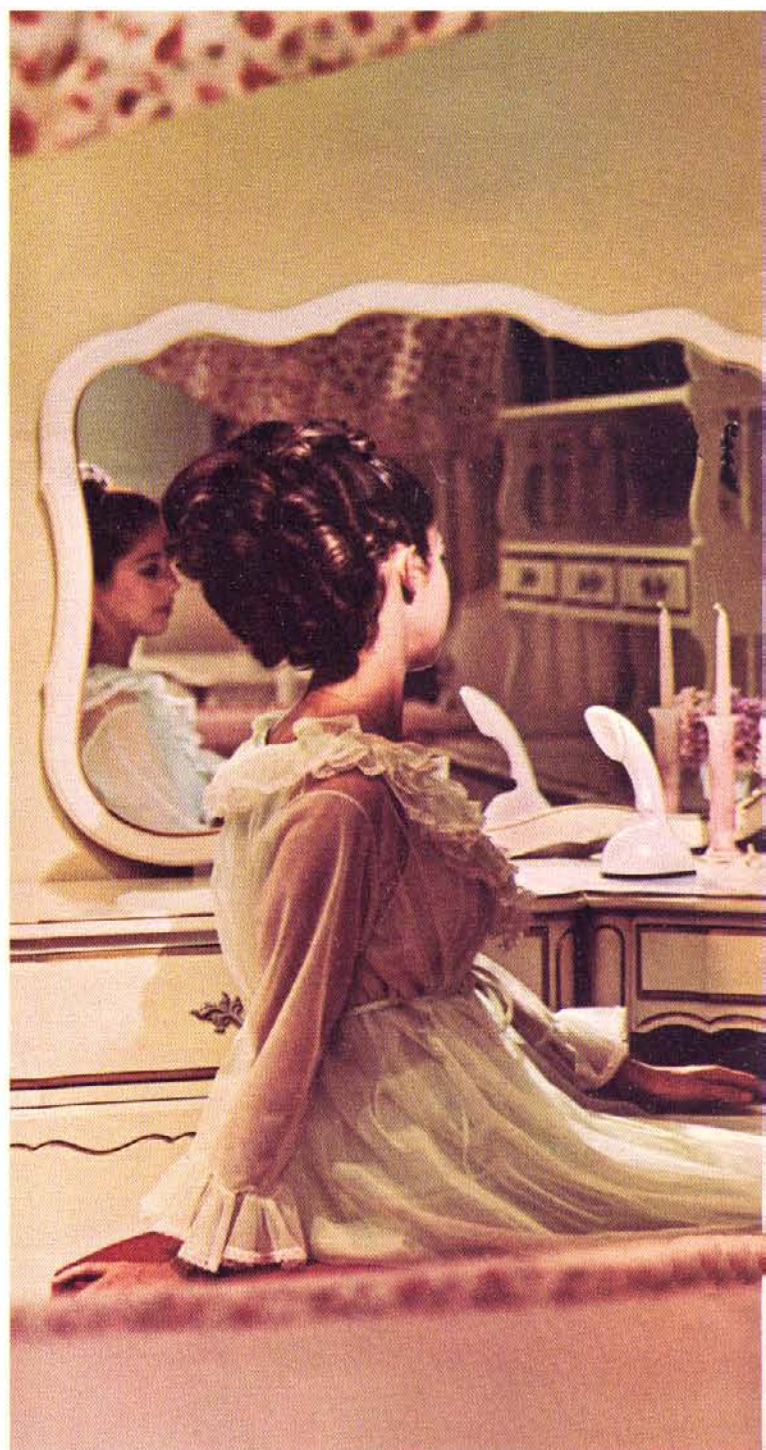


*from a Decor
Standpoint...
there are times
when no other phone
will do!*

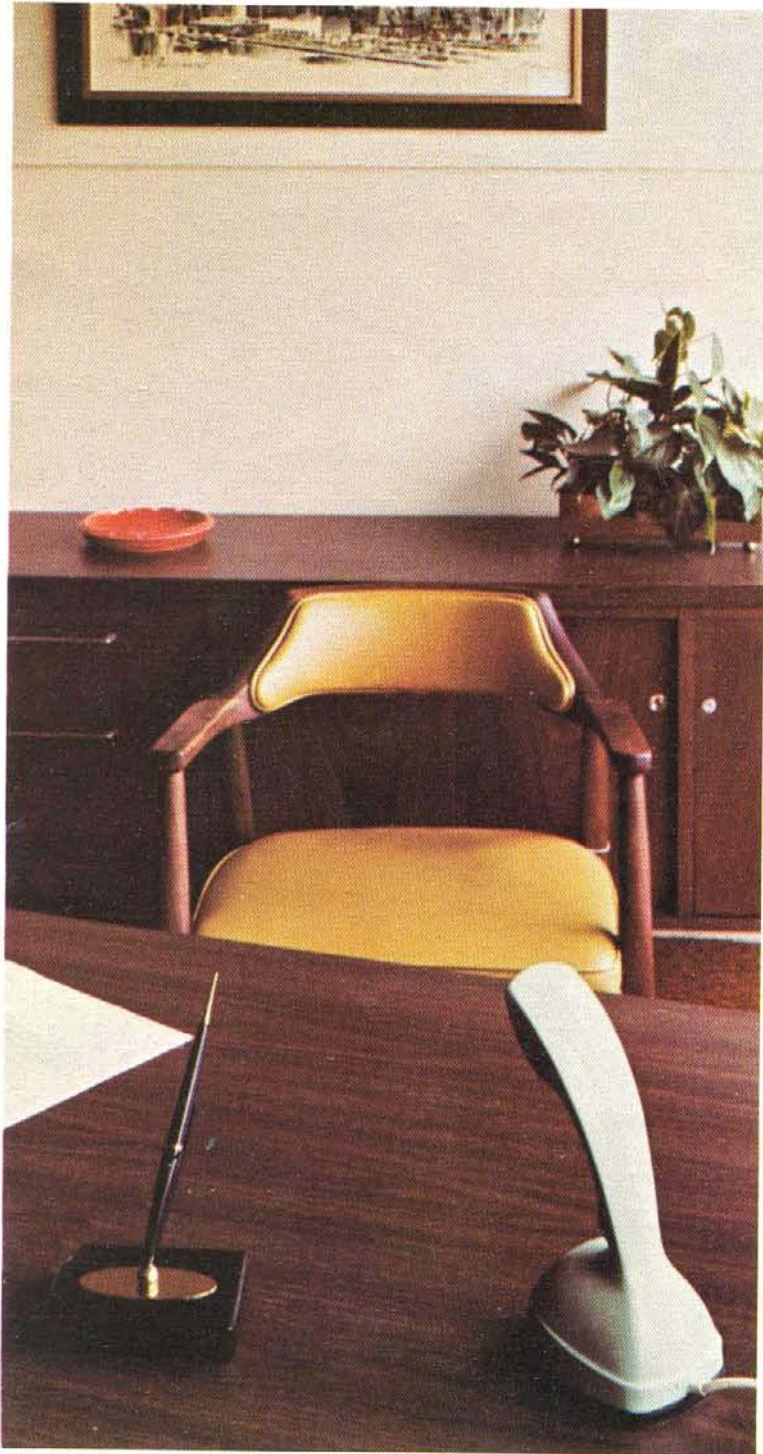


*It's individual,
Styling belongs
in the
Picture*



Yes, today's consumers are becoming more and more individualistic...they want their clothes, their cars, their homes—all the things they own to reflect their personal flair for living.

That's why, for many, the classic Ericofon, with its individual styling belongs in the picture—simply no other phone will do!



The Modern Classic

ERICOFON

It's not for everyone... but, for many of
your subscribers... it's the only one.

She wants it "to complement the soft
tones, the special elegance of the
bedroom"... He wants it... 'cause "it'll
look just great in the neatly paneled
family room."

And you'll want it... because by simply
adding the Ericofon to your style
selection — you not only increase your
additional phone revenues... but, you
accomplish two other important things
as well. First, you'll make many
subscribers happy with their very special
Ericofon and, two, you'll represent your
company as both progressive and
considerate... offering the very latest
in telephone equipment and service.



*A Classic grace...
in the Great
Colors of today*



facts:

Today the consumer demand is for style . . . and that's why the modern one-piece Ericofon is winning popularity polls. Slim and trim, the Ericofon is distinguished by its contemporary sculptured look . . . its lightweight ease of handling and its "dial-comes-to-user" convenience. The receiver, transmitter and tone signal unit are all in the handset . . . taking up far less table or desk space than conventional two-piece telephones. The handy disconnect button in the center of the dial allows easy, fast connection breaks for making consecutive calls—without "hanging up." All the user has to do is press the disconnect button or set the Ericofon on its base—no cradle to locate.

As a main phone, or as an extension, Ericofon is a standout for increasing revenues. The Ericofon is unquestionably "the telephone of today" . . . the modern classic.

features:

A selection of eight attractive colors is available in all models to complement every decor. The tough, impact and scratch-resistant, thermo-plastic housing retains its lustrous surface indefinitely. A combination straight and coiled line-cord of Ivory is standard with all colors, and extends up to seven feet for convenience.

The Ericofon comes with an advanced electronic tone ringer (Ericotone) for bridged and divided ringing systems. The Ericofon is also available without a dial for manual operation.

specifications:

Size:	Base: 3 ⁷ / ₈ x 4 ¹ / ₂ inches
	Height: 8 ³ / ₈ inches
Weight:	15 ounces
Shipping Weight:	1 pound, 7 ounces
Operating Voltage:	24 or 48-vdc
Dial Pulsing:	10 pps
Ericotone Operating Voltage:	70-120 vac
Ericotone Ringing Frequency:	16-66 cycles per second
Ericotone Ringing Impedance:	10 000 ohms, minimum
Ericotone Voice Impedance:	100,000 ohms, minimum
Ericofon Models:	52A (Manual base without Ericotone) 52B (Dial base without Ericotone) 52J (Manual base with Ericotone) 52L (Dial base with Ericotone)

colors:

Available in a selection of decorator colors with Ivory line cord . . .

Aqua Mist Blue-Green
Crystal Mint Green
Petal Pink
Sandalwood
Candle Glow Ivory
Mandarin Red
Sahara Beige
Taj Mahal White

*When your
Customers want
more than a
Phone*

*The Modern
Classic*
ERICOFON



NORTH ELECTRIC

TELECOMMUNICATIONS DIVISION / GALION, OHIO
A Subsidiary of UNITED UTILITIES, INCORPORATED