

50 years ago
 a transcontinental
 phone call took 23
 minutes to complete

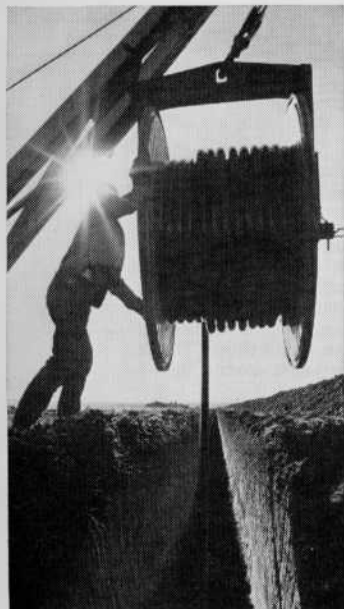


Installers of the first transcontinental line had to surmount hardships of windstorm, ice and scorching heat combined with rugged country.



The first open wire line (linked here at the Nevada-Utah border) could carry only three calls and was vulnerable to interruptions.

TODAY, WHEN YOU DIAL IT YOURSELF, THAT SAME CALL
 GOES THROUGH IN ABOUT 25 SECONDS (and costs about one-tenth the price)



One of our newest routes is a blast-resistant cable that can handle over 9000 multi-channel conversations.

Telephone service has come a long way since that historic call in 1915. It has grown in scope from 9,000,000 phones and a single open line spanning the continent to 88,000,000 phones and a huge network of several hundred thousand channels including 24,000 that cross the continent, via several different routes, from the east to the west coast.

Accomplishment has been the keynote since the first coast-to-coast telephone call. Improvements in local exchanges and Long Distance circuits have led to better and more efficient telephone service.

These developments have been effective in reducing the cost of calls. Fifty years ago, the cost of a three-minute call from New York to San Francisco was \$20.70. Today, that same call costs you as little as \$1. (Rate for 3-minute, station-to-station call, after 8 P.M. and all day Sunday, plus tax.)

And still the future is full of promise. New phones will be introduced, technology will be improved and advances made that will open up a whole new world of communications.



Today, 30,000 calls a day are completed quickly and easily between New York and the west coast and Long Distance is truly "the next best thing to being there."



Bell System

American Telephone and Telegraph
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