

The telephone on your customer's desk is a permanent salesman for you...

EVERY minute of every business day you have a direct path to the ear of almost any customer or prospect. You can gain his attention within two minutes* of the time you take up the telephone . . . and hold it until your sales talk or other message is concluded.

That pathway is your telephone. Are you using it? Here are some typical results obtained by concerns using Long Distance on an organized basis.

Between frequent trips into the field, an executive of The Brown Company, paper manufacturer, telephones customers from his Chicago office. In one typical period, he made 12 Long Distance calls at a cost of \$25, and sold 1000 tons of pulp valued at \$75,000. "While the groundwork of these sales had been laid by personal contacts," he said, "the telephone enabled me to complete them at the exact moment the customers were ready to buy."

Recently, a man from South Dakota walked into the office of the district manager of the Chicago Pneumatic Tool Company to discuss the possible purchase of a Diesel engine.

The deal was not concluded during the interview, and the district manager asked the customer to telephone "collect" from his home when he had reached a decision, even if that decision were unfavorable. A few days later the customer did



so, saying he had decided not to buy the engine. However, because of the opportunity which the telephone gave to talk things over, the district manager was able to satisfy the customer's objections and complete the transaction. Result: a \$4500 sale which otherwise would have been lost.

Scarcely a day passes that we don't hear of similar interesting results. Won't you allow us to see if *your* company can't

benefit in the same way? Just call the nearest office of your local Bell Company. No obligation.

TYPICAL STATION-TO-STATION RATES

From	To	Daytime	7 p.m.	8:30 p.m.
Chicago	Milwaukee	\$.50	\$.40	\$.35
Cleveland	Buffalo	.95	.85	.55
New York	Washington, D.C.	1.05	.90	.60
Atlanta	Miami	2.55	2.10	1.40

* The average time required to reach the distant telephone on all out-of-town calls in the United States last year was 1.5 minutes.