



**A**NOTHER interesting milestone in the history of San Francisco was reached on February 17, 1953, the 75th anniversary of the San Francisco telephone exchange. First on the Pacific Coast and third in the entire world, San Francisco's exchange was established on February 17, 1878, just twenty-one days later than the first exchange which was established in New Haven, Conn.

Originally there were only nineteen subscribers in the exchange. The first telephone directory issued in June of 1878 contained 173 names. In contrast, today there are over 465,000 telephones in San Francisco and this directory contains over 300,000 alphabetical listings.



SEE THE "CLASSIFIED"  
IN THIS DIRECTORY

YELLOW PAGES

ITS YELLOW PAGES TELL  
YOU "WHERE TO BUY IT"