



Bull's-eye!... for telephone users

In rapid-fire order, this girl at one of Western Electric's factories attaches wires to Bell telephone equipment she's helping to make. That "gun" in her hand is a wire-wrapping tool newly developed by Western Electric engineers that fastens the wires better, faster, with less cost than ever before.



What's that to you? Well, it shows how Western Electric tries to find new ways to produce telephone equipment better,

faster, cheaper—because good, low-cost equipment helps you get good, low-cost telephone service.

Since **Western Electric** is a unit of the Bell System, our people who *make* telephone equipment have the same "high quality, low cost" aim as Bell Laboratories people who *design* it and Bell telephone people who *operate* it. Together we're giving this country the most and the best telephone service on earth. Valuable always, such service is priceless in times of national emergency.

Western Electric



A UNIT OF THE BELL SYSTEM SINCE 1882