This is the first in a series of answers to questions submitted by customers.

Why does South Central Bell advertise?

We don't advertise basic local telephone service.

But we do advertise optional services and equipment such as long distance, Touch-Tone, Trimline, Design Line and extension phones. Money from these items helps cover the total costs of providing telephone service, and helps to keep the price of basic service lower.

We also advertise to tell you how to dial your own long distance calls and to suggest that you take advantage of the lower long distance rates that apply during evenings, nights, and weekends. Calling during evenings, nights, and weekends not only saves you money, but it also helps us make efficient use of our investment in long distance circuits by spreading calling volume over "off-peak" hours. And the extra dollars we gain from long distance also help to hold the price of basic telephone service down.

We advertise to ask you to look for numbers in the telephone book before calling Directory Assistance. Last year in Louisiana, three out of four calls to Directory Assistance were for numbers already in the telephone directory. Directory Assistance service cost the company-and you, our Louisiana customers-$18 million in 1977. Looking up your own numbers will help hold down this cost, and advertising is one way to get the point across.

Bell Notes—which is included with your bill each month—is an inexpensive way to tell customers how to get the most value for their telephone dollar. Its cost? About 7 cents per year per customer, or just slightly more than one-half of one cent per issue.

Why do we advertise? Because it pays off—for you and for the company.

*Trademark of AT&T

---

**Holiday Highlights**

March 31-April 18... New Orleans Spring Fiesta, New Orleans (504) 581-1367
April 1... Thibodaux Service League Annual Spring Tour of Homes, Thibodaux (504) 446-8908
April 1 & 2... Strawberry Festival, Ponchatoula (504) 386-3960
April 1 & 2... East Feliciana Arts & Crafts Festival, Clinton (504) 683-8805
April 3-8... National Biddy Basketball Tournament (9 and 10 yr. olds), Thibodaux (504) 446-0135
April 7-16... New Orleans Jazz and Heritage Festival, New Orleans (504) 522-4786
April 22... 4-H Achievement Day, Franklin (318) 828-4100, Ext. 217
April 22-30... Holiday in Dixie, Shreveport (318) 226-8521
April 22-23 and 28 & 29... Madewood Arts Festival, Napoleonville (504) 369-7151
April 23 & 24... Spring Arts and Crafts Festival, Hot Wells (318) 442-1215
April 28-30... Fireman's Fair, Thibodaux (504) 447-9830
April 29 & 30... Historic Washington Annual Pilgrimage and Arts and Crafts Festival, Washington (318) 826-3967
April 29... Little Italy Festival, Independence (504) 878-4904

---

Louisiana's Poverty Point State Commemorative Area is a combination of Indian earthworks and effigy mounds dating back to 1800 B.C. It is one of the earliest known Indian sites in the South and, according to the National Park Service, is one of only three sites in the United States to be named to the World Heritage Roster.

Archaeologists have discovered on the site such stone artifacts as scrapers, axes, beads, hunting instruments, and cooking stones. And while they have not been able to determine the types of dwellings or source of food for the ancient civilization, they believe that as many as 50,000 Indians may have lived on the site at one time.

From a viewing tower, visitors can see the entire area, including the mounds and earthworks. The focal point is a bird-shaped mound 73 feet high and 700 feet long.

Poverty Point Commemorative Area is open daily and is located on Louisiana Highway 577, northeast of Monroe, near Epps.
SPRING SEASONING...

New Orleans Spring Fiesta
March 31-April 18

San Francisco Plantation,
New Orleans

The 42nd annual New Orleans Spring Fiesta will begin March 31 and continue through April 18. The Fiesta will feature plantation tours, "A Night in Old New Orleans" parade, art displays, and tours of Vieux Carre homes and courtyards. For more information and a free folder detailing tours, write the New Orleans Spring Fiesta Association, 529 St. Ann Street at Jackson Square, New Orleans, Louisiana 70116, or call (504) 581-1367.

Got a question?
WE'VE GOT THE ANSWER!

Last month, Bell Notes invited customers to submit questions they might have about South Central Bell and the way the company operates in Louisiana.

We agreed to take representative questions from time to time and answer them as completely as space permitted. The first question we've selected, "Why does South Central Bell advertise?", is answered on the inside pages of this issue of Bell Notes.

We are interested in what our customers want to know about us. We're also interested in helping customers understand what the company is trying to do and why.

This month we are reprinting the questionnaire form for those customers who might have missed it the first time. In answering, we will not mention the name of the customer asking the question. Customers who submit questions not answered in Bell Notes will have their questions answered by mail, so be sure to include your mailing address.

Again, we point out that we can't use Bell Notes to answer questions about any individual's residence or business telephone service. Our service representatives in your local business office will be glad to answer those questions for you.

If you have a general interest question for us, write it on the blank form contained in this issue of Bell Notes and mail it to:

South Central Bell
Editor-Bell Notes
1215 Prytania St., Room 362
New Orleans, Louisiana 70140

Please mail your questions separately. Do not include with your bill payment.