



*save*

## HOW MUCH DOES THE TELEPHONE ~~COST?~~

It is easy to figure how much the telephone costs. It is not easy to reckon how much it saves.

A single telephone call may save a life—brighten a friendship or a day—sell a bill of goods or land a job.

One telephone call may be worth more to you than the cost of the service for months and years to come.

The telephone saves you priceless hours of time each week—spares you trips through snow and storm these uncertain winter days.

Without moving from the warmth and comfort of your own fireside, you are in touch with stores and friends and office—by telephone. The cost is but a few cents a day. In return, the telephone offers you

increasing measure of security, convenience, happiness and achievement.

Every time you call a number, you use some part of a nation-wide telephone system that cost more than four billion dollars to build and employs about 300,000 people. The facilities of this entire organization are yours to command—anywhere, any time, and at small cost.



**BELL TELEPHONE SYSTEM**