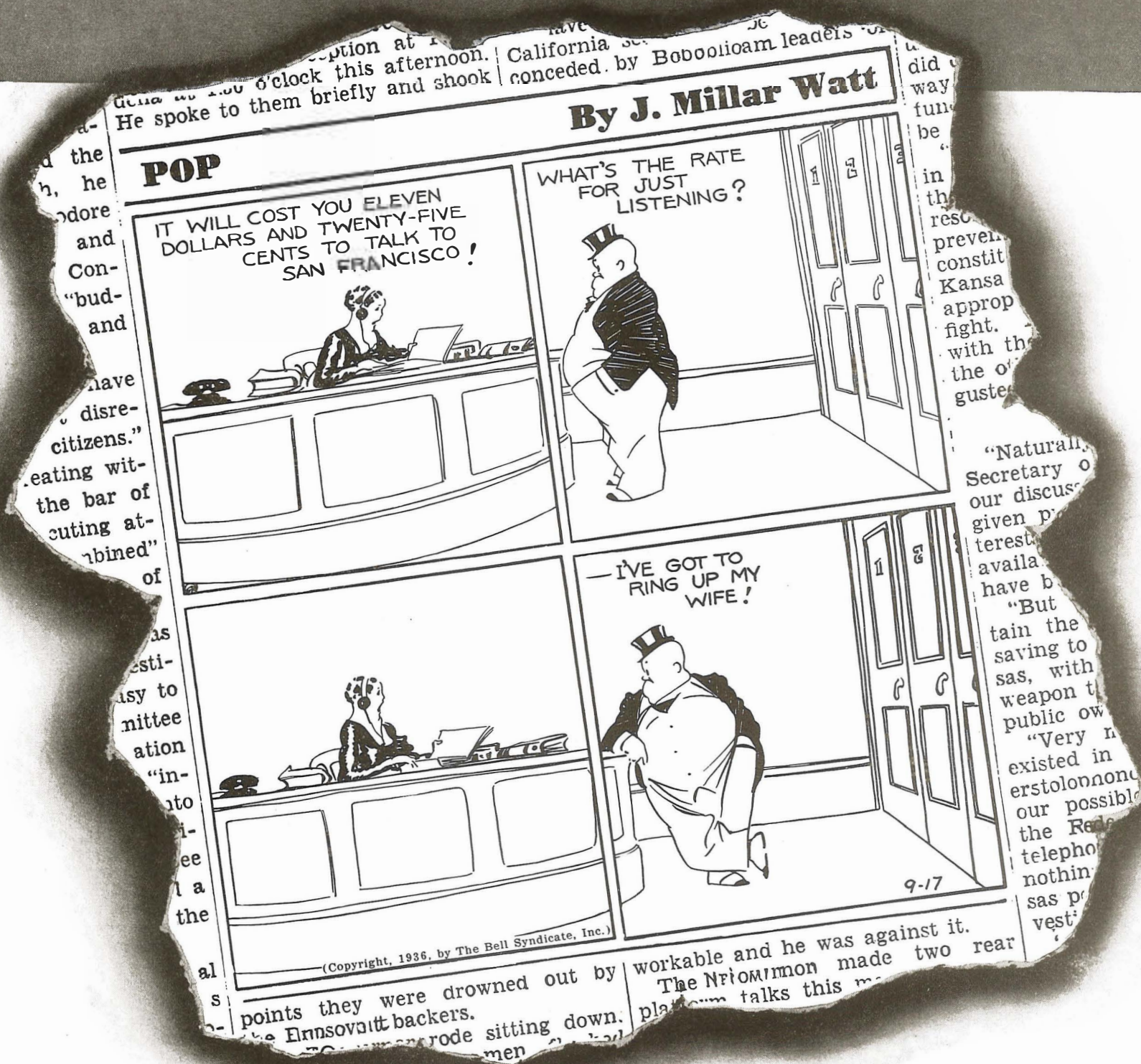


Pardon us, Mr. Watt, but have you heard?

LONG DISTANCE RATES have been REDUCED!



"YES, Mr. Watt, if 'Pop' would like to make his 3-minute person-to-person call from New York to San Francisco any week-day now, it will cost him only \$9.75. After 7 P.M., or all day Sunday, he will be charged just \$6.75.

"These new low rates have been in effect since Sept. 1, Mr. Watt. They extend to station-to-station conversations too. For example, the 3-minute station-to-station week-day rate between New York and San Francisco is now \$7.50. At night and on Sundays the same call can be made for \$4.50. Just think of it, Mr. Watt—you can talk from coast to coast for less than \$5.00."

Seven times in the last ten years, reductions in Long Distance rates have brought this important service within the reach of millions more people. Friends in opposite corners of the country now are only a few dollars apart. Intimate voice-visits and family reunions can be more frequent. Business prospects, customers, and field representatives can be reached—personally—more often than ever before.

For pleasure . . . for business . . . find out for yourself the convenience, satisfaction and economy of Long Distance Telephone Service.

