

Thinking Inventing Building **TO MEET THE COUNTRY'S TELEPHONE NEEDS**

The responsibility of the Bell System does not consist of merely supplying good telephone service today. We have to be always creating so that the service grows better and better.



THE CALL FOR PROGRESS

This process of creation can never stop, for the country's telephone needs are continually changing and increasing. So we must always be thinking ahead and inventing ahead and building for the future. This is what the country looks to us to do and we are doing it. It is especially important in these days of national defense.

The pre-eminence of telephone research and manufacturing reflects a dynamic policy and point of view throughout the business. The people needed to come up with new ideas and put them into action are constantly being encouraged and given opportunity.

We shall continue to meet the challenge of the future and do our full part, always, to advance the welfare, the strength and the security of the United States of America.

BELL TELEPHONE SYSTEM

