



## THE FUTURE... BEING SHAPED FOR YOU TODAY

In this experimental shop at Western Electric, promising ideas for new Bell telephones are turned into working models.

Many of these ideas are being field-tested by Bell companies right now. If they prove to be practical, and you — the public — like them, we'll turn them out by the thousands for general use.

It's Western Electric's job as manufacturing and supply unit of the Bell System to make the telephones and telephone equipment needed to serve you. Helping to bring along new products you like is part of that job.

**Western Electric**

