



IF THE *Telephone* WERE NOT THERE!

MANY times each day you reach for the telephone on your desk at the office or in its familiar spot at home. It is an old and trusted friend. You scarcely give a thought to what it means to a busy day.

Yet suppose the telephone were not there! Suppose—for a week—or a month—you could not call anybody by telephone and nobody could call you! The whole machinery of business and the home would be thrown out of gear.

Orders would be lost—efficiency and profits reduced. You would be out of touch with the world about you.

America needs quick, reliable, efficient telephone service to get things done in the brisk, up-to-the-minute American manner. And it enjoys the best service in the world.

Greater progress has been made in this country because of the Bell System's one policy, one system and universal service.



America leads in telephone service. In relation to population, there are six times as many telephones in this country as in Europe and the telephone is used nine times as much.

BELL TELEPHONE SYSTEM