

Now a telephone with a dial that lights up!



For information about availability and moderate charges for the light-up dial telephone and other new telephone conveniences now being made by Western Electric, call your Bell telephone business office.



Have you seen the new Bell telephone with a dial that lights up? It's perfect for bedrooms, sickrooms . . . or any dimly lit place. Just pick up the handset and the dial is instantly illuminated.

Providing special telephone conveniences for your home and office is one part of our job at Western Electric. But an even bigger part is devoted

to making equipment you are seldom aware of . . . that operates "behind-the-scenes" faithfully, economically.

As the manufacturing unit of the Bell System, our job is to make telephone equipment which works that way. By teaming up with Bell Laboratories people who design the equipment and Bell telephone people who operate it, we help provide you with dependable telephone service at low cost.



Your dial telephone actually puts you in command of a vast network of complicated equipment made by Western Electric. In a telephone central office, for instance, more than 1,000 switches must operate without failure to complete just a single dial call.

Western Electric

MANUFACTURING AND SUPPLY  UNIT OF THE BELL SYSTEM