

"Blank & Company's line is busy."

"Well, get me Smith & Jones; I'll give them the order."

A Concern Without Adequate Telephone Facilities Loses Business

WHEN all your telephone lines are in use, your telephone doors are closed. Customers who try to reach you by telephone cannot do so. If they frequently find your telephone lines busy, they will become exasperated and send their orders to another concern—one that has adequate telephone facilities and an open telephone door.

Telephone buying is on the increase. It has already become a habit with many thousands of people. A concern desiring telephone trade can no more afford to have inadequate telephone facilities than it could afford to have so few entrances that prospective customers could not walk into the store without waiting in line.

It is not difficult or expensive to correct busy telephone conditions. An additional central office line, or an additional telephone installed in a growing department, is frequently all that is needed.

Are Your Telephone Facilities Adequate?

If you are in doubt about it notify us, and we will make an investigation to determine what changes, if any, are needed. No obligation is incurred by asking for such investigation. Telephone nearest Contract Office and a representative will call.

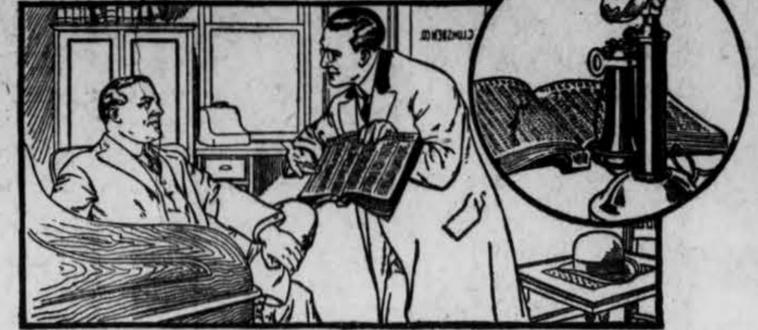
The Pacific Telephone and Telegraph Company



CONTRACT OFFICES	TELEPHONE NOS.
333 Grant Ave.	San Francisco
1414 Fillmore St.	San Francisco
1410 Haight St.	San Francisco
2581 Mission St.	San Francisco
2152 Central Ave.	San Francisco
2339 Shattuck Ave.	Alameda
1751 Franklin St.	Berkeley
449 Ramona St.	Oakland
1144 Third St.	Palo Alto
80 South Market St.	Richmond
11 B St.	San Jose
709 Fourth St.	San Mateo
	San Rafael



Everybody Relies on The Bell Directory



The Telephone and the Directory never part company. Side by side with the means of advertising is the means of making the sale.

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	Telephone Kearny 4100
Oakland, 1751 Franklin Street	Telephone Oakland 5600
San Jose, 80 South Market Street	Telephone San Jose 185