TWX
Teletypewriter Exchange Service

DOES FOR THE TYPEWRITTEN WORD
WHAT TELEPHONE SERVICE DOES FOR THE SPOKEN WORD
A FAST, EFFICIENT WAY TO COMMUNICATE IN WRITTEN FORM

☐ TWX dial service gives your business versatile and reliable written communications on a message rate basis.
- lets you send and receive typewritten messages across town or across the nation
- over 60,000 stations are located throughout the country
- messages may be transmitted at 100 words per minute
- 4-row keyboards — similar to most regular office typewriters
- little or no special training required — any regular typist can quickly learn to operate a teletypewriter

☐ Your company is listed in both the White and Yellow pages of the national TWX Directory.

HERE’S HOW IT WORKS

☐ Press a button and listen for dial tone.
☐ Dial the machine you want and type your message.
☐ Automatic answerback feature alerts you that the machine at the called station is connected and ready to receive your message — assures receipt of all messages.
...and Bell System operators will answer your special needs for Information, Conference and Collect Calls.

SPECIAL FEATURES

☐ Touch-Tone calling permits connections to be made faster, easier.
- may be used in place of rotary dial
☐ Card Dialer for rapid automatic calling.
- ideal for frequently called numbers
☐ Messages can be transmitted and received in 8 level punched paper tape.
- facilitates the handling of integrated business machine data
- ideal for handling large volumes of messages
- maintains constant operating speed of circuit
- provides by-product page copy of messages
- can be punched “off-line” for later transmission
TELETYPEWRITER EXCHANGE SERVICE GIVES YOUR BUSINESS THESE ADVANTAGES

FAST, DIRECT BUSINESS COMMUNICATIONS

- Ties together the operations of your business.
  - sales offices with customers
  - production plants with company headquarters
  - warehouses with distributing outlets
  - purchasing with outside suppliers

- Aids in gathering operating data.
  - sales reports
  - expense figures
  - production schedules
  - accounting facts

- Helps speed important management decisions to operating departments.
  - manufacturing and distribution changes
  - price changes
  - new merchandise and special sales
  - promotional activities

ECONOMY AND INCREASED EFFICIENCY

- Affords rapid, low-cost communications between separate business locations.
  - service is 24 hours—7 days a week
  - unattended operation wipes out disadvantage of time zone differentials and reduces need for machine attendant
  - Conference Call service for transmitting messages simultaneously to more than one location

- Permits you to better coordinate business functions.
  - speed orders from sales offices
  - advise on delivery dates
  - help control inventories
  - announce shipping and traffic data
  - speed replies to inquiries
  - order and confirm reservations
  - issue buy and sell orders quickly
  - pass leads to field salesmen
  - advise field salesmen on status of orders

EET SPECIAL NEEDS

- completely automatic—reduces need for machine attendant
- eliminates manual retyping of repetitive information
- Multiple carbon paper is available for page copy messages.
  - provides extra copies for other departments
  - speeds internal work functions
- Your own business forms can be used for orders, reports, and other business records.
  - expedites internal clerical operations
  - speeds order processing and delivery
- "Receiver only" handsets for call progress tones.
  - may be used in place of built-in loudspeaker
  - helps attendant in calling from noisy locations
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**BELL TELEPHONE SYSTEM**