

How  
do we  
fit in?



**NEXT TIME** you step into a Bell telephone booth (alone, we hope) take a good look around...

At the telephone, the telephone book nearby, the overhead light, the electric fan...at the booth itself from which the wires run that connect you to millions of other telephones.

**THEY ALL COME** from us at Western Electric. It's our job—as the manufacturing and supply

unit of the Bell System—to provide almost everything Bell telephone people use in your service.

**SOME THINGS** we *manufacture* ourselves—the rest we *buy* from other manufacturers. Our test is: which way can we assure the Bell telephone companies of *highest quality at lowest cost*? On telephones, switchboards, cable, electronic apparatus, and so on, we

can best meet this test in our own factories—so we *make* them. But fans, office equipment, tools and a host of other things can best be made by others who specialize in their production—so we *buy* them.

**THAT'S HOW WE FIT** into the Bell System. We do our job well—and that's one reason why telephone service has gone up *so much less* in price than most other things you buy.



A UNIT OF THE BELL SYSTEM SINCE 1882