

The Value of Telephone Service to the small Shop Keeper



VALET SERVICE



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FLORIST



CIGAR STORE

SIX HUNDRED THOUSAND telephone calls are made in San Francisco and vicinity each day. A very large proportion of these messages are purchasing orders, or relate to buying or selling. This fact is of vital interest to shopkeepers. It indicates that the telephone system is the great channel through which flows a large part of the City's trade.

Large Shopkeepers are well aware of this fact, and have installed many telephones to serve as inlets for telephone orders. In many cases, telephone trade constitutes a large proportion of their business.

Small Shopkeepers, too, can get telephone trade—providing they have telephones, and give prompt attention to telephone orders. Telephone buying is on the increase, and the shopkeeper without a telephone is left at the post in the race for business.

For rates and information regarding telephone service, communicate with nearest Contract Office

The Pacific Telephone and Telegraph Company

Every "Bell" Telephone is the center of the system



DRUGGIST



GROGGER



HAIR DRESSING PARLOR



CONFECTORY