

Other Services Provided for Your Use

TELEGRAMS BY TELEPHONE



To facilitate sending telegrams, cablegrams, or radiograms, please call or dial telegraph companies as listed in this directory. Charges for telegraph messages of The Pacific Telephone and Telegraph Company at all exchanges and for telegraph messages of the Postal Telegraph-Cable Company and Western Union Telegraph Company at certain exchanges, placed by telephone, will be billed by the Telephone Company on its bill for service, or if sent from a public coin box telephone, the charges will be collected at the time the message is sent.

TIME OF DAY

The correct time may be obtained by calling or dialing operator. The charge for this service will be the same as the charge at your regular rate for any other Local Call.

ARCHITECTS' AND BUILDERS' SERVICE

A free advisory service on advance planning of telephone arrangements in new construction is available to architects, owners and builders. Extensive and costly alterations after the completion of the building are frequently avoided through proper advance planning. Call the Business Office and ask for Architects' and Builders' Service.

SHOPPING BY TELEPHONE

For merchants who desire to organize telephone order departments or to stimulate the practice of having their customers telephone in their orders, we have available a free consulting service.

ADVERTISING COPY SERVICE

Our advertising copy service department is equipped to help Classified Telephone Directory advertisers use their display space so as to get maximum results. This service includes preparation of copy, layouts and art work. There is no charge.

ADDITIONAL DIRECTORY LISTINGS

Following are some of the additional directory listings that are sometimes needed and which are available at a nominal charge:



- (1) *Additional Residence Listing*—for other members of the customer's household, especially those with different surnames.
- (2) *Additional Business Listing*—for the man who needs his own name in the directory, in addition to his firm's name.
- (3) *Alternate Call Listing*—for people who desire to have their calls answered at another telephone when they are away.
- (4) *After Hour Listing*—to give directions where to call after hours and on Sundays and holidays.

Your Telephone Door

To obtain fullest value from your service, please remember that your telephone is a door to your establishment, and an important one, too. When you answer it promptly, you open that door quickly to visitors. Business houses and private homes find that this is a hospitable policy. Hanging up the receiver immediately upon completion of the conversation is another way of making it easy for people to enter your telephone doorway. If you should find that your telephone "door" is often closed to visitors because the line is busy or you are unable to answer promptly, an individual line, an additional line or properly located extension will help to open it.

INDIVIDUAL LINE

Advantages of an Individual Line, or one party service, are: Your telephone is in use only when you or your family use it; persons calling you are not delayed by other parties on the line; privacy is assured; it is instantly available in emergencies; long distance calls are not held up waiting for others to finish using the line.



EXTENSIONS

An extension telephone is an additional telephone connected to your line to make your service available at two or more places on the same premises. It is convenient, inexpensive and provides added protection at night. It improves your service, as it enables you to answer calls more promptly.



LONG DISTANCE SECTION



Calling Folks in Other Towns Is as EASY as Calling Local Numbers

because in Most Cases Your Calls Go Through While You Hold the Line

WHEN YOU WILL TALK TO ANYONE WHO ANSWERS (Station-to-Station Calls)

CALLS TO NEARBY POINTS ARE HANDLED BY YOUR LOCAL OPERATOR

When the name of the city is preceded by a star (*) in the list of rates on the inside cover of this Telephone Directory, place the call with your local operator by telephone number.

FOR EXAMPLE: "Sacramento, Main 4347." If you do not know the telephone number, consult the directory or call "Information."

CALLS TO OTHER CITIES ARE PLACED BY CALLING LONG DISTANCE OR DIALING OPERATOR

Then tell the Operator the city or town you want; the out-of-town telephone number, if you have it, or the name under which it is listed.

FOR EXAMPLE: "Bakersfield 1233." Or if you do not know the telephone number: "Bakersfield, anyone at Mr. John Doe's Residence, 34 Blank Street."

WHEN YOU WANT TO REACH A PARTICULAR PERSON (Person-to-Person Calls)

CALL LONG DISTANCE OR DIAL OPERATOR

Then tell the Operator the city or town you want; the out-of-town telephone number, if you have it, or the name under which it is listed, and the name of the person you want.

FOR EXAMPLE: "Bakersfield 1233, Mr. Brown." Or if you do not know the telephone number: "Bakersfield, John Brown at his residence, 1234 Highland Blvd."

(If you desire connection with a particular station of a Private Branch Exchange, without specifying a particular person, this is also classed as a Person-to-Person call)

Unless otherwise advised by the Operator, after placing your call please wait on the line until the called party answers or the Operator gives you a report. It will help to speed your call.