

TOWN AND COUNTRY

GIFTS

FINE THINGS

Come see our Wildflower Garden

OPPOSITE THE METHODIST CHURCH, MAIN STREET, HIGHLANDS

PHONE SERVICE WILL IMPROVE - GUFFEY

Ed Guffey, a member of the West Asheville Club and an official of the Continental Telephone Company which owns the local Western Carolina Company, told fellow Rotarians and guests Tuesday that steps are being taken to make substantial improvements in local service. Some 24 visiting Rotarians and 4 guests attended the luncheon meeting at Phelps House.

Mr. Guffey explained that the Continental system, of which our company is a part, is only ten years old this year having been started as a national system in 1961. At the present time the company serves communities located in 42 States, Canada, the Bahamas, Jamaica and the Virgin Islands. North Carolina communities served are located in 12 counties. As of this week the 50,000th telephone will be installed and there are some 397 employees in the state.

The Highlands exchange has shown some substantial growth, from 1032 stations in 1963 to over 1600 today - better than a 50% increase. Plant investment in the Highlands exchange now stands at approximately \$1,500,000 including the new line to Scaly which cost \$90,000.

Many long distance telephone calls have been cut off due to power surges caused, in many cases, by lightning. Mr. Guffey stated that a crew of engineers



Who...?

a
Book
store

is about to be opened
between Esther's
and the Cracked Pot.
you name it. Suggestion
box by door. Prizes
marguerite fuller, Prop.-

from California is now in the area studying the situation and that it is hoped some simple solution can be found - if not use of microwave is a possibility.

The plan of the company is to have a maximum of four parties on a line by 1972 which will mean elimination of the present eight party lines. Costs of providing service have risen sharply in recent years - the recent union contract calls for a 24% increase in wages and material costs have increased by as much as 50%.

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