

# "PHONE THING"

**Make it. Use it. And save up to 60% on interstate calls.**

Do you know when you can save 35%, or even 60%, on out-of-state phone calls?

"Phone Thing" has all the answers when it comes to saving money on direct-dial calls. Just put it all together, check "Phone Thing" before you make your next call, and start saving every time you reach out and touch someone.



**Bell System**

Is your "Phone Thing" gone? If so, we'll send you one!  
Write: "Phone Thing," P.O. Box 602, Broomell, PA 19008



*"Thanks to my Phone Thing, I saved 60% on a call to the Coast."*

TCI Library: [www.telephonecollectors.info](http://www.telephonecollectors.info)





D



A

### TO ASSEMBLE:

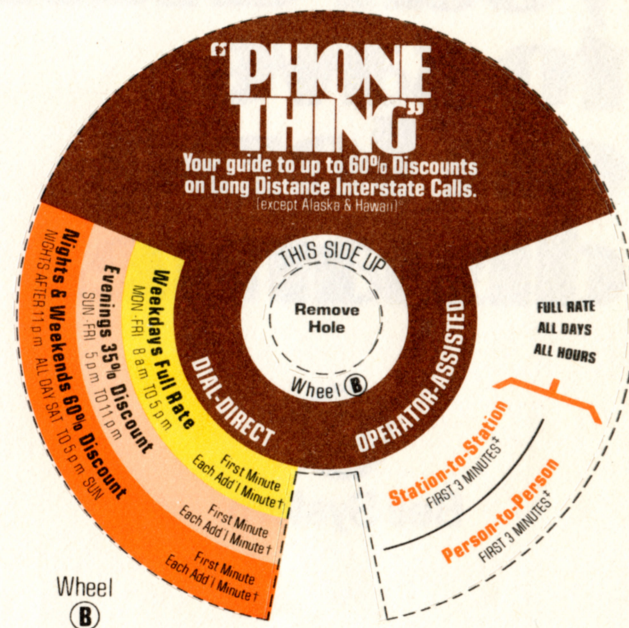
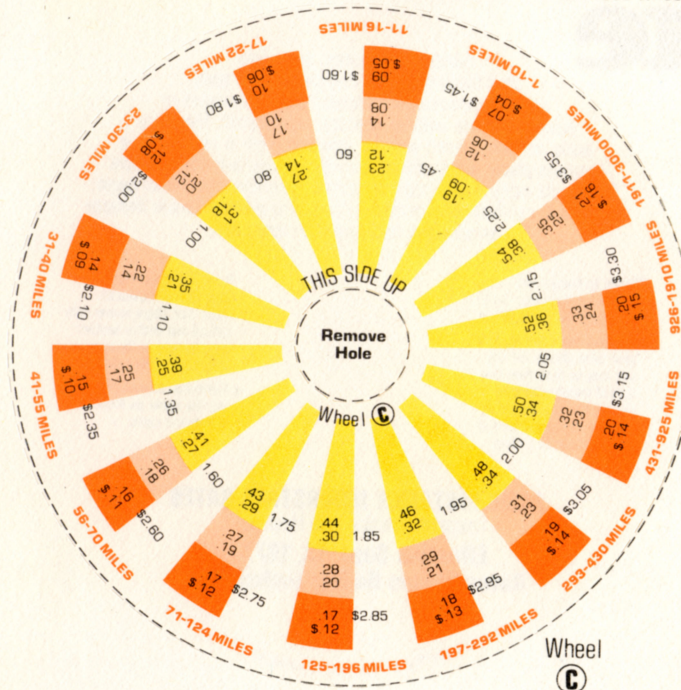
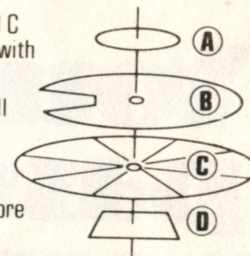
#### First...

- tear out 4 pieces A, B, C & D
- remove center holes from wheels B & C

#### Now...

1. Place square piece D flat on table with "D" facing up
2. Place wheel C over piece D

3. Place wheel B over wheel C with center holes in line with each other
4. Moisten adhesive on small round piece A... press and rub firmly over center hole of wheel B; let dry for 10 seconds before turning wheel!



## "Phone Thing" Ad and Kit

Bell System ad - 1977

Scanned from Paul Fassbender's collection for the TCI Library.

Pages 2 (this page) and 3 show the original size and tab for saddle stapling in the host publication on the page following the ad.

Pages 4 and 5 will let you make a larger size model.

Print two-sided on card stock and follow the assembly instructions.

The original was perforated on the dotted lines and had adhesive on the back or parts A and D.



# You just passed your chance to save on long distance.



Bell System

A

ADHESIVE  
THIS SIDE

D

THIS SIDE UP

Additional minutes cost less than the first minute. Dial-direct rates apply on all interstate calls completed from a residence or business phone without operator assistance. They also apply on calls placed with an operator from a residence or business phone where direct dialing facilities are not available. Dial-direct rates do not apply to person-to-person, coin, hotel-guest, credit card or collect calls, or to calls charged to another number because an operator must assist on such calls.

\*Rates to Alaska and Hawaii: contact your local Telephone Business Office.

†Because rates are rounded, your total charge for any call may be less than the sum of minute charges shown. You're charged at the rate that's in effect at the place you're calling.

from. Charges begin when your call is answered. Calls that begin in one rate period and end in another are charged at the rate in effect when the call began.

‡Additional minute charges are the same as those on dial-direct calls.

## LONG DISTANCE INTERSTATE RATES

(except Alaska and Hawaii)\*

Effective Sept. 13, 1977 —  
Rates Shown Do Not Include Tax.

WHEEL-SERT™ Patent Pending Flexi Group Inc., N.Y., N.Y.



# TO ASSEMBLE:

## First...

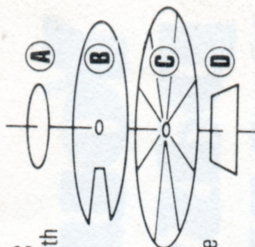
- tear out 4 pieces A, B, C & D
- remove center holes from wheels B & C

## Now...

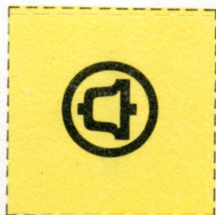
1. Place square piece D flat on table with "D" facing up
2. Place wheel C over piece D



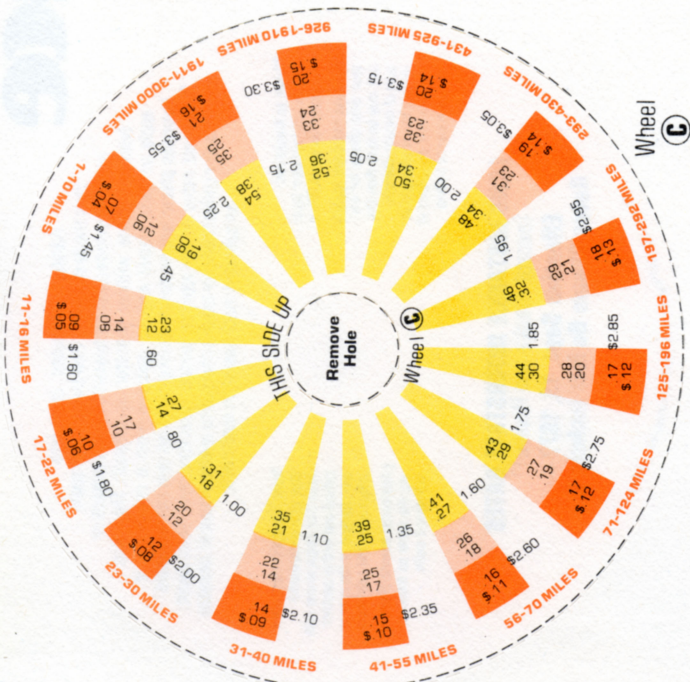
A



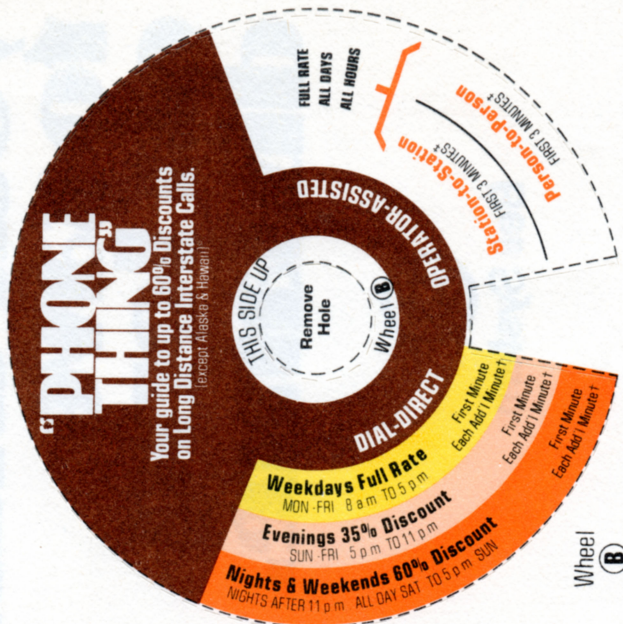
3. Place wheel B over wheel C with center holes in line with each other
4. Moisten adhesive on small round piece A, press and rub firmly over center hole of wheel B, let dry for 10 seconds before turning wheel



D



C



B



# You just passed your chance to save on long distance.

Bell System



A  
ADHESIVE  
THIS SIDE

B

THIS SIDE UP

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