

He is calling You !



You are likely to think of the telephone from your individual point of view, as a convenience, as a necessity, as a means of transmitting to others your own thoughts and desires.

But your telephone is of equal importance to those who wish to get in touch with you. Right now as you are reading, someone, somewhere, may be calling you. It may be merely a friendly greeting . . . or news of importance to change the course of your life.

"Have dinner with us tomorrow." . . . The greater part of social goings and comings are maintained by telephone. "Come quickly! You are needed." . . . In crises and emergencies the telephone is indispensable. "That contract is entirely satisfactory." . . . Wheels of industry move in direct response to messages received by telephone.

In a moment your telephone may ring. It may be a

call from across the street, across the continent, across the sea. As you receive this message, of vital importance or mere daily detail, you share in the benefits of the great chain of communication which links up the activities of the world.



AMERICAN TELEPHONE AND
TELEGRAPH COMPANY