



How many million times today?

MORE than 305 million times today and *every* day, Bell telephone users reach out to make or answer calls.

Day and night, you count on your telephone to work. And it does.

That's because Bell telephone people are old hands at giving good service—

and because Western Electric people have always made good telephones, switchboards and cable.

Ever since 1882, Western Electric has been the manufacturing unit of the Bell System—helping to make your telephone service the best on earth.

MANUFACTURER
of telephone apparatus
for the Bell System.



PURCHASER
of supplies for Bell
telephone companies



DISTRIBUTOR
of Bell telephone appa-
ratus and supplies.



INSTALLER
of Bell System central
office equipment.



Western Electric

A UNIT OF THE BELL  SYSTEM SINCE 1882