

**BEFORE THE PUBLIC SERVICE COMMISSION  
OF THE STATE OF MISSOURI**

In the Matter of Southwestern Bell Telephone	)	Case No. TT-2002-472
Company's Tariff Filing to Initiate Residential	)	Tariff No. 200200831
Customer Winback Promotion	)	

In the Matter of Southwestern Bell Telephone	)	Case No. TT-2002-473
Company's Tariff Filing to Initiate Business	)	Tariff No. 200200828
Customer Winback Promotion	)	

**SOUTHWESTERN BELL TELEPHONE, L.P.,**  
**d/b/a SOUTHWESTERN BELL TELEPHONE COMPANY'S**  
**INITIAL BRIEF**