

General Telephone People . . .

giving you better service and planning for Gresham's great future



TOM KENT — District Manager

GTE

GENERAL TELEPHONE COMPANY OF THE NORTHWEST, INC.

Good telephone service doesn't just happen. It takes talented employees and adequate investment in the right equipment to provide it.

It is just this kind of an approach to your telephone and other communications needs that we are taking here in the Gresham-Sandy area, now and in the years to come.

The population growth of our area during 1972 has continued at a rapid pace. This is extremely evident to us at General Telephone when we review our records. The number of telephones has increased almost 22 percent during the past two years. The national average is slightly less than 9 percent.

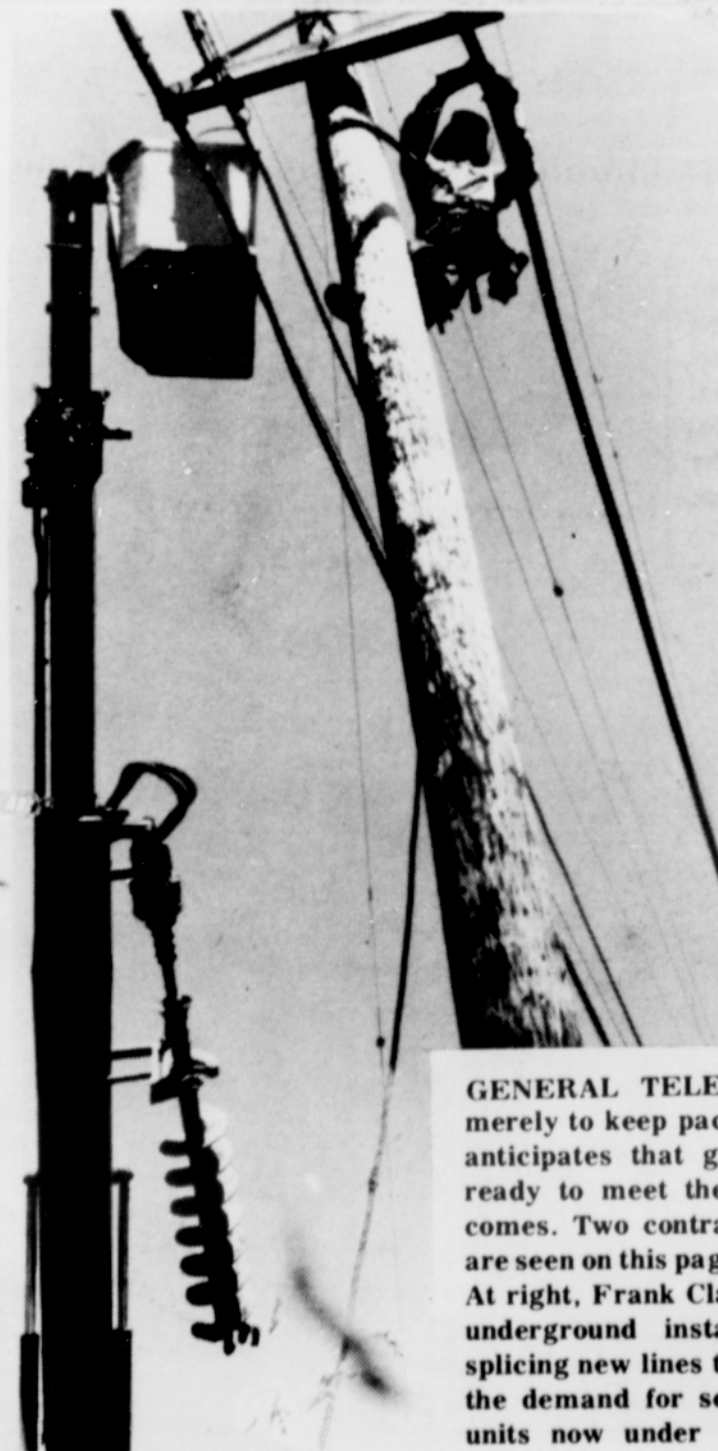
Such growth has created a tremendous demand locally for additional construction expenditures and telephone equipment additions. During the last three years alone, we have spent 3 million dollars for central office equipment, buildings, outside plant projects.

Our forecasts indicate that the demands for new telephone service will continue. During 1972, almost \$1,500,000 has been programmed and spent. And approximately \$7,000,000 dollars is projected for construction during the next three years in our area.

The largest single expenditure will be for the addition of a new electronic switching office in Gresham by December 1974. The new equipment is the latest in technological innovation. It will provide 6000 new numbers to accommodate the growth. The magnitude of this single project can be seen when we consider that 15 months will be required to install and test the new equipment.

The 117 employees in the district working for you know that this project and others like it are part of the needed effort to make sure that you are getting the kind of telephone service you want.

On the following pages you will see some of the people serving you and the projects designed to give you that service.



GENERAL TELEPHONE CO. is not satisfied merely to keep pace with community growth — it anticipates that growth, prepares for it and is ready to meet the demand for service when it comes. Two contrasting approaches to that need are seen on this page — below ground and in the air. At right, Frank Clark, a splicer, is working in an underground installation in Gresham. He is splicing new lines that have been installed to meet the demand for service expected when dwelling units now under construction to the southeast



become occupied. Left, Dale Perkins, a lineman, is aloft on lines that serve subscribers in established neighborhoods. Eventually, all General lines will be underground, but meantime, until the switch can be accomplished, overhead lines require maintenance and expansion to meet immediate needs. The key to service is trained personnel and modern quipment. Pictures on following pages present some of the people and machines that provide this service in the Gresham-Sandy area.

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