

There are 4,242 wires in this cable; two of them are yours

The telephone wire that runs from your house to the street connects with a cable like this one. It may contain a few wires or many hundreds. In any case, two of them are yours—your personal access to the nation-wide Bell System switching network—and through its millions of miles of wire and cable and radio circuits—to almost any telephone anywhere.

Western Electric has been making telephone cable for the Bell Telephone companies for three-quarters of a century. But the cable we make today is not the same as we made then or even the same as we made just a few years ago. The cable in the

picture, for example, is new. Its continuously-applied coatings of steel, aluminum and plastic make it tougher, more long-lasting than previous cable.

How did this new cable come into being?

The Bell Telephone companies needed it.

Bell Telephone Laboratories developed it.

And Western Electric designed the machines and processes to make it economically and well.

Thus this new cable is a product of *all three* units of the Bell System. Their *shared* responsibility for better telephone service is the force behind the continuing innovations in service and facilities that have brought America the most flexible and versatile communications in the world. We work best because we work together.



Western Electric

Manufacturing and Supply



Unit of the Bell System

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