



## A HUNDRED MILLION TELEPHONES AGO

That's when Western Electric joined the Bell Telephone System . . . a hundred million telephones ago. The year was 1882 and the telephone (we made it even then) was a fairly crude gadget. You cranked it, shouted into it and hoped for the best.

Over the years, telephone service grew as the country grew. And Western Electric helped it along, making better and better telephones in every shape and size . . . devising and producing multitudes of switching

and other equipment for faster, surer ways to carry the nation's voice.

Now we're at work on our second hundred million telephones. The shapes and sizes are different . . . emphasizing convenience, color, usefulness. But our goal is unchanged: to help the Bell telephone companies bring you better and better service.

**Western Electric**



**Western Electric** manufacturing and supply unit of the Bell System