De Soto might be a telephone man—today

He pioneered a way into new country—and luck again. He led his men through every clump where there were no resources—where there were no boats he built them.

Today men of the telephone industry are the De Soto kind of pioneers. They've a vision to tackle the new job and the resourcesfulness to see it through. In working to make a better cable they saw the need for a new method of insulating wires—and the De Soto kind of effort filled it.

Guiding the technician's skill, telephone pioneering demands courageous business leadership by super-visor and executive. To keep up with a new country, industry needs not only great courage it has right direction.

BELL SYSTEM

"OUR PIONEERING WORK HAS JUST BEGUN!"