



In Your Building Plans— Remember Telephone Service

TO make advance provision for telephone service in the planning of buildings—whether homes, apartments or business structures—is as important as to provide for water, electricity or gas.

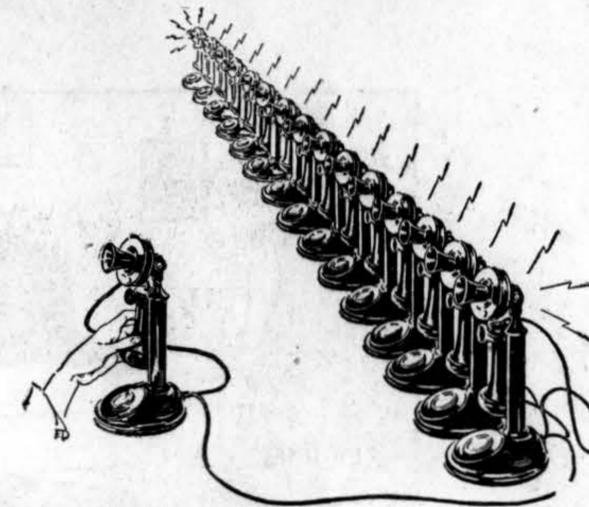
Adequate telephone service is an essential consideration in the every hour comfort and convenience of the occupants of any building and by making advance provision, prompt installation is facilitated and costly alterations or exposed wiring are avoided.

Helpful suggestions and illustrations for the aid of home owners, architects and builders are included in our new booklet, "In Your Building Plans, Remember Telephone Service."

To obtain *your* copy of this booklet, just call the Business Office of the Telephone Company.



The Pacific Telephone And Telegraph Company



"Atten-shun!"

Have you ever seen a battalion of soldiers jump to attention at a word of command? When you lift your telephone receiver, every idle telephone in this city—and millions of other telephones, connected to a network as long and broad as the nation—stands ready to obey.

You may wish to talk with someone in a distant city, or you may desire to talk only to your neighbor across the street. What-

ever your wishes may be, all our facilities must be ready. When you lift your receiver, it is as if a command went down all the regiments of the telephone army: "Atten-shun!"

Millions of dollars' worth of telephone equipment and thousands of telephone people must be ready at all hours, month after month and year after year, in order that you may lift your receiver at any time and speak to almost anyone at any place.