These are big city school children. They are partners of all who try to build and keep our cities alive with hope and promise of personal dignity. If we fail these partners, they will fail, as finally will we all.

To the Bell System, they also are customers and, prospectively, many are fellow employees. Those we hire will bring with them attitudes and skills produced by city life and city schools. Their qualities will help shape the quality of our service. And service is our product.

Bell System companies and people are increasingly engaged to help meet the problems of the cities, especially those concerning education and employability. In these areas our skills and other business resources may have extra value. We shall try to keep our deeds outrunning our words.