

HELP COMING!



In 1857, the distant wail of bagpipes of an approaching army brought the first news of rescue to British defenders of besieged Lucknow in India.

Stromberg-Carlson

MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION

APPARATUS FOR FORTY-EIGHT YEARS



HEARD A FEW MILES IN 1857

Less than a century ago, wartime communications were not only uncertain, but very limited in their range. For example, when the British were besieged at Lucknow, India, the first knowledge they had of a relieving force was the distant wail of bagpipes.

Under today's conditions, however, efficient communications would enable the beleaguered forces to be in constant touch with their headquarters, and their headquarters with them.



HEARD THOUSANDS OF MILES TODAY

Furthermore, using modern communication methods, word of coming assistance may be conveyed *instantly* to virtually any point on the globe *where people may freely listen*, as in the case of a program transmitted this year from Taunton, Massachusetts, to Taunton, England.



Through the means of this broadcast, listeners in Taunton, England, heard the encouraging roar of a steel furnace in Taunton, Massachusetts, making munitions for embattled Britain.

Stromberg-Carlson is proud of the part it is playing in producing the much-needed materials for wartime communication. American forces all over the globe are benefiting from the superior communication equipment a background of 48 years in the communication field enables the Company to produce.

In telephones, sound systems, and radios . . .
"There is Nothing Finer than a Stromberg-Carlson."

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