



DISTRIBUTOR FOR PRODUCTS OF

AUTOMATIC ELECTRIC

ORIGINATOR OF THE AUTOMATIC TELEPHONE

Automatic Electric Sales Corporation

1033 WEST VAN BUREN STREET, CHICAGO 7, ILLINOIS, HAymarket 1-4300

April 9, 1954

**This Cordless PBX
Has Features
You Can Sell!**

Automatic Electric's new cordless PBX was designed with one purpose in mind -- to make it easier for you to sell PBX services. Now in one switchboard, you'll find all the features your business subscribers want. (Note how even the operator's wishes were considered in its design.)

Your progressive subscribers will appreciate how its distinctive styling adds an air of smartness and modern, efficient operation to their offices. And the operators will like the many little, but important, things about this switchboard. Take the finger-fitted key handles, for example -- they are especially designed to give faster, more positive action, and to eliminate danger of breaking fingernails.

With this new switchboard, you'll undoubtedly find a whole new market for profitable PBX service. And the attached circular will make it easier for you to sell this market. We'll be glad to supply copies of this circular for distribution to your PBX prospects. Just use the enclosed postcard to order the quantity you want.

Sincerely,

H. C. Smith
Vice President

Distinctive!

AUTOMATIC'S NEW CORDLESS PBX



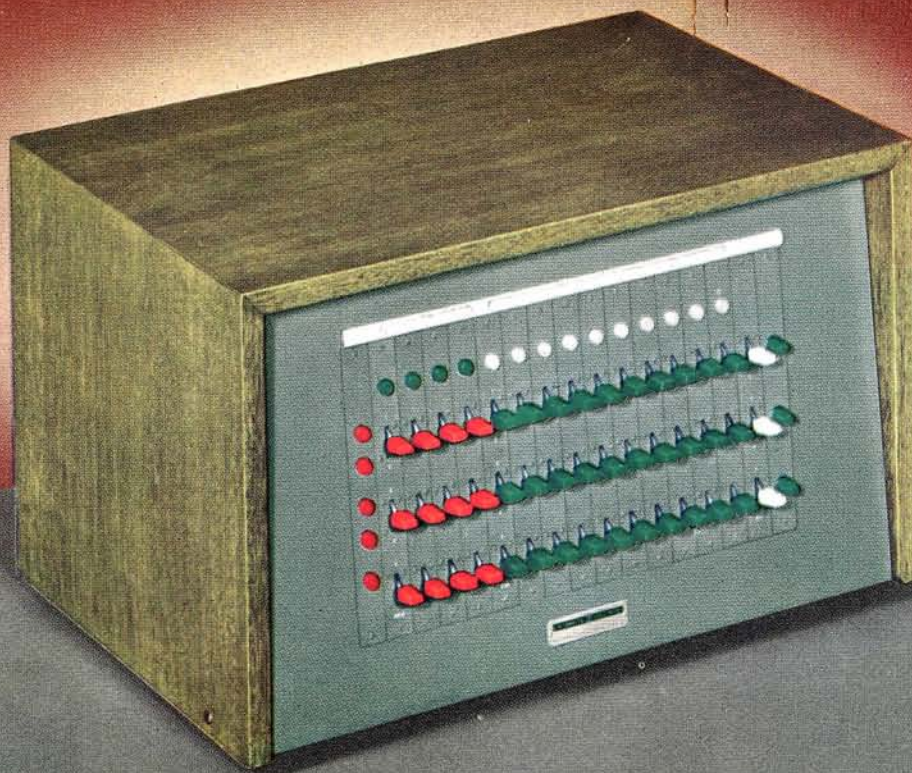
The grey-green sloping front of this switchboard, the simple lines of the cabinet—even such little details as the “finger-fitting” key handles—all make this the *right* PBX for the modern office . . .

For any subscriber needing up to 20 telephones, and desiring a “full-time” attendant, you’ll render a real service by installing Automatic’s new Cordless PBX Switchboard!

AUTOMATIC



ELECTRIC



CAPACITIES

Two sizes—10 lines, 4 trunks, 5 connecting circuits; and 20 lines, 5 trunks, 5 connecting circuits. Can be supplied for 24- or 48-volt operation, and for use on automatic, manual, or magneto central-office trunks. A standard desk-type telephone is used as the attendant's instrument.

OPERATION

"Cordless" operation completes any desired connection (trunk-to-line, line-to-trunk, or line-to-line) by simple key operation. Each trunk terminates on a vertical group of three keys (red), with a green "calling" lamp above. Each line terminates on a similar group of three keys (green), with a white "calling" lamp above. The attendant's telephone terminates on another group of keys (white). Operation of the proper keys quickly interconnects line, trunk and attendant's telephone as desired. Supervisory lamp (red) shows when call is completed. Panel equipment is escutcheon-mounted for easy maintenance; cabinet may be removed by loosening three screws.

Operation and ringing current may be supplied from the central office, or locally. On trunk calls, transmission current is provided from the central office, thus permitting "through" supervision. Turn keys for battery cut-off and night alarm are located at the right-hand end of the panel, together with a generator key, which permits use of the hand generator in case of failure of ringing current.

TRUNK HOLDING—Provision is made for holding incoming trunk calls.

NIGHT SERVICE—During the night, or when the switchboard is left unattended, each of the central-office trunks may be connected straight through to a PBX station, to receive or originate calls on that trunk.

THE NEW CABINET of the Cordless PBX is constructed of red birch, especially finished to complement the furnishings of the modern office. When requested, the cabinet can be made of mahogany, oak or walnut with a choice of finishes.

Where line resistances (including substation equipment) do not exceed 200 ohms, lamp signals in series with the lines are used. For lines of greater resistance (up to 500 ohms) line relays are furnished. Operating limits are 400 ohms for exchange trunks, and 700 ohms for any combination of line and trunk.

When Ordering or Requesting Quotations—

State as much of the following information as applies to the particular situation.

1. Specify line capacity of cabinet.
2. Specify number of lines to be equipped with line relays and without line relays.
3. State whether central office switchboard is automatic or manual, 24- or 48-volts, or magneto.
4. Specify number of trunks to be equipped.
5. If switchboard is to be trunk connected to magneto central office switchboard or is to be arranged to operate on 48-volts . . . give necessary details of central office equipment.

10 LINE

Dimensions 22 $\frac{3}{8}$ " wide x 13" high x 13 $\frac{3}{8}$ " deep
Net Weight 85 lbs. (Approximate)
Shipping Weight . . . 125 lbs. (Approximate)

20 LINE

Dimensions 32 $\frac{1}{4}$ " wide x 13" high x 13 $\frac{3}{8}$ " deep (Approximate)
Net Weight 110 lbs. (Approximate)
Shipping Weight . . . 150 lbs. (Approximate)

AUTOMATIC ELECTRIC

Originators and Developers of the Strowger Step-by-Step "Director" for Register-Sender-Translator Operation . . . Machine Switching Automatic Dial Systems
Makers of Telephone, Signaling and Communication Apparatus . . . Electrical Engineers, Designers and Consultants

Distributors in U. S. and Possessions: Automatic Electric Sales Corporation
Export Distributors: International Automatic Electric Corporation
1033 West Van Buren Street, Chicago 7, U. S. A.

FIRST CLASS

Permit No. 11651

Sec. 34.9, P. L. & R.

Chicago, Ill.

BUSINESS REPLY CARD

No Postage Stamp Necessary if Mailed in the United States

AUTOMATIC ELECTRIC SALES CORPORATION

1033 WEST VAN BUREN STREET

CHICAGO 7, ILLINOIS

ATTN: PBX SALES



I would like to send the circular on your cordless PBX
to some of my business subscribers. Will you send me
about _____ copies.

Name _____

Company _____

City _____ State _____