

"Blank & Company's line is busy."

"Well, get me Smith & Jones; I'll give them the order."

A Concern Without Adequate Telephone Facilities Loses Business

WHEN all your telephone lines are in use, your telephone doors are closed. Customers who try to reach you by telephone cannot do so. If they frequently find your telephone lines busy, they will become exasperated and send their orders to another concern—one that has adequate telephone facilities and an open telephone door.

Telephone buying is on the increase. It has already become a habit with many thousands of people. A concern desiring telephone trade can no more afford to have inadequate telephone facilities than it could afford to have so few entrances that prospective customers could not walk into the store without waiting in line.

It is not difficult or expensive to correct busy telephone conditions. An additional central office line, or an additional telephone installed in a growing department, is frequently all that is needed.

Are Your Telephone Facilities Adequate?

If you are in doubt about it notify us, and we will make an investigation to determine what changes, if any, are needed. No obligation is incurred by asking for such investigation. Telephone nearest Contract Office and a representative will call.

The Pacific Telephone and Telegraph Company



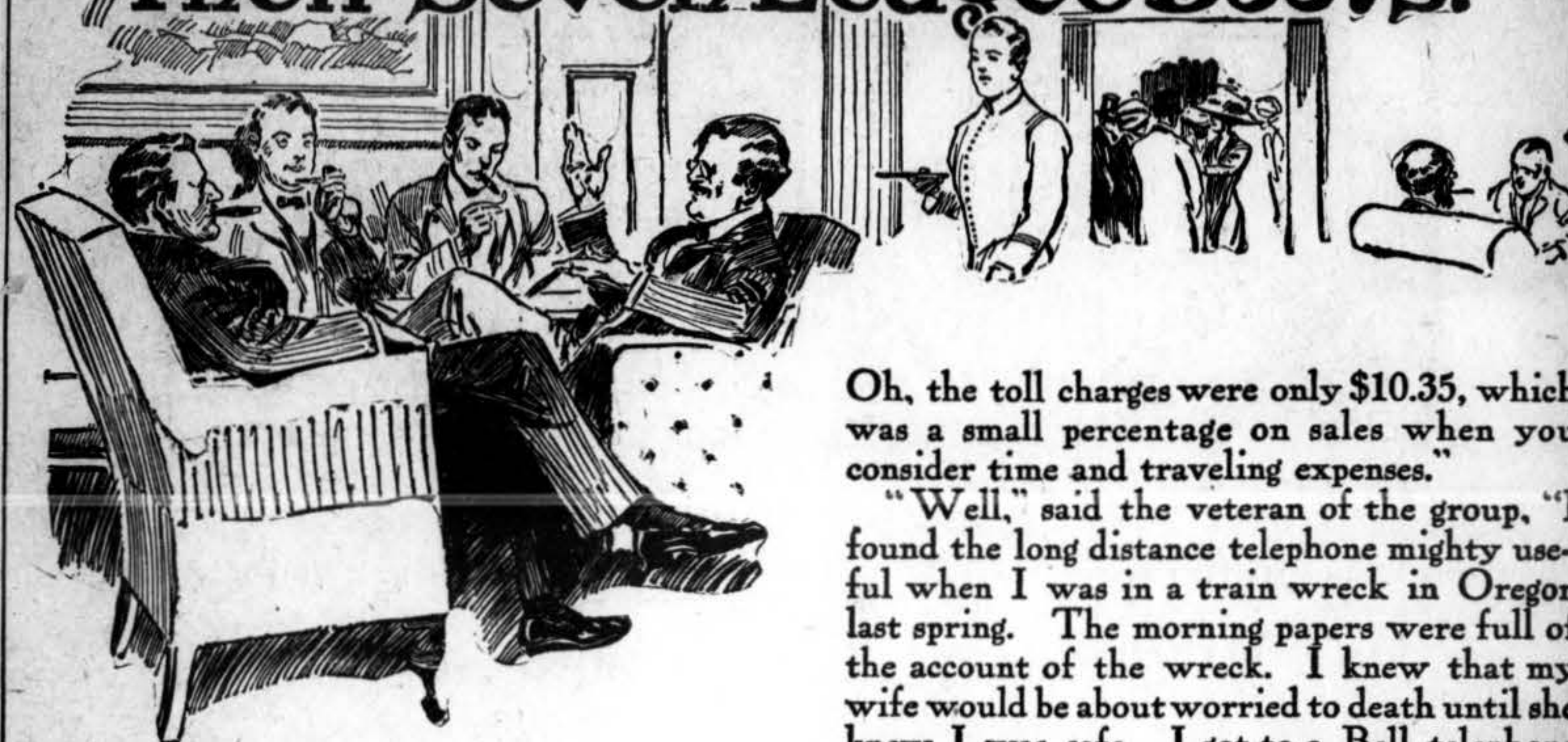
CONTRACT OFFICES

333 Grant Ave. San Francisco
2152 Central Ave. Alameda
2339 Shattuck Ave. Berkeley
1751 Franklin St. Oakland
449 Ramona St. Palo Alto
1144 Third St. Richmond
80 South Market St. San Jose
11 B St. San Mateo
709 Fourth St. San Rafael

TELEPHONE NOS.

Call Kearny 4100
Call Alameda 3140
Call Berkeley 6747
Call Oakland 5600
Call Palo Alto 85
Call Richmond 1921
Call San Jose 185
Call San Mateo 7
Call San Rafael 298

Their Seven League Boots.



Oh, the toll charges were only \$10.35, which was a small percentage on sales when you consider time and traveling expenses."

"Well," said the veteran of the group, "I found the long distance telephone mighty useful when I was in a train wreck in Oregon last spring. The morning papers were full of the account of the wreck. I knew that my wife would be about worried to death until she knew I was safe. I got to a Bell telephone as quickly as I could, and you bet she was glad to hear my voice and to learn that I was not hurt."

"The Bell long distance makes a hit with me," said the man from Los Angeles. "When I made my last trip, we were expecting a new arrival in our house, but I simply had to go. I was right here in this hotel when my brother Jim called me on the long distance and said: 'Congratulations, old man! It's a boy! Mother and child doing nicely.' It was a big relief, I can tell you."

"Long distance call for James B. Smith!" cried a hotel page, approaching the group.

"Well, boys, I may have another telephone story to add to the collection," said Smith as he arose to answer the call.

"Which illustrates just what we were talking about," said the man from Los Angeles. "We seldom get beyond the reach of the Bell Long Distance Telephone Service."

—American Telephone & Telegraph Co.

ALITTLE group of men were sitting in the smoking room of a San Francisco hotel one night telling stories and discussing things generally. The conversation lagged for a brief moment, during which the faint but commanding tinkling of a telephone bell was heard.

Brown, a big, jolly fellow who represented a large manufacturing concern in a Southern city, listened to the distant ringing of the bell for a second, and then turned the conversation by saying:

"Bless d if I see how we could do business nowadays without the long distance telephone. Got a call from the house this afternoon with a tip that starts me for Seattle first thing in the morning. Portland is usually my next stop."

"That's so," chimed in another, "I used the long distance the other day when I was at Sacramento. I got a call to go back to San Francisco. Hadn't seen a half dozen of my up-state customers. So I called them on the telephone and took orders for over a thousand dollars' worth of goods. What did it cost?"