

ARE YOU GETTING THE MOST OUT OF TELEX ?
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What **TELEX** can do for you

As a telex customer, you have at your service a modern means of communication combining the speed of the telephone with the accuracy of the printed word.

Why did you decide to have telex? Was it because it would send and receive your messages accurately and quickly? Because it could help to reduce your communication costs? Because it would give you added prestige? Because you wanted to modernise your communications to improve efficiency?

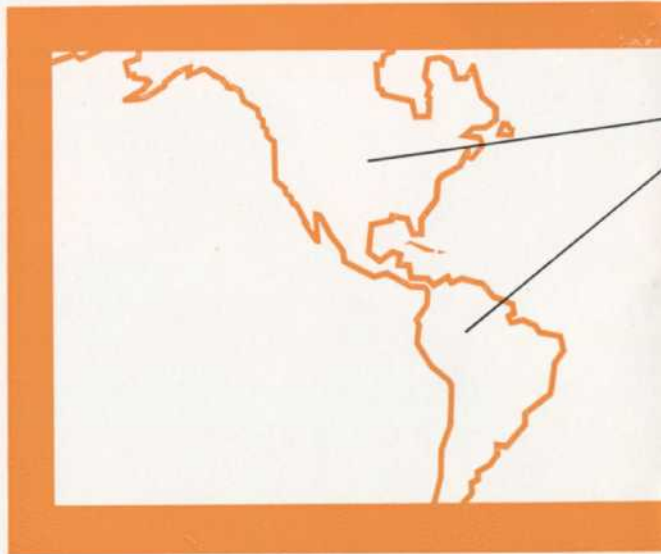
The purpose of this booklet is to show how telex can do each of these things for you.

Direct to Europe

Telex calls may be dialled direct to most European telex users. As the charges for calls which your operator dials are based on the actual time the call is connected, and are *not* subject to a three-minute minimum charge, it will usually be cheaper to send your messages by telex rather than by telephone or cable.

Overseas **TELEX** calls

Overseas telex calls to the more distant parts of the world which cannot, at present, be dialled direct are connected manually at the telex exchange. The minimum charge for these calls is for a period of three minutes. When this charge applies, your longer messages may be sent more efficiently and economically by telex, but remember that your shorter messages may be cheaper by cable. Compare the cost of a cable with the cost of a telex call, and consider the advantage of direct contact by telex and the possibility of having an immediate answer before deciding which is the more suitable medium for your message.





Telegrams and cables

Never send an inland telegram to another telex customer. Telex delivers your message right into his office at once and it is very much cheaper.

Use telex to despatch all your telegrams and cables. It is quicker and more accurate than telephoning them and there is no charge for the telex call to the Post Office Inland and Overseas Telegraph Services. You will also find it quicker and more convenient if your incoming telegrams and cables are received on your telex machine. This can be arranged with your District/Head Postmaster for inland telegrams and with your local Overseas Telegraph Office, for overseas telegrams and cables.

One-way messages

Telex is ideally suited to messages involving a one-way transfer of information, as it requires the attention of only one person during transmission, it is wholly accurate, and letters of confirmation are not usually required. Furthermore, a copy of the telex message is ready for insertion straight into the appropriate file. For these reasons, it is to your advantage to use telex when sending statements, instructions, quotations and estimates.



Two-way conversations

You can use telex for discussion in print with your correspondents. Two-way "talking" by teleprinter is already common practice to clinch business deals or get the latest market information quickly.

Foreign languages

Foreign language telephone conversations are often difficult and frustrating, but when your correspondent is "talking" to you in print by telex, he becomes more easily understood and you have time to think before you answer. If you have only a smattering of your correspondent's language, "conversations" by telex can be surprisingly simple and most effective.



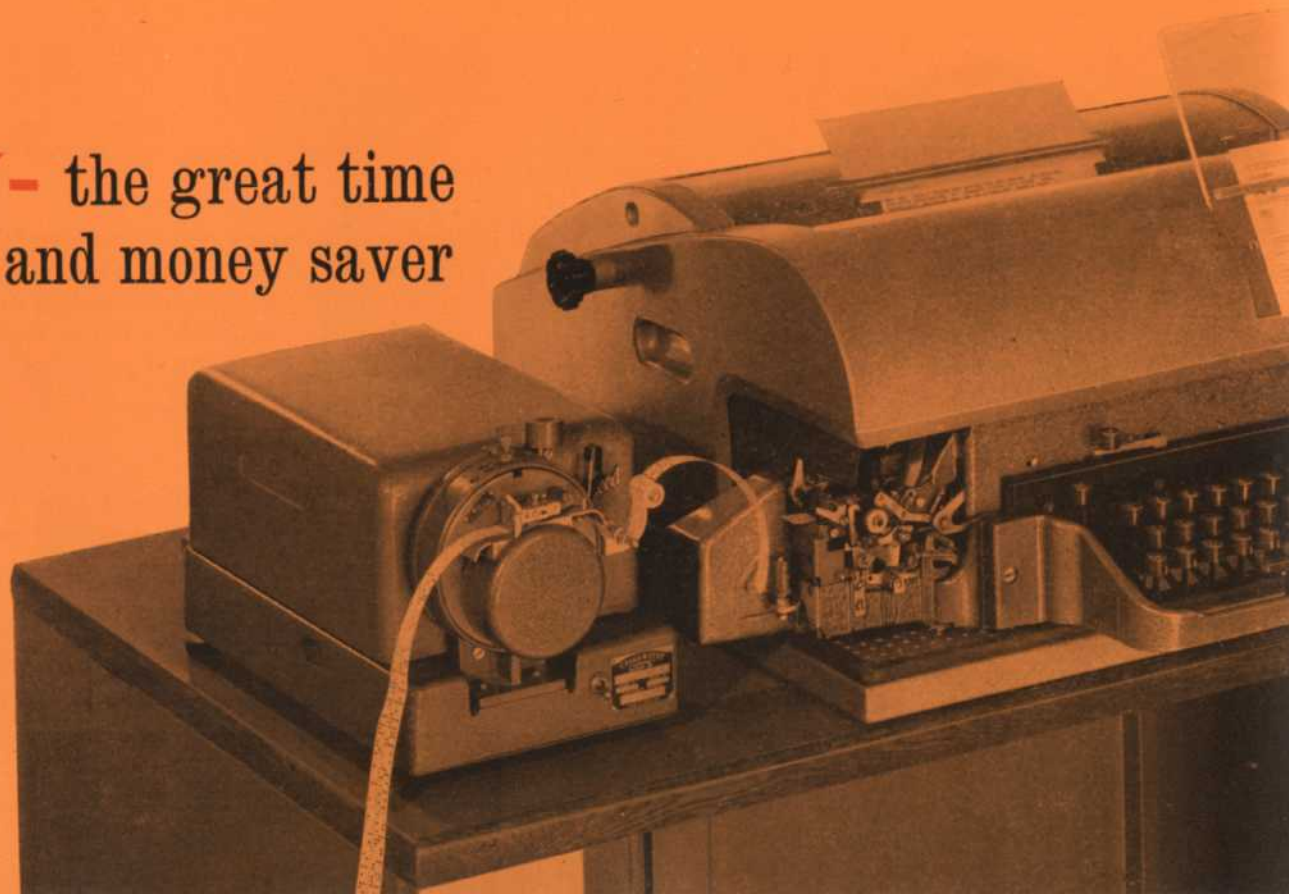
Avoid peak hours

The busiest periods on the telex service are between 11 a.m. and 12 noon and between 4 p.m. and 5.30 p.m. At these times, not only are telex lines and exchange equipment in heavy demand, but there is also a distinct possibility that your correspondent's telex machine will be engaged, so for your own convenience try to despatch as many of your telex messages as possible at other times of the day.

Digital data

If your machine is equipped for perforated paper tape working, the telex network provides a ready-made system capable of transmitting digital data at a speed of 400 characters per minute. Paper tapes carrying data in 5-unit code can be produced locally on the telex machine or as a by-product on an accounting machine or electric typewriter, and transmitted to any other telex installation having tape facilities. Your Telephone Manager will be pleased to give you further information on this aspect of the telex service and supply you with a copy of the Post Office booklet "Facilities for Data Transmission".

TELEX- the great time
and money saver





The speed of **TELEX**

The telex system is capable of transmitting and receiving messages at speeds of up to about 70 words per minute.

With practice, a competent typist should be able to send manually at speeds approaching 40 words per minute for quite long periods without difficulty.

Additional equipment is available which enables your operator to prepare and to check outgoing messages in advance on perforated paper tape. They may then be sent at the maximum telegraphic speed of 50 bauds (about 70 words per minute), thus keeping the chargeable time of calls to a minimum.



Charges for calls

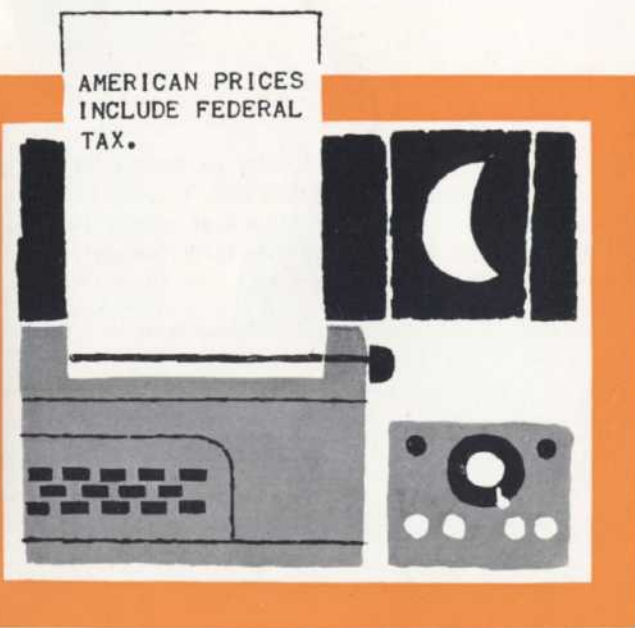
Directly-dialled inland calls are charged at 2d. per unit. A unit may be of 15, 20, 30 or 60 seconds duration, according to the distance of the call.

Overseas telex calls which are dialled by your operator are also charged at 2d. per unit. The amount of time which can be bought for one unit varies with the country to which the call is made. For example, calls to Switzerland are timed at 6 seconds per unit and a message of 30 seconds duration costs 10d.

If you wish to know the number of units expended on directly-dialled inland and overseas telex calls, you can, unless your office is in one of the small number of towns where we cannot provide this facility, rent a meter which will indicate both the number of units used on any particular call and the cumulative total for all calls.

For overseas calls which cannot be dialled direct, the minimum charge is for a period of three minutes.

Details of inland and overseas call charges are shown in the preface to the telex directory.

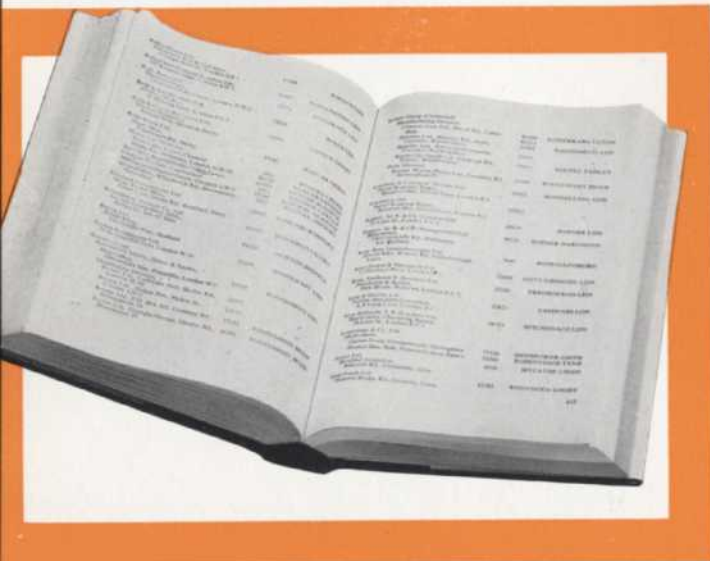
An illustration of a telex machine. A paper roll is partially unspooled from the top, showing the text 'AMERICAN PRICES INCLUDE FEDERAL TAX.' The machine has a keyboard on the left and a control panel with a large dial and several buttons on the right. The entire illustration is set against a white background with a thick orange border.

AMERICAN PRICES
INCLUDE FEDERAL
TAX.

Twenty-four hour service

Telex service is available continuously night and day throughout the United Kingdom and to most parts of the world. Details of the hours of service to those countries which do not have a full twenty-four hour service are shown in the preface to the telex directory.

Provided there is adequate paper in the telex machine (this should be checked frequently) and the electricity supply is switched on at all times, incoming messages can be received even when your office is closed or the machine is unattended; a facility particularly useful on overseas calls where there may be an appreciable difference between the local times or office hours. This feature also applies if your correspondent happens to be out of his office when you wish to contact him by telex. Receipt of the correct "answer-back" code indicates that you are connected to the required number and your message may be sent immediately. It will be waiting on your correspondent's machine when he returns and you have been saved the trouble of making perhaps several attempts to contact him.



Directory information

The United Kingdom Telex Directory is issued every six months in April and October. Supplements are issued in January and July. You are supplied regularly with a copy of each issue and this should be kept near to the telex machine. Information about very recent connections to the service can be obtained from Telex Directory Enquiries.

You will find it convenient if you prepare a list of those firms with whom you deal regularly, showing their telex numbers and their "answer-back" codes, and give copies to your telex operators and other members of your staff who originate telex messages. As the number of telex lines is growing by 2,000 a year, the list should be revised frequently and details inserted of additional contacts who join the service.

It can be an advantage if everyone who is likely to originate a telex message has ready access to a telex directory. Additional copies for this purpose, or copies of any foreign telex directories you may require, can be obtained from your Telephone Manager at a small charge.




Operating your **TELEX** machine

The telex machine is not difficult to understand. As the keyboard is basically the same as a typewriter keyboard, it can be operated quite simply by your telex operator or by typists who have been given the opportunity to familiarise themselves with the telex machine and with telex service generally. Detailed instructions concerning the operation of telex are to be found in the Post Office booklet "Operating Telex". Make sure you have a copy and that it is kept near to the machine. If you think your staff could benefit by further instruction, contact your Telephone Manager's office and ask for the Telegraph Service Representative to call. He will be pleased to give guidance on the efficient operation of your telex machine.

Preparing your **TELEX** message

Your operator should always have clear drafts from which to send, as time spent during transmission on deciphering badly written drafts will result in extended call durations and increased accounts. It will be helpful if you use



*message clearly
understood.*

a simple, standard message pad, particularly one in a distinctive colour, when writing telex messages.

There is no need to adopt either the formality of a letter or the extreme brevity of a telegram when composing a telex message. A brief, but clear style is the ideal. Remember that the message will be received in exactly the same form as it is sent, so prevent confusion by using only those abbreviations which will be clearly understood by your correspondent. Avoid all unnecessary tabulating, underlining and spacing, as these consume time on the call and thereby increase the cost. Insert the time and the date on all messages (use of the twenty-four hour clock system avoids misunderstanding). Each message, clearly addressed, should indicate the name or reference of the sender and, where applicable, his department so that the recipient is encouraged to reply direct to him.

Get your messages to your operator immediately. It is not usually advisable to save them up until there is a batch because an even flow avoids unnecessary congestion. However, when a three-minute minimum call charge applies, it will probably be more economical to make only one call when sending several short messages to the same destination.



Telex

Circulate message/telegram/copy to: _____

Rec./Sent Time Date



It can be of benefit if each outgoing message bears a serial reference number, allocated by your telex operator, to be quoted in the reply or in any further relevant communication. Your operator should keep a simple record of the serial numbers for subsequent easy reference.

Internal distribution of messages

Remember that one of the big advantages of telex lies in its speed. Ensure that your messages do not take so very much longer to get to and from your telex machine than they take to cross the world. Remember, too, that when you receive a telex message it may have been sent by telex because of its urgency. Give early attention to it and get the reply off without delay.

Although a telex message is transmitted and received simultaneously, poor arrangements for its delivery within your organisation can nullify this very great advantage. In smaller offices, the internal distribution of telex messages may not be a problem, but at larger establishments it needs careful consideration.

Where telex is used mainly by a single department, it is advisable to locate the installation either within that department or in an adjacent room so that



outgoing messages may be handed direct to the operator and incoming messages may be distributed easily. Where several departments use the service, existing arrangements for the distribution of urgent internal correspondence can usually be modified to include telex messages. Multi-ply paper rolls in the telex machine can be an advantage here.

Messenger service is probably the simplest and the most common means of distribution although other methods are employed. Telephone calls between the operator and the recipient, especially when he is remote from the telex machine, can expedite delivery of all incoming messages, but it is advisable to provide confirmation by forwarding the telex copy as soon as possible. Similarly, outgoing messages can be telephoned either to the operator or, where frequent use of the service demands, a recording device attached to her telephone. If the flow of telex messages is very heavy, more elaborate systems involving the use of pneumatic tubes or facsimile transmission equipment can be installed.

Your Telephone Manager will be pleased to send his representative to discuss this particular problem with you.

Accounts Dept.

ORDER FROM CONTINENT
SUPPLY
3.

Production Dept.

ORDER FROM CONTINENT
CONFIRMED. SUPPLY
FINAL DETAILS.

Marketing Dept.

ORDER FROM CONTINENT
CONFIRMED. SUPPLY
FINAL DETAILS.

Become **TELEX**-minded

Much of your business at present conducted by letter, by cable, by telegram and on the telephone, can be handled more efficiently and cheaply by telex. Be conscious of this potentiality and make use of it. Encourage others to use telex and regard it as being the major link in your communication system rather than as a secondary channel. An idle telex machine is wasting money; an active one is saving it!

Make sure all members of your staff know that telex is available and that they are aware of its advantages. If you issue a house journal, this, supplemented by an office instruction, would be a good way of bringing the use of telex to everyone's notice. The Post Office will be pleased to assist you by showing a short but very interesting film featuring the application of telex to everyday business requirements.

TELEX

We have now installed
Telex
Please note the details

Telex number
'Answer-back' code

FROM



Gain added prestige by publicising the fact that you have telex. To help you, the Post Office will provide and deliver free of charge a liberal supply of Telex Advice Cards which you can send by post to advise your business associates that you now have the service. Additionally, gummed labels quoting your telex number are available which may be used to amend your existing stationery. Display your telex number quite distinctly on all stationery, on your advertisements, your visiting cards and your commercial vehicles.

Conclusion

Used effectively, telex can save time and improve efficiency. Your Telephone Manager will be pleased to supply additional copies of this booklet and is always at your service to give further advice on

... getting the most out of **TELEX**.

