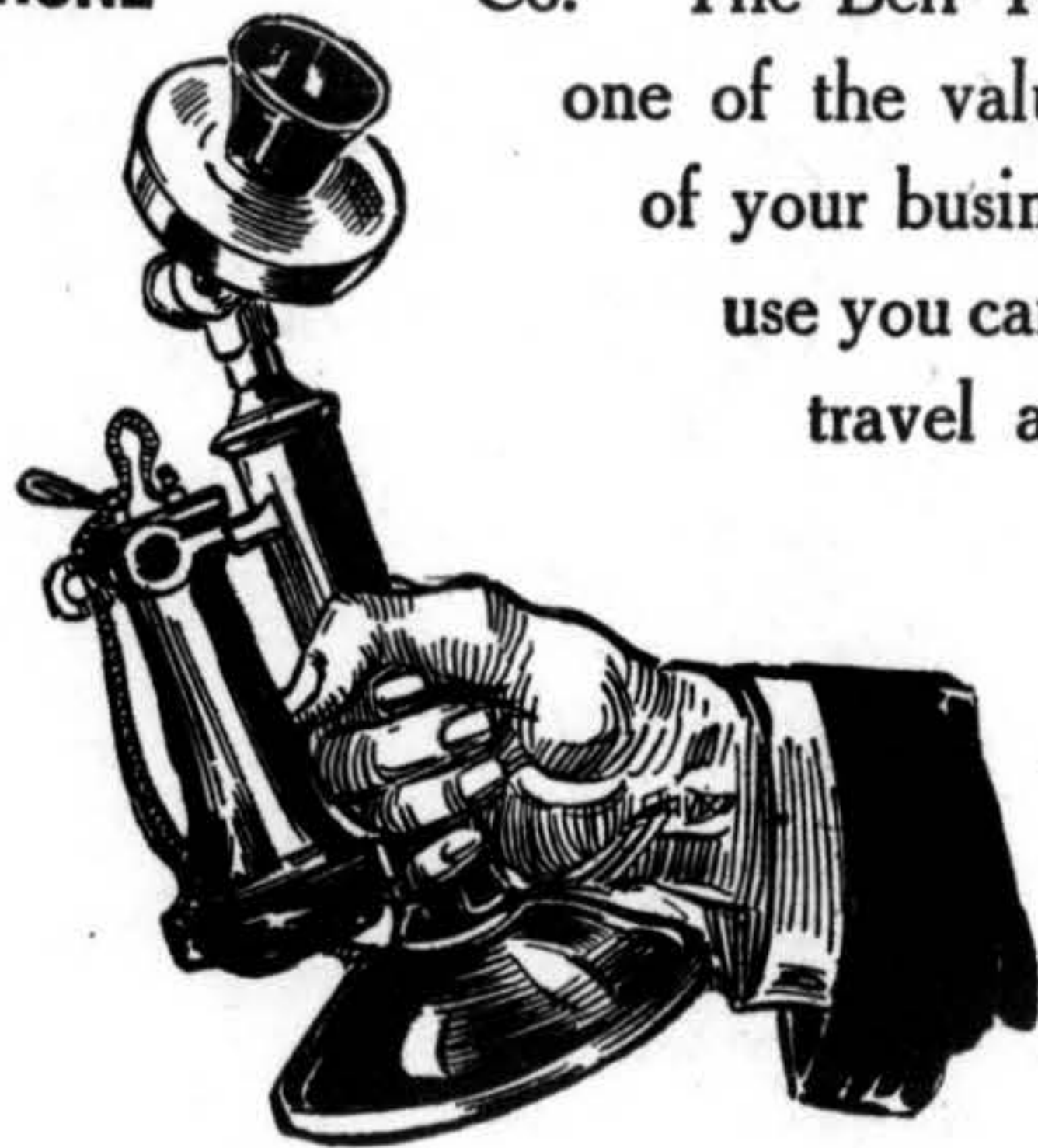


FOR YOUR CONSIDERATION

More than **Five Hundred Thousand Tele-**
phones located in **Seventeen Hundred**
Towns throughout the Pacific Coast are

now connected with the lines of The
USE YOUR TELEPHONE Pacific Telephone and Telegraph
Co. The Bell Telephone is

one of the valuable assets
of your business. By its
use you can save time,
travel and money.



Do You Use Your Telephone to Advantage?
It Costs Less to Talk than to Travel



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

**'Everybody Relies on
The Bell Directory'**



DIRECTORY ADVERTISING

Reaches every desirable customer, combining every
business-getting feature of successful publicity . . .

CIRCULATION—QUALITY—PERSISTENCY

THE DIRECTORY has no waste circu-
lation. 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 ad-
vertisements 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
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