

*For information about color telephones  
and special purpose telephones, call your  
Bell telephone company business office.*



*because you love*  
**COLOR...**

**Western Electric** makes Bell telephones in color . . . red, blue, yellow, green, gray, ivory, brown, beige as well as black.

**Because you want** other kinds of telephones — with illuminated dials, spring cords, volume controls and other special devices — we make them, too. And we manufacture the complex central office equipment needed to make all these telephones work.

**You see,** as the manufacturing unit of the Bell System it's our job to produce the things needed by your Bell telephone company to give you the more attractive, more convenient telephone service you want.

**Western Electric**

MANUFACTURING AND SUPPLY



UNIT OF THE BELL SYSTEM