



## THE VALUE'S BIG...THE COST IS SMALL

Few things give you so much real value at such low cost as the telephone. Sometimes, as in emergencies, the value is beyond price.

The telephone is indispensable in the smooth running of a household. It saves countless steps and time.

Helps with the shopping. Runs down town. Calls a doctor. Makes home a safer place. Provides unlimited capacity for friendship, success

and good times. Enables every business to do more business and do it better.

Your telephone is more valuable than ever today because there are 40% more telephones than there were three years ago. This means you can call more people and more can call you.

And the cost is still low. Increases in telephone rates are much less than the increases in most other things you buy. They average only a penny or so per call.

BELL TELEPHONE SYSTEM

