



The Genie of the Wires

Aladdin summoned the genie of the lamp and any wish was immediately gratified.

At your command there is the genie of the wires. He will take your voice instantly—without regard to distance—wherever you may desire to send it.

You are familiar with the conveniences of local telephone service, but have you ever thought of the pleasure or profit available in the use of the long distance lines?

The genie of the lamp was the servant of a single individual. The genie of the wires will respond to the call of every telephone user.

Every Bell telephone is a Long Distance station.



The Pacific Telephone
And Telegraph Company



Customers

The business man should realize that he is separated from his customers—old and new—by minutes, not miles.

In these days of strenuous competition the successful merchant must make the best use of his resources, and there is none more important than his long distance telephone service.

In the transaction of business the use of the long distance telephone will mean the prompt answer, the personal touch and an economy of time.

Every Bell telephone is a Long Distance station.



The Pacific Telephone
And Telegraph Company

