

# What the Telephone Does for the Farmer

Economizes time and labor on the farm  
Posts him on market conditions  
Aids in sickness and emergencies  
Brings prompt aid in case of fire  
Promotes social life  
And is a blessing to the farmer's wife



## 59,334

### Farmers, Ranchers and Stockraisers

ARE SUBSCRIBERS OF

## The Pacific Telephone and Telegraph Co.

## 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 135

The Pacific Telephone and Telegraph Co.