

SAVE STEPS—TIME AND MONEY



**YOU CAN IF YOU USE THE NEW
STREET ADDRESS TELEPHONE DIRECTORY
FOR MORE EFFICIENT OPERATION IN YOUR BUSINESS**

IF YOU HAVE SALESMEN OR SELL BY TELEPHONE

It is easy to secure the prospect's name when the only lead you have is the address. Telephone solicitation can be confined to certain areas — selected streets — particular addresses.

IF YOU ADVERTISE BY DIRECT MAIL

It saves you money on postage, for you are assured of the latest correct addresses. With this directory you can block out the more select areas of the city for your mailing campaign, or take in all areas if so desired.

IF YOU CASH CHARGE ACCOUNTS OR HAVE A COLLECTION PROBLEM

It can be an important aid in verifying telephone orders — verifying an illegible name where address is correct — verifying names for cashing checks — locating customers who have moved — locating delinquent debtors.

IF YOU HAVE DELIVERY SERVICE

Preparing routes by streets and areas — verification of name when only address is known — pick-ups and deliveries — locating deliveries to wrong addresses.

Hundreds of firms subscribe to this Directory, and depend on its information, which is as accurate as your Telephone Book.

For further information call or write

**PACIFIC TELEPHONE
Street Address Directory**

Room 313
900 Third St.
San Francisco, California
Prospect 6-7800

FOR OTHER LOCALITIES CALL YOUR LOCAL BUSINESS OFFICE

For calls originating outside of
San Francisco
Ask Operator for
ENTERprise 1-2030
(No Inter-city Charge)

TELEPHONE Conveniences FOR YOU!!

IN THE DARK — AN ILLUMINATED DIAL LIGHTS YOUR DIALING



Excellent in bedrooms, sickrooms or even in television rooms, the "light-up" set is indeed a boon to doctors, nurses and business people who are required to make calls at night.

A SPRING CORD PROVIDES NEAT AND COMFORTABLE TALKING

S-T-R-E-T-C-H — a retractile or "spring" cord will end the tangling which sometimes occurs with straight cords. Only 10 inches long when fully coiled, this cord stretches to about 4 feet.



CALL YOUR SERVICE REPRESENTATIVE AT PACIFIC TELEPHONE