

A Private System of Telephones

An Introduction to
the Advantages of
Private Ownership



THE NORTH ELECTRIC MFG. CO.

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A Private System of Telephones

An introduction to the advantages and economy of private telephone ownership.

The manually operated rented Private Branch Exchange (P. B. X.) is primarily a connecting link between the business world and your organization, and provides facilities for the distribution of this service to and from all interested departments. There is, however, a very general and natural tendency to make it carry, in addition, the weight of all interior intercommunicating telephone traffic without consideration of the financial aspect of the situation.

The effect of this double duty is to create interference between local and city connections, delays in answering, large numbers of "line busy" reports, and, generally, to divide the operators' time and attention to the det-

rimention of the service at large.

The solution of the problem in a manner compatible with highest efficiency and lowest installation and maintenance costs lies in the reduction of your rented city telephones and equipment to a minimum, and the purchase of an Automatic System for interior intercommunicating telephone service. Such an automatic system is self-operative; it relieves your rented system of the interior traffic; it provides rapid, reliable and secret service DAY and NIGHT for 365 days a year and permits such reductions in rented equipment as to accrue savings sufficient to pay for the automatic system in a short period of time.

Fourteen Fundamentals of Better Service

The following considerations do not purport to be a complete presentation of the subjects; they are merely intended to introduce prominent advantages of a separate privately owned Automatic System for inter-communication.

1. Not every telephone station in an organization needs city telephone service; many telephones actually never use it, but these telephones ARE used for interior intercommunicating.
2. In planning your telephone requirements start by assigning a privately owned intercommunicating telephone to every individual and department requiring interdepartmental telephone service. Next, assign a rented telephone, city connected, to those officials or departments only whose need for city service is well established.
3. For emergency purposes, or private telephone calls, an additional city telephone (in booth or otherwise) may be installed in a desirable location.
4. A limited number of rented telephones will be sufficient to satisfy the needs of the entire organi-

zation. A small rented switchboard only will be required and this can be operated by a minimum of operators. In this manner the rented equipment and its operating personnel are reduced to the very minimum compatible with good telephone service in the organization.

5. The elimination of unnecessary city telephones minimizes the personal calls, frees the city trunks of private traffic, and permits the efficient use of a smaller number of city trunks than would otherwise be required—it saves money in trunk rentals and excess message charges.

6. Remember that the rentals paid on the PBX equipment are such as to liquidate, to the Telephone Company, all costs of equipment proper, installation, maintenance and repair, also all over-



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heads, taxes, royalties and profits every 3 or 4 years. In renting, you continue to pay these costs over and over again every 3 or 4 years, or less.

7. The savings in rental charges and operating personnel resulting from the use of a privately owned Automatic Telephone System will be sufficient to pay for this system in a short time—possibly 3 or 4 years or less. You thus own your automatic system and refund your investment in say 3 years, after which you continue to accrue substantial cash saving annually.

8. The Automatic Telephone System you install is self-operating and unattended—there are neither operators nor operators' salaries.

9. It carries exclusively the load of interior communication, thus relieving the manual operator and freeing the city trunks and rented telephones for the all important incoming and outgoing telephone traffic of the organization.

10. At many locations there will be two telephones; a city telephone and an interior telephone. You cannot converse conveniently over two telephones at a time but, when called on the city phone, you can obtain any requested information in the minimum time over the interior system, and this WITHOUT the annoyance of asking your party to hang up and await your call.

11. Your private Automatic System gives perfect flexibility at little or no cost in time and expense; you can change the location of telephones at will, in the minimum of time and free from service charges.

12. The Automatic System is incomparably faster, more reliable, secret and convenient. It is always on duty DAY and NIGHT 365 days in the year; Sundays, Holidays, overtime and vacation time are all served alike at no additional cost.

13. The Instantaneous Ringing feature and the Instantaneous Disconnecting feature enable you to reach your party in the time usually taken to signal the operator, and to originate a subsequent call in less time than it takes an operator to disconnect the preceding one.

14. Code Call. The CODE CALL FEATURE which can be incorporated in the All-Relay system permits the locating of any party anywhere in the building or buildings at any time of the day or night from any telephone on the system. The called party answering likewise from any telephone on the system is placed in instant communication with the calling party, and the conversation may proceed.

Service and Maintenance

A very common and natural argument advanced against the use of a privately owned and operated Automatic System is that it requires the constant attention of a highly skilled mechanic to maintain it in operation. This is true only in proportion as the Automatic System is composed of intricate mechanical switching apparatus.

There are several grades of equipment on the market ranging from what might be termed the "All-Mechanical" to the "All-Relay" and these may be expected to give degrees of service in the inverse order of their maintenance requirement. This is literally true; the "All-Relay" equipment functions best without tinkering of any kind.

As its name implies, All-Relay equipment is composed exclusively of combinations of electrical relays, one of the simplest electrical devices. The only moving member of this relay is its armature which rocks on a knife-edge bearing and which, once adjusted and placed in service, remains unchanged for years at a time without lubrication, readjustments or repairs. In replacing the older types of step-by-step switch mechanism the All-Relay equipment eliminates the interruptions of service and constant cleaning, adjusting, repairing and lubricating required by these mechanical switches, thus producing a system free from service interruptions and maintenance attention.

Engineering Service

You are invited to call upon us without obligation for free engineering services in connection with the laying out of a satisfactory telephone system.

THE NORTH ELECTRIC MANUFACTURING CO.
GALION, OHIO

