## Do You Know Your Own Business?

If you own shares in a business do you want a Government employe to tell your executives how to run your business?

If you are a loyal employe, do you want a political appointee to have the power to injure your concern by hampering its operations or by interfering with its efficiency?

Perhaps you have noticed the effect of Government control on the railroads, telegraph, and telephone.

Bills have been introduced to license and regulate the packing industryperhaps your business will be next.

You would probably dislike to have this happen to your business even more than you would dislike to have your daily supply of meat interfered with.
L. Forwift

Swift \& Company, U. S. A.

## Telephone Rates Are the Prices Which the Public Is Asked to Pay for Telephone Service

To be just and reasonable, telephone rates or prices must cover the costs of rendering the service and leave a profit that will attract to the telephone industry a continuing supply of capital which is constantly required for extension and improvements.

If rates yield more or less than such amount they are not just. If they yield more they are excessive and unreasonable. If they yield less they are unreasonable and are against public interest because they result in a deteriorated service and capital is no longer attracted, but
directed to other industries that are more profitable and possibly the products of many such industries are of less importance to the public.

The present rates we believe to be just and reasonable. They were approved by the Postmaster-General and are effective by Act of Congress.

These rates are now being reviewed by the Public Service Commission of Oregon, which body assumes jurisdiction since the Government turned back the telephone properties to private ownership.

The Pacific Telephone and Telegraph Company

