



“Half an inch from the telephone to be heard clearly”

A LARGE business concern has circulated among its employees a pamphlet on telephone usage. It contains this suggestion:

“When you talk over the telephone your lips should be about half an inch from the mouthpiece.”

A valuable suggestion. When you speak clearly and distinctly over the telephone, directly into it instead of to the room at large, and with your lips about half an inch from the mouthpiece—you are doing three simple little things of fundamental importance.

*Speaking directly into your
telephone gets the best results*



To speed service please look up the number first!

EACH new issue of the telephone directory contains an important percentage of listings that are new, or changed.

Many new telephones have been installed. Many people have changed their places of residence or business.

Even in calling unchanged numbers, it's surprising how one's memory will play pranks and say “1259” for “1295.”

Please consult the directory first.

The foremost white page in the front of your directory is blank, for jotting down the numbers you most frequently use.

*Our policy and purpose are the same as yours—the most
telephone service and the best, at the least
cost to the public.*