

PRESIDENT'S OFFICE

FACULTY EXCHANGE

NORMAN, OKLAHOMA



Your Voice Is You...

Do you realize the value of a smile when telephoning? It helps a lot. Of course, the other person can't see you but the smile is there just the same. It's in your voice. And it reflects a friendly, cordial personality.

In times like these, "The Voice with a Smile" is especially important and worth while. It is a characteristic of the American people. And one of the fine traditions of the Bell telephone business.



BELL
TELEPHONE
SYSTEM

THE BELL SYSTEM IS DOING ITS PART IN THE COUNTRY'S PROGRAM OF NATIONAL DEFENSE