

How to Transact Business with The Company

ORDERS FOR SERVICE

To arrange for new service you may give your order to our Business Office or to any Telephone Company employee. If this is not convenient, we shall be glad to forward a service application to you for signature.

If you wish telephone instruments moved from one location or address to another location or address, service discontinued, additional

listings placed in the directory, etc., the Business Office should be notified by telephone or letter in advance.

Our aim is to render a service that will give complete satisfaction to our customers. If at any time difficulties are not promptly corrected or unsatisfactory conditions continue after calling the Business Office, we shall appreciate your communicating the facts directly to the Manager. The addresses of the Business Offices at which the Managers are located are given below. Our office hours are 8:30 A. M. to 5:00 P. M.

| CITY | ADDRESS | NUMBER |
|--|----------------------|----------------|
| Alameda | 1505 Park Street | ALameda 9000 |
| Berkeley | 2116 Bancroft Way | THornwall 9000 |
| (Serves following central offices: Ashberry, Berkeley, Humboldt, Olympic, Piedmont, Thornwall) | | |
| Oakland Main | 1521 Franklin Street | GLencourt 9000 |
| (Serves following central offices: Glencourt, Highgate, Templebar, Twinoaks) | | |
| Oakland East | 1470 Fruitvale Ave. | FRuitvale 9000 |
| (Serves following central offices: Andover, Fruitvale, Merritt, Sweetwood, Trinidad) | | |
| San Leandro | 133 Estudillo Avenue | TRinidad 9000 |

General Information for Customers

IDENTIFICATION OF EMPLOYEES

Employees of the Company, whose duties require them to enter the premises of subscribers, are supplied with identification cards. If you have any doubt as to the right of a person to represent himself as an employee of this Company, you should request him to present his identification card.

Please call the Business Office (for telephone numbers see above) if any unauthorized person requests access to, or tampers with, telephones or other equipment.

RULES AND REGULATIONS AND TARIFFS

Copies of our rules and regulations and schedules of rates are on file at our Business Office and are open to public inspection.

RATES

Information included in this directory is based upon the rates and practices in effect at the time this directory was closed for printing and is subject to such changes as may be made from time to time.

ATTACHMENTS TO TELEPHONES

No apparatus or appliance not provided or authorized by the Company will be permitted for use in connection with its telephones and lines. The devices claimed by agents to eliminate noise, to destroy germs, supplant the directory, etc., are usually detrimental and interfere with good service.

TELEGRAMS BY TELEPHONE

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

TIME SERVICE

To obtain the time, call or dial ROchester 8900. The charge for this service will be the same as the charge at your regular rate for any other call within your zone.

listings placed in the directory, etc., the Business Office should be notified by telephone or letter in advance.

BILLS AND PAYMENTS

Bills for service are usually rendered at regular intervals and are due and payable upon presentation. Payment should be made either by mail or at the Business Office. Information regarding bills or an explanation thereof may be obtained from the Business Office.

VISITORS WELCOME

Our subscribers and patrons are invited to call at any of our central office buildings between the hours of 9 A. M. and 4 P. M. to visit the operating rooms.

Organizations may arrange to visit an office in a group. Arrangements should be made by calling our Business Office or through the Chief Operator.

DIRECTORY LISTINGS

For each subscriber a listing is included in the alphabetical directory without additional charge. Subscribers may arrange for additional listings, under regulations applying to such listings, to be placed in the alphabetical directory.

ERRORS IN THIS DIRECTORY

The Company does not assume any liability because of errors or omissions in compiling this book. Sometimes, despite care and attention, errors will occur. Please check your listing in this directory. If it is incorrect in any way, please call the Business Office so that it may immediately be corrected in our records as well as in subsequent issues of the telephone directory.

CHANGES IN DIRECTORY LISTINGS

In order that your listing may be shown correctly in the following directory issue, you should notify the Business Office, preferably in writing, of any change that may occur, such as the city changing your house number or street name, as soon as the change is made.

To lessen the possibility of error, it will be helpful if you report any changes in listings as these changes occur, rather than at the closing date of the directory, because of the great amount of work necessary in preparing the directory for the printer.

Changes can be made only up to the closing date.

CLASSIFIED TELEPHONE DIRECTORY ADVERTISING

Rates and other information regarding advertising in the Classified Telephone Directory will be furnished upon request.

COPIES OF THIS DIRECTORY

If you desire additional copies of the directory, or if you do not wish a directory for each telephone you have, you may arrange with the Business Office and your requirements will be cared for.

DIRECTORIES OF OTHER CITIES

Telephone directories of other cities may be consulted at our Business Office. If it is desired to purchase copies of these directories, they may be supplied by arrangement with our Business Office.

How To Use The Telephone

OBTAIN TELEPHONE NUMBER FROM DIRECTORY

Please obtain the desired number from the latest issue of the telephone directory. If the listing is not found, call "Information."

PRONOUNCING TELEPHONE NUMBERS AND SPEAKING OVER THE TELEPHONE

0082—"Oh, Oh, eight two."
0273—"Oh two, seven three."
4418-J—"Four four, one eight, J."
2100—"Two one, hundred."
3000—"Three thousand."
10796—"One oh seven, nine six."

Speak slowly and clearly, in an even tone of voice, directly into the transmitter with the lips just clearing the mouthpiece.

LISTEN FOR SIGNALS

After placing a call, listen for the ringing signal, busy signal, or report from the operator. Please do not abandon the call until you have given the called party sufficient time in which to answer. The ringing signal is a "burring" sound heard at regular intervals. The busy signal is a steady "buzz-buzz-buzz" sound, indicating that the called line is in use.

TO RECALL THE OPERATOR

After placing a call with an operator, if you wish to recall the operator on the existing connection, move the receiver hook slowly up and down until the operator answers; do not move the hook rapidly as this may result in the operator not receiving the signal.

CALLING FROM A COIN BOX TELEPHONE

Before depositing a nickel, please take the following precautions:

- On a dial telephone—listen for dial tone.
- On a manual telephone—listen to be sure no one else is using the line.

If the call is not completed the coin will be returned at the time or after the receiver is replaced. Between successive calls the receiver should be replaced for at least five seconds.

Any service difficulty or coin collection error should be reported promptly to the operator.

How To Place Calls To An Enterprise Number

FROM MANUAL TELEPHONES

Call the ENTERPRISE number as you would any local number.

FROM DIAL TELEPHONES

Dial the RED figure "0" (zero) for Operator and ask for the ENTERPRISE number.

There is no toll charge to the calling party for calls to ENTERPRISE numbers.

Method of Dialing

DIALING A LOCAL CALL

Dial the first two letters of the office name, being careful to use the correct spelling, and each figure of the number (including the zeros, if any) and the party line letter if there is one.

For example, to call FRuitvale 0711-W:

- Lift the receiver and listen for dial tone (a steady humming sound). Do not begin to dial until you hear the dial tone.
- Keeping the receiver off the hook, place finger in opening where you see the letter "F."
- Turn the finger wheel until your finger strikes the stop; then release and allow wheel to return to normal.
- Do the same with the letter "R", and then the figures 0-7-1-1, in that order, followed immediately by the letter "W".



MISTAKES TO AVOID

Please do not mistake the BLACK letter "O" for the RED figure "0" (zero); nor the BLACK letter "I" for the RED figure "1".

Please do not force or retard the return motion of the finger wheel.

OTHER DETAILS TO OBSERVE ABOUT DIALING

If you realize that an error has been made either before dialing is completed or before the called number has answered, replace the receiver and after waiting a few seconds, lift the receiver and when you hear the dial tone try the call again.

Always replace the receiver for a few seconds between calls; then lift the receiver, listen for dial tone, and dial the number desired.

Please do not turn the dial finger wheel while talking as it may break the connection.

Please do not attempt to dial telephone numbers located outside the local service area. Please refer to page IV of this directory regarding the placing of Inter-City calls.

To Call Another Party on Your Own Line, dial the RED figure "0" (zero) for OPERATOR, give her the number you wish to call, and state that it is the number of the other party on your line. Replace the receiver for a sufficient time to allow the operator to ring the other party and for the called party to answer, then lift the receiver and start conversation. If no answer is received within a reasonable length of time, signal the operator and ask her to ring the number again.

HOW TO MAKE AN EMERGENCY CALL IN THE DARK

Lift the receiver, listen for dial tone, and then place your finger in the first dial opening below the finger stop. Dial this figure (zero) and an operator will answer. Explain the situation, giving her your number and the details of your call and she will assist you.