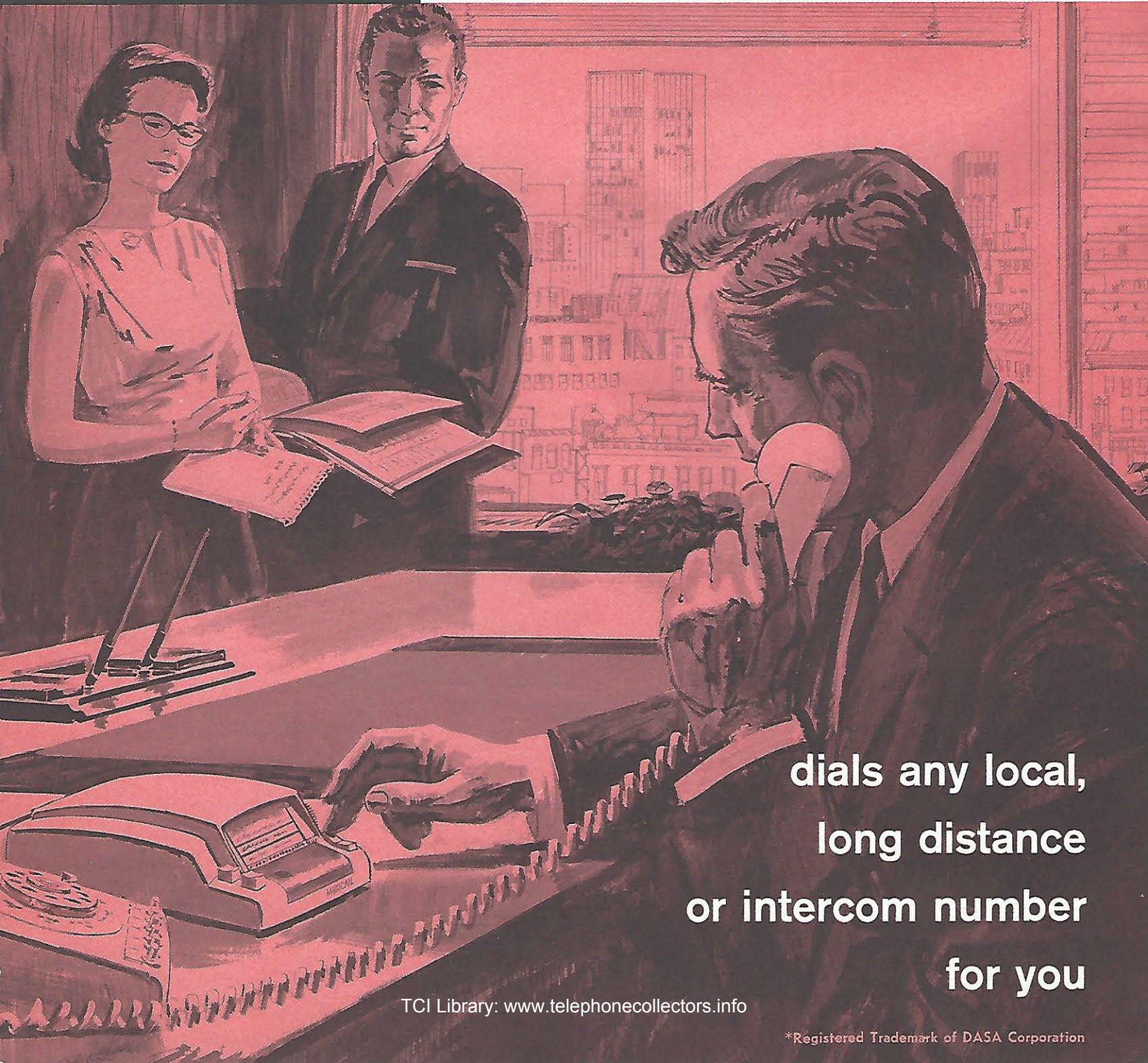


# MAGICALL\*

Automatic Dialing Set



dials any local,  
long distance  
or intercom number  
for you

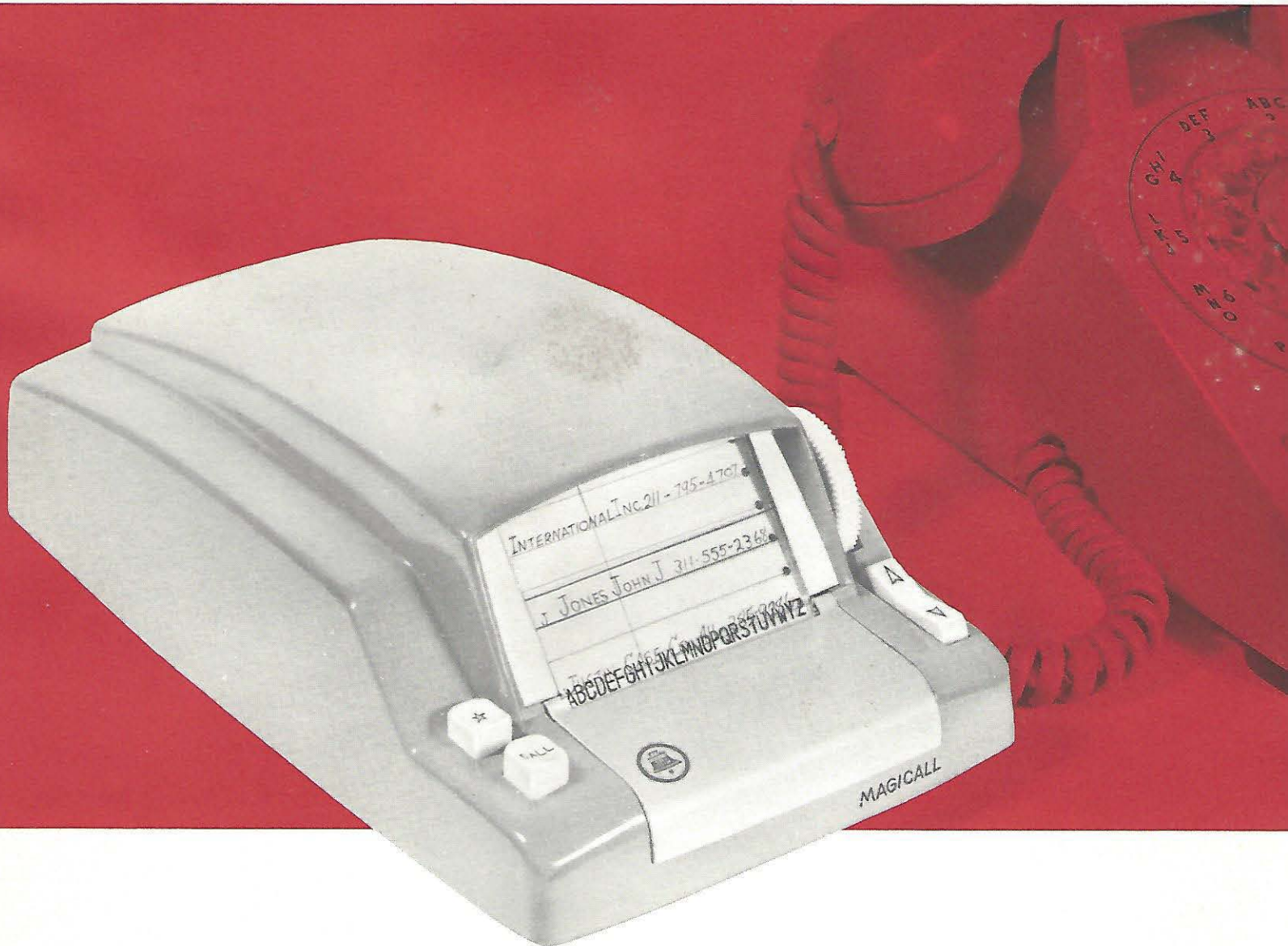
TCI Library: [www.telephonecollectors.info](http://www.telephonecollectors.info)

\*Registered Trademark of DASA Corporation



# MAGICALL

AUTOMATIC DIALING SET



**to call,** merely locate desired number  
on motorized index, listen for dial tone,  
then push "call" button...



# gives your business these benefits...

## ☐ SAVES TIME

- Makes telephoning effortless, accurate, more convenient.
- Easily dials all kinds of calls—local, long distance and intercom.

## ☐ "REMEMBERS" TELEPHONE NUMBERS

- No need to look up numbers—they are stored on magnetic tape and visibly indexed.
- Numbers may be easily recorded and changed.
- You avoid the "memory tricks" that sometimes mean delays or wrong numbers.

## ☐ MOTORIZED INDEX

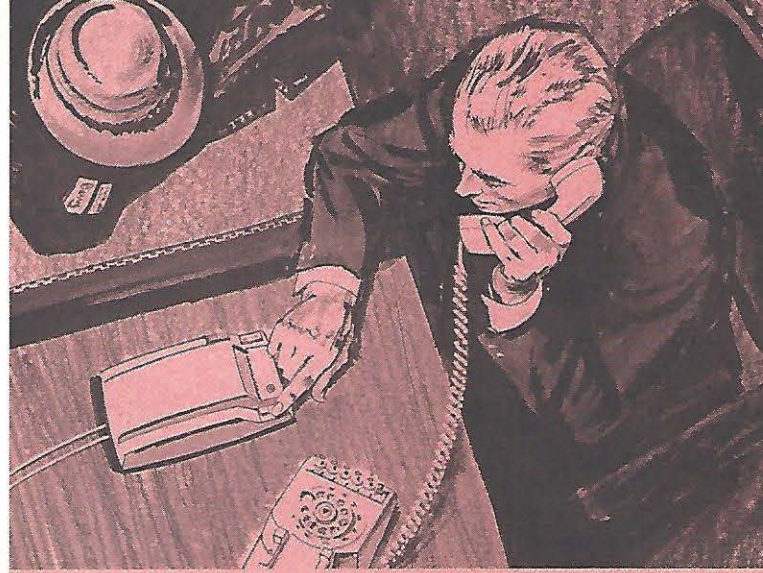
- Permits rapid scanning and fast number selection.

## ☐ FLEXIBLE CAPACITY

- Individual tape cartridges provide 400 or 1,000 number capacity.
- Several cartridges may be used to give additional capacity as needed.
- Cartridges are easily and quickly interchangeable.

## ☐ OTHER "PLUS" BENEFITS

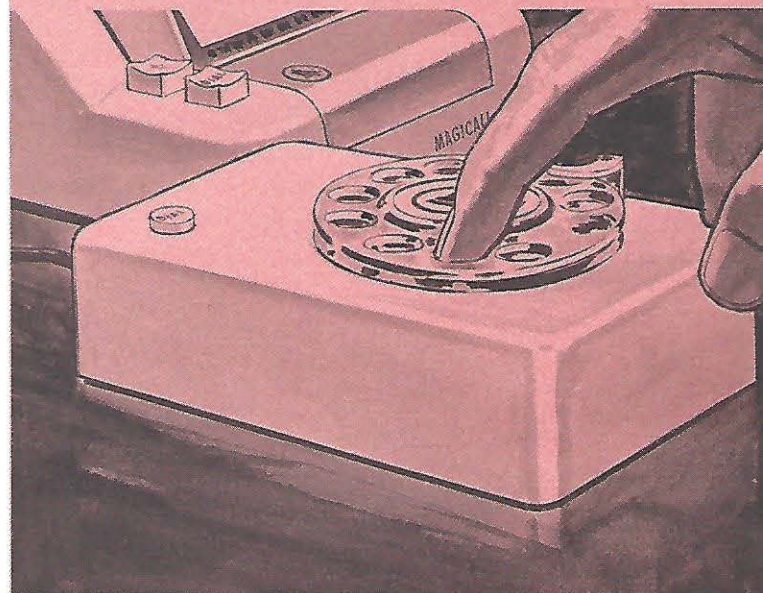
- Requires little desk space—small, compact.
- Index entries can be quickly made in pencil.
- Use your telephone in the regular way at any time.
- No capital investment.
- Prompt, reliable Bell System maintenance at no extra cost.
- Available in decorator colors.



FOR THE EXECUTIVE, automatic dialing serves as a valuable "assist" in accomplishing more with substantially less effort.



FOR THE OFFICE WORKER making many outgoing calls, helps reduce fatigue, increase efficiency.



HANDY PLUG-IN DIAL, used to record numbers on magnetic tape, stores in desk drawer or other out-of-the-way place when not in use.



# MAGICALL

AUTOMATIC DIALING SET

adds speed,  
accuracy and ease  
to your telephoning...

## Saves You Time and Effort:

lets you reach  
your party quickly  
and conveniently without  
looking up numbers  
or dialing.

## Saves You Money:

speeds call-handling,  
boosts staff efficiency  
with motorized  
index and easy-to-operate  
equipment.

TCI Library:  
[www.telephonecollectors.info](http://www.telephonecollectors.info)



## Bell System

American Telephone & Telegraph Co.  
and Associated Companies