

This is our record— Do you know a better one?

In 40 years' operation, all surplus earnings have gone, not to shareholders, but back into our business to buy more plant and so to earn more revenue.

Not a drop of water in our stock! Money spent on telephone plant exceeds stock and bond liability by over 16 millions.

We have never "cut a melon"! Each share of stock sold from the beginning has averaged \$106 per hundred-dollar share.

Dividends to shareholders have averaged less than 8 per cent., and have never exceeded 8.

And our subscribers have got more, for the money they have paid us in telephone rates, than those of any other system we know of anywhere.

and this is our problem—

The demand for telephone service is so great that to extend our plant fast enough, millions of new money must be found—something like 10 millions a year!

Where are we to get this money?

It can come only from investors who have confidence in our ability to pay a fair and constant rate of return on the money they invest in our business. If we fail to pay this fair and constant return, then naturally they will invest their savings elsewhere!

**A fair and assured return can come only from adequate revenues.
Adequate revenues can come only from adequate rates.**

Our problem is the problem of utilities everywhere. Regulation fixes the price we must charge for our service; it does not limit the price we must pay for wages or supplies.

Fair minded people concede that adequate rates and adequate service must go hand in hand.

The Bell Telephone Co.,
of Canada, Limited

