

THE TRUTH IS—We Will Not Be Unfair

The Little Users and the Big Users of Telephone Service Must Be Treated Without Discrimination

We cannot afford to do anything that will curtail our own development, nor in any way affect the demands of the people for improved and efficient service.

The interests of the people and of this company are identical. All our operations are based primarily on efficient service to the public. Revenues are never the first consideration.

When the company is curtailed and hampered by inadequate and obsolete facilities, the public suffers through inefficient service.

In Salt Lake County (outside of Salt Lake City) only 26.6 per cent of all the families have telephone service, while the average in suburban districts throughout the United States is 49.8 per cent.

This restricted development here is due to the fact that heretofore city rates have been applied to suburban towns. This effects a serious curtailment in social, commercial and household communication.

The new reduced rates will tend to stimulate development and give these outlying progressive towns the advantages of modern telephonic service.

If even the average development is reached as a result of these lower rates, Murray and Midvale will soon have practically twice the number of telephones they had under the old rates, thus doubling the value of the service to each subscriber.

In Murray and Midvale we have reduced the charge for individual business service from \$6.50 to \$4.00 per month.

We have reduced the charge for individual residence service from \$3.00 to \$2.25 per month.

We have reduced the charge for two-party residence service from \$2.50 to \$1.75 per month and the four-party residence service from \$2.00 to \$1.50 per month.

This equitable basis for telephone service charges removes the hitherto high rates to the little user and gives both the little and big user all the service they pay for.

The establishing of trunking charges for all telephones will actually reduce the cost of service to all little users, and will not materially increase the cost to the big users. The latter have the difference between the charge of \$6.50 and \$4.00, or the cost of 50 toll calls to neighboring exchanges.

ESTABLISHING OF TRUNKING CHARGES IS NOT AN INNOVATION IN THE TELEPHONE WORLD—We are doing here exactly what we are required to do by regulatory bodies in other states, and are prompted only by a desire to give adequate, efficient telephone service, in keeping with the needs and demands of the modern, progressive suburban community.

Experience in other similar localities has resulted in a general approval of the same plan we are instituting in this locality.

Like conditions demand like treatment.

We believed that Salt Lake City and its suburbs were ready for modern telephonic methods, and therefore volunteered to install the equipment and service which we have given suburban towns in other states, and which all subscribers have appreciated.

The whole plan for installing modern telephone exchanges, adequate equipment for efficient service in Salt Lake County (outside of Salt Lake City), and in-

roducing trunking charges between Salt Lake, Murray, Midvale and other points, is based entirely on scientific engineering studies, in the interest, solely, of service efficiency.

Our interests and those of the people affected are mutual. When we are permitted to go ahead and prosper, the public gets the benefit of our improved service.

The free trunking system which has prevailed in the past, and the consequent excessive charges for exchange service, have militated against proper development in our territory immediately south of Salt Lake.

The introduction of trunking charges (which are largely offset by the lower rates for service) will relieve the congested conditions on our lines and permit of more efficient service. The reduced exchange rates will insure the desired development and warrant us in expending the half million dollars appropriated for an entirely new plant, new exchanges, new equipment, etc., in this suburban district.

In all this the people are the first ones to be benefited, because it will be years before we can expect to realize on our contemplated investment.

Our offer of improved, adequate and efficient service to the towns of Murray and Midvale is merely in line with our general policy affecting all similar communities in our territory, which is: Give the people service in keeping with their progressive commercial, social and economic needs. Our reward comes only in the consequent increased development of our system—the addition of new subscribers to our service.

We cannot give something for nothing---and the PEOPLE will not ask it

The Mountain States Telephone and Telegraph Co.