

# W. Electric Enters Its Second Century

Western Electric Company, which has its largest plant -- the Michigan Service Center -- in Plymouth, begins its second century in business this year.

The company supplies and installs its equipment for Michigan Bell Telephone Company. For this purpose Western Electric employs 1,200 installers in Michigan.

**HARVEY G. MELHOUSE**, Western Electric President, issued the following message recently:

"As Western Electric begins its second hundred years, it is fitting to reflect on the company's greatest year, 1969, and to take a look at what the future will hold.

"Headlining the company's banner year was \$4.5 billion in sales, which solidly exceeded all previous figures. From all indications, Bell System demands for our products and services will increase even more in the future.

"1970 should be an even more productive year than 1969 and the next decade should offer continued growth as our company pioneers new advances in communications technology. Never before in our entire history have greater requirements been placed on all our people.

"Western Electric's commitment to service for the Bell System is now 100 years old and that tradition, as always, must be constantly maintained by our people. Today we have more than 200,000 employees, an increase of

24,000 in a year. Throughout our history, our company has established its superb record because of our people, who continue to be the source of our greatest strength.

"The unparalleled need of the Bell System required reshaping our building plans, too. So, we began by stretching the walls of our existing facilities, leasing additional space and planning construction of new manufacturing plants in Atlanta, Dallas and Denver, as well as a new supply center in Richmond, Virginia, and a service center in New York.

"However, while we were feeding dollars into new facilities, we also maintained constant efforts to reduce costs. Our engineers once again came through in fine style with cost reductions totaling more than \$41 million. The efforts of our people in the Purchasing and Transportation Division rang up equal cost-cutting innovations.

"LET ME ADD that our goals for the future are clearly defined and are the same as we've always had -- provide the telephone companies the equipment and services they need, when and where they need them.

"And we as Bell System people wouldn't have it any other way. For this same service commitment that has provided us with a sense of achievement and personal satisfaction during our first 100 years undoubtedly will continue to thrive and prove even more meaningful in years ahead."



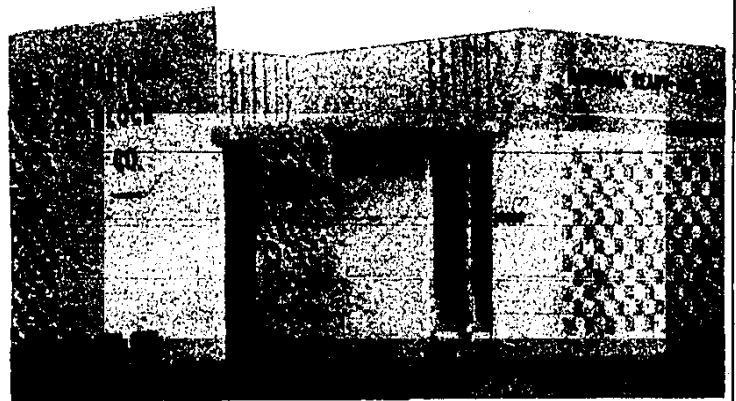
**THINKING ON THE JOB PAYS**--Thomas R. Reid (left), a Chevrolet Spring and Bumper tool and die maker, was one of General Motors' top suggestion plan participants last year. He explains one of his 44 award winning ideas to his supervisor Russell Kreutzberger, of 14900 Winesap, Plymouth. Reid, who lives at 18820 Westmore in Livonia, recommended changes in these bumper dies which reduced repair work and improved the quality of production. GM employees in Livonia received nearly \$239,000 for their suggestions during 1969.

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