



IT'S
A THRIFTY THING...
THE TELEPHONE

Americans have the world's best bargain in telephone service. It's good and it's cheap. Nowhere else do people get so much service and such good and courteous service at such low cost.

THRIFTY

According to Webster, *thrifty* means "...Evinces thrift... Characterized by economy and good management... Service-able; useful..."

BELL TELEPHONE SYSTEM

