



How to get the most out of your telephone service

It's wise (and thoughtful) to follow these simple golden rules for good telephone service:

- Encourage the youngsters to be considerate telephone users...and you won't miss important calls.
- Give the person you're calling plenty of time to answer...at least a full minute...and you'll reach him more often.
- Be sure that the line is free before making a call when you're on a party-line.
- Look up any numbers you're not sure of and... keep personal lists up-to-date.

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)