

The Classified Section

OF YOUR BELL TELEPHONE DIRECTORY

Creates sales for those merchants who recognize the value of its space and take advantage of their opportunity

Many advertisers renew their Contracts from year to year for the same or greater space—they are satisfied that their advertising in this section is a decided factor in the growth of their business.

Are you aware that the constant reference to its pages makes this section of great value to the advertiser? Have you tested this value for your own business?

We believe we can convince you that it will pay you to arrange for space and will have a salesman call on you at your convenience.

**THE PACIFIC TELEPHONE
AND TELEGRAPH COMPANY.**



Along
The Highway

The Bell sign is a symbol of assurance to the motorist.

It means that he is in touch with home and business.

It means that anxieties can be eliminated—changed plans made known—emergencies more quickly relieved.

Every Bell sign marks the location of a long distance telephone station.



**The Pacific Telephone
And Telegraph Company**

