



THE SPIRIT OF SERVICE

THE value of a nation-wide telephone service, under one unified system, is reflected in the day-by-day efficiency of your own telephone. It is given dramatic emphasis by an emergency.

Several years ago, the worst sleet storm in telephone history swept north from Texas almost to the Great Lakes and ravaged a section 150 miles wide. Thousands of telephone poles were broken. Thousands of miles of telephone wire were snapped by the weight of clinging sleet. Telephone communication throughout the country was affected by this gap in the Middle West.

To restore the service quickly was beyond the power of the local telephone companies. Had they been forced to tackle the job alone it would have taken months and imposed a heavy financial burden.

Instead, the full resources of the Bell System were thrown into the breach. From the Southwest, from New York, Pennsylvania, Ohio and the Northwest, the repair trucks started rolling into the stricken area.

Even while men were on their way, the warehouses of the Western Electric Company started shipments of tools, wire, poles, cross-arms and other needed equipment. It was only because of standardized material and standardized methods that the emergency was met and service quickly restored.

Telephone service as you know it today would be impossible without the unified Bell System.

The Western Electric Company is the manufacturing, distributing and purchasing organization for the Bell System. Centralized activity of this kind means better quality at lower cost.



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