

THE SOUTHWESTERN TELEGRAPH AND TELEPHONE COMPANY

Corpus Christi, Texas, July 30, 1918.

TO OUR PATRONS:

Conditions confronting us in the operation of our exchange at Corpus Christi make imperative an increase in rates. The Corpus Christi exchange has not earned a reasonable return upon our investment for the past few years and this unsatisfactory condition is due to the inadequacy of the rates. The present rates were established under conditions vastly different from those of the present time.

It is well known that the increase in the cost of materials in the past three years has been enormous. The prices of a few specific items constituting about 75 per cent of the telephone plant increased in the fall of 1917 over 1915 as follows: Cross-arms 43 per cent, locust pins 107 per cent, poles 24 per cent, cross-arm braces 220 per cent, lead covered cable 80 per cent, steel strand 104 per cent, iron wire 103 per cent, copper wire 145 per cent, switchboard cable 88 per cent, switchboards 50 per cent. The cost of maintenance and operation has also increased beyond all expectations.

The telephone company has endeavored to keep pace with the progress and growth of the city, and while our investment and our operating expenses have been rapidly increasing, our revenue is inadequate to continue to meet these conditions. It is necessary that the company should be able to earn a reasonable return upon its investment and only by these means can it survive and meet its obligations to the public. We believe our subscribers will appreciate the conditions enumerated above and that they will agree that our action at this time is reasonable, fair and just.

Effective August 1, 1918, the following rates will be charged for telephone service in Corpus Christi:

- Business, special line \$4.00 per month
Residence, special line \$2.25 per month
P. B. X. Stations (Flat Rate) \$2.00 per month

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WHILE GERMANY'S CRACK TROOPS GO TO PIECES

(Continued from page one)
Already the full force of the German southwestern army...
The capture of Per-en-Tardone was announced by the War Office in its night communication...
Important news was made by the French government today in the disclosure of the German military situation.

DISASTER STALKS CROWN PRINCE

WASHINGTON, July 29.—The crown prince of Germany is in a perilous situation...
The crown prince is in a perilous situation...
The crown prince is in a perilous situation...



Profits and Prices

Profits may be considered from two angles:

- 1st—Their effect on prices;
2nd—As a return to investors.

When profits are small as compared with sales, they have little effect on prices.

Swift & Company's profits are only a fraction of a cent per pound on all products sold, and if eliminated entirely would have practically no effect on prices.

Swift & Company paid 10 per cent dividends to over 20,000 stockholders out of its 1917 profits. It also had to build extensions and improvements out of profits; to finance large stocks of goods made necessary by unprecedented requirements of the United States and Allied Governments; and to provide protection against the day of declining markets.

Is it fair to call this profiteering?

Swift & Company, U. S. A.
Local Branch, Fitzgerald & Tiger Sts., Corpus Christi, Tex.

Rural Telephone Help
WASHINGTON, July 27.—There was the first state to respond to Secretary of Labor Wilson's request...

AT THE AMUSU TODAY---TOMORROW



—The story of the great west—and William S. Hart — a combination that will make you remember this picture always.
—As Selfish Yates, William S. Hart, whole-souled and generous, will show you the folly of selfishness.
—The story is laid in the heart of the mining district in the early days. He was the most selfish man in the west — until the love of a beautiful girl transformed him.
—The man who is taking "Buffalo Bill's" place is showing the best picture of his long and distinguished career. This is another of those brilliant stories of the first frontier that have made him the idol of all Americans the country over.

Wm. S. Hart in "Selfish Yates"

"Selfish Yates"

Will Be Shown at the Amusu Today and Tomorrow

EDWARD KLEBERG GETS CAPTAIN'S COMMISSION

Corpus Christi, July 29.—Edward Kleberg, Jr., has been promoted to the rank of captain in the United States Army...
Kleberg was promoted to the rank of captain in the United States Army...

CARLOS BEE IS WINNER

With Comparative Few Prizes Missing Bee Has a Majority of 1,172 Over A. P. Barrett
WASH. ASTORIA, July 29.—The race of the bee...

OUSLEY IS MORE CONCERNED AS TO SAVING CROP

WASHINGTON, July 29.—The United States Civil Service Commission...

REGULATIONS GIVEN OUT FOR SELF-RISING FLOUR

WASHINGTON, July 29.—The distribution division of the United States Food Administration...

CULL THE POULTRY FLOCK

WASHINGTON, July 29.—The United States Department of Agriculture...

TODAY'S CALENDAR

Table with columns for weather, at the theatres, and today's calendar events.

RAILROAD TIME TABLE

Table with columns for San Antonio & Aransas Pass, Gulf Coast Line, and Texas-Mexican.

CALLER AND BRING RESULTS
Caller classified ads bring results.