

## ABOUT THE COVER....

Computer...digital...microprocessor...semiconductor. These high-tech words of the 1980's call up visions of the benefits of our information-rich environment.

Our business is firmly grounded on state-of-the-art technology—fiber optics, digital transmission, computer chips, laser beams—that provides our customers with access to the most useful information services in the world.

Although our business is a highly technical one, we nevertheless depend today on the same core resource we did in the days when "Number Please" was the gateway to the communications network.

In a word, people.

The photomontage on the cover of this directory is a visual metaphor for the importance of people in furnishing quality telephone service to California residents.

Superimposed on the highway-like grids of a computer circuit board are images which emphasize that ultimately good service depends on people, not technology. The positioning of these

images is no accident; technology provides the background but it's the people in the foreground who portray the true character of our business.

Perhaps the spirit and motivation of some 78,000 Pacific Bell employees can best be captured by the two commitments that have become the cornerstones of their business credo:

**WE ARE CUSTOMER FOCUSED** - We have an uncompromising focus on the individual customer. We keep our commitments and are reliable and easy to do business with. We measure customer satisfaction in order to promote this focus.

**WE ARE THE BEST AT WHAT WE DO** - We are committed to quality in everything we do and to technological leadership. We have high expectations for ourselves as we pursue excellence and quality in every aspect of our endeavors.

When you deal with Pacific Bell people, we hope these commitments are self-evident.

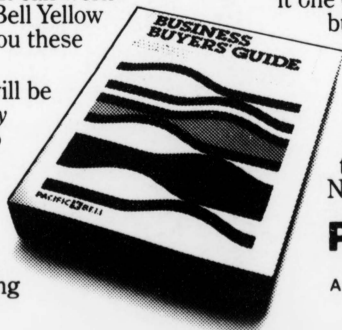
# YOU HAVE THOUSANDS OF BUSINESS PROSPECTS IN NORTHERN CALIFORNIA.

## NOW GO GET THEM.

Advertise in one of the most far-reaching business tools available anywhere: The Business Buyers' Guide from Pacific Bell.

This comprehensive new publication will list all the manufacturers, distributors, wholesalers and selected service businesses located in the greater Bay Area. It can work effectively with your local Pacific Bell Yellow Pages ad program, by offering you these additional advantages:

1. The Business Buyers' Guide will be more widely distributed than *any* other regional directory, going to over 325,000 businesses in Northern California alone.
2. The Business Buyers' Guide will receive distribution to all of the FORTUNE 500 companies and to over 50,000 key purchasing



agents across the country.

3. The Business Buyers' Guide will be *free*, with targeted distribution to business buyers only.

4. The Business Buyers' Guide will have detailed, targeted headings, zip codes and a brand/trade name index, which will make it one of the best organized, easiest to use buyers' guides available.

So, increase your sales prospects with an advertisement in The Business Buyers' Guide. Contact your Pacific Bell sales representative today. And get ready for those phone calls from all over Northern California. And beyond.

**PACIFIC BELL**  SM

A Pacific Telesis Group Company