It adds miles to your voice

For years the telephone you know and use has done its job well—and still does. But as America grows, more people are settling in suburban areas. Telephone lines must be longer; more voice energy is needed to span the extra miles.

Engineers at Bell Telephone Laboratories have developed a new telephone which can deliver a voice ten times more powerfully than before. Outlying points may now be served without the installation of extra-heavy wires or special batteries on subscribers' premises. For shorter distances, the job can be done with thinner wires than before. Thus thousands of tons of copper and other strategic materials are being conserved.

The new telephone shows once again how Bell Telephone Laboratories keeps making telephony better while the cost stays low.

Bell Telephone Laboratories

Improving telephone service for America provides careers for creative men in scientific and technical fields.