



*Where Ignorance Is Folly
It is Bliss to be Wise*

There is no bliss to that ignorance which prevents your knowing when the first onset of disease gets a hold on your system.

Like a spark, it may, if neglected, develop into the flame of chronic disease.

You should know. You should keep a check on your health condition. If you know you are healthy—knowledge is bliss.

Our service gives you this knowledge—keeps a periodical check on the state of your health, as revealed by urinalysis.

Have you read "The Span of Life"? If not, write for a copy today. We will send it to you free.

NATIONAL BUREAU OF ANALYSIS

F. G. SOULE, President and Founder

A. M. 115 Republic Bldg. CHICAGO

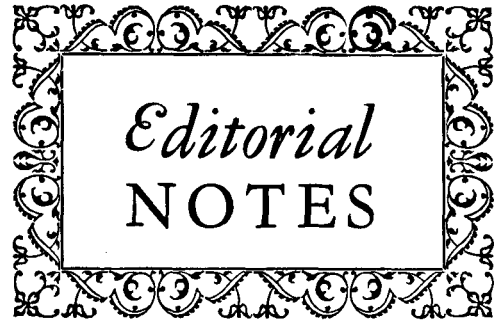
National Bureau of Analysis
A.M. 115 Republic Bldg., Chicago

Gentlemen:

Please send me a copy of "The Span of Life," without obligation.

Name.....

Address.....



THE AMERICAN MERCURY proposes hereafter to print a series of articles upon American journalism. They will not be composed of mellow reflections upon journalistic ethics and the part that the daily press plays in Service; they will be devoted to a concrete discussion of concrete newspapers and newspaper men. Journalism in America is changing. The old-time managing editors of the ice-wagon driver type are going out, and new men of a more civilized sort are coming in. In the ranks of the editorial writers intelligent young fellows are springing up, and making their marks. Even among the city editors there is a noticeable decline of the traditional doctrine that it is *infra dig.* for an active journalist to be intelligent, of good taste, and a gentleman.

A number of these articles are already arranged for, but there is plenty of room for more. Most of those in prospect are the work of men in the higher ranks of the trade. There should be something, also, out of the lower ranks. Here is a chance for bright young reporters with something to say—whether about editorial policies, newspaper organization, or working conditions in the craft. But it must be said plainly, with names and dates. Have the graduates of the schools of journalism anything to offer? They have been pouring into the city rooms of late; what have they observed? All articles that are sent in will be read promptly. And for those that are accepted payment will be made in New York exchange with the speed of the unchained lightnings.

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Service cannot stop

The telephone, like the human heart, must repair itself while it works. The telephone system never rests, yet the ramifications of its wires, the reach of its cables and the terminals on its switchboards must ever increase. Like an airplane that has started on a journey across the sea, the telephone must repair and extend itself while work is going on.

To cut communication for a single moment would interrupt the endless stream of calls and jeopardize the well-being and safety of the community. The doctor or police must be called. Fire may break out. Num-

berless important business and social arrangements must be made.

Even when a new exchange is built and put into use, service is not interrupted. Conversations started through the old are cut over and finished through the new, the talkers unconscious that growth has taken place while the service continues.

Since 1880 the Bell System has grown from 31 thousand to 16 million stations, while talking was going on. In the last five years, additions costing a billion dollars have been made to the system, without interrupting the service.



**AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES
BELL SYSTEM**

One Policy, One System, Universal Service

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