

## Springtime--and Its Glorious Fashions

Wont you come and see the most charming fashions we have ever assem= bled?

## OUR COATS

$=$ OMR: fur; embroidered, braid trimmed, or severely plain. But all of them
embodying Indivualty, distinetion, and exelusivenes, at exceptlon. ally moderate pricès.

New Daytime Dresses

We have added an new inne of CHILDREN'S HA「「S which are right in style and more than right in price. Our

priees in millinery are lower than elsewhere and it will par sou

## Our Men's \& Boys CLOTHING

## Plos Chathes for men and Young Men. You will find stylo at the Pit

 best-in the correct models, the new eolorings, the smart at itrics- at a style Plus store. St the Plus Clothen

Shoes to Match Your Outfitit
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## D. J. NIEMAN



## THE FIRST TELEPHONES

The first commercial telephone line in Pennsylvania was run between 1111 Chestnut Street and the old Continental Hotel in Philadelphia not long after the Centennial
Two instruments, a few hundred feet apart, comprised the first Bell telephone service in the state.
Other cities quickly followed suit. By 1900 there were fifty thousand users; by 1905, nearly two hundred thousand; by the end of 1915 , five hundred thousand. Today, the operations of this company cover close to a million telephones.
So does the service grow; and so does this constant broadening increase its value to every user.

As to quality of service, our objective is a continuously increasing promptness and dependability-that each year shall show greater facility in its usage, either cross-town or cross-country, and still further diminishing of mechanical and human failure in its operation.
As to further expansion, we neither have nor can have an exact goal, except to match the extension of our service with the public need for it
Ten years ago it seemed to some that Pennsylvania was "saturated " with telephones. Since then the System has about doubled.

