

# How can we compete head-on against IBM, Litton, Rem Rand, et. al. and sell forty million dollars in electronics products to the toughest customers in the world?

## We worry a lot

We start with your needs; not our products.

We worry about filling our customers' and prospects' needs for programmable calculators and word processing equipment rather than expecting their needs to fit what we make.

We assume you have to run your company as lean as we run ours. Solving your data handling and information processing problems profitably for you is the only way we can make a profit.

## Two profitable ideas you should look into

We make 46 kinds of programmable calculators and about 77 pieces of peripheral gear like printers, plotters and memory devices. Most of our customers buy them to do data handling jobs that can't be economically handled by large computers. Or, many of our customers have jammed time-sharing schedules for their engineering, development or business departments. They need cost-justifiable alternatives to staggering time-sharing costs.

Our new line of word processing equipment . . . automatic typewriters . . . is solving many of the problems related to the fact that the ordinary business letter has soared to over \$3.00. Our objective was to market an automatic typewriter that matched the three leading ones in features and performance yet sold or rented for less. We did it. We'd like to show you how it might make your secretary an Administrative Assistant and cut costs on anything produced on a typewriter.

## How to put us to work for you

Just call us and tell us what problems you have in data handling or information processing needs. We have two hundred and fifty trained salesmen in the field backed by service in 104 cities. If we can't solve your problem and save you money you can always call the giants.

**WANG**

LABORATORIES, INC.

