

Success Story — American Style

Just seventy-five years ago the first spoken message was carried over a few feet of wire, connecting two crude telephones. In the United States today, 173 million conversations daily speed over 152 million miles of wire connecting 43 million telephones.

First regarded as a mere toy, the telephone in the U. S. today is an 11 billion dollar business, owned by almost a million stockholders and provides jobs for three-quarters of a million persons.

The industry is big because America is big and requires a huge communications system to keep the wheels of commerce, and society generally, running smoothly and swiftly — yet its cost is low, within the reach of most families.

This is just a typical American success story, possible only under our system of free enterprise which permits free men and women to exercise individual initiative.

The Cincinnati and Suburban Bell Telephone Company

Very few men are exact average in their bodily proportions. Therefore, it behooves every man, if he can, to get a



SUIT, TOPCOAT or OVERCOAT
tailored to his individual measurements
at

\$47.50 to \$69.50

(2-pc. suits)

This will make him feel perfectly fit in a
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