

More telephone service coming for you

... through close-knit teamwork by these two >

Here's a close-up of Bell Telephone teamwork that is going on every day to bring you better-than-ever service.

Working right beside telephone company operators are Western Electric installers — enlarging switchboards in hundreds of central offices to meet the record demand for telephone service.

As supply member of the Bell Telephone team, Western Electric builds these complex switchboards — “custom

tailored” to the particular needs of each exchange—and does the intricate on-the-spot wiring and connecting that readies the boards to serve you.

In making telephone equipment, buying supplies, distributing both to Bell Telephone companies, and installing switchboards, close-knit teamwork between Western Electric and its teammates assures utmost efficiency and economy.



Western Electric has always been an integral part of your Bell Telephone service—helping to make it the world's best at the lowest possible cost.

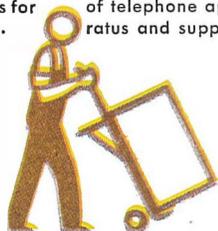
MANUFACTURER ...
of 43,000 varieties of telephone apparatus.



PURCHASER ...
of supplies of all kinds for telephone companies.



DISTRIBUTOR ...
of telephone apparatus and supplies.



INSTALLER ...
of telephone central office equipment.



A UNIT OF THE BELL  SYSTEM SINCE 1882