



Something About "Big Business"

Mere bigness isn't a business sin.

Many a large business serves the public much better than a small business could—because it is able to render service in direct proportion to its size.

Big business has popularized the telephone in the United States until today there are more telephones used in this country than in all the other nations of the earth combined.

There is no one "Bell Company," but the Bell System is made up of several operating companies, each giving service within a definite territory, and the American Telephone and Telegraph Company, which operates long distance lines connecting the various local companies.

The Bell System is a large organization, but it is made up of real flesh and blood folks who are anxious to serve you in a big, broad-minded, courteous way.

The American Telephone and Telegraph Company assists in financing the whole Bell System, and aids and directs in the introduction and development of ideas and systematic plans and inventions, so that the most satisfactory equipment and practices may be made uniform throughout the country.

The Bell policy has made possible one method, one system and nation wide transmission, with the result that Bell Telephone service has become the standard of the world.

The World's Telephones

More than 64% of all the world's telephones are in the United States. There were on January 1st, 1913, 8,729,592 telephones in use in the United States, and only 4,841,282 in all the rest of the world.

Here are the latest telephone statistics:

Country	Population (Estimated 1913)	Telephones (Jan. 1st, 1913)	% of World's Telephones
United States	97,402,000	8,729,592	64.32
Germany	66,000,000	1,302,672	9.80
Great Britain.....	46,123,000	738,738	5.44
France	39,610,000	293,195	2.16
Sweden	5,604,000	217,544	1.60
All other nations	1,480,000,000	2,289,133	16.88

The wonderfully general use of the telephone in this country has been accomplished because the people here get the most efficient telephone service in the world, and get telephone service at a less cost than is paid by the people of any other nation.

Our Telephone Policy

To give the best telephone service that we know how to produce.

To charge the lowest possible rates consistent with prompt and efficient service.

To treat every person with the utmost courtesy and consideration.

To win and merit a reputation for integrity, efficiency and decency.

To instill these principles in the minds of every one of our employees, from the oldest to the youngest, and to have our employees proud of the Company—proud to serve it and its patrons, and jealous of their own and the Company's good name.

"We advertise so that the people may know"

NEBRASKA TELEPHONE COMPANY

