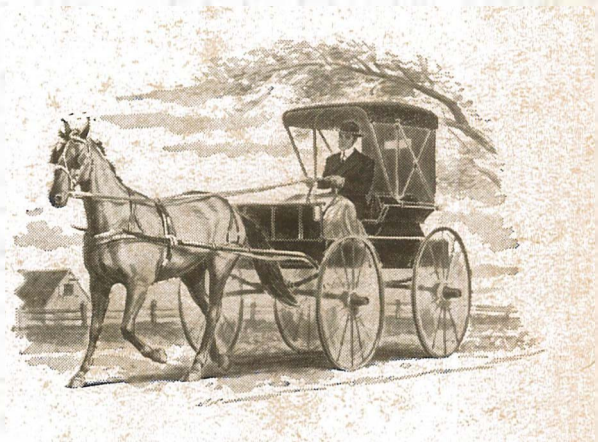


*Anxious calls for help, reassuring words  
of comfort—all have been a part of the lives of*

# The Doctor and the Telephone



*Dr. Charles E. Birch, White Plains, N. Y., physician, with the telephone that served him for 54 years.*



In the suburban community of White Plains, New York, Dr. Charles E. Birch, 88, retired last year after sixty years of practice.

Retired also was the telephone which had served him well for more than half a century. One of the old-fashioned “goosenecks,” it had been installed in 1897.

Many times over the years, the telephone company had offered Dr. Birch a more modern instrument, but he preferred to keep this old, familiar telephone on the wall.

Just one telephone—but think how many different lives have been deeply affected by the thousands of messages it carried, quickly and dependably.

And think how much your own telephone service has contributed to safer, easier and more pleasant living for you and your family.

Surely there have been times when no price could have measured its usefulness. Yet its cost is low — just a matter of a few pennies a call.



BELL TELEPHONE SYSTEM