

GENERAL INFORMATION.

SUBSCRIBERS' NUMBERS.—Each subscriber's telephone is designated by a number placed to the left of his name. The number is prefixed by the name of the exchange with which the subscriber is connected. In calling for subscribers it is necessary that both the exchange name and number be given. Subscribers are cautioned to use prefix in full.

DIRECTORY.—The current issue should be used to obtain correct numbers. The Directory is issued gratuitously by the Company to subscribers for their convenience, and not as a part of any contract between the Company and any subscriber, and the Company assumes no liability whatever because of errors or omissions in the Directory. Subscribers are requested when they desire a change made, to notify the Company in writing.

LONG DISTANCE CALLS.—To make connection with other towns, remove the hand telephone from the hook and when operator asks "Number Please," say "Long Distance." When the Long Distance Operator answers "This is Long Distance," give your telephone number and name and the town, telephone number and name of party wanted.

HOW TO ANSWER A TELEPHONE CALL.—Remove the hand telephone from the hook and say, "Here is Main 297" (or whatever your number may be). The party calling should say, "This is Main 298" (or whatever the number may be). Much friction and annoyance will be avoided if this simple plan is carried out.

INFORMATION OPERATOR.—This department has been established for the general benefit of the service and to give attention to subscribers asking for general information regarding change of subscribers' number, name, location, names not in book, etc.

NON-SUBSCRIBERS.—When it is desired to have a non-subscriber called into one of our public offices at a distant place, a messenger will be sent for at the expense of the party ordering service.

MONEY TRANSFERS.—Money transfers limited to \$100.00 may be sent by telegraph between stations of The Pacific Telephone and Telegraph Company. The rate is one per cent of the sum transferred (providing no single charge is less than 25 cents) in addition to the cost of two ten word telegrams.

TELEGRAMS.—To send a telegram, ask your operator for the "Telegraph Department." Telegrams to be sent to any point on this Company's lines may be telephoned by a subscriber from his place of business or residence and charged on the monthly bill for telephone service. The Company will not be responsible for any errors occurring in telegrams received over the telephone.

Telephone Directory Advertising

The Telephone Directory in any community is now so important as *the* list of business houses, prominent residents, etc., that the position it occupies in the business world is unique.

It is the only reference book kept up to date that is generally circulated, and of necessity is revised more often than any other local publication, and its circulation is usually much greater.

It is on duty constantly, day and night, every day in the year and reaches everybody.

It might surprise you yourself, for instance, to learn how much you rely on it as an address list and business guide.

Where do we usually see the telephone book?

Isn't it usually within a foot of the telephone? Isn't it often nailed there, in fact?

The telephone and the telephone book are inseparable, and if anybody takes one away from the other there is an immediate protest.

These two modern conveniences are kept together because one must be used with the other. On this account, and owing to its continual use, the Telephone Directory, as an advertising medium, is invaluable.

FOR ADVERTISING RATES COMMUNICATE WITH

MANAGER

The Pacific Telephone and Telegraph Company