

What Will Tomorrow's Telephones Be Like?

This country is going to be needing a lot more communication service in the years ahead. Matter of fact, the need is with us right now.

Just the great increase in population (there will be 40,000,000 more people in the U. S. by 1970) means that we'll be stepping right along to keep ahead of our customers' needs.

The greatest progress will come, as it always has, from the Bell System's unique concept of unified research, manufacturing and operation that has given this country the best telephone service in the world.

A vital part of this concept is always to look ahead and not back. Many new things are already at hand or in sight.

New instruments will provide an ever-widening choice for our customers. Improvements in transmission and the development of electronic switching will make our services faster and more versatile.

There are some tremendous possibilities in the use of telephone facilities for enabling business machines



PICTURE OF TOMORROW. Will tomorrow's telephones be smaller and lighter and specially designed for each room? Will the dial, mouthpiece and receiver all be in the unit you hold in your hand? Will you be able to get your party just by pushing buttons, instead of dialing? We're working on many types and testing them at Bell Laboratories and in homes and offices.

to communicate with each other—no matter how many miles apart. Great volumes of data of all kinds can be transmitted automatically over telephone lines at high speed.

We also have the prospect of providing picture channels for many purposes, in addition to the present networks for television broadcasting.

How far we go, and what we are

able to do, depends on money. To make the best progress and apply it to the greatest advantage of everybody, the Bell Telephone Companies must be in good shape financially.

In all lines of business it is the companies whose earnings are good that are able to make the best products, provide the best service and give the best values.

BELL TELEPHONE SYSTEM

