

# **Western Electric Sets Production, Repair Marks**

Last year, the Western Electric Company manufactured well over 7,000,000 new telephone sets — the largest number ever made in one year in Bell System history. The new telephone production figure topped 1956's previous high by half a million.

Nearly 3,300,000 general-purpose "500" sets made up a large part of this record total. More than half of the years' new sets were color telephones. In addition, a record 9,000,000 telephone sets were repaired by the end of 1959 — restoring to service some half-million more telephones than were reconditioned the year before.

Western Electric is also producing more varieties of telephone instruments. Wall sets, key sets, and coin collectors, together with the new Princess set and the Call Director telephone, comprised more than half of the 1959 production total.

Volume manufacture of the Princess telephone began at Indianapolis last fall. Initial production is supplying the sets to four market-test areas among the Operating Companies.

Western Electric expects to manufacture over 2,000,000 of these compact new instruments this year.

Popularity of the Call Director among business customers nearly quadrupled its original production program for a total of 71,200 in 1959. This year, according to present plans, some 61,000 Call Director telephone sets will be made.



*Western Electric Company's record 1959 telephone production schedule included 2,605,000 wall sets. Shown here is the final assembly area in Western Electric's Indianapolis Works.*