



Here they come: full color telephones reach test station on one of the production lines in Western Electric's Indianapolis factory.

NEW Western Electric equipment now adding to satisfaction of Bell telephone users

Besides full-color Bell telephones—in eight smart tones to blend with home or office decor—Western Electric is making a wide range of special purpose telephone equipment to add to your convenience in using Bell System service. A few of these conveniences are described below.

It's Western's job in the Bell System to make the things that make *good* telephone service *better*. We've been at it for more than 72 years.

For information about availability and moderate charges, call or visit your Bell telephone business office.



Western Electric

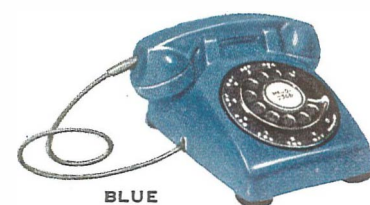
MANUFACTURING AND SUPPLY UNIT
OF THE BELL SYSTEM



YELLOW



BROWN



BLUE



IVORY



RED



BEIGE



GRAY



GREEN

You'll also want to see the colorful TWO-TONE telephones—jet black handset contrasts smartly with ivory, green, gray or red base.



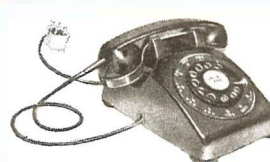
WALL TELEPHONE: in rich ivory or black. Because it takes up no working space, it's the ideal additional telephone for kitchen, workshop, rumpus room, or elsewhere.



LIGHT-UP DIAL TELEPHONE: the dial is illuminated as soon as the handset is picked up. Easy to dial in dark or dimly lit rooms—bedrooms, nurseries, sickrooms.



VOLUME CONTROL TELEPHONE: button control enables user to increase sound volume as required for best individual results. A boon for people with impaired hearing.



PLUG-IN TELEPHONE: portable extension plugs into telephone outlets as additional telephone for occasional use. Also permanent extensions wherever you wish.



TELEPHONE ANSWERING SET: automatically answers calls when you're out, gives callers a recorded message and lets them leave a half-minute recorded message for you.