

Important Announcement

LONG DISTANCE TELEPHONE SERVICE CHANGES

(*Applying only to points outside the State of Illinois.)



Effective October 1, 1926



Reductions in Long Distance Rates

To points 150 miles or more distant the rates will be substantially reduced. The greater the distance, the greater the reduction. For example, from Winnetka to Detroit the basic station-to-station rate will be \$1.35 instead of \$1.60; to Pittsburgh, \$2.10 instead of \$2.75; to New York, \$3.40 instead of \$4.65; to San Francisco, \$8.25 instead of \$11.90. A few rates for distances between 24 and 110 miles will be adjusted to make the schedule consistent throughout, but in these cases the increase of the basic station-to-station rate will be only five cents.

Reversed Charges on Station-to-Station Calls

Heretofore the reversal of charges has been available only on person-to-person calls. As a further convenience to the public this privilege will be extended to station-to-station calls where the rate is 25 cents or more.

Longer Reduced Rate Period on Station-to-Station Calls

Reduced rate hours for station-to-station calls will begin at 7 P. M. instead of 8:30 P. M., as formerly. Between 7 and 8:30 P. M. the discount will be approximately 25 per cent of the day station-to-station rates; from 8:30 P. M. to 4:30 A. M. the discount will be about 50 per cent of the day rates. These discounts will apply where the day station-to-station rate is 40 cents or more, with a minimum reduced rate of 35 cents. Because of the unsatisfactory service conditions which it brought about, the existing midnight discount will be discontinued.

The net result of these rate changes will be a saving to the telephone users of the United States of approximately \$3,000,000 a year. The service changes are made in the interests of public convenience, to relieve the burden now imposed by the congestion of business at midnight and to furnish still better long distance service.

**Application has been filed by the Company with the Illinois Commerce Commission to make the same changes in rates between Illinois points. Notice will be given to the Company's subscribers when and if such rates become effective.*

ILLINOIS BELL TELEPHONE COMPANY

