

NEW TELEPHONES FOR YOU!

Full speed ahead on our biggest peacetime job

WHEN the war ended, Western Electric, to the extent permitted by war regulations, had already made a start on its *regular* job—supplying the equipment the Bell System needs to give you telephone service.

Today, conveyors like this are carrying thousands of new telephones.

But it takes far more than just telephones to provide service. It takes cable, central office equipment and many other complex items that cannot be produced and fitted into the System overnight. To get back into full production of these things, and provide maximum employment, reconversion was started the moment the war ended—with every available mechanic engaged on a seven-day basis.

Western Electric, supply unit of the Bell System, is now tackling the biggest peacetime job in its history. Furnishing materials and equipment to meet the System's immediate needs—and then to carry out the System's \$2,000,000,000 post-war construction program—promises a volume of production greater than in any peacetime year and a level of employment higher than in the years immediately preceding the war.

It's mighty good to be back on our old job—and you can count on us to make up for shortages caused by four years of war just as fast as is humanly possible.

Western Electric

SOURCE OF SUPPLY FOR THE BELL SYSTEM

*Buy all the Victory Bonds you can
—and keep them!*



Some highlights on our job for the Armed Forces

From January 1, 1940 to June 30, 1945, our Government contracts *alone* totaled almost \$2,000,000,000—a larger amount than the *total sales* of the Company during its first 54 years from 1869 to 1923. Here are a few of the items involved.

Radar: More than 56,000 radars of 64 types valued at almost \$900,000,000.

Gun Directors, Gun Data Computers: More than 1600 for aiming anti-aircraft and coast defense guns.

Airborne Radio: More than 600,000 receivers, 400,000 transmitters, 50,000 combination receivers, and transmitters.

Tank and Artillery Radio: More than 139,000 receivers, 74,000 transmitters.

Microphones: More than 1,700,000.

Headsets: More than 1,400,000.

Cable: More than 4,300,000 miles of wire in lead covered cable and 63,000 miles in Spiral-4 rubber covered cable.

Also large quantities of field telephones, switchboards, field wire and carrier equipment.

