# Facts of The Great War That You Should Know <br> presented at the AEPPATH CHAUTAUQUA ＂The Checkerchoardo O Europe＂ 

By the distinguished British Knight，Sir John Foster Fraser，F．R．G．S．Sir John is England＇s most famous official newspaper correspondent nd has been with the Allied armies in France， with the British Fleet
der War conditions．

## Business and the War＂

By Frank Mulholland，past president of Toledo
Commerce Club and International Association of Rotary Clubs of the World．He has just re－ ＂Marching the Home to Victory＂

By Mrs．Christine Frederick，the well known
writer and founder of the＂Applecroft＂experi－ ment station．Her talk is on winning the war in the kitchen

## Experiences on the Battle Fronts＂

By Sergeant Herman who was three years in
the great war and lost his leg at Vimy Ridge．． Exhibit of the Famous Raemakers War Cartoons． Remarkable Display of War Posters of the Allies 11－OTHER BIG ATTRACTIONS－ 11
The 100 Per Cent Program

Wilmington，N．C．

## Announcement

In addition to our auction land sale business，we have today organized a local real estate exchange， which will be in charge of Mr．W．P．Fletcher，an ex－ perienced real estate man，who needs no introduction o most Wilmingtonians．We will confine our service trictly to real estate sales，and hope thereby to be able put more intelligent effort into selling property list d with us．

## Oliver T．Wallace

Telephone 1045.
Home Bank Building

| Horse Hair Braid by Yard |  |  |
| :--- | ---: | ---: |
| Horse Hair Hats |  | New White Flowers |
| Crepe de Chene Handherchiefs | Middy Ties |  |
| HosE | HOSE | HOSE |
| MISS | ALMA | BROWNN |

What are You Going to do to Help Boys at the Front？
are so many hings that can be done by you，You who wil or if selping the Boys and the United States Government 23 bushess ieat：think
PAYNE DRUG CO．

## Increased Revenue Necessary For Telephone Company

This company has filed a petition with the North Carolina State Corporation Commission requesting authority to advance its rates for telephone service in twelve exchanges；for permis－ sion to enforce certain provisions of its subscribers contracts which will prevent a waste of service and remove an unneces－ sary burden from the company throughout the State of North Carolina．

The unprecedented increase in the cost of material，labor and all other expenses necessary for the construction，mainten－ ance and operation of our properties，and the imperative need that telephone service be adequate and efficient，has created a critical situation for us．

4 +3
We have not earned in the past and are not now earning a reasonable profit over and above the cost of furnishing service throughout the State of North Carolina．The returns from our operations in this state were 3.81 per cent in 1916 and 3.58 per cent in 1917，upon our investment．

The twelve cities in which we ask for a slight increase in our rates for local exchange service are
Charlotte
Davidson
Greensboro
Hamlet
Laurinburg
Mt．Olive
Raleigh
Reidsville
Salisbury
Wilmington
Winston－Salem
Wrightsville Be

We are confronted with conditions entirely beyond our control，the gravity of which cannot be estimated．The tele－ phone business is an essential industry，the proper operation and maintenance of which is an important factor in the nation＇s plans and activities for winning the war．We have recognized our obligations to the Government by furnishing all the serwice it requires upon terms agreed upon with the Government，and upon a Basís which contemplates no profit to the company，the payment of new and greatly increased taxes，and subscribing lib－ erally to the several Liberty Loans，and other war needs．We have recognized our obligations to the general publicby furnish ing service for all necessary purposes．We have recognized our obligations to our employes by large increases in the wages paid to enable them to meet the increased cost of living；and we shall continue to furnish the Government and the general public the service needed，and the best service possible under the pres－ ent abnormal conditions．

But to do this it is necessary for us to receive sufficient reve nue to maintain and operate our telephone property and system with a high degree of efficiency with such permanent net profit as will maintain our credit and enable us to exchange our securi－ ties，without discount，for the additional，new capital required to supply the necessary additions to our plant and service．

Out of every dollar of revenue received from our operations in North Carolina in 1917 we paid out 50.4 cents in salaries and wages．

During the year 1917 our employes in North Carolina were granted a total increase of $\$ 63,738.95$ in salaries and wages， which was at the rate of $\$ 119,836.44$ per year．

During the year 1918，up to May 1，the increases in salaries I and wages in North Carolina already ămount to $\$ 45,311.23$ which is at the rate of $\$ 55,919.40$ for the year．

These increases were made in an effort to aid our employes in meeting the increased cost of living as well as to retain their services in order to maintain a competent force．

All of these facts and many others of a pertinent nature will be presented to the State Corporation Commission and will be spread before our subscribers and the public in newspaper adver－ tisements which are to follow．

We have been frank and open in the administration of our affairs in this state as elsewhere，and reluctant as we are to in－ crease the price of our service，the situation is so critical that we canfot do otherwise and remain true to our obligation to the public and to ourselves．

Your needs and your interests and the needs and the inter－ ests of this company are one and the same．Solvency of the company spells adequate and efficient service，－insolvency spells inadequate and inefficient service．

SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY

