

## Success Story—American Style

Just seventy-five years ago the first spoken message was carried over a few feet of wire, connecting two crude telephones. In the United States today, 173 million conversations daily speed over 152 million miles of wire connecting 43 million telephones.

First regarded as a mere toy, the telephone in the U. S. today is an 11 billion dollar business, owned by a million stockholders and provides jobs for three-quarters of a million persons.

The industry is big because America is big and requires a huge communications system to keep the wheels of commerce, and society generally, running smoothly and swiftly—yet its cost is low, within the reach of most families.

This is just a typical American success story, possible only under our system of free enterprise which permits free men and women to exercise individual initiative.

THE CINCINNATI AND SUBURBAN BELL TELEPHONE COMPANY

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## ***"I see you have excellent taste"***



"As I gaze into my crystal ball, I find that you are a person of excellent taste and discriminating choice. DOT FOODS are the choice of those who put the finest first. DOT FOODS, of course, are the finest anywhere. In the future you will be recognized as one who always serves the best in foods."

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