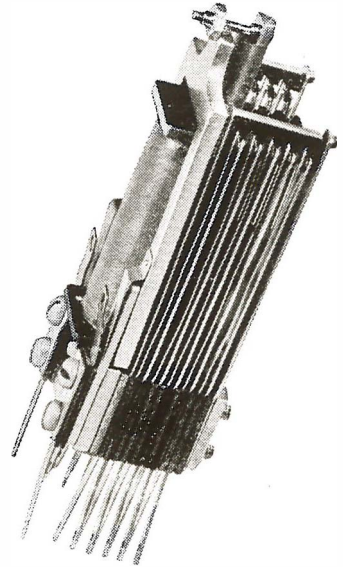


Telephone Relay
¾ actual size



1000 for a Nickel



WHEN you drop a nickel in a pay station and dial a call—or dial from home or office—as many as 1000 telephone relays go into action.

The relay is the little device illustrated above—an electrical switch that works far faster than you can wink. You probably don't know it exists. But you couldn't make a telephone call without it.

These relays leap into service when you telephone, opening and closing circuits. They operate millions of times in their lifetime.

Bell Telephone Laboratories designed this relay and some of the Laboratories' best scientific minds are spending all their time improving it.

Is it worth while to assign such great talent to so small a device?

Here is the answer: There are more than 100,000,000 relays in the Bell System and they represent one dollar out of every six spent for equipment in dial telephone exchanges.

Design changes by Bell Telephone Laboratories have already saved millions of dollars in cost and greatly improved telephone service. It is this kind of research, especially in a time of rising costs, that helps keep your Bell System telephone service low in price.

BELL TELEPHONE SYSTEM



BELL TELEPHONE LABORATORIES *A great research organization, working to bring you the best possible telephone service at the lowest possible cost*