



AN EXTENSION TELEPHONE

IN THE RESIDENCE, if the main telephone is downstairs, **An Extension Telephone** upstairs will add greatly to the usefulness and convenience of the service. Upstairs or downstairs, a telephone will be close at hand and the necessity of stair-climbing eliminated.

Incoming and outgoing night messages are often emergency or highly important calls. **An Extension Telephone** upstairs in or near the sleeping apartment will save much time and add greatly to your comfort and protection.

IN THE OFFICE, **An Extension Telephone** on your desk will save you much time and annoyance. It is most inconvenient to be constantly called on to leave your desk to answer a telephone call at a telephone located in some other room, or at some point far removed from the work in hand.

With **An Extension Telephone** on your desk, telephone calls can be sent and received conveniently with practically no loss of time. With its aid you will be able to accomplish more during the busy office hours.

The additional expense of AN EXTENSION TELEPHONE is trifling.
Extension Telephones can be ordered at any of the below offices.

The Pacific Telephone & Telegraph Company



CONTRACT OFFICES	TELEPHONE NOS.
333 Grant Ave.	San Francisco Call Kearny 4100
1414 Fillmore St.	San Francisco
1410 Haight St.	San Francisco
2581 Mission St.	San Francisco
2152 Central Ave.	Alameda Call Alameda 3140
2339 Shattuck Ave.	Berkeley Call Berkeley 6747
1751 Franklin St.	Oakland Call Oakland 5600
449 Ramona St.	Palo Alto Call Palo Alto 85
1144 Third St.	Richmond Call Richmond 1921
80 South Market St.	San Jose Call San Jose 185
11 B St.	San Mateo Call San Mateo 7
709 Fourth St.	San Rafael Call San Rafael 298

Over 7,000,000 Telephone Calls

are made in San Francisco and vicinity each day

Q A 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 can get their share of this trade—providing they have telephone facilities and give prompt attention to telephone orders. Telephone buying is on the increase, and the telephone is now as necessary to the modern shopkeeper as is his stock of goods

The constant use of the **Telephone Directory** has created for the shopkeeper a valuable medium in which to advertise his wares :: :: :: :: ::

The rates for space in this book are reasonable

For Rates and Information, 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

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