

One reason you sound so clear to your friends abroad is that Western Electric is in the Bell System.

All along the way, electronic repeaters made by Western Electric give your voice a boost.

These amplifiers — containing 5000 precision parts — are assembled under super-clean conditions. When our technicians seal the components into watertight capsules they are spliced into underseas cable every 20 miles.

A damaged repeater could mean interrupted service. Hauling it to the surface for repairs is tough and costly. That's why these amplifiers are designed with a life expectancy of up to 20 years. That's why our engineers make them so dependable.

Such reliability is important for dry land equipment, too. That's why Western Electric people make everything the

same way: to work, and to go on working.

Providing phone service you can take for granted is as important to the men and women at Western Electric as it is to your Bell telephone company people. We all work together with the same purpose: to bring you reliable telephone service at reasonable cost.

