

30,000 WAYS TO GET A JOB DONE!

It's a pretty l-a-r-g-e order, this business of supplying the many, many things the Bell telephone companies need to serve you in the fine way they do. It's our assignment within the Bell System to take care of this large order — but please don't get the idea we go it alone.

Actually, we lean heavily on the special skills and experience of over 30,000 other companies, most of them small businesses. They furnish us thousands of different finished products, with raw materials, with

services — the things we need to do our job as manufacturing and supply unit of the Bell System. In return they receive



more than one billion dollars a year from us. This is the way we get our big job done . . . a way that makes possible good telephone service at reasonable cost, while creating jobs and good living across the country.

Western Electric manufacturing and supply unit of the Bell System