



"What's going on?"
 "They fixing something?"
 "What's that thing for?"

That thing is for more and better Bell telephone service. It's a piece of central office dial switching equipment made by Western Electric.

Making telephone equipment for the Bell System is Western Electric's job — has been for 68 years. We don't make toasters or washing machines or electric ranges. We make telephone equipment — *good* equipment that helps give you good service at low cost.

Because Western Electric is a unit of the Bell System, our people who *make* telephone equipment work shoulder-to-shoulder with Bell Laboratories people who *design* it and Bell telephone people who *operate* it. Together we strive to make your service the best on earth — at the lowest possible cost.

Western Electric



A UNIT OF THE BELL SYSTEM SINCE 1882