



TWO NUMBER TOLL SERVICE

IS NOW IN EFFECT BETWEEN
ALL OF THE FOLLOWING POINTS

AT REDUCED RATES

WHICH MAY BE HAD ON APPLICATION

ALAMEDA	FRUITVALE	PALO ALTO	SAN JOSE
BERKELEY	MILL VALLEY	REDWOOD CITY	SAN MATEO
BURLINGAME	OAKLAND	RICHMOND	SAN RAFAEL
ELMHURST	PIEDMONT	SAN FRANCISCO	SAUSALITO

(SEE OPPOSITE PAGE)

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

486,966 TELEPHONES ON THE PACIFIC COAST

TWO-NUMBER TOLL SERVICE

Between San Francisco and Oakland, Alameda, Berkeley, Richmond,
San Jose, San Mateo, Palo Alto, Redwood City,
San Rafael, Sausalito and Mill Valley

NOTICE TO SUBSCRIBERS

The old practice of calling by name and address through "Long Distance" has been discontinued between points shown on map on opposite page.

Under the new method subscribers will ascertain from the directory, the telephone number desired, and after giving this number to the local exchange operator, will remain at the telephone with receiver at the ear until the called number answers or the operator reports in the same manner as in calling a local number in the same city.

New numbers not listed in the directory, can be obtained by calling "Information operator."

If the number called for is busy or does not answer, the exchange operator will so notify the calling subscriber but will make a memorandum of the call and make every effort to complete it. As soon as the called number is obtained, the operator will notify the calling subscriber and complete the connection. In such cases it will be unnecessary for the calling subscriber to duplicate or repeat the call as the operator will continue to follow it up until the connection is completed.

If the called number cannot be obtained, the operator will so notify the calling subscriber.

A reduction has been made in the rates to all points to which this service is given. The charge begins on the answer of the called number but none will be made unless the called number answers.

On a call from a nickel telephone, the nickel required to call central will be immediately refunded by the operator. Likewise a call from any other measured service telephone will not be counted as a local connection.

In all cases, the operator upon completion of the call, will make out a ticket covering the charge from which a bill will be made against the subscriber at the end of each month.

GOOD ADVICE ABOUT TELEPHONING

On each of the telephones located in one of the largest commercial establishments in this country is a card, reading as follows:

"The manner in which a person uses a telephone indicates his character to a great extent, and makes either a good or bad impression. And this impression is reflected directly upon the establishment from which such message comes.

"It is a pleasure to do business with a house which performs EVERY DETAIL in a clean-cut, satisfactory manner; but it leaves a sting to be answered abruptly or discourteously over the telephone. It is a folly to lose one's temper because one does not get immediate connection. This is rarely ever the fault of the telephone operators, who are nearly always courteous and prompt.

"When one is called to the telephone he should respond QUICKLY, and the person calling should not be left to hold the wire too long—something decidedly irritating and often unnecessary.

"Let us throughout the whole house strive to excel in satisfactory telephoning."