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Martin Kosleck, had been wound



## ANNOUNCEMEMT

I wish to thank the people who supported me in the recent Republican Convention for County Commissioner. Although I did not win I am still a Republican and am 100 per cent behind the Republican ticket.

- ELMER G. MILLER.

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> OF ONLY 3 TIMES MONTHLY Insist on the Downdroft ASHLEY-it's PATENTED. This thermostoticolly controlled wood burnina heaten sites

 ASHLEY AUTOMATIC WOOD STOVE COMPANY

# "I would like to tell you why Increased Rates on Telephones are Necessary" 

Today, more than ever before, North Carolina needs ade quate, dependable telephone service, and it is our purpose to provide it. We are now furnishing more service to North Carolinians than at any other time in our history.

Both local and long distance calls have reached an all time high for this state and more and more people want tele phones. Since the first of the year, we have installed 36,000 new telephones. But we still have 23,000 orders on hand Our study of the state's growth indicates that the demand for more service from present as well as new customers will continue to increase.

In order to keep up, we must enlarge our facilities and hire more people, regardless of the fact that construction costs and wages have risen tremendously.

The cost' of erecting buildings is up 75 to 100 per cent. The cost of providing telephone facilities is up 45 to 60 per cent, and telephone materials 15 to 25 per cent.

Total payroll costs have increased 196 per cent since 1941. Wages in North Carolina have been raised $\$ 2,311,415$ within the past 12 months. This was in keeping with national policies and trends and to assure competent personnel to provide adequate service. We now have 4,300 Southern Bell people in North Carolina. Wages account for about two-thirds of our operating costs.

Although the cost of everything we do to provide service keeps going up, your telephons rates have remained wnchapged for many years. Because of this, the amount of money we are paying out is increasing faster than the amount we are taking in, despite a record volume of business. Since 1941, the costs of providing service in North Carolina have climbed 102 per cent, while revenues have increased only 76 per cent.

The rapid advance of costs in comparison with reyenues has caused our rate of earnings to go down. In 1941, the Company was earning 5.56 per cent on the amount of money

Invested in the state. Today our earning rate is only 2.71 per cent. This rate reflects the latest wage increases and does not include any possible tax refund that may be available this year only on 1944 federal income taxes. Southern Bell's earnings are today the lowest in history.

Nevertheless, the Company is going ahead with a huge expansion program. We are preparing to spend about $\$ 40$,000,000 in the next five years on construction work to improve and expand telephone service in North Carolina. We must proceed with this construction work, despite high costs, in order to meet demands for service.

We need improved earnings if we are to meet the increased eosts of providing service.and if we are to obtain, on reasonable terms, the capital funds necessary to improve and expand our service.

That is the reason we have asked authority to raise rates on business telephones and to charge 5 cents more on most long distance calls within the state

Current costs indicate a need for greater increases in rates than we are asking. But we hope our operating experience under the new rates will prove them sufficient. Since resi dence local charges are to remain unchanged, the increased income under the new rates would amount to only 7 per cent of our total North Carolina revenues. In face of the continu ously rising costs of providing service, this is moderate.

The State of North Carolina is now in a period of its greatest growth and expansion, a growth that will bring the state more prosperity than it has ever known. Good and effective telephone service is essential to this progress and the Telephone Company must be in a position to supply it. We believe, therefore, that our request for increased rates is sound and in the public interest.

E. 7. 2Vassom

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