

Western Electric News



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NUMBER 2

APRIL
1929



The Western Electric News

An Illustrated Magazine Devoted to the Interests of Western Electric Men and Women

STERLING PATTERSON, *Editor*

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VOLUME 18

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NUMBER 2

THE BIG IDEA

THIS is an analytical age. We, more than ever before, seek to interpret ourselves to ourselves. We search for a symbol of our significance. We question, we probe, we theorize. "Where," we ask ourselves, "do we fit into the scheme of things? What is the meaning of the work we do? Are we laboring merely to feed and clothe and house ourselves and those dependent upon us? Can there be any national importance to what we do? How are we spending our energies? What is the big idea?"

Good questions. Can we discover something tangible, something that all of us can grasp which will help us to disclose the answers?

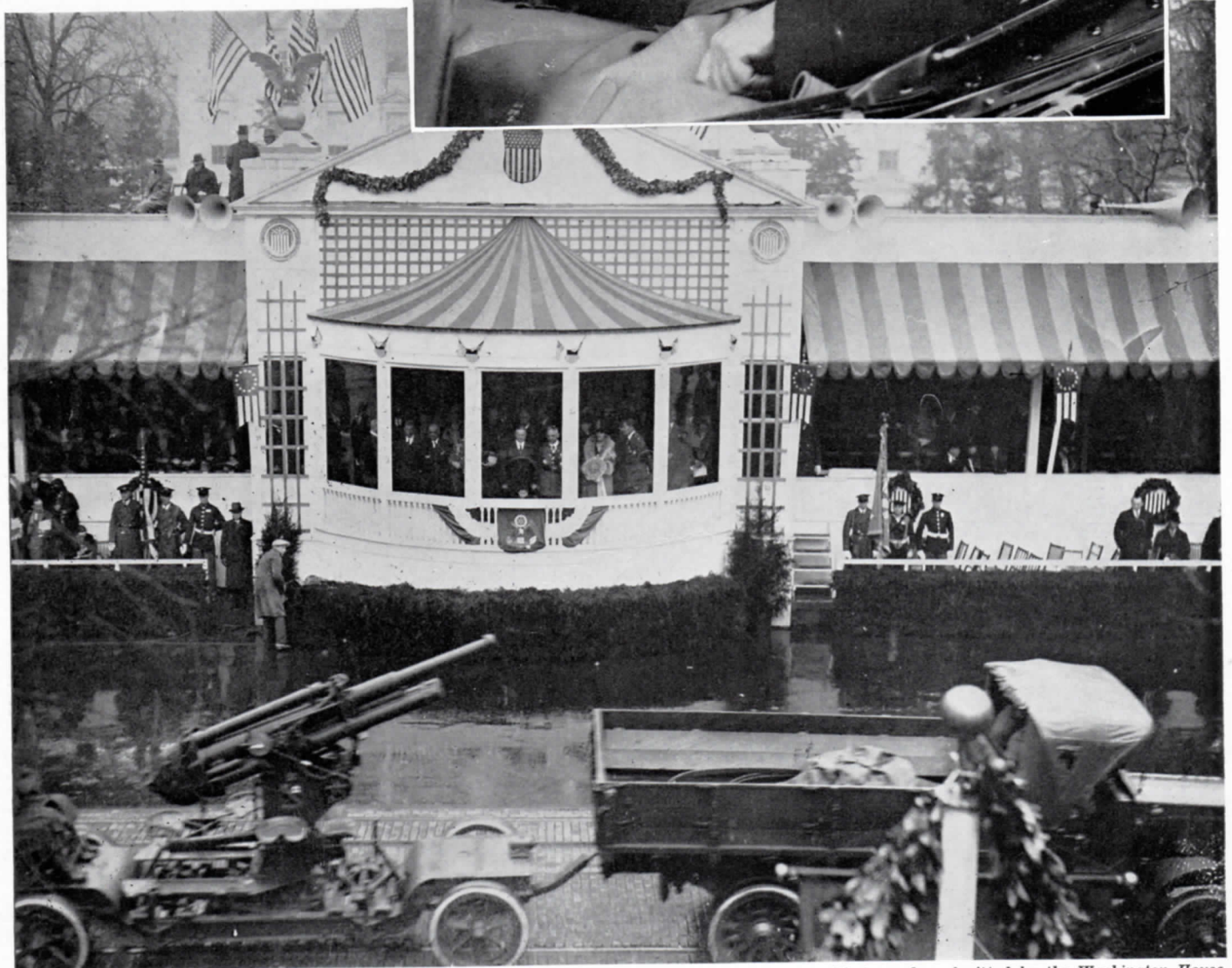
You will find published in this issue of our magazine our annual report. It is a business document. It is expressed in business terms. Yet flashing through it like a scarlet thread through a toneless fabric, is the romance of the telephone; the romance of a great human enterprise, of an art which is making the living voice laugh at distance. In the fourth paragraph of that report you will find reference to a definite contribution which we have made to that art. We reduced our prices to our customers by \$19,000,000.

VERY well. We can understand that. That is money and a lot of it. We know how we were able to bring about that saving to the System, too. We know it was accomplished by doing better jobs, by making fewer slips, by closer co-operation between individuals, between divisions, between departments, between companies. We recognize this specific contribution we have made to the success of our System. But what is its ultimate significance? It is this. What we accomplish for our System—owned as it is by more than 454,000 stockholders not one of whom controls as much as one per cent of it—we accomplish for the public. *The fundamental aim of our System is to give to the nation the best possible telephone service at the lowest possible cost consistent with financial safety.* We have contributed concretely to that ideal.

In the last analysis, we work for the public. We work *with* men and women. But we work for a thing bigger than ourselves. We work for a new American civilization. That is the significance of our activities. That is the big idea.

The Inauguration

THE greatest multitude in history, by Western Electric Public Address Systems and radio, were enabled to listen to President Hoover's Inauguration. Horns were placed at the speaker's stand so the throng there could plainly hear the ceremonies. Additional speakers were installed at the Court of Honor, the section of Pennsylvania Avenue in front of the White House and south of La Fayette Park, so those in the reviewing stand could hear the proceedings at the Capitol. President Coolidge is shown here taking a parting look at the White House as he is leaving. Below, President Hoover is reviewing the Inaugural Procession



Photographs submitted by the Washington House

Where Deftness Counts



MARIE TOMSCHIN, of Hawthorne, swiftly assembles terminal plates for desk stands, but speed is not allowed to interfere with accuracy

FOLKS THAT MAKE APRIL FAMOUS

WHAT'S THE BIG IDEA?

I'M WAITING FOR A STREET CAR TO COME ALONG AND STRIKE THIS MATCH FOR ME



TINKLING TELEPHONES! I CAN SIT HERE HOURS WITHOUT THE BOSS ASKING FOR ME BUT IF I STEP AWAY FROM MY DESK FIVE MINUTES I FIND A NOTE SAYING "SEE ME" WHEN I GET BACK

THAT'S THE "SEE-ME" SIDE OF LIFE

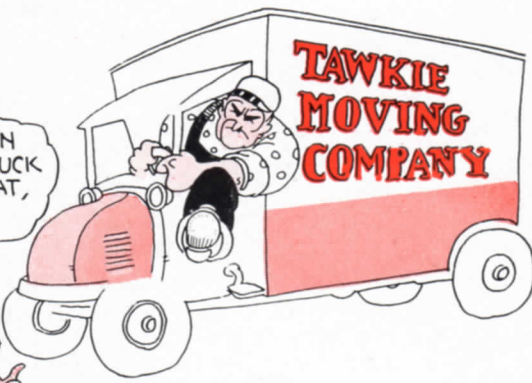


I'M SORRY I'M LATE. HAVE YOU BEEN WAITING VERY LONG?

I MUSTN'T COMPLAIN, SO FAR YOU'VE GOT THE DAY, MONTH AND YEAR CORRECT

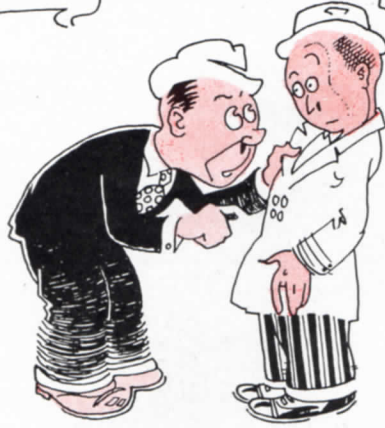


COME DOWN OFF THAT TRUCK AND SAY THAT, FELLOW



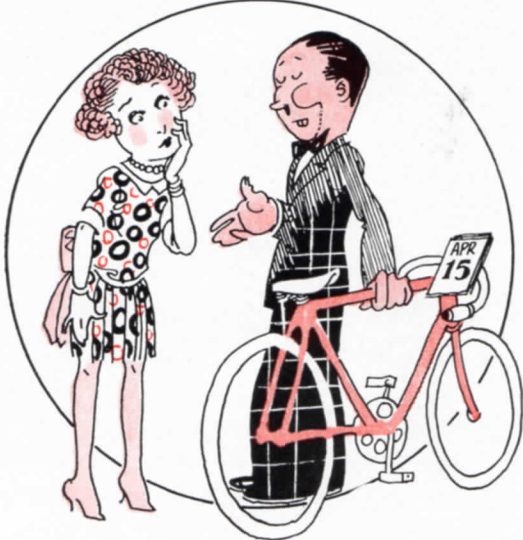
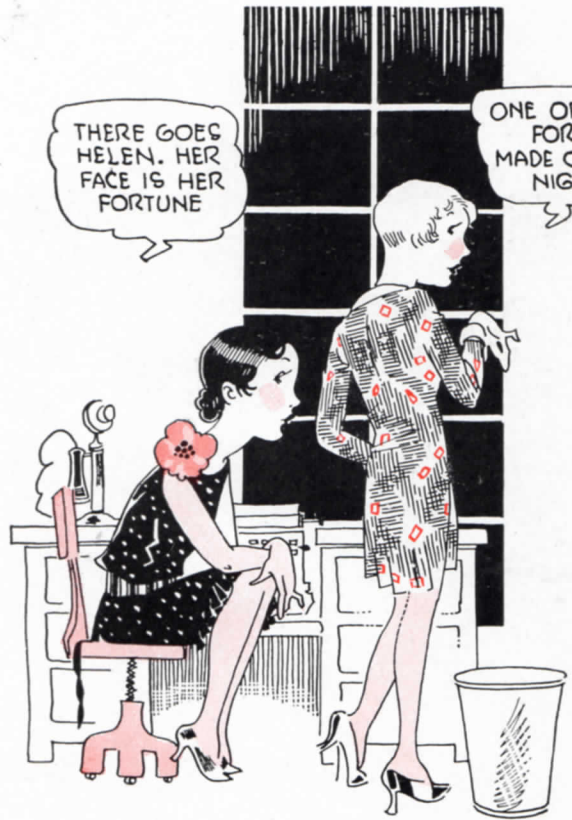
LISTEN, GET A LOAD OF CONSOLIDATED YEAST CAKE. IT'S DUE FOR A RISE

THANKS FOR THE TIP. I'LL GET MY BUILDING AND LOAN MONEY



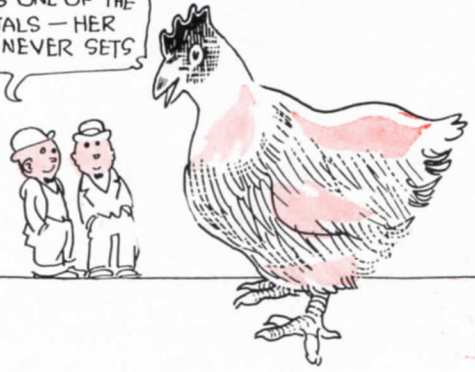
THERE GOES HELEN. HER FACE IS HER FORTUNE

ONE OF THOSE FORTUNES MADE OVER NIGHT?



TAKE THE PATTERN ON THE ABOVE DIAGRAM, KIDDIES. IT GOES LIKE THIS TA-TI-YA TA-TI-YA TA-TI-YA TA-TAA-TA ANYHOW THE WREN (AT LEFT) EYEBROWS OUR HERO WITH, "WHAT'S THE IDEA, AKRON, OF THE CALENDER ON THE HANDLE-BARS?" HE TOOTH'S BACK WITH, "I'M ENTERED IN A SIX DAY BIKE RACE AND THAT'S MY SPEEDOMETER." FEWER PEOPLE WOULD GET STUNG IN THIS WORLD IF THERE WERE FEWER B'S IN ALPHABET SOUP

SHE'S ONE OF THE IMORTALS - HER SON NEVER SETS



-AND SO FAR INTO THE NIGHT

OH, MY POOR WILLIAM. DADDY IS ALWAYS FOOTING MY BILL

Boy!
WHAT A KICK I GET OUT OF KISSING THAT GIRL



A Remarkable Year

President Bloom Reports Larger Sales Despite Lower Prices of Our Merchandise



"At the end of the year there were 56,324 employees on the payroll, as compared with 40,565 at the beginning of the year, an increase of nearly 40%." George Stück is conducting the carol singing around the Christmas tree at Kearny

TO the Stockholders:

In many respects 1928 has been the most remarkable year in the history of the Western Electric Company. Sales greatly exceeded those of any previous year; net earnings surpassed those of 1927, notwithstanding important price reductions, the effective value of which during the year substantially equalled the entire net earnings for 1927; and appropriations for increasing our manufacturing facilities far exceeded similar appropriations during any previous year. Furthermore, we successfully established in the motion picture field the Western Electric system of recording and reproducing sound with motion pictures, which bids fair to revolutionize the motion picture industry and will undoubtedly have an important influence on the future development of the entire entertainment field.

Sales

Sales for the year 1928 amounted to \$287,931,000, comparing with previous years as follows:

1927.....	\$253,724,000	1923.....	\$198,537,000
1926.....	263,105,000	1922.....	168,321,000
1925.....	239,531,000	1921.....	153,411,000
1924.....	246,944,000	1920.....	140,091,000
	1919.....		\$94,631,000

These figures include the merchandise not of Western Electric manufacture which the Company, as purchasing agent and storekeeper, procures for and distributes to the Telephone Companies; but in order that the figures may be on a comparable basis, exclude for the years prior to 1926 the sales of the Western Electric Supply Department; taken over January 1, 1926, by the Graybar Electric Company.

While the value of the 1928 sales was \$34,200,000 greater than for 1927, an increase of 13.5%, the volume handled shows an even larger increase—22%, due to lower prices for supplies which we, as purchasing agent, procured for our customers, and to substantial reductions in the prices of products of our own manufacture and for equipment installations. The reduction in the prices of our manufactured products and equipment installations amounted to upwards of \$19,000,000 on the 1928 volume of business, and were largely the result of improved methods and processes, increased efficiency of the personnel, and the further introduction of labor-saving machinery.

Financial

Net profits on sales were at the rate of 6.7% as compared with 6.9% in 1927. Including sundry income, the net earnings available for interest and divi-

dends amounted to \$22,023,282 in 1928 as compared with \$19,339,174 in 1927. There is, however, included in net earnings for 1928 a non-recurring item of nearly \$1,000,000, covering payments received under awards on account of war claims. Your Company's principal war claim covered damages resulting from the German occupation of the Antwerp factory during the war. The award, with interest to January 1, 1928, amounted to \$2,259,078, a portion of which was received during 1928 under the "Settlement of War Claims Act" recently adopted by Congress.

Stockholders of record, December 1, 1928, were offered the right to subscribe for one share of stock for each 15 shares held, at \$40 per share. Subscriptions were received for the entire 250,000 shares offered, and payments in full, a total of \$10,000,000, were received by December 31, 1928. The funds thus obtained will be employed in providing additional manufacturing facilities.

At the close of the year the voting stock of the Graybar Electric Company was sold to the Graybar Management Corporation for \$3,000,000 in cash, subject to \$6,000,000 par value preferred non-voting stock of the Graybar Electric Company, held by your Company, which stock is to be retired at par over a period of ten years.

The Management Corporation was organized to enable the officers and other employees of the Graybar Electric Company to purchase that Company, and all of the outstanding stock of the Management Corporation is owned by them. No officer or other employee of the American Telephone and Telegraph Company, the Western Electric Company, or any other company owned or controlled by either of those companies, owns any stock of the Graybar Management Corporation.

Your Directors have had this sale under consideration for the past two years owing to the fact that the trend of the Graybar business has been toward an increasing proportion of sales of electric power and lighting supplies furnished by various electrical manufacturers, while the sale of products manufactured by your Company has become a relatively small and decreasing proportion of the Graybar Company's total business. In view of this tendency it was decided to dispose of the Graybar Company. It will, however, continue to distribute in the United States, to customers other than the Bell System, Western Electric products such as telephone apparatus, train dispatching equipment, telephone cable, public address systems, broadcasting equipment, radio loud speakers and scientific equipment.

Production and Distribution

During the first half of the year production was on a slightly higher level than in 1927, but about the middle of the year increasing demands for our products made it necessary to utilize every facility at our command and to resort to overtime and night work in our shops. The 1927 and 1928 outputs of a few significant items illustrate the magnitude of the increase:

	1927	1928	Per Cent Increase
Dial type central office equipment, in lines	342,700	455,000	33
Private branch exchange switchboards	11,600	15,600	34
Loading coils	719,000	1,045,000	45
Telephone repeaters	8,460	15,100	78
Toll cable, in billions of conductor feet	4.7	7.4	58

The average tonnage shipped from Hawthorne and Kearny during the year was equivalent to 44 loaded freight cars per day, as compared with an average of 37 during 1927. During the last four months of 1928 these shipments averaged 51 loaded freight cars per day as compared with 37 during the same period of 1927.

Reconstruction and modernization of the major portion of the cable plant at Hawthorne Works was com-

DIRECTORS

- Edgar S. Bloom
- James W. Bancker
- Richard H. Gregory
- Howard A. Halligan
- William F. Hosford
- George C. Pratt
- William P. Sidley
- Clarence G. Stoll

William T. Teague

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- William P. Sidley, *Vice President*

GENERAL STAFF

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- H. B. Gilmore, *Secretary*
- P. L. Thomson, *Director of Public Relations*
- F. W. Willard, *Personnel Director*

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- J. W. Bancker, *Vice President—Purchasing and Traffic*
- C. A. Merrill, *Purchasing Agent*
- P. M. Marshall, *Purchasing Agent*
- J. J. McKenna, *Purchasing Agent*
- D. F. G. Eliot, *Purchasing Agent*
- W. H. De Witt, Jr., *General Traffic Manager*
- W. F. Hosford, *Vice President—Manufacturing*
- C. L. Rice, *Vice President and Works Manager—Hawthorne*
- S. S. Holmes, *Vice President and Works Manager—Kearny*
- W. H. Meese, *Vice President and Works Manager—Point Breeze*
- T. K. Stevenson, *Comptroller of Manufacture*
- O. C. Spurling, *Engineer of Plant*
- D. Levinger, *Engineer of Manufacture*
- W. T. Teague, *Vice President—Installation and Sales*
- J. D. Kennedy, *General Telephone Sales Manager*
- F. B. Gleason, *General Commercial Manager*
- Carl Whitmore, *General Manager of Installation*

LEGAL DEPARTMENT

- G. C. Pratt, *Vice President and General Counsel*
- E. J. Moriarty, *General Attorney*
- D. C. Tanner, *General Patent Attorney*

ACCOUNTING DEPARTMENT

- R. H. Gregory, *Comptroller*
- S. W. Murkland, *Assistant Comptroller*
- G. B. Proud, *Assistant Comptroller*
- J. Burgess, *Chief Corporation Accountant*

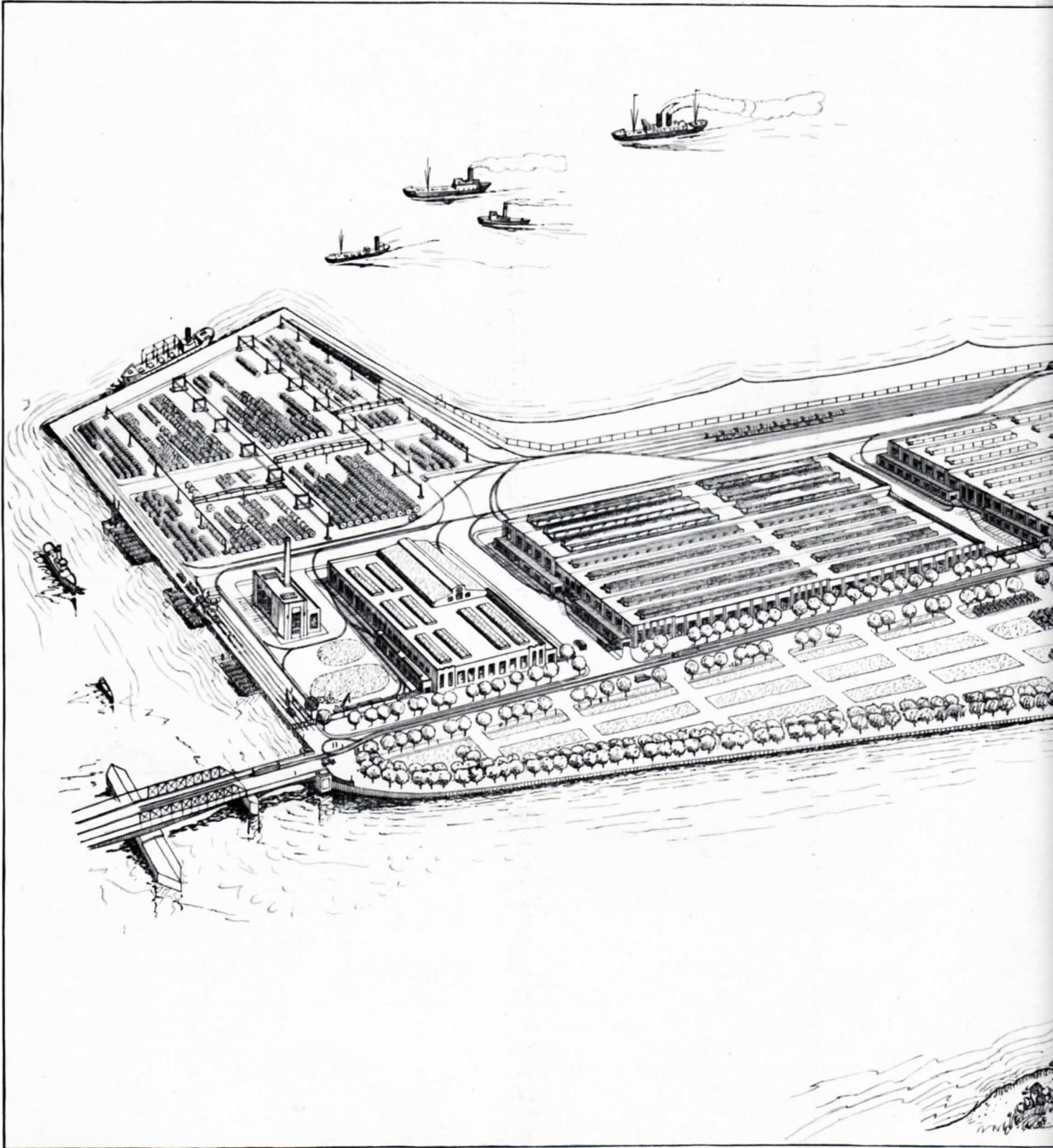
FINANCIAL DEPARTMENT

- F. L. Gilman, *Treasurer*
- H. H. Reddall, *Assistant Treasurer*
- E. R. Gilmore, *Assistant Treasurer*
- W. Anderson, *Assistant Treasurer*
- E. F. Baxter, *Assistant Treasurer*

pleted early in the year as well as the construction at the Kearny Works of a by-products reclamation building and extensions to the multi-story buildings.

During the year your Board authorized further extensions to the multi-story buildings at Kearny, involving 264,000 square feet of floor space, and also authorized the first unit of a warehouse building which will provide about 344,000 square feet of floor space for merchandising purposes.

In the summer of 1928 a forecast of long distance telephone apparatus and equipment requirements for 1929 indicated a greatly increased demand. To meet this demand and to provide for increasing demands in the future, your Board deemed it advisable to authorize another Manufacturing Works to supplement Hawthorne and Kearny. Accordingly, a site containing about 135 acres of land has been purchased on the Bay of the Patapsco River in the city of Baltimore,

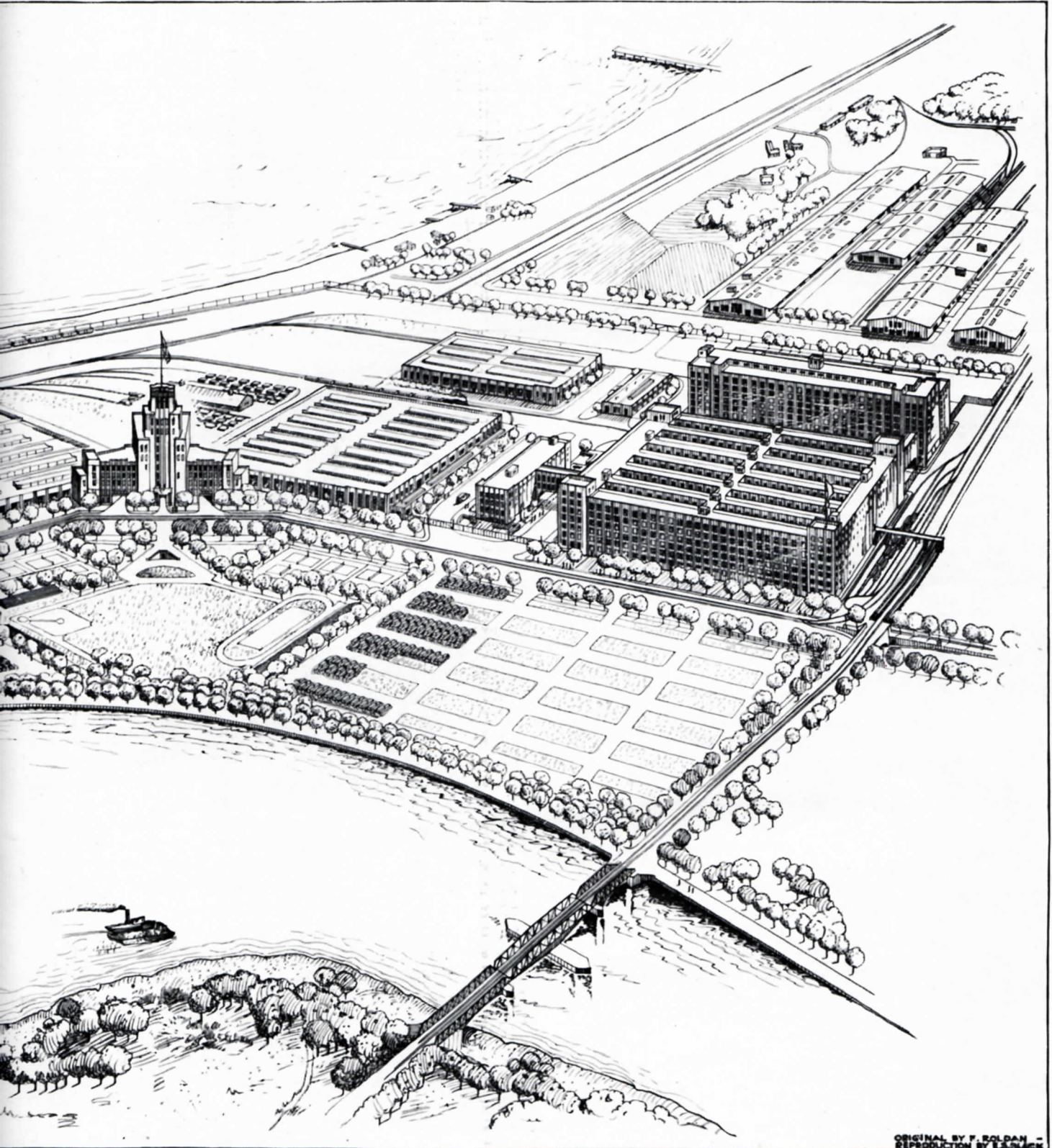


"A site containing 135 acres of land has been purchased on the Bay of the Patapsco River in the city of Baltimore, Md. Pla

Maryland. Plans are nearly completed for the immediate erection of the first manufacturing unit, a cable plant, which will double our capacity for the manufacture of toll cable. It is expected that this unit will be in operation in the latter part of 1929 and will be followed by the erection of two additional units to be completed in the summer of 1930, which will be used for the manufacture of wire products.

The Installation Department effected closer work-

ing arrangements with the Bell Telephone Companies during 1928 by the establishment of three new installing divisions—one at Newark, New Jersey, to serve the New Jersey Bell Telephone Company; one at Albany, New York, to serve the combined areas of the Up-State Division of the New York Telephone Company, the New England Telephone and Telegraph Company, and the Southern New England Telephone and Telegraph Company; and one at Detroit, Michi-



ORIGINAL BY F. BOLDAN -
REPRODUCTION BY T.S. SLACK

ly completed for the first manufacturing unit, a cable plant which will double our capacity for the manufacture of toll cable."

gan, to serve the Michigan Bell Telephone Company. With these new installing divisions we now have a total of thirteen serving the Bell Telephone Companies throughout the United States.

Improvements were made in our distributing facilities to meet increased service requirements by the construction of new buildings at Cleveland, Ohio, Chicago, Illinois, and New Haven, Connecticut, which have been equipped with the most modern devices for economically handling warehousing and repair work. The New Haven building is owned by your Company, while the Cleveland and Chicago buildings are owned by the Telephone Companies and occupied jointly with them.

To meet the increasing requirements of our customers in the central Pacific Coast area we have purchased land at Emeryville, California, and will, during 1929, erect a building with better and enlarged facilities, which will replace the Folsom Street, San Francisco, warehouse and the present warehouse and repair shop at Emeryville.

The growing demand for the most modern types of telephone equipment increases materially the amount of equipment removed from service by the Telephone Companies and returned to our repair

shops for modification and repair, or for recovery of basic materials. Much of this equipment is reconditioned and modernized for use by the Telephone Companies. The volume of this business has shown a steady increase, having amounted to \$35,500,000 in 1928, as compared with \$18,000,000 five years ago.

**EARNINGS FOR THE YEAR ENDING
DECEMBER 31, 1928**

Sales	\$287,931,396	
Cost of sales.....	268,698,347	
Net Profits on Sales.....		\$19,233,049
Other Income (Net).....		2,790,233
Net Earnings Available for Interest and Dividends.....		\$22,023,282
Interest Deductions.....		2,315,393
Net Earnings Available for Dividends.		\$19,707,889
Dividends—\$3.00 per share on 3,750,000 shares of Capital Stock.....		11,250,000
Balance Carried to Surplus.....		\$8,457,889

R. H. GREGORY,
Comptroller.

BALANCE SHEET, DECEMBER 31, 1928

Assets	
Land, Buildings and Permanent Fixtures at Cost...	\$42,606,473
Machinery, Tools and Other Equipment at Cost.....	51,819,779
Total	\$94,426,252
Investments, including Stock in and Advances to Subsidiary Companies	30,002,873
Merchandise, Materials and Supplies at Cost or Market, whichever is the lower	\$60,177,391
Accounts Receivable.....	48,957,412
Marketable Securities	5,863,929
Cash	12,303,035
Total Working Assets..	127,301,767
Grand Total.....	\$251,730,892

Liabilities	
Capital	\$100,000,000
Represented by 4,000,000 shares without par value outstanding.	
5% Gold Debenture Bonds, 1944	35,000,000
Total Capital Liabilities	\$135,000,000
Interest, Taxes and Other Accruals Not Due.....	\$3,181,785
Bills Payable.....	21,064,706
Accounts Payable.....	24,753,263
Total Current Liabilities	48,999,754
Reserve for Depreciation of Plant	\$56,821,896
Self-insured Risks	125,288
Total	56,947,184
Surplus	10,783,954
Grand Total.....	\$251,730,892

R. H. GREGORY,
Comptroller.

Bell Telephone Laboratories, Inc.

The development and design of the products that your Company manufactures is done by Bell Telephone Laboratories, which also carries on the fundamental research involved.

These Laboratories, the largest in the industrial world, with more than 4,600 employees, including a highly trained staff of scientists, engineers and technicians, continue to make outstanding inventions and improvements in systems and apparatus for electrical communication by wire, by submarine cable and by radio. It has also continued to carry on successfully, in cooperation with the engineers of the Western Electric Company, improvements in apparatus design directed toward further standardization and more economical manufacture.

Electrical Research Products, Inc.

This Company was organized January 1, 1927, to provide a means for the commercial development, in fields outside the telephone industry, of inventions of the Bell Telephone Laboratories and the Western Electric Company, some of which, while primarily developed for the telephone industry, may be used to advantage in other fields. Notable progress was made during the past year, particularly in the talking motion picture field.

As a by-product of its telephone research work the Bell Telephone Laboratories developed a system of synchronizing sound with motion pictures, which was first commercially demonstrated in 1926. Since that time substantially all of the larger and more important motion picture producers have adopted this system and taken licenses for its use in the production of sound pictures. At the close of the year Electrical Research Products had equipped a large number of leading motion picture studios, and more than 1,000 theatres with the Western Electric sound system.

The Company has a large volume of sound equipments on order for delivery during 1929 and expects to equip upwards of 3,000 additional theatres during the year.

Progress in sound pictures parallels developments of major importance in the design and operation of modern high speed submarine cables, and improvements in the methods of recording sound on records, such as are used in phonographs, and in reproducing sound from such records, referred to in the annual reports for 1925 and 1926.

Employees

At the end of the year there were 56,324 employees on the pay roll, as compared with 40,565 at the beginning of the year, an increase of nearly 40%. The first half of the year showed a small, gradual increase in the total number employed, followed by a rapid increase during the last half of the year due largely to the increased demand for our manufactured products.

The 1928 pay roll amounted to upwards of \$88,500,000, of which our employees authorized deductions from their salaries and wages, for thrift purposes, amounting to \$8,700,000, being 9.8% of the total pay roll, as compared with \$2,000,000, or 2.5% of the pay roll five years ago. These savings during the year are divided among the thrift plans provided by the Company as follows:

Net deductions made for employees (30,618 at December 31, 1928) subscribing under the Employees' Stock Purchase Plan for 175,000 shares of American Telephone and Telegraph Company stock, having a market value, on December 31, 1928, of \$34,000,000..... \$5,643,000

Subscriptions to 36,989 shares of stock, having a market value, on December 31, 1928, of \$7,200,000, were completed during the year.

81% of employees eligible to subscribe are participating in the Plan, as compared with 79% in 1927.

13,331 employees have authorized deductions for regular deposits in savings banks through the Employees' Savings Plan..... 2,142,000

2,552 employees have authorized deductions for purchase of shares in the Hawthorne Club Savings, Building and Loan Association..... 783,000

In March, 1928, arrangements were made whereby our employees may purchase life insurance with premium payments made by monthly or weekly deductions from pay. These deductions from March 1 to December 31, 1928, amounted to.... 107,000

The response to this opportunity was much greater than anticipated when it was offered. At the end of 1928, with the plan in operation less than 10 months, 4,974 policies were in force, aggregating \$11,546,000 of life insurance coverage, with an average of \$2,320 per policy.

The Company has continued to encourage and support the efforts of employees in improving themselves by study outside of business hours. This takes the form of educational work carried on by the evening schools of the employee clubs and out-of-hour reading courses.

Marked progress has resulted from the efforts to promote the health of and to prevent accidents to employees, both the accident frequency and severity having been reduced, notwithstanding the large influx of new employees whom it has been necessary to educate in safety practices.

Employees' Benefit Plan

In accordance with the provisions of the Employees' Benefit Plan, established in 1913, the Company made payments during 1928 totalling \$1,021,817 to employees on account of sickness, accident, retirement for age or disability, and as death benefits to dependents. These payments were made to 7,190 employees as follows:

Sickness and Accident Benefits.....	\$783,189
Pensions	117,240
Death Benefits	121,388

The Employees' Benefit Fund, which formerly appeared in the balance sheet of the Company, has now been paid over to a Trust Company which will act as Trustee of the Pension Fund. This has been done in order to further safeguard the payment of pensions when due; and the Pension Plan has been amended to provide that additions to this Fund, to meet the Company's future obligations to employees, will be paid over to the Trustee by the Company.

Theodore N. Vail Medal Awards

These medals are awarded each year in recognition of unusual acts or services and outstanding cases of devotion to duty by Bell System employees. For 1928 ten cases of meritorious acts by Western Electric employees were submitted to the Vail Medal Committee for consideration and bronze medal awards were made as follows:

To Maurice J. Schloss, inspector, Philadelphia Distributing House, for initiative and courage in the face of great personal risk in rescuing an unconscious man from a burning cellar and skillful application of first aid, resulting in saving a human life.

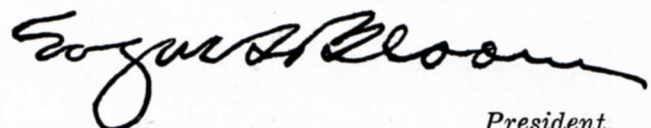
To Fred Gonder, sub-foreman, Installation Department, New York, for initiative, courage and prompt action in the face of great personal hazard in rescuing a child from a burning cellar.

The Western Electric Company provides a service of supply to the Bell System, constituting a unique undertaking in the business world. Its manufacturing, purchasing and distributing resources, closely coordinated with each other and with the demands of the Companies of the Bell System, permit taking full advantage of the economies of mass production, concentrated purchasing and standardized methods of distribution in providing the equipment and material requirements of these companies as needed and at minimum costs.

During 1928 the personnel has successfully handled a steadily expanding business, and has thus enabled your Company to meet its responsibilities in a satisfactory manner.

Your Directors desire to express their appreciation of the effective work of the men and women of the Western Electric Company. Their energy and resourcefulness continue to be most important factors in the Company's growth and prosperity.

For the Directors,



President.

SOUND PICTURES

★ ★ ★ ★ ★ a product of the

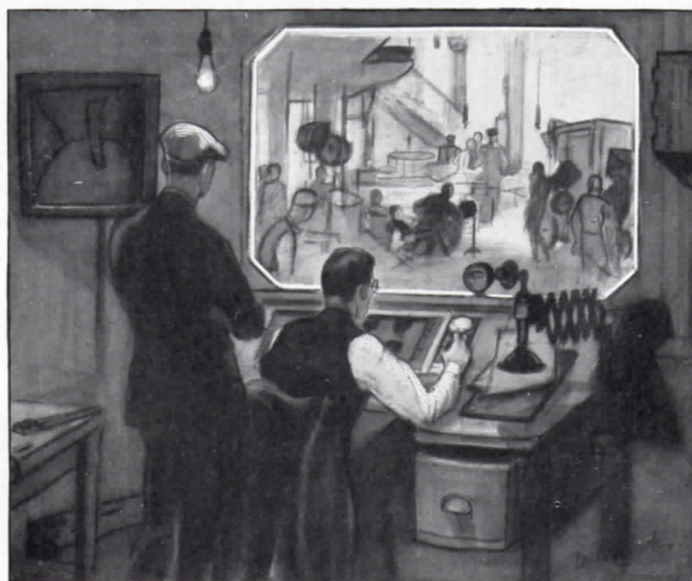


Leading producers who use exclusively the Western Electric system of sound pictures :

WARNER BROS.
FOX FILMS
VICTOR TALKING MACHINE
PARAMOUNT FAMOUS LASKY
METRO-GOLDWYN-MAYER
UNITED ARTISTS
FIRST NATIONAL
UNIVERSAL
HAL ROACH
CHRISTIE
COLUMBIA PICTURES
HAROLD LLOYD

When it is a Sound Picture the director discards his megaphone. The sensitive microphone must not pick up even a whisper to interfere with the sound in the action.

Western Electric, working with producers and exhibitors, has made possible a new art of entertainment



The monitor, operating delicate apparatus, controls the volume of sound from actors or orchestra and sound machines.

Out of a half century's experience, engineers in the Bell Telephone Laboratories developed for Western Electric the first successful system of sound pictures.

This system, which embraces both Vitaphone and Movietone, has been adopted as standard by the country's leading motion picture producers.

These producers, on their part, have had to create

a new studio technique to introduce desired sounds into the picture and to keep undesired sounds out.

And exhibitors in more than two thousand theatres have shown characteristic eagerness to serve their public by equipping their houses with the Western Electric sound system. Science, art and business, working shoulder to shoulder have accomplished it.



Telephone



Yesterday's
dream is
today's fact / / /

MOVING pictures with sound are here! This new, popular entertainment made possible by Western Electric is less than three years old, but already it has taken such strides as to make certain of continuing development and wide application.

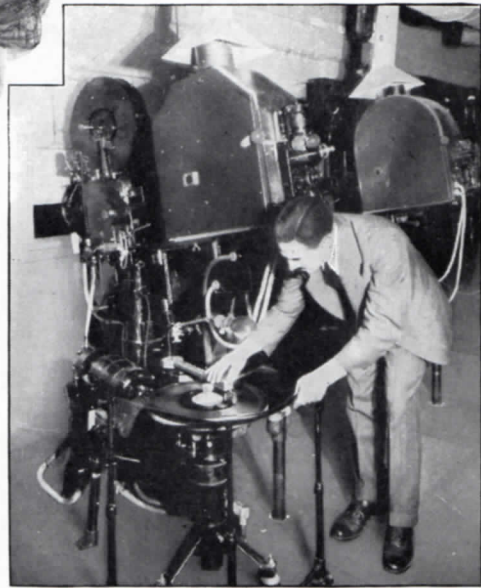
Hear leading stars of motion pictures, opera, concert and stage in lifelike renderings when you see them on the screen.

Hear and see the world's greatest personalities as they talk from the screen.

Hear intelligent orchestral accompaniment to feature pictures—played from the screen.

Hear the actual roar of the airplane, the thunder of galloping hoofs, the scream of the locomotive's whistle.

What was yesterday's dream is today's fact. And tomorrow? Here is an art now in the early stages of its development which is revolutionizing the field of motion picture entertainment.



Even in the theatre projection booth, Sound Pictures have brought a new technique, which Western Electric equipment serves.

Western SOUND



Electric SYSTEM



Only a telephone cord..

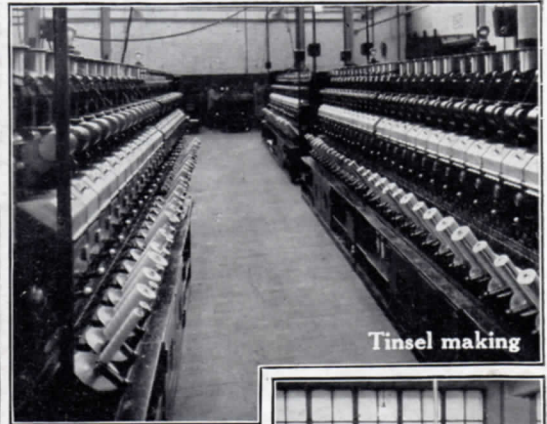
... but see what's behind it!



Cotton picking



Cotton testing



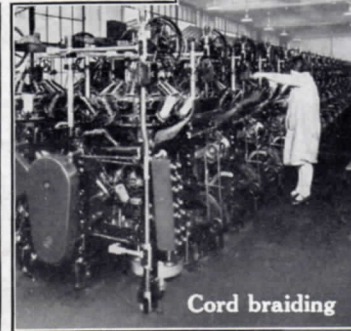
Tinsel making



Silk worm culture



Dyeing yarns



Cord braiding



Cord finishing

JUST a few feet of insulated wire leading from your telephone to the bell-box—but back of it is a long story of careful workmanship and alert inspection.

Cotton was grown and silk was spun to make that insulation. Wire was drawn into the finest tinsel, covered with the dyed threads, and twisted and braided. It was all done right, because the

cord must be rugged enough to take a good many pinchings by desk drawers and still keep on playing its part in a telephone conversation.

This cord is a little thing. But it is just as important to good telephone service as is a fifty-position switchboard or a thousand mile cable. And Western Electric makes it with the same care.

Western Electric

MAKERS OF YOUR TELEPHONE