

# 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 CALLdirector

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.

