"For goodness' sakes... it speaks!"

From the crank-type wall phone to Direct Distance Dialing, the telephone has been a partner in Birmingham's growth and progress since 1883. Storekeepers had the first phones then. And your phone calls to stores are still most useful and time-saving to you.

Good dependable phone service has played a major role in helping the people of Birmingham to work, live and have fun.

You were the first in Michigan to dial your own Long Distance calls—and among the first to enjoy Metro-Calling Service. Most of you here have private-line service and one or more extension telephones to make your phone service even more useful and convenient.

The brand-new Touch-Tone telephone will be available late this year to Birmingham people who want it. Instead of turning a dial, you'll just tap buttons, and electronic musical notes will switch calls with space-age speed.

To keep pace with Birmingham's growing telephone needs, Michigan Bell has spent $8,715,000 in the past 30 years. This year we're spending more than $1,000,000 more to improve and expand service.

In addition, telephone people spend much of their pay here in Birmingham. They include not only people who work here but many others who work elsewhere but choose to live in this pleasant community. Individual and Company expenditures add a lot to Birmingham's prosperity.

Telephone people are good neighbors, too, and take major parts in community activities for Birmingham's well-being.

Your telephone—and telephone people—will continue to serve you faithfully and well as you move into your second century—the space age that promises startling advances in communications. The very best wishes to the people of Birmingham for the exciting years ahead.