



DEVOTION TO DUTY IS A TELEPHONE TRADITION

High morale, devotion to duty, ingenuity in meeting new circumstances and the ability and will to work with each other and with the public are traditional characteristics of telephone employees.

Times like these not only demand these characteristics, they serve to create and extend them.

Now, more than ever, the creed of telephone workers is expressed in these simple words... "We'll do our best to get your call through."



BELL TELEPHONE SYSTEM

"THE TELEPHONE HOUR" is broadcast every Monday evening over the N. B. C. Red Network