



"How many of 'em can YOU remember?"

"Some of the old-timers must look pretty strange to you. But not to me . . . I *made* all of them.

"I started making telephone apparatus of all sorts in 1877 . . . did such a good job that I was asked to join the Bell Telephone team 'way back in 1882.

"Telephone users get more and better service for their money in this country than anywhere else in the world. I've helped to make this possible by efficient *manufacturing* of uniform, high quality equipment . . . by volume *purchasing* of all manner of supplies for the Bell Telephone Companies . . . by *distributing* to them, through my warehouses in 29 principal cities, the telephone equipment I make and the supplies I buy . . . by skillful *installation* of central office equipment.

"That is a huge job . . . especially now when the demand for telephone service is at an all-time peak.

"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 apparatus
and supplies.



INSTALLER . . .
of telephone central
office equipment.



Western Electric

A UNIT OF THE BELL SYSTEM SINCE 1882