

One of the biggest gold strikes since Sutter's Mill.

The yield: 3,000 pounds of pure gold.

But it didn't come from a mine. It came from a Western Electric factory.

A new kind of Midas Touch

That's where Western Electric's new process for plating gold is *conserving* the precious metal, through increased efficiency and precision. It's producing better switching components for the Bell System, to make your phone service clearer and more reliable than ever.

It must be gold that's plated to the switching components you see glittering in the photograph, because no other metal can provide the same kind of efficient, reliable, durable, and clear telephone transmission.

But until now, gold-plating had always been a messy and imprecise

process. There had been no way to control it accurately. No way to avoid depositing excess gold on the places it was intended to go. And on the places it wasn't.

So Western Electric, working with Bell Labs, designed a totally new system to do the job. Combining the best of electro-chemical and programmed logic control technologies, the new system can plate gold with hair-thin precision. Depositing only the desired amount, only on the designated spot. With no waste whatsoever.

Gilt-edged savings

Besides producing a much better product, Western Electric has mined a savings of \$9 million from the process. And that's another way we're helping your Bell Telephone Company

hold down the cost of your phone service.

Even bigger benefits

And since the new process uses 55% less gold than the old one, we could more than double production of our improved switching component. Without consuming any more of the shiny natural resource.

But there are more environmental pluses. The new process has almost completely eliminated the gaseous wastes plating used to produce. It's cut the liquid wastes by 90%. And it runs on 67% less power.

This improved gold-plating technique is another way Western Electric is working to hold down the cost, while continually raising the quality of your phone service.

Keeping your communications system the best in the world.



Western Electric

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