“Old Ironsides”
stood up throughout the war

LIKE the famous old ship, your telephone has come through the war with colors flying.

What other aid to modern living has been so dependable under all conditions and so free from mechanical troubles?

During the war years, when so little new telephone apparatus could be made for the home front, even equipment made many years ago by Western Electric has served you faithfully and has been a national asset in time of war. Quality shows best when the going is tough.

Western Electric, supply unit of the Bell System, is now tackling its biggest peacetime job. Furnishing materials and equipment to meet the System’s immediate needs—then to carry out the System’s $2,000,000,000 post-war construction program—promises record peace-time production and a level of employment higher than in the years just before the war.

Western Electric
IN PEACE...SOURCE OF SUPPLY FOR THE BELL SYSTEM
IN WAR...ARSENAL OF COMMUNICATIONS EQUIPMENT.