



THREE TELEPHONE PIONEERS from different sections of the country are shown here. They are Robert C. Price of Williamsport, Pa.; Mrs. Marguerite T. Burns of Minneapolis, Minn.; and Melvin F. Held of St. Louis, Mo. Shown also are emblems of the two Pioneer associations.



They're Telephone Pioneers

Experience and fellowship of long-term telephone men and women are important factors in good telephone service

Robert C. Price, Mrs. Marguerite T. Burns, and Melvin F. Held, shown together here, are Telephone Pioneers.

They are representative of the more than 180,000 men and women who belong to two big and important organizations in the telephone business.

These are the Telephone Pioneers of America and the Independent Telephone Pioneer Association.

These two organizations are composed of employees who have spent many years in the business, their average service being well over 21 years. About one out of every four telephone people in the Bell System and independent telephone companies in the United States and Canada is a Pioneer.

Each day the active, working Telephone Pioneers bring over 3¾ million years of "know-how" and experience to the job. Equally im-

portant is their deep-seated spirit of service that is so important a part of the telephone business.

By sustaining and nourishing this spirit, they help to insure its continuance and provide a solid foundation for greater progress to come.

The fast, courteous, low-cost telephone service you enjoy today is due in no small measure to the men and women who wear the proud emblems of the Telephone Pioneers.

BELL TELEPHONE SYSTEM

