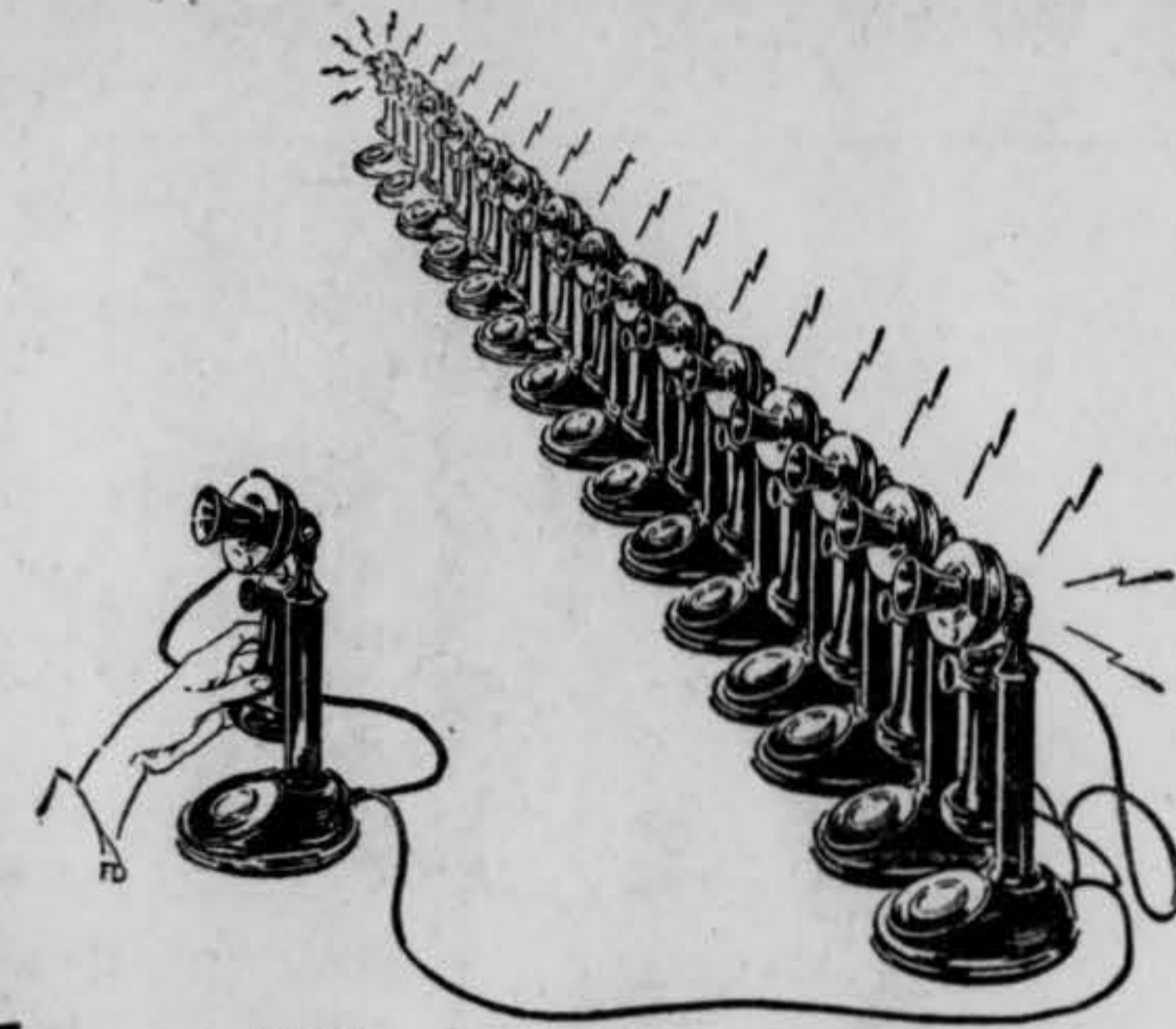


Your Telephone Door

Your telephone is a door to your establishment. Open that door quickly to a customer by answering your telephone promptly.

Hang up the receiver immediately upon the completion of the conversation in order that others may come in.



“Atten-shun!”

Have you ever seen a battalion of soldiers jump to attention at a word of command? When you lift your telephone receiver, every idle telephone in this city—and millions of other telephones, connected to a network as long and broad as the nation—stands ready to obey.

You may wish to talk with someone in a distant city, or you may desire to talk only to your neighbor across the street. What-

ever your wishes may be, all our facilities must be ready. When you lift your receiver, it is as if a command went down all the regiments of the telephone army: “Atten-shun!”

Millions of dollars' worth of telephone equipment and thousands of telephone people must be ready at all hours, month after month and year after year, in order that you may lift your receiver at any time and speak to almost anyone at any place.