



The quickest way to look up old friends is in your telephone directory. Checking it first saves time and embarrassing errors.

# 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.

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

For further information call or write  
**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)