Arthell Moore
Asst. Staff Manager, Valuations and Separations

Sandra Moore
Supervisor, Network Engineering

Anita Moore-Norman
Switching Equipment Technician

The Moore Family: Making the Bell System work in Little Rock.

Whether it's work or play, the Moore family of Little Rock does it together. And they do it with a vitality and pride that's characteristic of the new South.

Nine members of the family work for the Bell System. There's Arthell Moore; his wife, Sandra; his sisters, Anita Norman and Sharon Ray; his brother-in-law, Robert Ray; and cousins, Miriam Horton, Madelon Waters, and Ruby Heard—all of whom work for Southwestern Bell. And there's cousin Adrian Tyler, who works for AT&T in Chicago.

Their jobs are as varied as their separate personalities. For example, one supervises a staff of trainers, another repairs coin phones, and still another teaches a course to Bell System people from around the country. But no matter how different their individual jobs, the Moore family shares a commitment to doing the job right.

"... if something is worth doing, it's worth doing well," Madelon Waters

"As a child I was taught that if something is worth doing, it's worth doing well," says Madelon Waters, who has risen in 11 years from operator to supervisor in administration.

The Moores are not only dedicated to their work, but to each other. As Robert Ray puts it: "We just enjoy being together. We get along very well."

That togetherness is evident in the way the family spends its time enjoying each other's company while bowling, camping and playing water sports.

The Moores are proud—of their city, their roots, their accomplishments, and each other. Their success has been the Bell System's success because it's families like theirs that make the Bell System work.

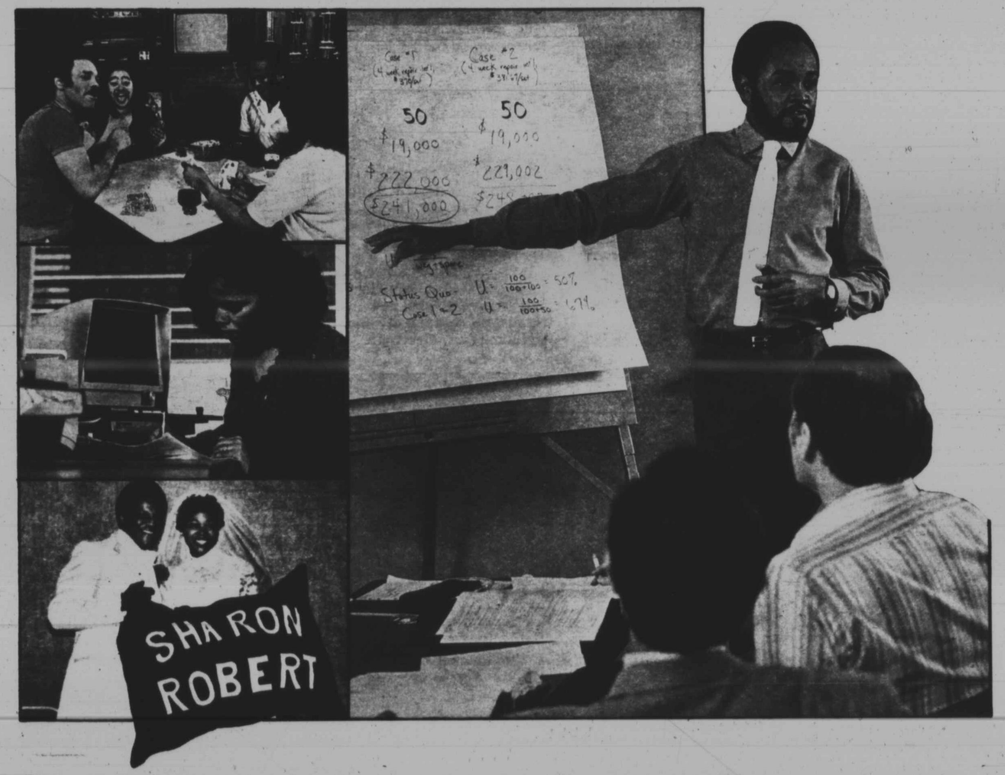
Bell System

Sharon Moore-Ray
Customer Services Staff Supervisor

Robert Ray
Exchange Repair Technician

Mirian Horton
Marketing Representative

Ruby Heard
Service Representative

Madelon Waters
Network Services Supervisor

Adrian Tyler
Manager, Development & Instructions