



## THESE 3 VITAL STEPS

bring you the world's best telephone service

### 1 • RESEARCH

The telephone was born of research and grows ever more useful the same way. *Bell Telephone Laboratories* conducts a far-reaching research and development program—most of it in communications, but much of it devoted to defense.

Basic Bell inventions such as the Transistor and the Solar Battery have benefited man in many ways. And constant development of new equipment is revolutionizing telephony. But research alone doesn't bring service improvements and economies.

### 2 • MANUFACTURE

Research-created equipment must be manufactured, held to high standards at low cost, and made available anywhere in the nation.

That's *Western Electric's* job. Working closely with Bell Laboratories, Western Electric makes the vast amounts of high-quality equipment required for the telephone network. But the task still remains of putting this research and equipment to work—so they can make daily living easier and more pleasant for you and your family.

### 3 • OPERATION

Here, twenty-one *Bell Telephone Companies* step in. They take the results of Bell Laboratories research and Western Electric production and bring them to useful life on your bedside table or kitchen wall or office desk.

All three—research, manufacture, operation—are interdependent and indispensable. Working as a team with a common goal, they give this country the world's finest telephone service and more telephones than all other countries combined!



**BELL TELEPHONE SYSTEM**

*Owned by more than two million Americans*