



"They're coming! The telephone men are coming!"

"They're coming!" shouted a West Virginia mountain boy. "They say we'll have our telephone before the end of the week, and so will Grandma!"

That's happening all over the country. During the past two and a half years, Bell Telephone companies have added about 775,000 telephones in rural areas—built enough new rural pole lines to stretch nearly two and one half times around the world—strung more than 375,000 miles of wire.

In this vast program of rural telephone expansion, West-

ern Electric is playing a vital part: manufacturing telephones, switchboards, wire and cable — supplying poles, crossarms, insulators, power-driven pole hole augers and many other tools the construction crews need to do their jobs quickly and well.

In cities, towns and suburban areas, too, *more and better* telephone service is coming fast. To help the Bell Telephone companies meet *your* needs, Western Electric is today doing the biggest manufacturing and supply job in all its 66 years as a unit of the Bell System.

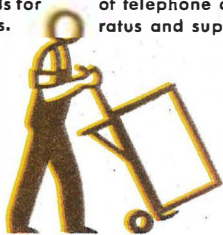
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of 43,000 varieties of
telephone apparatus.



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Western Electric

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