



## What happened to the dial?

No, telephone dials aren't extinct. Most of the Bell telephones Western Electric makes still have them.

But something new has been added to telephoning. It's the Touch-Tone® telephone. It has push-buttons that make calling much faster and easier.

Such new products for improved telephone service are an outgrowth of the spirit of

innovation that you find in the Bell System.

At Western Electric, the Bell System's manufacturing and supply unit, we help the process of change by being able to make complex new products in the numbers needed to match America's growth.

But it's not just a matter of numbers. It is our responsibility, too, to turn out communications products that will serve you long and

reliably. And while we keep quality up, we must keep production costs down to help your Bell telephone company bring you new services reasonably.

In such ways Western Electric has been a partner in telephone progress since 1882:



**Western Electric**  
MANUFACTURING & SUPPLY UNIT OF THE BELL SYSTEM