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## Big enough for the job

We live in a big country and it takes a big telephone system to give good service to millions of people.

The Bell System is equipped to handle today's more important job because it has never stopped growing. It has kept right on building to make service better and provide more of it.

Times like these emphasize the bene-

fits of such growth and the value of a strong, healthy telephone company to serve the Nation's needs.

The Bell System aims to be big in more than size.

It aims to be big in the conduct of the business—in its plans for the future—in doing its full part in helping to keep America secure.

BELL TELEPHONE SYSTEM

