

Your Bell Telephone can take it!



"Where IS that letter from....whoa! There goes the telephone!"



"I guess I put it out of commission this time!"

...because it stands harder knocks in Western Electric testing

Bang! There it goes on the floor. This may happen to yours, no matter how you try to avoid it. You fear the worst. But the telephone continues its job of carrying your voice.

Why? Because hard knocks in daily service were anticipated in design and

manufacture. That's true of all Bell System telephone equipment made by Western Electric.

Rigid "built-to-take-it" standards and quality-producing craftsmanship are Western Electric's contribution to better telephone service for you.



"Oh, boy! It works as well as ever."

Western Electric

... made your
BELL TELEPHONE