



dial North for **COLOR**

North Color-tone Telephones represent the ultimate in style, color and transmission and reception quality. North design, engineering and production quality control make these the finest standard desk-type instruments available to the Independent Telephone Companies of America.

Order from stock in Indian Ivory, Tawny Green, Chartreuse Yellow, Emperor Blue, Richland Red, Coral Sand and Executive Gray.

NORTH ELECTRIC COMPANY

601 SOUTH MARKET STREET • GALION, OHIO

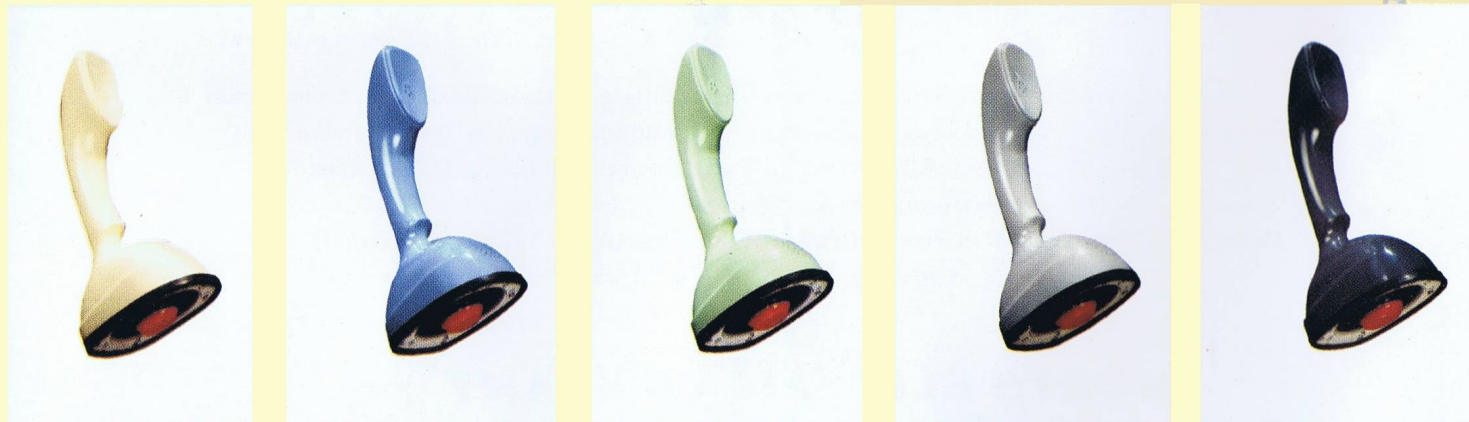


charm - beauty - convenience
make the *Ericofon*[®] the choice of millions

Wherever the Ericofon has been shown, people have acclaimed its charm, beauty, convenience and light weight. At scores of public showings all over the country, thousands have praised the Ericofon and asked for it! Now, full color advertising in Ladies Home Journal and House & Garden has shown the Ericofon to millions! Already, the demand for Ericofons is being heard from coast to coast. Modern homemakers want this exciting new telephone—and you can supply it to them. Ericofons, in all six colors, are available for immediate delivery from stock. Order Ericofons now! Remember, the Ericofon is available only from—

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mother's little helper and father's , too

In the kitchen, laundry, garage, shop or hobby room where working space is at a premium, the North Wall Phone fits perfectly to provide the convenience of an extension without taking up vital counter, table or bench space.

The North Wall Phone, designed and built as a Wall Phone, is a space saver and a step saver—no more running from the kitchen to answer the phone—it's right there at hand—positioned on the wall at the most convenient height (out of reach of tiny tots, too).

North Wall Phones are available in the full range of North Color-Tone colors—add sparkle as well as convenience to every working area.

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