

“Even with a tight budget, our ad really paid off”

—Patricia Rosado, Manager
Birkenstock National Footwear

For advertising that can turn more Holiday shoppers into customers for *your* business, look to the 1988 Pacific Bell SMART Holiday Guide.

Last year, Pacific Bell's handy, information-packed SMART Holiday Pages enjoyed an enthusiastic welcome from San Francisco advertisers and consumers. And the 1988 edition has even more to offer! Now called the SMART Holiday Guide, it's a *more valuable Holiday Season information resource*—and a better place for advertising your business.

Look at what's new for 1988

Now the Holiday Guide is *two* books in one. It's a shopping Guide, *plus* a restaurant, travel and entertainment Guide with:

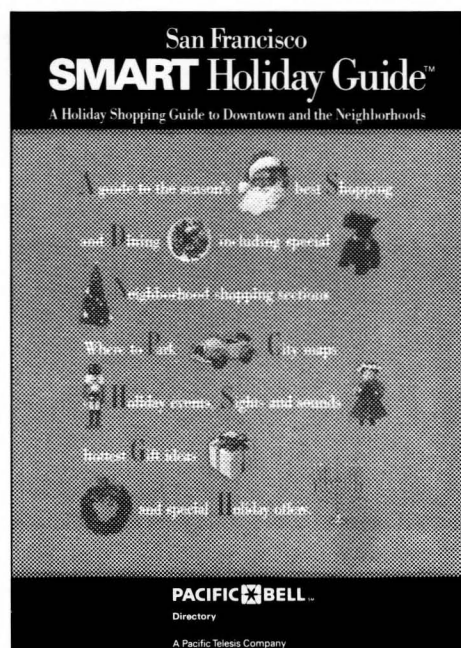
- Lower advertising rates
- More ad sizes to choose from
- More targeted, free distribution

- More consumer information about Holiday events
- Optional installment payments on your phone bill
- New ways to feature special Holiday promotions—like coupons

And this year, the SMART Holiday Guide will be delivered along with the San Francisco SMART Yellow Pages in September to select households. That ensures it will be on-hand throughout the year-end Holiday Season—including the Thanksgiving, Hanukkah, Christmas and New Year's Holidays.

So act now to make 1988 a great year for your business. Your Representative has all the details... and will be glad to write and design your ad *free of charge!* Call toll-free today:

**1 800 332-4477,
ext. 143**



It's Smarter
To Do It By The Book.™