



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



Here's the Answer!

When you want quick action---Telephone.

A Long Distance call gives instantaneously information that it would take two days or more to obtain by mail.

When you need some detail information, from a distant factory or customer, Telephone.

"Today, Not Tomorrow" is the slogan of the live business man and his Long Distance Telephone is one of his best aids for obtaining quick results.



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