

Courtesy in 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."

The Value of Telephone Service to the small Shop Keeper

NINE HUNDRED THOUSAND telephone calls are made in San Francisco and vicinity each day. A very large proportion of these messages are purchasing orders, or relate to buying or selling. This fact is of vital interest to shopkeepers. It indicates that the telephone system is the great channel through which flows a large part of the City's trade.

Large Shopkeepers are well aware of this fact, and have installed many telephones to serve as inlets for telephone orders. In many cases, telephone trade constitutes a large proportion of their business.

Small Shopkeepers, too, can get telephone trade—providing they have telephones, and give prompt attention to telephone orders. Telephone buying is on the increase, and the shopkeeper without a telephone is left at the post in the race for business.

For Rates and information regarding telephone service, communicate with nearest Sales Office

THE PACIFIC TELEPHONE
AND TELEGRAPH COMPANY

Every "Bell" Telephone is the center of the system

