

## Everybody Uses the Telephone Directory

*IF YOU WANT TO BECOME KNOWN*

# Advertise in the Telephone Directory

*Which has obvious advantages over  
any other medium.*

**I**T gets inside the office door and into the home; it reaches the business man and housewife. Magazines and newspapers do this, but they are short lived. The Telephone Directory gets there and stays there—it is on duty constantly, day and night, *every day in the year.*

**No Objectionable Advertisements will be Accepted**

*FOR PARTICULARS 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 Co.**

## 90 PER CENT

OF OUR ADVERTISERS

RENEW THEIR CONTRACTS

AND MANY OF THEM

INCREASE THEIR SPACE

THERE IS ONLY ONE REASON FOR THIS

## Telephone Directory Advertising Pays

WE SHALL BE PLEASED  
TO HAVE ONE OF OUR  
SALESMEN EXPLAIN  
HOW YOUR BUSINESS  
CAN BE INCREASED

CALL ADVERTISING DEPARTMENT

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**THE PACIFIC TELEPHONE & TELEGRAPH COMPANY**