

BROADER HORIZONS

MANY business men are discovering that their activities need no longer be limited to former boundaries. They are reaching out by telephone into new fields . . . developing new markets . . . finding new and unsuspected ways to make and save money.

Are you interested in increasing sales? By alternating telephone calls with personal visits, you can reach many more people, at lower cost. You can scout out new customers who formerly were beyond your reach. And you can give your old customers that prompt and satisfactory service which so often means repeat business.

Are you a merchant? The next time a customer asks for an article not in stock, telephone for it. This is direct evidence to him of your personal interest in his patronage.

Are you making purchases? By telephoning, you frequently can get better prices, or better delivery dates.

Wherever your own particular interest lies, the chances are you can extend your activities . . . broaden your horizon . . . with the help of Long Distance.

TYPICAL STATION-TO-STATION RATES

| From | To | Day-time | 7 P.M. | 8:30 P.M. |
|---------------|------------------|----------|--------|-----------|
| New Haven | Boston | \$.70 | \$.60 | \$.40 |
| Chicago | Grand Rapids | .75 | .65 | .45 |
| St. Louis | Omaha | 1.65 | 1.40 | .95 |
| Philadelphia | Jacksonville | 3.00 | 2.45 | 1.65 |
| San Francisco | Washington, D.C. | 8.50 | 6.75 | 5.00 |

