



NEVER REACHES THE WASTE BASKET.

Did you ever see a Telephone Directory in the waste basket, or on a car seat, or thrown away and destroyed?

Do you know of any other medium that is consulted *over a million times a day* and that offers such *persistent publicity*?

Such an advertising medium is worthy of your investigation.

For Advertising Rates Call
Advertising Department

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THE PACIFIC TELEPHONE
AND TELEGRAPH COMPANY

Y.R. DAVENPORT.

