



FIVE BILLION CONVERSATIONS

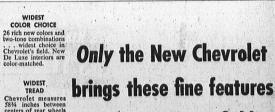
This huge number of telephone calls a year is the important responsibility of 73,000 men and women in the West.

Five billion conversations! By day and night, in cities and towns, across valleys and over moun-tains, the West's telephone lines are busy carry-ing the calls that in a year total more than twice the population of the earth! Some calls are rou-tine, others may save a life, but each call is vital to capable telephone people everywhere as they work at the wide variety of telephone jobs need-ed to serve you and the nation well.

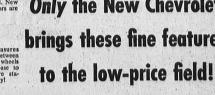
Your telephone is one of today's best bargains



For every telephone employee, we have about \$20,000 invested in telephone equip-ment. Naturally, both must work together to bring you good telephone service. And it's reassuring to know that despite our sharply-increased costs of both wages and materials, we've been able to keep your telephone one of today's best bargains.



TREAD Chevrolet measures 5834 inches between centers of rear wheels – a broader base to



BRAKES Big 11-inch drums apply leverage for stopping power are smoother, with less effort. UNITIZED KNEE-ACTION RIDE

vevolet's famou tee-Action ride i w even softer bother. New form



brake more more r. Stops safer.

CAST IRON ALLOY PISTONS to same material to cylinder bi

SAFETY PLATE GLASS Chevrolet alone in its field gives you safety plate glass in wind-shield and all winNo other car in Chevrolet's field offers you a single one of these features. Yet you'll find many of them in America's most costly cats. Here's proof that you're value ahead with Chevrolet . . . again in 1952 the lowest-priced line in its field! Come in and look it over. MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CARL

The Only Fine Cars PRICED SO LOW! CHEVROLET



This telephone team, for instance, is pinpoint-ing the location of a buried cable which needs repairs. The cable will be fixed quickly... and calls will flow again. Meanwhile, your long dia-tance calls are re-routed to get them through with little or no delay. This is just part of the complex job of maintaining and expanding the West's wast telephone system — a job which now requires the skills of some 27,000 well-trained telephone men and 46,000 alert telephone women here in the West. Round the clock, they're on the job to keep America's telephone system the finest in the world... able to do its full share of the important task of keeping America strong.

Pacific Telephone

Answer the Call-Give-thru Red Cross