



"Speaking of shopping . . .

LISTEN TO THIS!"

"The things I find myself buying! . . .

"Enough paper clips in a year to fill a freight car . . . telephone poles by the hundreds of thousands . . . tons and tons and tons of paper for your telephone directories . . .

"You see, I'm the 'shopper' for the country's Bell Telephone companies. I'm a careful buyer . . . study markets all over the world . . . I get the best and know how to save by buying in large quantities from all sections of the country.

"That's one reason why our nation's telephone service is the world's most economical . . . as well as the world's best.

"I'm the *manufacturer* for the Bell System, too. I *distribute* the telephone apparatus I make, and all manner of supplies that I buy, to the telephone companies. To top it off, I *install* central office equipment.

"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.

FOR THE BELL SYSTEM



Western Electric

