



THE TELEPHONINGEST TELEPHONE EVER MADE

It's the new Call Director set made by Western Electric to give a busy executive *maximum* telephone service. (Any Bell Telephone business office will tell you more!)

But it stands here as an illustration of Western Electric's partnership in the Bell System. Producing telephones for your home and office is one thing we do. Another is making the "behind-the-scenes" telephone equipment that operates so faithfully, so economically —

and we aim always to make it that way. As manufacturing unit of the Bell System, that's our *main* job.

By teaming up with Bell Laboratories people who design the equipment and Bell telephone people who operate it, we help provide you with dependable, ever-improving telephone service.

Western Electric



Western Electric manufacturing and supply unit of the Bell System