

## Rotarians Enjoy Christmas Party

### Delightful Affair Held In Legion Hut Friday Night

Edenton Rotarians and a few invited guests enjoyed the annual Rotary Christmas party held in the American Legion hut Friday night.

C. W. Overman led in singing a number of Christmas carols with Mrs. W. S. Privott at the piano. A beautifully decorated Christmas tree graced the room around which presents were placed and distributed to everyone present.

Elton Forehand, Jr., acted as toastmaster and after a turkey dinner served by ladies of the Legion Auxiliary, a general good time was enjoyed.

### Telephone Official Explains Rate Boost

(Continued from Page One)

methods of determining the rate to be charged telephone subscribers in the State of North Carolina, and one of these tests used is that for a Telephone Company to stay in business, properly expand its facilities, attract needed capital for such expansion, and to generally serve the public as a telephone utility, it must earn 6 1/2% (more or less), on its telephone plant in service. This is a simple explanation of one of the formulae adopted but will serve for the purpose of this problem. That for the past several years the Company has increased its plant considerably each year with a consequent decrease in proper rate of return, and during the twelve months period ending September 30, 1954, the Telephone Company added \$548,349.25 to its

plant, and would have earned a return on this formula of 3.67%, and after the increase requested of \$159,165.60, the return would be 6.65%.

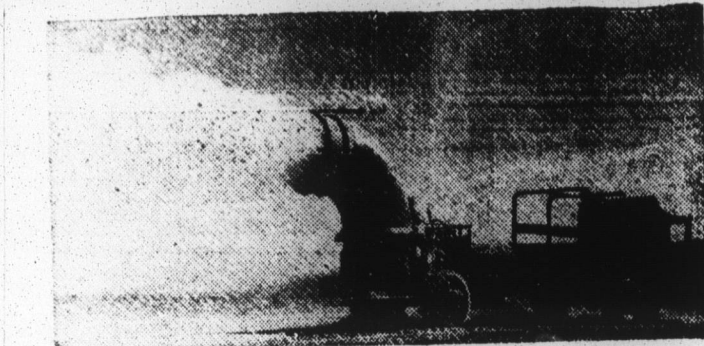
"After the application of an increase of \$159,165.60 to our telephone rate structure, the Telephone Company will only receive for its benefit, after the deduction of taxes, the sum of \$67,506.59.

"On the basis of a study for the year ending September 30, 1954, this increase of \$67,506.59 would result in an earning of \$150,761.59, after taxes, but before dividends, interest on bonded indebtedness and the retirement of bonds as required under our Debt of Trust. With a capital investment of \$1,000,000, the annual dividend requirement is \$70,000.00; interest on bonded indebtedness of \$1,300,000 (a small part of which has been paid) for the year is \$45,000; and sinking fund requirement is \$28,300. The total of these figures is \$143,300.00 which leaves only \$7,461.59 net income to apply to surplus after taxes, dividends and fixed charges.

"The Telephone Company cannot even closely approach the financing of its plant expansion from its earnings and faces additional financing for the purpose of generally expanding its system which includes the installation of automatic exchanges, including Edenton, N. C. Unless the rates suggested approximate the additional revenue requested, the Telephone Company may find itself unable to move its stock or bonds on the market and since the Company cannot attract outside capital unless it is in position to show a fair return to the investor, telephone development in this area would accordingly be retarded.

"The rates proposed for our various exchanges are as low or lower than most rates charged in many other towns and cities of comparable size and population in North Carolina.

"Some of the towns and cities with most rates as high or higher



HERE'S SAND IN YOUR EYE!—The Army's mobile dust storm maker, developed in order to test equipment under desert conditions, is given a work-out near Yuma, Ariz.

than those proposed for our exchanges are: Greenville, Henderson, New Bern, Kinston, Ahoskie, Clinton, Plymouth, Whiteville, Wilkesboro, Ayden, Benson, Clayton, Macon, Relford, Tabor City, Chadbourne, Enfield, Red Springs, Farmville, Louisburg, Weldon, Bailey, Conway, Jackson, Norlina, Snow Hill, Bayboro, Vanceboro, Fanchard, Newland, Summerfield, Atlanta, Gatesville, Colerain, Elm City, Four Oaks, Grifton, Rose Hill and Woodland.

"The North Carolina Utilities Commission was created to stand between the public and public utilities and to make findings and rulings that would be fair to both the public and public utilities. The Commission in this representative capacity must find, after study and analysis of the Company's books, what rates are necessary to maintain a public utility so that it may more properly serve and, at the same time, not be burdensome to the public.

No so much objection was raised regarding a reasonable rate increase, but published reports that the rate will be boosted from 4 1/2 to 6 1/2 per cent met with objection. Mr. Blades was asked specifically how much the service charge will be raised per telephone, but was not able to give this information, promising to have it in the hands of

line; from \$2.50 to \$3.25 for a four-party line; from \$2.00 to \$3.25 for a 10-party line; from 75 cents to \$1.25 for an extension telephone.

The proposed increase affects all exchanges served by the telephone company, but vary in several towns.

### Quite A Wonder

"What kind of a watch have you got?"

"A wonder watch."

"Wonder watch? Never heard of that before."

"Well, it's like this. Every time I look at it I wonder what time it is."

### CARD OF THANKS

We want to take this opportunity to thank our friends for the many expressions of sympathy and deeds of kindness during the illness and death of Mrs. Linda Hollowell.

THE FAMILY.

**DANIEL WEBSTER**

BOTTLED IN BOND  
(UNDER U. S. GOVERNMENT SUPERVISION)

100 PROOF

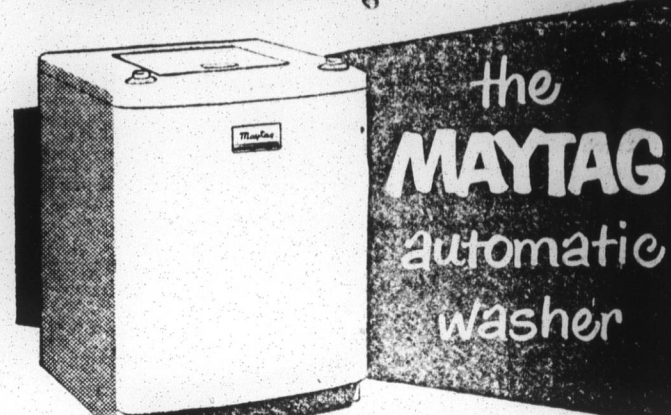
**6 YEARS OLD**

STRAIGHT BOURBON WHISKEY

**\$2.40** PINT

BOTTLED IN BOND BY J. A. DOUGHERTY'S SONS, INC., DISTILLERS, PHILADELPHIA, PA.

## The only Automatic with Double Spin Tubs



**\$299.95**

Two spinning tubs, one inside the other, never let dirty water strain back through clothes. That means you'll never see dirt streaks nor half-clean clothes with a Maytag Automatic.

Your old washer may be worth a big down payment!

**RALPH E. PARRISH, Inc.**  
"Your Frigidaire Dealer"  
Edenton, North Carolina

TRY A HERALD CLASSIFIED AD

## DO YOUR CHRISTMAS FOOD SHOPPING EARLY... SAVE AT COLONIAL'S GIFT-OF-THRIFT Sale!

Be a wise Santa—get a head start on your holiday food shopping. Later in the month you'll need plenty of time for your Christmas activities—and it'll be a big help to you if you have a supply of the right foods on hand.

Your friendly Colonial Store is chock full of holiday foods—all priced to stretch your Christmas dollar. Be a wise Santa—save during Colonial's big pre-Christmas Gift of Thrift Sale.

### SPECIAL LOW PRICE—CRANBERRY SAUCE

**Ocean Spray** 16-oz. Can **19c**

### SPECIAL LOW PRICE—DEL MONTE SPICED

**Peaches** . . . . . No. 2 1/2 Can **39c**

### SPECIAL LOW PRICE—DEL MONTE EARLY

**Garden Peas** No. 303 Can **19c**

### Fresh Cut Canadian Fir

**Christmas TREES** 3-4 ft. Each **99c** 5-6 ft. Each **1.49** 7-8 ft. Each **1.98**

**Green Chemical Trees** . . . Each **\$1.39**

### Dulany Frozen Foods

**Baby Green Limas** 10-oz. Pkg. **27c**  
**Broccoli Spears** . . . 10-oz. Pkg. **27c**  
**Sweet Potatoes** . . . 14-oz. Pkg. **23c**

### CRISP GREEN CALIF. PASCAL

**CELERY** . . . 2 Stalks **25c**

### SELECTED RED RIPE SLICING

**TOMATOES** 2 Cans of 4 **29c**

**Silver Chemical Trees** . . . Each **\$1.49**

### Dairy Fresh Foods

**Mrs. Filberts Margarine** Lb. **29c**  
**Grade A Eggs** . . . . . Doz. **49c**  
**Kraft's Cheez Whiz** 8-oz. Jar **29c**

### Holiday Candies

### CHRISTMAS MIXED

### HARD CANDY

16-oz. Pkg. **25c**

### BRACH XMAS

**Jellies** . . . 1/2-gal. Pkg. **27c**

### BROCK OLD SOUTH

**Choc. Drops** 16-oz. Pkg. **29c**

### BUNTE CHASE XMAS

**Stockings** . . . 1-gal. Pkg. **29c**

### STORY BOOK PACKAGE

**Lifesavers** . . . 1/2-gal. Pkg. **45c**

### BOBS CRIS CRINGLE

**Candy Canes** 27 **25c**

### LUTER'S AND WILSON'S Certified 4-7 lbs.

**SMOKED PICNICS**

**LB. 37c**

### WINNER QUALITY TRAY PACKED SLICED

**BACON** . . . . . Lb. **49c**

### LUTER'S HOT or REGULAR

**SAUSAGE** . . . . . Lb. **37c**

### CANNED HAM

**Armour's Star** 4 Lb. **\$4.49**

**Hormel** 4 Lb. **\$4.99**

### Holiday Nuts

**BLUE DIAMOND SHELLED**

**ALMONDS** . . . 6-oz. Pkg. **33c**

**RED MILL LARGE**

**FILBERTS** . . . Lb. **43c**

**RED MILL LARGE WASHED**

**BRAZILS** . . . Lb. **49c**

**BLUE DIAMOND LARGE**

**WALNUTS** . . . Lb. **45c**

**HOLIDAY PACK—DANDY**

**MIXED NUTS** . . . Lb. **49c**

**SOFT SHELLED LARGE**

**PECANS** . . . Lb. **59c**

**BLUE DIAMOND**

**Med. Walnuts** . . Lb. **43c**

ALL PRICES IN THIS AD EFFECTIVE THRU SAT. NIGHT, DEC. 18th

### CHRISTMAS BELL SALAD

1 can (20 oz.) CS cranberry  
1 package lemon flavored  
1 can (14 oz.) pineapple  
1 cup whipped cream  
1 cup chopped celery  
1/2 cup finely chopped  
walnuts  
1 teaspoon salt  
1 cup whipping cream  
stiffly beaten

Trim mince cake with red and white, then dissolve gelatin in 1/2 cup cold water, mix with cranberry, pineapple, walnuts, and lemon juice. Pour into other bell-shaped individual molds. Chill until firm. Makes 10 servings.

**NO GRAPPLING**  
with trap door panels

**NO GROPING**  
behind the set

**NEW 1955**

**PHILCO TV**

**Finger Tip Tuning System**

**NO GUESSING**  
with "blind" side tuning

Television's Finest Picture  
Right at Your Fingertips

There's nothing else like it! Auxiliary controls that others hide under trap doors or put on the back of the set, are arranged for utmost convenience on the front of the cabinet, yet the unique design of the control panel itself conceals them from view!

FREE Demonstration now going on!

Own Now 1955 **\$179.95**  
Philco TV for as little as

EASY TERMS



Philco 24" TV at a 21" Price!

Giant picture! Giant value! Peak performing TV in space-saving custom-styled Maroon finish cabinet! Finger Tip Tuning and power-proved chassis. Built-in UHF-VHF Aerial. See, compare it now!

Price Includes Federal Tax and One Year Warranty on Picture Tube

**Byrum Hardware Company**

"WE SELL 'EM" — "WE FIX 'EM"

SUFFOLK

EDENTON

YOUR TOTAL FOOD BILL IS LESS WHEN YOU SHOP AT CS

**COLONIAL STORES**