



"Even Blackie knew your voice, son!"

SURE he did—just as you recognize familiar voices instantly over the telephone.

Hearing clearly and *naturally* makes for good Bell Telephone service—whether you talk with someone down the street or clear across the country. Western Electric—the manufacturing unit of the Bell System for 68 years—helps to make it that

way by providing good equipment, the kind that makes good telephone service possible.

- Being members of the Bell System, Western Electric people who *make* telephone equipment work hand-in-hand with Bell Laboratories scientists who *design* it and telephone company people who *operate* it. Together we have a single purpose: To give you good telephone service at the lowest possible cost.

Western Electric



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