

Bell Bulletin of Service Helps

Vol. I. 1924 No. 9

Broadcast your up-to-date service

A CUSTOMER receives a letter, an invoice, or a statement from you. How pleasant and inviting it is to find at the bottom (some firms print it in red ink)—

Station-to-Station Long Distance orders receive the immediate attention of our Special Telephone Order Service.

If you can add:—

Deduct the cost of the telephone message from your next invoice

—so much the better.

The customer is made to realize that you are always ready to serve him promptly; that you have a properly organized telephone service that will give him quick and satisfactory service. He recognizes that he will not have to ask for a particular person, to get good service.

If the cost of the message is to be deducted from your invoice, that reduces the cost to you.

Investigation convinces us that many customers who would gladly telephone their orders do not do so largely because they do not know that satisfactory arrangements exist for filling such orders promptly.

"Use the Bell to Sell"



C. H. BEARD, Local Manager.

TOMORROW'S RADIO

Thursday's Best Features.

7 p.m.—Uncle Wip's Bedtime Stories.
8 p.m.—Talk by James Francis Cooke, editor of "Etude," with soprano solos by Mrs. Cooke.
8:20 p.m.—International broadcast, under auspices of the International Esperantists.
9:30 p.m.—Synagogue services.
10:05 p.m.—Talk by Lieut. Wm. Ferry.
10:20 p.m.—Karl Bonawitz, organist.
11:15 p.m.—Ted Weems's Orchestra.
WRC, WASHINGTON—469.
6:00 p.m.—Children's hour, Peggy Albion.
7:45 p.m.—The Question Box.
8:00 p.m.—The Better One Orchestra.
9:00 p.m.—Talk on motoring.
9:15 p.m.—Song recital.
9:30 p.m.—H. Pierce, in negro characterizations.
9:45 p.m.—Song recital.
10:00 p.m.—Oratorical by Peggy Albion, assisted by members of the Washington Opera Company.

(EASTERN STANDARD TIME.)
WEAF, NEW YORK—492.
3:45 p.m.—Talk by Leo Lepold, Trinity Episcopal Church. Address by Dr. Livingston Farrand. Address by Mickey Bennett, child movie star. Paul White-man's Orchestra in special program for benefit of Child Health Association.
4:10 p.m.—Church of St. John's services. Thornton Fisher's sport talk. Amphion Male Quartet. Male Quartet and instrumental trio. Adeline Soper, contralto. Joseph Wilberscheid, violinist.
10 p.m.—Vincent Lopez and his Hotel Pennsylvania Orchestra.

WJZ, NEW YORK—455.
Noon—Pennsylvania Concert Orchestra.
1 p.m.—Board of Education program.
2 p.m.—Wanamaker Auditorium concert.
3:45 p.m.—Fashion talks. "That Street Called Broadway." Stock reports, late news, etc.
4 p.m.—Jack Rabbit stories.
6:30 p.m.—J. Vincent Moore, tenor.
6:45 p.m.—Talk by Leopold Stokowski, conductor of the Philadelphia Symphony Orchestra.
7 p.m.—New York University lecture.
7:30 p.m.—Wanamaker organ recital.
8:15 p.m.—Talk by Edwin Frank Goldman, conductor of the Goldman Symphony Band.
8:30 p.m.—Marion Christian, soprano; Helen Mohr, soprano.
9 p.m.—Wanda Norman, pianist.
9:30 p.m.—Hotel Majestic Orchestra.

WOR, NEWARK—405.
1:30-3 p.m.—Helen Rennyson Wilson, soprano. Guy Hunter, blind entertainer. One act from Samuel Shipman's play, "Cheaper to Marry," at 2:10 p.m.
5:15 p.m.—Talk on radio, A. E. Sonn.
5:30 p.m.—Music while you dine by Tom Cooper's Country Club Orchestra.
WJY, NEW YORK—425.
6:30 p.m.—Phillip Steele, baritone.
6:45 p.m.—"Golf" by Innis Brown.
7:30 p.m.—Phillip Steele, baritone.
7:30 p.m.—Concert program.
8:30 p.m.—May Singh Breen, banjoist, and Peg Wanamaker, pianist.
9 p.m.—Talk on "Movie Cartoons."
9:15 p.m.—Leon G. Simon, baritone.

WFI, PHILADELPHIA—395.
1 p.m.—Meyer Davis Concert Orchestra.
3 p.m.—Address and musical program.
5 p.m.—"Sunny Jim, the Kiddies' Pal."
6:30 p.m.—Meyer Davis Orchestra.
7 p.m.—Program of dance music.
8 p.m.—Band Scout Radio Corps.
8:30 p.m.—Loyal Rader Quartet.
10:10 p.m.—Kerr's Symphonic Dance Orchestra.

WIP, PHILADELPHIA—509.
10:15 a.m.—Broadcasting of the installation of Rt. Rev. Thomas Garland as bishop of the Diocese of Pennsylvania, from Holy Trinity Church.
6 p.m.—Final baseball scores.
8:05 p.m.—Leonard's "Red Jackets."

**Tongue Coated
Bad Taste in Mouth
Eyes Tinged With
Yellow
Liver Trouble the
Cause.**

Mrs. A. C. Brown, Oromocto, Ont., writes: "I have been troubled with my liver for a few years back, and was so bad I did not feel able to do my work.
"I had severe pains in my stomach, so bad I could hardly stand them at times; coated tongue; bad taste in the mouth, especially in the morning; whites of eyes tinged with yellow, and had a muddy and sallow complexion.
"I had read a great deal about Milburn's Laxa-Liver Pills, and decided I would try a vial, and after taking two or three I found I was greatly improved, and can truthfully say that I felt more like living, and can now do my own work without any trouble."
Milburn's Laxa-Liver Pills are 25c a vial, at all dealers, or will be mailed direct on receipt of price by The T. Milburn Company Limited, Toronto, Ont.—Adv.

CORNS

Lift Off—No Pain!



Doesn't hurt one bit! Drop a little "Freezone" on an inflamed corn, instantly that corn stops hurting, then shortly you lift it right off with fingers.
Your druggist sells a tiny bottle of "Freezone" for a few cents, sufficient to remove every hard corn, soft corn, or corn between the toes, and the foot calluses, without soreness or irritation.—Adv.

MILLER'S WORM POWDERS

AS SWEET AS SUGAR
RELIEVE THE CONDITION
BROUGHT ON BY
ABSENCE OF WORMS AND HELP
TO RESTORE THE CHILD TO
NORMAL HEALTH.



"It is so comfortable to drive"

WOMEN enjoy driving a Durant. It handles so easily, rides so smoothly and picks up so quickly that it meets their every need completely and dependably. Then too, its graceful body lines, its smart equipment and lustrous finish compete with equal favor for their approval.

Durant Division
DURANT MOTORS OF CANADA, LIMITED
LEASIDE (TORONTO) ONTARIO

Durant

"Just a Real Good Car"

Ogden's CUT PLUG TOBACCO



Automobile Dealers

Men to Whom Motorists Tell Their Tire Experience Say All-Weather Cord Gives 27.5% More Miles Than Any Other Tire

AUTOMOBILE DEALERS hear thousands and thousands of tire experiences. Their owners praise or denounce the tires they are using. Prospective purchasers tell of the tire service they've had. Cars come in for service regularly and their mileage is noted. And the automobile dealer is unprejudiced, because his chief interest in tires is to have the cars which he sells make a good showing on tire mileage.

3 out of 4 say Goodyear All-Weather Best

We asked 243 automobile dealers if they thought Goodyear All-Weather Cords gave more mileage and if so, how much more than the next best. 74% said Goodyear All-Weather Cords gave most miles—and the average estimate gave them a greater mileage by 27.5% than the next best tire. Another 22% said All-Weather Cords are the equal of any tire. Only 9 out of 243 think any tire excels the Goodyear All-Weather.

Goodyear means Good Wear
GOOD YEAR
MADE IN CANADA

What Other Car Dealers Say

"There is no question about the Goodyear All-Weather Cord Tire giving greater mileage and more real service than any other cord tire on the market today. I have kept a close check to see the mileage they give my customers."
"Goodyear All-Weather Cords are dependable, and I believe they will give longer service than any other tire."
"Our experience proves them better than others."
"We cannot say too much for Goodyear Cord Tires, as they have given big mileage and service."



4 Weeks Sooner—and a Fireproof Wall

THE saving in time alone effected in using Gyproc walls throughout means dollars and cents in your pocket.

To Illustrate—
With an ordinary plaster wall the lather's time averages about two weeks, then the plasterer spends a week at least in applying the first coat. Two weeks more elapse before the trimmings can be applied, five weeks in all.

Gyproc is pure Gypsum plaster compressed in large sheets 32" wide, 4 to 10 feet long, and 3/8" thick. These broad, ceiling-high, smooth-surfaced sheets of rock are the ideal economical wall and ceiling material for use in new construction and in all alterations and repairs. It comes all ready for use. The carpenter simply nails Gyproc to the joists or studding—and the wall is finished. No dirt to clean up—no time lost in drying—ready at once for alabaster, paper, paint or panels.

The ONTARIO-GYPSUM CO., Limited, PARIS, ONTARIO

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TELEPHONE 1044

GYPROC

Fireproof Wallboard

Gyproc is an absolutely fireproof wallboard. Made in Canada. Atmospheric conditions do not affect it. Gyproc walls and ceilings will not bulge, shrink or crack.

A Gyproc wall is just as appropriate for the living room as the attic. The bevelled edge to each sheet makes perfect joining and the finished wall effectively keeps out winter cold and summer heat.

Because it is a perfect insulator Gyproc keeps out heat and cold.

Consult any Gyproc Dealer or write to us direct for complete information.