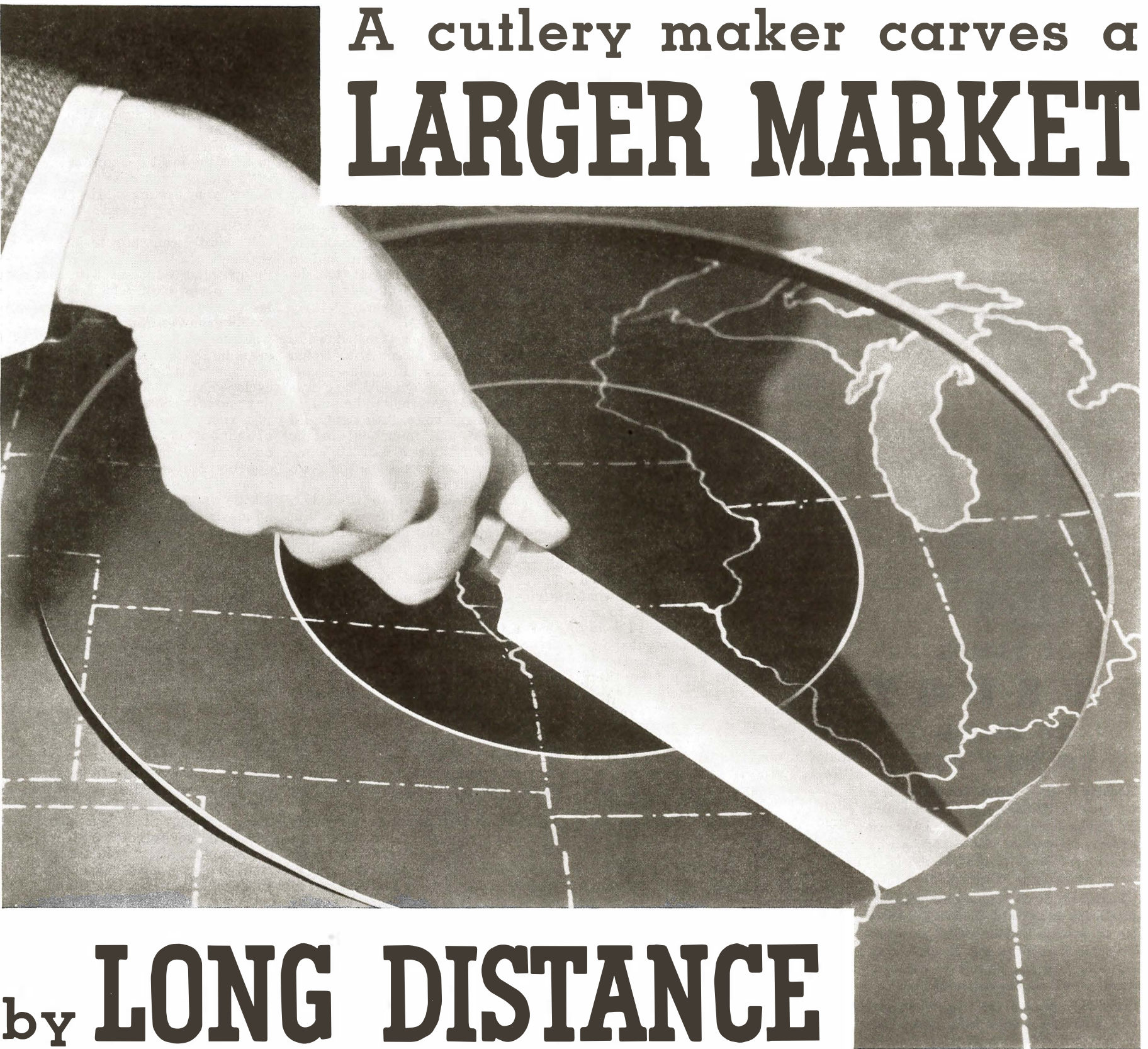


# A cutlery maker carves a LARGER MARKET



## by LONG DISTANCE

A SMALL sales force covers the entire United States for a New York manufacturer and distributor of knives, scissors, and surgical instruments.

Territories are so large that customers can be visited personally only twice a year. But contact is inexpensively maintained and business developed between visits by telephone calls from central points—under a systematic plan prepared with the co-operation of the telephone company.

Results have been so satisfactory that in one central western area the cutlery company recently adapted Long Distance to creating *new* customers. Jobbers and stores in

cities off the regular routes, not normally visited, were carefully listed and mapped. Samples, selling literature and catalogs were mailed in advance.

Telephone calls were made from carefully chosen key towns to all prospects nearby. *And 50% of all calls produced active customers!* The plan is being extended to other territories.

Long Distance is fast, efficient, economical. But above all—it's *flexible*. It has been profitably applied to businesses of all kinds and sizes—to purchasing, production, traffic, accounting, executive activities, as well as sales. A representative of your local Bell Telephone office will be glad to help you

discover how Long Distance telephone service can best be used in *your* business.

### TYPICAL STATION-TO-STATION RATES

From	To	Day-time	7:00 P.M.	8:30 P.M.
Cleveland	Detroit	\$ .60	\$ .50	\$ .35
Denver	Omaha	2.05	1.75	1.15
New York	Atlanta	3.00	2.45	1.65
St. Louis	Boston	3.75	3.00	2.00
San Francisco	Minneapolis	6.00	4.75	3.50

For additional rates, consult your telephone directory or ask the operator.

