

*At your finger-tips*



92% of the World's  
*Telephones-*

*yet, vast as its scope is, this telephone service is personal to you. . . . Its guiding ideal has been well expressed as follows:*

"Each telephone call is a transaction by itself and each customer is an individual. Although the calls are numbered by the billions and the customers by the millions, it is the aim to treat the customer and his requirements on the basis of personal consideration in each instance. Service satisfactory in every respect to each user is the ultimate goal."