

THE POPULATION OF SAN FRANCISCO IS CONSTANTLY INCREASING

Many new families are coming here day by day, and many more will come in the next few months.

The preliminary and construction work of THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION will attract thousands, in addition to the ordinary growth of the city, who will make their homes with us.

Every family, every man, every woman, every child MUST BUY. Supplies of all kinds and descriptions are needed. The doctor must be called, an attorney consulted, real estate men will sell them property, architects and contractors will build their houses, gardeners will put in their lawns, florists and nurserymen will supply their flowers and plants.

Each family must have its grocer, its butcher, its baker, its druggist, its laundry man, its milk man, its coal man. Pages would be required to enumerate their ever-increasing wants.

THEY ARE STRANGERS WITHIN OUR GATES

They know not where to go to supply their needs. This they must learn. You cannot seek them out. You cannot reach them except indirectly. THEY must reach YOU.

HOW WILL IT BE DONE?

One of the first necessities will be a telephone. It will be ordered at the same time as gas and electric light. With the Telephone goes the TELEPHONE DIRECTORY. And this Directory, with its CLASSIFIED BUSINESS SECTION, will be consulted constantly to determine where supplies will be purchased.

Whether YOU come in for your share of this new business depends on yourself. The man or firm that advertises will get the trade.

DO YOU WANT MORE BUSINESS, increased sales, increased profits? If so, you cannot afford not to advertise in this Classified Business Section, where thousands daily seek where they may buy what they need.

OUR RATES ARE LOW

RESULTS ARE CERTAIN

FOR INFORMATION

CALL KEARNY 4100

ADVERTISING DEPARTMENT

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY