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 people's needs and renders a worthwhile 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 provide efficient, adequate telephone service to 127,000,000 people.