



## To-morrow's Telephones

So vital a factor has the telephone become in American life that the demand for it would undoubtedly grow even without increases in population. New businesses are founded; others expand. New homes are established in town and city, in suburban dwellings and apartment houses.

To meet the needs of America, to-day and to-morrow, with the best and cheapest telephone service, is the responsibility of the Bell System. The telephone will grow with the population and prosperity of the country, and the plans of to-day must anticipate the growth of to-morrow.

The service which is given to-day was anticipated and provision was made for it, long in advance. Money was provided, new developments were undertaken, construction work was carried through on a large scale. The Bell System, that is, the American Telephone and Telegraph Company and Associated Companies, has continuously met these requirements. It has enlisted the genius of technical development and the savings of investors for investment in plant construction.

Over 315,000 men and women are owners of the American Company's stock and over half a million are investors in the securities of the System. With a sound financial structure, a management which is reflected in a high quality of telephone service, the Bell System is enabled to serve the increasing requirements of the American public.



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

**BELL SYSTEM**

*One Policy, One System, Universal Service*

or another aspect of law (chiefly international law) or arbitration. Of especial importance are the essay entitled "The Permanent Court of International Justice" (which includes the full text of the Statute of the Court) and that entitled "Aircraft and Radio," an account of the proceedings of the recent international conference, composed of a Commission of Jurists (whereof Mr. Moore was President) and their Military and Naval Advisers, for formulating a code of rules for regulation of the use of aircraft and of radio in time of war. The General

Report of the conference is printed with the essay.

#### RELIGION AND PHILOSOPHY

**NATURE OF LOVE (THE).** By Emmanuel Berl. Translated by Fred Rothwell. The Macmillan Company, New York. \$2.

This is a translation—apparently from the French, but the title-page is reticent about it—of a philosophical consideration of love. The author's name is more Teutonic than Gallic, but his manner of writing is so lacking in heaviness, his scholarship is so pleasantly unlike that of the Germans, that it seems safe to as-

sume that he is a Frenchman. He considers love from the view-point of the idealist, the realist, the biologist, and the sociologist.

**TALKS TO YOUNG PEOPLE ON ETHICS.** By Clarence Hall Wilson. Charles Scribner's Sons, New York. 80c.

A discussion of right and wrong conduct, written without priggishness.

#### MISCELLANEOUS

**ROSES FOR ALL AMERICAN CLIMATES.** By George C. Thomas, Jr. The Macmillan Company, New York. \$3.

An extremely useful rose book, which should save many rose lovers from the disappointment so often incurred through ignorantly attempting the impossible or needlessly difficult in their choice of varieties. Mr. Thomas divides the country into climatic zones, and appends to his description of every rose the zone or zones in which it will flourish. These descriptions are unusually full and clear, and the drawbacks as well as the good qualities of each variety are faithfully set forth. There are well-arranged chapters on each of the great rose groups, with long and careful lists of varieties under each; there are also directions for planting and care, and there are helpful illustrations, including some admirable ones in color. A most valuable guide for any one planning an extensive planting of roses; and even the owner of a modest plot might well profit by a study of its pages before selecting the precious few which, all the more because they are few, should be those most fitted to bring him an abundant crop of beauty.

## Books Received

#### FICTION

**DIVINE LADY (THE).** By E. Barrington. Dodd, Mead & Co., Inc., New York. \$2.50.

**RED CAPS AND LILIES.** By Katharine Adams. The Macmillan Company, New York. \$2.

**SHADOWS THAT PASS.** By Otto Rung. D. Appleton & Co., New York. \$1.75.

#### RELIGION AND PHILOSOPHY

**IS GOD LIMITED?** By Bishop Francis J. McConnell. The Abingdon Press, New York. \$2.

**NATURE OF GOD (THE) AND HIS PURPOSE.**

Conference on Christian Politics, Economics, and Citizenship Commission Report at Birmingham, April 5-12, 1924. Vol. I, 3 shillings. Vol. II—Education, 3 shillings. Vol. III—The Home, 3 shillings. Vol. IV—The Relation of the Sexes, 3 shillings. Vol. V—Leisure, 2 shillings. Vol. VI—The Treatment of Crime, 2 shillings. Vol. VII—International Relations, 2 shillings. Vol. VIII—Christianity and War, 2 shillings. Vol. IX—Industry and Property, 3 shillings. Vol. X—Politics and Citizenship, 2 shillings. Vol. XI, Vol. XII—Historical Illustrations of the Social Effects of Christianity, 2 shillings each. Longmans, Green & Co., London.

#### EDUCATIONAL

**RURAL SCHOOL MANAGEMENT.** By Harry L. Eells. Charles Scribner's Sons, New York. \$1.80.

**FRANCE.** By Mme. et G. H. Camerlynck. Allyn & Bacon, New York. \$1.25.

**OUR FAITH IN EDUCATION.** By Henry Suzzallo, Ph.D. The J. B. Lippincott Company, Philadelphia. \$1.25.

**FARMING FEVER (THE).** By Wheeler McMillan. D. Appleton & Co., New York. \$1.50.

# Financial Department

The Financial Department is prepared to furnish information regarding standard investment securities, but cannot undertake to *advise* the purchase of any specific security. It will give to inquirers facts of record or information resulting from expert investigation, and a nominal charge of one dollar per inquiry will be made for this special service. All letters of inquiry should be addressed to THE OUTLOOK FINANCIAL DEPARTMENT, 381 Fourth Avenue, New York.

## How to Buy a Bond

By WILLIAM LEAVITT STODDARD

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