

WHY XY[®] TOLL TICKETING* IS YOUR KEY

to increased revenue
and profits...

*Complete Toll Accounting. See the 5th ad in this series for a special "Name-the-System" contest. Win a hat of your choice!

STROMBERG-CARLSON A DIVISION OF GENERAL DYNAMICS CORPORATION

ATLANTA: TRinity 5-7467 • CHICAGO: STate 2-4235 • KANSAS CITY: HArrison 1-6618
ROCHESTER: HUBbard 2-2200 • SAN FRANCISCO: OXford 7-3630



XY[®] TOLL TICKETING*

will make money for you...

The Stromberg-Carlson Toll Ticketing System is created to put more profit in your operation; yet is simple and economical in design.

Fully automated, its magnetic tape storage principle permits playback information to feed into typewriter, card-punching machine or punched tape.

Get the extra revenue of DDD now . . .

with money-making XY Toll Ticketing.



Printed circuit board is from XY Toll Ticketing accounting chain.

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XY[®] TOLL TICKETING*

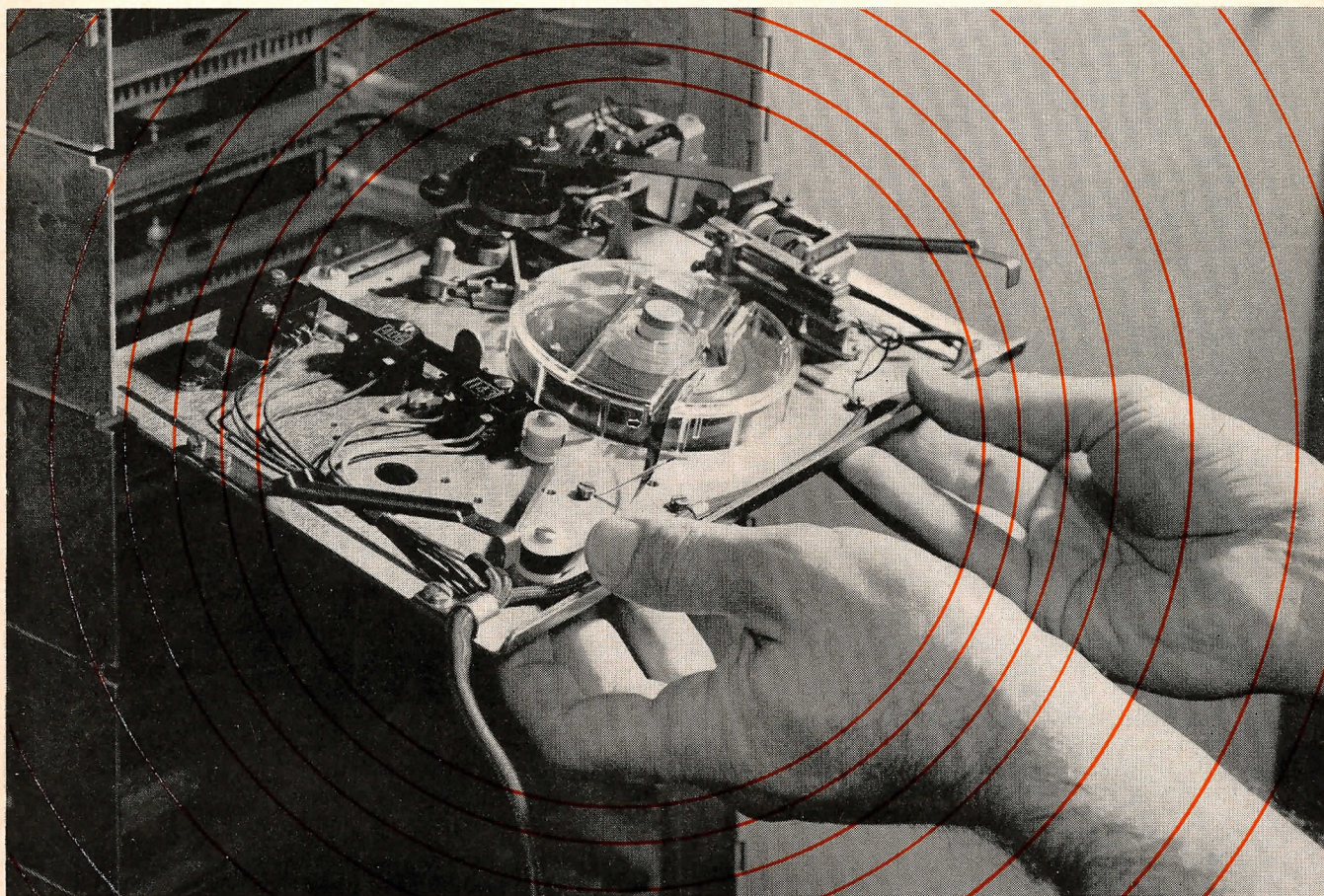
completely compatible, fully flexible...

With Stromberg-Carlson Toll Ticketing in your exchange, your subscribers can dial directly into the nationwide system. Magnetic tape recorders store and release information **without personal attention, transport or reloading.**



Get the extra revenue of DDD now—with XY Toll Ticketing.

Magnetic tape recorders in XY Toll Ticketing System are easy to jack in-and-out.



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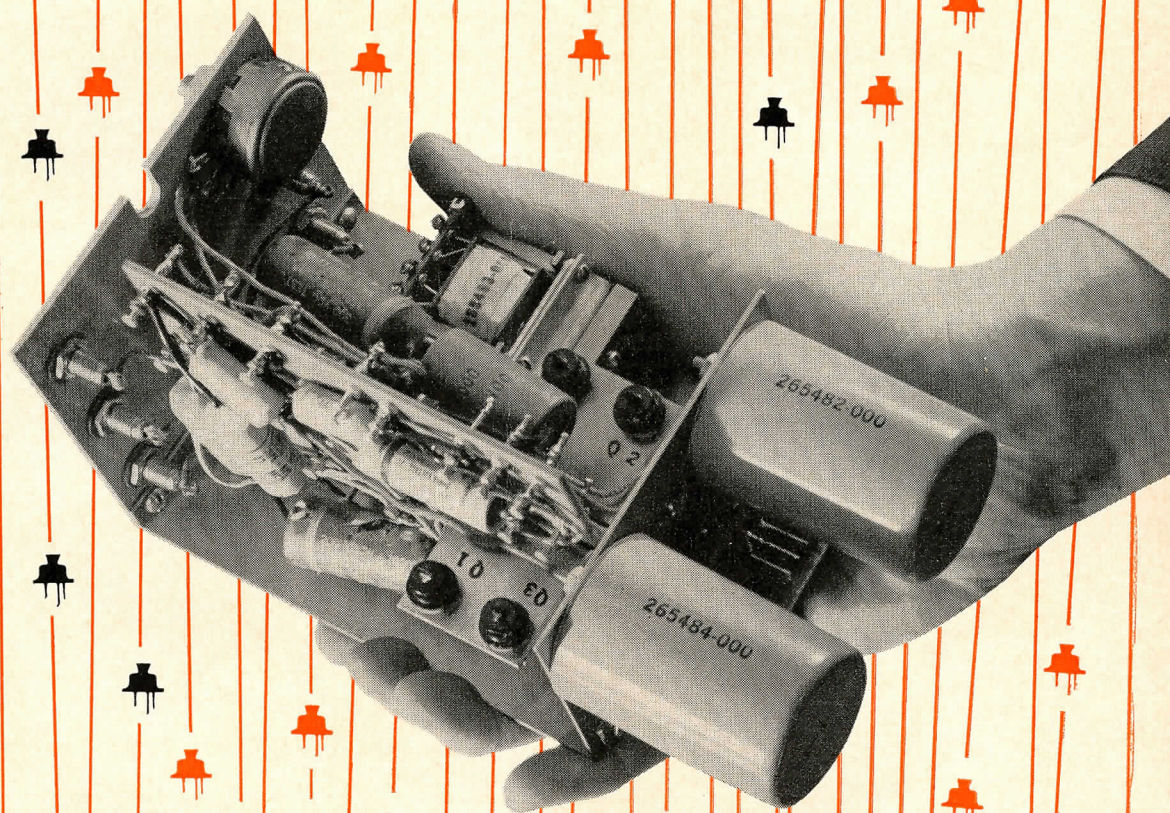


XY[®] TOLL TICKETING* ...

uses modern electronics ...

In Stromberg-Carlson Toll Ticketing System, modern electronic principles and techniques are used to the fullest. The result: high speed, high reliability, low maintenance cost. **Get the extra revenue of DDD now—with XY Toll Ticketing.**

Contact your Stromberg-Carlson representative.



Transistorized detector amplifier illustrates the use of electronic techniques in the XY Toll Ticketing System.

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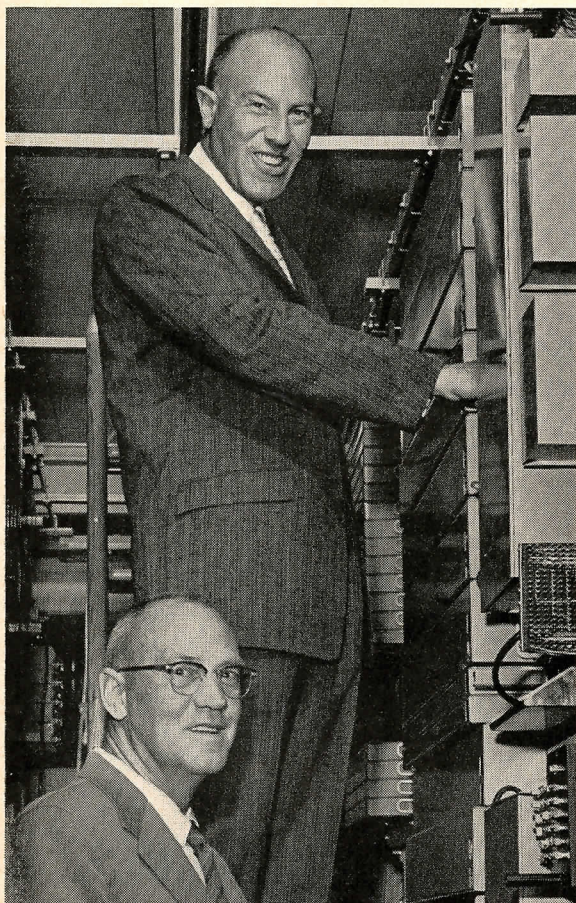
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XY[®] TOLL TICKETING ...

proven extra revenue producer...



Since installing Stromberg-Carlson Toll Ticketing equipment, the Redmond exchange of Northwest Telephone Company has enjoyed a 28% increase in toll revenue! You, too, can **get the extra revenue of DDD now—** with XY Toll Ticketing. Contact your Stromberg-Carlson representative.

James M. Wells (top), President of Northwest Telephone Company; T. J. Wells, former President and Manager.

New Name Contest—Here's how you can win the hat of your choice, made by any U. S. manufacturer. We need a short, descriptive name for this XY Toll Ticketing System. Perhaps you can suggest one. Simply think of a name for our Toll Ticketing equipment and tell us—in 25 words or less—why you chose it. We offer these suggestions as guides: S-C ELMA—Stromberg-Carlson ELectronic Message Accounting; MAGTAC—MAGnetic Toll ACcounting. We may decide to use one of these, but if your suggestion is judged best, you'll win the hat anyway! All entries must be postmarked no later than midnight, April 30, 1959. Judges' decision will be final. Complete the coupon below and mail it to F. W. Haupt, Advertising Manager.



STROMBERG-CARLSON
A DIVISION OF GENERAL DYNAMICS CORPORATION
100 CARLSON ROAD • ROCHESTER 3, N. Y.



I suggest the name.....because

.....
.....
.....

(Your name)

(Your address)