

The Corner unusual
business from $\$ 1,000,000$ to $\$ 5,500,000$ business from $\$ 1,000,000$ to $\$ 5,500,000$ -a wholesate grocer to enlarge his vola soap salesman to sell $\$ 6000$ worth of goods in one afternoon at a selling cost of less than $1 \%$ !
This spirit of cooperation is one rea-
son why the Bell System enjoys so important a place in American business.

The inclustry that succeeds today is the one thanlooks owide itsown ways to make itself more valuable. Foe may years, Bell System men have been working out ideas to increase For example, they prepared plans for selling by telephone which helped an insurance man to increase his annual

## BELL SYSTEM

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