

## Building your dream home soon?

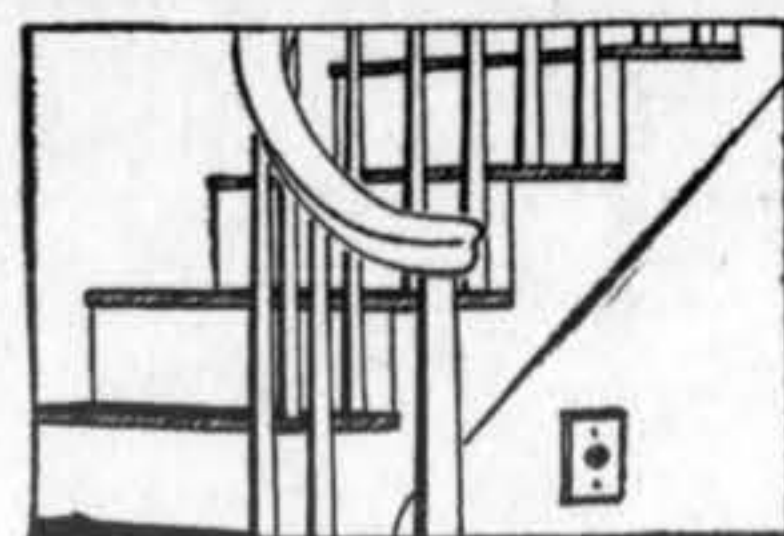
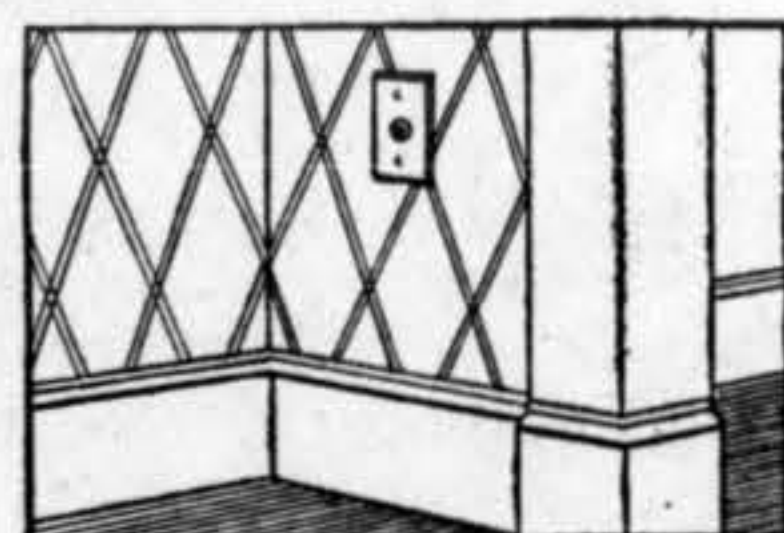
### DON'T FORGET TO PLAN AHEAD FOR CONCEALED TELEPHONE WIRING

Whether you'll want only one or a number of telephones, the time to plan for built-in concealed wire facilities is when your home is still in the blueprint stage.

For then you can be certain you won't later have to tear up part of your flooring or bring the wire in along the baseboard.

So decide in advance on convenient locations, and specify that conduit be installed during construction. This provides a metal tube through which wires may be drawn when your telephone is installed.

Our Telephone Planning Service will help you in every way possible at no charge.



## 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)