

SAN FRANCISCO

Numerical Directory

1939-40

*Containing Telephone Numbers Numerically
Arranged By Exchanges*

**Saves Busy Executive's Time
Promotes Office Efficiency and Saves Expense
of Useless Call-Backs of "Nuisance Calls"**

They say - - -

"Often I receive a blind call or a name which I do not recognize. Now I have the habit of identifying every call and find it pays dividends, since I always know to whom I am going to talk, and am 'set' for them. I also eliminate a lot of nuisance calls this way. It's a habit well worth forming and it only takes about ten seconds to use this directory."



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