



# Send yourself ahead

## —by LONG DISTANCE

Pick up your telephone before you pick up your traveling bag.

Your voice is really you. Use it every trip to arrange appointments in the towns ahead. It will save you a lot of waiting time and wasted visits. Or it will bring more buyers into your sample room.

Advance appointments pave the way, provide useful information, make your personal visits more productive. Between trips, too, you can use the telephone to maintain friendly contacts, announce price changes, confirm shipping instructions, clear up complaints.

Long Distance is fast, adaptable, and particularly profitable at today's low rates. See samples below, or look in the front of your telephone directory.



Here's how little it costs to telephone!

BETWEEN THESE POINTS		DAY except SUNDAY *	NIGHT and SUNDAY *
Cincinnati, Ohio . . .	Louisville, Ky. . . .	\$ .50	\$ .35
Little Rock, Ark. . . .	Shreveport, La. . . .	.75	.45
Topeka, Kan. . . . .	Chicago, Ill. . . . .	1.50	.90
Toledo, Ohio . . . . .	Sioux City, Iowa . . .	2.00	1.20
Pierre, S. D. . . . .	New York, N. Y. . . .	4.00	2.50
Washington, D. C. . .	Reno, Nev. . . . .	6.00	4.00

\* 3-minute station-to-station rates. Night rates are in effect from 7 P.M. to 4:30 A.M. every night and all day Sunday.