

It's easy
to make friends
on the telephone,
too



1. *When you answer promptly*, you show friendly courtesy to the person calling. Of course, it's sometimes impossible to reach the telephone within the first ring or two, so when you're making a call, give the other person time to answer—at least six rings.



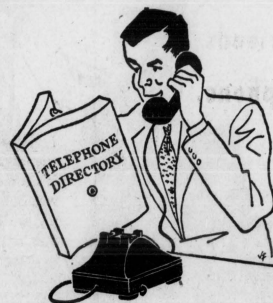
2. *When you talk directly* into the transmitter and speak naturally and distinctly, your voice will come through clearly. Lips about half an inch from the transmitter give best results. Your listeners will appreciate these little telephone courtesies and you won't have to repeat words as often.



3. *When you look up numbers* in the telephone directory, you help insure getting the right number when you call. Many telephone users keep a handy list of frequently-called numbers, for they know that a "wrong number" wastes their time and that of the other party.

Thank you!

The Pacific Telephone and Telegraph Company



Saves time...

to look up numbers before you call

You'll get numbers right the first time if you look up those there's some question about. Telephone numbers have a way of getting twisted when you rely on memory alone. So, if there's any doubt, look up the number. Thank you.