

some  
LM Ericsson  
advertise-  
ments  
during 1965




**TELEFONAKTIEBOLAGET LM ERICSSON  
STOCKHOLM 32 - SWEDEN**

This presentation contains a selection of the advertisements issued in 1965 from LM Ericsson headquarters in Stockholm. We have used space in more than 70 leading Swedish and foreign publications with a total circulation exceeding 18,200,000. These publications include such widely read international magazines as TIME, NEWSWEEK and VISION and such specialized technical media as TELECOMMUNICATION JOURNAL and INTERAVIA.


In addition to serving as a general orientation, the selection may possibly stimulate ideas for your own advertising. The Publicity Department will be glad to make available to you the art work required for these advertisements. If you should wish to adapt any of this material for use in local media, please be sure to indicate (1) Type of publication (newspaper or magazine) in which the advertisement will appear and (2) Size of the proposed advertisement.

TELEFONAKTIEBOLAGET L M ERICSSON  
Publicity Department




L M Ericsson's sensational one-piece Ericofon, is attracting customers all over the world and is already in use in more than 70 countries.

The Ericofon is only one of many developments that have established Ericsson as a world leader in telephony. — Manufacturing facilities on four continents • Sales organization throughout the world.



El sensacional Ericofon, aparato telefónico lanzado al mercado por la L M Ericsson, sigue ganando el favor del público por todas partes, y está ya en uso en más de 70 países.

Este revolucionario aparato es sólo uno de los numerosos adelantos que caracterizan a la Ericsson como una de las primerísimas firmas de telefonía en el mundo entero. — Fábricas en cuatro continentes • Representantes en el mundo entero.



O sensacional Ericofon, aparelho em uma só peça lançado pela L M Ericsson está atraindo clientes em tôdas as partes do mundo, já tendo sido empregado em mais de 70 países.

Constitue o Ericofon um dentro a extensa gama de aperfeiçoamentos que têm conferido à Ericsson a liderança mundial em telefonía. — Instalações fabris em quatro continentes • Representantes em tôda parte do mundo.



**TELEFONAKTIEBOLAGET**  
**LM ERICSSON** STOCKHOLM 32 SWEDEN  
ESTOCOLMO 32 SUECIA

The Ericsson logo, featuring the word "Ericsson" in a stylized, cursive font with a diagonal line through it, set against a black background.

TELEPHONE



EQUIPMENT



*Library building, University of Mexico, Mexico City*

## **Why Ericsson Telephone Equipment Has Been Selected For 60 Years In Mexico**

Ericsson's first installation in Mexico of a public telephone exchange was made in 1906. Since that time Mexico has made remarkable progress in expanding its telephone service. Today five out of six telephones are automatic and the long distance network and Direct Distance Dialing are being extended. Ericsson is providing the bulk of the equipment for this continuing modernization.

More than 350,000 lines of Ericsson's automatic exchange equipment are already in operation or on order in Mexico.

Telephone administrators in Mexico and more than 70 other countries specify Ericsson when they want the finest in modern systems or components—equipment that features realistic initial cost and negligible maintenance.

### **L. M. ERICSSON TELEPHONE COMPANY**

World Headquarters: STOCKHOLM 32

MANUFACTURING FACILITIES ON FOUR CONTINENTS / SALES ORGANIZATION THROUGHOUT THE WORLD

Advertisement from

**TIME** — Atlantic Edition — October 16, 1964  
**TIME** — Asia Edition — October 16, 1964  
**TIME** — South Pacific Edition — October 16, 1964

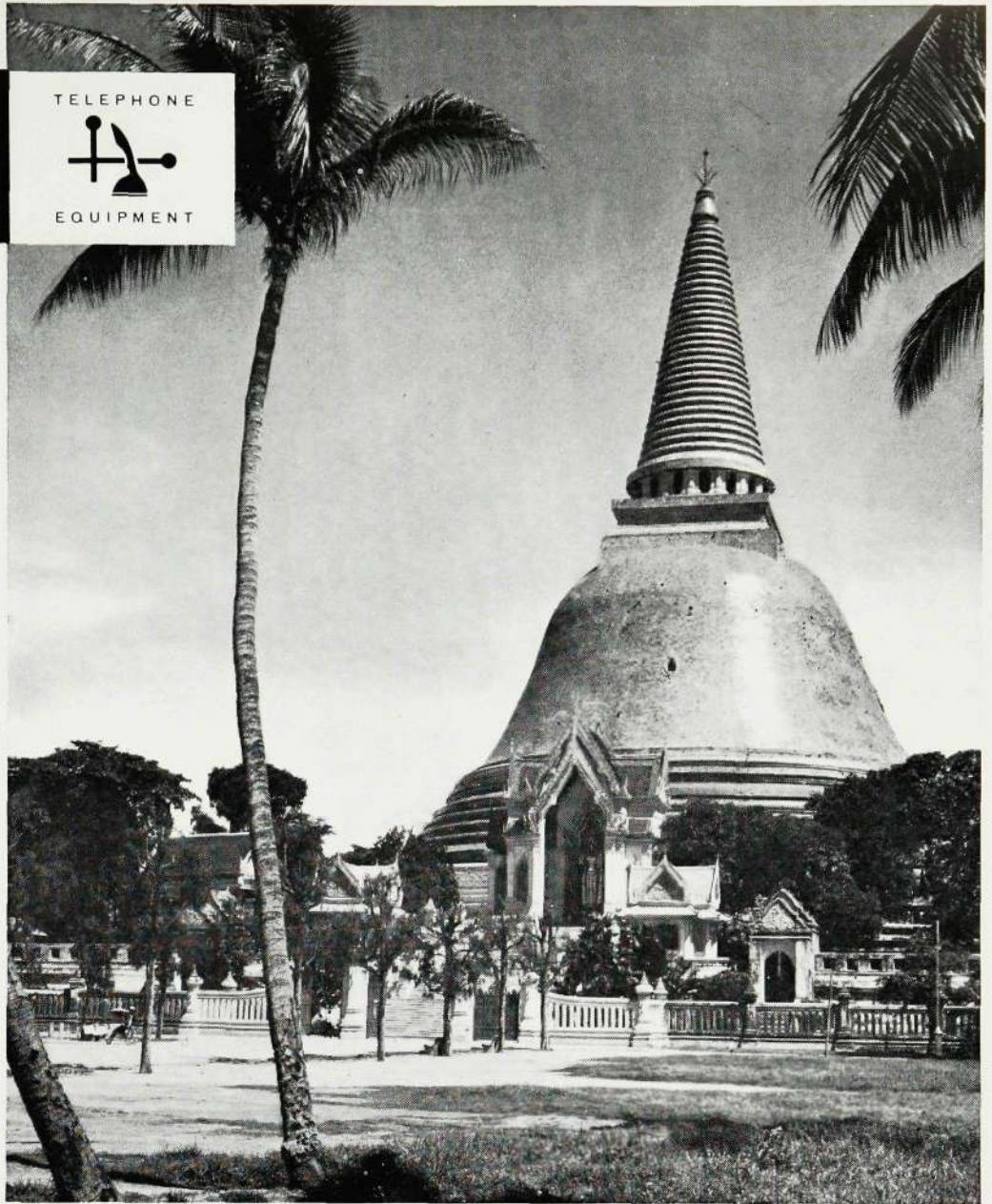
**TIME** — New York/Metro. Edition — October 9, 1964  
**NEWSWEEK** — Pacific Edition — October 12, 1964  
**MODERN GOVERNMENT** — January/February 1965

**Ericsson**  
L.M.

TELEPHONE



EQUIPMENT



*Historic temple of Phra Pathom Chedi, at Nakon Pathom*

## **Why Thailand's Telephone System Is Being Expanded With Ericsson Equipment**

The first public telephone exchange in Thailand was installed by Ericsson in 1886.

In the last few years, the Telephone Organization of Thailand has taken decisive steps towards expanding and modernizing the telephone system of Thailand. Since 1960 Ericsson Crossbar equipment has been specified to provide modern automatic telephone service to a total of 32,000 subscribers in Bangkok and other centers.

Telephone administrators in Thailand and more than 70 other countries specify Ericsson when they want the finest in modern systems or components — equipment that features realistic initial cost and negligible maintenance.

### **L. M. ERICSSON TELEPHONE COMPANY**

World Headquarters: STOCKHOLM 32

MANUFACTURING FACILITIES ON FOUR CONTINENTS / SALES ORGANIZATION THROUGHOUT THE WORLD

Advertisement from

**TIME** — Atlantic Edition — December 18, 1964  
**TIME** — Asia Edition — December 18, 1964  
**TIME** — South Pacific — December 18, 1964

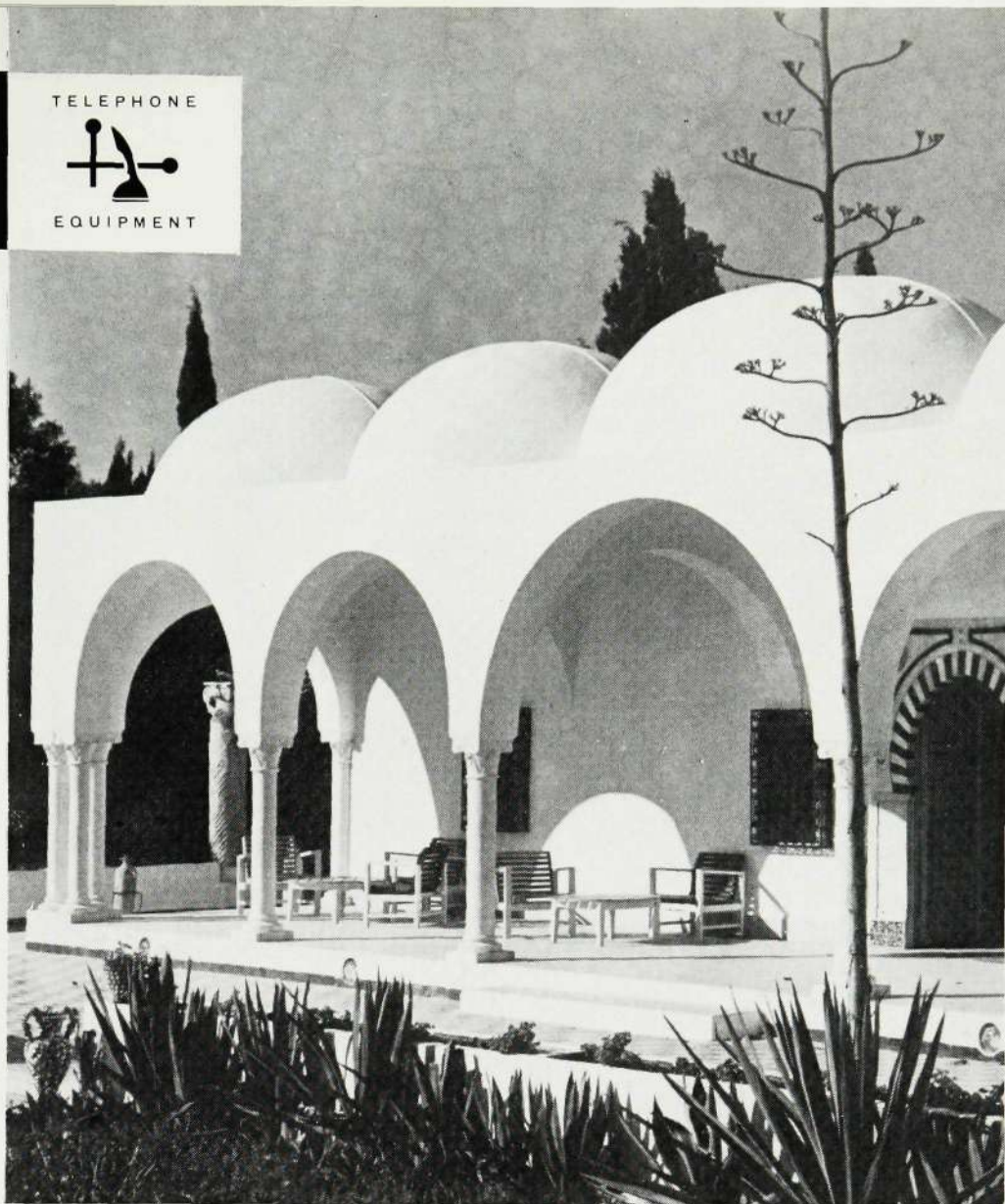
**TIME** — New York/Metro. Edition — February 12, 1965  
**NEWSWEEK** — Pacific Edition — February 8, 1965  
**MODERN GOVERNMENT** — September/October 1965

The Ericsson logo, featuring the word "Ericsson" in a stylized, cursive font above a graphic of three vertical bars of varying heights.

TELEPHONE



EQUIPMENT



*Hotel Miramar, at Hammamet in Cap Bon resort area*

## **Why Tunisia Is Rapidly Expanding Its Telephone System With Ericsson Equipment**

During the past five years Tunisia has taken giant steps toward expanding and modernizing its telephone system.

Ericsson automatic equipment for 40,000 subscriber lines — much of it already in service — has been ordered for Tunisia's four largest cities: Tunis, Sfax, Sousse and Bizerte.

*Comprehensive automatization of the long distance network and of provincial communities with Ericsson crossbar equipment is already under way.*

Telephone administrators in Tunisia and more than 70 other countries specify Ericsson when they want the finest in modern systems or components — equipment that features realistic initial cost and negligible maintenance.

### **L. M. ERICSSON TELEPHONE COMPANY**

World Headquarters: STOCKHOLM 32

MANUFACTURING FACILITIES ON FOUR CONTINENTS / SALES ORGANIZATION THROUGHOUT THE WORLD

Advertisement from

**TIME** — Atlantic Edition — February 19, 1965

**TIME** — Asia Edition — March 19, 1965

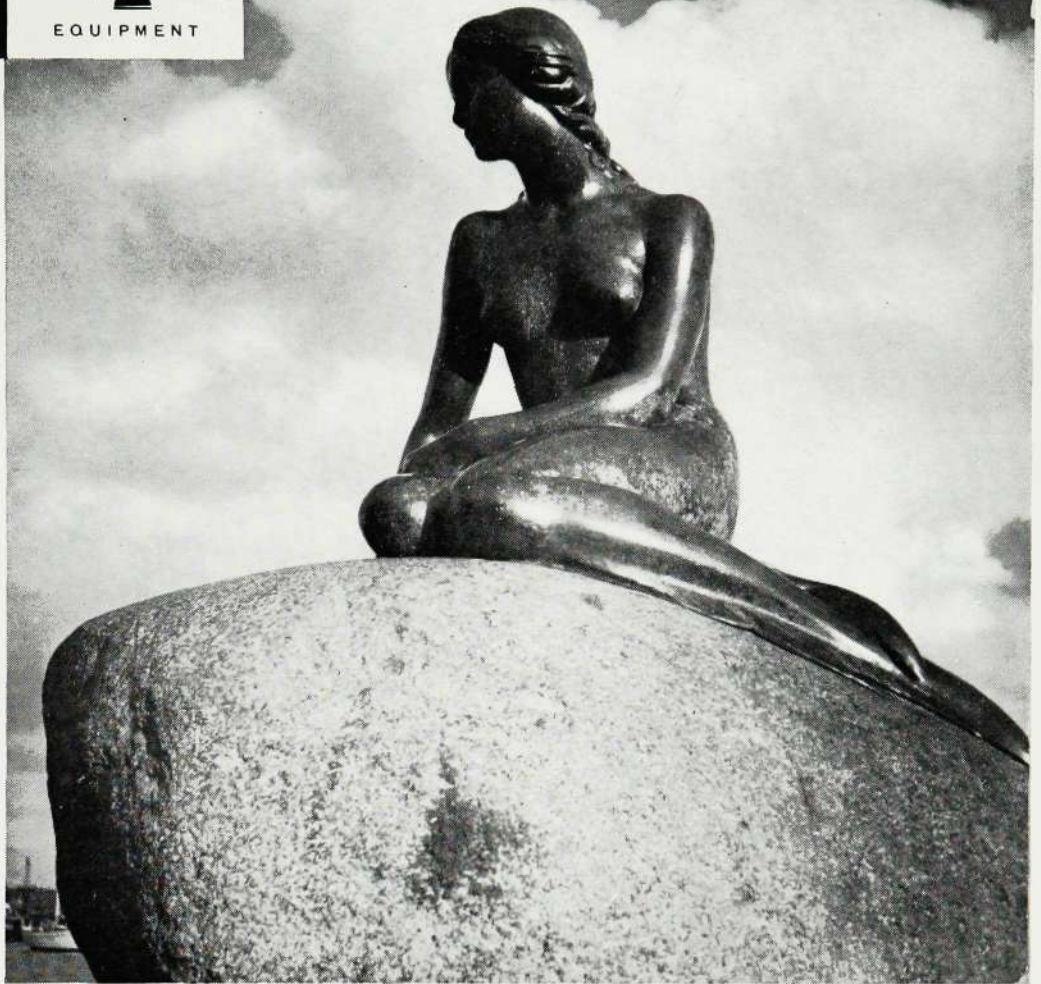
**TIME** — South Pacific Edition — March 19, 1965

**Ericsson**

TELEPHONE



EQUIPMENT



*"The Little Mermaid," in Copenhagen's busy harbor*

## **Why Four Out Of Five Automatic Telephones In Denmark Are Connected To Ericsson Equipment**

Denmark's changeover to wholly automatic telephone equipment began in the late Forties. At that time Ericsson's modern crossbar switching system was selected — in competition with other leading systems — for the cities of Copenhagen and Aarhus.

Today Denmark is well along toward automatization of its telephone service. And four out of five automatic telephones are connected to Ericsson equipment.

The reliability of this equipment is a major reason why Ericsson is now delivering more than 200,000 additional lines of crossbar equipment in Denmark.

Telephone administrators in Denmark and more than 70 other countries specify Ericsson when they want the finest in modern systems or components — equipment that features realistic initial cost and negligible maintenance.

### **L. M. ERICSSON TELEPHONE COMPANY**

World Headquarters: STOCKHOLM 32

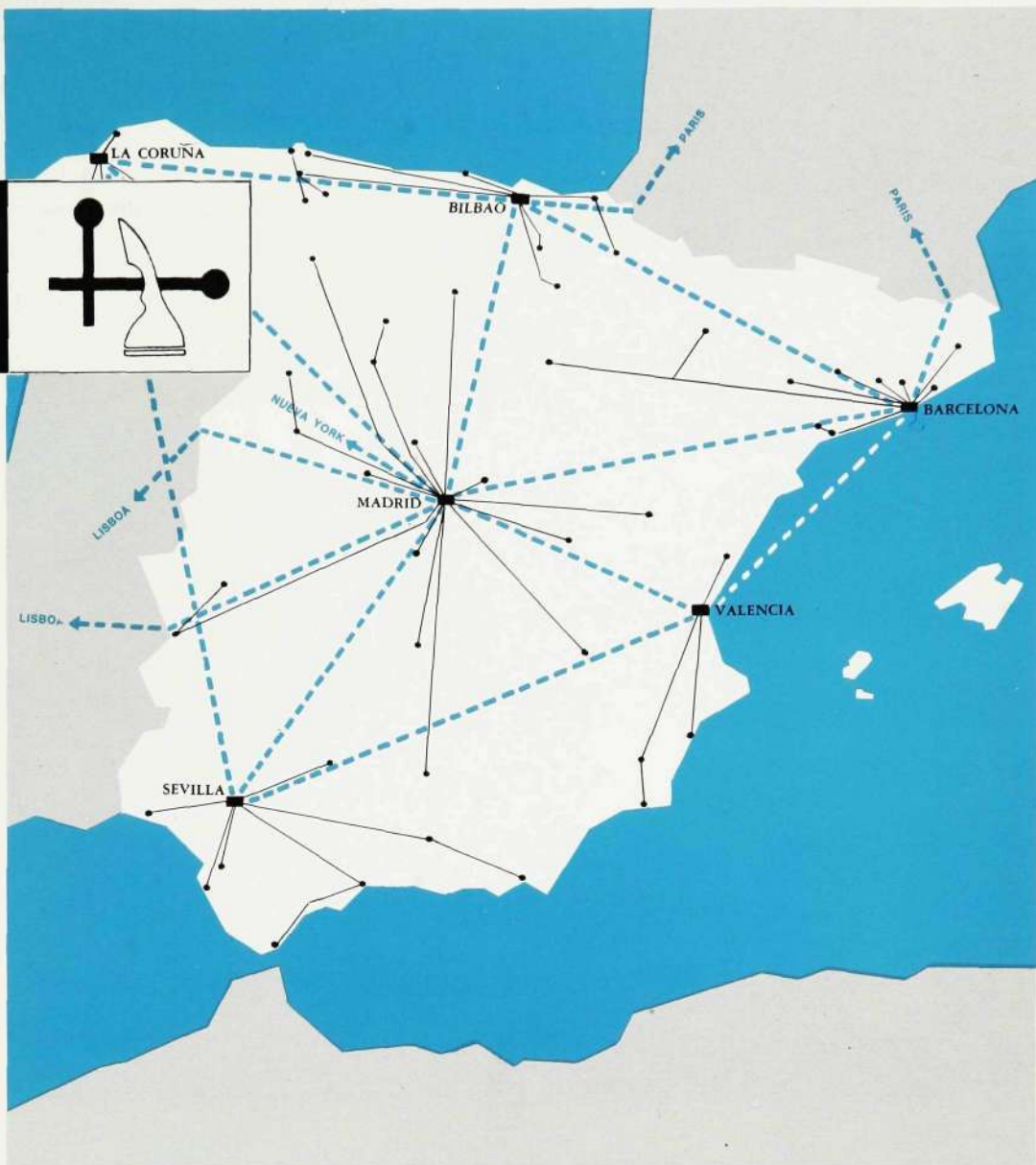
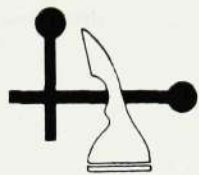
MANUFACTURING FACILITIES ON FOUR CONTINENTS / SALES ORGANIZATION THROUGHOUT THE WORLD

Advertisement from

**TIME** — Atlantic Edition — November 20, 1964  
**TIME** — Asia Edition — November 20, 1964  
**TIME** — South Pacific Edition — November 20, 1964

**TIME** — New York/Metro. Edition — December 4, 1964  
**NEWSWEEK** — Pacific Edition — December 14, 1964  
**MODERN GOVERNMENT** — May/June 1965

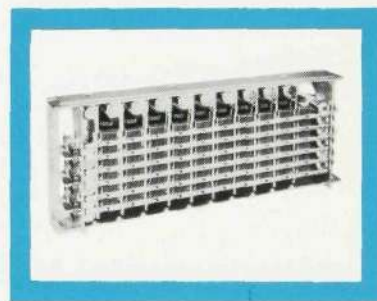
**Ericsson**  
**LM**



## **LM ERICSSON CROSSBAR for nationwide telex and gentex networks in SPAIN**

Ministerio de Correos y Telecomunicaciones of Spain has decided upon an extensive modernization of the national telex and gentex networks using L M Ericsson's Crossbar Systems.

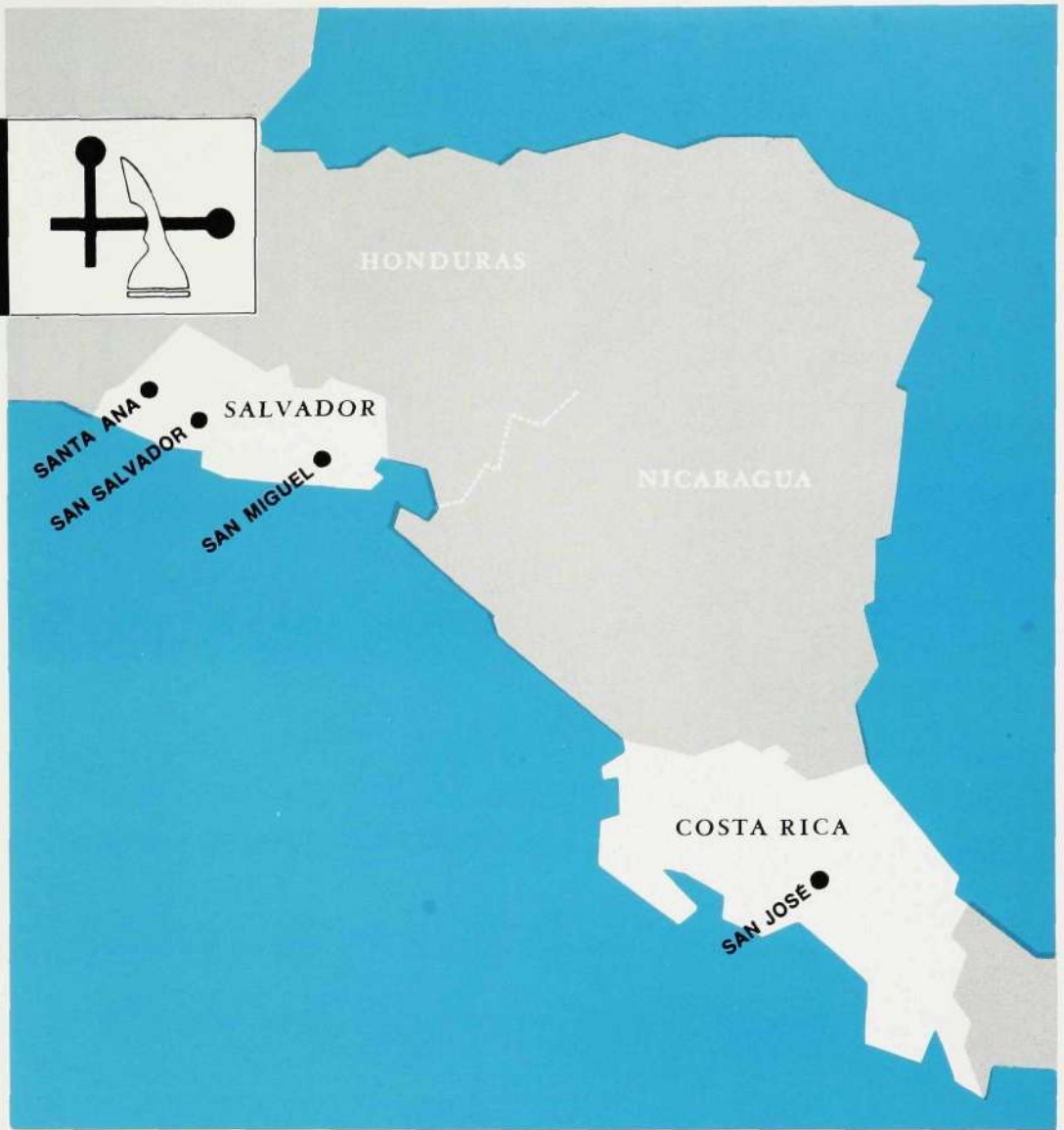
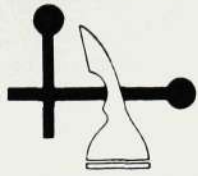
The contract involves deliveries of 65 terminal exchanges of together 3,690 subscriber lines and 6 transit exchanges with a total capacity of 3,300 lines. Three of the transit exchanges will carry automatic international telex traffic with almost all European countries. The equipment will be put into service by stages over several years.



**L. M. ERICSSON TELEPHONE COMPANY**

TELEPHONE EXCHANGE DIVISION

STOCKHOLM 32 SWEDEN

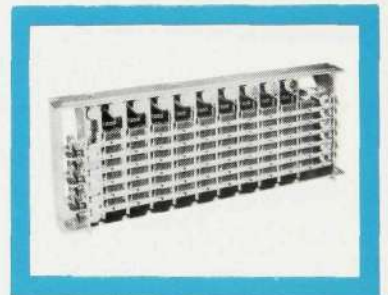
The logo features the word "Ericsson" in a stylized, cursive font above the letters "LM" in a bold, blocky font, all contained within a black rectangular box.

## LM ERICSSON CROSSBAR for nationwide telecommunications in CENTRAL AMERICA

The Republics of Costa Rica and El Salvador are engaged on extensive modernization of their national telephone networks. For this purpose **L M Ericsson's Crossbar Systems** have been chosen.

The contract with **Costa Rica** involves 5 city exchanges for 26,000 lines and one trunk exchange.

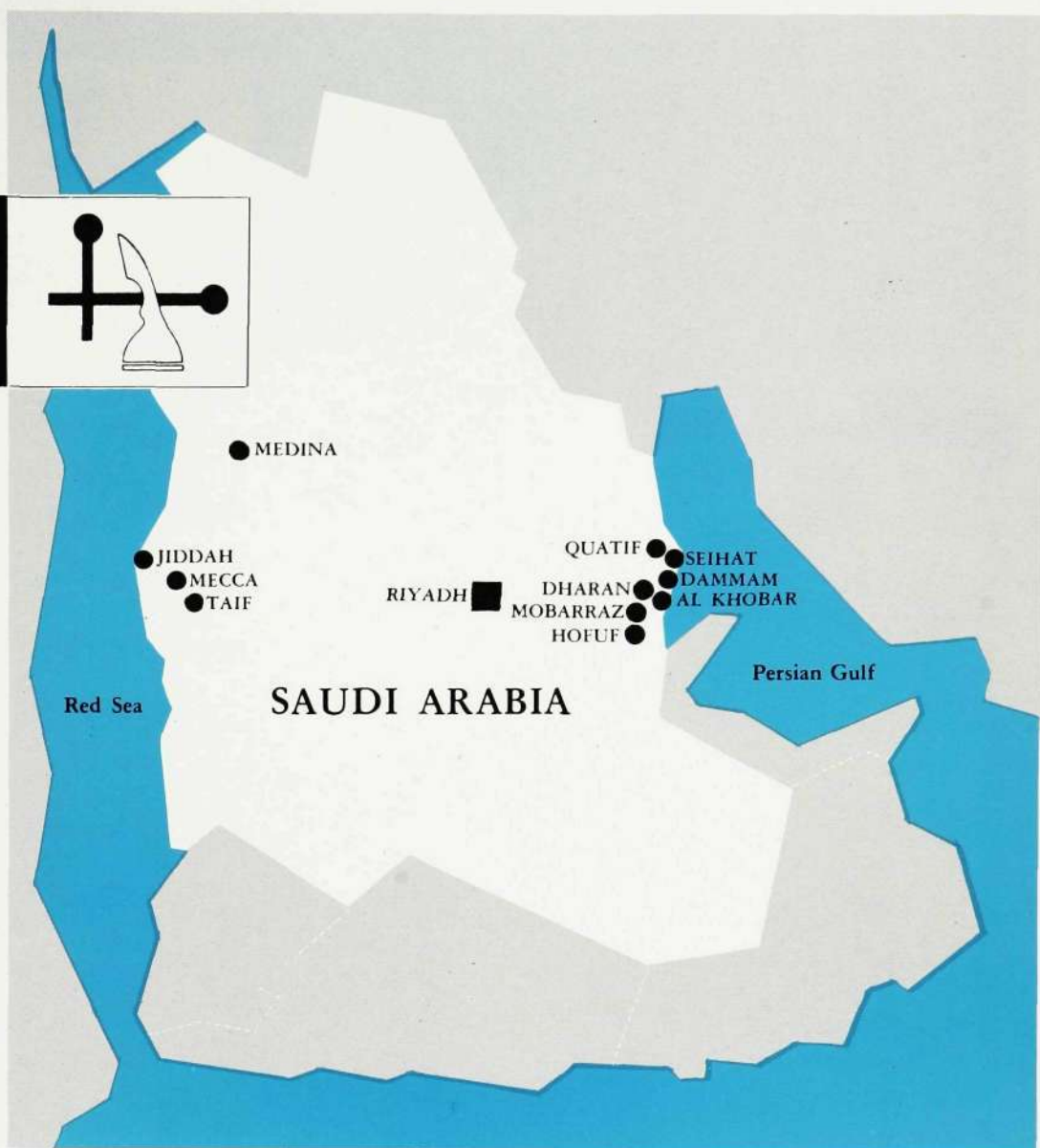
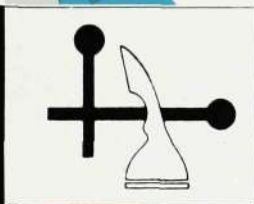
For **El Salvador** L M Ericsson will deliver 6 city exchanges for 26,000 lines, one automatic trunk exchange, manual exchange and interworking equipment. Furthermore, a contract was also signed for deliveries of L M Ericsson's Crossbar **Telex** equipment including a combined national and international telex exchange.



### L. M. ERICSSON TELEPHONE COMPANY

TELEPHONE EXCHANGE DIVISION

STOCKHOLM 32 SWEDEN

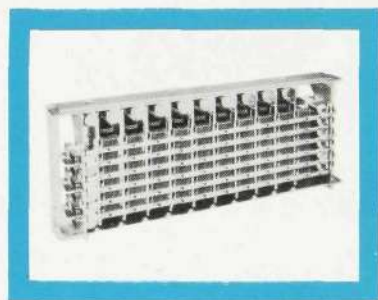


## LM ERICSSON CROSSBAR for nationwide telecommunications of SAUDI ARABIA

Recently, the Kingdom of Saudi Arabia has decided upon an extensive modernization and automatization of the national telephone network. For this purpose **LM Ericsson's Crossbar Systems** have been chosen.

The contract involves deliveries of 14 automatic city exchanges of together more than 40,000 lines, 3 trunk exchanges, more than 50,000 telephones and large quantity of network material. The equipment will be installed in the course of next 5 years.

The Kingdom of Saudi Arabia is the fourth Arabic country after Lebanon, Tunisia and the United Arab Republic which has decided upon LM Ericsson Crossbar for use in the nationwide telecommunications.

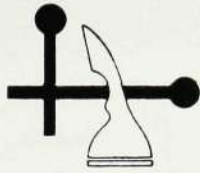


### L. M. ERICSSON TELEPHONE COMPANY

TELEPHONE EXCHANGE DIVISION

STOCKHOLM 32 SWEDEN

**Ericsson**  
**LM**



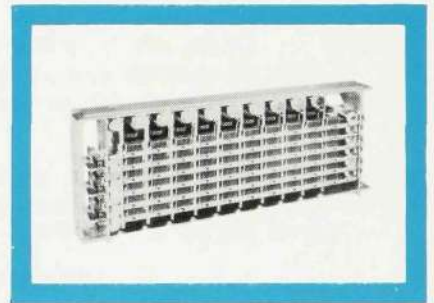
- ▣ CENTRAL PRINCIPAL
- CENTRAL DE REGION
- ⊙ CENTRAL DE ZONA
- CENTRAL DE GRUPO



## **LM ERICSSON CROSSBAR for LDD service in VENEZUELA**

The Republic of Venezuela is engaged in extensive automatization projects for its nationwide telecommunication network. For the LDD part of these projects L. M. Ericsson's Crossbar Systems have been chosen.

The contract comprises deliveries and installation of 29 automatic trunk exchanges with a total capacity of 6,560 lines including a 500-line International Switching Centre for the capital, Caracas. A number of semi-automatic trunk exchanges and telephone traffic and transmission measuring equipment are also included in the contract.

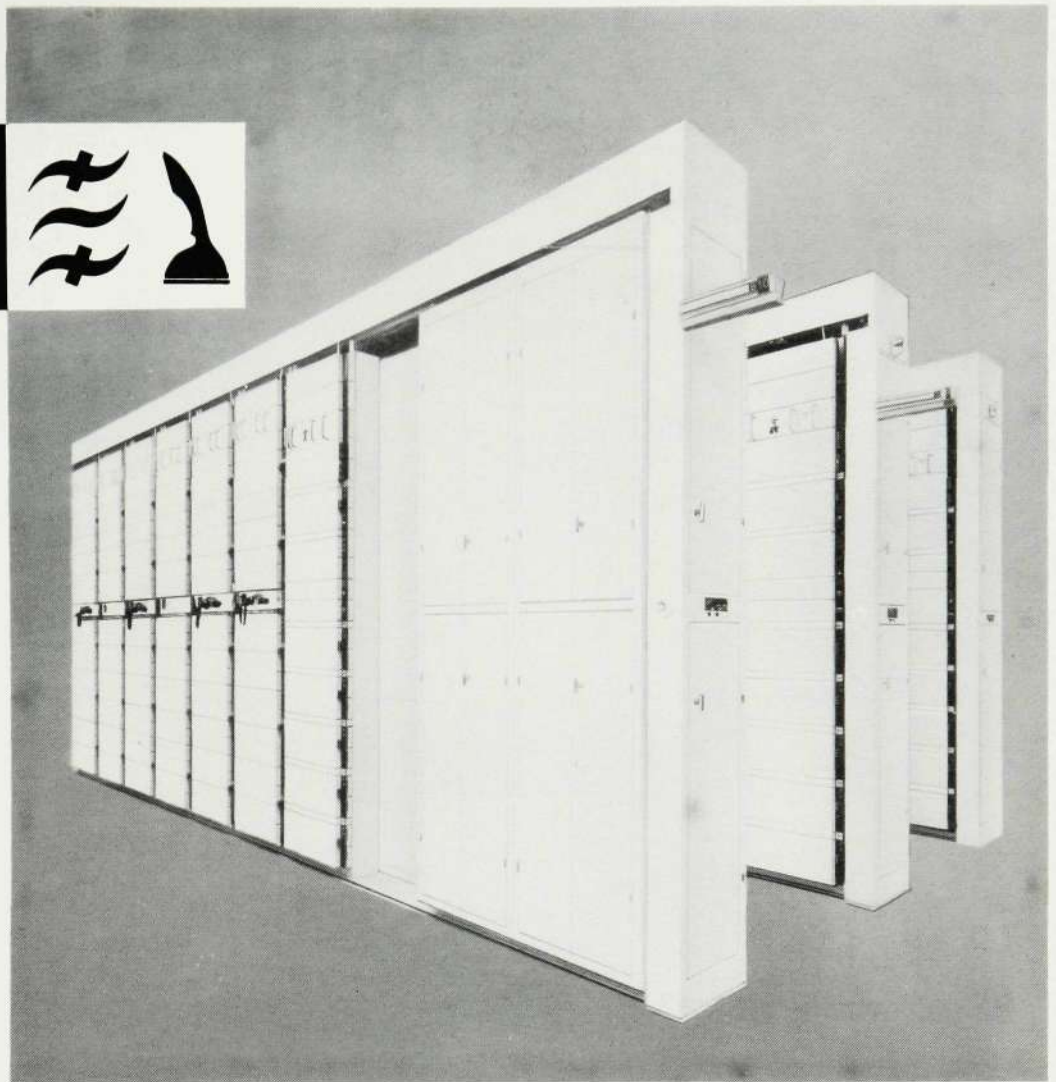


**L. M. ERICSSON TELEPHONE COMPANY**

TELEPHONE EXCHANGE DIVISION

STOCKHOLM 32 SWEDEN

**Ericsson**  
LM



Terminal multiplexing equipment for a 2700-circuit carrier system in a large station.

## **CARRIER TELEPHONY**

— an indispensable means of communication.

As one of the oldest carrier equipment manufacturers in the world — the first carrier system developed by L M Ericsson was put into service in 1922 — we have had the privilege of following and contributing to the development of carrier techniques.

Today's requirements for compact design, flexibility, reliability and simplicity of maintenance differ widely from yesterday's. — In a series of advertisements in this publication we shall try to explain what — in our opinion — it means to say

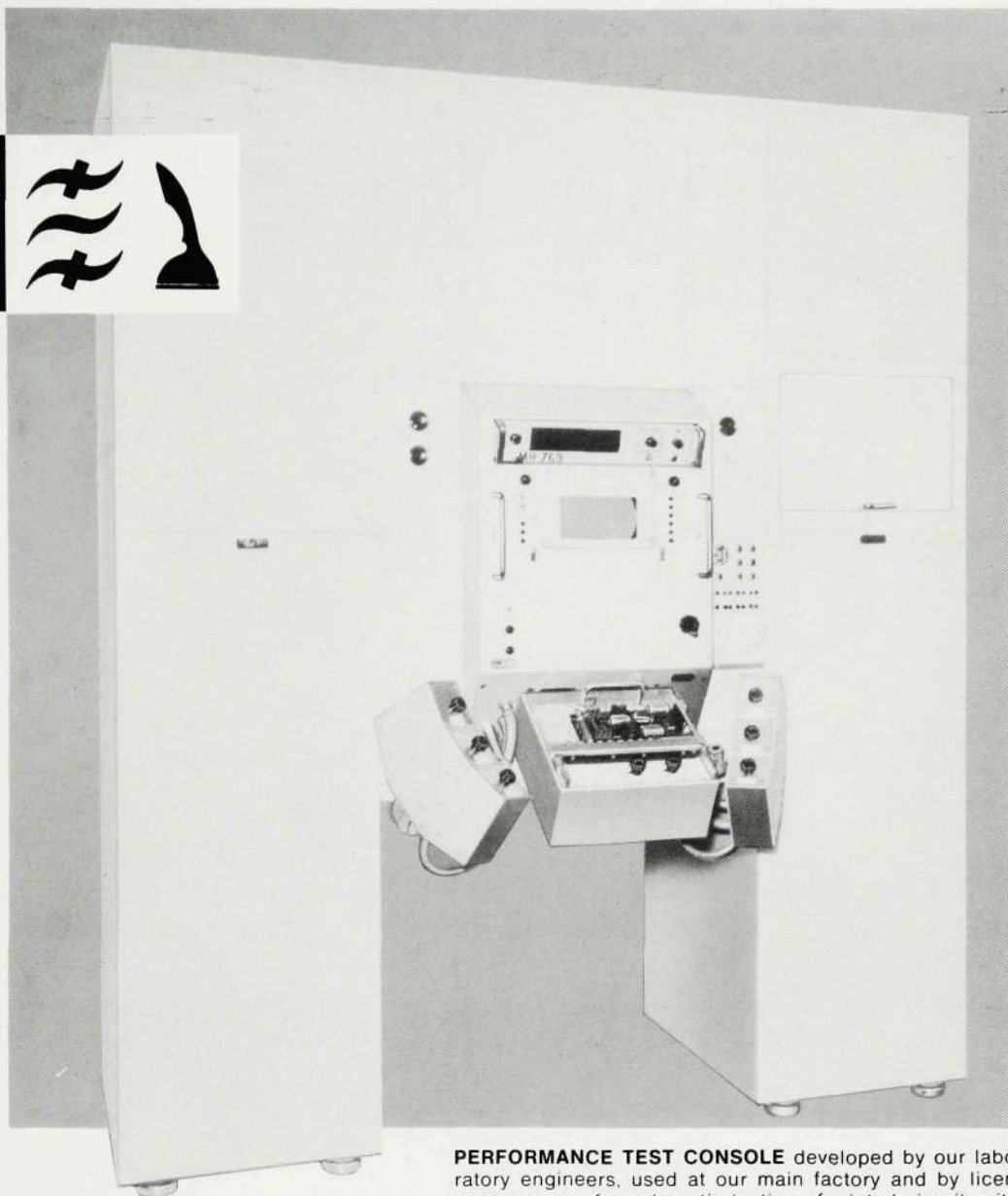
**the carrier systems of today and tomorrow**

**L. M. ERICSSON TELEPHONE COMPANY**

LONG DISTANCE DIVISION

STOCKHOLM 32 SWEDEN

**Ericsson**  
**LM**



**PERFORMANCE TEST CONSOLE** developed by our laboratory engineers, used at our main factory and by licensees overseas, for automatic testing of printed-circuit units.

## RELIABILITY

You can't test reliability into a product – you have got to build it in! And this is just as true for carrier systems – they are no better than the components they are built of . . .

So not only does our equipment undergo painstaking final checks of performance before being "Passed OK", but also all the components which are incorporated are critically type-tested for design approval and deliveries are subjected to rigorous quality control. Furthermore each functional unit undergoes a series of exacting performance tests.

A large highly-skilled team is engaged in doing these jobs for us – and for you – to provide

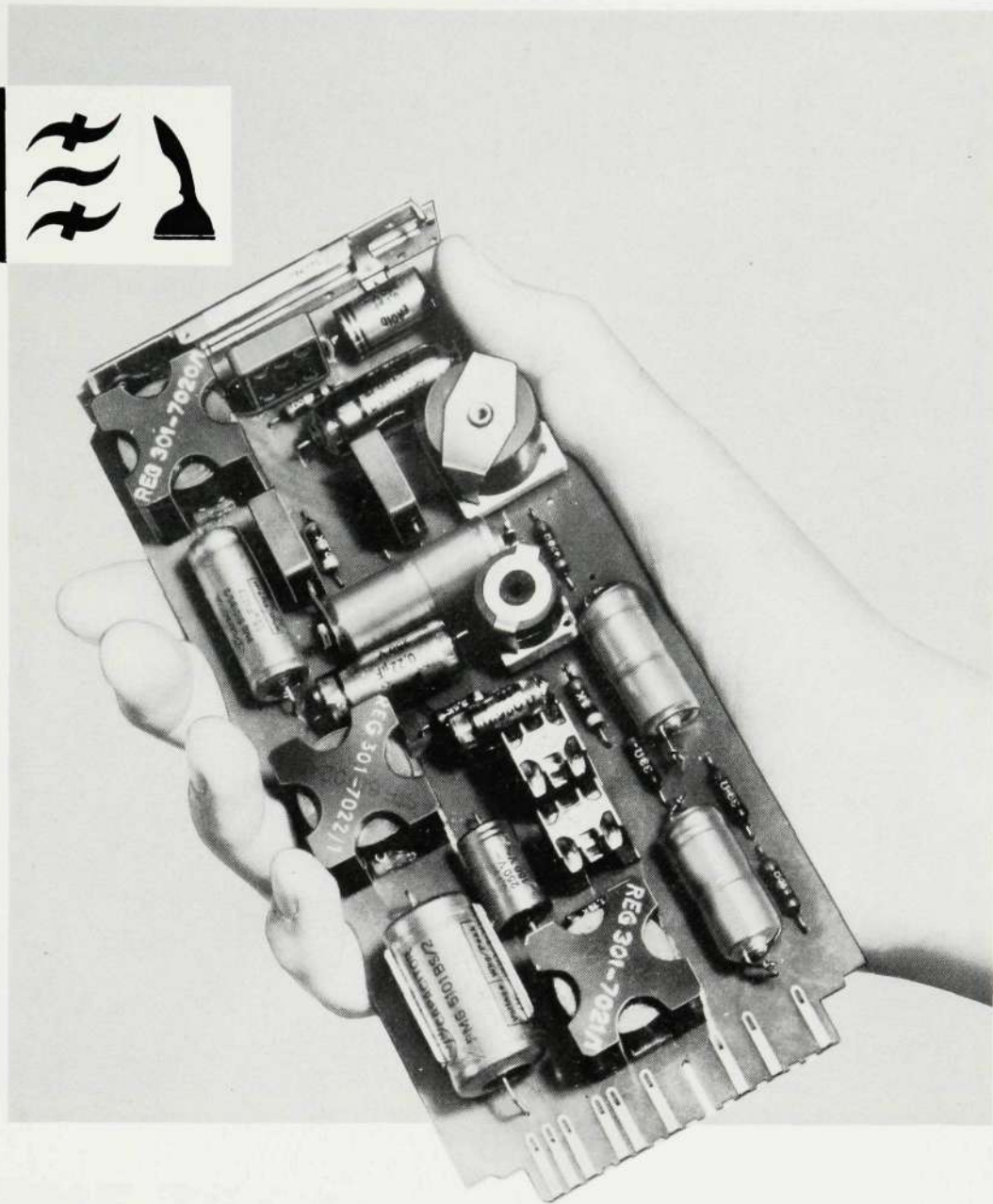
**the carrier systems of today and tomorrow**

**L. M. ERICSSON TELEPHONE COMPANY**

LONG DISTANCE DIVISION

STOCKHOLM 32 SWEDEN

**Ericsson**  
**LM**



## **SPACE IS MONEY**

— and the saving of space has become an ever-increasing demand from telephone administrations all over the world. Miniaturization is the answer. To be the first to use miniaturization is excellent — to be able to offer proven and absolutely reliable miniaturized equipment is better still.

LM Ericsson supply carrier systems requiring less than one third of the space occupied by systems of earlier designs — and giving better performance. That is worth-while miniaturization — that is what we mean by

**the carrier systems of today and tomorrow**

**L. M. ERICSSON TELEPHONE COMPANY**

LONG DISTANCE DIVISION

STOCKHOLM 32 SWEDEN

The Ericsson logo, featuring the word "Ericsson" in a stylized script font above the letters "LM" in a bold, blocky font.

## THE TRANSISTOR

— has come to stay.

The replacement of electronic tubes by transistors was essential to effective miniaturization. Transistors have substantially reduced power supply and heat problems in carrier equipment. They have increased reliability thus minimizing maintenance costs.

Wherever transistors are motivated, we use them in

**the carrier systems of today and tomorrow**

**L. M. ERICSSON TELEPHONE COMPANY**

LONG DISTANCE DIVISION

STOCKHOLM 32 SWEDEN



## PRINTED WIRING

"The unit is assembled on a printed wiring board". — This concept stands for quality and reliability.

Printed wiring is in fact a guarantee against faulty connections and ensures a completely uniform product.

There is a large number of manufacturers of the basic material — the copper-clad phenolic board. Only some of them can offer the first-class product on which we insist.

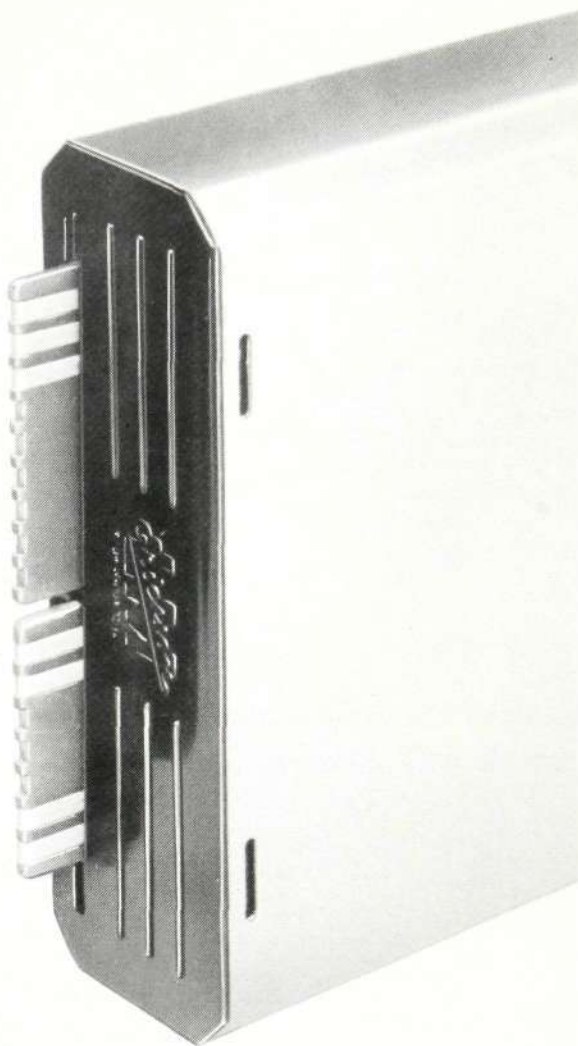
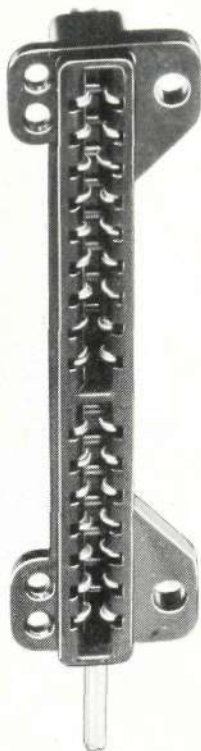
Wherever printed wiring is motivated we use it in

**the carrier systems of today and tomorrow**

**L. M. ERICSSON TELEPHONE COMPANY**

LONG DISTANCE DIVISION

STOCKHOLM 32 SWEDEN



## GOOD CONNECTIONS

— the key to success.

That is why L M Ericsson's plug-in units are provided with connectors which fulfil the most stringent requirements. The connector plugs are made of gold-plated phosphor-bronze, riveted and soldered to the foil wiring.

The corresponding connector sockets in the bay consist of duplicated fork-shaped contacts of hard gold-plated phosphor-bronze. These provide four separate contact areas — each by itself fully adequate for optimum performance in any climate. Good connections — a "must" in

the carrier systems of today and tomorrow

**L. M. ERICSSON TELEPHONE COMPANY**

LONG DISTANCE DIVISION

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## RELIABLE SIGNALLING

There is one thing a telephone operating administration cannot afford – signalling troubles.

The relay in L M Ericsson's signalling receivers is hermetically sealed and has mercury-wetted platinum contacts – without adjustment screws or critical gaps.

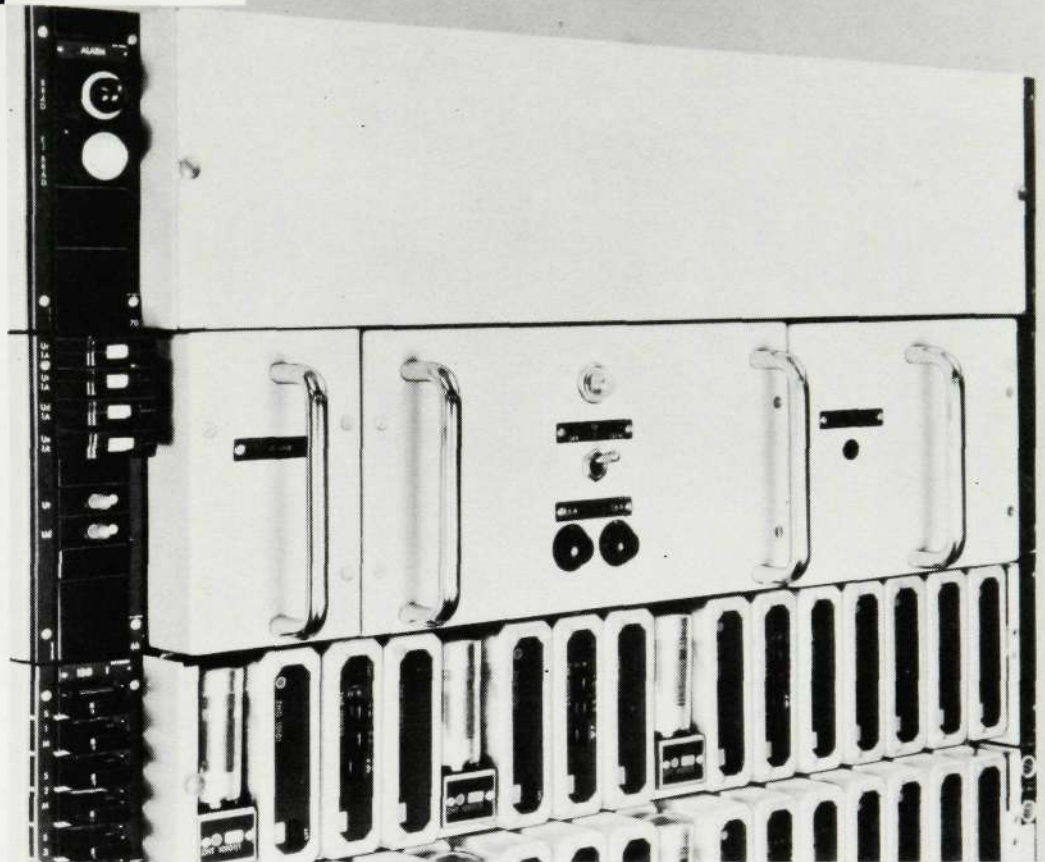
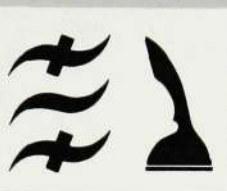
In-band signalling, 1-VF or 2-VF, out-band signalling, high-level or low-level, the choice of signalling method has ceased to be a problem, since you can change signalling methods just as fast as you can change plug-in units in

**the carrier systems of today and tomorrow**

**L. M. ERICSSON TELEPHONE COMPANY**

LONG DISTANCE DIVISION

STOCKHOLM 32 SWEDEN



## INTERCHANGEABILITY

— today a "must".

This applies also to carrier equipment.

Units must be replaced for various reasons. But whatever the reason, the replacement must always be carried out quickly.

The plug-in units used in our equipment guarantee replacement in the shortest possible time — at the lowest possible cost.

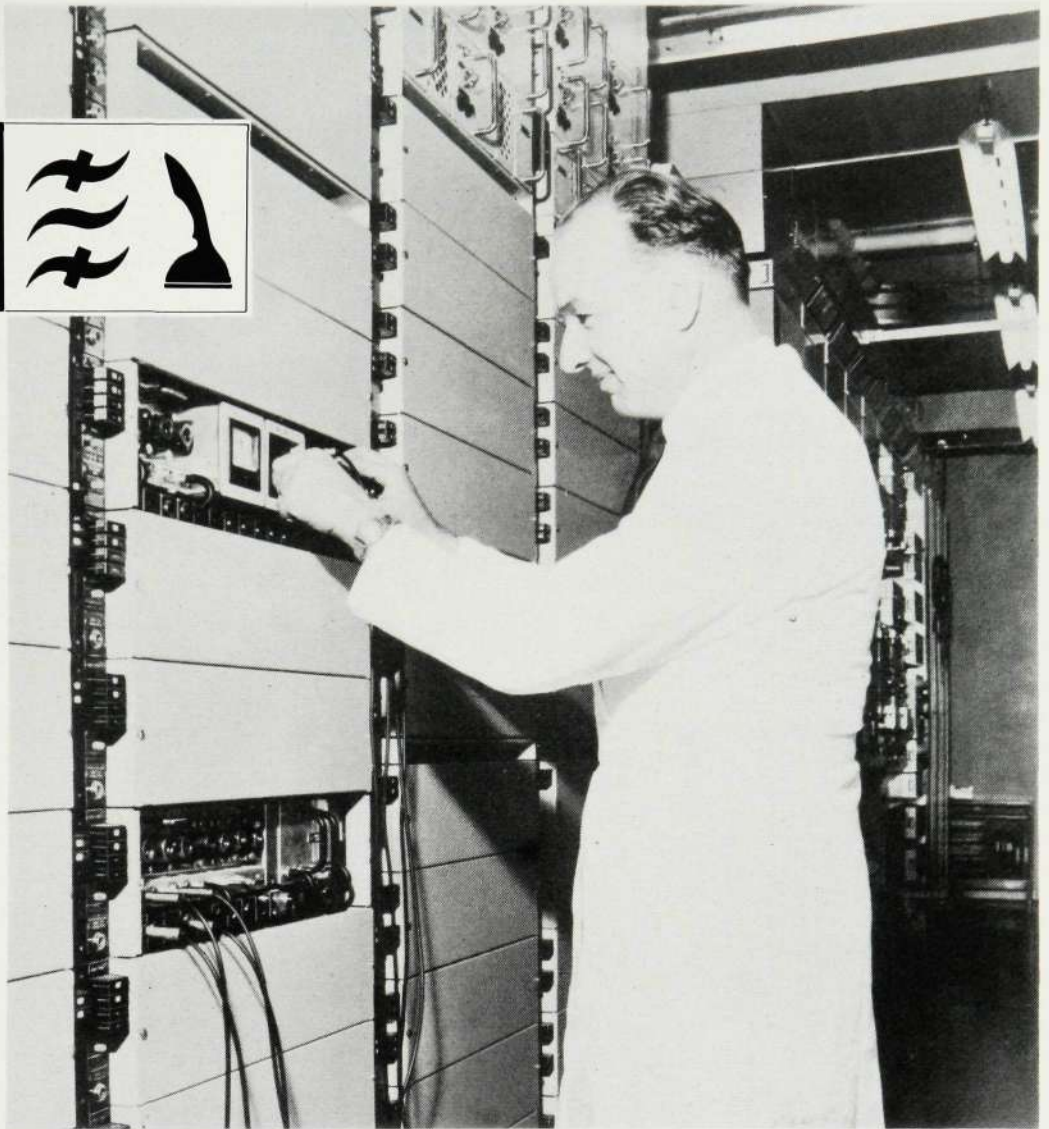
That is an important feature in

**the carrier systems of today and tomorrow**

**L. M. ERICSSON TELEPHONE COMPANY**

LONG DISTANCE DIVISION

STOCKHOLM 32 SWEDEN

The Ericsson logo, featuring the word "Ericsson" in a stylized script font above the letters "LM" in a bold, blocky font.

## ROUTINE MAINTENANCE

— a routine job.

Checking and supervising present-day carrier systems should no longer take up the time of highly qualified people. One of the important tasks for our designers is to simplify maintenance on our equipment to what it should be, a routine job carried out by easily-trained personnel.

Simple methods of maintenance require convenient and easily-accessible test points, the kind you find in

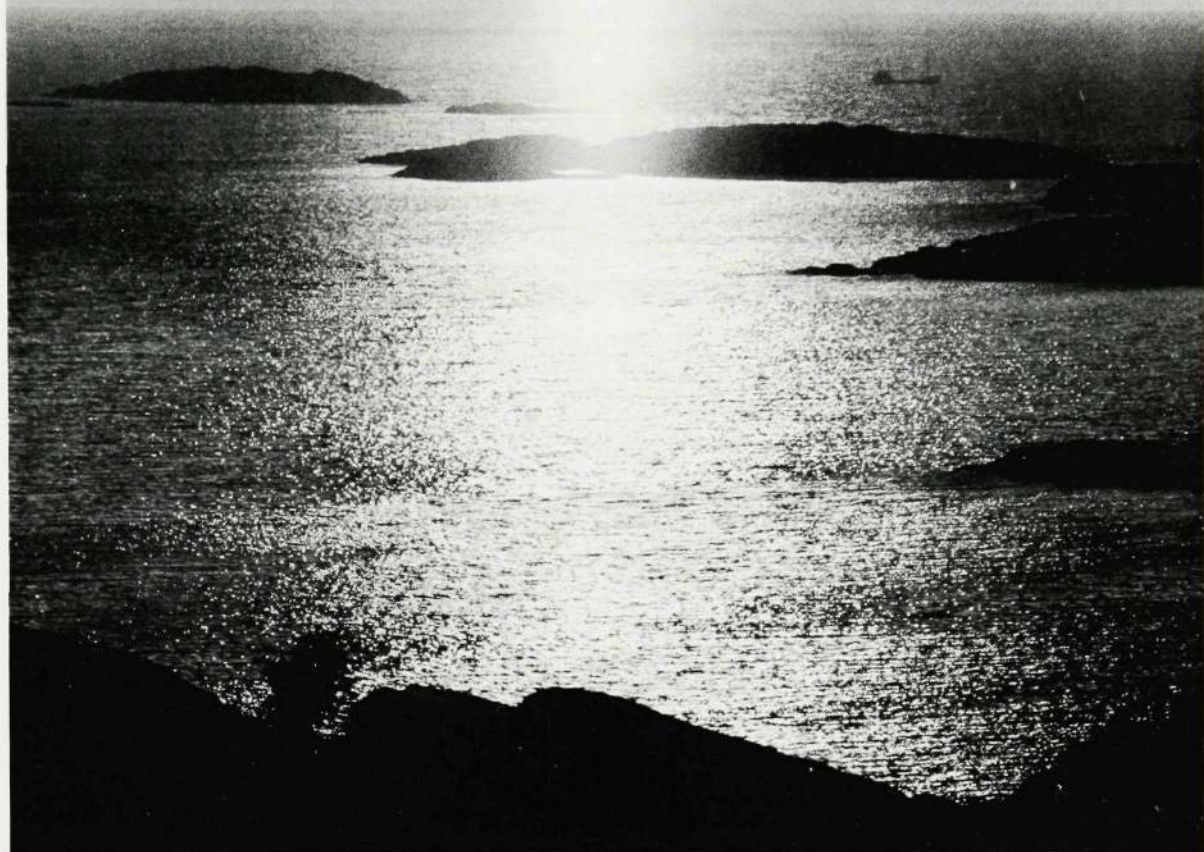
the carrier systems of today and tomorrow

**L. M. ERICSSON TELEPHONE COMPANY**

LONG DISTANCE DIVISION

STOCKHOLM 32 SWEDEN

**Ericsson**  
LM



## **NO ADMISSION WITHOUT AUTHORIZATION !**

This idyllic scene could suddenly become a theater of war. But vigilance assures protection – and vigilance is the basis of a nation's defence.

Electronics is the key to a dependable sentry system.

L M Ericsson, Sweden's largest manufacturer of military electronic systems, is currently developing radar and other electronic equipment for the Swedish-developed planes, Viggen and Draken, and for the country's anti-aircraft defences.

In fact, Ericsson communications systems are used throughout the Swedish defence complex.

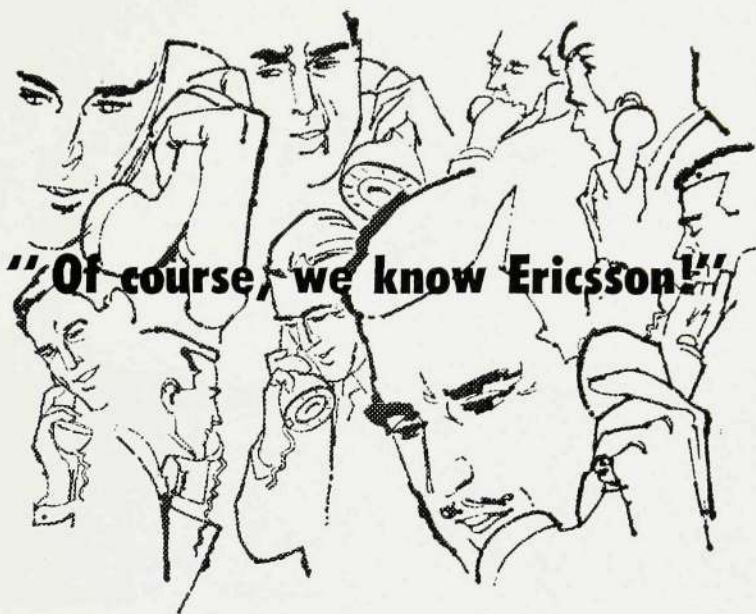
The Ericsson Group is one of the few organizations able to plan, manufacture and install advanced electronic and communications systems anywhere in the world.

Ericsson is engaged in a continuing program of research and development in the field of electronic applications for both military and civilian use.

**TELEFONAKTIEBOLAGET LM ERICSSON**

Military Electronics Division

Stockholm 32 SWEDEN



**"Of course, we know Ericsson!"**

"They've been tops in telecommunications since 1876."

"They undertake the installation of complete telephone systems in all parts of the world."

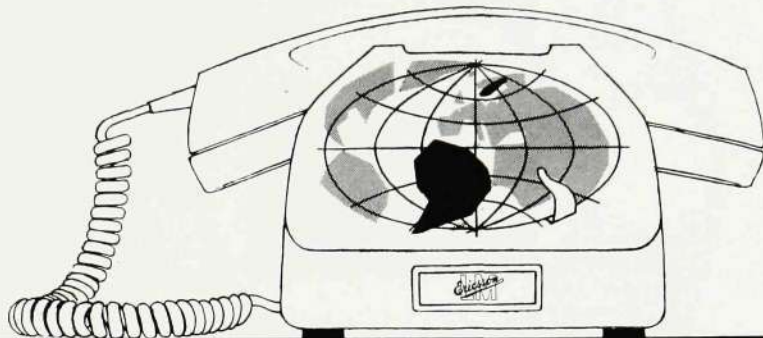
"You can't beat Ericsson systems and products for quality."

**TELEFONAKTIEBOLAGET LM ERICSSON**  
STOCKHOLM 32

SWEDEN



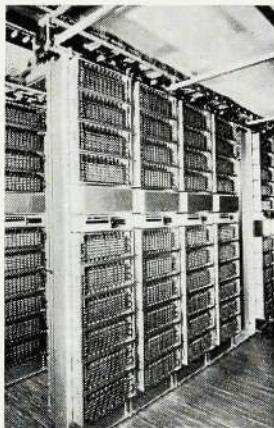
## A Call From The North ...



*The Ericsson Group, founded in 1876, is one of the largest international enterprises engaged in the manufacture of telephone and other telecommunications equipment. The Group has more than 40,000 employees operating in 90 countries through associated companies or agents.*

*Telephone administrators throughout the world select Ericsson when they want the finest in dependable, modern equipment.*

## LM ERICSSON IN AFRICA



In Africa, as on other continents, LM Ericsson is rapidly expanding. The Ericsson Group has delivered public Crossbar systems to the following African countries: Cameroon, Central African Republic, Chad, Dahomey, Ethiopia, Gabon, Ivory Coast, Congo (Brazzaville), Liberia, Libya, Malagasy, Mauretania, Niger, Nigeria, Rhodesia, Tunisia and the U.A.R.

Other kinds of telecommunications equipment have been delivered to: Algeria, Chad, Ghana, Guinea, Kenya, Congo (Leopoldville), Malawi, Mali, Morocco, Mozambique, Senegal, Sudan, South Africa, South West Africa, Togo, Upper Volta and Zambia.

**LM ERICSSON  
TELEPHONE COMPANY**

World Headquarters: STOCKHOLM 32, SWEDEN





**TELEFONAKTIEBOLAGET LM ERICSSON**

is the parent company of the Ericsson Group — a global organization with more than 40,000 employees and representatives in more than 85 countries.

Since its foundation in 1876 LM Ericsson has been a pioneer in telephony and is now a name throughout the world. The first desk handset telephone started its career in 1892. The first plastic-encased dial set followed in 1931, and in 1956 LM Ericsson introduced the Ericofon, the revolutionary new telephone with transmitter, receiver and dial in a single unit.

LM Ericsson's production spans the entire field of telecommunications and telesignalling.

*The latest addition to the LM Ericsson head quarters at Midsommarkransen, Stockholm, Sweden*

**TELEFONAKTIEBOLAGET LM ERICSSON**



some  
LM Ericsson  
advertise-  
ments  
during 1965



**TELEFONAKTIEBOLAGET LM ERICSSON  
STOCKHOLM 32 - SWEDEN**