Just twenty-five years ago, on January 25, 1915, the first transcontinental telephone call was made. East and West were united in a dramatic ceremony.

President Wilson talked from the White House across the country, testifying to the nation's pride "that this vital cord should have been stretched across America as a sample of our energy and enterprise."

The inventor of the telephone, Alexander Graham Bell, in New York, repeated across the continent to San Francisco the first words ever heard over a telephone — "Mr. Watson, come here, I want you"— to the same Thomas A. Watson who had heard them in the garret workshop in Boston in 1876.

That ceremony ushered in transcontinental service twenty-five years ago. At that time it cost $20.70 to call San Francisco from New York. Now it costs $6.50 for a station-to-station call and only $4.25 after seven in the evening and all day Sunday.

In 1915 it took about half an hour, on the average, to make a connection. Now most calls are put through without hanging up.

These are measures of progress in the never-ending effort of the Bell System to give faster, clearer, more useful and courteous service to the people of the United States.

A NATION UNITED BY TELEPHONE