



Rebirth of a telephone!

TELEPHONES FOR THE BELL SYSTEM are made at Western Electric . . . and also made new again. Here's one of our men testing a batch of reconditioned pay telephones in one of Western Electric's 29 repair centers. One of these centers is right in the territory of your own Bell telephone company.

Cleaned, checked, and repaired if necessary, veteran telephones are refinished and sent back for additional years of good service. Last year some 4,500,000 telephones of all kinds were "reborn." And the cost to your Bell telephone company? Less than one-quarter the

cost of new telephones. That means quite a saving, but we also help your telephone company make savings by repairing switchboards, booths and many other kinds of equipment.

If we didn't work so hard to find ways to repair things, maybe sales of the *new* telephone equipment we make would go up . . . but that wouldn't necessarily be best for telephone users. Being part of the Bell System we share the same aim as your Bell telephone company: to furnish the best possible service at the lowest possible cost.

Western Electric



MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM