

THE BELL
SYSTEM'S

Line

of New
Products
and
Services



Golton

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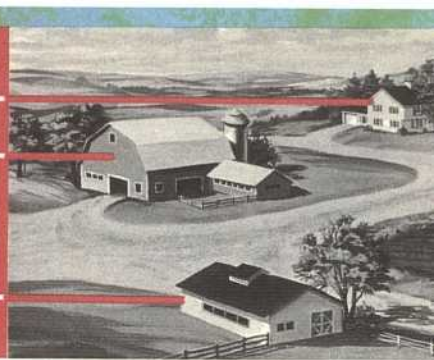
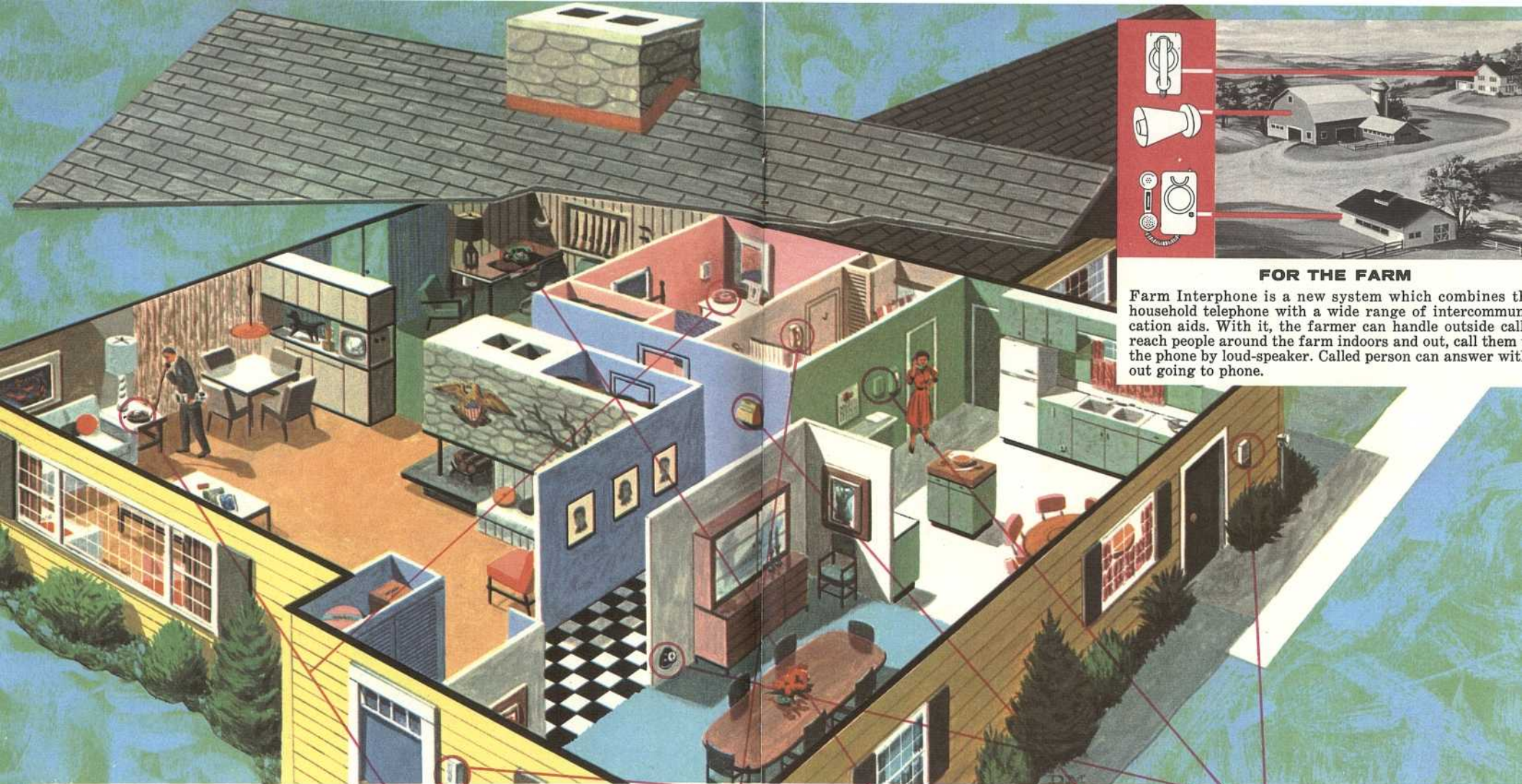


**OUR "LINE" OF NEW CUSTOMER
PRODUCTS AND SERVICES**

ever changing, ever improving



On these and the following pages is an informal catalog of the varied, colorful – and highly efficient – new products and services which the Bell System is now offering to its customers. Here we see the results of the combined efforts of the Bell Laboratories, Western Electric, the Operating Companies and A. T. & T., to develop, produce and sell a line of products which not only effectively meet competition in the communications market place but also contribute importantly to convenient and efficient modern living. The products and services you see here are something more, too. They measure a new dimension of a vital and progressive business.



FOR THE FARM

Farm Interphone is a new system which combines the household telephone with a wide range of intercommunication aids. With it, the farmer can handle outside calls, reach people around the farm indoors and out, call them on the phone by loud-speaker. Called person can answer without going to phone.

LOOK WHAT YOUR TELEPHONE CAN DO NOW!

You can answer the door, talk from room to room, check on sleeping children — all by simply picking up the nearest telephone. The key to this new security and convenience is Home Interphone. The pictures show how its units work together.



Lovely little Princess sets with matching speakers fit most anywhere, light up for easy dialing.



Wall phones save kitchen space. They're fine other places, too.



Desk phones come in several handsome decorator colors and add to the beauty of any room.



Bell Chime calls you to the phone musically. It can be set to ring loudly when you are outdoors.



Door speaker: Talk with anyone at door easily, securely.



Cover plate for concealed wiring installed when home is built.



Message Waiting Service — flashing red light on phone tells motel or hotel guest messages are awaiting him.



Mobile Telephone Service allows intercommunication between a car, boat, truck, plane or train and any other telephone in the network.



Telephone Answering and Recording Set records a caller's message for play back to the customer.



Answering Service Switchboard — used to intercept calls to business or professional people who are out of their offices.



Airlight Booth is for outdoor use in single installations. A wide variety of colors is available.

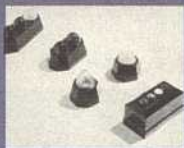
These booths are designed by the Bell Telephone Laboratories, produced for the Western Electric Company, and used by the Bell System Operating Companies.



Loudest Bell



Horn



Lamp indicator

Miscellaneous visual and audible signals.



New Artificial Larynx for people whose vocal chords have been surgically removed or whose vocal chords are inoperative due to paralysis.



Walk-up and Drive-up Public Telephones provide service along highways, in parks, shopping centers.

These are new, special products designed to meet a broad spectrum of individual, business and public communications needs. They range in function from the specialized artificial larynx to the Drive-up, Walk-up phones.



Supervisory answering position equipment used with small order taking system in stores, mail order concerns, etc.



Automatic send and receive teletypewriter transmits written messages from prepunched paper tape.



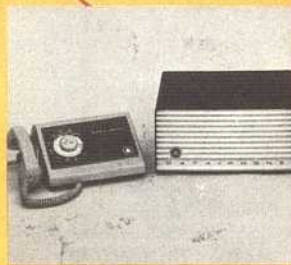
The Princess Telephone adds a tasteful touch to the reception room.



Pushbutton telephone can be used for internal or external communication and with speakerphone.

FOR THE OFFICE...

As swift, accurate communications become more and more essential, these attractive, modern services bring new efficiency and dollar savings to the businessman.



400 Series Data-Phone provides the connecting link which allows two data processing machines to talk to each other over the telephone network.



200 Series Data-Phone transmits information from punched cards over telephone network.



Universal Switchboard Has wide range of improved operating features, may be used with many types of PBX equipment.



Speakerphones permit "hands free" conversation; are available mounted in a Call Director as shown here or as a separate unit (see push button phone picture above).



A new service offering broadband communications channels which provide for the economical grouping of teletypewriter, signalling, voice, data and other private line services. It has the broader channels needed for high-speed data, computer-to-computer and other special broadband needs.

Telpak



National Yellow Pages Service — New service for regional and national Yellow Pages advertisers on a "one contract — one contact — one monthly bill" basis for America's 4,000 different Yellow Pages directories.



Data-Phone — An excitingly new and flexible service concept which enables business machines to talk with each other at various speeds over regular telephone lines.

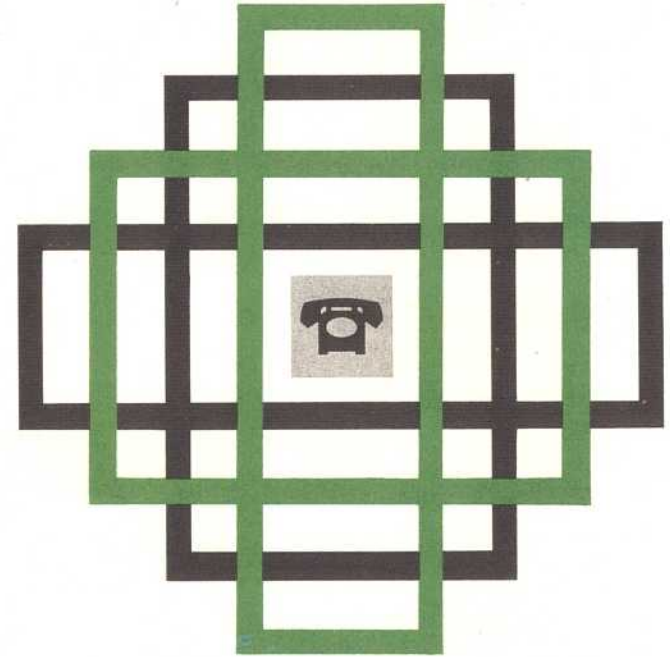


GROUP ALERTING

Group Alerting and Dispatching Systems. Provide quick, accurate voice notification of emergency to as many as 480 members of volunteer fire companies, Civil Defense units, etc., through their own home or business telephones.



Emergency Reporting Systems. Reliable fast voice reporting of fires and other public emergencies direct to a central PBX is provided by means of these strategically located street telephones.



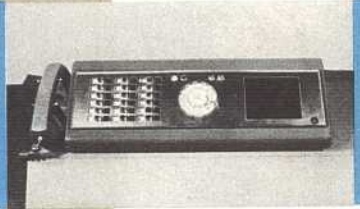
WATS — A new telephone service providing unlimited interstate calling within specified areas on a full or measured time basis.

NEW SERVICES

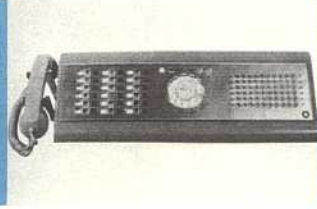
Here we see a major contribution to the future health and growth of our business — the variety of major new services designed to bring greater convenience and efficiency to our customers, and to meet the competition with which we are confronted on all sides; and, in the case of the Emergency Reporting and Group Alerting Systems, to make an added contribution to public safety.



Compact Wall Phone



Desk Top Telephone Set



Modern, compact.



Integrated Card-Operated Dial telephone set designed to assist customers in dialing frequently called telephone numbers.



Dial-in-Handset



Coin Telephone



Desk Set



Wall Set

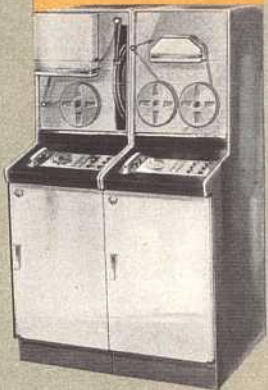


Call Director



Princess

Touch Tone Sets: The touch of tomorrow; unique, deluxe service, easy to operate — just push the buttons.

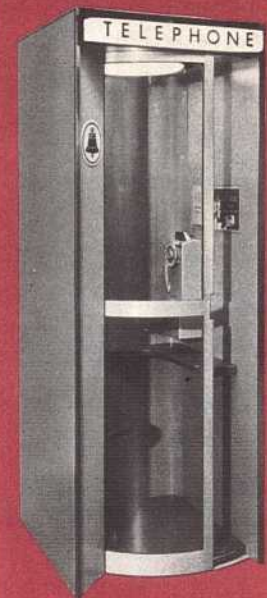


Dataspeed — High-speed teletypewriter paper tape transmission system uses Data-Phone to send information over telephone network at 1000 words per minute.



Bellboy is a pocket receiver which sounds tone when a telephone message awaits user.

Our line is changing, growing, keeping pace with the advanced communications techniques which are now so swiftly emerging. Here you see possible products for tomorrow which are already undergoing market test.



Model of new indoor telephone booth featuring curved sliding glass door. Metal with new molded fiberglass seat and shelf.

THE FUTURE

New concepts, new techniques now taking tangible form in the Bell Laboratories foretell the communications wonders to come. But in this time of accelerated change, of sweeping scientific breakthroughs, no one can truly predict the full potential of tomorrow's products and services. The dim shape on today's horizon comes so quickly to grasp that tomorrow's commonplace can exceed today's boldest dreams. Only of this can we be sure: never have there been such challenges, such opportunities to serve, as tomorrow will bring to the Bell System and all its people. For those we must prepare today. Tomorrow will be here before we know it.

