



business
communications
systems

GTE AUTOMATIC ELECTRIC



General offices and main manufacturing plant of GTE Automatic Electric, Northlake, Illinois. The company has over 3,500,000 square feet of floor space devoted to the manufacture of communication equipment

80 years of telephone equipment manufacturing experience

Because communications are so vital to any business, the selection of a supplier is just as important as the selection of the equipment itself. GTE Automatic Electric, a subsidiary of General Telephone & Electronics, offers you 80 years of telephone equipment manufacturing experience. We invented the dial telephone and the automatic switching equipment used by telephone companies all over the world. Every year our company produces over one million telephones, as well as complete communications systems for phone companies, businesses, institutions and government agencies.

Our organization employs over 14,000 people in four manufacturing plants, extensive laboratories and nine distribution centers.





manufacturer to you... the most complete line of telephone and communication equipment

The telephone equipment shown on these pages is designed and manufactured by GTE Automatic Electric to the rigid standards of the telephone industry.

Outside of the Bell System, we are the major manufacturer of telephone systems in the United States. Thus we can offer you the widest possible choice of equipment to fit your communications needs exactly. And you'll have the peace of mind that we alone can give you, because our single source responsibility is backed by 80 years of communication equipment manufacturing experience.

Businesses, schools, correctional institutions, railroads, utilities, pipelines and government agencies have bought thousands of communications systems directly from our company. Many of these are interconnected into the national telephone network.

Telephone systems
customized with
special equipment
and features
to improve your
communications
efficiency

Try to imagine all of the things you would like to have in the way of communications efficiency, effectiveness and convenience. Chances are that your ideal communications package is already incorporated in one of the many systems available from GTE Automatic Electric.

We'll give you a telephone system that can be used for conferences, paging, dictation. Switchboards that automatically transfer an outside call to another person when the one called is busy. Our systems reduce the work of the operator or attendant so people don't have to wait for the operator to make internal calls, to transfer calls, to set up conferences. We offer a large selection of communications systems for large or small installations and a complete line of telephone instruments in your choice of decorator colors.

The opposite page describes a few of the service features available.



HANDS-FREE PHONE—You can carry on a telephone conversation without having to hold the handset. Great for taking notes or conferences.



AUTOMATIC TELEPHONE MESSAGE RECORDING—Answers phones while you're out, records callers' messages—up to 24-hours a day, if you wish.



AUTOMATIC DIALER—Dials often-called numbers for you at the press of a button. No more wrong numbers.



SECRETARIAL ANSWERING—For answering phones promptly. As many as 20 phones can be answered from one location.

These are some of the features we can provide in your communications system

INTERCOM—Any phone in your system can reach any other phone by simply dialing the number. No need to wait for the switchboard attendant.

DIRECT INWARD DIALING—An outside party can call an inside telephone directly, without going through the attendant. Saves your customer's time as well as the time of your attendant.

CALL TRANSFER—You can transfer calls from your phone to any other in the system. No attendant assistance required.

CONFERENCE SERVICE—Permits several people at different phones to take part in the same conversation.

VOICE PAGING—Make announcements directly from

your desk simply by dialing into your loudspeaker system.

CALL WAITING—Incoming call is held until you're free to answer it. When you hang up on previous call, your phone rings automatically.

REMOTE ANSWERING—Calls after normal operating hours—or at any time the attendant is not present—can be answered from any phone and transferred to any other phone in your system.

EXECUTIVE RIGHT-OF-WAY—Selected phones have priority and can break in on a busy line.

TELEPHONE DICTATION—You can dial directly into a dictation machine from your own phone.

Experienced help in installation, maintenance, training

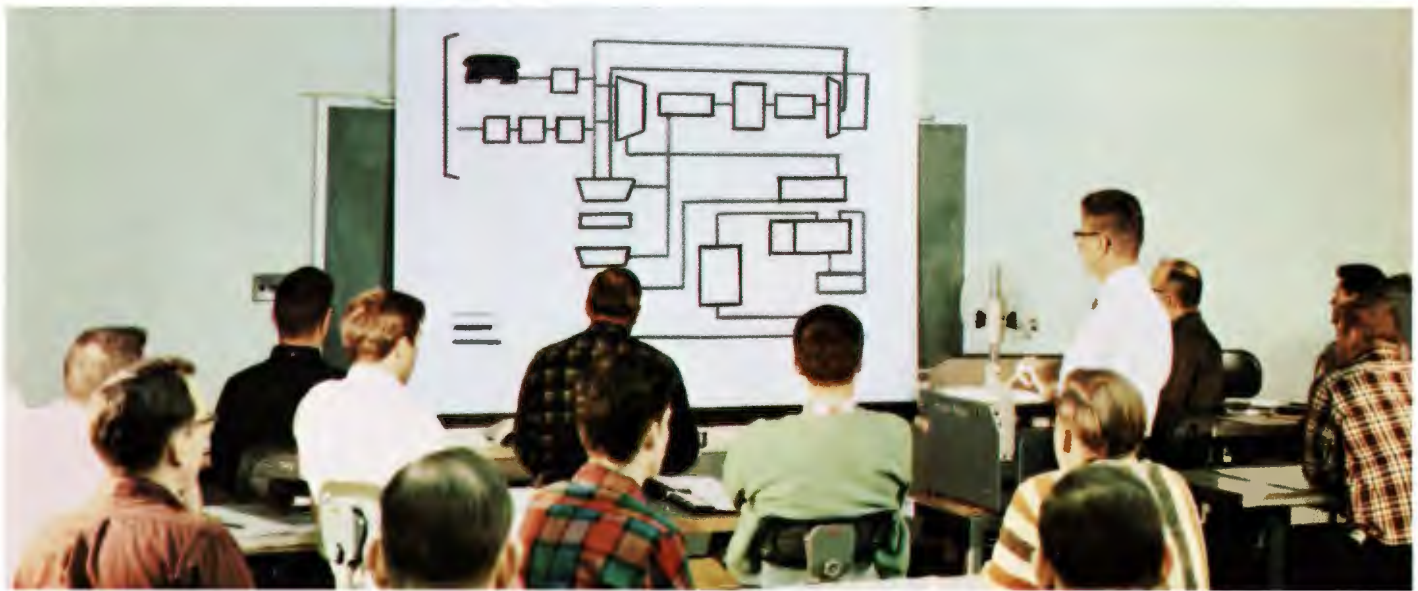
Our company has sold thousands of communications systems of every size. We are well aware that your needs may be unique and different from those of anyone else. We're experienced enough to offer you as much or as little support as you need. You may wish only to purchase a system. But if you want further assistance, we'll be there. When it's time for installation, our skilled supervisor can direct your

men, or we can provide a trained crew to do the job. GTE Automatic Electric employs installers and engineers across the country. Maintenance? We can offer you a customized service plan to provide you with anything from simple preventative maintenance to 'round-the-clock seven-day-a-week assistance. Or we'll train your personnel, either on your premises or at our Northlake Training Center.

Your choice of maintenance contracts

Our service plans are tailored to the amount of service your system is expected to require. There are four separate maintenance contracts, and many combinations of these. The simplest offers you routine maintenance at scheduled intervals or upon your demand; the most extensive contract provides

corrective maintenance on a 24-hour-a-day basis, seven-days-a-week. The contracts also cover such considerations as traffic analysis and additions to your equipment. You'll find the annual costs of our maintenance programs to be surprisingly low.

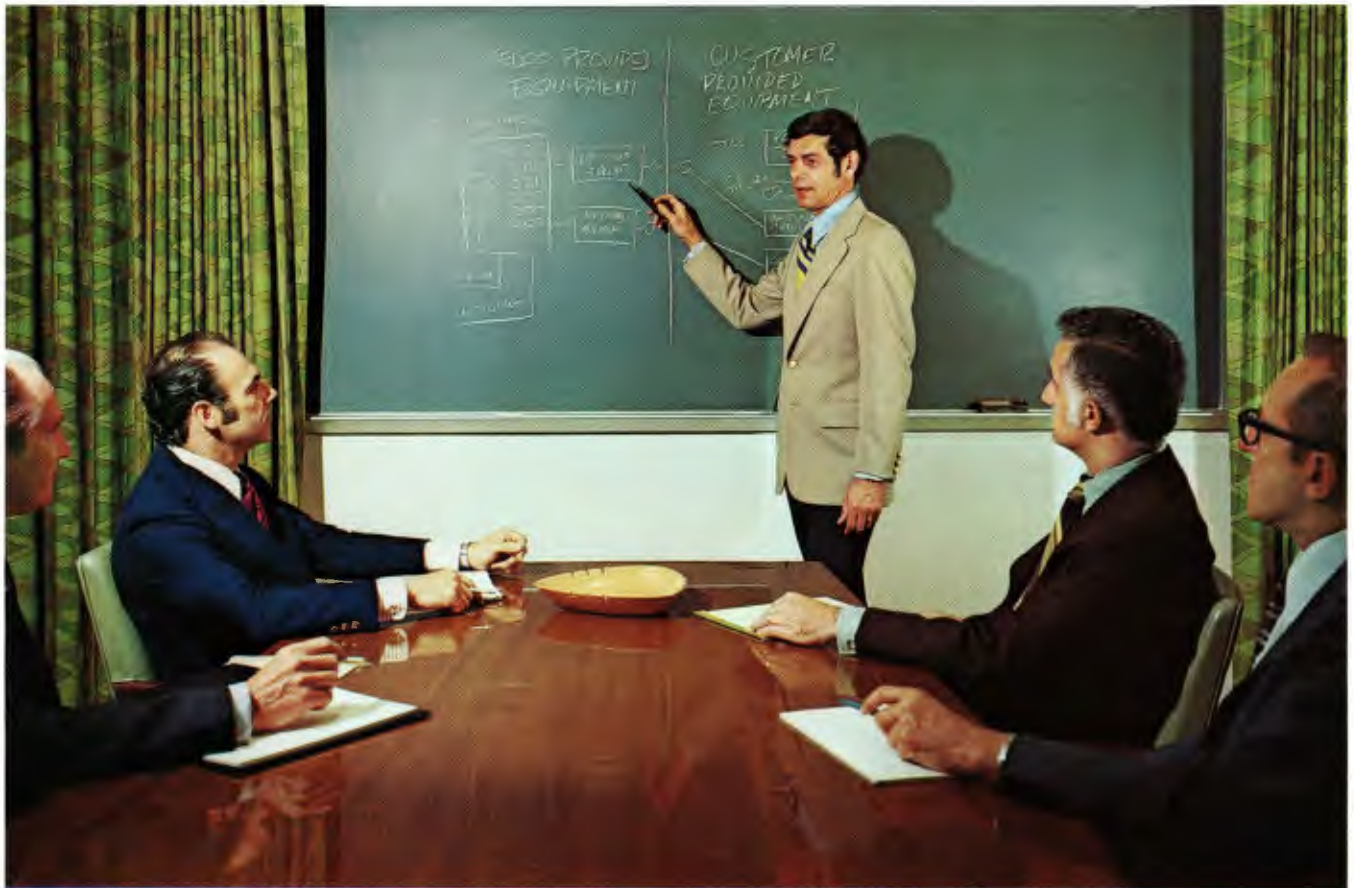


INSTALLATION—Our experienced, skilled installation crews handle complete installation of large, complex systems as well as smaller ones; they apply the same quality workmanship to all installations, regardless of size.

SYSTEM TRAINING—Every year more than 1,600 GTE Automatic Electric employees and customers receive instruction at our Northlake Training Center in the operation and maintenance of our systems. Our full time teaching staff, formalized programs, and all types of equipment for hands-on training insure that our service representatives are fully qualified to maintain your communication systems. These same training facilities are available to your people if you elect to maintain your own system.

ON-THE-JOB-TRAINING—Still other customer personnel are trained in the correct operation of our equipment right on their own company premises. On-site training is available to your operators and maintenance personnel as well as to your managerial and supervisory personnel.

Meeting your personnel enables our communications specialist to carefully analyze your business communications requirements.



To help you determine whether it would be to your advantage to purchase your own equipment we offer a computerized evaluation program. This analysis projects your alternatives in terms of total costs, provides the information you need to make a decision.

How our communications specialist can help...

Our communications specialist is the one who can put the separate pieces of your communications all together. He's a hand-picked, factory-trained expert who has already done this for many other companies, large and small. He's assigned to you at the planning stage, to provide you with all the help you'll need—at no cost. He'll evaluate your present communications and show you future possibilities.

After a comprehensive study of your present and future needs, our communications specialist will recommend the type of system that will best serve your requirements. His written proposal will detail the equipment and services to be provided so you can make your own evaluation of the yearly costs of owning your equipment.

Check...

the advantages of buying your telephone system directly from GTE Automatic Electric:

- Fully-Qualified Communications Specialists
- Single Source Responsibility
- Modern Equipment, Meets Telephone Company Standards
- 80 Years of Communications Experience
- Qualified Installers and Service Men
- Nationwide Parts Inventories
- Warranted Equipment and Installation
- Training for Customers' Employees
- Choice of Maintenance Contracts

If you are going to buy your own equipment, we believe you'll profit by getting our analysis and suggestions. There's no obligation. To get in touch with our communications specialists, just write: Business Communication System Sales, GTE Automatic Electric, 400 N. Wolf Road, Northlake, Illinois 60164.

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