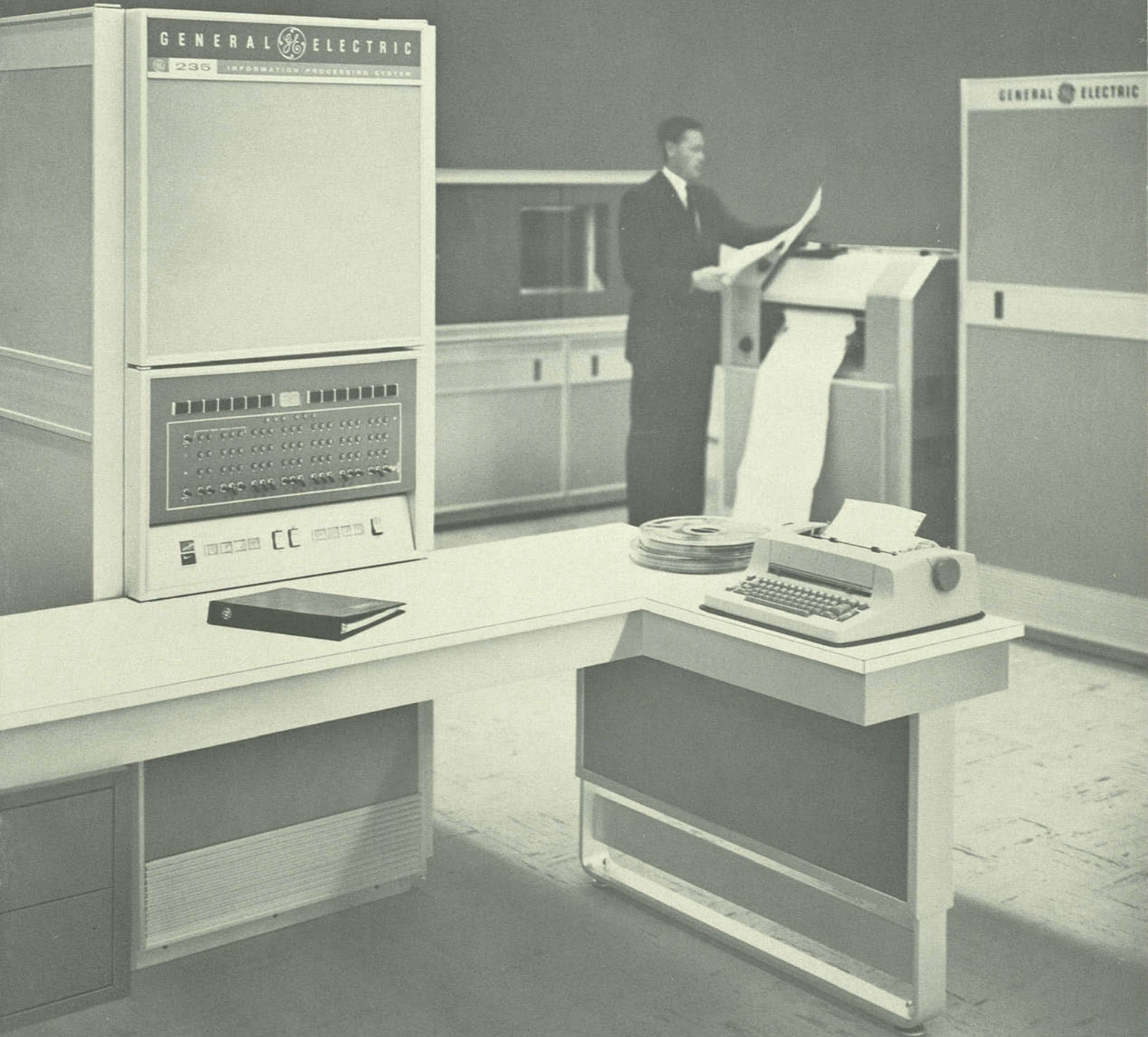


Computer Progress at General Electric

# Now the powerful NEW GE-235 joins "The Compatibles"



GENERAL  ELECTRIC



*Computer processing pays dividends  
No argument! But the question is,  
“What can be done to reach the dividend point sooner?”*

Now it's here — the computer that has what it takes to return a profit sooner. The powerful new GE-235 joins "The Compatibles". Here's a new high speed system that digs right in and gets your work done. GE-215 and GE-225 programs are tested, ready, and waiting to work on your GE-235. That's compatibility that means cost reduction. □ Input/output equipment proved on the GE-215 and GE-225 is used with the GE-235. That's compatibility that means dependability. □ The GE-235 memory cycle is six microseconds, and word transfers are parallel. But more important, new operating speeds make greater simultaneous use of input/output equipment . . . the limiting factor in many systems. □ Powerful? Very. As a business data processor and scientific computer . . . it's outstanding. The GE-235 is backed by the General Electric reputation for service and support throughout this country, and on four continents.

## Meet the GE-235 . . . put it to work for you

Business data processing, scientific/engineering and special management assistance programs are done with equal ease on the GE-235. The combination of fast dependable equipment, and available programs makes the GE-235 a real profit maker.

*BUSINESS DATA PROCESSING* problems are done in less time — with the GE-235 and the 10 input/output channels. Input/output equipment operates while computation continues.

A GE-235 with Mass Random Access Data Storage allows implementation of a business information system. Transactions can be recorded as they happen without time-consuming sorting and batching. And the system can serve a dual purpose. For example, at a manufacturing firm, it can do the data processing and can provide total information about production, inventories, schedules, shipments and collections to give you up-to-the-minute supervision and control.

*SCIENTIFIC/ENGINEERING* users benefit by the high-speed (6 microsecond) memory cycle. The Auxiliary Arithmetic Unit for 40-bit fixed point and floating point calculations has new features that mean faster processing with greater ease.

*MANAGEMENT ASSISTANCE PROGRAMS* and the GE-235 offer real benefits as a management tool. Programming systems are available now to do project scheduling with the GE-235 Critical Path Method Program (CPM). Manufacturing managers can benefit by using such programs as Assembly Line Balancing, TRIM (Test Rules for Inventory Management), Parts Explosion, and other specialized manufacturing programs. When data is needed for decision making, inquiries to the Mass Random Access Data Storage can be made about credit, collections, inventories, sales, or shipments. The system can produce effective and meaningful reports in a hurry. This is tangible assistance to management that eliminates guess work in business decisions.

The GE-235 can give you that assistance . . . Put it to work for you!

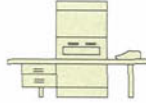






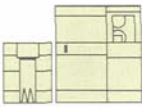




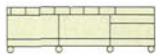

## The GE-235 System

Computer speeds continue to rise, but input and output are usually the bottlenecks. Not so with the GE-235 System. Increased computer speed is extended to the entire system. Jobs are done faster. More work goes through the GE-235 because of higher computer

speed and input/output equipment working concurrently rather than consecutively. Look at the variety of input/output equipment available. Each unit has individual features that add up to peak performance from your GE-235.

### The Central Processor



A binary computer with decimal capabilities  6 micro-second memory cycle  4096, 8192, or 16,384 words of core memory  20 or 40 bit word lengths  Over 300 instructions  I/O typewriter included  **Card Readers** (2 models) 400  and 1000  cards per minute  **Card Punches** (2 models) 100  and 300  eighty column cards per minute  **High Speed Printer** (2 models) On-line, or Off/on-line  900 lines per minute  **Auxiliary Arithmetic Unit**  Two 40-bit registers for normalized, unnormalized floating point operations, and 40-bit fixed point operations  9 decimal digits of accuracy and a characteristic range of  $10^{\pm 76}$   **Magnetic Tape System** (2 models)  15 KC and 15/41.6 KC  Compatible with most tape formats  **Paper Tape Reader and Punch**  Reads 250 or 1000 characters per second — 5, 6, 7, 8-level  Punches 110 characters per second — 5, or 6, 7, 8-level  **Mass Random Access Data Storage**  Each unit stores up to 34.4 million numeric digits or 18.8 million alphabetic characters  **12-Pocket Document Handler**  Each unit reads and sorts magnetically encoded documents at 1200 per minute  May be used on-line or off-line  **Datanet-15**  Data transmission controller, accepts 5, 6, 7, 8-level codes  60 to 2400 bits per second transfer rate

## How your work gets done on the GENERAL ELECTRIC 235

Your work is done on the new GE-235 by dependable equipment and well-trained people . . . your people. Look what General Electric does to help you get useful production sooner.

### System Analysis

General Electric assists your personnel in this important stage. Maximum results are the target. General Electric will assist you in arriving at the most profitable combination of equipment and programming systems . . . to do today's job and plan for tomorrow's growth.

### Training

General Electric's qualified, experienced instructors have a planned curriculum of GE-235 courses. Seminars for executives show what they can expect from the GE-235, and how to use it for management assistance. Other courses teach the use of the GE-235 for day-to-day operations. Courses in basic programming, the use of compilers and assemblers are taught at General Electric Instruction Centers, or on your premises. If the GE-235 is your first computer installation General Electric can suggest proved methods in educating your employees to recognize a computer as a powerful tool and helper.

### Programming Systems

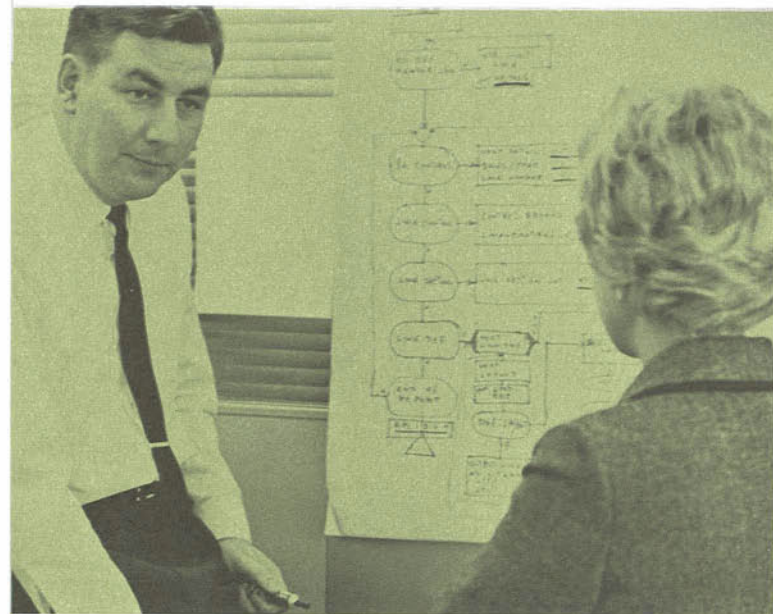
Your GE-235 does more work sooner because programming systems are available NOW! Profits appear sooner. Never before has a manufacturer offered such a large degree of compatibility among the computers it produced. Operating programs used around the world on the GE-215 and /or GE-225 are ready to be used on your GE-235. You get results sooner . . . with less trouble . . . and at less cost. There are direct benefits to be gained from the GE-235 compatibility feature. When your GE-235 is installed you will receive proved and tested programs such as:

GECOM — the General Compiler — which accepts COBOL-like English language statements, the tabular structure language of TABSOL, and the report formats of the Report Writer.

FORTTRAN — a compiler routine that allows you to run a program written in FORTRAN on your GE-235.

ZOOM — the assembler compiler for use by the experienced programmer. It uses a coding system that saves preparation time — and produces a very efficient program.

WIZ — the one-pass algebraic compiler that accepts statements in an algebraic format. These statements are slightly modified versions of the problem as stated by the engineer or mathematician.



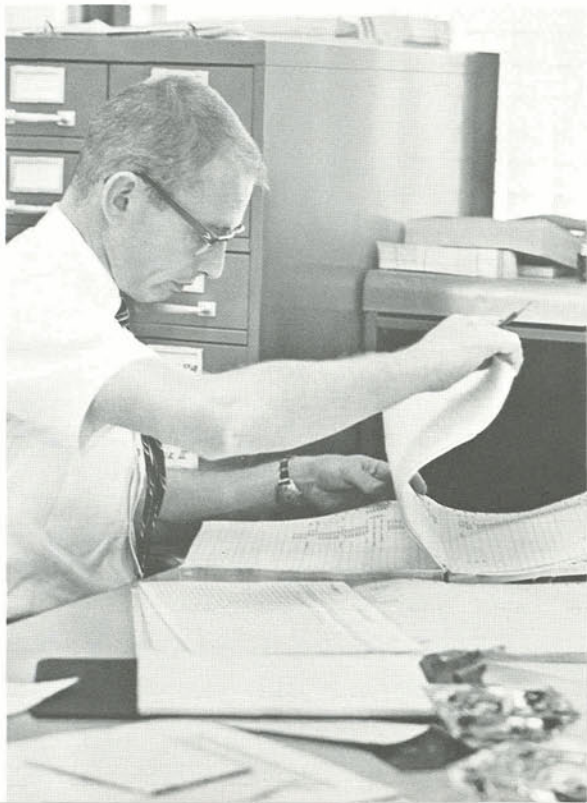
The Card Program Generator — to help you make a smooth conversion from tab equipment to your GE-235. The program uses card or tape input.

The Sort/Merge Generator — to generate custom programs for sorting files of data.

BANKPAC — for minimizing a bank's programming costs for demand deposit accounting, personal trust, installment loan, savings, mortgage loan, and transit work.

TRIM — for simulating a real inventory control system. Test Rules for Inventory Management permits lower investments in inventories. Assembly Line Balancing — for providing a systematic method to analyze the man-work relationship in assembly line operations. The program helps reduce cycle and idle time, increases production and labor efficiency.

MATHPAC — for scientific/engineering applications including Solution of Simultaneous Linear Equations, Matrix Algebra, Linear Programming, Multiple Linear Regression, Roots of a Polynomial, and Least Squares Polynomial Fit. The mathematical and statistical library includes numerous other programs such as Sine, Cosine, Tangent, etc.



650 Simulator — makes a smooth conversion from a 650 to GE-235. Programming effort in the 650 library may be utilized. No need to re-program for a quick, effortless conversion.

LGP-30 Simulator — for converting LGP-30 programs to GE-235 programs.

You will receive the complete library of hundreds of generalized subroutines.

### Service/Maintenance

Your GE-235 will be serviced by a Product Service Engineer. He does preventive maintenance, and is available in emergencies. With spare parts on site and depots strategically located, a complete General Electric service organization is ready to assist you.

### Continuing Support

As a member of the growing family of General Electric computer users, you can receive continuing benefits by sharing in the work done by other users through a users' organization. You are kept up-to-date on the latest innovations and time-saving techniques that others have discovered with their General Electric equipment.

### Food for Thought

Computer processing *does* return a profit sooner when that computer is the GE-235. Being one of "The Compatibles" your GE-235 can use the programming systems proved on the GE-215 and GE-225. That means you get results at a lower cost. Input/output equipment has been proved on the first two "Compatibles". That's your assurance of dependability. The GE-235 bears the General Electric name — a symbol of continuing support and complete service.



## OFFICES

---

ATLANTA, GEORGIA	LOUISVILLE, KENTUCKY
BOSTON, MASSACHUSETTS	MILWAUKEE, WISCONSIN
CHARLOTTE, NORTH CAROLINA	MINNEAPOLIS, MINNESOTA
CHICAGO, ILLINOIS*	NEW YORK, NEW YORK
CINCINNATI, OHIO	PHILADELPHIA, PENNSYLVANIA
CLEVELAND, OHIO	PHOENIX, ARIZONA*
COLUMBUS, OHIO	PITTSBURGH, PENNSYLVANIA
DALLAS, TEXAS*	SAN FRANCISCO, CALIFORNIA
DENVER, COLORADO	SCHENECTADY, NEW YORK*
DETROIT, MICHIGAN	SEATTLE, WASHINGTON
HOUSTON, TEXAS	SPRINGFIELD, MASSACHUSETTS
HUNTSVILLE, ALABAMA	ST. LOUIS, MISSOURI
JACKSONVILLE, FLORIDA	SYRACUSE, NEW YORK
KANSAS CITY, MISSOURI	WASHINGTON, D. C. AREA*
LOS ANGELES, CALIFORNIA	

**Australia:**  
Australian General Electric Pty. Ltd.  
103 York Street  
Sydney, Australia

**Canada:**  
Canadian General Electric Co., Ltd.  
Electronic Equipment and Tube Dept.  
214 King Street West  
Toronto, Ontario, Canada

**Europe:**  
International General Electric S.A.  
Data Automation Department  
81 Route de l'Aire  
Geneva, Switzerland

or write Drawer 270,  
Phoenix 1, Arizona

\* Information Processing Centers  
in these cities offer complete  
computer services.

---

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

COMPUTER DEPARTMENT



## ADDENDUM

The following publications have become available since the "Current Literature" listing on the attached form was compiled:

<u>Publication Number</u>	<u>Description</u>
<u>COMPUTER HARDWARE</u>	
CPB-293	GE-200 Transit System & Peripheral Equipment Spec. Sheets (set) - 1 each
<u>COMPUTER SOFTWARE</u>	
CPB-278	PROMOCOM - A Project Monitoring and Control Program for General Electric Computers Brochure - 4
CPB-281	Typical Applications for the Datanet-30 Brochure - 6
CPB-294	FORTTRAN Capabilities of the "Compatibles" Brochure - 4
<u>DATA ACCUMULATION AND COMMUNICATION</u>	
CPB-280	Datanet-30 Data Communication Processor Brochure - 8
CPB-282	Datanet-30 System Spec. Sheet - 1
CPB-283	Datanet-600 Data Communication Paper Tape Terminal Spec. Sheet - 1
CPB-284	Datanet-600 Paper Tape Transmission System Brochure - 4
CPB-285	The Datanets (3101, 15, 30, 600, 90, 91, 60, 61, 62 and 63) Catalog - 8
CPB-286	Datanet-60 Series Spec. Sheets (set) - 1 each
CPB-288	Datanet-90 and 91 Spec. Sheets (set) - 1 each
<u>ARTICLE REPRINTS</u>	
CPB-272	Data Collection and Accumulation - 8
The following publications shown in the "Current Literature" listing on the attached form are no longer available:	
<u>COMPUTER HARDWARE</u>	
CPB-81A	GE-210 Information Processing System Brochure - 12
<u>COMPUTER SOFTWARE</u>	
CPB-184	GE-225 and Critical Path Method for Precise Project Planning Brochure - 20
CPB-195	GE-225 and Critical Path Method for Computer-Based Guidance for New Product Ventures Brochure - 20
<u>FACTORY MONITORING</u>	
CPB-189	GE-3100 Shoptrol Functional Description - 12
CPB-235B-1	

# THANK YOU FOR YOUR INTEREST . . .

. . . in the products of the  
General Electric Computer  
Department. The material  
you requested is enclosed.



If you need additional  
information, or wish to  
discuss the application of  
our products and services  
to the needs of your organization,  
please contact your nearest  
Computer Department District  
office or fill in and mail  
the attached return card.

*Lacey W. Boostee Jr.*

Manager - Marketing  
Computer Department

POSTAGE  
WILL BE  
PAID BY  
ADDRESSEE

**BUSINESS REPLY**

FIRST  
CLASS  
PERMIT No. 2719  
PHOENIX,  
ARIZONA

Computer Department  
General Electric Company  
P.O. Drawer 270  
Phoenix 1, Arizona

Att: Manager - Marketing Services



# CURRENT LITERATURE

Publication Number	Description	Publication Number	Description
<b>COMPUTER HARDWARE</b>			
CPB-80B	GE-225 Information Processing System Brochure-20	CPB-249	TRIM-GE-225 Inventory Control Model Brochure-8
CPB-89	GE-210 System & Peripheral Equipment Spec. Sheets (set) - 1 each	CPB-253	GE-215 Programming Systems Brochure - 4
CPB-112	GE-225 System & Peripheral Equipment Spec. Sheets (set) - 1 each	CPB-257	GE-225 Assembly Line Balancing Brochure - 4
CPB-116B	Document Handler System Brochure-4	CPB-258	Integrated Data Processing at Hotpoint Brochure - 12
CPB-218	GE-225 Expressway To Results Brochure - 6	CPB-262	Programming Systems for the Newest of "The Compatibles," The GE-235 Brochure-8
CPB-228	GE-225 for Scientific Computation Brochure - 4	<b>DATA TRANSMISSION</b>	
CPB-248	GE-215 System & Peripheral Equipment Spec. Sheets (set) - 1 & 2 each	CPB-226	Datanet-15 Data Transmission Controller Brochure - 12
CPB-254	GE-215 Information Processing System Brochure-8	<b>DATA ACCUMULATION</b>	
CPB-260	Now the powerful NEW GE-235 joins "The Compatibles" Brochure-8	CPB-183A	GE-3101 Data Accumulation System Brochure - 6
CPB-261	Now the powerful NEW GE-235 joins "The Compatibles" Specification Folder-6	<b>FACTORY MONITORING</b>	
CPB-263	GE-235 System & Peripheral Equipment Spec. Sheets (set) - 1 & 2 each	CPB-152	GE-3100 Shoptronic System Brochure - 6
CPB-275	Digital Plotting with General Electric Information Processing Systems Brochure - 4	<b>ARTICLE REPRINTS</b>	
<b>COMPUTER SOFTWARE</b>			
CPB-153	GE-225 Electronic Search Program Brochure - 8	CPB-176	GE-225 — Conversion To Computer (Utility Application) - 8
CPB-185	GE-225 and Critical Path Method for Project Planning, Scheduling and Control Brochure - 12	CPB-215	GE-225 — Conversion To Computer, Progress Report No. 1 (Utility Application) - 8
CPB-221	GE-225 and Critical Path Method for Network Models for Project Scheduling Brochure - 44	CPB-219	Automation at the Fulton National Bank - 4
CPB-223	GE-225 GECOM, WIZ and ZOOM Compilers Brochure - 8	CPB-220	GE-225 Accounting Accumulation System - 8
CPB-224	GE-225 Report Writer Brochure - 8	CPB-239	Data Transmission Controller - 4
CPB-225	GE-225 TABSOL Brochure - 8	CPB-243	Thermoplastic Recording - 10
CPB-227	GE-225 Programming Features Brochure - 20	CPB-255	Communications Shorthand for Management - 8
CPB-234	GE-225 WIZ Algebraic Compiler Brochure - 8	CPB-256	A General Approach to Information Systems Design-6
CPB-234-1	GE-225 WIZ II Spec. Sheet - 1	CPB-268	Arizona Contractor Applies Computer CPM to ALL Jobs - 6
CPB-237	GE-225 Assembler-Compiler Brochure - 4	<b>GENERAL</b>	
CPB-238	Symmetric Linear Programming Brochure - 4	CPB-65B	Magnetic Ink Encoding Manual - 40
CPB-241	GE-225 Card Program Generator Brochure - 4	CPB-93B	Glossary of Computer Terminology - 36
CPB-242	GE-225/650 Interpretive Simulator Brochure - 4	CPB-99A	Magnetic Ink Character Evaluation Center Brochure - 12
CPB-245	GE-225/LGP-30 Interpretive Simulator Brochure-4	CPB-200	Total Bank Automation (kit - 7 brochures and folder) - 92
		CPB-214	GE-210 Application Study of Demand Deposit Accounting - 122
		CPB-232	GE-210 Application Study of An Account Reconciliation Plan - 76

Note: Numeral following each publication description indicates number of pages.

CPB-235B

## REQUEST FOR ADDITIONAL INFORMATION

Please have a General Electric computer representative make an appointment to discuss potential applications

Please send material indicated at right.

Don't call me . . . I'll call you.

APPLICATIONS \_\_\_\_\_

REMARKS \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

### PUBLICATION NUMBERS

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

You have received CPB

260

\_\_\_\_\_

\_\_\_\_\_