

"Soldier of Service"

"The Voice with the Smile" has always been a part of the telephone business and we want to keep it that way.

Even under the stress of war, the men and women of the Bell System are as anxious as ever to see that you get friendly, courteous service. And they are anxious, too, to give the fastest possible service — especially to those who need speed to help win the war.

You can help them by not using Long Distance to war-busy centers unless it is absolutely necessary. For all your patience and understanding so far, many thanks.

WAR CALLS COME FIRST

BELL TELEPHONE SYSTEM

