

There's only one like this...



Don't be confused about the many companies with the word "Electric" in their names. Just as no two thumbprints are alike, no other "Electric" company is like *Western Electric*.

We don't make toasters, refrigerators, television sets and so on. Western Electric is the manufacturing unit of the Bell Telephone System—has been since 1882. Our regular job is making telephone equipment—*good* equipment—to help the Bell System give America dependable telephone service.

The specialized experience we gain in doing our regular job is put to work as called for in producing communications and electronic equipment needed by the Armed Forces to keep our country safe. In the present national emergency we are hard at work increasing this effort . . . *Western Electric Company*.