

LOCAL CALLS

From all San Francisco telephones (including coin phones) you can dial any other San Francisco telephone. In addition, you can dial local calls as follows:

From	You Can Dial Local Calls To
DElaware	ELmwood (Pacifica)
JUniper	FLanders (Pacifica)
PLaza	JUnio (South San Francisco)
POplar	
WYman	

THE CHARGE FOR A LOCAL CALL

From message rate telephones.....one message unit

From flat rate telephones.....no charge

IF YOU REACH A WRONG NUMBER

Ask whoever answers what city he is in. Then dial Operator and tell her so you will not be billed for the call.

PARTY LINE CALLS

If you always hear a busy signal when calling a certain local number it may be that the number is on your party line. To find out if it is and how to complete your call dial 611 (Repair Service).

BUSINESS with the COMPANY



Your account is handled by a representative at the Business Office who will help you in any service requirement. She will arrange for new or additional telephone service, a move or disconnection of service, listings in the directory, and advertising. She will also answer questions about your bill or payments, and will furnish information on other telephone matters.

To reach your service representative, call GARfield 1-9000.

No charge is made for these calls. Office hours are from 8:30 to 5:00 (closed Saturdays, Sundays and holidays).

If you want to transact business in person, please come to our Business Office at 444 Bush Street.

Bills May Be Paid in Person at any of the Following Locations

Telephone Company Offices

444 Bush Street
140 New Montgomery Street
743 Washington Street

Payment Agencies

All Branches of the Bank of America
(Bill and payment card must be presented.)



HELPFUL INFORMATION



Automatic ANSWERING SET

Certain telephones are equipped with an automatic device, known as an Automatic Answering Set, which answers the telephone mechanically when no person is available to answer and then makes a recorded announcement.

If your call is answered by an Automatic Answering Set, listen carefully for the announcement which will be self-explanatory.

Some of these sets will also receive and record a message from the caller.

When You Hear A "BEEP" TONE

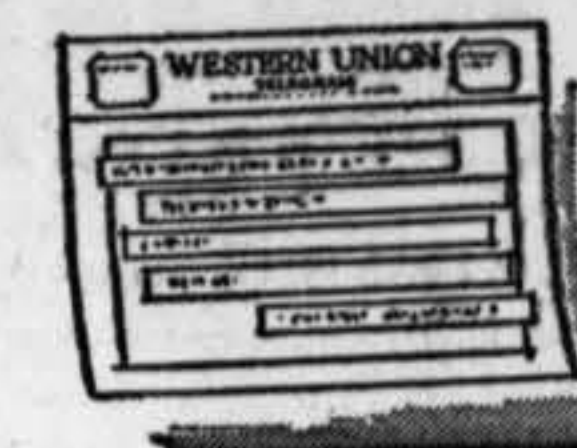
If you hear a short high "beep" tone every 15 seconds or so, it means that the person with whom you are talking is recording your conversation. This signal is produced by recorder-connector equipment furnished by the Telephone Company. Use of a recorder on the telephone line without this equipment is prohibited by the Company's tariffs.



BLUE BOOK of Telephone Numbers

For faster service this attractive Blue Book of Telephone Numbers provides a handy place for keeping your personal list of local and out-of-town numbers.

To obtain without charge, just call, write or visit your business office.



TELEGRAMS by TELEPHONE

To phone a telegram, see Western Union listings in this directory. Telegram charges will appear on your regular telephone bill, or you can deposit the charge in the box when you call from a coin telephone.

TARIFFS

Tariffs which show rates, rules and regulations for telephone service and facilities, which are on file with the California Public Utilities Commission, are available in our Business Offices for public inspection.

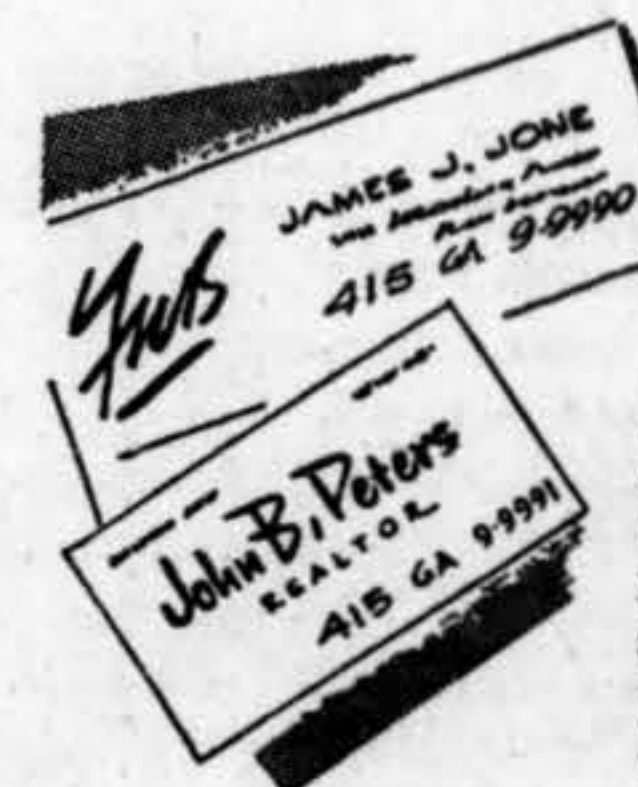
OUT-OF-TOWN DIRECTORIES

Directories of other cities may be obtained by our customers at a nominal charge. Call our Business Office . . .

Telephone directories of the principal cities and towns in the Western States may be consulted at our Business Office.



Your TELEPHONE NUMBER Is Important



It's smart to make it easy for your customers to reach you. So why not include your telephone number on your stationery, statements and all advertising pieces? Show your area code, too—it helps distant parties call you faster.

On the Cover

From the ashes and ruin which were San Francisco in 1906, the city recovered to receive the nations of the world at the fabulous 1915 Panama-Pacific International Exposition. The Palace of Fine Arts, created by architect Bernard R. Maybeck, is considered one of the great classical structures of our time. Left standing at the close of the Exposition, it became a national landmark. With complete reconstruction now under way, it will stand ready to serve new generations of San Franciscans, as a symbol of culture and enduring beauty.



Employee IDENTIFICATION CARDS

Employees who visit customer premises carry an official identification card. If you have the slightest doubt about anyone who says he's "from the Telephone Company" ask to see his card.