

Back to School



West Craven Middle School students board bus #150 in downtown Vanceboro for their journey across the river.

The area schools opened their doors for students last Thursday.

Buses were rolling and students eagerly awaited their bus to stop for them. Area principals noted it was the smoothest school opening they had experienced in several years. Even Mr. Richard Bowers, principal of the

new Farm Life Elementary School, said, "I can't complain, my school opened with very few problems and those few problems were handled without delay and we had a good opening day."

One of Mr. Bower's problems was his lunchroom was unable to open for the



West Craven students are ready for another year in education. Students seem happy on opening day. Keep that smile all year!

first two days due to the malfunction of some of the equipment. Bag lunches were prepared at West Craven High School cafeteria and the students were fed in an hour. Mr. Bowers said even the lunchroom not being ready worked in his favor since it gave the small children a chance to get more

accustomed to the new school.

Mark Meltzer, guidance counselor for West Craven, says he is having the normal number of schedule changes but all in all he felt the opening day was smooth.

Staff Writer

Photos by Richard Cannon

Carolina Telephone Files For Local Rate Increase



T. P. Williamson

Tarboro-Carolina Telephone and Telegraph Company on August 30, 1982, filed a request with the North Carolina Utilities Commission for a rate increase of about \$3.11 a month for the average residential customer.

T. P. Williamson, Carolina Telephone's vice president-administration, said, "The company regrets the necessity to file for increased rates so soon after our last general rate increase but it has no choice if it is to continue providing the quality telephone service our customers expect and deserve. Despite our most stringent efforts to control and reduce the cost of providing telephone service, the additional revenues granted to the company in April of this year simply have not materialized. This is due in part to the Commission's overestimating the revenues which it anticipated that the company would receive from a statewide increase in long distance rates, coupled with the drastic changes imposed upon the entire telephone industry through federal deregulation, and the difficult state of the economy in general.

As a result, the company has no opportunity to earn the return found fair by the Commission in our last general rate case and continue to meet its service obligations."

The company is seeking a \$37.7 million increase in its annual revenues. Of this, \$4.8 million would be for increased Extended Area Service (EAS) rates; \$3.3 million would be for increased service connection, move and change charges; \$28.5 million would be for increased basic local exchange service rates; and \$1.1 million would be for increased charges for supplemental services and equipment. According to Williamson over half of the increased revenues would go to pay federal, state, and local taxes.

Williamson said, "Competition is a key factor in today's telephone environment. As in any industry, competition drives prices toward costs, and in our case where local residential service has been subsidized by other services, the price is being driven up rather than down."

National trends by the courts, Congress and the Federal Communications Commission to deregulate the telephone industry will reduce or remove many of the lucrative sources of income that have helped underwrite local telephone service. Because of the trends, revenue sources such as equipment and long distance charges and yellow pages advertising will be reduced or eliminated and local telephone companies will have to make up the shortfall by increasing rates to customers.

"Deregulation and competition are making it impossible to continue a pricing system that spreads our costs over everyone," Williamson said, "Local service historically has been significantly underpriced. In the last 25 years, the cost of living in general, as measured by the Consumer Price Index, has increased more than ten times as much as our rates for local telephone service."

If the requested increase is granted, the average residential customer in Carolina Telephone's smallest exchanges will pay \$2.50 more per month for basic service; in the company's largest exchanges

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Mildred Jones

What's A "10"

On her Success-O-Graph, Ms. Mildred Jones, representative from Maola Milk Co., showed the Vanceboro Rotarians last Thursday what it takes to be a "10" in our society today. She stated that most people rate themselves about a "5" which means they are the worst of the best and the best of the worst depending how you read the Success-O-Graph.

Ms. Jones listed ten qualities that make up the "10" personality. They are as follows: 1) Enjoys long hours of hard work, 2) extraordinary amount of energy, 3) has motivation, 4) desire for privacy, 5) extremely competitive, 6) persistence (more important than intelligence), 7) ability to bounce back from failure, 8) compulsively curious, 9) opportunist, and 10) true believer (sold on company, product, and goal.)

When using these ten qualities, she pointed out, the attitude you have when using them really is the whole basis for being a "10".