Your Voice Is You...

Do you realize the value of a smile when telephoning? It helps a lot. Of course, the other person can’t see you but the smile is there just the same. It’s in your voice. And it reflects a friendly, cordial personality.

In times like these, “The Voice with a Smile” is especially important and worth while. It is a characteristic of the American people. And one of the fine traditions of the Bell telephone business.

THE BELL SYSTEM IS DOING ITS PART IN THE COUNTRY’S PROGRAM OF NATIONAL DEFENSE