



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



THE BETTER WAY

would be to have an Extension Telephone. It will add to the comfort of the home by saving unnecessary steps, time and annoyance.

An Extension Telephone connected to your main telephone can be placed in any part of the house. It doubles the value of your telephone service.

*The Cost is Small—
The Convenience Great*

THE PACIFIC TELEPHONE
AND TELEGRAPH COMPANY



UP STAIRS OR DOWN STAIRS
AN EXTENSION TELEPHONE
WILL SAVE STAIR CLIMBING