

telephone services

FOR SALE

the Bell System's
new sales program
and Western Electric's
part in it



*The role of Western Electric people and products
in the Bell System's new sales program*

THERE'S a new note in Bell System advertising these days, a new enthusiasm in telephone company business offices. For the first time since before World War II most Bell telephone representatives are able to look the customer in the eye and say, "Yes, of course, your new telephone will be installed this week. And would you like an extension for your bedroom?"

Almost everywhere today—from New England to the Pacific—telephone people are warming up for a return to good old-fashioned selling. It may well add up to the biggest sales push in Bell System history. "Operation Sell" is getting under way.

You may have noticed your own Bell telephone company exhibiting the dazzling new colored telephones or, just as likely, explaining why long distance service is one of today's best buys.

All very well, you might say, but what does all this mean to us at Western? Sure, we make the things they're selling, but so what? Why should Western



Electric employees have a personal interest in what the telephone companies are doing?

They used to say on the sports pages, "As DiMaggio goes, so go the Yankees." It's an economic fact that our fortunes are closely linked to those of the operating Bell telephone companies across the country. As they sell, we make. The more they sell, the busier we'll be. New sales will have meaning not only at Indianapolis where we're turning out the new-style telephones but at Hawthorne, Kearny, Allentown, Point Breeze and in every other Western Electric location where we make or handle the many thousands of things that bind together America's telephone network. By doing whatever we can do to boost the System-wide sales effort we help ourselves as well.

Advertising is one way in which we are lending support to the over-all program. We hope that the current W.E. national advertising will help to create public demand for telephone service—demand that will pass through



COLOR! COLOR! COLOR! Yes, color is bustin' out all over the Bell System these days. Here are four of the new glamour items in the line of telephone equipment now being made by Western for Bell telephone users. Left to right:

BEIGE, IVORY, BROWN, GREEN. These are just four of the eight colors now available in the new "500" model telephone set. Adaptable to many color schemes, these solid-color sets have transparent plastic finger wheels on the dials.



the telephone companies into our distributing houses and thence into our plants in the form of orders for station apparatus, switching equipment, wire and cable.

There is another sales technique that has proved to be a whopping success among the operating telephone companies. It is called "word-of-mouth" selling. Telephone company employees, even those not directly concerned with sales or service, are talking it up, telling people they meet about what they have to sell, showing them advertisements and promotional material. You, of course, are welcome to join this already vast sales force—one that is potentially almost 700,000 strong.

Likely you'll have many a good sales opportunity when friends or acquaintances begin to ask about the new telephone facilities they read about in magazines and newspapers or see on television and in window

displays. We hope that the pictures and the information in this booklet will provide you with the answers. Included are most of the things W.E. is making for use in homes and small businesses. As to charges and availability, a call to the local Bell telephone business office will give you, or your "prospect," full information.

The Bell System's return to selling marks the end of an era which started when the telephone went to war. It was then that civilian business took a back seat for the duration and party lines became an austere necessity. At Western it was a time of priorities, regulations, shortages and substitutions. At war's end we faced up to the monumental task of catching up with the pent-up civilian demand. Yes, it was quite an era—one crowned by the appearance in November, 1953, of the nation's 50-millionth telephone on the desk of the President of the United States.



YELLOW, GRAY, RED, AND BLUE. Here are the other four colors in the telephone rainbow. Note that these sets are equipped with contrasting black dials. These four telephones will soon be in production in full color with matching dials and transparent finger wheels like those on the preceding pages.

COLOR WILL HELP SELL EXTENSIONS. Color is expected to stimulate an increased demand for extension telephones. The eight colors provide a selection that will please any homeowner who needs an extra telephone in a bedroom, game-room, or den—or wherever eye-appeal is important.





TWO-TONE SETS: *Black and a Color.* These modish combinations give additional variety to our new line. You'll notice on these pages the same gray, green, red, and ivory hues shown previously—only these sets are equipped with black handsets and black dials.

AT HOME OR IN BUSINESS. The new color combinations will lend a note of interest and distinction to homes, stores and offices.



Periods in history are divided by sharp lines only in books. Thus we cannot say we have finally closed the cover on this colorful span of telephone history. But in recent months the change has become noticeable. What has happened?

In simple terms, supply has just about caught up with demand. Since the war—in the course of a multi-billion-dollar Bell System expansion program—unprecedented quantities of Western-made switching equipment, wire and cable, carrier, microwave, and station apparatus have been pressed into service by Bell companies to meet the heavy demand for telephone service. The number of Bell System telephones in use jumped from 17.5 million at year-end 1940 to the astounding total of more than 42 million in mid-1954. Delays in furnishing service to new subscribers or in providing better grades of service (for example, a change from a



party line to an individual line) are becoming the exception rather than the rule. This is a big change from the post-war period when, at one time, there were approximately 5 million orders for new or improved telephone service that could not be filled without a waiting period. Today, as a result of the vast post-war expansion of facilities, any type of telephone service is generally available in all but a comparatively few critical areas. The operating companies have helped bring this about by shouldering a staggering investment in new facilities. They are now turning to hard, aggressive selling to help earn an adequate return on this investment.

Colored telephone sets highlight sales program

Serving to accentuate the return to selling has been the appearance of a dazzling array of colored telephones and other items now being made

by Western. Today at Indianapolis, assembly lines are blooming with glistening new colored "500"-type sets along with the conventional black.

And *what* colors:

GREEN—a true green that blends well with other green tones or that contrasts effectively with warm tones. Goes especially well with blond or natural woods.

IVORY—that's suitable in a wide variety of settings. Especially attractive in rooms or offices finished in light colors or rooms of any color, light or dark, that have ivory or white trim. In homes it can be equally pleasing in living room, bedroom or kitchen.

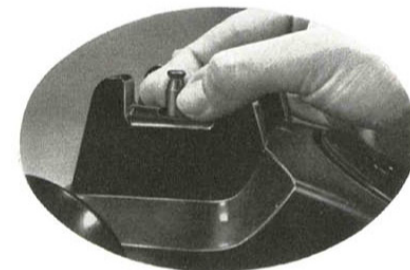
GRAY—neutral, practical and adaptable. Light enough to harmonize with blond or pickled woods or to contrast with the darker colors often



IT AMPLIFIES. This one is for the hard-of-hearing. Just turn that knurled knob below the dial and a built-in amplifier will increase the telephone's volume.

IT LIGHTS UP! That round cap next to the number "4" shields a small bulb that lights up when the handset is lifted. Excellent for bedrooms and sickrooms, the light-up set is indeed a boon to doctors, nurses and business people who make many calls at night.

SWITCHING OR SIGNALING. This one-button set can do two jobs. A quarter turn will disconnect an extension; a downward push will operate a buzzer or light in another part of the home or office. On an extension it can be arranged so that the button will cut out the bell at naptime or in an invalid's bedroom.



WANT PRIVACY? Then just pull up the left-hand plunger on this "500"-type set with an exclusion feature. It cuts off extensions on the line, returns to normal when you hang up.



used in modern decoration. Suitable for both homes and offices.

RED—a rich color but not too bright. Blends harmoniously with other warm tones and is especially effective when used to provide vivid accent against a neutral background such as gray or tan. Also excellent against many of the pastel hues, it is appropriate in modern office settings as well as homes.

BROWN—designed to harmonize with all dark or natural woods. This deep, rich color is a dignified choice for either homes or offices. Because it naturally complements woods, this color is ideal for many living rooms, dens and studies.

BEIGE—that's made to order for pink-toned interiors, from peach to deep rose. Well suited as a bedroom or guest room extension, its light tone

also blends with many other colors, both pastel and dark. Business uses include, among others, women's offices, shops and apparel stores.

YELLOW—soft and slightly golden, with many applications in the home where it will fit into bright modern interiors; in new-style "color" kitchens; in rumpus or family rooms. This yellow is also appropriate in such business locations as reception rooms, employment departments and some executive offices.

BLUE—medium-dark and true but with enough gray to harmonize pleasantly with other blues. And it's versatile enough to fit into almost any decorative plan in any room, whether in an office or a home. Striking against white or red brick interior surfaces.

Just as attractive, each in its own right, is an array of black "500" sets



SPACE PROBLEMS? Then these sets for mounting on the wall are naturals. Especially useful in the kitchen or workshop or in stores. Pictured here is a black "500"-type set and an ivory "300"-type. Both colors will soon be available in either model. To the right on the next page is the "hang-up" set (using a separate bell-box) to be mounted, for example, on the side of a desk to leave the top surface free.



S-T-R-E-T-C-H. These retractile or "spring" cords end the tangling which sometimes occurs with straight cords. Plastic-covered retractile cords come in black, brown, ivory, and gray. Gray will be used on all colored sets except brown and ivory. Only 10 inches when fully coiled, they stretch to about 4 feet.



with features that make the telephone even more convenient to use. There is, to name just one, a new telephone set whose dial will light up when the handset is lifted. Among others, doctors who make many night calls will love it.

Another sure-fire success is the new "executive" telephone set that leaves the hands free. It also enables more than one person nearby to take part in the same telephone conversation. The secret is a sensitive microphone built into the telephone set and a small unobtrusive loudspeaker that stands alongside.

Not to be overlooked is the magic gray box, which Kearny is now making in substantial numbers, known as the 1B Telephone Answering Set. In a subscriber's absence it literally answers the telephone. The caller hears a recorded message explaining the absence of the person called; then he has

an opportunity to leave a short message of his own which the subscriber listens to on his return.

These and a host of other special items in the Bell System line described in this booklet—enough in fact, to fit every family and business communications need—make up the widest and most appealing line of telephone equipment ever offered.

Western Electric ads help promote new line

Sales-minded Bell companies have been quick to realize this fact, and local exhibits and promotions of the new equipment are being stepped up in many areas. Western Electric is helping out by showing some of the new line on a nation-wide basis in its advertising. The showcase: ten of the nation's most popular magazines. W.E.'s initial full-color advertisement

(continued on page 12)



TELEPHONE ANSWERING SET. Attached to a telephone set, it automatically answers calls when the subscriber is out, gives callers a recorded message and enables them to leave a half-minute recorded message which can be played back by the subscriber when he returns.

A RADIO? No, but it does broadcast. When connected to a telephone line this 11" x 7" x 6" loudspeaker enables a speaker's voice to be heard by a group of people at the same time. It solves the problem of the business executive, for instance, who wants to talk to a number of people in a branch office.



FOR SHUT-INS. Homebound students can now actually "attend" classes by means of this little two-way speaker-microphone system connected by telephone lines. Larger listening-talking unit above enables student to hear all that is said in the classroom and to answer when called on. Smaller combination microphone-transmitter at right above is set up in the school classroom.

Everywhere today Bell telephone companies are pushing sales of telephone services and facilities. Shown on these two pages are some of the advertisements which are helping to do the job. Bell companies are also carrying their sales messages to the

public by means of TV commercials, billboards, posters, car cards, window and lobby displays, letter stickers, bill inserts and—just as important—by means of employees who are telling the people they meet about what's new in telephone service.

Out-of-Town rates are less than you'd guess!

CALL ANYWHERE IN THE COUNTRY FOR less than 2⁰⁰*

★ A fact! You can telephone from anywhere in Wisconsin to anywhere in continental United States for less than two dollars. And in more than nine cases out of ten, your call will go through while you hold the line! The average time from the placing of an out-of-town call until connection is completed is less than 90 seconds!

At such low rates, and with service so swift, it's just plain good business and friendliness and thoughtfulness to let your faithful telephone do most of your traveling for you. Certainly it's one of the best "buys" among all our modern conveniences.

* Does not include charges for station night calls, 9 p.m. and Sunday calls. Federal of America Tax not included.

 **WISCONSIN TELEPHONE COMPANY**
Working always to serve Wisconsin better

"J.B. calls 'em his sales force!"

There's almost no place in the U.S. now that a salesman can't go to. In every business, from retail to government, the man is still wherever you call.


The importance of sales has been in the air since the very first time a man began to sell. And it's still true today.

For the modern businessman, sales means a wide range of activities. It's not just selling. It's also prospecting, advertising, negotiating, educating, handling complaints, keeping correspondence.


But you can't keep business as healthy, let alone grow it, without the aid of sales promotion, either.

RECRUITING BY LEAD OR INQUIRY: 02-00700


MICROFILM REEL TELEPHONE COMPANY




**A GOOD PLACE
FOR AN EXTENSION**



STANDARD TELEPHONE
STANDARD TELEPHONE IS MADE
FOR THE HOME




STANDARD TELEPHONE
STANDARD TELEPHONE IS MADE
FOR THE HOME




STANDARD TELEPHONE
STANDARD TELEPHONE IS MADE
FOR THE HOME

*Do your friends know
what we have to offer?*




STANDARD TELEPHONE
STANDARD TELEPHONE IS MADE
FOR THE HOME




STANDARD TELEPHONE
STANDARD TELEPHONE IS MADE
FOR THE HOME

Telling your friends is the sure-
fastest business office gets our Service
Representatives an opportunity to sug-
gest the most up-to-date telephone
extension for specific needs.


**WESTINGHOUSE 400
TELEPHONE EXTENSION**



STANDARD TELEPHONE
STANDARD TELEPHONE IS MADE
FOR THE HOME



STANDARD TELEPHONE
STANDARD TELEPHONE IS MADE
FOR THE HOME



STANDARD TELEPHONE
STANDARD TELEPHONE IS MADE
FOR THE HOME

"One of these telephone services may be just what you need!"

— says Miss Service Representative

"These telephone services are all available now! Just call me and I'll see that you're enjoying these new extensions to practically no limit. They're easy to have installed and cost much less than you might think.

"If none of these suits your particular telephone problem, call me at the telephone business office. I'm sure we can help you. My number is GfSocial 3-7000 in Chicago."

EXTENSION TELEPHONES

Real convenience for every place in the home or office. Place them in a room just where you can find them. You can have as many as you like. No special installation charge. Just connect them to your telephone. They can be arranged with a special line to connect the full-dwelling extension at any time.

PORTABLE EXTENSIONS

For maximum flexibility wherever you want it. In your home, office, or shop. A portable extension is portable and only occasionally such as going to vacation homes. It's a real change of life. It's also available for portable extension systems.

HARD-OF-HEARING TELEPHONE

A hearing aid for many persons who are hard of hearing. It helps them hear on regular telephone service with ease. It's built in a special device that can be used to provide a communication. It's just a switch.

TWO-TONE COLOR TELEPHONES

Really come to life. With color and tone. A two-tone color and tone. These two-tone color and tone. They can be used to reach the color change of the two-tone color. They can be used to reach the color change of the two-tone color.

MUSICAL CHIME

When you hear the musical chime, it's a pleasure. It's built in a special device that can be used to provide a communication. It's just a switch.

EXTRA DIRECTORY LISTINGS

Include your own name in all your office listings in the telephone directory. You can also list the names of other members of your household using your home telephone. This can be done for only 50¢ per month.

ILLINOIS BELL TELEPHONE COMPANY

this?



or this?



a few pennies
a day
will provide you the
PRIVACY
and
CONVENIENCE
of an

**extension
telephone**

To arrange a prompt installation, just call the Telephone Business Office.



**Mountain States
Telephone**

in *Life*, *Look*, *Saturday Evening Post*, *Collier's*, *Time* and *Newsweek* introduced the eight full-color and four two-tone telephones along with the ivory wall set and seven other added telephone conveniences.

In women's and home magazines—*McCall's*, *Ladies' Home Journal*, *Better Homes and Gardens* and *American Home*—the same items are featured in a different framework. For the distaff side, a 500D-51 (all green set with lucite dial) is shown in a modern setting to underscore the decorative possibilities of telephones in color. Total circulation of the ten publications used for these two Western Electric ads is upward of 36 million readers.

Other full-color advertisements will follow. In all likelihood these will be one-page advertisements and will probably appear in the same national magazines as those being used for the kick-off ads.

In addition to advertising in general magazines and in women's and home publications, Western will also publicize telephone conveniences to the nation's businessmen through such publications as *Business Week*, *Nation's Business*, *U. S. News & World Report* and other business and professional magazines. An initial advertisement in the business series will probably feature the new automatic answering and recording set already described. Subsequent business advertisements will feature other telephone equipment especially suited for businesses.

Western's advertising program is designed to assist forthcoming telephone company promotions as well as secure greater results from those campaigns already in progress. Add word-of-mouth promotion by Bell System employees who are spreading the news to friends and neighbors



PRESS THE BUTTON. And, presto, you can both talk and listen without lifting the handset of this "executive" telephone set. A small microphone built into the set picks up the speaker's voice. Thus more than one person nearby can take part in the same telephone conversation. The incoming voice is heard through the small separate loudspeaker shown below the telephone set. Left-hand button on the telephone controls volume while the other buttons turn the distant-talking feature "on" or "off." The telephone can also be used in the usual fashion—for example, when privacy is desired.



LOOK, NO HANDS! Like the "executive" telephone on the opposite page, these two telephone devices leave the hands free. At left is a wear-it-or-hold-it handset that comes with a readily detachable headband. At right is regular "500" type handset equipped with the new shoulder rest. Detachable, it can be turned for use on either shoulder.

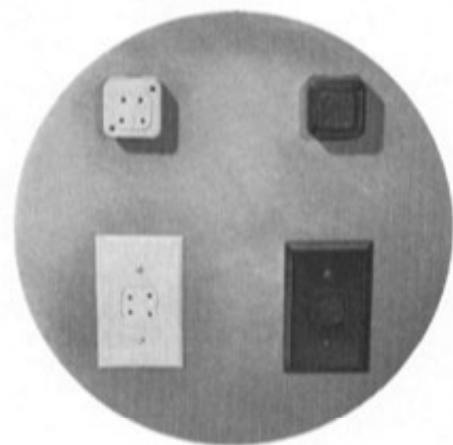


and there should be scarcely a soul who won't soon know about our new line of products—colored telephones and such.

The spotlight will focus on the new glamour items, of course, as people begin to talk and as more and more newspapers, magazines, television and motion picture producers begin to use the new telephone instruments. Already Bell System public relations people are making certain that commercial photographers and others in this field are aware of the artistic possibilities of the new telephones.

Long distance sales program in high gear

In telephone business offices across the nation, the exciting new features and conveniences will have their day, but so will the old mainstays such as long distance service and telephone extensions.



PORTABILITY. Jacks, at left, and plugs, above, make your telephone movable. Jacks are placed at desired locations around the house while the four-contact plug is connected to an extension telephone. Then just pick up the telephone and plug in wherever there's a jack. Jacks and plugs come in brown and ivory, while jacks are available for both flush (bottom left) and non-flush (top left) mountings. Perfect for hospitals and restaurants, as well as homes.



Long distance sales activities are already in high gear throughout the Bell System. In 1953 the rapid increase in long distance business began to level off. With new facilities making it possible to handle a greater volume of long distance calls than ever before, the operating companies saw the need for selling and together with A.T.&T.'s Long Lines department began to push the use of this service.

The long distance program is being pressed on two fronts—residence and business. Telephone users are learning about the uses of long distance calls on birthdays and on other special occasions; as a means of keeping the family close together; as a quick way of arranging for visits; and as a more personal substitute for the "arrived-safely" and "thank-you" notes.

A predominant theme in many Bell System advertisements is the surprisingly low cost of long distance calls. For instance, did you know that

FOUR-IN-ONE. This four-button set, primarily for use in offices, can be connected to up to four different outside or inside lines or in combination with other functions. Buttons light up to signal an incoming call or to tell when a line is in use.



SIX-IN-ONE. Like the four-button model, its buttons may be assigned to special functions—such as the "Hold" which allows the user to keep a call on one line while talking on another. Buttons may also be used to operate buzzer signals.

any point in the U. S. can be called for \$2 or less in the evening or on Sunday? Reason: the lines are not so much in demand by businesses during these times; the lower rates encourage residence subscribers to use the long distance lines when they're not so busy. Most of our distant relatives and friends live in towns and cities that can be reached for \$1 or less for the basic 3-minute call at minimum rates. A recent survey shows that most people overestimate the cost of long distance; a majority of those queried guessed too high on minimum rates. A common misconception also revealed by this survey is that long distance calls must be kept brief. Apparently a great many people still remember the wartime telephone slogan, "Limit your calls to three minutes, please." Now that adequate facilities are available all over the U. S., there is no longer any need to limit the number or length of calls.

Some of the principal advantages of long distance telephoning which the Bell Companies are featuring are:

It's easy to use.

It's fast.

It costs surprisingly little.

It's warm and personal.

You can make decisions at once.

You can plan, change plans, acknowledge plans while en route.

These advantages are gained, of course, by both home and business telephone users. To remind business people of this fact, the telephone companies have hundreds of specially trained long-distance sales representatives in the field. Their job: to analyze a subscriber's business and show him how increased out-of-towns calls can step-up both efficiency and



MANY USES. Key equipment can be engineered to handle a few telephone lines or hundreds. With this key equipment (at left) up to ten lines may be picked up and held. Equipment of this type is used widely in small businesses for intercepting or answering incoming calls.

PRIVATE SWITCHBOARDS. This PBX (Private Branch Exchange) switchboard, at right, can handle up to 120 extensions in a business office. PBX equipment is available in several types and sizes—from this typical small manual board to large dial installations.



CORDLESS SWITCHBOARDS. This sleek model (below) is our newest cordless switchboard for office use. The board shown can serve five incoming lines and twelve extensions while a smaller model handles three incoming lines and seven extensions.



sales. It has been found that most businesses will benefit by using the telephone in one or more of these ways:

1. To make appointments for salesmen traveling out-of-town.
2. To increase coverage and maintain personal contact between actual visits.
3. To speed follow-ups of customer-initiated orders.
4. To get quick action on out-of-stock items.
5. To accept customer orders collect.

With competition among businesses stiffening, telephone company sales representatives are welcome callers. Businessmen are glad to learn better ways to use long distance calling as a sales tool, and many companies have already seen their sales increase in direct ratio to increases in long distance usage.



EXPLOSION-PROOF. This specialized equipment is for use in locations with highly flammable or explosive vapors, such as mines, oil refineries or gas plants. Heavy metal housings are sealed so that small sparks, which might occur inside a telephone when contacts are opened and closed, will not touch off surrounding gas- or particle-laden atmospheres. Model at left is desk type, while the one above is for wall-mounting.

Selling effort stresses extension telephones

"Good News! Extension telephones are available again." So goes a sticker used on Pacific Company letterheads. The Bell companies are moving in on the extension market eagerly, for it appears to be one of great potential. On a System basis, there were twelve extensions for every 100 residence main stations in 1953. In some areas the ratio is more than twenty extensions for every 100 residence main stations. If there were twenty extensions for every 100 residence main stations in the country, it would mean about 2 million more telephones in the Bell System—2 million telephones and associated equipment made by Western Electric.

Chief selling point for extension prospects is the great convenience of more telephone coverage in the home. Extra telephones save many steps

SPACE-SAVER. This set can be built into the wall so that no parts protrude. It is designed for use in elevators.



WEATHER-PROOF. A rugged gray metal box shields the telephone inside from rain or snow. Widely used for police and fire callboxes, and by taxi companies and others who require telephones in outdoor areas.

each day. They cut down, as well, on interruptions of important household tasks. And breakneck dashes up and down stairs are eliminated. Moreover, there's comfort and value in a nearby extension in time of sickness or emergency. At a cost of but a few cents a day, a residence extension is indeed one of the best telephone buys.

Adding zest to extension sales activities are many of the items featured in W.E. ads. For example, the colored sets will harmonize with any décor in a den or bedroom; or the brighter hues will lend a gay accent to a rumpus room or general family room. Sets in ivory or black that can be mounted on the wall are ideally designed for out-of-the-way installation in workshops and kitchens. Dials that light up when you lift the receiver; switches that enable light sleepers to cut out the ringer at naptime; controls that increase the volume for those with impaired hearing; devices that

permit Sis to temporarily cut off other telephones in the house during her "private" conversations—all these are making the extension salesman's job easier.

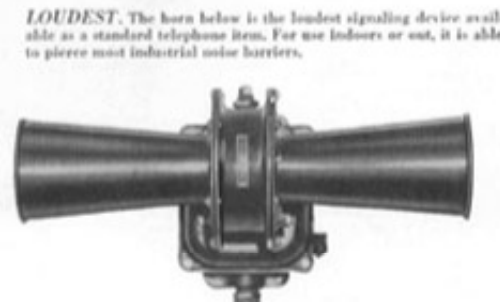
Approximately 3,600 telephone company representatives regularly call on businesses to help work out the telephone service arrangements which will best meet their communications needs.

Aside from the automatic telephone answering set and "executive" telephone already described, there are improved switchboards designed for use by secretaries and receptionists, more efficient button control sets for switching and holding calls, and a wide range of ringers, lights, and other incoming call indicators for special purposes. Among the specialized communications facilities available are private line telephone systems for connecting widespread offices and plants of large companies; mobile tele-



LOUD BELLS. In home or business locations where the standard telephone bell cannot be heard, louder bell signals are available. The signal in the center consists of two three-inch gongs. At left is an extra-loud bell that comes in 6- and 10-inch diameters. At right is the same type of bell equipped with a protective metal hood and wire screen for outdoor use.

SWEETEST. Gentler souls will appreciate this chime (right) which substitutes a pleasant musical note for the ring of the telephone bell.



LOUDEST. The horn below is the loudest signaling device available as a standard telephone item. For use indoors or out, it is able to pierce most industrial noise barriers.



phone services for use in cars, trucks and trains; teletypewriter services on a private line basis or as a part of the nationwide teletypewriter (or TWX) network, and telephone channels for remote telemetering and control, used by companies that need to keep an eye on far away, unattended installations.

Home dwellers have not been overlooked when it comes to special devices. A special large size bell will summon the man of the house from the farthest corner of the back garden; or for gentler natures there's a chime that announces an incoming call with a high or low musical note. And homebound students can now take part in classroom exercises by means of a school-to-home intercom system and telephone lines. Two-way speakers about 6 inches square are connected in the classroom and at the student's bedside so that he may both hear and respond during regular class sessions.



BUZZERS. Signals like those at left can be used by a secretary to notify her boss of an incoming call or vice versa. Available with 1, 4 and 8 buttons.

LIGHTS. Above are a variety of lights used as telephone signals. These are normally used as signals for incoming calls or to show when a line is in use. Lenses come in four colors: red, green, amber, and white.

It's plain that the Bell telephone companies with the aid of A.T.&T., Western Electric and Bell Laboratories are trying to miss no tricks in their efforts to meet every need of the telephone subscriber.

Western Electric will continue to make its contribution to the Bell System sales program through its manufacturing, supply, distribution and installation activities. Today by being sales-minded and "talking things up," we can be doing our regular job and at the same time helping to keep our production lines going strong.

Good selling!



PRINTS BY WIRE. Made by Teletype Corporation, a W.E. subsidiary, this teletypewriter is widely used by many businesses. It uses local and long distance telephone lines—only it sends and receives printed words rather than spoken ones.

MOBILE. Here's a telephone for use in automobiles, on trains, or in other conveyances. It works on the same principle as a radio and is known as the "mobile radio-telephone."



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WESTERN ELECTRIC BOOKLET RACK SERVICE
FOR EMPLOYEES