

Telephone Directory Advertising

The Telephone Directory in any community is now so important as *the* list of business houses, prominent residents, etc., that the position it occupies in the business world is unique.

It is the only reference book kept up to date that is generally circulated, and of necessity is revised more often than any other local publication, and its circulation is usually much greater.

It is on duty constantly, day and night, every day in the year and reaches everybody.

It might surprise you yourself, for instance, to learn how much you rely on it as an address list and business guide.

Where do we usually see the telephone book?

Isn't it usually within a foot of the telephone? Isn't it often nailed there, in fact?

The telephone and the telephone book are inseparable, and if anybody takes one away from the other there is an immediate protest.

These two modern conveniences are kept together because one must be used with the other. On this account, and owing to its continual use, the Telephone Directory, as an advertising medium, is invaluable.

FOR ADVERTISING RATES CALL ADVERTISING DEPARTMENT

San Francisco.....333 Grant Avenue, Telephone Kearny 4100
Oakland.....1751 Franklin Street, Telephone Oakland 5600
San Jose.....80 South Market Street, Telephone San Jose 185

The Pacific Telephone and Telegraph Co.

MANY ADVERTISERS

HAVE PURCHASED SPACE
IN THIS DIRECTORY

AND HAVE INCREASED THEIR SPACE
FROM TIME TO TIME

THEY WOULD NOT DO THIS

UNLESS THEY WERE SATISFIED
WITH THE RESULTS

We shall be pleased to have one of our
salesmen explain why an advertisement in
this directory will prove profitable to you

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