YOUR HOME PAPER

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VA OFFICIALS TO ATTEND CJC EVENT

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Blue Flames Play Stephenville Here Sunday at 3 P.M.

Baptist to Begin Revival Meeting




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Cisco Daily Press
"YOUR HOME PAPER"

## What Cisco's Mean to You <br> *

New Telephone Rates

Good telephone service cannot be maintained the long run when rates are unreasonably low.
During the last six months of 1947 , the tele phone company operated the Cisco exchange a loss of $\$ 6,713$-more than $\$ 1,100$ a month

First Increase Since 1920
The present rates for telephone service in Cisco, established in 1920 when Cisco had 753 telephones, have not been adequate for several years in view of Cisco's steady growth, nor are they meeting the rising costs of furnishing serv ice today. We cannot continue to pay postwar prices for wages, poles, buildings, copper, and all other items required to furnish telephone service with what we take in from rates that were established in 1920, when the dollar would buy so much more than it does today

The telephone company has, therefore, ap plied to the City Commission for increases in telephone rates here that will put the operation of the local exchange on a reasonable financial basis, and will permit us to expand and improve Cisco's telephone system to keep pace with th city's growth and development.

## Increase Only a Few Cents a Day

The increase in rates for party line tele phones will be only 25 cents a month, less than a cent a day more than at present, while private
line residence service will cost 50 cents a month more-less than 2 cents a day
Rates for flat rate business telephones will be
$\$ 1$ a month more, about three cents a day. Extension telephones, both business and residence. will be only 25 cents a month more than in the past.
Rural business telephones will cost 75 cents more, $21 / 2$ cents a day more than at present, while rural residence instruments will cost 50 cents a month more, less than 2 cents a day Rural custorners residing more than three miles beyond the base rate zone also will pay a mileage charge.
Compared with increases in the prices Cisco residents pay for other things they buy-food, clothing, automobiles, shirts, and almost every other item in the family budget-the increases in telephone rates are moderate.

With New Rates, Improved Service
The few cents a day more than the average family and business concern here will pay for telephone service will mean the difference be tween operating the telephone system here at s loss, and being on a reasonable financial basis. With the new rates, we look forward to expanding our facilities here and improving telephone service as rapidly as new equipment can be made available, so that everyone in Cisco can have the kind of service he wants when he wants it.



