

**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



how to use... The Yellow Pages



as a shopping service

Shopping by telephone saves both your time and energy. Just turn to the classified heading descriptive of the product or service you desire and there you will find

a convenient, alphabetical list of dealers who are equipped to fulfill your needs as courteously and efficiently as though you had visited their places of business personally.

need something in a hurry?



When you need help in a hurry the lists under each Classified Heading are ready and waiting to help. Just turn to the heading descriptive of the service or product you need and select the firm who can give you prompt and efficient assistance.

if you have forgotten...

If you can't recall the name of a particular firm but do remember the location just turn to the classified heading describing their business and check the list which will show the address you recognize.

If, on the other hand, you have forgotten the address but remember the name, it is very easy to locate the firm in the comparatively small group listed under each classified heading.

