The Incomparable Spirit of Youth

—with subtle charm and domestic, inclined toward the delightful, rougher

New Woolens—imported and domestic, inclined toward the delightful, rougher wares—

Suit: $45 to $60
Topcoat: $40 to $60

Fitting the service to the customer’s needs

Bell System service is custom-made. Each of the 65,000,000 telephone calls handled in the average day must meet the exact wishes of the person making the call.

Telephone men study a customer’s communication needs, then advise the type of equipment that fits them best. For department stores, for example, they recommend the “order turrent”—a special switchboard for taking orders by telephone. Thus they enable the store’s service and simplify ordering for the customer. They develop equipment and plans for brokerage houses, police departments, two-way sales forces—and all manner of business firms.

The telephone industry continues to grow by fitting its service more and more completely to the user’s needs. For men with insight and the ability to coordinate, the opportunity is there!