

Plain Figures

By H. F. C.

During these last six years business men who had their money invested in stock or trade were able to adjust their selling prices upon the rise of the market. But the Chicago Telephone company was in a different position entirely—all the capital was invested in plant and plant is not merchandise. Telephone plant is built as a going concern to render service and not as a saleable article.

It was because of this fact that the telephone company could render service for several years at the old rates.

The telephone company was slow to feel the increased costs except as it affected increased wages, cost of

new installation and material for maintenance work.

The plant today is six years older and the average life of telephone plant is about 10 years so that renewal is not far away and everything is 100 per cent dearer.

If a telephone station cost \$100 in 1914, today it would cost \$200. Therefore rates must be adjusted. The company has no reserves, it depends upon rates. A small adjustment is all it needs.

This adjustment of rates is not needed to pay increased dividends or interest on loans, but simply to meet the increased cost of operating the business and cover the heavy wage scales and increased cost of material.

AUTO TRANSPORTATION FACILITIES GREATER THAN THE RAILROADS

As you ride along in a railroad coach and witness the train slowly

but surely pass a seemingly small automobile on a nearby highway you experience thoughts of the puny auto and the mighty railroad. Further reflection might bring to mind the tremendous scope of the vast network of steel rails in the United States.

But—Have you considered—at the same moment—that for every mile of railway in the country there are ten miles of highway; that for every railroad car there are three motor vehicles?

Even more startling is the fact that the nation possesses a motor vehicle for every 59 yards of railroad right-of-way. This information is advanced by the Travel and Transport bureau of the B. F. Goodrich Rubber

company, as part of an exhaustive research which points out that the possibilities of the motor vehicle are almost limitless.

An idea of the development of motor transportation during the past ten years can be obtained, says the bureau, by comparing it with the development in railroad transportation.

The railroad mileage of the United States would circle the globe at the equator more than ten times or would form 76 parallel lines from

New York to San Francisco. If the motor vehicles of the country were evenly distributed along these railroads there would be two for every city block of space on each one of the parallel lines, or one for every 59 yards of track.

The time you spend kicking about your hard luck would make it good luck.

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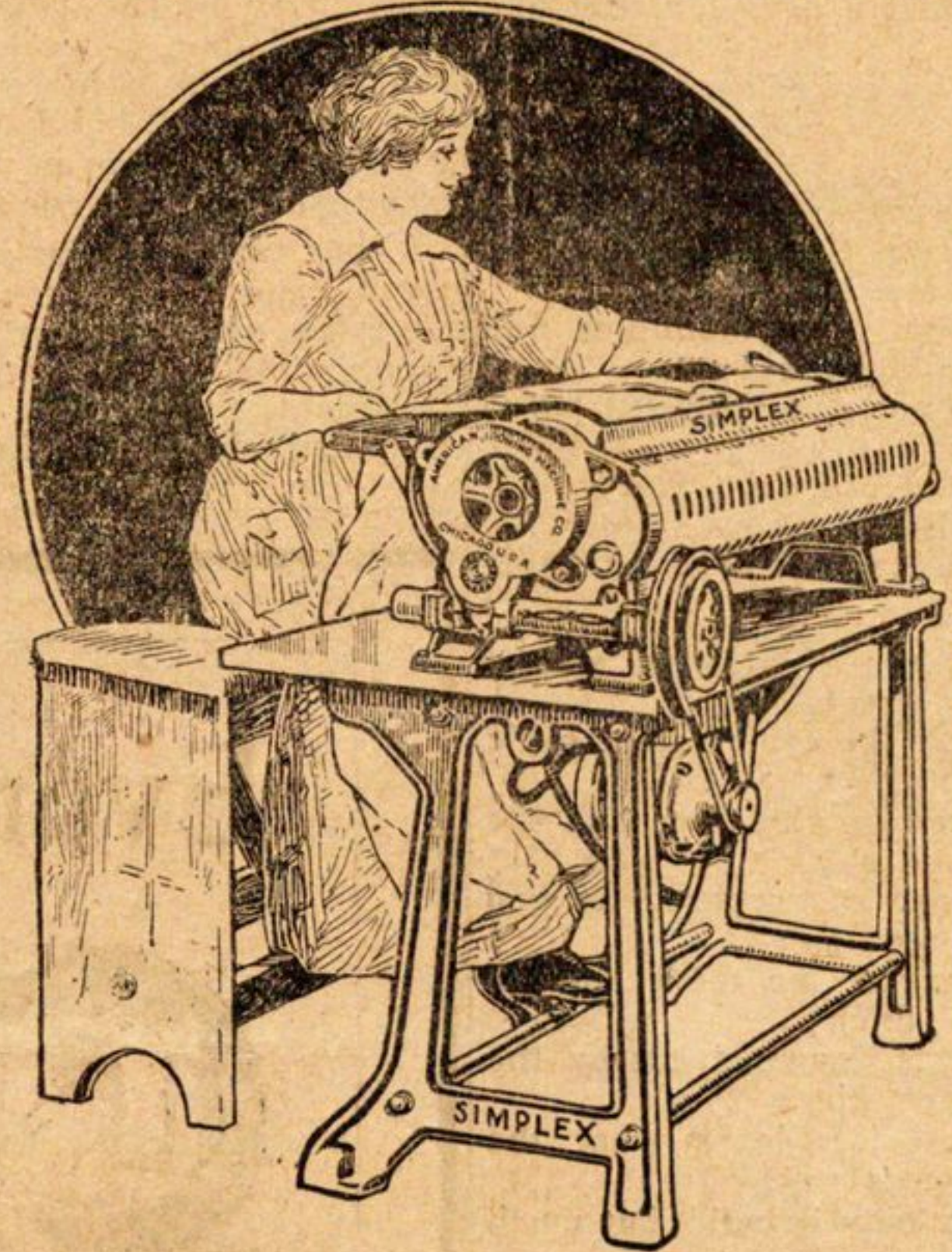
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Co-operation

TO get the best out of telephone service there must be co-operation among subscribers, as well as between the Company and subscribers.

The person calling should:

Be ready when the person called answers.

Speak in a well-modulated tone—not too loud.

Speak distinctly, with the lips close to but not touching the mouthpiece.

The person called should answer promptly. Both should avoid long telephone conversations, which result in busy signals to other subscribers who may want to get one or both of these telephones.

CHICAGO TELEPHONE COMPANY

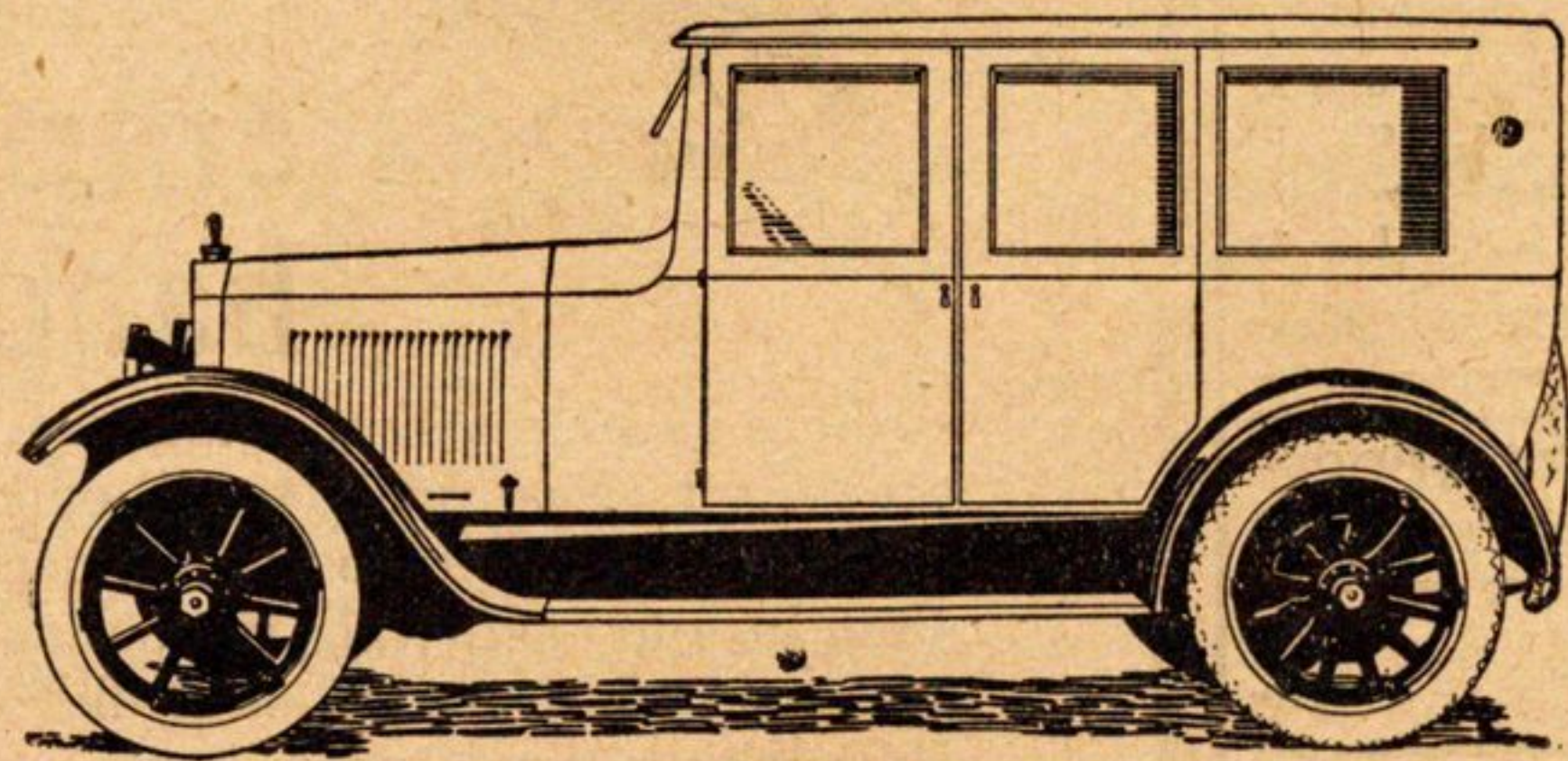


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