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(Continued Next Page)

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If your party doesn't answer right away, wait a minute. You'll get your number more often if you give the other person time to answer.

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Next time you want to make a call but aren't quite sure of the number, look it up in the latest telephone directory! Memory isn't always reliable... and you'll save time by looking up the right number before you call!

Incidentally Prompt answering of a telephone's ring is thoughtful, courteous - and good business. THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY