

Bell Halts Flat-Rate Billing

Michigan Bell says it will withdraw its flat rate service for suburban Detroit business customers Oct. 16 and will replace it with "measured service" currently used by many suburban customers.

Company studies of customers who now have measured service indicate that many customers who are light users may actually pay less than they do now for flat rate service, Bell noted. Heavy users may pay more under the plan.

The changes result from a 1970 rate case decision in which the Michigan Public Service Commission ordered Bell to withdraw flat rate business service from the Detroit suburban areas by October 1972.

These changes will bring suburban business service rate treatment in line with Detroit zone, which hasn't had business flat rate service for more than 50 years.

LOCAL MICHIGAN Bell manager John Ford said the changes in rate structure are being made in order to provide a fairer and more equitable way of charging for service.

The change, he said, will affect about 21,000 business customers in 14 suburban exchanges. Those exchanges are Birmingham, Center Line, Farmington, Livonia, Mayfair, Romulus, Royal Oak, Southfield, Trenton, Troy, Warren, Wayne and Wyandotte.

With measured service, he explained, charges for calls are proportionate to the actual number of calls each individual customer makes.

"The change is in keeping with the trend in present-day rate making of basing the cost of service on the amount of service a customer uses."

"As it is now, all businesses in a given rate group with flat rate service pay the same rate, though some may make twice as many calls as others."

UNDER THE measured rate, a business customer with one-party service would pay \$5.75 per line plus 4 1/2 cents for each dialed local call.

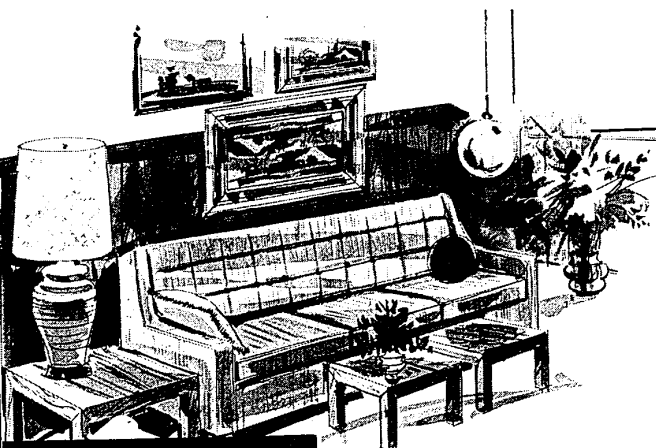
"If, for example, a business customer is now paying \$14.50 a month per line for flat rate service with an unlimited number of local calls, he could average 190 calls per line a month with measured service with no increase in the local service charge."

For businesses which call extensively throughout the metropolitan area, Bell offers Metro Service as an option. Metro Service costs \$16.75 a month per line plus six cents for each dialed local call and for each dialed call to more than 80 other metropolitan area communities.

The switch to measured service will not affect the rates for calls outside the local area. Dialed "Near Zone" calls will remain three-cents a minute and dialed "Far Zone" calls six cents a minute.

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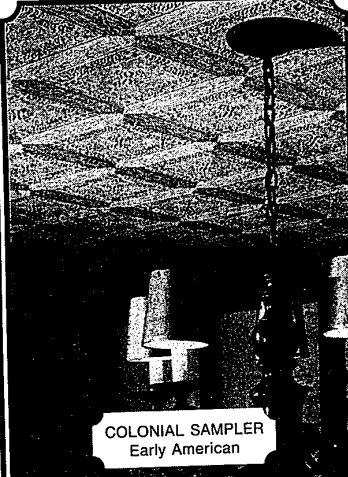
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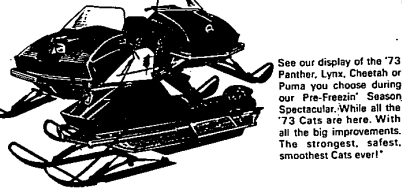
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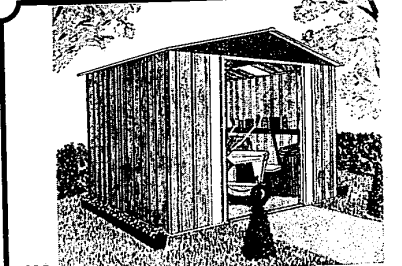
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