

# "It's for You"



**W**HO can estimate the value of the telephone in the daily lives of millions of men and women . . . in time and money saved, in increased efficiency, in security and priceless help in time of need!

Contact, communication, swift interchange of ideas—these benefits the modern world offers you. The telephone is one of the chief instruments by which you can seize them. With it at your elbow you are ready for what may come—for opportunity, for emergency, for

the brief word that may open a fresh chapter in your life.

Within the next twenty-four hours, sixty million telephone calls will be made over Bell System wires—each a separate transaction, complete in itself. Yet your own calls will go through as quickly and efficiently as if the entire system had been built especially for you.

Rates to most points where the station-to-station day rate was more than \$1.10 were reduced September 1, 1936. The reduction applies to both station-to-station and person-to-person rates—day, night, and all day Sunday—the seventh reduction in rates for Long Distance calls during the past ten years.

**BELL TELEPHONE SYSTEM**

