



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

# NEVER REACHES THE WASTE BASKET.



Did you ever see a Telephone Directory in the waste basket, or on a car seat, or thrown away and destroyed?

Do you know of any other medium that is consulted *over a million times a day* and that offers such *persistent publicity*?

Such an advertising medium is worthy of your investigation.

**For Advertising Rates Call Advertising Department**

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MR. DAVENPORT