

The
LEICH 700
telephone



The **LEICH 700** *telephone*

the telephone with more features
that mean more profit for the telephone company

Here's a telephone man's telephone for you! With it you can give the finest telephone service available. Here too, is an instrument that has dozens of design and operation features that will make your job easier, will cut down on maintenance costs . . . and enable you to make more profit per instrument. It's the Leich 700 telephone. It's designed to help you give better service . . . with less expense.

LEICH SALES CORP., 427 W. RANDOLPH ST., CHICAGO 6, ILL.



TWO TELEPHONES IN ONE!



Leich common battery manual telephone used as a desk model.



Same Leich telephone used for wall installation.



Leich dial telephone installed on wall. Extended number ring and dial angle make it easy to read whether sitting or standing.



Same Leich dial telephone as desk model.

**You use
the same instrument
for wall or desk
installations.**

For desk use, set this Leich 700 telephone down. For wall installations, you merely turn it over and mount it on the wall.

There's nothing to add, change or buy. The unique Leich hookswitch and saddle arrangement makes this practical feature possible.

You need to stock fewer telephones, your installer has the correct instrument even when the customer changes her mind.

This wall-desk feature was developed by Leich. It's part of the design of the telephone, and has proved its worth in hundreds of thousands of installations.



When dial telephone is used for wall installation, the dial is turned around in its mounting bracket so numbers are right side up. Loosen two screws and you can do this in a minute.

LEICH 700
MORE FEATURES
MORE PROFIT!

IMPROVED

Transmission sets a new high standard

New, shorter handset gives up to 5 decibel gain in transmission.

How closely and directly the user speaks into the telephone transmitter is just as important as the length of the line or the condition of the outside plant.

That's the secret in the amazing increase in transmission quality of the Leich 700 telephone.

The new Leich handset is shorter by more than $\frac{1}{2}$ " than conventional handsets. The shorter length, plus the design of the handset unit,

places the transmitter closer to the speaker's mouth.

Laboratory tests have proved that this Leich 700 telephone provides up to 5 decibel gain in transmission over our previous model telephone.

The short-coupled handset, combined with the high efficiency talking circuit and the FI transmitter will give your subscribers a new standard of faithful voice reproduction.



OLD STYLE
HANDSET



LEICH'S NEW
SHORT HANDSET

SEE THE DIFFERENCE . . . HEAR THE DIFFERENCE

You won't need any charts, graphs or instruments to notice the transmission gain in this Leich 700 telephone. You'll hear it. The photographs above show how the short-coupled handset places the transmitter where it belongs—close to the user's mouth.

Standard FI transmitters and HAI receivers are used on Leich 700 telephones. They are famous for their high-fidelity response over a wide range. Both are of the easy-to-replace capsule type.

PERFORMANCE

New high-impedance ringer

The new Leich ringer is dependable, easy to adjust, and adaptable for every kind of ringing. It is a high impedance ringer (the highest we've ever made). It draws less current, thus is better for heavily loaded lines. The high impedance also reduces noise induction on divided ringing circuits.

The pleasing, bell-like tone carries very well. This Leich ringer is of the single coil type, is mounted to the base on rubber

bushings for improved tonal quality.

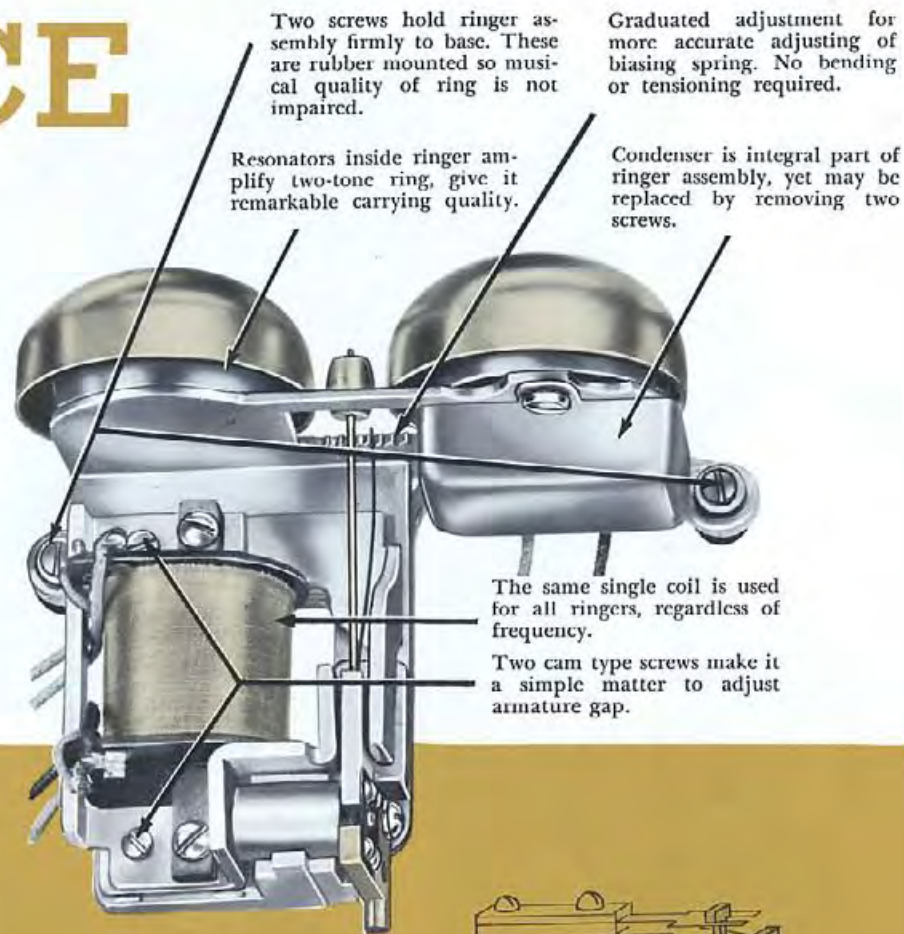
The Leich ringer comes as a complete unit, with the condenser being a part of the ringer assembly. The only difference between a straight line and harmonic ringer is the reed and the condenser. Both of these are easily changed.

All 700 telephones are tested under actual line conditions at the factory and a very minimum of ringer adjustment is required in the field.

This is the heart of dependable telephone operation. Much work was done in the development of this new hookswitch and it has been thoroughly laboratory and field tested. This new Leich hookswitch is operated by a simple positive lever action with an auxiliary actuating spring. The hookswitch springs have double contacts with card type actuators and stops. Lifting the handset actuates the springs with considerably more contact pressure and follow than on any previous model Leich telephone.

Transparent plastic cover protects hookswitch springs from dust and dirt.

POSITIVE, TROUBLE-FREE HOOKSWITCH.



Two screws hold ringer assembly firmly to base. These are rubber mounted so musical quality of ring is not impaired.

Resonators inside ringer amplify two-tone ring, give it remarkable carrying quality.

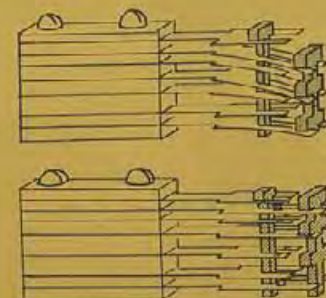
Graduated adjustment for more accurate adjusting of biasing spring. No bending or tensioning required.

Condenser is integral part of ringer assembly, yet may be replaced by removing two screws.

The same single coil is used for all ringers, regardless of frequency.

Two cam type screws make it a simple matter to adjust armature gap.

The make and break springs are accurately positioned by card type stops. This provides a permanent adjustment which will not change in service.



LEICH 700
MORE FEATURES
MORE PROFIT!

BUILT TO LAST



Fewer maintenance trips mean more profit. You'll find this Leich 700 telephone is **TOUGH**. It is not as likely to go out of service if dropped or mishandled.

The high efficiency talking circuit has been proved in operation. The resilient case has high impact strength. The solid metal base provides a firm foundation. All of the parts are made of the finest quality materials available, are carefully assembled and tested at the Leich factory.



Solid, heavy metal base. Protruding rubber feet (non-marking) act as bumpers.



Tough neoprene cord is reinforced where it enters the handset.



Notice the extra reinforcing ribs which add to the shock-resisting quality of the thermoplastic case.



Injection molded thermoplastic case will give, but it won't break. When pressure is released, it resumes its original shape. You'll replace *very few* cases on this telephone.

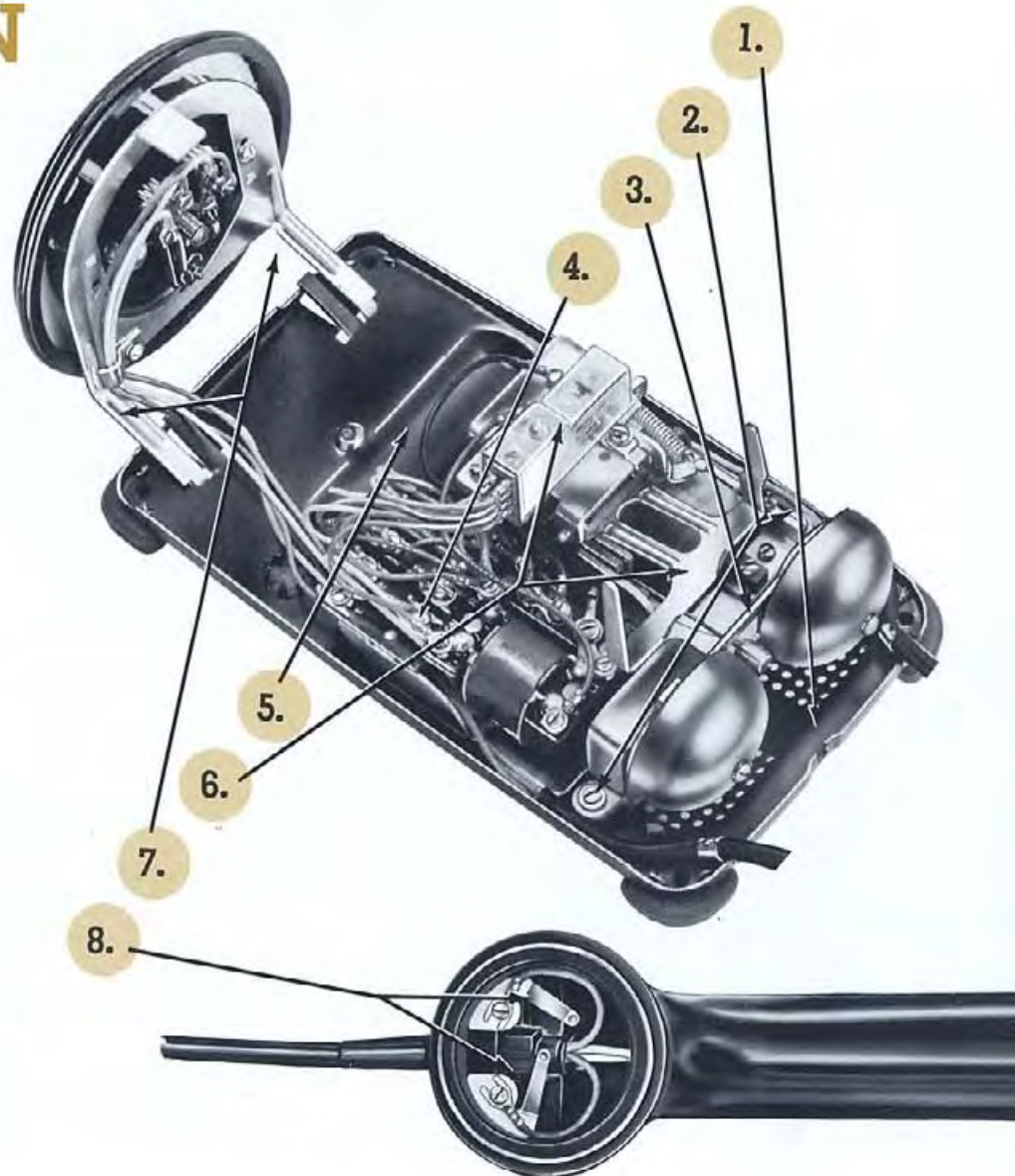
EASY TO MAINTAIN

All parts accessible for testing and adjustment.

All parts may be individually replaced when necessary.



1. Loosen one screw and you can lift the cover completely off. There are no connections in the cover.
2. Ringer and ringing condenser are complete unit. Two screws, rubber mounted, and a rear lug hold entire ringer assembly in place. Condenser may be removed separately by removing two screws.
3. Graduated adjustment makes for easier, more accurate adjusting of biasing. No tensioning or bending required.
4. Spade connections on top of terminal block are easily accessible. Induction coil and terminal block assembly held in place by spring clip. Induction coil mounted to terminal block assembly by single screw.
5. Mounting space provided in base for ringing tubes.
6. Positive-action hookswitch located on top. Transparent plastic cover protects relay type hookswitch springs from dust and dirt, makes operation clearly visible.
7. Dial mounting bracket makes it a simple matter to add a dial, swings out so dial is instantly accessible for adjustment.
8. Handset unit has silver plated spring contacts for good connections and easy replacement of capsule type transmitters and receivers.



LEICH 700

MORE FEATURES
MORE PROFIT!

LITTLE THINGS THAT ARE IMPORTANT

Extended Dial Ring

This extended dial ring is the modern trend in telephone styling. More important, the large numbers on the outside of the dial are much easier to read, will help prevent wrong numbers. The metropolitan numbering on the extended dial ring is standard and will be furnished on all dial telephones unless otherwise requested. This type of numbering is necessary for nationwide toll dialing. By using this metropolitan dial now, you will not have to change dials when your exchange enters into the nationwide toll dialing system.



HANDY FINGER LIFT PLATE

Your subscriber is less apt to drop this Leich telephone because of the handy finger lift plate behind the saddle.

Non-marking rubber feet. Will not mark furniture or table coverings.

When the Leich telephone is used for wall installations, the dial angle makes it easy to read the dial from either a sitting or standing position.



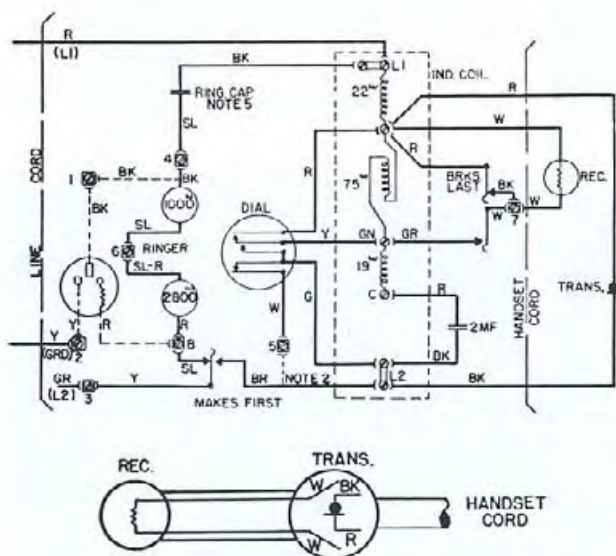
MOUNTING SPACE PROVIDED FOR RINGING TUBES

Ringing tubes or lamps make lines with grounded ringing no more noisy, due to power induction or other disturbances, than metallic ringing lines. They can also be used for superimposed ringing which permits fully selective four party service with single frequency ringing and untuned straight line ringers. Provisions are made in the base for mounting either a Western Electric No. 333-A or 426-A tube, a Vincent Rare Gas Relay or a General Electric neon lamp.



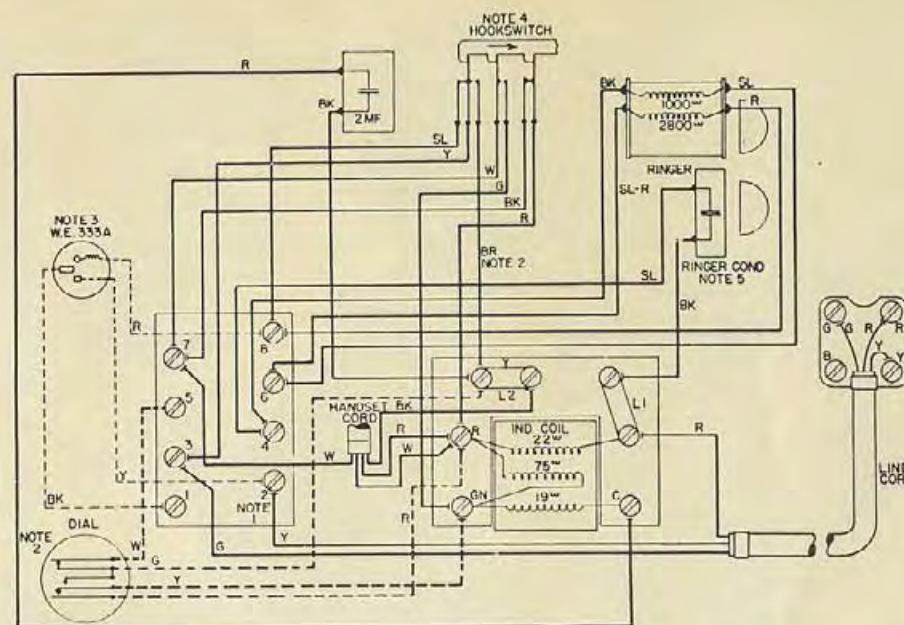
FLEXIBLE CIRCUIT DESIGN

**Adaptable for
every type of service
in general use.**



SCHEMATIC

WIRING DIAGRAM



NOTES:

1. Connect Red Ringer Lead to Term. 6 for Metallic Ringing, or to Term. 3 for Grounded Ringing.
2. When Dial is used, Connect Brown Hookswitch Lead to 5 on Terminal Panel and Dial Leads as shown for A.E. Co. Dial.
For W.E. Type 7 Dial, Connect Dial Leads; White to Term. 5, Green to L2 on Ind. Coil, Yellow to GN on Ind. Coil, and Red to R on Ind. Coil.
3. Connect Gas Tube or Neon Lamp when used to Term. 8 & 4; Connect Slate Lead from Ringer Cond. to Term. 8; Connect Red Lead from Ringer to Term. 3.
Connect 333A Tube as shown and Move Black Ringer Lead from Term. 4 to Term. 8 for —

- Ring on L2. For — Ring on L2, Connect Red
Ringer Lead to Term. 3; Black to Term. 8,
Black 333A Tube Lead to Term 8, Red to Term.
3, Yellow to Term. 1. For + or — Ring on L1,
Reverse Line Pair.
4. For Hookswitch Latch.
- Move Red Hookswitch Lead from Ind. Coil R to
Ind. Coil C.
- Move Black Hookswitch Lead from Term. 7 to
Ind. Coil C.
- Move Black Handset Cord from Ind. Coil L2 to
Term. 7.
- Move Green Hookswitch Lead from Ind. Coil
GN to Ind. Coil L2.
- Move White Handset Cord from Term. 7 to Ind.
Coil GN.

5. RINGER CONDENSERS

Freq.	Condenser	
Straight Line.....	70G	0.5MF
16	70A	1.0MF
16 2/3		
20		
25	70G	0.5MF
30	70C	0.25MF
33 1/3		
40		
42 1/2	70D	0.15MF
50	70E	0.10MF
54 1/2		
60		
66	70F	0.05MF
66 2/3		

You'll be proud to install it



This Leich 700 telephone will be the finest advertising your company can have. Certainly your subscribers will be pleased with its trim lines, will be convinced at first sight that you are giving them a fine, modern instrument.

As they use it, they'll become enthusiastic over the true-to-life transmission. What's more, the many extra features - - - the comfortable handset, clear ringing, handy finger lift plate, easy-to-read dial - these extra Leich conveniences will be appreciated for years to come.

You'll give better service and have fewer maintenance trips.

Never before has Leich produced a telephone that could equal this one for ruggedness, for such year-in and year-out dependability. All of the parts were designed to operate for long periods without the necessity for adjustment.



Ordering Information - LEICH 700 telephones

No. 701-C

For common battery manual service. With dial blank, but without dial. Straight line ringer.

No. 711-C

Same telephone only with hookswitch latch described in column at right.

No. 705-C

For dial service. Includes Automatic Electric dial. Straight line ringer. May be furnished with Western Electric dial upon request. Also available with spotter dial for automatic toll ticketing. Specify type of spotter dial you desire.

No. 715-C

Same telephone only with hookswitch latch.

**NOTE There's no separate catalog number for wall or desk type telephones. All of these Leich telephones can be used for wall or desk installations. No additional parts are required.*



EXTRA FEATURES AVAILABLE

HOOKSWITCH LATCH

For party line service. Also called push-to-talk button. Prevents transmission losses when other parties on line listen in. Prevents interference with dial pulsing. Saves battery on local battery talking telephones. Useful for monitoring on reverting call during ringing period.

BATTERY SIGNALLING PUSHBUTTON

Local battery talking telephone without generator. Used on single party lines. User signals the operator by means of pushbutton instead of generator. Requires auxiliary 6 volt battery at the telephone.

KOILED KORDS

Retractable permanently coiled cords that stretch out easily for use. Prevents dangling, kinking of cords.

RINGER CODE

The letter "C" stands for our regular straight-line, high impedance ringer. To order a telephone with any other ringer, you change this letter "C" to whatever letter below describes the frequency or type ringer you want.

C — straight line ringer	N — 42 cycle ringer
G — 33 1/3 cycle ringer	P — 54 cycle ringer
H — 50 cycle ringer	R — 66 cycle ringer
J — 66 2/3 cycle ringer	S — 16 cycle ringer
K — 16 2/3 cycle ringer	T — 20 cycle ringer
L — 25 cycle ringer	U — 60 cycle ringer
M — 30 cycle ringer	V — 40 cycle ringer

TUBE RINGING

To order a telephone with a ringing tube, add the number that signifies the type ringing tube you desire. This number comes after the letter which is used to describe the type of ringer.

Number Suffix

1.	-	-	-	-	Brach tube Vincent Rare Gas Relay Type RTC.
2.	-	-	-	-	Neon Lamp General Elec. NE-32
3.	-	-	-	-	Western Electric No. 333-A tube
4.	-	-	-	-	Western Electric No. 426-A tube

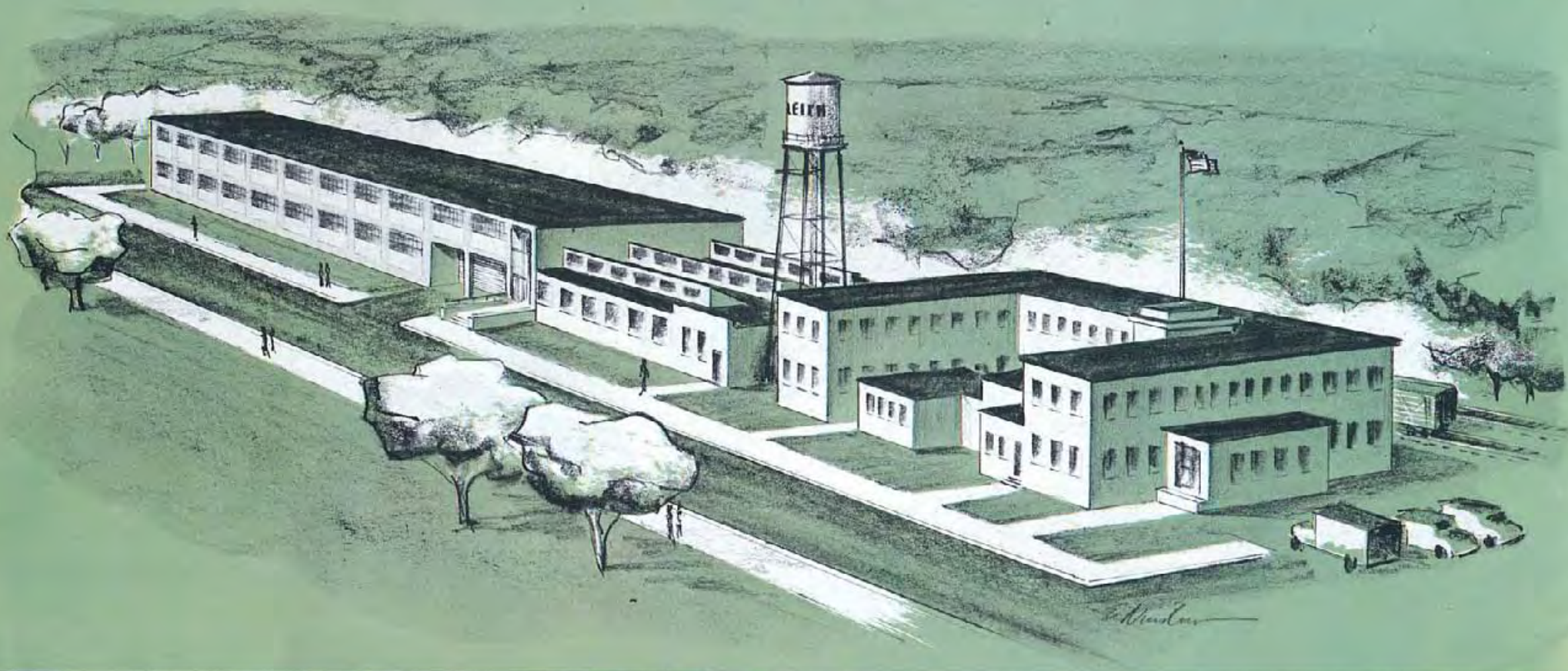
ORDERING EXAMPLES

701-C	—	Common Battery Manual telephone with straight line ringer.
705-P	—	Dial telephone with 54 cycle ringer.
705 C-3	—	Dial Telephone equipped with a Western Electric No. 333-A tube.

OTHER TYPES AVAILABLE

731-C	—	Local battery talking, common battery signaling telephone.
741-C	—	Same as 731-C only with a hookswitch latch.
735-C	—	Local battery talking, common battery signaling telephone with dial.
745-C	—	Same as 735-C only with a hookswitch latch.
751-C	—	Local battery talking telephone for use with separate generator box.
761-C	—	Same as 751-C only with a hookswitch latch.
755-C	—	Local Battery talking telephone with battery signaling pushbutton.
765-C	—	Same as 755-C only with a hookswitch latch.

NOTE All the above telephones are listed as having straight line ringers, which are designated by the letter "C". If you want other than straight line ringers, change the letter "C" to whichever letter describes the required frequency. Refer to ringer code at left.



*Artist's view of Leich Electric Company factory at Genoa, Illinois,
showing new 50,000 sq. ft. addition*

LEICH SALES CORPORATION

427 WEST RANDOLPH STREET, CHICAGO 6, ILLINOIS

SOUTHWEST: 1227 Slocum St., Dallas 7, Texas — PACIFIC COAST: 2611 Sawtelle Blvd., Los Angeles 64, Calif.

LEICH SALES CORPORATION



427 WEST RANDOLPH STREET

CHICAGO 6, ILLINOIS

PHONE: FR 2-2931

I Believe . . .

I believe that the new Leich 700 telephone described in the attached catalog is the finest telephone instrument Leich has ever produced.

I believe also, that if you install one of these new telephones on your own line -- in your own home or office -- you will discover for yourself that this is the most practical, most improved telephone you have ever used!

No matter what type of instrument you are now using . . . it will be well worth your while to talk and listen and use this new Leich 700 telephone. All the words in this catalog . . . or any fine words I can write, won't prove a thing . . . unless you personally see it and use it.

I believe that this is the most rugged, dependable telephone instrument we've ever developed. And you know, it's that reliable, year-in-year-out good service, without a lot of trouble calls, that makes a telephone make money for you.

Please read this catalog and see all the advantages we've built into this 700 telephone.

Then order one -- just one -- of these new Leich telephones and install it where you personally can give it a real test.

DO THIS AT NO RISK . . . AT OUR EXPENSE!

We won't bill you for this one Leich 700 telephone until you've had a chance to try it for 30 days.

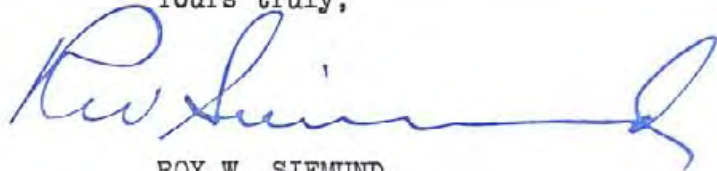
If you don't agree that this is the finest telephone you've ever used, return it collect to me and you will not be charged one penny.

Use the enclosed post-card for this trial offer. Check the type telephone you want from the ordering information on the last page of the catalog. Mail your card today.

We've never made an offer like this before. Never before have we had a telephone instrument that offered you so many practical advantages.

I believe, sincerely, that if you do this, you'll thank me for asking you.

Yours truly,



ROY W. SIEMUND
President

RWS:ett
Enclosures

Okay Leich -

We understand that you will not bill us for this telephone for 30 days.

We can return this telephone at any time in the 30 day trial period by express collect and you will not charge us anything.

If you don't hear from us within 30 days, you may bill us for this telephone.

We would like to try one of the new Leich telephones
at your expense!

Please send us one

(check your catalog and
fill in type desired here) _____ telephone

COMPANY _____

CITY _____

STATE _____

BY _____

June 1, 1953

PRICE LIST
LEICH 700 TYPE TELEPHONES

* * *

CATALOG NO.	PRICE EACH
701-C common battery manual, straight line ringer	\$21.75
705-C with dial, straight line ringer	28.22
711-C common battery manual, straight line ringer, hookswitch latch	22.60
715-C with dial, straight line ringer, hookswitch latch	29.07
751-C manual, local battery talking	24.85
755-C manual, battery signalling pushbutton	25.70
761-C manual, local battery talking with hookswitch latch	25.90
765-C manual, battery signalling pushbutton, hookswitch latch	26.55

For harmonic ringers, add.....\$.95

For Coiled Kord, add..... .30

The same telephone can be used as either wall or desk model.

Prices f.o.b. Genoa, Ill. Subject to change without notice.

Postage
Will be Paid
by
Addressee

No
Postage Stamp
Necessary
if Mailed in the
United States

BUSINESS REPLY CARD

First Class Permit No. 19474, Sec. 34.9, P. L. & R. CHICAGO, ILL.

POSTAGE WILL BE PAID BY—

LEICH SALES CORPORATION

427 WEST RANDOLPH ST.

CHICAGO

6,

ILLINOIS

