



Felt our name lately?

Every time you use a Bell telephone like this your fingers touch our name, *Western Electric*... and that's your clue to what we do.

For 68 years we've been the manufacturing unit of the Bell System. So we *don't* make refrigerators, toasters, television sets or motors. We *do* make good telephone equipment... like telephones, cable, switchboards and literally thousands of kinds of things that make good telephone service possible.

Working side-by-side with Bell Laboratories people who *design* telephone equipment and Bell telephone people who *operate* it, we have helped to give our country the most and the best telephone service in the world. Valuable always, such service is priceless in times of national emergency.

Western Electric



A UNIT OF THE BELL SYSTEM SINCE 1882