



telex it

A vintage advertisement featuring a man and a woman in a professional setting. The woman, with long blonde hair and wearing a dark blue textured sweater, is seated at a typewriter. The man, in a dark suit, stands behind her, leaning over to examine a document held in the typewriter's carriage. The background is a plain blue wall with several white horizontal lines in the upper left corner. In the upper right, the text "and at once they have it in print" is written in a bold, white, sans-serif font. A framed picture is partially visible on the right wall.

**and at
once they
have it
in print**

telex will

**Increase the efficiency
of your organisation.**

Speed communications.

**Improve your customer
service. Written
confirmation not required.**

**Ease language and
time difficulties with
contacts overseas.**



telex is

**Simple as typing -
Quick as the phone.**

A phone call is quick. A letter is proof positive. Telex combines the virtues of both. It provides a fast and reliable method of printed communication between telex subscribers.

Calls are made by dialling the number of the telex subscriber required, then as the message is typed it is received and printed word for word at the distant end. Both sender and receiver have a copy.

Most communications that can be typed can be telexed, and anyone who can type can easily learn how to operate a telex machine. A good typist can transmit at speeds of up to 35 words a minute. By using a special attachment, which provides a perforated paper tape, the message can be transmitted automatically at a constant speed of about 70 words a minute.



Each subscriber has a telex number and his own identification signal known as the "Answer Back" code. This code, which comprises the user's name or sufficient information for clear identification, is transmitted automatically to the sending machine giving proof that connection has been made to the required number. Both the telex number and the "Answer Back" code appear in the telex directory provided free to all telex subscribers.

Language difficulties are eased, for the printed word makes translation simpler. The time of day makes little difference to telex. Providing the power is left switched on, the distant machine receives messages automatically, there is no need for an operator.

Charges for calls are based, as for the telephone, on time and distance.

Streamline your communication system, and improve efficiency



We have a team of experts ready to advise you. If you would like more information about the telex service, please contact your local Telephone Sales Office. The number is in your telephone directory.

Post Office
Telecommunications