



Service Beyond Price

The ears of the people are within your call; their voices are within your hearing. From near neighbor to distant cities and villages, millions of slender highways made alive by speech converge within the small compass of your telephone.

Telephone service cannot be estimated by usual values. Imagine how complete a revision of our methods of living and working would have to be made if the telephone ceased to operate.

Disasters, both personal and to whole communities, are daily pre-

vented by the telephone. And this guardianship is a part of its ceaseless service.

Glad tidings are forever streaming over the telephone. The meeting of national crises, the accomplishment of vast business undertakings, the harmonizing of a nation's activities; these compose a portion of the telephone service which is beyond price.

But the miracle of the telephone is realized in the emergency when it is so vital to health, happiness and success as to put its value beyond price.



**AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES**

One Policy

One System

Universal Service

And all directed toward Better Service