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

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

TCI Library: www.telephonecollectors.info
You just passed your chance to save on long distance.

Bell System

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 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)


Patent Pending Bell System
TO ASSEMBLE:

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. Mount adhesive on small round piece A and press firmly over center hole of wheel B. Let dry for 10 seconds before turning wheel.

PHONE THING

Your guide to up to 60% discounts on Long Distance Interstate calls.

DIAL-DIRECT

- Weekdays Full Rate
  - MON-FRI 8 am to 9 pm
- Evenings 35% Discount
  - SUN-FRI 5 pm to 11 pm
- Nights & Weekends 60% Discount
  - NIGHTS AFTER 11 pm
  - ALL DAY SAT 10:30 am to 9 pm

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You just passed your chance to save on long distance.

LONG DISTANCE INTERSTATE RATES
Effective Sept. 13, 1977 -
Rates Shown Do Not Include Tax.

*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 in effect at the place you're calling from.

Additional minutes cost less than the first minute. Dial direct rates apply on all interstate calls completed from a residence. Rates also apply on calls placed with an operator assistance. Dial direct phone are not available on business phone in Hawaii. Additional minute charges are the same as those on dial direct calls.

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