



SWIFT, SKILLED,
COURTEOUS
SERVICE

SHE is one of 100,000 operators in the Bell System—local operators, special operators for the dial system, toll operators, information operators and many others—all specialists in giving you efficient telephone service.

The alert, friendly voice of the operator is familiar to all who use the telephone. Through the years it has come to mean more than a voice. It is the symbol of politeness and efficiency.

The manner of this service is as important as the method. Even a few words can reflect a business-like, courteous attitude.

The operators in the Bell System are carefully trained. But there is something more to it than training—a spirit of loyalty and of pride in rendering an important service. This spirit is ever-present—it has brought especially high commendation in time of emergency.

There are 270,000 workers in the Bell System. The 100,000 telephone operators are able to serve you as they do because of the specialized ability of 170,000 other employees—installers, linemen, repairmen, construction crews, engineers, commercial office workers and the many thousands engaged in research, manufacture and management.



FOOTBALL • Your local Bell Telephone Company can now furnish telephone and loud speaker facilities at reasonable cost for play-by-play descriptions of out-of-town games. The service is particularly suited for use by alumni groups and student gatherings. Just call the business office.

BELL TELEPHONE SYSTEM