



## NEW FROM WESTERN ELECTRIC—THE PRINCESS PHONE

Fresh as a daisy and just as pretty, the new Princess telephone gives you king-sized service in a small, compact unit.

Producing attractive new phones for you is an important role of Western Electric in the Bell System. You see and feel these phones. But equally important is the new, long-lasting, behind-the-scenes telephone equipment that you don't see or feel — but do use.

This equipment, too, is made by Western Electric to help get your call across town or across the country.

And we're constantly improving this equipment to help you enjoy the world's finest telephone service at the lowest possible price.

**Western Electric**



**Western Electric** manufacturing and supply unit of the Bell System