

How Strong Is the NLF?

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THE TRIAL OF TWO SOVIET WRITERS

THE REPORTER



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One reason Touch-Tone® dialing will be at your fingertips is that Western Electric is part of the Bell System.

You have to try it to realize how fast and easy it really is: tap-tap-tap-tap-tap-tap and there you are.

Touch-Tone phoning has been installed in many Bell System areas. Lots more will get it soon. And one reason is that Western Electric is already moving at top speed on the project.

We're not only manufacturing the precise Touch-Tone phones themselves; we're also building and installing the switching equipment that allows Bell telephone company dial offices to react to the musical tones these phones send out.

We have, in fact, been moving on this project for many years.

Even while Bell Telephone Laboratories was doing research and development, we were developing manufacturing techniques and planning new production facilities. We were studying ways of reducing the cost of the new equipment while maintaining quality. We were training installation crews to install the conversion equipment in dial offices.

In all, we spent over \$25 million before the first Bell telephone company could offer Touch-Tone service to its customers.

A big risk for a manufacturer to take? Yes, but only by such substantial investments can we bring constant improvements to your phone service. This goal is as im-

portant to Western Electric as it is to your Bell telephone company.

We're on the same Bell System team. We have been since 1882, working together with the same purpose: to keep bringing you the world's finest telephone service at low cost.



Western Electric

MANUFACTURING & SUPPLY UNIT OF THE BELL SYSTEM

