

*He's your Bell Telephone Communications
Consultant...trained to help you boost
efficiency, cut costs and increase sales*

"That sounds like a large order."

It is—but he's doing it for firms like yours every day. Tailoring communications to the exact needs of a business is his specialty. He represents the largest, most experienced communications corporation in the world.

"Will he tell me how to run my business?"

No—but he'll show you how practical, up-to-date communications can help you run it more efficiently and profitably. He'll study your business operations, the layout of your premises and your present communications. Then he'll make his recommendation.

"Will he try to sell me more equipment?"

If you need it—yes. He may end up merely showing you how to use the equipment you *have* to better advantage. But Bell System research has produced some outstanding new equipment and systems, such as the Call Director telephone shown below. If there's a place for them in your business—if they can definitely improve your operations and your profit picture—you'll *want* them.

"How do I arrange a meeting with this man?"

Just call your Bell Telephone business office and ask for the Communications Consultant. He's ready to visit you at your convenience.



The Call Director telephone,

only one of many new, pace-setting Bell System developments, offers unsurpassed pushbutton flexibility. With Bell System intercom, it lets you add other people to calls on your line, set up telephone conferences, hold calls—puts as many as 29 outside, extension or intercom lines at your fingertips. Thousands of firms already have it.

BELL TELEPHONE SYSTEM

