The Telephone "can take it!"

Your telephone must work 24 hours a day. It must be immune to icy blasts of the frozen north—dry burning heat of the desert—heavy, humid atmosphere of swamp lands. It must function in arctic regions—electric—manufacturing unit of the Bell System—see to it that telephones and their associated switchboards and cable are prepared for life anywhere. Through long experience and rigorous testing, telephone engineers have learned how to make the telephone not only tough but also not adversely affected by the whims of climate.

Through pioneering and pushing such improved apparatus toward greater perfection, the Bell System contributes to the year-round reliability of your Bell Telephone service.

The Telephone "can take it!"