the CALLdirector

introducing

the 6A KEY TELEPHONE SYSTEM

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 housing is available in four attractive colors — light grey, moss green, ivory and beige (not available in black). Handset cords are furnished in the same color as the handset and can be arranged to enter the housing from left side or left front. Five face mats will be shipped with each set. The colors are dull silver, dull gold, pale blue, pale green and cream white.

IMPROVED SERVICE . . .

Provided are bell volume control and square push-buttons which light to associate incoming calls with the called line and indicate line availability. Plug in type connectors on ends of eight foot mounting cords permit fast installation and rearrangement with minimum inconvenience to the customer. Extra six button key strips are easily added on a building block plug-in basis.

FLEXIBILITY . . .

Up to 30 buttons on one telephone to provide multi-line pickup, call holding, intercom, plus add-on, selective conference arrangements and pushbutton signalling such as that available with the 6A key system.

RECOMMEND THIS MODERN SET TO...

Any new customer who requires more service than can be accommodated using six button key telephones. These are situations where in the past we would have served the customer with six button telephones and separate pads or pushbuttons, or with 101 type key cabinets, or perhaps a small switchboard.

Existing customers who have outgrown the service capacity of six button key telephones. Among these, are customers who need additional C.O. or P.B.X. lines, a 6A dial intercom system, add-on, pushbutton station selection and signalling.

Existing customers with 101 key cabinets who are moving or planning major service rearrangements.

Existing customers whose 101 key cabinet or cabinets are at capacity and whose service requirements have increased.

IMPORTANT: SELLING "The CALL Director" TO REPLACE 101 key cabinets where there is no change in the amount of service furnished, is not profitable *AND SHOULD NOT BE RECOMMENDED.*

Rates and Charges

the CALL director

1. FOR CONNECTION OF:

(a) Central office or PBX extension lines which are equipped with holding and combined flashing line and steady busy lamps.

(b) Intercommunication lines which are equipped with steady busy or combined lamps or private lines which are equipped with combined lamps.

(c) Central office or PBX extension lines which are equipped with holding and combined flashing line, steady busy and winking hold lamps.

	Monthly Rate	Installation Charge
18 Button Set, each (K18)	$12.50	$50.00
30 Button Set, each (K30)	20.00	75.00

The above charges are basic and apply to each call director set installed. The charges include the use of the buttons in the set for pickup, hold and signaling and the associated lamps.

Installation charges apply where Call Directors are moved or substituted.

2. THE FOLLOWING CHARGES ALSO APPLY:

(In addition to the basic charges for the CALL DIRECTOR, shown above).

	Monthly Rate	Service Connection Charge
(a) For connection of each line not already equipped with holding and lamping as in (1) (a) and (b) above. (RHS)	3.00	Applies
(b) For connection of each line not already equipped with holding and lamping as in (1) (c) above. (RHSW)	3.50	Applies
(c) For subsequent change to a different color mat.	—	Applies

Scheduled charges apply, as in the case of other key telephones, for the central office, PBX extension or other lines terminating in the set, and for an extension station if applicable. Scheduled charges also apply for audible signals.
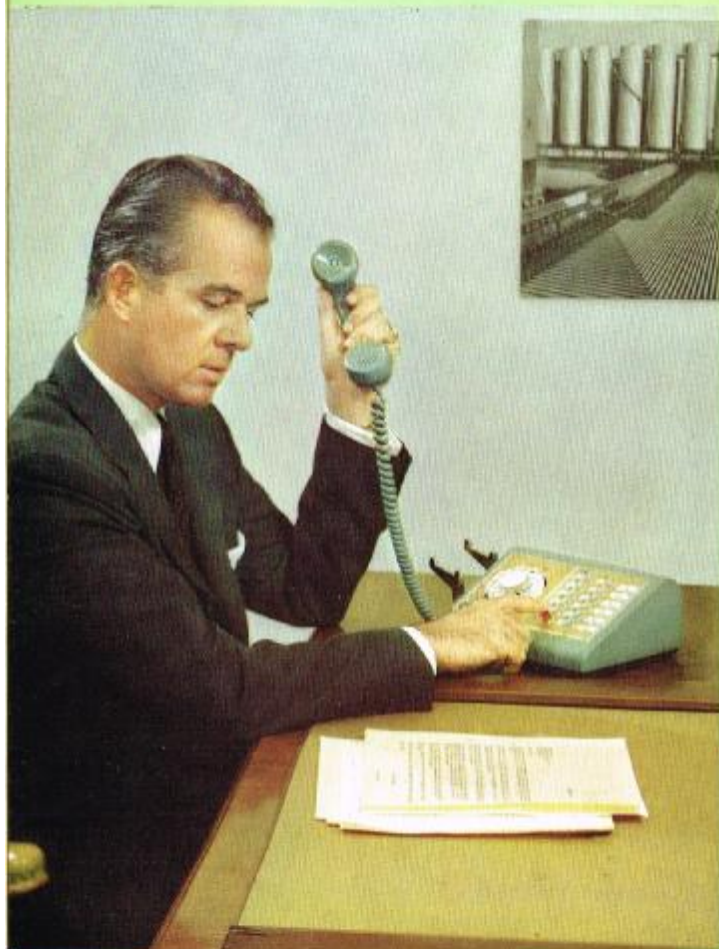
the CALL director

a new Bell System product
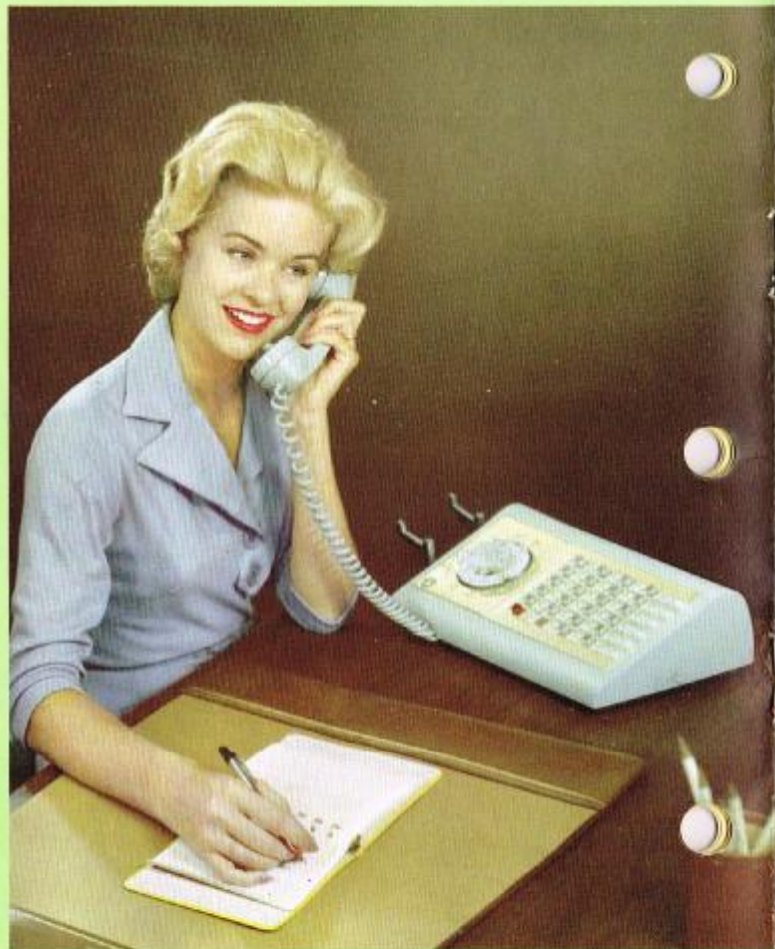
a new telephone design concept

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

the CALL director ...new communica

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
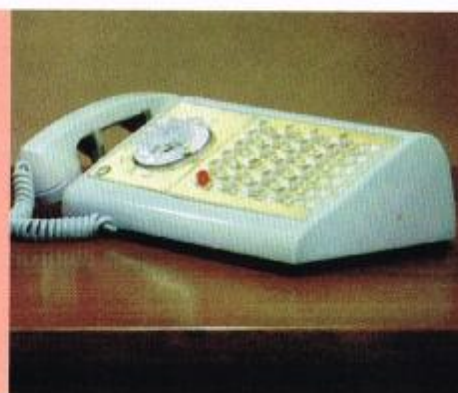- bell volume controllable

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.

BELL
SYSTEM

pushbutton

communications

will work for you

fast, efficient communications

answering—calling

From a single telephone you can answer or make
calls on the line you want. Just push the
button associated with the line.

holding

You can hold a call on one line while
making or receiving another call. When you
complete the second call, you can return to the first.

lights

Illuminated lucite buttons flash on and off
for incoming calls — burn steadily while line is
used — wink when line is held.

intercommunicating

Fast, convenient intercommunication.
One button connects you to the intercom system.
Either dial or push a button to signal the
desired person.

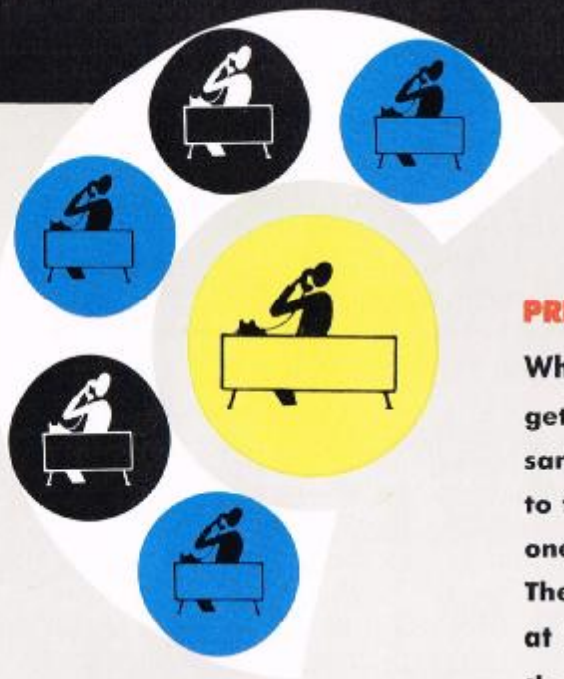TELEPHONES IN COLOR WILL BRIGHTEN UP YOUR OFFICE

engineered to fit your individual needs

Available, also, to work with your new pushbutton communications system is the CALL DIRECTOR— with greater pushbutton capacity.

PRE-SET CONFERENCE

When you need to get together with the same group from time to time, simply dial one conference code. Then, with each person at his own desk, the conference gets under way.

BUSY

HANG-ON

FREE

CAMP-ON

When you find another office phone busy, simply hang on, and your call will automatically be put through the moment that telephone is free.

tures to serve you better

ADD-ON

Should you want
one of your coordinates
in on the call
you can easily add him
and stay on the line,
or not, as you wish.

CAPACITY

As many as
36 telephones
can be included in your
intercommunicating
system.

AUTOMATIC EXCLUSION ASSURES COMPLETE PRIVACY ON EACH CALL

THIS NEW BELL SYSTEM SERVICE
OFFERS BIG ADVANTAGES TO YOU

speed — Fast communications with either inside phones or outside lines.

flexibility — Each telephone user can answer, hold, or transfer any call to any telephone, day or night.

economy — Just a small monthly charge for service tailored to your needs.

maintenance — Prompt and professional — at no additional cost.

no investment — No depreciation or overhead to worry about. Additions or rearrangements are handled swiftly and efficiently by skilled Bell System technicians.

reliable — A Bell System service.

BELL SYSTEM

6A KEY TELEPHONE SYSTEM

The 6A key telephone packages provide a number of new features not available in the present nine station dial intercommunicating system that is now part of many 1A and 1A1 systems.

The popularity of the nine station dial intercom system exceeded all expectations, but in many instances, it was found inadequate in meeting all of a customer's requirements. The 6A system, in addition to providing various new service options, is designed to meet the immediate need for a system of larger capacity. It has a practical maximum of 36 station codes and two talking paths. Such features as privacy, flashing lamps, preset and add-on conference, busy tone, station common audible signal and camp-on make the 6A a most versatile package.

FOR THE CUSTOMER . .

THE TWO LINK system can carry up to eight times the intercom traffic that could be handled with the Single Link system.

FLEXIBILITY has been built in — P.B.X. or central office calls can be transferred to or conferenced with another 6A station even though the line does not appear at that station. Two add-on features are standard with Single and Two Link systems—additional add-on arrangements are available as optional features.

MINIMUM EQUIPMENT REQUIRED — takes up little valuable desk space since the station termination can be in any standard or key type telephone.

CONVENIENCE is added and valuable time saved for those persons who find it necessary to arrange interoffice conferences. Two preset conference arrangements are standard with Single and Two Link systems and additional preset conference features are available at nominal cost. For those persons who may prefer pushbutton selection over dialing, pushbutton selection of stations for simple, fast and convenient operation is now available.

COMPLETE PRIVACY now offered with this system assures the security of confidential calls and prevents accidental intrusions.

A PAY AS YOU USE PLAN — no capital investment necessary — no installation or maintenance worries.

PRIORITY OF ACCESS to a busy station or system is provided with "camp-on" feature. Where desired, off-premises locations can be included on the system.

As a moderately priced intercom system with good customer appeal, the 6A holds great promise of proving to be a valuable addition to the present line of service offerings.

Description and Operation

The 6A is a dial or pushbutton selective local intercom system available in three package plans, and with various optional features. It accommodates up to 36 station codes.

THE SELECTOR ONLY SYSTEM...

Type A is roughly equivalent to the present 9-station system but having the capacity to expand to 36 station codes. Busy lamps are standard with this system.

THE SINGLE LINK SYSTEM...

Type B has a single talking path with a 36 station capacity that is equipped for line and busy lamps. Automatic privacy, two preset conference arrangements and two add-on arrangements are standard. Optional features include camp-on, pushbutton selection, additional preset and add-on conference arrangements.

THE TWO LINK SYSTEM...

Type C has two talking paths plus all the standard features of the One Link System and the busy tone and camp-on feature. Optional features include pushbutton selection and additional preset conference and add-on arrangements.

TALKING ARRANGEMENTS...

With Single Link System—station codes are dialed on selector circuit and automatically transferred to the line circuit for talking.

With Two Link System — calls are initially established on the primary link and after the called station answers, immediately transferred *automatically* to the second link. If the second link is already in use, the call remains on the primary link until the second link is free at which time the call is automatically transferred to the second link. After the transfer is completed the system is ready for another call on the primary link.

> NOTE: The automatic transfer can be heard as a momentary click by parties being transferred.

AUTOMATIC PRIVACY...

Equipped with this feature called and calling stations will exclude other 6A stations *provided* the called station answers *before* another station comes in on the system.

CAMP-ON...

Allows a station, after picking up and finding a busy condition, to wait and reserve (camp-on) until the called station is free to answer or the system is free to receive another call. The previously selected station is then *automatically* signalled.

> NOTE: Camp-on does not operate when using pushbutton selection.

PRESET CONFERENCE...

Enables a station to select a fixed group of stations by means of a dialed code or pushbutton. A maximum of six station codes may be prewired to a control circuit. All conference stations are signalled whenever the preset conference code is selected.

> NOTE: Two preset conference arrangements are standard with Single and Two Link systems.

SELECTIVE CONFERENCE...

Available in any arrangement where pushbutton signalling has been provided. Selection is made by operating pushbuttons simultaneously or individually in rapid succession. All selections must be made before any of the selected stations answer.

ADD-ON...

Allows interconnection of a previously held C.O. or P.B.X. line with any 6A station. With this feature a key telephone can, after placing the incoming call on hold, depress the add-on button and establish a three way conversation.

An additional advantage of this feature is the ability to connect a *keyless* station associated with the intercom system to outside station lines under the control of a station equipped for add-on conferencing.

NOTE: A separate button is required for each line equipped for add-on.

6A KEY TELEPHONE SYSTEM

	Selector Only Type "A"		Single Link Type "B"		Two Link Type "C"	
	Monthly Rental	Conn. Chg.	Monthly Rental	Conn. Chg.	Monthly Rental	Conn. Chg.
2 to 9 Code Sys.	$ 5.00	$10.00	$15.00	$25.00	$30.00	$50.00
10 to 18 Code Sys.	7.00	15.00	25.00	30.00	45.00	55.00
19 to 27 Code Sys.	9.00	20.00	37.50	35.00	60.00	60.00
28 to 36 Code Sys.	11.00	25.00	47.50	40.00	75.00	65.00
Busy Lamp Only	No Charge		No Charge		No Charge	
Flashing Line Lamp Signal Control Equipment (Per Sys.)	*	*	2.00	2.00	2.00	2.00
Automatic Cutoff (Per Sys.) On Initial Inst.	*	*	None	None	None	None
Subsequently Added or Changed	*	*	None	7.50	None	7.50
Camp-on (Per Sys.)	*	*	2.00	2.00	2.00	2.00
Conference Arrangements						
Pre-Set (Per Group of Station Codes)	2.00	2.00	2.00	2.00	2.00	2.00
Add-on (Per Line Equipped)	2.00	2.00	2.00	2.00	2.00	2.00

* Not Available

In addition, regular charges apply to the following:

    a. Lamps and audible signals.

    b. Each pushbutton used for signalling a station or preset conference group.

    c. Each pushbutton associated with an add-on conference arrangement.

PLANT MERCHANDISING

LONG ISLAND AREA