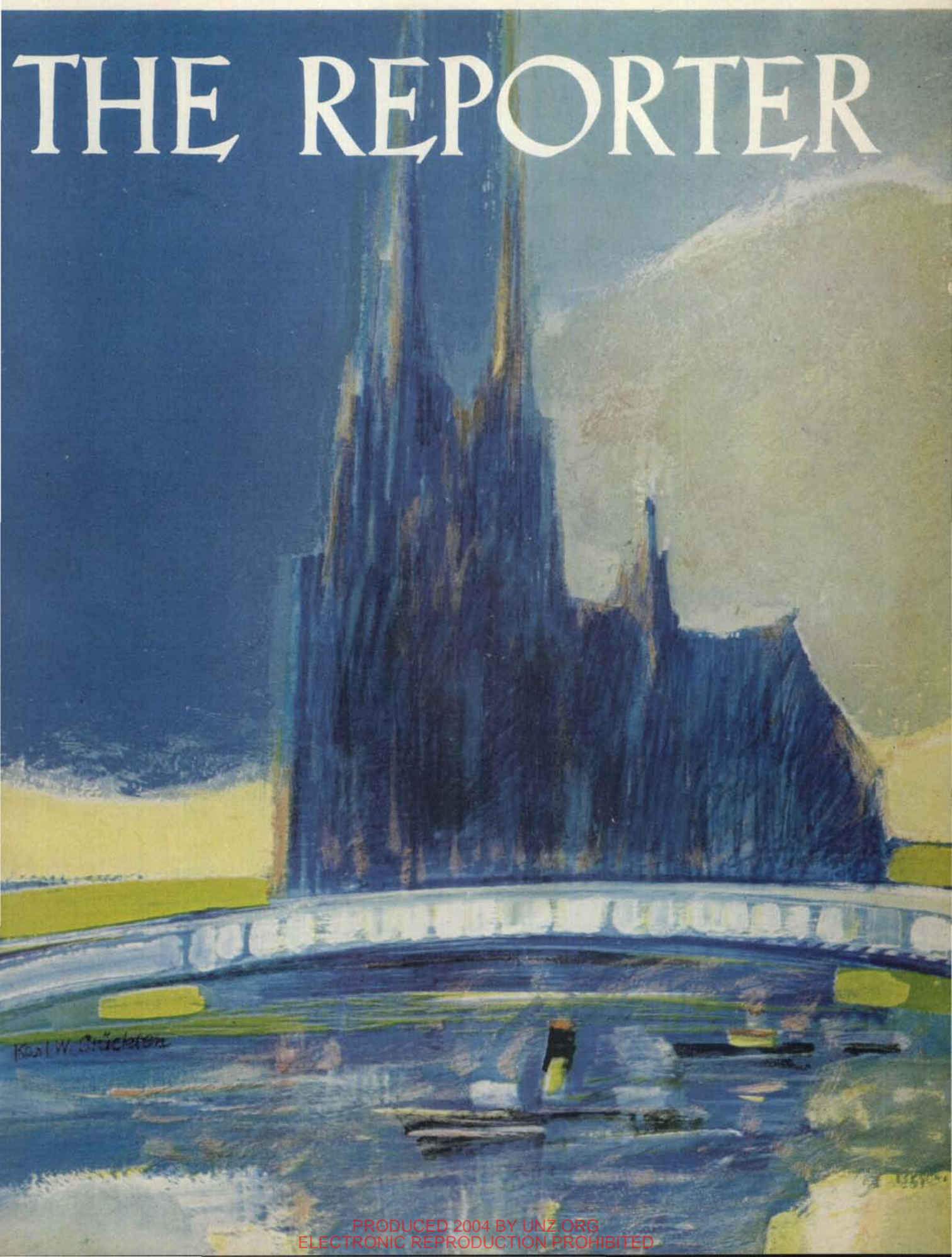


For a New Atlantic Alliance

July 14, 1966 35¢

INDONESIA'S UNFINISHED REVOLUTION

THE REPORTER



One reason the phone you're calling rings so quickly is that Western Electric is part of the Bell System.

There are times when every second is important. You pick up your Bell telephone. You dial. The only thing you want to hear is the ringing of that other phone.

Equipment built by Western Electric goes to work. Switches click in your Bell telephone company central office. The connection is made and the phone rings in a matter of seconds.

This speed was designed into Bell telephone equipment by our teammates, Bell Telephone Laboratories. And then it was built into

the equipment by Western Electric.

Take those switches in the central office. The ones that actually make your connection for you. We call them wire spring relays and they're vital links between your phone and 75,000,000 others in the Bell System network. Western Electric makes millions of wire spring relays every year. And we design them to have a life expectancy of 40 years.

Assuring you of this kind of reliability is part of our Bell System responsibility. But it's *only* part.

High reliability *at low cost* says it a lot better.

It adds up to this: the dependability of your telephone service is as important to us 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 continue to bring you the world's finest telephone communications at low cost.



Western Electric

MANUFACTURING & SUPPLY UNIT OF THE BELL SYSTEM