

**YOU ARE**

**WANTED ON THE**

**TELEPHONE**





# THE POST OFFICE FULFILS ITS PROMISE

## **Further Reductions in Telephone Charges.**

Aided by the sustained public response to the drastic reductions in telephone charges in 1934, the Post Office now fulfils its promise of further reductions. Nearly half a million people have become telephone subscribers in the last two years; the new reductions will bring in more. Residence subscribers are now entitled to a block of free local calls of a maximum value of 4s. 2d. a quarter. For many subscribers this concession will mean that the quarterly rental will cover all charges except those incurred for trunk calls.

For business subscribers the rentals for exchange lines, including auxiliary lines, have been substantially reduced.

These changes; the earlier reductions in the charges for trunk calls; the extension of the radius within which service can be provided at the standard rates; and the provision of telephone kiosks in greater numbers, particularly in rural areas, mean that you can get into touch cheaply with home or business from practically any part of the country.

All these developments have given a greater range and value to the telephone.



# THE VALUE OF THE TELEPHONE

The telephone of to-day is not a luxury. It may well be a necessity. It will almost certainly be an economy. It will save you money and may earn you money. It will save you from wasting time and money on journeys, when a telephone message would do as well. It will secure for you business opportunities which, but for your telephone, would be offered to others. It will bring to you and your household invitations which would otherwise go elsewhere. It will be a constant insurance against the day of sickness or other emergency.

Knowing your own special needs, you will at once think of other ways in which a telephone will be of service to you.

## TRUNK SERVICE

The maximum charge for a three-minute trunk call between any two subscribers on the mainland of England, Scotland and Wales, or between any two subscribers within Northern Ireland is 2s. 6d. by day or 1s. by night.

New plant has been installed and better methods of operating have been introduced so that an efficient service, suited to the needs of both business and social users, may be given.



# EXCLUSIVE LINE RESIDENCE TARIFF

**RENTALS** (Where the subscriber's premises are within three miles radius of an Exchange.)

	<i>Quarterly</i>	<i>Monthly</i>
	£. s. d.	s. d.
<b>LONDON</b> (Exchanges within 10 miles of Oxford Circus)	1 6 0	9 0
<b>BIRMINGHAM, GLASGOW, LIVERPOOL AND MANCHESTER</b> (Exchanges within 7 miles radius of the selected centre)	1 3 0	8 0
<b>REST OF THE COUNTRY</b> (including Northern Ireland)	1 0 0	7 0



A connection charge, normally 15s., but less if certain wiring exists, is payable on each exchange line. A transfer fee of 5s. a line is payable where an installation is taken over without alteration.

**CALLS** Incoming calls are free.

The quarterly subscriber is entitled without charge to 1d., 2d., 3d. and 4d. calls up to a maximum of 50 penny units in the quarter. Where the total value of these calls exceeds 4s. 2d. in a quarter the excess only is charged. In the case of monthly subscribers the free allowance is 16 unit calls (1s. 4d.). If the allowance of free calls is not wholly used in the quarter (or month) the unexpended balance cannot be carried forward to the next account. Charges for trunk calls vary with distance and duration.

# EXCLUSIVE LINE ORDINARY BUSINESS TARIFF



**RENTALS** (Where the subscriber's premises are within three miles radius of an Exchange.)

LONDON	Quarterly			Monthly	
	£	s.	d.	s.	d.
(Exchanges within 10 miles of Oxford Circus)	1	15	6	12	2
<b>BIRMINGHAM, GLASGOW, LIVERPOOL AND MANCHESTER</b>					
(Exchanges within 7 miles radius of the selected centre)	1	12	6	11	2
<b>REST OF THE COUNTRY</b>					
(including Northern Ireland)	1	9	6	10	2

The cost of auxiliary lines is less by 7s. 6d. a quarter (or 2s. 10d. a month) than the above charges.

A connection charge, normally 15s., but less where certain wiring exists, is payable on each exchange line. A transfer fee of 5s. a line is payable where an installation is taken over without alteration.

**CALLS** Incoming calls are free. Outgoing local calls cost 1d. to 4d. each according to distance. There is no allowance of free local calls under this tariff. Charges for trunk calls vary with distance and duration.

**'SMALL USER' TARIFF** To meet the needs of those whose business makes it desirable that they should be on the telephone mainly to receive incoming calls, or those to whom the telephone is most useful only at certain seasons of the year, a special tariff has been designed. Particulars are given on the next page.

# EXCLUSIVE LINE "SMALL USER" TARIFF

**RENTALS** (Where the subscriber's premises are within three miles radius of an Exchange.)

	<i>Quarterly</i>	<i>Monthly</i>
	£ s. d.	s. d.
<b>LONDON</b> (Exchanges within 10 miles of Oxford Circus)	1 9 6	10 2
<b>BIRMINGHAM, GLASGOW, LIVERPOOL AND MANCHESTER</b> (Exchanges within 7 miles radius of the selected centre)	1 6 6	9 2
<b>REST OF THE COUNTRY</b> (including Northern Ireland)	1 3 6	8 2



A connection charge, normally 15s., but less where certain wiring exists, is payable on each exchange line. A transfer fee of 5s. a line is payable where an installation is taken over without alteration.

Auxiliary lines and coin-collecting boxes are not available to subscribers renting this service.

**CALLS** Incoming calls are free. Outgoing local calls are 1d., 2d., 3d. and 4d. each, according to distance, but the total amount for local calls in each quarter is increased by one half or by 6s., whichever is less. (In the case of monthly accounts the maximum increase is 2s.) The ordinary rates based on distance and duration are charged for trunk calls.

There is no allowance of free local calls under this tariff.

The total cost of the service under this tariff will never be more than the ordinary business tariff, and if only a few outgoing calls are made it will be appreciably less.

# EXTENSIONS



The telephone is being used more and more for new purposes. New ways are constantly being discovered in which a telephone call will save time and trouble and prevent expense and disappointment. A single telephone is not sufficient to meet all these new demands. Incoming calls are more frequent. Outgoing calls are more various—you must be able to speak privately to your friends, to your business associates, or in case of need, to your doctor.

Telephone extensions solve this problem. The simplest form of extension in the house costs only 3s. 6d. a quarter, or less than  $\frac{1}{2}$ d. a day. This form of extension requires no switches and a call can be made or answered from either instrument.

Business is conducted more expeditiously when callers can be put into touch with the right person immediately. This can be done by providing a telephone within easy reach of every member of your staff. Extensions from the main line placed in the office, store or other room, add greatly to the utility and convenience of the service. They also afford free communication between departments.

\*An extension of this type for business purposes, which is installed in the same premises as the main telephone, costs 8s. a quarter (2s. 8d. a month). One which is installed in another building costs from 14s. a quarter (4s. 8d. a month), according to the length of external wiring involved.

An internal extension without intercommunication and without switches costs 4s. a quarter (1s. 4d. a month).



# HAND - MICROPHONES

The hand-microphone is the latest type of telephone, shapely in form and convenient in use. It combines grace of line with efficiency in working, and looks equally well in the home and in the office.

In the home it makes a decorative and useful addition to any room. It is ideal as a bedside telephone.

The freedom of movement which it allows is particularly convenient to anyone who wishes to consult papers or to make notes while he is using it. It adds an air of business-like efficiency and neatness to the office.

It can be supplied in black and three standard colours—green, ivory and red. The extra charges for the various models are :—

Black—a single payment of 10s.

Green, ivory or red—a single payment of £1.

Other plain colours, if required, can be supplied to order at a special charge.

The instruments remain the property of the Postmaster-General.



## OTHER SERVICES

The District or Area Telephone Manager (or the Controller, London Telephone Service) will be happy to quote charges for service to premises outside the three-mile radius from an exchange ; for lines to exchanges in sparsely populated districts where special rates may apply ; for private service, and for special apparatus of various kinds.

# AN INVITATION

This booklet describes only briefly the various types of telephone service which are open to you at your home or in your business.

Fill up and post the accompanying card so that you may discuss your special needs with your local Telephone Sales Representative.

He will tell you how they can best and most economically be met, and you will commit yourself to nothing but a friendly visit. It will help if you can give him two days' notice.



I should be glad if your representative would call and give me further information about telephone service. The most convenient times for his call would be:

Dates

Times

