



Courtesy



We want your telephone service to be good and quick and cheap. But there's more to it than that. We want it to be courteous too.

No matter what the occasion, there's always time for a cheery "please" and a pleasant word of thanks. That is the Bell System way. It is one of the fine traditions of the telephone business.

BELL TELEPHONE SYSTEM



PREPAREDNESS—THE BELL SYSTEM IS PREPARED TO DO ITS PART IN THE NATION'S PROGRAM OF NATIONAL DEFENSE