FIMDS BANKS WILLING, Borrowers cautious

Coman monis

## CLOTHING

For Men and Boys
C. E. Ray's Sons

COMPLETE CLOTHING SERVICE

Telephone Users Consider Quality - and Dependability of Service as Paramount
 has such an important part in your every day social and business
life, its quality and dependability are life, its quality and dependability are matters of serious concern
to you. Service inferior to the hhig standard to which you are Recognizing this fact the Bell System has awer price. Recognizing this stact, the Bell System has always so shaped that science and care eful, farsighted manatement could produce Due to this constructive policy, the telephone business has ever earned speculative profits.
history, and during a time when other businesses were carning large profits on soaring prices, the cost of the telephone earrvin
was kept at a level where the return on the ine was kept at a level where the return on the investment was
never more then 7 T. In 1930 , when the depression was first felt, these earnings declined rapidly, and in 1933 they shrank t It is obvious that further reductions of such already in
a adequate earnings would seriously endanger the financiaj
soundness of the business and be reflected in the quality and
dependability of the service.
Southern Bell Telephone and Telegraph

