

Simply bidding one more doesn't show extra strength. It shows extra length.

This chestnut is true. Reserve "bidding one more" to show a hand where you have an extra trump. When you want to invite partner to bid game when he is a maximum for his previous bids, do something else. e.g.

1H – (1S) – 2H – (2S)

3H – (P) - ?

3H here should be simply competitive. It does not invite responder to bid game. It should show opener with a 6th heart or some reason not to defend the hand. With most ordinary opening hands, opener will simply pass 2S.

In order to invite game, opener has options of double to show a game invite based mainly on High Card Points. Bidding 3C or 3D will show a game invite based on distributional values of a two-suited hand. e.g.

1H – (1S) – 2H – (2S)

X a game invite based mainly on High Card Points.

3C a game invite based on distributional values of a two-suited hand.

3D a game invite based on distributional values of a two-suited hand.

Similar reasoning applies to responder. Bidding one more doesn't mean he has found an extra ace! It means he has a 4th trump. e.g.

1H – (1S) – 2H – (2S)

P - (P) - 3H

Sometimes, you won't be able to bid another suit to show a distributional raise because the opposition are cramping your bidding space.

1S – (2H) – 2S – (3H)

?

Now, double is the only way to show that you wish to invite game.