



CONNECTING



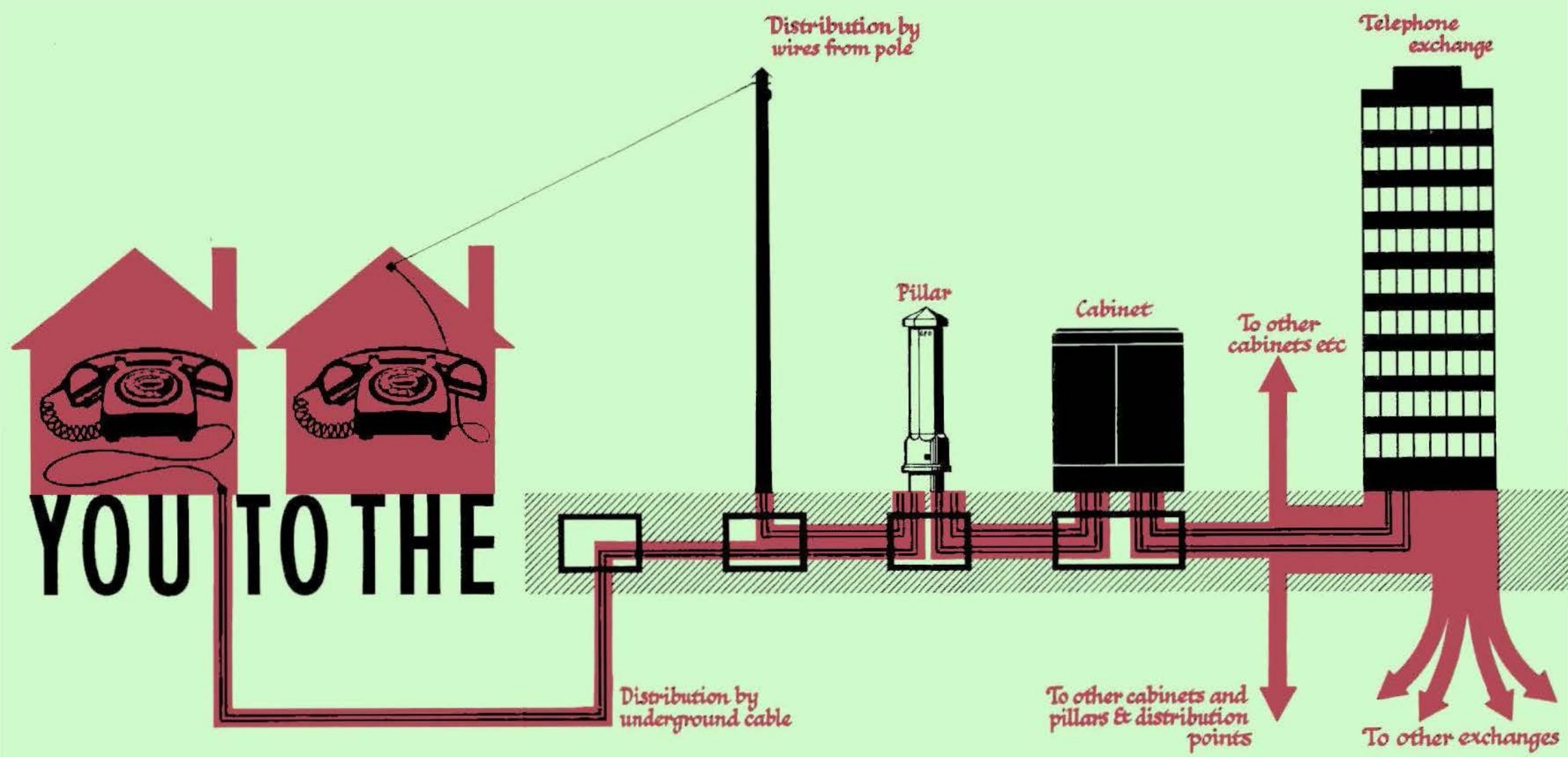
We are sorry

that you are in one of the few areas in which we cannot yet provide telephone service on demand.

It seems only fair to explain one or two peculiarities of the telephone that can lead to this difficulty. These are detailed inside.

YOU TO THE EXCHANGE

At the same time we should not want you to feel that we were leaving it at that. One of the main objects of the current Post Office development plan is to eliminate the waiting list completely and as soon as possible. We are expanding our effort enormously to achieve this



SOME OF THE LINKS THAT CONNECT YOU TO THE EXCHANGE

INDIVIDUAL CONNECTION

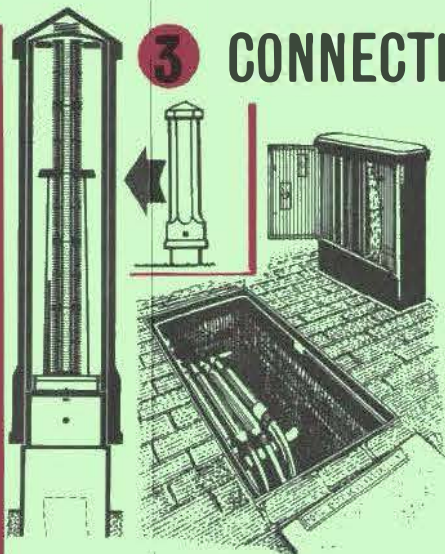
Telephone messages are individual things—you cannot tap them off a main like gas, water or electricity. Each telephone must be connected individually to the exchange from which connections can be made to the rest of the world. A telephone 'main' is not just a heavy cable, it is composed of hundreds of separate pairs of wires.



A telephone is connected to the exchange in a series of links. The pair of wires from your house would be connected to one of a number of pairs running in a cable along your road. Each of these would be connected to a pair of wires in a larger feeder cable in the next road and then to a pair in a main cable to the exchange. There are a number of links of this sort on the way to the exchange.

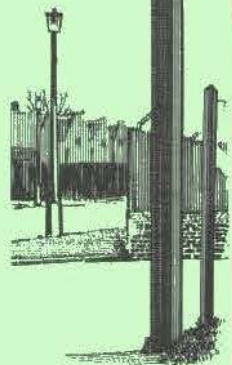
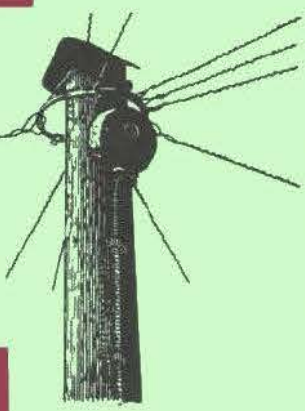


3 CONNECTING THE LINKS



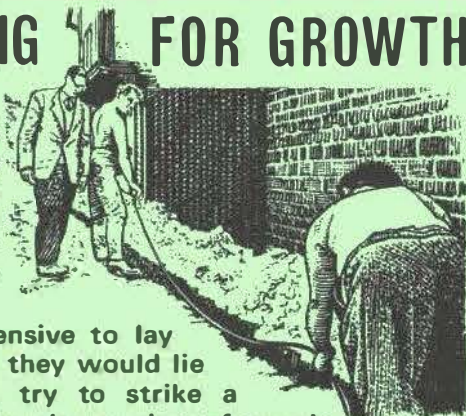
The individual wires in each of these links are interconnected at distribution cabinets or pillars, usually at corners and road junctions. This saves opening up cables each time a new connection is made and gives maximum flexibility for interconnection between cables.

LINKS TO THE EXCHANGE



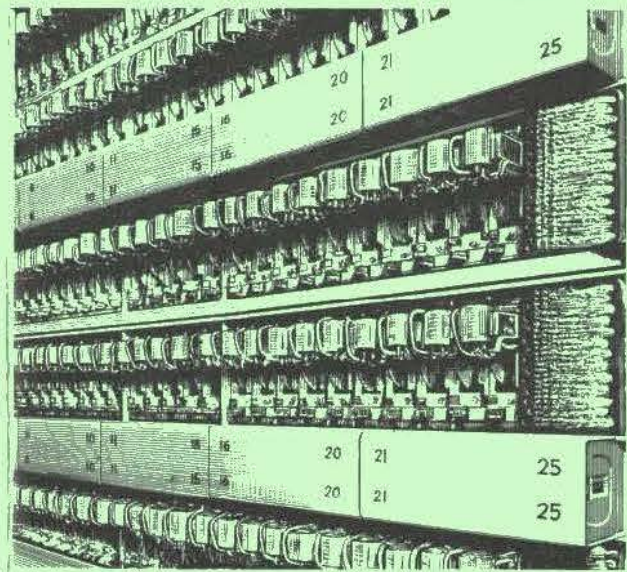
4 ALLOWING FOR GROWTH

Obviously it would be wasteful to dig up the streets to lay larger cables every time another one or two people come on the telephone, and expensive to lay so many wires that they would lie idle for years. We try to strike a balance by estimating the number of people likely to want telephone service for a few years ahead and then lay enough cable to provide for that estimated growth.

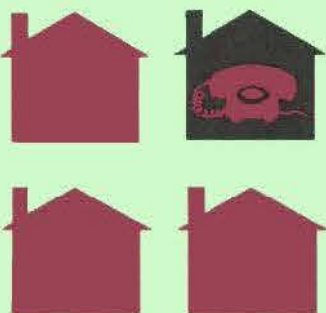


YOUR EXCHANGE EQUIPMENT

Apart from an individual line from your house to the exchange you must have your own individual equipment in the exchange. Here again we try to strike an economic balance. A telephone exchange is tailored to serve its community. It would be wasteful and put up costs for everyone if too much exchange equipment were lying idle at any given time; once again, we estimate growth for many years ahead and put in enough apparatus to keep ahead of demand.



WHY DO SOME PEOPLE HAVE TO WAIT?



Despite all our estimates and plans we can find ourselves short of cable or equipment if, as sometimes happens, big housing or business developments come unexpectedly, or if, because of the limits that until recently were imposed on the capital we could invest, we have not been able to make as much advance provision as we would like. Putting things right often means having special cables and exchange apparatus manufactured and this takes time.

It may not always be obvious why somebody is having to wait. Because so many links are required to connect a house to the exchange, we sometimes come up against a bottleneck.

BOTTLE-NECKS

For example, there may be a spare pair of wires along your road and into your house, and a number of spare pairs in the main cable; but no spares at all in the intermediate cable. A shortage of this sort may exist in any of the links between your house and the exchange. Quite often, even though we know of such a bottleneck, we lay cables on new

estates before the footpaths are made. This may not give anyone telephone service immediately but it does save the cost and inconvenience of digging up the footpath later on.

SHARED SERVICE



One way of putting more people on the telephone is by giving them shared service. We offer every customer an exclusive line whenever practicable, but where there are at present too few spare wires to do so, we ask people to share at a reduced rental. If you share you cannot, of course, use the telephone when your partner is doing so, but in practice it is rare for both partners to want to use the telephone at the same time.

What are we doing to abolish the need to wait? We are now allowed to invest enough capital to provide the cables and equipment that we know we want. Already the great majority of all orders can be met without difficulty. We are working hard to abolish the waiting list that remains as quickly as possible so that virtually all orders can be completed within a week or two; this we plan to achieve nationally by March 1966 at latest.



WHAT ARE WE DOING?



No. 1

Printed by Vincent Brooks, Day & Son Ltd.,

For General Post Office.

PH 1044 (11/64)