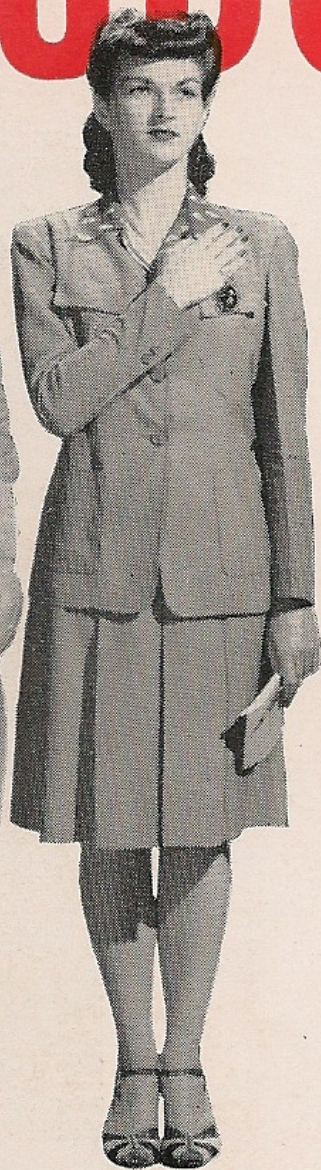
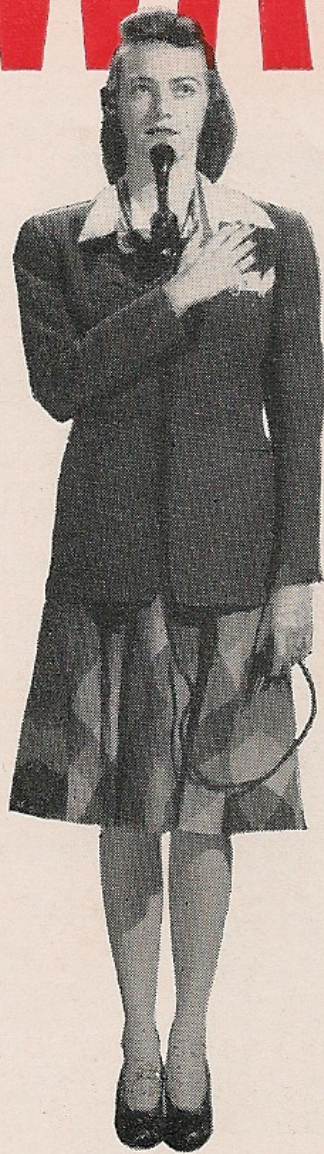
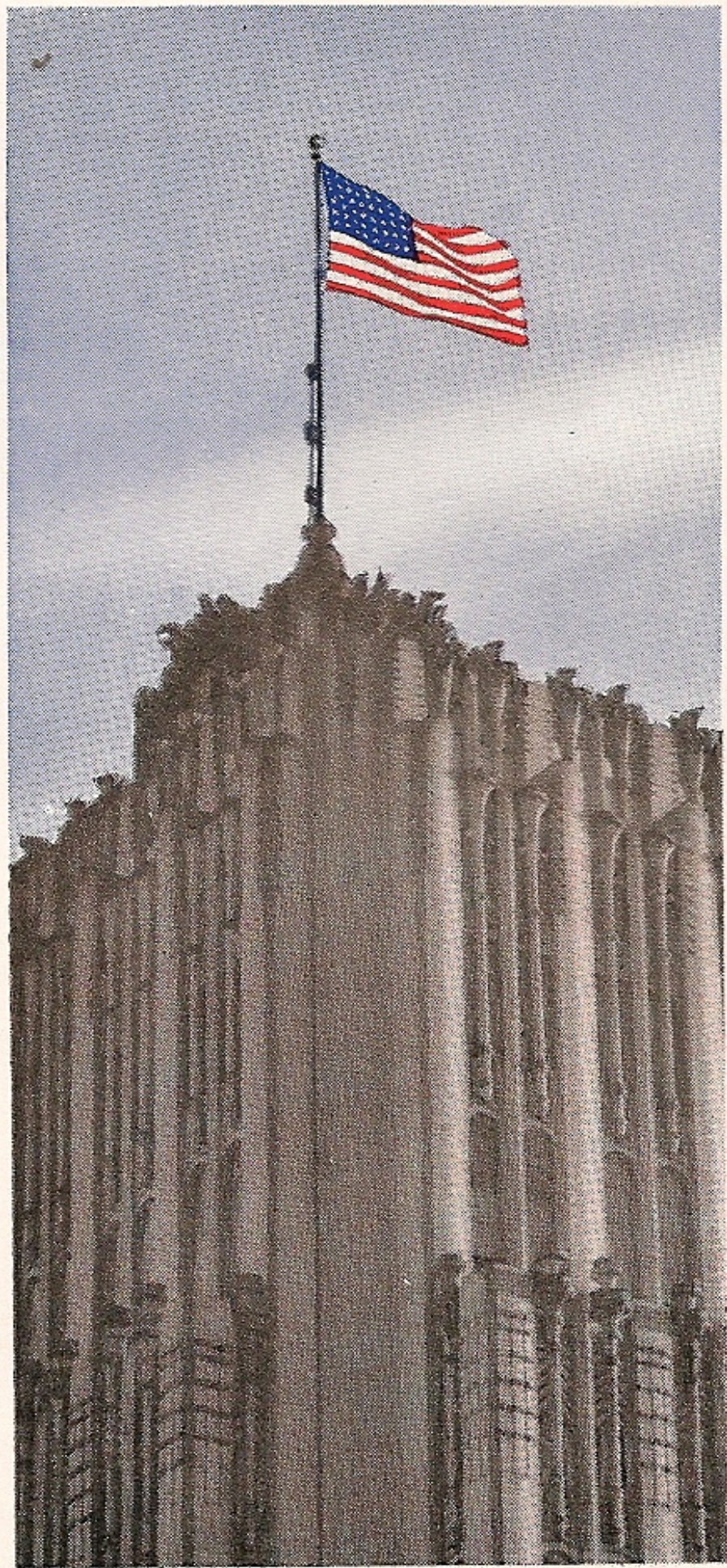


WAR JOBS



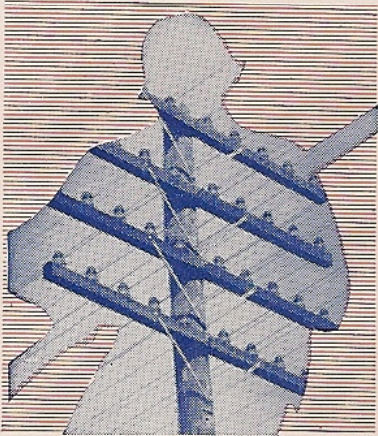
*Helping Win
the War*



"The Colors, Keep Them Flying"

WAR JOBS

Vital to Victory



These are times when Americans are eager to place Service above Self. The very Nation is threatened, and all its freedoms. The American way of life is in the balance. Victory in war is the only thing that matters; without that, we and all we know and love will be crushed under the boot of the aggressor.

Our company is a War Industry and the men and women in it are playing a role of the highest importance to our Country by performing the tasks they are trained to do—and by doing them steadfastly and well.

Ours is the critical responsibility of keeping the lines of Communication open, "Getting the Message Through."

America needs us. She needs us on these jobs we know how to do. The movement of Armed Forces; the production of food, equipment, supplies; the building of ships, planes, guns; the defense of the home front—all are based on good, fast, cheerful, courteous telephone service.

We who have fought the good fight side by side through floods, fires, earthquakes, hurricanes, are needed today in this War Industry as never before. War is on the wires. Service above Self is expected of us. We are Vital to Victory!

PLANT



Ten thousand craftsmen are fighting this war with pliers for side arms, digging bars for bayonets, trucks for tanks, and test panels for observation posts. Our lines of communication are being used by the Armed Forces to supply and stiffen the lines of conflict. In peacetime emergencies of fire or flood we have never "let the public down." Nor will we ever let our country down.

WAR JOBS

We've got what it takes



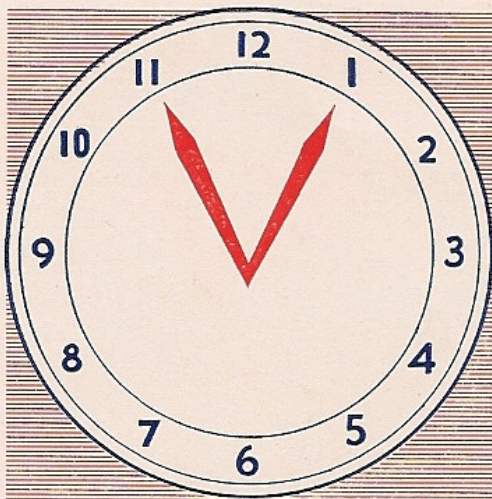
Do we know how much telephone service it takes to build a bomber?—to launch a destroyer?—to implement civilian defense?—to send a convoy over seas? Yes! We know, because every phase of war operation has taken our service into partnership. Why? Because the telephone has what it takes to get things done. It runs errands; it summons help; it warns; it encourages; it mobilizes; it dispatches. Telephone service has what it takes because telephone men and women have what it takes. No one of our jobs has a monopoly on importance. Each supplements the other, and together we serve our beloved country. We—all of us—are needed to win this war—Accounting—Administration—Commercial—Engineering—Plant—Traffic—*We've Got What It Takes.*

TRAFFIC



Our switchboards have always been nerve centers of peacetime communications. Today, they are battle stations. Our calls are helping to tie America into a fighting unit with circuits for victory. Is it any wonder that with this vision we stick to our posts of duty? Our training gave us preparedness and today and everyday, our war jobs are right at our fingers' ends. "Our reward shall be—one day—with the touch of magic at our finger tips, to send across the quivering wires one far-flung cry 'Ours is the Victory'."

It's later than we think

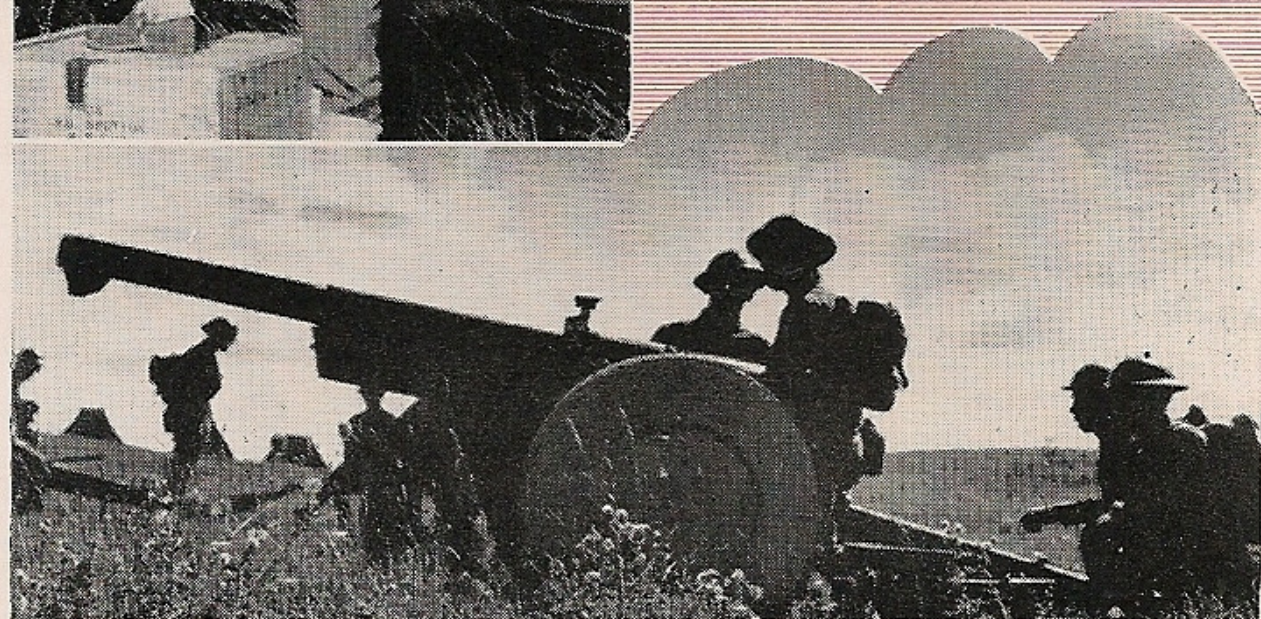


Time may be the determinant in winning the war. Time may save our Nation. The telephone saves time. Therefore, the men and women, and the facilities behind the telephone are a determinant in winning the war and in how soon victory may come. We

are helping to change "too little and too late" to "enough and on time."

Our allies look upon this country as "the arsenal of Democracy." They expect us to provide the bulk of the things needed in the fight for freedom. They look to us because America has taught the world how to marshal men, materials and time to a given end and do it better than it has ever been done in the world. Into this War Job go the "know how," the traditions, the character, and the training of 165 years of freedom. Telephone services of America top all of the telephone services in the world, because they blend initiative with tradition, with vision, and with team play. The telephone system is calling the signals for all the other teams of America. It's later than we think, but, thanks be, not too late.

IN THE SERVICES



"We doff our hats to our fellow patriots and we want them to know that each star in our service flag and each star that is to be shall be a lasting inspiration to all of us in our combined All-Out efforts to keep the flame of Democracy aglow."—President N. R. Powley, at ceremonies held on the occasion of the dedication of our company's service flag to its personnel in the Armed Forces.

WAR JOBS

They are depending on us



We are in the front line, and our whole Nation is depending on us, as war workers of the telephone industry, to do a front-line job.

Our company has received hundreds of letters of commendation and congratulation from the Army, the Navy, the Marine Corps, Government agencies, war industries, civilian defense organizations and just plain people. These letters are more than praise for a good telephone job. They commend us for a good front-line job. Here are quotations from a few:

ARMY, MAJOR GENERAL—"Conduct of the war effort in your important section of the country demands dependable communications under all conditions. You are doing your part in holding the lines of communication for us."

ARMY, PRIVATE—"I know that all of you folks are mighty busy also, and don't you forget that your work is very important."

NAVY, REAR ADMIRAL—"The Commandant takes this opportunity to thank the Telephone Company for its many courtesies and for the unstinting efforts of its many employees whose efforts have contributed to a job well done during these first critical days of the war."

GOVERNMENT—"I wish to take this opportunity to express my sincere appreciation for the excellent cooperation extended by you and your company in connection with the emergency installation of an additional teletype machine and telephone trunk line."

WAR INDUSTRY—"As you perhaps know, we have been entrusted

ACCOUNTING



WAR JOBS

with a project of considerable importance to our government, where it was essential that work in connection with the organization of the project be thrown into high gear at the earliest possible moment. That this was accomplished is due in a large measure to the extremely fast action by the Telephone Company, and the personnel assigned by the company to install the necessary equipment.”

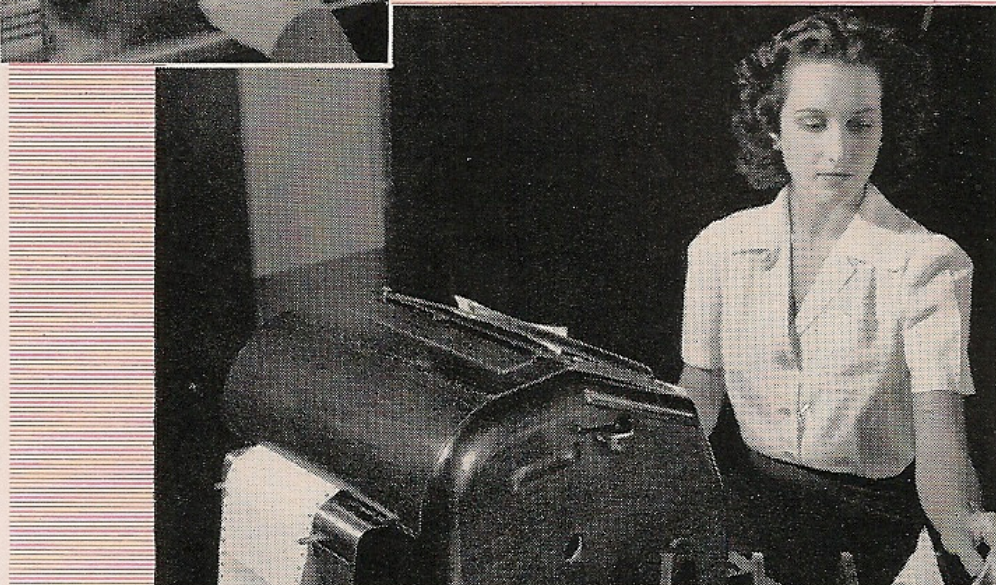
Sealed Lips



Safeguarding the secrecy of the communications entrusted to us has always been one of our traditions. Important at all times, it's vital today. In President Powley's message of January 5, 1942 (copies of which were given to all employees) this timely and important subject was covered in the following words:

“In maintaining strict secrecy of communications, we have the responsibility of doing our work well and of not talking to outsiders about what we do, or where we do it. Something which may seem inconsequential to us may today be all important to some outsider. We need to be alert at all times to safeguard our service and to protect our property. Tell your supervisor, or anyone in authority, if you note any unusual occurrences or observe strangers loitering about our property. All of these matters are ‘Alert Signals.’ They call for prompt action!”

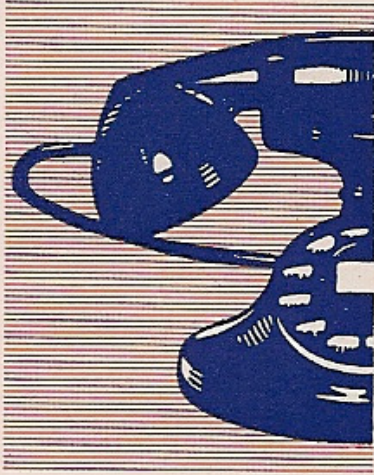
COMMERCIAL



In the face of restrictions on materials and supplies, our commercial people are resolved that, in *their* "War Jobs," there will be no restrictions on their personal interest in the customer—on their attitude toward his needs and wishes. When everyone has troubles of his own, our objective is "How can I help you?" "There are no priorities on kind words."

WAR JOBS

Short Rations

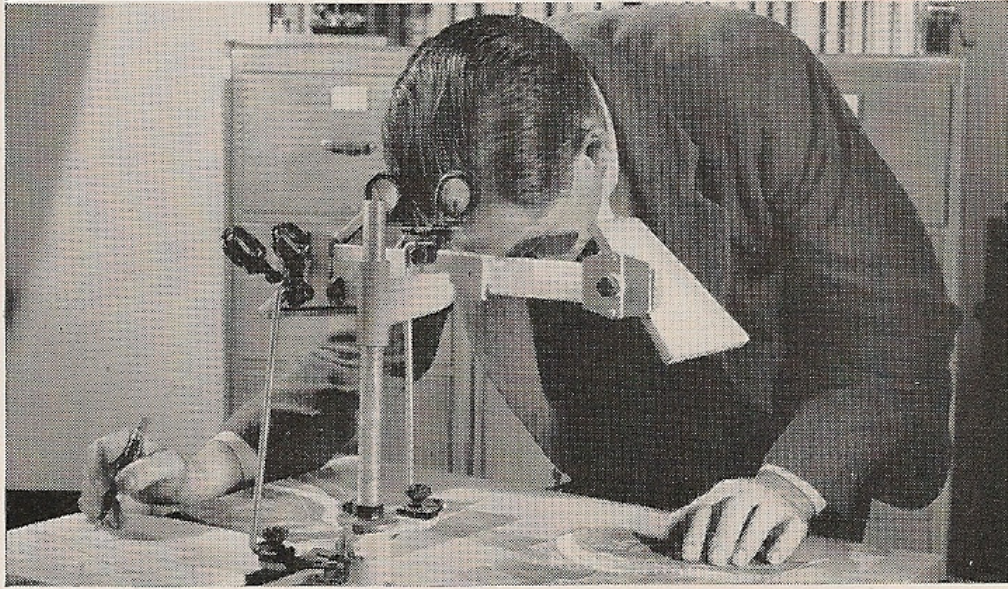


There is an old saying "waste not, want not." Every scrap that we are able to save and re-use, both at home and on the job, is a war contribution. As the sources of materials of all kinds dry up, we are becoming progressively resourceful in making what we have do the job. There is a

rationing of telephone service to our customers and also a rationing of everything we use in rendering that service. Alternate materials are being tested, tried, and used where they meet the tests of service, but there are no substitutes for "know how," grit and patriotism. On this subject of short rations, Vice-President Page of the American Telephone and Telegraph Company said:

"After all, the material we are going to do without is so very little. To you who have always lived in the Bell System the idea of losing most or all of the construction program may seem cataclysmic but it isn't for we are in a business of selling service and not materials. When a tire company gets no materials, it has no business at all. When we get no materials we still have as much business as we ever had before and the capacity to serve the vital needs of the country. What's happened to us is we just can't grow as usual—and as a matter of fact, we wouldn't be growing this way if it weren't for the war anyhow."

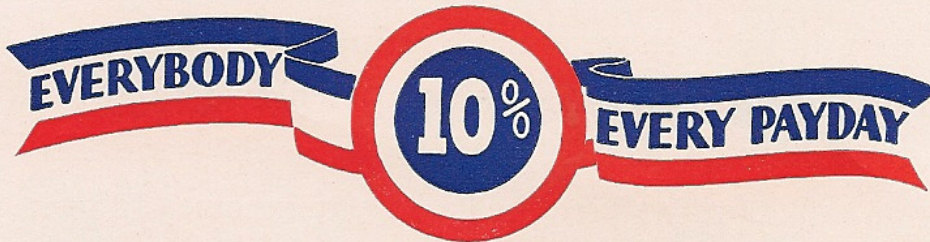
ENGINEERING



Engineering takes vision and precision; two prime qualities to winning the war, so ours is not only a career built upon years of technical advancement, but it's a wartime job possessing what Henry Van Dyke calls—
"The glory that arises out of patience."

WAR JOBS

Buy Bonds - 'Bye Axis



Pvt. Donald A. Davis, who recently left his "War Job" with us after 17 years of service to answer his country's call, has this to say about army life in a letter "back to the gang":

* * *

"... All feel that they have a job to do and the sooner it is done, the sooner they will be able to return. It also follows that the more War Bonds that are bought, means more ammunition, equipment, etc., can be provided to help hasten the winning of the war. . . ."

* * *

To speed the return of Don Davis and thousands of others who have left us, we need to buy MORE and MORE War Bonds. Yes, "Buy 'til it hurts." Only by crossing the Foothills of Sacrifice, can we climb the Heights of Victory beyond.

TO OUR TELEPHONE MEN AND WOMEN:

Our own telephone jobs are truly "War Jobs." In our Nation's all-out War Effort, of which we are part and parcel, we are determined to give full expression to that characteristic telephone spirit of the will-to-do. Each of us has a part to play—and it is no light part—to keep the flame of democracy aglow.

To each of you I extend my deep appreciation for the courageous and effective way in which you are meeting the problems of these emergency days. In this severe time of world-wide trial, tribulation and disaster, we need the strength and support of each other, thus welding us all in a united effort to help win this crucial war.

I repeat the closing words of my message of January 5, 1942—"A Gigantic Task Confronts Us!"

"Let us all go forward, a united group, working as hard as we can, using good judgment to keep well and strong, keeping our lips sealed, and giving the best within us to our beloved Country which means our all to each of us."

W. R. Bowley

December 9, 1942.

