



“OLD IRONSIDES” *stood up throughout the war*

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

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

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 is returning in full strength to its 63 year old job for the Bell Telephone System. The same skills that have been turning out radar, radio and military telephone apparatus are being applied now to meeting the huge requirements behind your Bell telephone.

Keep on buying Government Bonds
---and hold all you have!



Western Electric

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

