

How to make  
good telephone service  
even better....



*You'll save time if you  
look up numbers before you call*

Have you ever had the feeling that you're *not quite sure* of a familiar telephone number you're about to call? Even the number of a friend you call quite often? Your memory tells you it's 3198. Or is it 3189? The best way to settle it is to look up numbers *before* you call. You'll save time—and avoid the delay and embarrassment of having a stranger answer if your memory tricks you into getting an incorrect number.



**Pacific Telephone**

## SAVE STEPS—TIME AND MONEY



**YOU CAN IF YOU USE THE NEW  
STREET ADDRESS TELEPHONE DIRECTORY  
FOR MORE EFFICIENT OPERATION IN YOUR BUSINESS**

**IF YOU HAVE SALESMEN OR SELL BY TELEPHONE**

It is easy to secure the prospect's name when the only lead you have is the address. Telephone solicitation can be confined to certain areas — selected streets — particular addresses.

**IF YOU ADVERTISE BY DIRECT MAIL**

It saves you money on postage, for you are assured of the latest correct addresses. With this directory you can block out the more select areas of the city for your mailing campaign, or take in all areas if so desired.

**IF YOU CARRY CHARGE ACCOUNTS OR HAVE A COLLECTION PROBLEM**

It can be an important aid in verifying telephone orders — verifying an illegible name where address is correct — verifying names for cashing checks — locating customers who have moved — locating delinquent debtors.

**IF YOU HAVE DELIVERY SERVICE**

Preparing routes by streets and areas — verification of name when only address is known — pick-ups and deliveries — locating deliveries to wrong addresses.

Hundreds of firms subscribe to this Directory, and depend on its information, which is as accurate as your Telephone Book.

For further information call or write

Room 313  
900 Third St.  
San Francisco, California  
PRospect 6-7800

**PACIFIC TELEPHONE**  
Street Address Directory

FOR OTHER LOCALITIES CALL YOUR LOCAL BUSINESS OFFICE

For calls originating outside of  
San Francisco  
Ask Operator for  
Enterprise 12030  
(No Intercity Charge)