

**Many Big Moments  
begin with a  
Familiar Ring**



Often it's a call you've hoped for and waited for. From someone dear or about something especially important to you. Then suddenly there's a familiar ring. And everything's just wonderful!

Many's the time you would have paid the telephone bill for a whole month—and more—for that one call.

Whenever the telephone rings, it's a reminder of its double value. It keeps you in touch with other people. Helps other people keep in touch with you. Some days the calls you get are even more important than those you make.

Yet the cost of this two-way service is small. Less than a penny an hour for the average family.



**BELL TELEPHONE  
SYSTEM**



*"Jack phoned to ask me to the dance"*



*"A prospect telephoned to give me a big order"*



*"Bob, Jr., called to tell me it's a boy"*



*"My Scoutmaster phoned about a camping trip"*