



**Courteous
Calm
and
Competent**

These are traditions of the telephone business. The courtesy born of competence and the calm, sure speed that comes from knowing how.

Learned in peace, these are valuable traits in war when Bell System people are under more pressure than ever before.

Even in today's rush and hurry, "The Voice With a Smile" keeps right on being a part of telephone service.

BELL TELEPHONE SYSTEM



When you're calling over war-busy lines, the Long Distance operator may ask you to "please limit your call to 5 minutes." That's to help more calls get through during rush periods.