

"I'd like to buy a Telephone Call"

WHEN you call a telephone number on the other side of town, you are making an important purchase. You say in effect—

"Give me the use of some miles of wire in a cable under the street, a section of switchboard and all the other equipment needed in the central office. I shall need one kind of current to carry my voice and another to ring the bells that signal the other party. I may need the services of an operator or two. I want all your equipment to be in perfect working order so that my call is clear and goes through without interruption. I would like this all arranged to connect me with my party instantly—and at a cost of a nickel or so."

Telephone people are asked to do this millions of times a day and find nothing unusual in the request. But to do it at the price you pay for telephone service—in fact, to do it at all—has taken the most skilful and unremitting research, engineering and organization.

Telephone service in the United States is the most efficient, dependable and economical in the world.



More than one-half the telephones in the world are in the United States although this country has only 6% of the world's population. Fifty years of progress under the Bell System plan of operation have brought the telephone within reach of all.

BELL TELEPHONE SYSTEM