

*How to make
good telephone service
even better....*



You won't miss important calls

when you answer promptly. When you have only two cards left to play in an exciting grand slam hand—or in any situation where you'd like to say "Wait a minute!"—it's always a temptation not to answer the telephone immediately. The person calling, though, doesn't know what you're doing and may hang up, thinking you are not at home. That way you may miss important calls. So, next time your telephone rings, won't you try to answer as quickly as you can?



Pacific Telephone

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 CARRY 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

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

PACIFIC TELEPHONE
Street Address Directory

FOR OTHER LOCALITIES CALL YOUR LOCAL BUSINESS OFFICE

For calls originating outside of
San Francisco
Ask Operator for
Enterprise 12030
(No Intercity Charge)