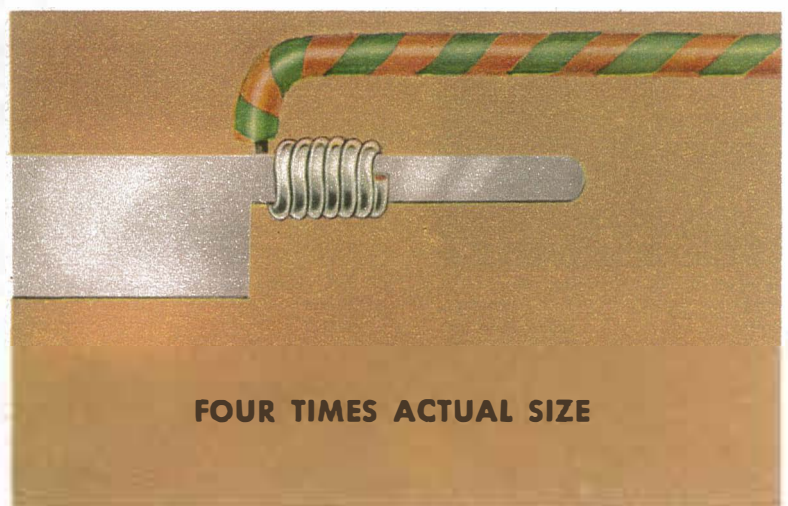




# Sally doesn't solder any more...

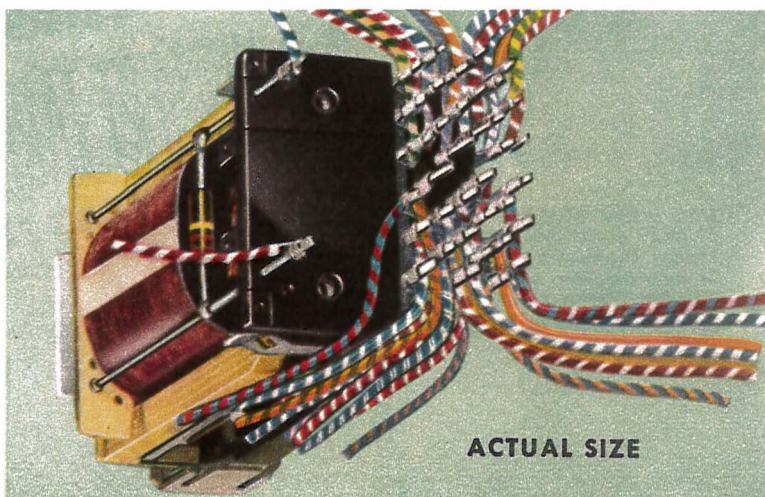
*and that benefits Bell telephone users*

With one quick zip, this "gun"—developed jointly by Bell Telephone Laboratories and Western Electric—wraps wires on telephone equipment so tightly that solder isn't needed.



FOUR TIMES ACTUAL SIZE

At Western Electric, where we make a billion wired connections a year, this new method speeds production and cuts costs. Such savings help to hold down the cost of telephone equipment—and in turn help hold down the price of Bell telephone service.



ACTUAL SIZE

Now, for example, 36 terminals can be connected quickly and easily even in the small space provided in the relay above. That leads to savings in our job as manufacturing unit of the Bell System.



Such small units are multiplied thousands of times in dial switching systems made by Western Electric...and the new solderless connections are being used to make other Bell telephone equipment also.

*It's new ideas  
like this...*



...constantly being applied at Western Electric, that help your Bell telephone company in its battle with rising costs. And that's one reason why your Bell telephone service has gone up in price so much less than most other things you buy.



A UNIT OF THE BELL SYSTEM SINCE 1882