

other equipment needed to meet the telephone demands of the times. So we must make the most of present equipment. That is why "Information" appreciates your looking in your Directory for listings before you ask her assistance. It helps to keep her lines and facilities clear for the use of all who need her aid.



The Bell System is a group of telephone companies, with a centralized laboratory and a manufacturing and purchasing company, geared together to give a nation-wide, *unified telephone service*.

Southern California Telephone Company



