# IN THE REALM OFSPORTS 

Peerless Giants Add Another One



The purified calomel tab lets that are entirely free of all sickening and sali. vating effects.
Medicinal virthes vastly himproved.
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sugar margin rediced.



Cuts Grease-Shines Glassware
Washing dishes will be a much easier task if ou soften the water with a sprinkle of 20 Mule Team Borax. Watch how quickly it cuts the grease, puts a fine lustre on your china and glassware, and eases that disagreeable task of dish washing. But there are lots of other uses for

## 20Mule Team Borax



## 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 permission 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, labo 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.

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 | Raleigh <br> Davidson <br> Greensboro |
| :--- | :--- |
| Reidsville |  |
| Hamlet | Salisbury |
| Laurinburg | Wilmington |
| Mt. Olive | Winston-Salem |
|  | Wrightsville Beach |

We are confronted with conditions entirely beyond our control, the gravity of which cannot be estimated. The telephone 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 service it requires upon terms agreed upon with the Government, and upon a basis 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 public by 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 present abnormal conditions.

But to do this it is necessary for us to receive sufficient revenue 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 securities, 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 and wages in North Carolina already amount 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 advertisements 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 tof n crease the price of our service, the situation is so critical that we. cannot do otherwise and remain true to our obligation to the public and to ourselves.

Your needs and your interests and the needs and the interests 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
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