



The Telephone and the Directory never part company. Side by side with the means of advertising is the means of making the sale.

Everybody Relies on The Bell Directory



DIRECTORY ADVERTISING

Reaches every desirable customer, combining every business-getting feature of successful publicity...

CIRCULATION—QUALITY—PERSISTENCY

THE DIRECTORY has no waste circulation. Every copy goes into the hands of a possible purchaser.

THE DIRECTORY is a fixture in every office and every home of the better class, the constant reference book of everybody.

THE DIRECTORY'S advertisers plow up the dollars in the most profitable field—among those who are able to buy.

THE DIRECTORY is timely. Its advertisements make a direct appeal when the telephone is at hand to place an order.

The Telephone Directory is in constant use by those who represent nine-tenths of the purchasing power of the residents in the Bay Cities. Stop a moment to think what that means.

Reserve Space Now for the Next Directory

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

CALL ADVERTISING DEPARTMENT

San Francisco, 333 Grant Avenue
Oakland, 1751 Franklin Street
San Jose, 80 South Market Street

Telephone Kearny 4100
Telephone Oakland 5600
Telephone San Jose 185

190,250 copies of this issue will be printed to supply present and new subscribers in San Francisco and vicinity.

102,982 is the actual number of directories that will be delivered in San Francisco.

62,010 copies are distributed to subscribers in the other cities and towns around the bay.

But the real importance of the San Francisco Bay Counties Telephone Directory as an advertising medium is even greater than is indicated by its big circulation.

1. It is the **only** medium that is an everyday **necessity** to the public;
2. It is the **only** medium that can not be read at one sitting and then laid aside and forgotten;
3. It is the **only** medium that is consulted by more than **seven hundred thousand** people daily.

THE SAN FRANCISCO BAY COUNTIES TELEPHONE DIRECTORY

offers a unique opportunity to reach the largest number of people at the lowest possible cost

ADVERTISING IN IT PAYS

For complete information and rates, write or telephone to

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