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CAROLINA POWER & LIGHT COMPANY



SPEAKS TO STUDENTS

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EVENINGS 'TIL 9:00 P.M. EVERY AY - FRIDAY - SATURDAY UNTIL CHRISTMAS BLACKWOOD'S STORES · RALEIGH 404 Hillsboro Street • FAYETTEVILLE • HENDERSON **D** LUMBERTON 519 Hay St. 414 S. Garnett St. 109 E. Second St. **BURLINGTON** WASHINGTON KINSTON 103 S. Main St. 218 W. Main St. 108 W. Gordon St. * For Best Gift Selections . . . SHOP NOW! Use Our Convenient Lay-A-Way Plan * For High Quality Merchandise at Popular Prices ... You get a Better Buy at SERVING NORTH CAROLINA SINCE 1918

In the past three years \$30.000.000 of new construction in North Caro

for More and Better Telephone Service

Since V-J Day more than 97,000 new telephones have been added, bringing the total to more than 252,000 Southern Bell telephones now serving the State

The phenomenal growth of telephone service in North Carolina since 1945 is a story of unceasing, all-out effort of telephone folks to meet the increasing needs of this growing state. There are today 62% more telephones in service in North Carolina than in 1945.

But that's only part of the story ... the number of telephones doesn't just grow by itself. Look at the associated growth that had to take place in order to add and serve these telephones.

Since V-J Day, 9 new buildings have been constructed and 10 other buildings substantially enlarged, providing nearly 200,000 square feet of additional floor space. And central office equipment has been installed that has made possible a greater expansion of facilities throughout the state. Long distance service has also been expanded and improved by the addition of 661 new circuits, enabling us to handle more long distance calls more quickly.

More Calls Made Every Day

Our North Carolina customers are now making a daily average of nearly 2,000,000 local calls as compared with 1,200,000 in 1945, and long distance calls have increased to 1,400,000 monthly, a 31% increase over 1945.

Yes, North Carolina's telephone service has really grown - not only in size but in value as well, for you can now call many more people and many more can call you. But in spite of the

increase in business, telephone earnings continue to be dangerously low. This is because the amount of money paid out to furnish you service has increased at a faster pace than the amount of money taken in.

Still More Facilities Needed

Southern Bell's greatly increased investment in North Carolina is evidence of our faith in the state and its people. Future expansion and improvement of the service will require many more millions of dollars of new money. This will have to be financed, as in the past, with money furnished by investors who may be expected to provide the necessary capital only so long as they receive a fair return on their money. That's why it's so necessary that telephone rates be sufficient to pay today's increased operating costs and provide a reasonable return to those who have invested their savings in the business.

Telephone rates in North Carolina are not sufficient to meet today's costs and assure the Company's ability to render good service. That is why we are now before the North Carolina Utilities Commission seeking such rates as will enable us to continue to provide you with good and dependable service.

> Harvey G. Booth Carolinas Manager

SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY

INCORPORATED