

## Burglars Shun This Sign

When they see it on a door they pass along to the unprotected store, recognizing the fool hy the Holmes System.
The instant an attempt is made to force an entrance to protected premises an alarm is auto men respond on the double-quick-and a loss is prevented.

## HOLMES

ELECTRIC • PROTECTIVE - COMPANY 812-CHESTNUT-ST• tel.-WaInut-611.


## As the ClockTicks

Three hundred and fifty telephone calls a second!

That is the average volume in the Bell Sysmore than doubled.
The operating force must keep the "tracks" clear, ready for every cross-town or transcontinental call. In these unprecedented times the importance of each connection is magnified, as is the necessity for steady performance on
the part of the operators, who are serving the the part of the operators, was are the battalions of telephone men in France or the construction and installation forces that are building and maintaining the constantly increasing network of wire communication on which the Government and its business agents are dependent every minute of the day.
They are counting no effort too great, and they are also counting on the public to appreciate

## Strong With The Strength Of A Million

We think often of our debt to you.
You are one of a company of more than a million who buy the Cosmopolitan each month.

Something in its pages calls out to something in each and all of you, and you answer by buying it.

Yours is a brotherhood of complex but common interest and attraction.

If you stop to think of it, indeed, it is a brotherhond very like to the brotherhood of American democracy.

It is a light and loose bond that binds you to the Cosmopolitan, and yet it is a hard and fast bond.

You are under no constraint, subject to no compulsion.

Each month you exercise your free, untrammeled will.

You buy the Cosmopolitan-more than a million of you-because you wish to buy.

You are attached so closely to the Cosmopolitan by the ties of interest and enjoyment, that you do not wish to break away.

You come back again, and again, and again.
That is the strongest of all strong and unbreakable associations.

When you buy the Cosmopolitan, month after month, you buy it in response to twelve irresistible impulses-one for each of the twelve months of the year.

These millions of fresh, strong impulses constitute the Cosmopolitan the tower of strength it is to reader and advertiser alike.

That is why we say we think often of our debt to you.

It is to you million Americans we owe the strength of our advertising pages.

It is these millions of impulses bringing you back again and again, that make these pages priceless.

These millions of impulses spell intensity of interest.

They spell continuous confidence.
They have made the Cosmopolitan the first and foremost advertising medium among the monthly magazines of the world.

