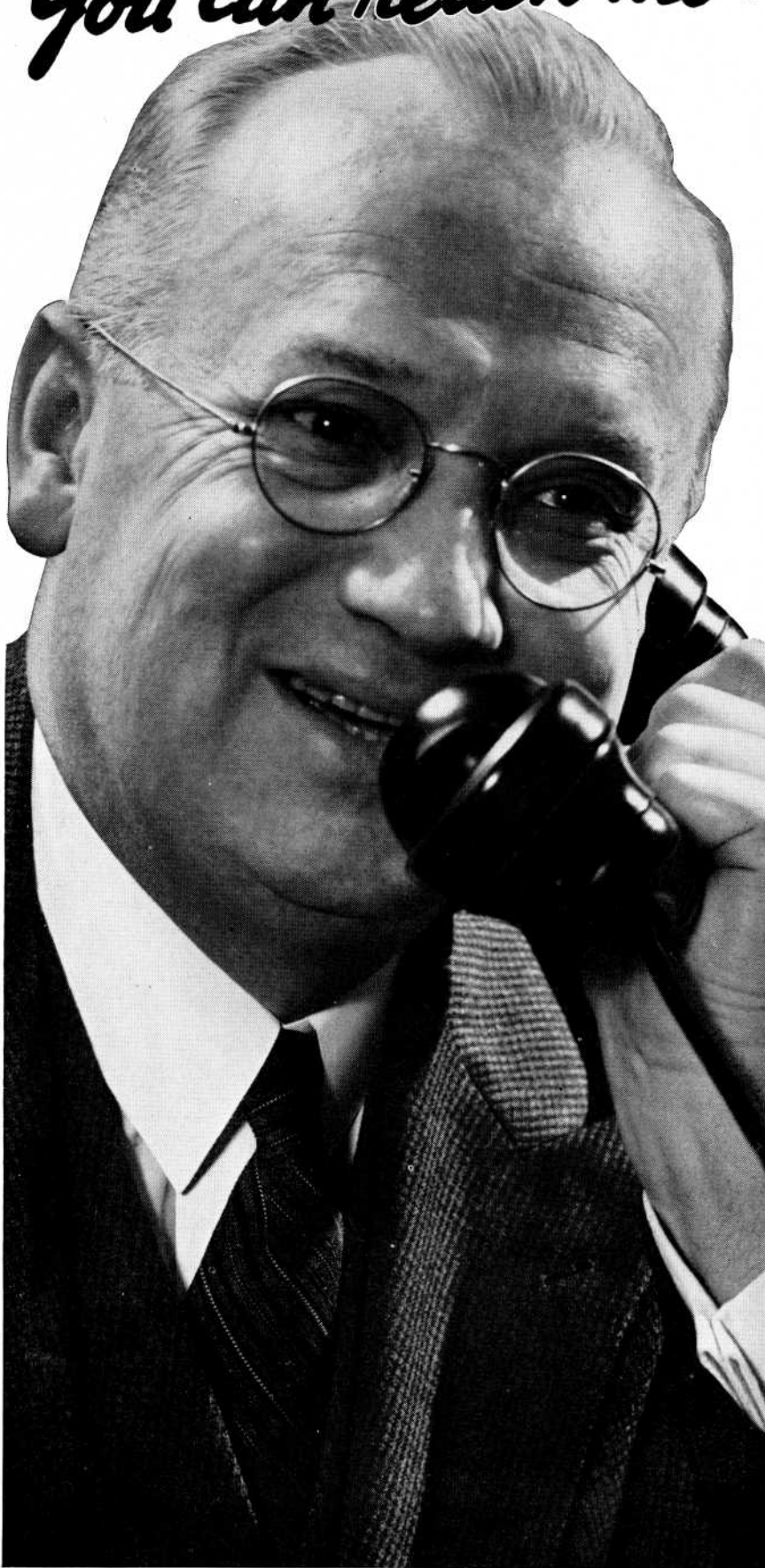


"You can reach me by Telephone"



YOU can reach me by telephone" . . . you say it casually, but there is assurance in your voice. For you can depend on telephone service. You call a number and a voice answers—across the street or across a continent. It's so easy to do—you have been doing it for years. Use has dimmed the wonder of the telephone.

Yet the wonder grows—there is no ending to telephone progress. Service is quicker, clearer and more accurate. Improvements are made each year. Things once thought impossible are now accomplished fact. Tomorrow will see still greater achievement.

That is the pioneering spirit of American enterprise. American initiative and American resourcefulness have given this country the best telephone service in the world.

Obviously this did not just happen. It has been brought about by the development of the Bell System over the past half-century. Time has proved the rightness of its plan of operation. Quick, dependable, universal service makes it possible for you to talk to almost every one, everywhere, and to say confidently—"You can reach me by telephone."

Ten years ago it took, on the average, 20 minutes to put through a long distance call between New York and San Francisco. Today it takes less than 2 minutes. The cost of a daytime station-to-station call is now 45% less than in 1926.

BELL TELEPHONE SYSTEM

