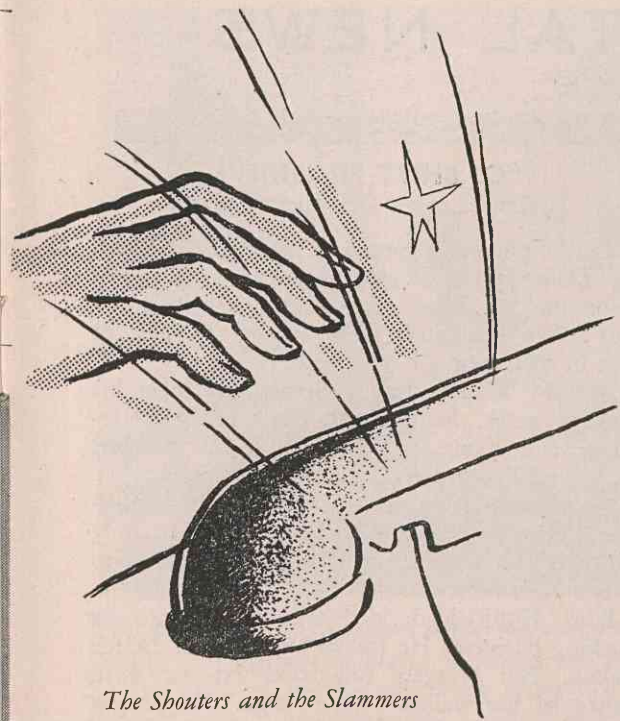


ing vague ideas.

For three cents, you can send a letter coast to coast and 6 cents will get your message anywhere in two days. Yet, a phone call over the same distance will cost one or two hundred times as much. Another good reason for using a letter, or the teletype service, is that you get a permanent, verified record that a telephone cannot provide.

If you must call, grab a note pad and jot down what you want to say, or ask about, in a few concise words. Planning any business conversation is



*The Shouters and the Slammers
make it rough on ear drums* →

rumor" man—the golf or bowling enthusiast.

There's the social butterfly, the gum chewer, the pencil thumper, the practical joker, the wise cracker, the newshawk, the weather forecaster, and on, and on, and on.

None of these telephone faults are intentional. They are usually the results of absent mindedness. Good telephone manners are easy to acquire—just a little extra effort. Consider the other fellow.

Aside from being irritating, a busy telephone can be costly.

While you are telling someone about the fish you caught—last night's bridge game—your golf score—the new dress you bought, you might be keeping them from their job. The time means little to you, yet it might be important and costly to the other person.

Last year the Company paid thousands of dollars to the telephone companies for long distance calls. Most of these calls were necessary, but if one in ten was not "strictly business", think of the saving if the calls had not been made.

And come to think of it, the telephone isn't always the most efficient way of doing business. For unless the party called is immediately available with the desired information at his fingertips, it is of little practical use to pick up the receiver in the first place. Too many times you will be asking questions that cannot be answered immediately. You may wind up by merely exchanging



"good business" and leaves the other fellow with a good impression.

Jamming the switchboard with local calls can also hamper efficient company operations, so keep your social calls to a minimum during business hours.

Don't get us wrong—we're not trying to change over from the telephone to pony express, but there are times when a phone call has its limitations. Before you call, THINK!