



The Spirit of Service That Keeps on Growing

There is a heritage of service that is passed on from one generation of telephone people to another.

It had its beginning far back in 1875 when Alexander Graham Bell gave the world its first telephone. It has grown as the business has grown.

Many times each day and night this spirit of service is expressed in some friendly,

helpful act for someone in need. The courtesy, loyalty and teamwork that telephone people put into their daily jobs are a part of it. Out of it have come the courage and inspiration that have surmounted fire and flood and storm.

We, the telephone people of today, are vested with the responsibility of carrying on this trust. It is human to make mistakes and

so at times the job we do for you may not be all that we want it to be. But in the long run, we know that how we do our individual job and how we bear our individual responsibility will determine how we fulfill our trust.

For our business is above all a business of people . . . of men and women who live and work and serve in countless communities throughout the land.

BELL TELEPHONE SYSTEM

