



How long should a Man's legs be?

Lincoln had a good answer.
"Long enough," he drawled,
"to reach from his body to
the ground."

THAT seems like a good rule
to apply to a business. It
ought to be big enough to do the
job it is intended to do.

Have you ever thought about
the size of a company—what
makes it big or small?

It isn't the directors and it isn't
the stockholders—but the public.
No business grows, and keeps on
growing, unless it meets the peo-
ple's needs and renders a worth-
while service at a fair price.

The Bell System has developed
along those lines for over fifty
years. It has grown as the nation
has grown. It has to be big to pro-
vide efficient, adequate telephone
service to 127,000,000 people.



BELL TELEPHONE SYSTEM