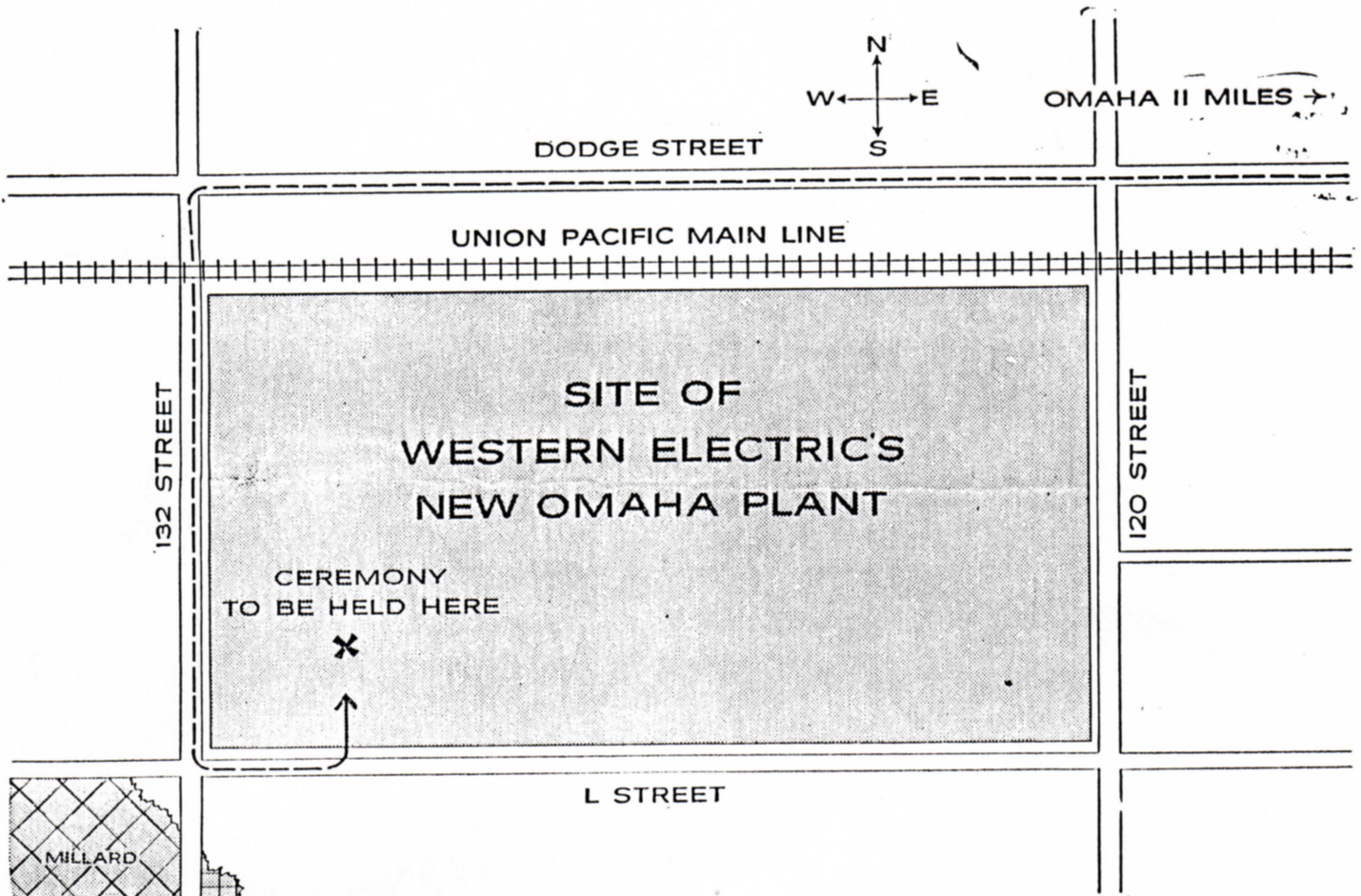


Welcome Neighbors!

GROUND-BREAKING JUNE 28th FOR WESTERN ELECTRIC'S NEW OMAHA PLANT



You Are All Invited

This is it. The site near Millard has long since been picked . . . the plans for the buildings are set. And on June 28th — at 10:30 a.m. — we'll break ground for another of our manufacturing locations—our 23rd. Acting for Governor Victor E. Anderson, Charles V. Price, head of the Nebraska Resources Department, will honor us at the ceremonies with an address and, along with Fred R. Kappel, President of Western Electric, will turn-over the first shovel of earth.

We have looked forward to this day for some time now since it brings the date of completion that much closer. Grading will begin at once, followed by building construction, with the plant ready for operation in 1959.

With 35 acres under roof and about 4,000 employes it will give us greatly expanded facilities for producing Bell telephone equipment . . . our primary job as the

manufacturing and supply unit of the Bell System. Here in Omaha we'll mainly be making central office dial switching equipment and telephone cable.

The new plant will mean much to Omaha, too. All but 100 or so of the 4,000 and upwards men and women who will help us make this telephone equipment will be recruited from this area. (Some of them have already started training at our temporary leased location in the former Sidles Building and others will soon be on the job at the former Ford Building.) Besides this, our purchases of materials and supplies will help add to the prosperity of local business, creating even more jobs.

If you will look at the Bell telephone in your home or office you will see our name . . . and realize that though we are new neighbors in the community we have really been here all along through the products that make possible your telephone service. In the days and weeks ahead as we get to know each other better and better that bond should become warmer and stronger. We are completely confident that it shall.

CEREMONY HIGHLIGHTS

- Ground-breaking by Charles V. Price and Fred R. Kappel
- Address by Fred R. Kappel, President of Western Electric
- Unveiling of sketch of new Omaha Plant site
- Demonstration of Bell Solar Battery (powered by sun)

