



# WHERE DOES HE GET THAT STUFF ?

*Just some of the many things a Bell telephone man needs for installing telephones.*

Well, mostly from us—at Western Electric. You see 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 ladders, pliers, rubber gloves, office equipment and a host of other things can best be made by others who specialize in their production—so we *buy* them.

Marshalling the special abilities of some 22,000 concerns—together with Western Electric's own manufacturing skills—is a job that's unique in industry. That it is being done—and done well—is a major reason why Bell telephone service has gone up in price *so much less* than other things you buy.

## Western Electric



A UNIT OF THE BELL SYSTEM SINCE 1882