



Ericsson

**INTERCOM
TELEPHONE
SYSTEMS**

**SPEED COMMUNICATIONS
IMPROVE SERVICE TO CUSTOMERS
REDUCE OVERHEAD EXPENSE**

Ericsson



INTERCOM TELEPHONES IMPROVE YOUR SERVICE

AND SAVE YOUR MONEY!

BETTER INSIDE COMMUNICATIONS. Swift communication is the key to effective control. It spreads action throughout the entire organization. Communications are improved and expenses reduced by using Ericsson's intercom system for all inside calls and by using the public telephones for outside calls only. The two systems are entirely independent of each other.

FASTER CONNECTIONS. Ericsson Telephones operate like public telephones except that there's no waiting for an operator. Upon dialing, immediate connections are *automatically* made.

ELIMINATE WASTEFUL VISITING. The Ericsson intercom system makes inside connections so simple that it encourages the use of telephones. Unnecessary and wasteful visiting is eliminated by installing a proper number of telephones.

CLOSER EXECUTIVE CONTROL. The president, department heads, and others are within instant reach of their personnel. Within seconds they can issue orders, make plans, discuss ideas, or give and receive information. Each call is entirely secret and the secrecy cannot be disturbed by anyone.

The Ericsson intercom system is ready to take your call day and night.

IMPROVE SERVICE TO YOUR CUSTOMERS. No operator is needed for the Ericsson intercom system. Thus your public telephone operator is freed for handling outside calls more promptly and effectively.

Your public telephone operator will be able to give the customer's call to the right individual in your organization more quickly. If the latter does not have the desired information at his desk, he can often get it immediately through the

Ericsson intercom system and relay it at once to the customer. The customer will appreciate such prompt service and your organization won't need to spend the time and money to call him back.

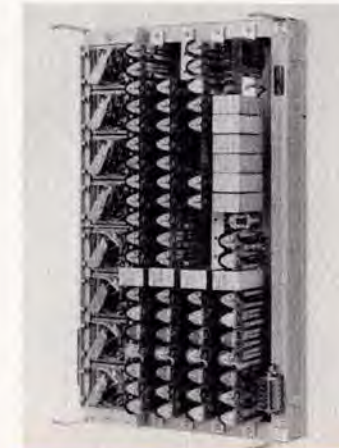
REDUCE OVERHEAD EXPENSES. Your telephone bill from the public telephone company will be substantially reduced. You can eliminate monthly charges for public telephone equipment previously required for inside calls; you'll use your operator's time to fuller advantage; your employees will make fewer unnecessary personal calls.

You will derive big savings from the reduction in wasteful visiting, through closer control and faster action.

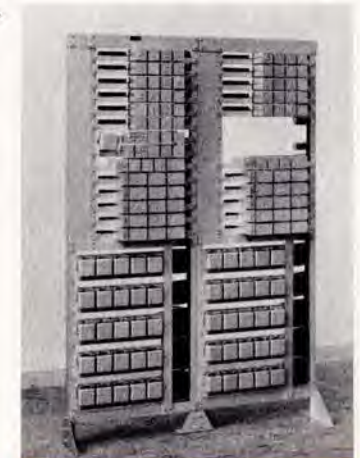
ERICSSON GIVES YOU THE BEST. Ericsson has made telephone equipment since 1876. The high standards of engineering and workmanship which distinguish Ericsson systems and equipment are well-known throughout the entire world. Ericsson has a system for every need.



OL 15 serves up to 10 telephones. Dial tone, selective ringing, secret conversation—are features of this system.



ALD 10 can take up to 22 telephones. Features: Dial tone, selective ringing, ringing tone, busy tone, secret conversation. Three or four conversations at a time.



OL 45 comes in two units. The first unit has space for 48 lines and the second unit, 42 additional lines. Features: Dial tone, selective ringing, ringing tone, busy tone, secret conversation. Up to five conversations per Unit.

All switchboards use *Ericsson* regular dial telephones.

Three Modern

Ericsson

Types to Choose From



DBH 1501
Desk model
with Bell
signal.



DBK 1101
Desk model
with Buzzer
signal.



DBH 1301
Wall model
with Bell
signal.

TO OBTAIN FULL INFORMATION.
Just call your Ericsson distributor. He will study your communication problems and report to you. He will show you specifically how much you can save on your monthly telephone bill. He will indicate how many Ericsson intercom telephones you require to minimize unnecessary visiting. He will demonstrate the ease and speed of communication with the Ericsson system. He will make a sound proposal to bring these advantages to your organization. He will do this without obligation.

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FOR THE BEST IN TELEPHONE COMMUNICATIONS