He can smile through it all

So let’s keep a smile a-going back here, too.

Even though war is crowding the wires, telephone people still want to give you pleasant, friendly service. Materials for new telephone facilities are not to be had. But there’s no shortage of patience and understanding.

Takes a lot of pulling together to do this and we appreciate the help from your end of the line.

**BELL TELEPHONE SYSTEM**

**WAR CALLS COME FIRST**

*Your continued help in making only vital calls to war-busy centers is more and more essential every day.*