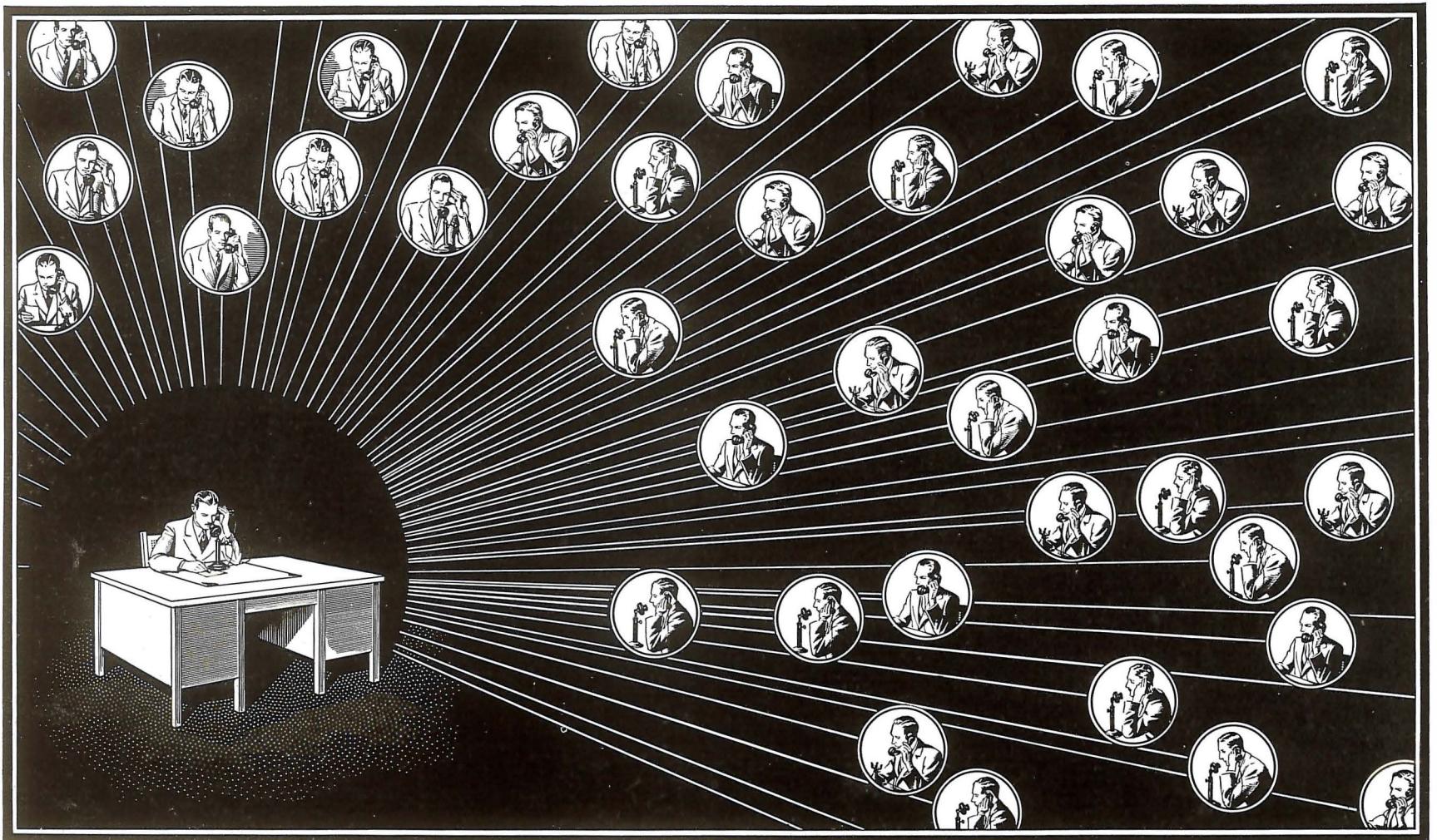


OUT-OF-TOWN SALES INCREASED Selling cost decreased . . . through this Telephone Merchandising Plan



THE telephone is helpful at all times in transacting inter-city business, but it is especially valuable when a definite plan is followed.

An automobile distributing firm adopted a Long Distance merchandising plan presented by the local Bell Company. This plan included direct selling to dealers in three states by telephone; the use of Long Distance advertising material to cover 2000 potential parts customers; and the training of the firm's personnel on telephone sales work.

The general manager writes: "We have been very successful in increasing our sales volume materially since the start of the plan; and our selling cost has decreased beyond our fondest hopes."

A machinery company on the west coast

had bought the output of a bankrupt concern. A telephone representative suggested a Sequence Calling Plan to dispose of the equipment. In three days, 256 customers in four states were solicited by telephone, and \$6000 worth of machinery was sold at a sales cost of about 1%.

Your local Bell Company has trained men who will gladly help you devise a Telephone Merchandising Plan to fit your particular needs. Long Distance charges are surprisingly low: St. Louis to Indianapolis, \$1.10. San Francisco to Philadelphia, \$8.75. Cleveland to Pittsburgh, 70 cents. These are station-to-station day rates; evening and night rates are still lower. Develop your inter-city business by telephone . . . *quick . . . inexpensive . . . most effective.*

