

Use
the
Phone

THE SERVICE PAGE

What can we do for you?

Use
the
Phone

Save 43% to 60% On Short Haul Talks By Using Station to Station

On a 32-mile Long Distance talk the rate is:—

On Station-to-Station basis
25 Cents for 5 Minutes.On Person-to-Person basis
30 Cents for 3 Minutes, and
Extra for additional time

Note the advantage, both in the rate and length of conversation, of using Station-to-Station service whenever possible on Short Haul talks.

C. H. BEARD, Manager



YOU ARE INVITED

Telephone Week
November 20th to 25th

ON behalf of our local staff, I cordially invite you to visit our exchange any afternoon or evening of Telephone Week, that we may show you the co-ordinated personal service behind your telephone in actual operation.

It is YOUR service, and the more you know about it, the better it will serve you.

You will be heartily welcome. Over 74,000 people accepted our invitation last year and thanked us for a profitable evening.

C. H. BEARD, Manager.

THE BELL TELEPHONE CO.
OF CANADA



Make Great Strides in Developing Forest City Telephone Facilities

In connection with "Telephone Week" it is interesting to learn from Manager C. H. Beard the surprising development that has been made in London's telephone facilities.

Mr. Beard points out that London is now in the 10,000 subscriber class, having 10,900 stations, and having practically doubled in stations since the year 1915.

There are 325 employees, 140 of whom are local and long-distance operators.

The local exchange is handling daily from 85,000 to 90,000 calls, and the long-distance exchange daily 1,100 "outgoing" calls, and about 3,500 "incoming" and "through" calls.

There is one side of the telephone development that is of vital interest to the progressive man of business. Long-distance arrangements have been so greatly improved lately that many large houses have come to use the telephone in the daily transaction of business that formerly required the services of a highly-paid traveler.

The Niagara Fruit Growers' Association, for instance, sells two-thirds of its crop by long-distance, and on one occasion used 49 calls at

a cost of \$47, enabling them to sell 36 carloads of fruit in one day. A traveler for a grain house sold two carloads of wheat worth \$2,400 by using the long-distance telephone, for the use of which he paid \$68.80.

There are a number of such instances, but one of the chief considerations in the use of the long-distance phone is knowing the most economical way and time to use. For instance, if you call a party by name you are charged at the rate of 30 cents for three minutes, whereas, if you merely ask for a certain number you pay at the rate of 25 cents for five minutes' conversation, which is quite a consideration.

Then, too, between 8:30 and midnight evening rates, which are just half the daytime rates, are in force, and this, too, is a point worth knowing.

For the greater convenience of patrons the Bell Telephone Company has arranged a code call list, whereby a subscriber having one of these code calls can substitute a number in calling up any of the customers on his list, and this saves both time and trouble.

Mrs. Dunsmore of St. Thomas.

In her address Mrs. Cromwell thoroughly explained all matters in regard to the work of the I. O. D. E., and the following officers were elected by ballot: Regent, Mrs. V. A. Sinclair; 1st vice-regent, Mrs. A. C. Rennie; 2nd vice-regent, Mrs. E. V. Tillson; secretary, Mrs. Lancaster; educational secretary, Mrs. T. M. Layman; Echoes secretary, Miss W. Maddock; treasurer, Mrs. C. E. Parlow; standard-bearer, Mrs. W. C. Brown.

Several names were mentioned for the chapter, but were left until another meeting which will take place early in the year. The meeting was very enthusiastic, and the local branch promises to be a very successful organization.

VISIT TELEPHONE OFFICE.

In another column of this issue the Bell Telephone Company again invites the public to visit the Central Office, Clarence street, any afternoon or evening of Telephone Week, Nov. 20 to 25, inclusive. To The Advertiser, Manager Beard explains the idea behind Telephone Week as simply an effort after the highest standard of telephone service through widespread public co-operation.

"After all," said Mr. Beard, "the telephone user has no small part in determining the quality of his service. There are always three persons involved in every completed call—the calling party, the operator and the person called. To insure the best type of service all three must observe certain quite simple, but vital, requirements of good telephone practice."

"Now we have found from actual experience that when subscribers know something about telephone equipment and the work that our operators are called upon to do in completing a call, they invariably use their instruments to better advantage, insuring both for themselves and the community a service that can't be improved upon. Obviously there is no place like our central office for showing people just what lies behind their telephone instruments, and our whole staff are hoping that every night next week will see a big section of our public honoring us with a visit. They will be heartily welcome."

Our idea of a truly great man is one who can draw people more than five miles to attend his funeral.

FAVOR SECURING JUVENILE COURT

Various Organizations of City Discuss Project With Mayor Wilson.

Mayor Wilson held a meeting on Friday afternoon, at which the representatives of the various organizations interested in child welfare were present, to discuss the project of these societies as to the juvenile delinquency act, and also as to the use of a juvenile court. The prevailing opinion seemed to be in favor of having the juvenile court in operation as soon as possible, and the majority of those present favored the appointment of Magistrate Graydon as magistrate of the juvenile court.

After some discussion the following motion was proposed and unanimously carried:

"That this meeting, composed of representatives of the various bodies interested in the well-being of children in the city, ask the council to urge the proclamation of the juvenile delinquency act, and that we strongly recommend Mr. Graydon, the present police magistrate, as the official to take charge of the juvenile court."

It was decided that all other matters, such as the personnel of the court officers, location of the court rooms, remuneration of the magistrate, and so on, were matters of secondary importance just at present, and might well be left over until a future date.

Among the societies represented were the following: Kiwanis, Y. M. C. A., the Chamber of Commerce, the Mothers' Clubs of the city, the Ministerial Alliance, the Board of Religious Education, and the Children's Aid Society.

TILLSONBURG WOMEN FORM I. O. D. E. CHAPTER

Special to The Advertiser.
Tillsonburg, Nov. 17.—A largely-attended meeting of the women of this town was held this afternoon in the council chambers and a local chapter of the I. O. D. E. was organized. Mrs. E. T. Cromwell, district organizer, addressed the meeting, also

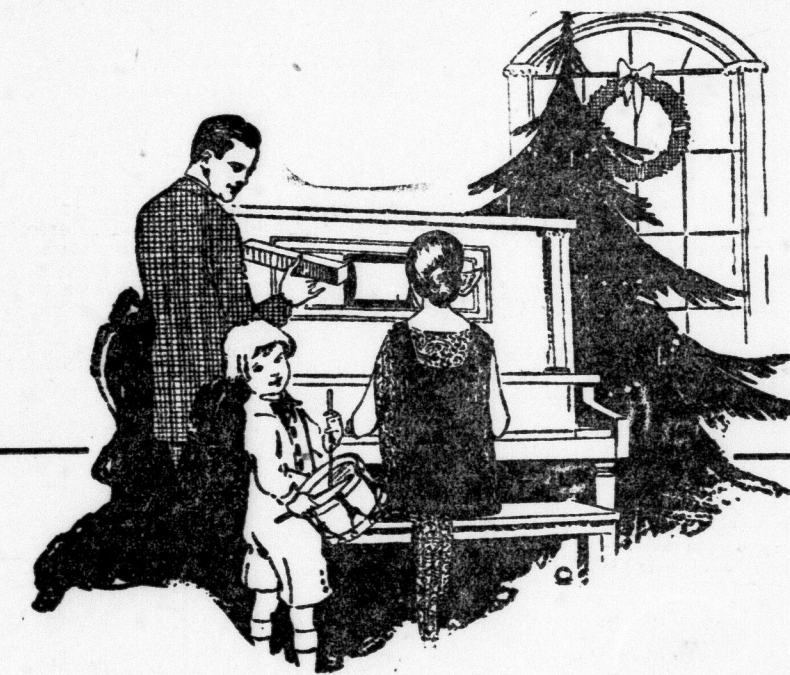
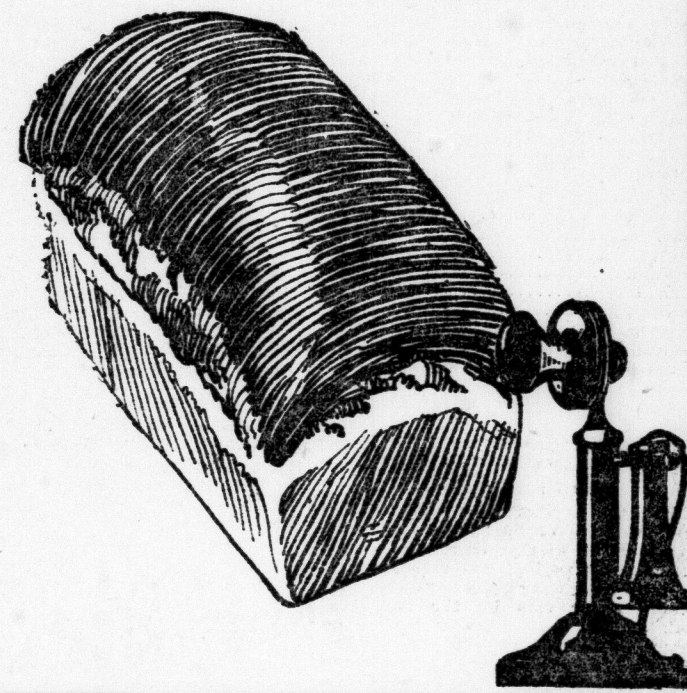
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Use of Your Telephone
Than By Using It To Get

NEAL'S GOOD WHITE BREAD

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--- OR ---

2173

For a Neal
Wagon to Call."The Best Loaves
Are Wrapped."

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Could be no wiser a choice than a piano — a Gerhard Heintzman. Dad wants to select a gift that amply expresses his love and affection and at the same time gives pleasure that is more than transitory—not merely for the day, but for years to come.

Can you imagine anything more fitting than a Player or an Upright Piano? It fills a need in the home—provides recreation, education and entertainment.

In the Gerhard Heintzman you find those rare qualities the masters sought for and which came as a reward to this firm only after years of application and a striving for "something better" than a mere piano.

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"CANADA'S GREATEST PIANO"

Other merchants who will appreciate your telephone orders have advertisements on the page next to this. If you are not a subscriber to the London Advertiser a phone order from you will be appreciated.



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If you would save hours of labor in cleaning and keeping clean your carpets. It does not cost anything to phone us for a free demonstration at your home. Nor does it obligate you in any way to buy a cleaner.

One thing a demonstration will do is prove that there is no other carpet cleaner just like the

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That's why it has always won the grand prizes at all International Expositions in which it has been shown. Without further delay give us a call on your phone.

While we are at your home demonstrating the Eureka we'll also tell you about our Club Plan and show how easy it is to own a Eureka without any large outlay of money. It's an ideal Christmas gift.

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240 Dundas St.



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Paste this phone number near your telephone and remember we are as close to you as it is. Courtesy is part of our service. We serve you as carefully on phone orders as though shopping for ourselves.

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