

"It's for You"

WHO 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.

NOW IN EFFECT—*Special Sunday Rates* for station-to-station Long Distance telephone calls, and *Reduced Person-to-Person Rates after 7 Every Evening and All Day Sunday*. The reductions apply, in general, to calls on which the day station-to-station rate for three minutes is more than 35 cents.

BELL TELEPHONE SYSTEM

