

LETTER OF GENERAL PUBLIC INTEREST AND THE REPLY

Our Correspondence is of Vital Interest to Every Telephone User, Present and Prospective

"New Orleans, La., October 12, 1920.

Mr. J. Epps Brown, President,
Bell Telephone Co.,
Atlanta, Ga.

Dear Sir:—
I have read the advertisements of your Company, but I do not understand why you must raise your rates now, when the prices of everything else are falling.

Will you please explain this?

Yours truly,

Geo. October 16, 1920.
Ga., Le.

charged. Until they do we must pay the present high charges.

Electric Power and Light Direct.

We spend many thousands of dollars every year for these services rendered to employees engaged in the maintenance of the property. In the majority of cases charged by these companies have been substantially increased, and there is no thought of any reduction. The telephone companies, like all others, must pay these increased rates.

Paper, Printing and Stationery.
We consume tons of paper for bookkeeping, correspondence and directory purposes, and pay many thousands of dollars every year for advertising items of expense increased in percentage more than the others, and no one has suggested any reduction in these costs is probable.

Cost of Coal.
The Telephone Company purchases much larger quantities to heat the building occupied by its employees in rendering the service.

We, of course, must pay whatever price is necessary to secure the coal for this purpose.

Insurance.
Even where an annual rate per one thousand dollars has not been increased, we are compelled to carry a larger amount of insurance in pre-war days. In order to protect ourselves in the reproduction and replacement of which will have been destroyed by fire, and this is reflected in a very large increase in the total insurance bill.

Taxes.
This expense, both Federal, State, County and City, has increased, even though there has been a general decrease this year in property tax.

We, of course, must pay whatever tax is necessary to secure the coal for this purpose.

Cost of Materials and Apparatus.
The cost of materials and apparatus in the current use of the property, apart from the enormous involved in the construction property, and the replacement of old equipment, is negligible.

There is no reduction, nor deduction, in the cost of articles. In truth the labor, etc., can be by far the proportion of the total

that the manufacturers of equipment and master orders booked for two years, with a minimum of deduction, which will be price to future most improbable.

Passenger Costs.
usual expense for the travel of freight and passengers is one million. No one expects the Railroads to reduce their charges until a proportion of costs in rendering

ice, that is, to the point that the manufacturers of equipment and master orders booked for two years, with a minimum of deduction, which will be price to future most improbable.

Buildings.
It is common knowledge that the cost of erecting any kind of building now, as well as making alterations and repairs, which constantly confront the Telephone Companies, is far greater than labor, freight and hauling, is an enormously higher place than before. Insofar as the cost of materials may be reduced will this

condition affect them, or should he? The highest and best interest of the public is conserving in having the Telephone Company in position to supply facilities adequate to the demand for services and to render at all times an adequate service. No community can expand and grow without adequate telephone service, which in turn means an adequate plant facilities.

With the increase return upon the book cost of the physical property already in service—the Company's credit has disappeared.

With no credit the company cannot secure the millions of dollars which are at the highest level in prices, and none of which show any sign of reduction for fundamental reasons.

Until these necessary costs of operation are materially reduced

in the larger centers our debts and stocks of material housed in rented buildings in the larger centers varying amounts of anyone else, our rents greatly increased, with little or no reduction. Even days all leases for property by us were renewed without any reduction, though for rental period.

Motels.
and lodging bill for who must travel in connection with the operation and use of property, costs amounts of dollars every we can see no prospect hotels lowering their

rents greatly increased, with little or no reduction. Even days all leases for property by us were renewed without any reduction, though for rental period.

Cuts and Slices.
Cut and sliced as you like it.

e Enterprise Market

The Shop of Quality, Quantity and Personal Service
1028 and 227

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