



COLOR, EVERYONE?

Sure, but which? Here they are: nine of the glowing colors you may select in the handsome new phones Western Electric makes for Bell telephone companies. The picture chart above shows the relative public popularity of these telephone colors. Have you seen them lately at your Bell business office?

The trend in telephones is definitely to color—in both home and office—to complement any decor, or just for the sheer fun of it. And we at

Western Electric are happy to oblige; in fact, *two-thirds* of all new telephones we'll make this year will be in color. The rest will be in traditional black.

Producing good looking, dependable telephones and the equipment needed to serve you, is one of our main jobs as part of the Bell System.



Western Electric manufacturing and supply unit of the Bell System