



# There are more ways than one to be a leader

AS OUR NAME clearly indicates, we are in the telephone business.

We own and operate 1,696 central offices in 30 states.

We manufacture telephones, switches, relays and other communications equipment, for our own use—and for the 4,400 other “independent” telephone companies in the United States.

And while—by the yardstick of size—we cannot claim to be the leader, we find ample opportunity for leadership in other ways.

Take the telephone pictured here as an example. It is our own design.

At first glance, it may look quite a bit like other modern telephones.

But you will find three important differences.

The surfaces just above the dial on each side are contoured to guide the mouthpiece-receiver or “handset” into place unerringly.

An extra quarter of an inch is added to the tapered mouthpiece and earpiece.

And the cradle which receives the “handset” is lower in front than in the rear.

The result: It is almost impossible for an “off-the-hook” interruption to service to happen.

This is, as we said, one example of how we seek to do whatever we do better than it has been done before.

And this same ambition guides every phase of our operation, from the development of better equipment for telephone central offices, to the courtesy-training of the people who represent us in dealing with our customers.

General Telephone Corporation  
260 Madison Avenue, New York

# GENERAL TELEPHONE

*One of the World's Great Communications Systems*

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