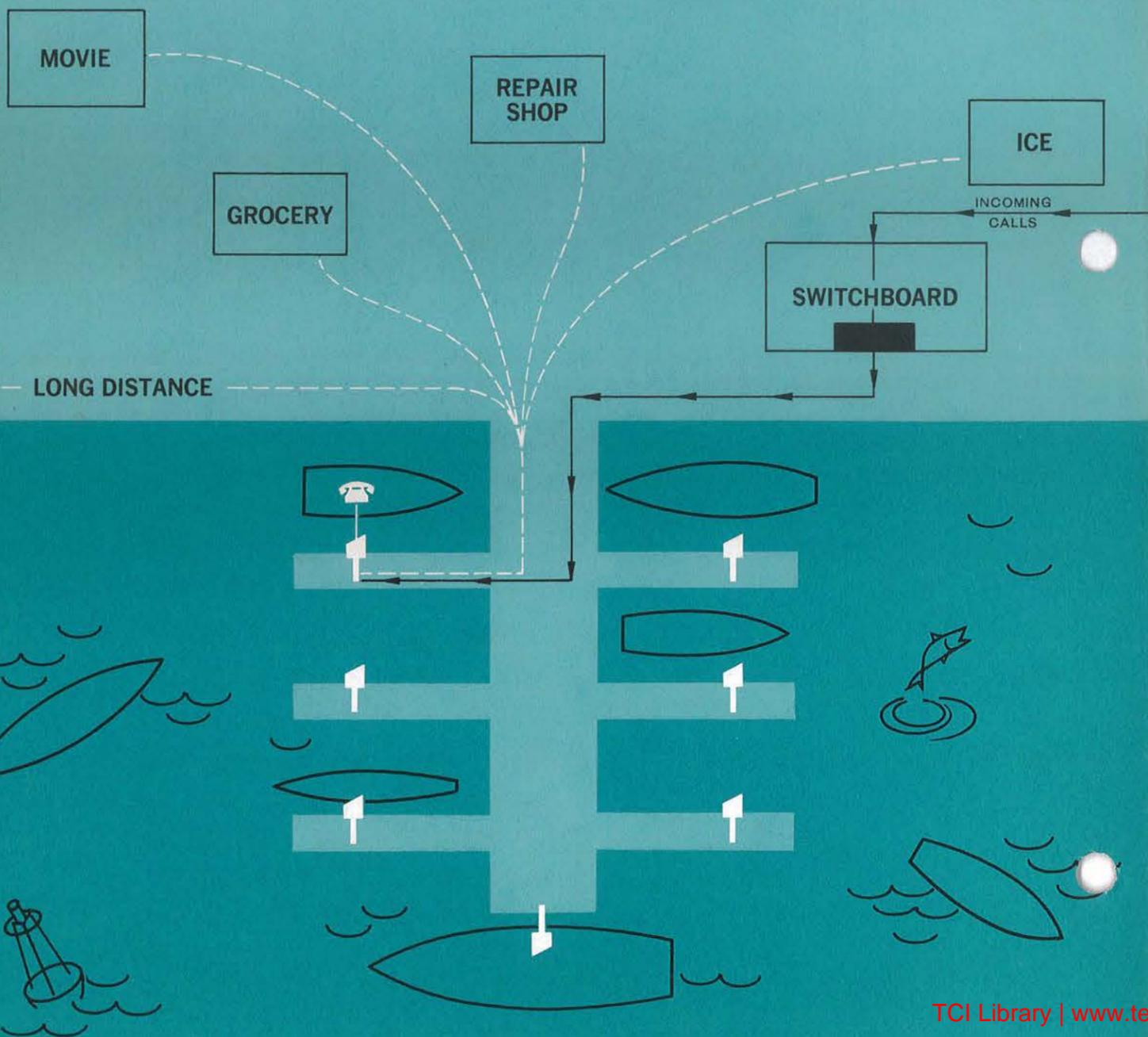
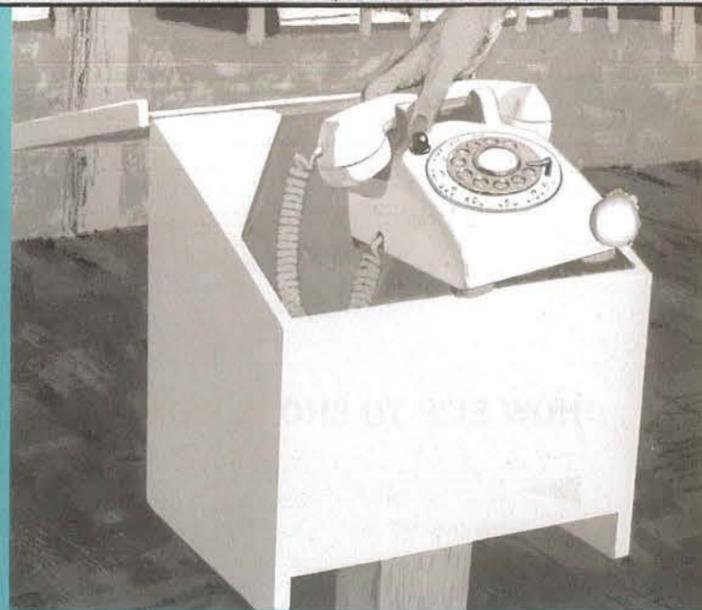
Nautical Telephone Service



a new telephone service that's always welcome aboard

SLIP-TO-SHORE

provides
private telephone service
for any yacht in your marina
affording you new ways
to attract the fleet

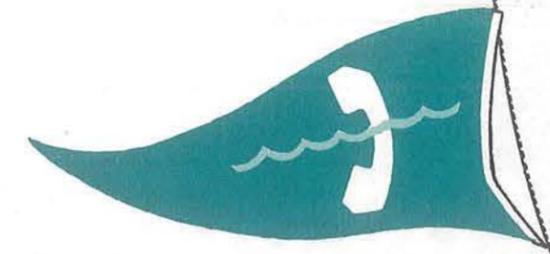


HOW SLIP-TO-SHORE WORKS

- ▶ Dial telephones are stowed in waterproof boxes at dockside ready for use.
- ▶ When a yacht ties up, the telephone is removed from the box and placed aboard.
- ▶ When a yacht leaves the slip, the phone is secured in the box to protect it from the elements.
- ▶ If a message is received for a skipper who is away from the slip, a red light on the phone flashes until he returns and picks up the phone.

WHY SKIPPERS WILL WANT SLIP-TO-SHORE

- ▶ Permits calls to be made in comfort and privacy in fair or foul weather.
- ▶ Makes it easy to keep in touch with home or office quickly and easily because all calls can be dialed directly.
- ▶ Eliminates the chance of missing important messages while away from the slip.
- ▶ Allows calls to be made directly to other boats in the marina.
- ▶ Provides instant contact with marina services with one spin of the dial.



- ▶ Affords direct communication with emergency units, weather and tide information centers, Coast Guard, and local attractions such as theaters and restaurants.

WHY YOU'LL WANT SLIP-TO-SHORE

- ▶ Stimulates calls to your service units.
- ▶ Relieves the load on your switchboard operator.
- ▶ Clears the way for faster service and increased efficiency that will please yachtsmen.
- ▶ Records every call made from every station automatically at a central location.
- ▶ Promotes return cruises and stimulates word-of-mouth advertising.
- ▶ Makes it possible for emergency teams to reach the scene of a dockside mishap quickly without confusion.
- ▶ Stimulates local and long distance calling . . . which is profitable for you.

THERE'S NO CAPITAL INVESTMENT REQUIRED FOR SLIP-TO-SHORE AND MAINTENANCE IS PROVIDED BY THE TELEPHONE COMPANY.

