



### *You'll save time when you call long distance by number*

A special occasion call to far away family members . . . an important business call to another city . . . any long distance call goes through faster when you call by number. So next time you have an out-of-town call to make—remember you'll get faster service if you give the operator the number you're calling—rather than just the name and address.

### *for your list of personal numbers*

This FREE BOOKLET is yours for the asking. It's the handy way to keep out-of-town numbers . . . and frequently called local numbers . . . always at your fingertips. To get your free booklet—just telephone, send a postcard or drop in at your nearest Pacific Telephone business office.



**Pacific Telephone**

## California's most USED advertising medium **THE YELLOW PAGES** of your telephone directory

more than nine out of ten California people use  
one out of two California businesses advertise in



### AND HERE'S WHY

CALIFORNIA PEOPLE have found that the Telephone Directory's Yellow Pages afford them a quick, easily used index of the firms that handle the products and services they want to buy.

CALIFORNIA BUSINESSES have found that advertising in the Telephone Directory's Yellow Pages is one of the best ways to attract customers for the products and services they sell.

### YOUR GUIDE TO PROFITABLE ADVERTISING

Your telephone Directory Representative can help you make the most profitable use of your advertising in the Yellow Pages of the Telephone Directory. He's a regular employee of your telephone company, specially trained

to advise you, not only on what type of advertising to use, but also on how to train your organization to make it produce results. Call your Telephone Business Office, they will arrange to have a man contact you.



**Pacific Telephone**