



"John Brown speaking"

MANY telephone customers follow the modern style: "I give my own name—*at once*—and if it is a business call I also give the name of my firm. This establishes my identity."

Such an introduction permits both parties to get down to business without loss of time. It saves preliminaries. And it makes a fine impression.

"John Brown speaking, Blank and Company."

This saves valuable time.



That you may be well served

It has been found that the voice carries much more clearly and satisfactorily when telephone users observe the following suggestions:

Please speak with the lips one-half inch from the mouthpiece.

Please speak distinctly and not too rapidly.

Please do not shout—use the normal talking voice.

Please be sure of the number before calling. If there is any possible doubt, it should be looked up beforehand in the telephone directory.

