

A FEW THOUGHTS FOR THE BUSINESS MAN

Advertising is a part of the running expense of a business just the same as rent or clerk hire.

When business is good it is poor policy to weaken your selling force by cutting down your advertising.

When business is quiet an added stimulant will sometimes go far in aiding to revive it.

Good advertising stimulates business.

Continuous advertising wins.

It has been frequently asserted that the Telephone Directory is one of the best printed media for continuous and persistent advertising.

PERTINENT PARAGRAPHS ABOUT THE TELEPHONE DIRECTORY

It never sleeps and is on duty 24 hours a day.

It is probably the most familiar object in your office and residence.

Practically all the people who constitute the buying class use it daily.

They will buy your goods if you tell them what you have to sell and do it in the right way.

In what way can you do this and attract their attention as effectively as in the advertising pages of the Telephone Directory?

Have you ever considered how many people see an advertisement in this book?

Do you not think it should have your careful consideration?

For rates or other 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

The Pacific Telephone and Telegraph Company