



## “Edward Jones Speaking”

Many telephone customers follow the modern style:  
*“Edward Jones speaking.”*

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



## You Can Help

You want the best telephone service possible. We want you to have it! Will you cooperate with us in the following ways, in order that your telephone calls at all times may be clear and satisfactory?

- Please speak directly into the transmitter with the lips just clearing the mouthpiece.
- Please speak distinctly and not too rapidly.
- Please do not shout—just use the normal talking voice.
- Please be sure of the number before calling. If there is any possible doubt, please look it up beforehand in the telephone directory. That saves you annoyance—and somebody else unnecessary steps.