



## A Campaign that Paid

"The results of our Long Distance selling campaign by Bell Telephone paid us wonderfully well. We will call up some more of our out-of-town customers when our new lot of goods arrives."

This illustrates the modern way of selling goods—by Long Distance telephoning. Why not apply it to your business?

Your Bell Telephone is a Long Distance Station.



**THE PACIFIC TELEPHONE  
AND TELEGRAPH COMPANY**

