

What is the Bell System ?

The Bell System is wires and cables and laboratories and manufacturing plants and local operating companies and millions of telephones in every part of the country.

The Bell System is people . . . hundreds of thousands of employees and more than a million and a half men and women who have invested their savings in the business.

It is more than that. **The Bell System is an idea.**

It is an idea that starts with the policy of providing the best possible telephone service at the lowest possible price.

But desire is not enough. Bright dreams and high hopes need to be brought to earth and made to work.

You could have all the equipment and still not have the service you know today.

You could have all the separate parts of the Bell System and not have the benefits of all those parts fitted together in a nation-wide whole.



The thing that makes it work so well in your behalf is the way the Bell System is set up to do the job.

No matter whether it is some simple matter of everyday operation—or the great skills necessary to invent the Transistor or develop underseas telephone cables to distant countries—the Bell System has the experience and organization to get it done.

And an attitude and spirit of service that our customers have come to know as a most important part of the Bell System idea.

Bell Telephone System