



## ...too good to burn!

**IT'S COAL** — but a very special kind of hard coal from only *one* vein in the country, hand picked by a trained technician. We will bake it, treat it, make it into tiny but perfect carbon granules and put them inside Bell telephones to help turn voice vibrations into electrical impulses.

**YOU CAN COUNT** on these bits of carbon to last and last . . . and so can your Bell telephone company. This means low upkeep and less cost in the long run; which is the way we want it, too!

**SINCE** Western Electric is the manufacturing unit of the Bell System, our aim is to produce telephone equipment that won't let you down — and to do it so that the price of telephone service may be as low as possible. That's how Western Electric helps to make your Bell service so good and such a good value.



**Western Electric**

A UNIT OF



THE BELL SYSTEM SINCE 1882