



Calling Grandma looks so simple!

AND it is simple, whether you're making a call or receiving one. But it takes just about the most complex mechanism imaginable to make your calls possible.

Whenever you pick up the telephone, millions of Western Electric-made parts in the Bell System network are ready to go to work—to carry your voice clearly across the street or across the nation, as you may choose. You can see it is essential that

all these parts work perfectly together. They do—and there's a good reason why they do:

- For 67 years Western Electric has been the manufacturing unit of the Bell System. This has enabled our people who *make* telephone equipment to work most closely with Bell scientists who *design* it and Bell telephone people who *operate* it. Result: the best telephone service on earth—getting better and more valuable to you all the time.

Western Electric



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