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LISTS SEVEN PROFITABLE USES FOR TELEPHONE

Publication Calls Telephone a Money Making Commercial Tool When Well Used

Seven ways to make money with the telephone are described in a recent issue of the magazine "American Business." The telephone is termed a tool of business which, like other tools, is as good as the use made of it.

The seven ways which the magazine lists for the systematic use of the telephone in building business and the chief advantages are:

- (1) Answering inquiries. Answering by telephone enables a business concern to get ahead of its competitors to whom the prospect may also have sent inquiries. Such telephone conversations should be confirmed by letter.
- (2) Increasing out-of-town sales. The telephone can take the place of a sales office in many places. One Chicago company almost doubled its sales to Minneapolis customers by listing its telephone in the Minneapolis directory and coding it so that all calls from that city were automatically charged to their account.
- (3) Collecting past due accounts. Many delinquent debtors respond better when followed up over the

phone than by mail. A friendly telephone call, notifying important customers that discounts are about to be forfeited, often brings a check.

(4) Maintaining campaign activities. By means of conference calls, the head of a business or the sales manager can talk with a group of salesmen, branch managers or division managers or a group of men can talk with each other in distant cities.

(5) Eliminating lost time in selling. Salesmen telephoning in advance for appointments with buyers can save much money and traveling expenses. Frequently fifty cents or a dollar thus so spent for an appointment saves twenty or thirty dollars in wasted traveling expenses when salesmen arrive to find buyers have just left for eastern markets.

(6) Reviving and covering inactive accounts. By personally telephoning customers who stop buying for sixty days, sales executives can be sure to revive many an account which had slipped away to competitors.

(7) Introducing new products. In sending samples of new products to prospective customers, some business men mail them with a letter requesting the prospect to hold the sample on his desk until receipt of a telephone call in explanation of the product.

Her tone told him she was the florist of the family. But facts were not to be brought into circulation at that instant.

Very soon she saw him eyeing the expensive piece of needlework which Nona had confiscated. That, too, was hers. She dived into the piano once more. From the corner of her eye she noted that he gave the linen beauty a close scrutiny. He was impressed, at any rate.

It seemed a long time till the peal of the bell echoed in. She arose as the visitor appeared at the parlor door. Wilbur had met Otis Danner in the hall. Mrs. Halpin was spared the awkwardness of the introduction.

"I've called to ask for Miss Nona," announced the latter arrival, blithely.

The sister doled out the information the first had received. Not one of them looked toward Lester Ames. It was not necessary.

"Mr. Ames and I have been voting on the new music." She swept the keys, to hold both callers until wits, should again assert themselves.

Wilbur and Otis swung a few steps in exhilaration, when the former planted the guest in a chair. Lester Ames smiled as if looking upon humanity from some desert spot. Marcia did her best to prove interesting.

Not until a quarter past eight did Nona put in an appearance. Marcia had passed the candy platter, with promise of other refreshments later. Nona ran to the dish, selecting two or three bits in girlish artlessness.

"Marcia is so good to us. Candy any time we say the word. But Wilbur seldom remembers, except at Christmas when everybody else is thinking of it."

"What of yourself?" It was Otis Danner who asked.

"Oh, I don't bother! What is the use, when there's another to take charge of affairs?"

Her unconcern was dramatic. Otis' eyes twinkled; Lester revealed surprise.

"Come, it is your turn at the piano!" demanded the brother. Marcia had arisen, to be toward the kitchen. The orangeade was due.

Nora flourished at the keys like a novice. She banged a bit, and started off precipitately through a two-step. Wilbur made a halt.



Here is Jeanne Donnelly, vivacious young author of "Way Back When," our new feature tracing little-known phases in the lives of great people. A busy mother and housewife of 12, Jeanne Donnelly has nevertheless found time to write an intriguing series of articles in "Way Back When!" A thoroughly American young woman, she was born in Illinois, raised in Indiana and now lives at Scarsdale, New York.

"A bay within a bay" will be formed by the Treasure Island site of the 1939 Golden Gate International Exposition, making one of the finest yacht harbors in the world.

Dr. Joseph W. Norton
OSTEOPATHIC PHYSICIAN and
SURGEON
GENERAL PRACTICE
23100 Grand River Avenue
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The Word "News"
The word "news" was not derived from the adjective "new." Many years ago, it was customary to put at the head of periodicals the initial letters of the companies thus: N. S. W. E. It meant that the information published came from the four quarters of the globe and from these letters came the word "news." — Pearson's Weekly.

Metallic Paints
Metallic paints, which in themselves are not subject to corrosion, are highly satisfactory for protection of material which is subject to this form of deterioration. Such paints, however, must adhere tightly to the surface of the material and must have sufficient elasticity to expand and contract without cracking.

Delay Explained
"Your coffee, sir," said the waiter. "Special from South America." "So that's where you've been!" yawned the diner. — Stray Stories Magazine.

Letters to the Editor MUST BE SIGNED.

Facts About the Telephone

The first telephone exchange in Rhode Island was opened at Providence on April 2, 1879.

Telephone calls originating in Washington, D. C., during 1936 numbered approximately 281,700,000, an increase of more than nine per cent over the previous year.

For the fiscal year ending June 30, 1936, long distance calls in the Australian telephone service totaled 36,041,480. This represents an increase of 10 per cent over the figures for the preceding year.

The first telephone central office in England was opened at 36 Coleman Street, London, in August of 1879. There were seven subscribers and one telephone operator, a boy. In November, 1936, the one-millionth telephone was installed in London.

Send in your news items.

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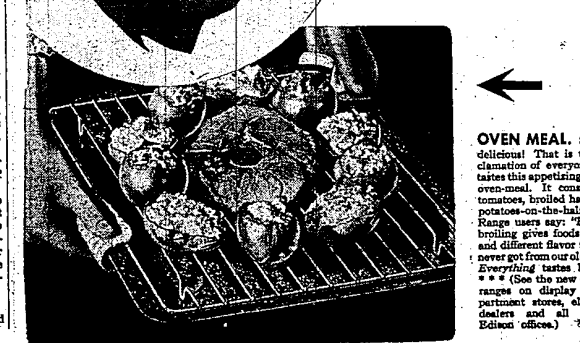
"It is certainly the best all-around method of cooking!"



SPIC-AND-SPAN. A housewife comments: "My electric range is a joy to cook on and a joy to keep clean. I especially like the freedom from soot and grease, and the cleanliness of the cooking utensils."

CAKE FOR A MAN!

Angel Food Cake, the supreme test of baking, comes through with flying colors on an electric range. One woman says: "I have had wonderful success with baking in my electric oven. I can't say enough for it. It is splendid!"



OVEN MEAL. Simply delicious! That is the explanation of everyone who tastes this appetizing grilled oven-meal. It consists of tomatoes, broiled ham, and potatoes-on-the-half-shell. Range users say: "Electric broiling gives foods a new and different flavor that we never got from our old stove. Everything tastes better!" * * * (See the new electric range on display at department stores, electrical dealers and all Detroit Edison offices.)