



*Felt our name
lately?*

Every time you use a Bell telephone — including the lovely new color telephones—your fingers touch our name, *Western Electric* . . . and that's your clue to what we do.

For over 73 years we've been the manufacturing unit of the Bell System. So we *don't* make refrigerators, toasters, television sets or motors. We *do* make good telephone equipment . . . like telephones, cable, switchboards and literally thousands of kinds of things that make good telephone service possible.

Working side by side with Bell Laboratories people who *design* telephone equipment and Bell telephone people who *operate* it, we have helped to give Americans the most and the best telephone service in the world. Valuable always, such service is priceless in emergencies.

Western Electric

MANUFACTURING AND SUPPLY



UNIT OF THE BELL SYSTEM