



A four-year-old child was up on a roof



A dog was caught in a fence



A boy was playing with sticks of dynamite



A plumber was needed in a hurry



A baby was about to be born



A house was on fire

*Just a few of the emergency calls handled recently by one telephone central office.*

## The Spirit of Service

Calls like these are familiar to telephone people everywhere. We know them well.

What they say so plainly is that our work lies at the very heart of life. We are in the thick of it. And the way we act matters.

For day in and day out, minute by minute, we are serving the needs of the people. Our entire business—everything about it—exists in

order that we may render service.

Out of this experience comes a certain attitude of telephone people that is one of our most precious assets. It is The Spirit of Service.

It begins with a sense of responsibility and shows itself in a sort of combination of knowing-how and wanting-to-do.

We know that without it there would still be telephone service of

a sort. But it wouldn't be the same. And we wouldn't be the same people either. For the spirit that brings the most to the job, likewise returns the most to the people who give it.

Much has been done. But telephone men and women know that all that the years have brought is but the beginning.

Our opportunities for Service open wide before us.

**BELL TELEPHONE SYSTEM**

LOCAL to serve the community. NATIONWIDE to serve the nation.

