Above the Flooded River. Poised a few feet above the swirling flood, a telephone repairman tests a cable on a bridge between Kansas City, Kansas, and Kansas City, Missouri, while his companion uses a walkie-talkie to co-ordinate repair work. In other places, telephone men were forced to take to boats.

Meeting the Emergency. Telephone people not only worked valiantly to restore service but to keep it going. Dikes were thrown around telephone offices. Switchboards raised above rising waters. Emergency power plants set up. Mobile radio telephones rushed to towns where telephone offices were washed out.

FIGHTING THE NATION'S COSTLIEST FLOOD

From the flooded sections of Missouri, Kansas and Oklahoma have come stories of the loyalty, skill and courage of telephone people in one of the Nation's worst floods.

Many returned from vacations to help. In one town, a single radio appeal for former operators brought twice as many as were needed. Hundreds of trained telephone people from other states were rushed to the scene to help their fellow workers.

Once again the Western Electric Company — the Bell System's manufacturing and supply unit — proved its value in an emergency.

By plane, fast freight and truck it rushed millions of feet of cable and wire, telephones, switchboards and other needed equipment.

No one can tell when or where such emergencies will occur, but the Bell System has to be ready and able to handle them when they happen. That means financially able as well as physically able.

This points up again that it takes a financially strong telephone company, with a strong supply organization like Western Electric, to give the Nation the service it requires.

Flying to the Flood Front. Part of one hundred Long Distance operators who were flown from New York, Louisville and Chicago to Kansas City, Missouri, where a flood of calls followed the flood of waters. With traditional Bell System speed and teamwork, they pitched in to help at busy switchboards in the stricken areas.

BELL TELEPHONE SYSTEM