



New Color for Spring ...and all year 'round!

Here are five of the lovely new telephones that have blossomed into full color. They now give you the opportunity to make Bell telephone service a decorative part of your home or office. Besides these bright hues you can choose ivory, brown or gray.

Western Electric makes this colorful array of telephones; but we also make the other new telephone conveniences so many people are now enjoying such as the illuminated dial and volume control telephones.

However, telephones themselves are only a small part of the Western Electric story. It's also our job to produce the thousands of other items which make telephones work... such as the wire and cables, the central office switching equipment... making or buying and supplying to your Bell telephone company just about everything it may need to give you the kind of telephone service you want.

Western Electric

MANUFACTURING AND SUPPLY  UNIT OF THE BELL SYSTEM



Western Electric girls assembling color telephones. For information on availability and moderate charges, call or visit your local Bell telephone business office.