

PUBLISHED EVERY WEEK. \$1.50 PER YEAR.



Vol. XLVIII.

LONDON, ONTARIO, JULY 24, 1913

No. 1087

Here is a Letter Received from the Secretary of a Municipal Telephone System

The Canadian Independent Telephone Co., Ltd., Toronto:

Dear Sirs,

When giving us credit for the articles returned by express please give us credit also for \$49.50 for the switchboard, which we returned when we ordered the new board. The above was the price agreed upon.

Our lines and phones are all in good working order. We have now over 300 phones and will have to build some more lines. We do not need to ask for subscribers now. The people come and ask for the service.

We thank you for your kind attention to our needs in the past year and wish you success in the future.

Yours sincerely,

Secretary.....Municipal Telephone System.

The above letter was received in the ordinary course of business from the secretary of a municipal system in business less than two years. We are giving it publicity because it makes two points very clear. 1st. That these local telephone systems can be made a success under the management of men who start with no practical experience in the telephone business. 2nd. That once the system gets working smoothly its growth comes naturally and without effort, as this secretary says, "the people come and ask" for telephones. You will also note that the above-mentioned municipal system already has had to replace its first switchboard with a new one to accommodate its increased business. And will also have to build new lines.

Incidentally we would also like you to notice that the secretary says that their lines and phones are all in good

working order. We sold this municipal system, as we have the great majority of the other municipal systems, their telephones and switchboards and the construction material for building their lines. While efficient management has been the big factor in the success of the system, the satisfactory service given the subscribers by our equipment has assisted the management in making the success, and has helped to make the system popular to the point that people come and ask for telephones.

There is no reason why an independent local or municipal telephone system in your locality would not be a success. We will give you the name and address of the secretary who wrote the above letter. He will, we believe, be glad to give you the benefit of his experience. And we, ourselves, have been closely identified in the starting of the majority of the independent systems in Ontario, and consequently are in a position to give you valuable information and advice.

Our telephones, switchboards and materials of various kinds are all of the highest class and fully guaranteed. We carry complete stocks and ship promptly. Write and tell us in what way we can serve you.

Our No. 3 Bulletin tells how to build telephone lines. Our No. 4 Bulletin—just off the press—fully describes our magneto telephones. Both free on request.

We are exclusive Canadian representatives for the celebrated "Phone Eze" telephone bracket. If you use a desk telephone, ask about this bracket.

Canadian Independent Telephone Co., Limited
20 Duncan Street, Toronto, Canada