

Take a letter from A to Z

WHEN you turn the telephone dial you are taking control of one of the world's largest and most ingenious machines.

It is a giant mechanical brain which remembers and passes along the letters and the numbers you select. It sets up traffic lights to hold the road open, and reports back if the telephone you want is busy.

Dial has made great strides in recent

years, but greater things are in store.

Some day, Bell Laboratories will make it possible for you to dial across the United States as simply and promptly as you dial a neighbor now.

All of this is part and parcel of the overall Bell Telephone Laboratories program — to help the Bell System keep on giving you the finest telephone service in the world.



BELL TELEPHONE SYSTEM

