



To speed service please look up the number *first!*

EACH new issue of the telephone directory contains an important percentage of listings that are new, or changed.

Many new telephones have been installed. Many people have changed their places of residence or business.

Even in calling unchanged numbers, it's surprising how one's memory will play pranks and say "1259" for "1295."

Please consult the directory first.

The foremost white page in the front of your directory is blank, for jotting down the numbers you most frequently use.

Our policy and purpose are the same as yours—the most telephone service and the best, at the least cost to the public.



We of the telephone organization are *personally* interested in serving you

WE WOMEN and men of the telephone organization want you to know that your good service is our personal concern.

Many of us are stockholders—partners—in the Bell System. Most of us consider the telephone calling our vocational life work. All of us are interested in seeing that you are served promptly, accurately and dependably.

We want you to feel that we are working for you.