



Do you believe in **THRIFT**?

"I'm a regular Scotsman for thrift. I never throw away anything I can use again.

"Every year I salvage millions and millions of pounds of metal from what you might call junk.

"I collect all the old telephone equipment, wire and cable no longer useful to the Bell System . . . and all the machine scrap, turnings and rejected parts from the factories where I *make* Bell Telephone equipment.

"I turn this scrap metal into bars and billets of refined metals and alloys out of which I make *new* telephone equipment.

"I salvage rubber, textiles and paper, too . . . and anything I can't use again, I sell. Nothing is wasted.

"My thriftiness, as supply unit of the Bell System, is one reason why you get telephone service . . . the world's best . . . at the lowest possible cost.

"Remember my name. It's Western Electric."

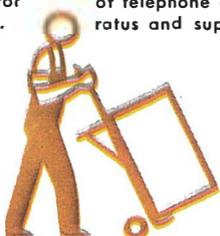
MANUFACTURER . . .
of 43,000 varieties of
telephone apparatus.



PURCHASER . . .
of supplies of all kinds for
telephone companies.



DISTRIBUTOR . . .
of telephone appa-
ratus and supplies.



INSTALLER . . .
of telephone central
office equipment.



Western Electric

A UNIT OF THE BELL SYSTEM SINCE 1882

