



**BIG ...but not  
big enough**

**T**HE Bell System was big before the war, but it has to be bigger in the future. The needs of the nation have grown and it's our job to keep pace with those needs. We're spending close to two billion dollars in the next few years for expansion and improvement.

Size brings responsibilities and the Bell System aims to be big in more than size. The over-all policy is to give the best of service, at the lowest possible cost, to every one using the telephone.

**BELL TELEPHONE SYSTEM**

