



"IT'S MY FAVORITE BARGAIN"

"A bargain," says the dictionary, "is an advantageous purchase."

Telephone service is like that.

Advantageous to you because it saves time, steps and trouble. Runs errands.
Helps with the shopping. Stands guard over your home.
Keeps you in close touch with relatives and friends.

And does all of this as a real bargain should — at low cost. Pennies buy wings
when you reach for the telephone.

BELL TELEPHONE SYSTEM

LOCAL to serve the community. NATIONWIDE to serve the nation.

