

**It's easy
to make friends
on the telephone,
too**



1. When you answer promptly, you show friendly courtesy to the person calling. Of course, it's sometimes impossible to reach the telephone within the first ring or two, so when you're making a call, give the other person time to answer—at least six rings.



2. When you talk directly into the transmitter and speak naturally and distinctly, your voice will come through clearly. Lips about half an inch from the transmitter give best results. Your listeners will appreciate these little telephone courtesies and you won't have to repeat words as often.



3. When you look up numbers in the telephone directory, you help insure getting the right number when you call. Many telephone users keep a handy list of frequently-called numbers, for they know that a "wrong number" wastes their time and that of the other party.

Thank you!

The Pacific Telephone and Telegraph Company



Make "Phone Plans" part of your Home Plans...

built-in telephone facilities are inexpensive



Whether that dream home you're going to build is a mansion or a simple cottage, the cost of installing built-in telephone facilities during construction will be well within your budget.



Conduit (that's a metal tube concealed in the wall through which wires are drawn when your telephone service is installed) leads to locations where telephone instruments would be handiest and most serviceable. Whether your immediate need is for a single telephone, or for several, you meet it more practically and economically this way. It permits locating the instruments where most convenient. You avoid marring finished walls or bringing exposed wire along the baseboards.



We maintain an Architects' and Builders' Service at no cost to you to help you match good "Phone Plans" with your preferred Home Plans. Call on us before building begins.



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