THAT the Panama Canal diggers had been receiving brains and money apatently. But they were blocked by the malaria and yellow-fever bearing mosqui- tos. Then Gorges stamped out the mosquito. The fever was conquered. The Canal was completed. The importance of little things is recognized in the telephone industry too.

 Effective service to the public is possible only when every step from purchase of raw material to operation of a 'Number,' please,' has been cared for.

This is work for men who can see the relation of seemingly unrelated factors, men with the vision to see a possible mountain-barrier in a mole- hill, who have the resourcefulness to surmount it.

...but a mosquito blocked the way