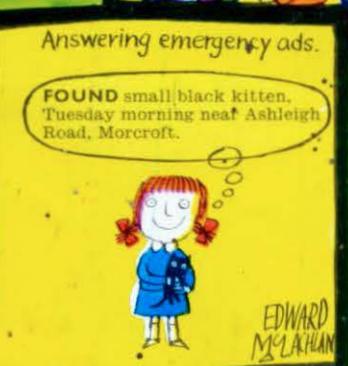
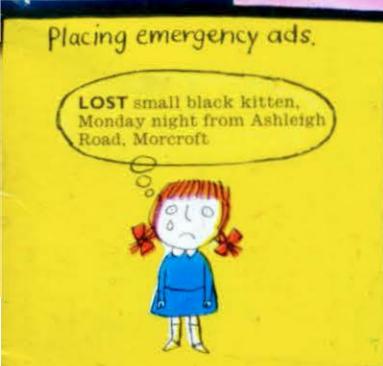
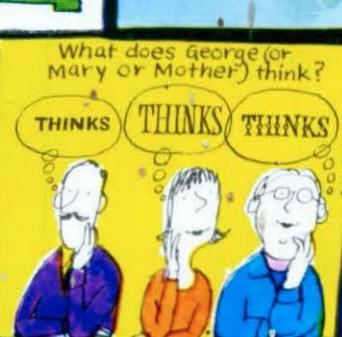
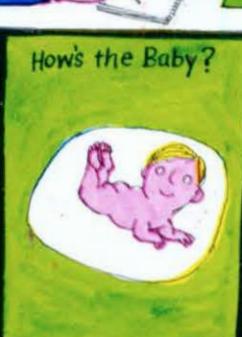
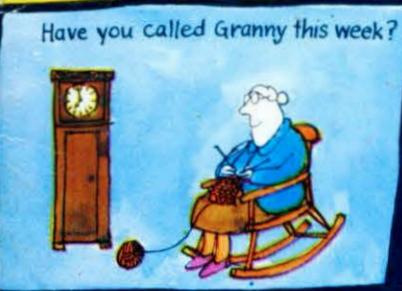
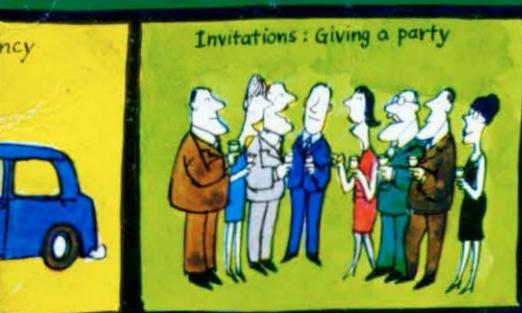


TELEPHONE COMPANION

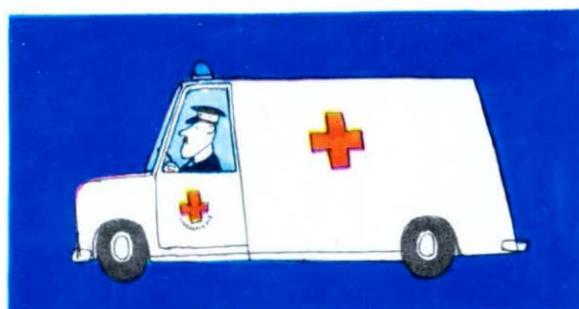
a guide to telephone facilities and services



PLEASE KEEP NEAR TELEPHONE

EDWARD
MC LACHLAN

emergency services



follow the instructions
on the dial label
of your telephone

Tell the operator the service you want. Give your telephone number in full. (This information is required in case circumstances should force you to leave the telephone before giving the emergency service your requirements).

Wait until the emergency service answers. Then give them the address where help is needed and other necessary information.

Please do not call the emergency service on non-urgent matters or you may delay a genuine emergency call.



about the Telephone Companion. . .

As so often with major inventions, the development of the telephone began by mistake! In 1875, Alexander Bell, a Scotsman who had emigrated to Boston, USA, was working on an apparatus called the 'harmonic telegraph'. His assistant was in the next room, at the end of the circuit, adjusting a faulty spring, and suddenly they both realized that the fault had resulted in the faint transmission of their voices.

Since then, the voices have grown louder, more numerous, and world-wide; and the telephone has become one of those facets of civilization which are accepted almost without consideration. With its convenience and person-to-person contact, it has naturally become a vital part of the modern business world. The majority of our subscribers are now on STD, which enables them to dial all local calls, most of their trunk calls, and make calls to many parts of Europe without the aid of the operator. Many other special types of telephone call can be made for you by the operator for a small fee. You can book a call to a specific person or department or even to an unnamed person able to discuss your particular problem. Even a call to a person on a ship on the other side of the world presents no problem.

**PLEASE KEEP THIS
BOOK BY YOUR
TELEPHONE — IT WILL
SAVE YOU TIME
AND MONEY**

The scope of the telephone service in this field is impressive, but even a nation of shopkeepers does not talk business all the time. Most people now have a telephone at home, and as an aid to private life the telephone has a thousand and one uses.

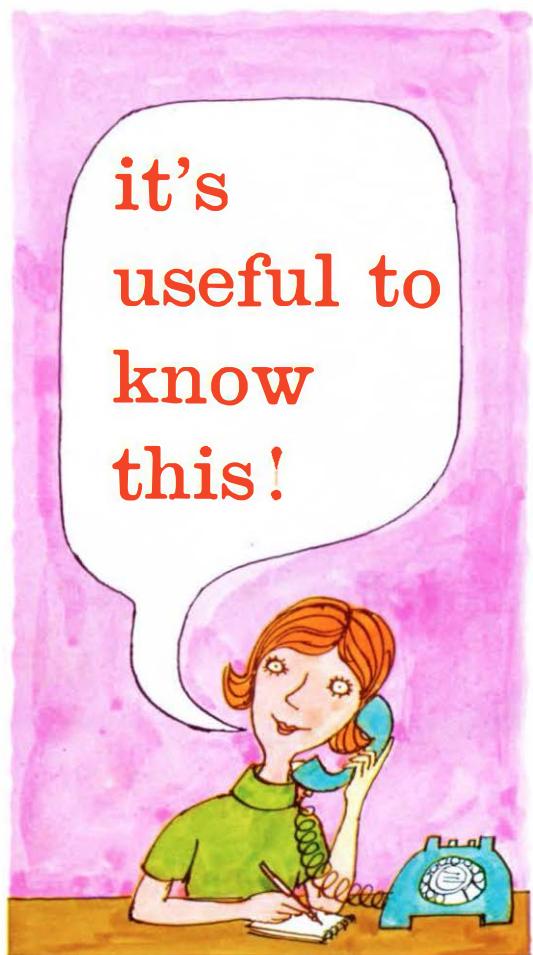
At the most personal level, many a tender romance began with that 'morning after the party before' telephone call; continued with those flowers or theatre tickets ordered by telephone; and culminated with that call to her parents. More normally, a telephone call can keep family and friends closer to you. News, and gossip, will travel faster, congratulations and condolences will be more prompt and personal, and the occasional misunderstanding easier to clear up if you can talk about it. And there are so many ways in which a quick telephone call saves you time, money, and effort—some instances are listed on pages 5 and 6.

This companion to your telephone not only tells you how to use it, but how to use it as fully as possible. Many subscribers don't realize that the Post Office provides a number of services as well as the simple one of linking you with the person you want to speak to. We will wake you up in the morning — and as a fiendish refinement will keep ringing until you answer. However, you then have the consolation of being able to find out whether it is going to rain, or whether it really is 9.30 and you did go to sleep again, without even getting out of bed. The latest score in the test match, the latest conditions on the roads — whether caused by fog or ice — and even announcements of main events of the day in London in four languages, can also be yours if you want them.

But the telephone, like all good servants, will only co-operate if you treat it well. A surprising number of people carefully misdial, and then curse the Post Office when they get the wrong number, or no number at all. It is very sensible to jot down the number as soon as you look it up or as it is given to you — particularly now that the all-figure variety is being introduced.

Another thing often forgotten is that even machines are sometimes overworked — if your call doesn't get through first time, or you hear the engaged tone, it may be that the exchange is temporarily overloaded. Give it a few minutes and try again.

Only a few of the services which the telephone can give you have been mentioned here. You will find it valuable to read through the contents list which follows. It indicates them all, and tells you where to find the details.



Your Telephone Companion



CONTENTS

page

For your information

SUBSCRIBER TRUNK DIALLING (STD)

A telephone with STD enables you to dial most trunk calls yourself, as well as all local calls.

SHARED SERVICE

You have your own number but share the line to the exchange with another subscriber. Each of the sharing partners gets a separate bill.

CLEANING THE TELEPHONE

Keep your telephone clean by wiping regularly with a clean dry cloth. Do not use polishes or disinfectants, as these could damage the telephone.

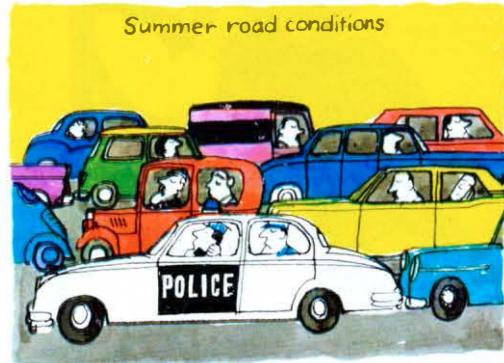
- 5 **The value of the telephone**
- 6 **The scope of your telephone**
- 7 **How to use the telephone**
- 7 Tones and 'lines-engaged' announcement
- 7 Telephone numbers
- 8 Making a call
- 8 If you have shared service
- 8 To call your partner
- 9 Engaged numbers
- 9 Speaking on the telephone
- 9 When you have finished your call
- 9 Answering a call
- 10 Time Signals
- 11 **Recording and charging of calls**
- 11 Charging
- 12 Calls which you dial yourself
- 12 Calls obtained for you by the operator
- 13 Cut-offs and wrong numbers
- 13 No reply
- 13 To recall the operator
- 13 Bills and private meters
- 14 **Special telephone calls**
- 14 Personal calls
- 14 Transferred-charge calls
- 14 Fixed-time calls
- 14 Alarm calls
- 15 **Overseas telephone calls**
- 15 Dialling your own overseas calls
- 16 Calls obtained by the operator
- 16 Charges
- 17 **Continental calls connected by an operator (additional information)**
- 17 Timing of calls
- 17 Personal calls
- 18 Transferred-charge calls
- 18 Fixed-time calls
- 18 Subscription calls

page	
18	Deferred calls
18	Cancelled or refused calls
18	Directory enquiries
19	International calls (additional information)
19	Timing of calls
19	Ordinary calls
19	Specifying time at which a call is required
20	Person to person calls
20	Classes of call
21	Services to ships at sea
21	Booking a telephone call
22	Information Services
22	Time
22	Weather
23	Test match scores
23	Road weather
23	Summer road conditions service
23	Teletourist service
23	Recipe service
24	Some other useful services
24	Transfer or reference of calls
24	Temporary disconnection
24	Express messenger
24	Radiophone service
25	Telephone credit cards
25	Telegrams
26	Inland telegrams
26	Greetings telegrams
27	Overnight telegrams
27	Prepaid replies
27	Priority telegrams
27	Overseas telegrams
28	Telephone Directories
28	Classified directories
28	Additional copies
28	Out-of-date directories
28	Entries
28	Advertising
28	Directory enquiries
29	Personal list
29	Printed stationery
29	At your service
29	Removals
29	Transfers

page	
30	Initial term of service and cessation
30	Fault repair service
31	An additional bell
31	Extension telephones
31	Modern telephones
31	Special arrangements for the disabled
31	Coin boxes
32	Private branch exchanges (PBXs)
32	Unauthorised attachments
32	Staff pass cards
32	Post Office Guide

Inside back cover

Telephone Service and the customer



For your information

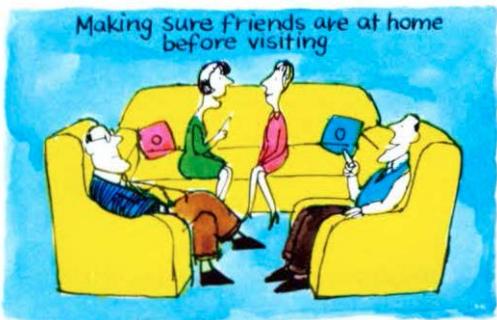
TELEPHONE REGULATIONS

You can see a copy of the Telephone Regulations which govern the charges and conditions of your telephone service, at your Telephone Manager's Office or Head Post Office, or you can buy a copy from the Stationery Office or other booksellers.

INSURANCE

Under the Telephone Regulations you are responsible for the safe keeping of the telephone equipment at your premises and it is wise to insure each telephone for at least £20. Your Telephone Manager can give you the value of more complicated equipment.

THE VALUE OF THE TELEPHONE



Your telephone is a direct social and business link with the whole civilized world — literally, the world at your fingertip. It can bring people together within seconds, no matter how many miles separate them.

Its value in an emergency is inestimable — it has saved countless lives and helped in many a crisis.

But in everyday matters your telephone is just as valuable, in saving time, trouble, and often hard cash. Your telephone is more than just a convenient and friendly way of contacting friends and family, calling the doctor, keeping in touch with this, that and the other — your telephone can be a positive economy.

A phone call can save money otherwise spent on unnecessary or wasted journeys. Use it . . .

- * to confirm that friends are at home before visiting
- * to do routine shopping
- * to check that cleaning orders or shoe repairs are ready or to make sure a shop has what you want when you get there . . . and to do a dozen other jobs to save unnecessary travel and expense, apart from the wasted time or, perhaps, the discomfort of a journey in the rain.

In many other ways, too, your telephone will prove an invaluable servant. Here are just a few more occasions on which it can help you :

Congratulation and condolence; both made more quickly and more personally.

Keep in touch with family and relatives — how's the baby ?

— have you called granny this week ?

Spreading glad tidings.

Thanks ; in the first flush of gratitude.

Expressing approval ; with enthusiasm.

Registering disapproval : with a chance of getting an explanation, or a change, before too much harm is done.

Organising local activities — get in touch by phone.

Making appointments with hairdresser, dentist, headmaster.

Seeking advice : on insurance, or that wiring job

sympathy : for dressmaking gone wrong

reassurance : about baby's teething trouble.

What does George (or Mary, or mother) think ?

Exchange views : on the government; the state of the pitch; last night's play.

Placing advertisements : and answering them in time.

Ordering the joint : or a cab.

Booking seats : or a table.

Give *her* a ring : or *him*.





What's on ?

Getting the weather forecast: or the recipe of the day.

Invitations: give a party — coffee, cocktail, house-warming.

Enquiring about train times.

Making a date: for bridge or darts, coffee or supper.

Remember: A phone call brings you together — and it's worth every penny.

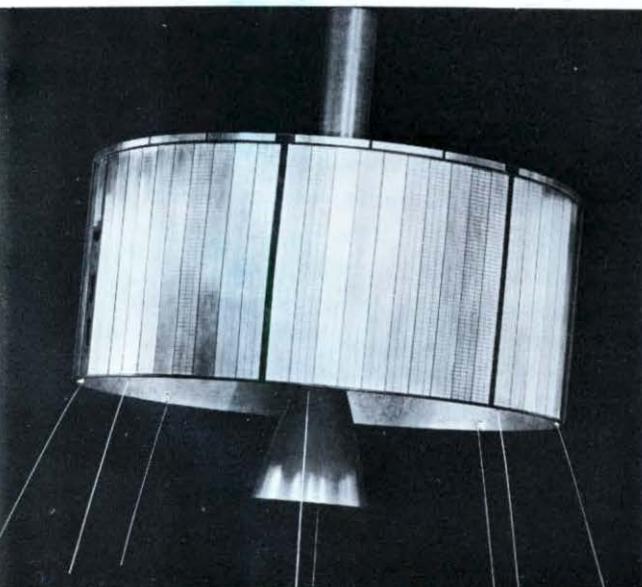
THE SCOPE OF YOUR TELEPHONE

The scope of the service your telephone can give you is constantly being widened. Just a few of the more outstanding contributions to this rapid progress in recent years include:

- ★ The extension of dialling so that you can get your own trunk and continental calls more quickly and at lower cost.
- ★ The development of communications with other parts of the world by satellite.
- ★ The laying of submarine cables across the Atlantic and Pacific to provide many more telephone lines to America, Australia and New Zealand.
- ★ The opening of the Post Office Tower in London, which can handle 150,000 simultaneous trunk telephone calls.

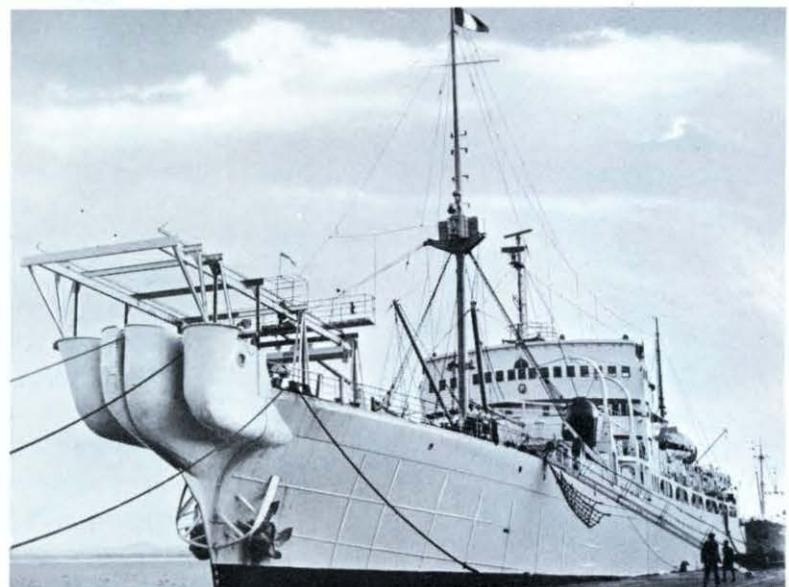
With all the resources of a progressive service at your command—
it pays you to make the most of your telephone

Intelsat II, a communications satellite with twice the power of Earlybird



Below: HMTS 'Monarch', a Post Office cable-laying ship.

Right: Britain's tallest structure—the new 620-feet-high Post Office Tower, London.





HOW TO USE THE TELEPHONE

Make sure you know the correct number of the telephone you wish to ring and save yourself time and trouble by making a few brief notes of the points you wish to discuss before the call is made.

TONES AND 'LINES-ENGAGED' ANNOUNCEMENT

You need to be familiar with the following telephone tones. If you are in doubt you can ask the enquiry operator to demonstrate them for you free of charge.

Dialling tone — a continuous purring sound, which means the equipment is ready for you to dial.

Ringing tone — 'burr-burr', repeated regularly which means your called number is being rung.

Engaged tone — a single high-pitched note, repeated at regular intervals. This usually means that the number you have dialled is already engaged on a call, or that all the lines are busy.

Number unobtainable tone — a steady note, which means that the number you have called is out of service.

Pay tone — rapid pips. These mean that you are being called from the pay-on-answer type of coin-box. The pips, which are also heard by the caller, will stop when money is put in the box.

'Lines-engaged' announcement — On some STD calls you may hear an announcement 'Lines from . . . are engaged, please try later'. This indicates that there is overload on the trunk lines from the town mentioned and you should replace your handset and wait a few minutes before dialling again.

Note: The above descriptions apply only to the British system. Some of the tones you may hear if you dial your own calls to the Continent are different. Free demonstrations of Continental tones are mentioned on page 16 under **Overseas Telephone Calls**.

TELEPHONE NUMBERS

Telephones are identified by an exchange name and number, or by an all-figure number which does not include a name. Numbers should always be quoted in full in the form shown on the dial centre label or in the telephone directory.

Right: Operators of the latest type of switch-board enjoy complete freedom from the familiar cat's-cradle of cords and plugs.

Below: Post Office Towers link cities for television as well as telephony. Here, in the London Tower, engineers check a video amplifying circuit.



MAKING A CALL

Information about making calls from your telephone are given in your dialling instructions. When you are unfamiliar with the sequence to be dialled, or it is difficult to remember, it will help you to dial correctly if you write it down before making the call. Lift the handset when you are certain of the code and number, listen for the dialling tone, then dial.

After dialling a trunk call there will be a pause before you hear a tone; during this time the trunk equipment will be connecting your call.

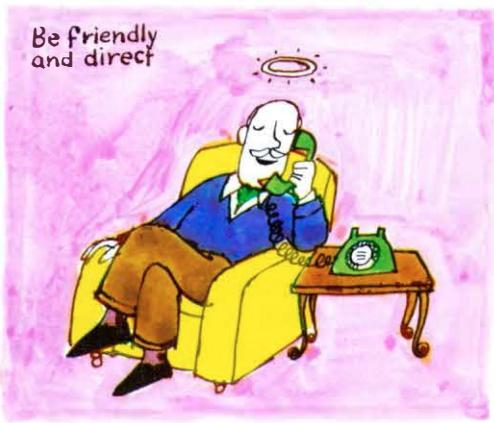
IF YOU HAVE SHARED SERVICE

Lift the handset and press down the 'call exchange' button until you hear the dialling tone, then dial the number you want. If you hear a series of clicks when you lift the handset it means that your partner is dialling and you have interrupted this. Wait until the dialling is finished, then explain what has happened and replace your handset so that your partner may dial again.

If you should hear conversation when you lift the handset your partner is using the line. Replace the handset and try again later.

To call your partner

Dial the operator, ask for 'party', and give your partner's exchange and number, followed by your own. The operator will ask you to replace the handset so that she can ring your partner. Give him enough time to answer before you lift the handset again.



ENGAGED NUMBERS

If the number you want is engaged, hang up and call again later.

SPEAKING ON THE TELEPHONE

Keep the earpiece close to your ear and speak directly into the mouthpiece. Speak clearly and unhurriedly: it should be unnecessary to speak loudly. If you speak too loudly, your voice will sound distorted to the listener.

In telephone conversation some words lose their distinctiveness and words with the same vowel sound, like 'five' and 'nine', can sound alike. Consonants should, therefore, be emphasised. Speak carefully when using figures, names and unfamiliar words.

On the telephone you are likely to be judged by your voice alone — what you say and the tone in which you say it can influence the response you get. People will be more helpful if you sound friendly and are direct.

WHEN YOU HAVE FINISHED YOUR CALL

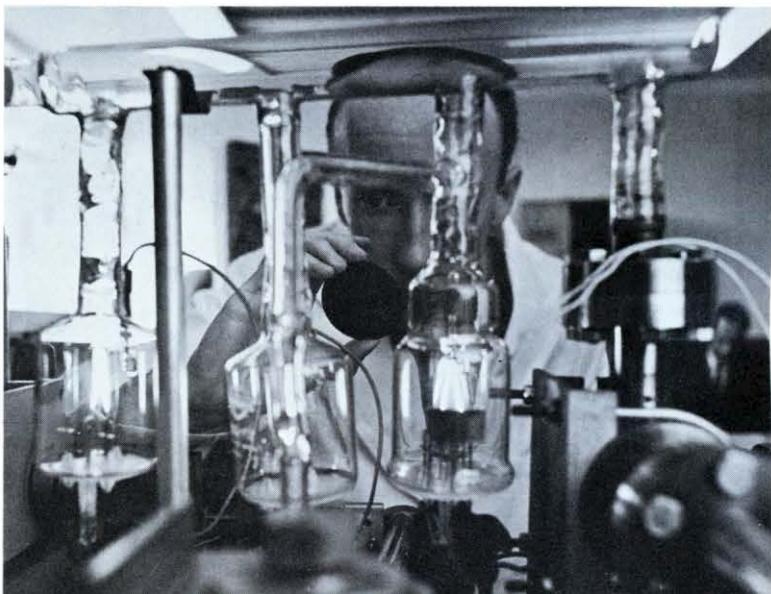
Replace the handset promptly and firmly on its rest as soon as you have finished. This stops the charging, and clears your line so that you can make or receive another call.

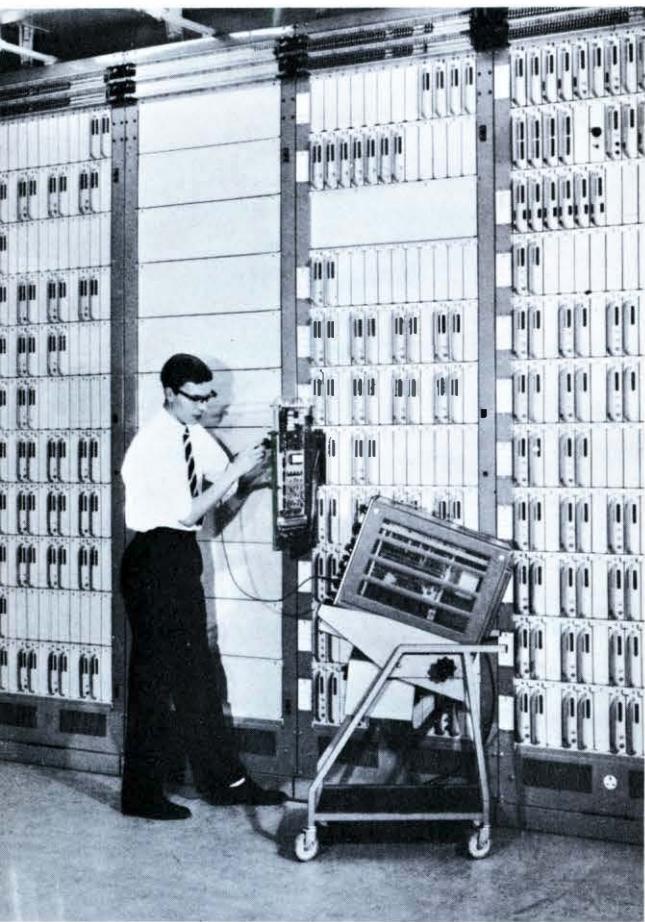
ANSWERING A CALL

Answer as promptly as you can. A delay in answering seems longer to the caller and he may think you are out. Answer with your identity (e.g. Joyce Smith). If it will help, give your number. In the case of an all-figure number, the last seven digits may be quoted when answering the telephone. To say just 'hello' is a waste of time and annoying. If you hear Pay-tone (rapid pips) it means that you are being called from the new type of coinbox. Don't hang up — hang on. The pips will stop when the caller puts money in the box. Wait until the pips stop and then identify yourself.

If a call on your telephone is for someone else, it is helpful to pass on any information you have already been given by the caller.

Right: A 'back-room boy' at a Post Office Research Station experiments with ultra-high vacuum applications to telecommunications.





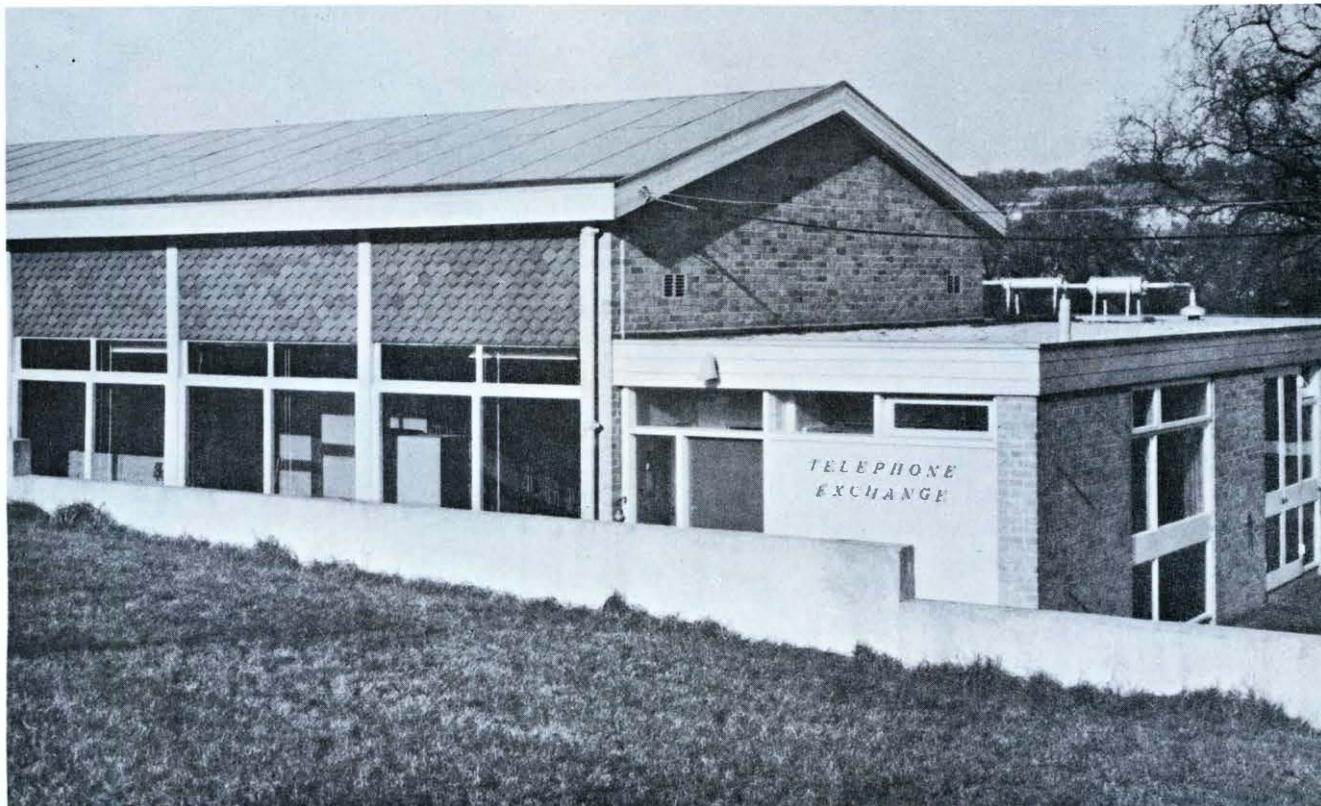
TIME SIGNALS

Historically, time-signals (three pips) were given on operator-controlled trunk calls to indicate periods of three minutes. This information was particularly relevant, because the minimum charge for three minutes was required to pay for the comparatively high cost of setting up calls by operator services. With STD, the setting up cost is much smaller and call charges are based on time and distance. The minimum charge is the cost of one unit. The equivalent time signal would need to be given as each charge unit was recorded, which in the case of long distance calls would be every few seconds (actual times are given in the dialling instructions). In planning for Subscriber Trunk Dialling it was decided that as the facility would have doubtful value, especially as calls would be relatively cheap, and the equipment to provide the signals would be so expensive that it would affect call charges, the time signals would not be provided.

Electronic telephone exchanges

Left: Testing the electronic equipment — when the system is in normal use faults are automatically detected.

Below: The first electronic telephone exchange in Europe, at Ambergate, Derbyshire.



RECORDING AND CHARGING OF CALLS

On operator-connected trunk calls, time signals will continue to be given at the end of each three-minute period: the signals (three pips) begin about twelve seconds before the end of each period.

CHARGING

A separate booklet lists the charges for calls from your exchange area, but a few words on the way charges are recorded may interest you, and help you to make the most economical use of your telephone.

The charge for a call is either registered in units on a meter which is connected to the calling subscriber's line at the exchange, or recorded on a ticket by the operator. The meters are simple, efficient and accurate, and their reliability has been proved. They are rigorously tested at regular intervals. The charges for calls derived from the meter readings and from tickets completed by the operator are recorded against your number for billing purposes.

Below: Billing charges for telephone calls—modern metering and accounting machines ensure maximum accuracy.



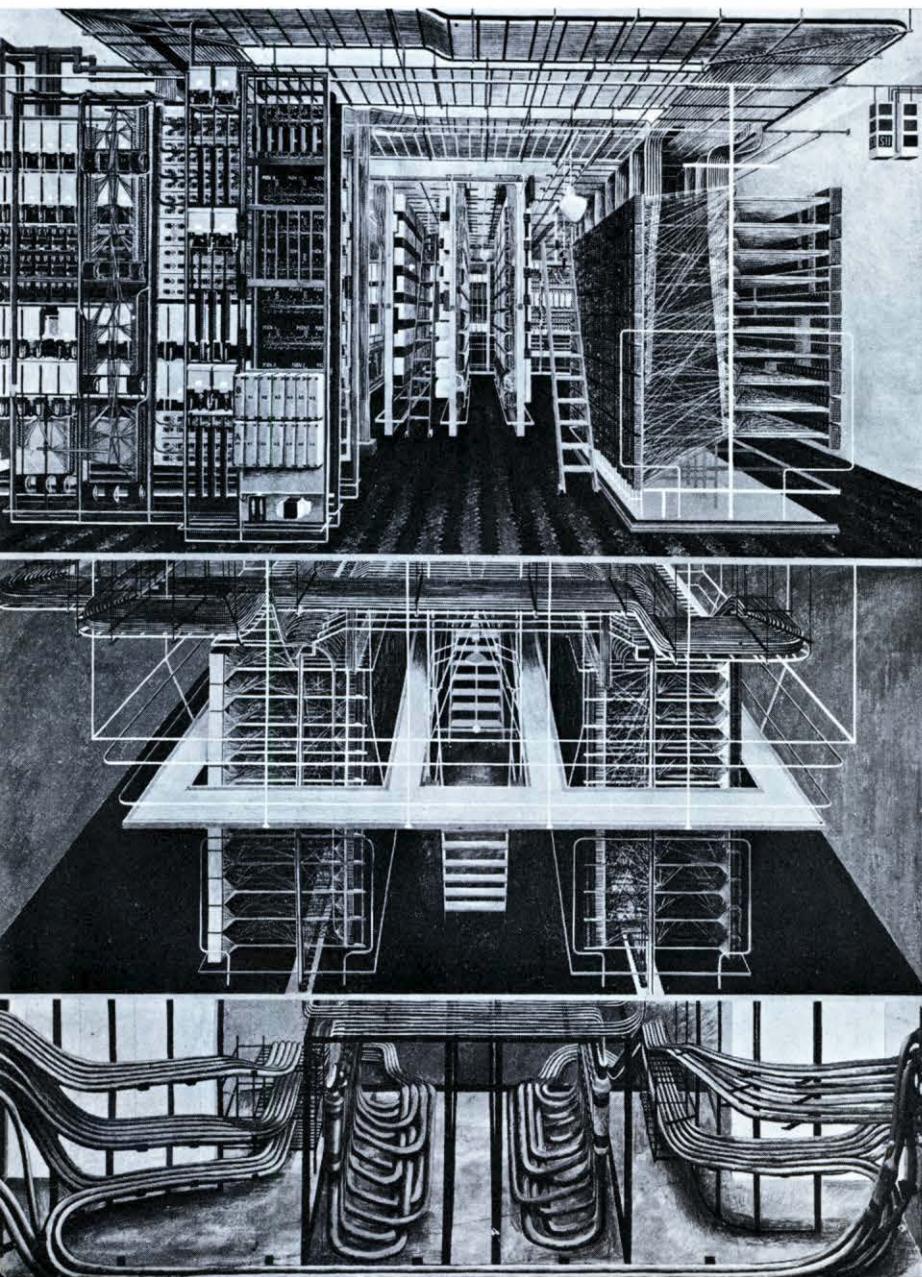
CALLS WHICH YOU DIAL YOURSELF

You are able to dial most of your calls for yourself and the charging units are recorded automatically on your meter at the exchange. The charging units vary in time from a few seconds to some minutes depending on the distance of the call. The first unit is registered when the called telephone is lifted. The meter registers again as each fresh charging period begins. Charging stops as soon as the caller replaces his handset.

CALLS OBTAINED FOR YOU BY THE OPERATOR

If the operator gets a trunk call for you, it is charged at the manual rate. The minimum charge is as for a three-minute call and further time is charged minute by minute.

Remember that charging starts as soon as the opening words are exchanged. If there is a possibility of delay at the other end in finding the person you want, it may be cheaper to make a 'personal call' (see page 14).



Left: Sectional drawing of an automatic telephone exchange: street cables enter at the lowest level, pass to the main distribution frame at middle level, and spread in a maze of connections to the complex apparatus above.

CUT-OFFS AND WRONG NUMBERS

If you get cut off ...

If you get a wrong number on a call you have made ...

If you do not get a connexion ...

... dial the operator, explain what has happened, and you will not be charged unnecessarily.

On an incoming call—replace the handset and wait for a recall. Don't call the operator.

NO REPLY

If there is no reply on a call, whether you have dialled it yourself or it has been dialled by the operator, replace the handset. No charge will be made.

TO RECALL THE OPERATOR

Move the telephone rest switch slowly down and up; this makes a lamp flash at the exchange. If you do it too quickly the lamp may not flash.

BILLS AND PRIVATE METERS

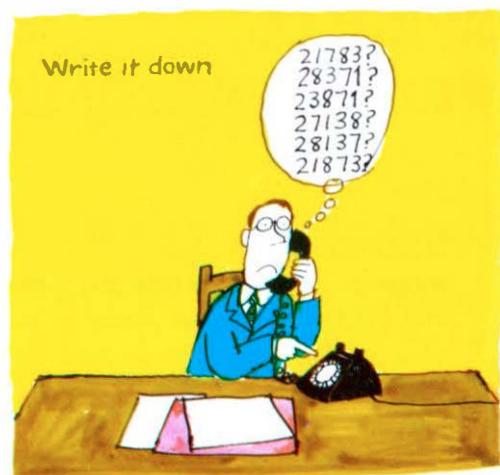
The charges for all calls you dial (which are recorded by meter) are charged in bulk on your bill. Charges for trunk calls connected via the operator and for telegrams, etc, are listed separately, together with the relevant dates.

A subscriber with an exclusive line can rent a separate meter at his premises to work in step with his meter at the exchange. This is useful for customers such as hotel proprietors who want to know the cost of a dialled call at the time it is made.

Telephone bills are issued quarterly and cover one quarter's rental in advance and charges for the calls made during the preceding quarter.



Like everyone else, the Post Office likes bills to be paid promptly. It is costly to deal with outstanding bills, and higher costs must eventually be reflected in higher charges. To protect the interests of other customers, a telephone for which there is an outstanding bill is disconnected after allowing a reasonable period for settlement. When the bill is settled, a charge is made for reconnection and it may also be considered necessary to ask for a deposit against future defaults. Accordingly, if you are likely to be away when your bill is due, you should tell the Telephone Manager's office beforehand to make sure your telephone is not disconnected in error.



SPECIAL TELEPHONE CALLS

PERSONAL CALLS

Although on STD you may find it cheaper to make a brief call and ask for a particular person to be available at a specified time, personal calls made via the operator are sometimes useful on trunk calls to guests in hotels, or someone in a large firm. A 'personal fee' is payable whether or not the call is successful but the charge for the call does not begin until your party or an acceptable substitute is ready to speak to you, so you save the cost of waiting.

Dial the operator, ask for a 'personal call' and give the telephone number and name (or business reference) of the person you want, e.g. 'Shrewsbury 15229 (Mr. Jones)', or 'Shrewsbury 15229 (Sales Manager)', or 'Shrewsbury 15229 (Ref. ABC/12)'.

If the person you want cannot be found, word can be left for him to ring the operator when he is available. Alternatively, either you, or the person who answers, can suggest when another attempt should be made or another telephone number at which he may be reached; if a later attempt is to be made you may ask for the call to be put through to you on another telephone number, or numbers.

Only one personal fee is payable however many attempts are made to connect you during any period of 24 hours. The fee is the same whatever the distance or duration of the call.

TRANSFERRED-CHARGE CALLS

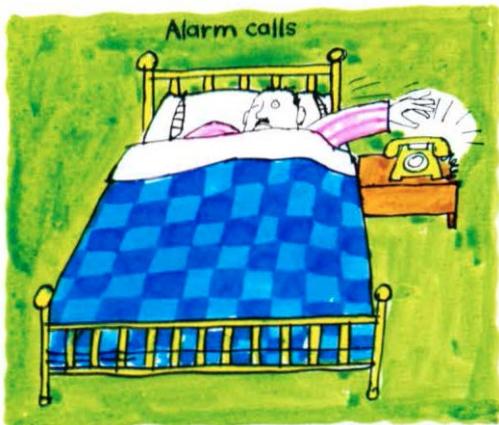
You can have the charge for a call transferred to the called subscriber, if it is accepted when the operator offers the call. A small additional charge is made. (Here again, on STD you may find it better to make a brief call and ask to be rung back.)

FIXED-TIME CALLS

For a small extra charge you can book a trunk call in advance, to be connected at or about a specified time. You can also arrange a daily fixed-time call over a minimum period of five consecutive days, by writing in to your Telephone Manager.

ALARM CALLS

You can ask the operator to call you in the morning, or at any other time—a useful service if, for example, you want to make sure of remembering an appointment. An additional charge is made for this service. Early morning alarm calls should be booked before 10 p.m. the previous evening.



Inside the Goonhilly Downs Earth Station, from which radio signals are beamed to communications satellites. Above: shows monitoring console and, right: the control console during a transmission.

OVERSEAS TELEPHONE CALLS

DIALLING YOUR OWN OVERSEAS CALLS

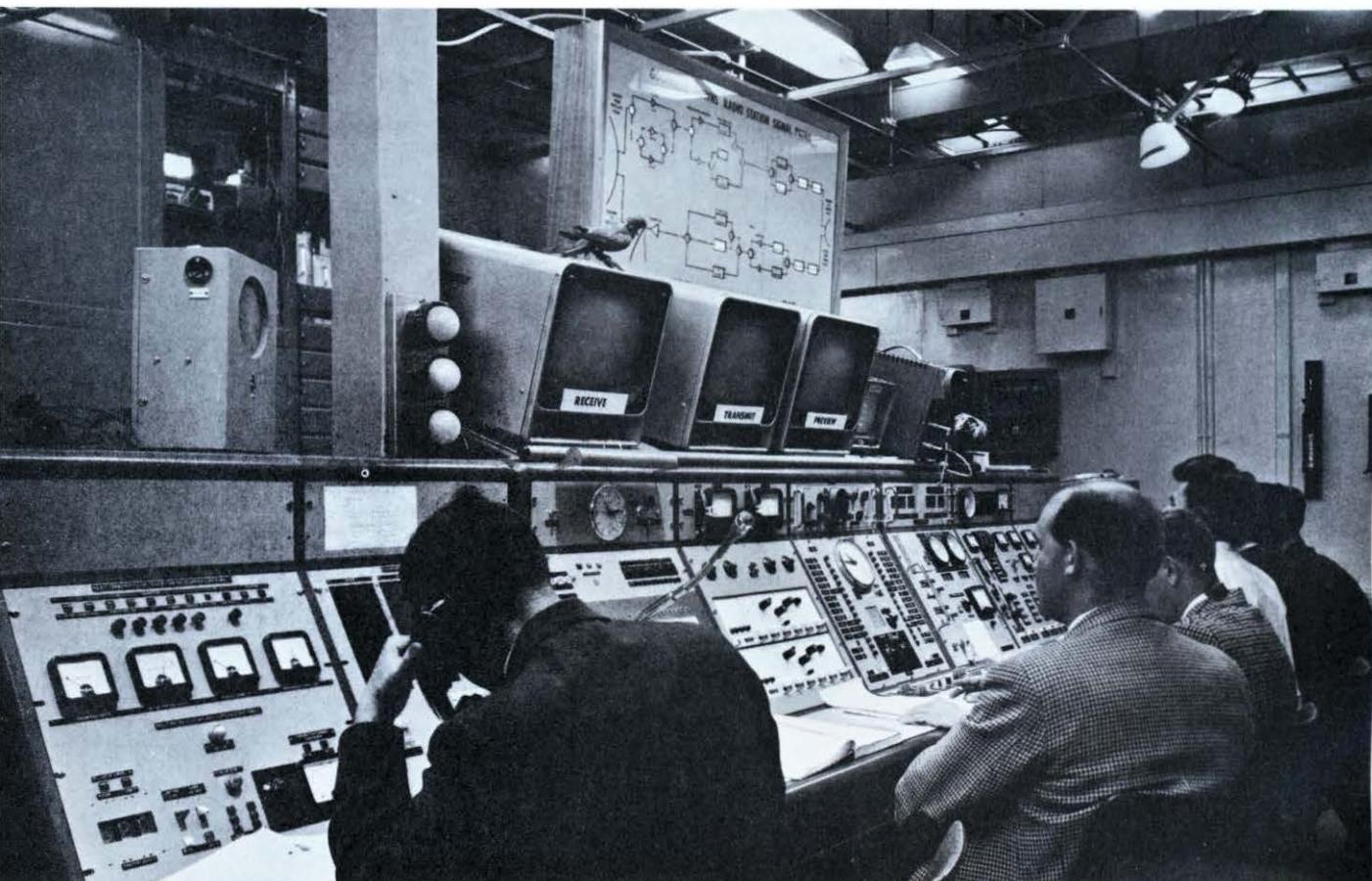
If your telephone is in

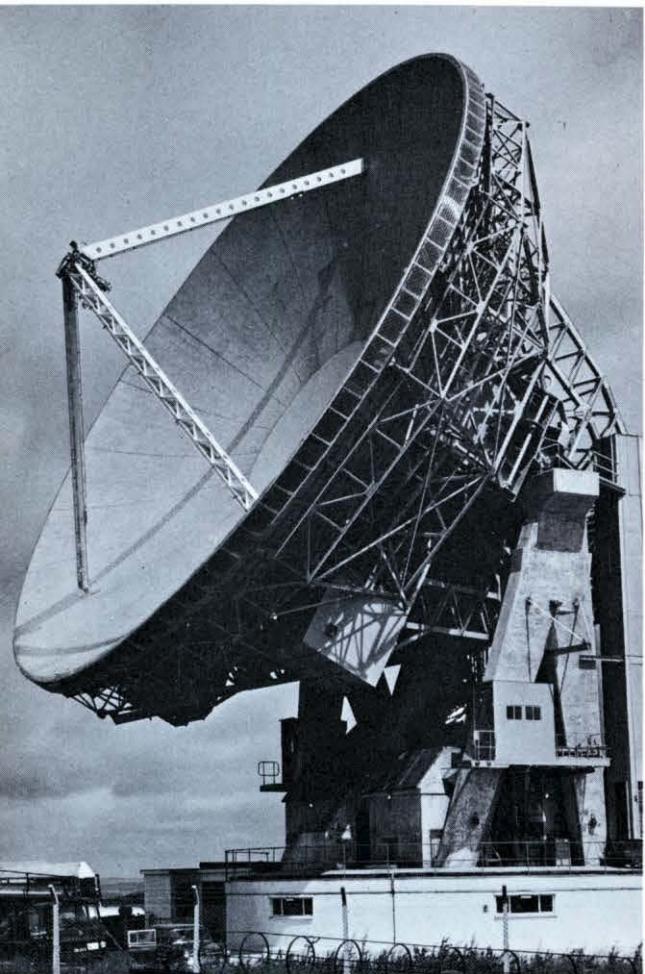
BIRMINGHAM, EDINBURGH, GLASGOW, LIVERPOOL,
LONDON or MANCHESTER you can dial direct to most ex-
changes in the following European countries :

BELGIUM, FRANCE, GERMANY, LUXEMBOURG, THE
NETHERLANDS and SWITZERLAND.

(Subscribers in other places will eventually be able to dial their
own calls to the Continent but for technical reasons they can-
not do so at present).

Dialling direct provides you with many of the advantages
offered by STD for inland trunk calls. Your dialling instructions
gives details of the principal exchanges available, the codes to
be dialled and the charges for each country. You can dial many
other exchanges in these six countries — it is impracticable to





Goonhilly Downs: the huge dish aerial which beams signals to communications satellites—the latest development in radio communication.

list them all in the booklet, but the Continental Exchange operator can tell you the code to dial.

On Continental calls you will have to dial a large number of digits and you will find it helpful to write them all down before you begin. When dialling, do not pause between digits, as a few seconds delay between any of the last few numbers may lose the call. When you have finished dialling it may be half a minute or a little longer before you hear a tone. Free demonstrations of Continental tones are available. For details, please refer to your dialling instructions.

If your instructions do not contain the international dialling information you require (or you want a call to a country other than those shown above) the call will be connected by the operators in the Continental Exchange or the International Exchange depending on which country you require.

CALLS OBTAINED BY THE OPERATOR

For calls to the European Continent, the offshore islands (except Cyprus), Algeria, Morocco, Tunisia and Turkey ask your local operator for 'Continental Service' and she will obtain the Continental Exchange operator who will arrange to connect the call for you.

Note In London, by dialling the code 105 you can call direct to the operators in the Continental Exchange who deal with calls to Austria, Belgium, Germany, Italy, Luxembourg, the Netherlands and Scandinavia. If you dial the code 104 you will be directly connected to the operators in the Continental Exchange who deal with calls to the rest of Europe, the offshore islands (except Cyprus), Algeria, Morocco, Tunisia and Turkey.

For calls to places outside Europe ask your local operator for 'International Service' and she will obtain the International Exchange operator who will arrange to connect the call for you.

Note In London, by dialling the code 108 you can obtain the International Exchange operator direct.

Charges

The minimum charge for an operator-connected call is for one of three minutes duration; further time is charged minute by minute. An overseas call (operator-connected) costs the same from anywhere in the United Kingdom.

CONTINENTAL CALLS CONNECTED BY AN OPERATOR

(additional information)

TIMING OF CALLS

Arrangements for timing and for indicating elapsed time are the same as for inland trunk calls connected by an operator.

PERSONAL CALLS

You can ask to speak to a specified person or acceptable substitute or someone who speaks a certain language. You can also give an alternative telephone number in the same area. Normally, timing starts when you are connected to the person you want. If you are advised that the person is not available until a later time, and at that time you are not immediately available, timing will begin, at the latest, one minute after the two telephones are connected together. A personal call fee is

Below : The powerful Post Office Radio Station at Rugby gave the world its first commercial long-distance radio telephone service.





The twelve tallest masts at Rugby are 820 feet high: here is the aerial change-over switchboard.

payable in addition to the charge for the call but if the call does not mature because the person you want is not available, only the personal call fee is charged. It is also charged if the caller is absent when the call is connected.

TRANSFERRED-CHARGE CALLS

If the called person refuses to accept the charges the caller can elect to pay for the call himself, but whether or not he does so, a supplementary fee* is payable for the attempt to transfer the charges.

FIXED-TIME CALLS

These can be booked to certain countries during specified hours to be connected at about a given time. A supplementary fee* is payable in addition to the charge for the call.

SUBSCRIPTION CALLS

These are available to certain countries to be connected at a regular time daily. They are arranged by contract for a minimum period of one month.

DEFERRED CALLS

These are booked to mature after a certain time on the same day.

CANCELLED OR REFUSED CALLS

No charge is made if a call is cancelled before it matures, except in the case of a personal call, where the supplementary fee* is payable if particulars of the call have been transmitted over the Continental circuit. If the call is refused by either party when it is offered, a fee* is payable by the caller.

DIRECTORY ENQUIRIES

This service is free unless an enquiry call to the Continent is necessary, in which case a fee* becomes payable unless as a result of the enquiry a call is booked. It is however, not essential to know the telephone number of the wanted party as a call (either ordinary or personal, as required) may be booked to his name and address.

* Fee equal to the charge for one minute of conversation. Where two or more facilities are provided on any one call only one supplementary fee is charged.

INTERNATIONAL CALLS

(additional information)

TIMING OF CALLS

Calls are timed in the same way as inland trunk calls connected by an operator but allowance is made for interruptions due to radio conditions, subject to a three-minute minimum charge.

ORDINARY CALLS

When booking an ordinary call to a specified telephone only the required telephone number should be given.

SPECIFYING TIME AT WHICH A CALL IS REQUIRED

When booking a call you may, within certain limits, specify when or about when it should be connected, or when it should not be connected, or a time after which you no longer want it.

Below: Switchboards at the International Exchange, Faraday Building, London.





Left: The viewphone of the future?

PERSON-TO-PERSON CALLS

(Not available to the United States mainland.)

There is no extra charge for these calls. You should give your name and the name of the person you want. If possible, you should give the telephone number of the person required and the name associated with that number in the directory. If you do not know the number, give an address and any other information that may help.

You can give an alternative number, name, title (e.g. Sales Manager), a department (e.g. Import Department), or a reference number. You can ask for 'someone who speaks English' or just name the business you want to discuss.

If the person you want cannot be found, or if you are no longer available when the call matures, it will be cancelled and only a Report Charge will be made. This charge is fixed for the service to each country.

Person-to-person calls are not available to the United States mainland, but personal calls are admitted on the same basis as Continental personal calls.

CLASSES OF CALL

Subscription calls, multiple calls, transferred-charge calls, credit card calls and reduced rate calls are available to certain countries. Further details can be obtained from International Exchange.

Right: By the radio-telephone service you can speak to friends in any one of some 10,000 ships at sea, the world over, and ships can also speak to each other. Pictures show calls being put through by an International Exchange operator and by a ship's officer.

SERVICES TO SHIPS AT SEA

Telephone calls may be made to, and telegrams dictated for, suitably-equipped ships at sea.

BOOKING A TELEPHONE CALL

Dial the local telephone exchange operator and ask for "Ships' Telephone Service" and when the radio station operator is contacted ask for a "ships' radiotelephone call", and give the name of the person required, the name of the ship, and its position, if known.

If direct communication from the United Kingdom is not possible, the operator will try to complete the call by an alternative route, provided you are willing to bear the higher charges.

Special arrangements apply to calls to ships in the Clyde coast area and callers should ask their local operator for "Clyde Radio VHF radiotelephone service, Greenock 22255".

Full details of all these services are given in the Post Office Guide.



INFORMATION SERVICES

Many information services are available. Your dialling instructions will tell you how to obtain these services from your telephone.

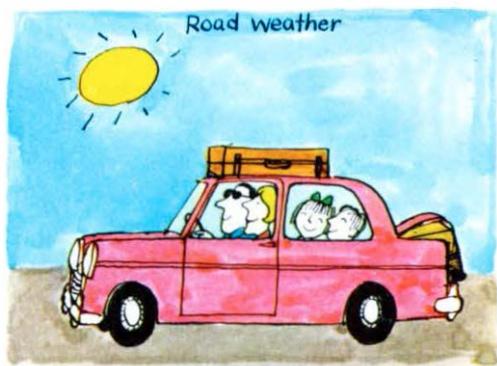
TIME

Most subscribers can get the time correct to one twentieth of a second from the speaking clock for the cost of one STD unit.

WEATHER

In the London area and in certain large towns you can listen to an up-to-date recorded forecast of the weather for your local area.

In London you can also get a forecast for the Essex, Kent, and Sussex coasts, and the Thames Valley area. These forecasts are available in some other places by dialling the number given in the local directory.



Left: The linesman's job is a tough one—above ground or below, in a howling gale or ten degrees of frost, the lines must be kept in good order.

The forecast office of the Meteorological Office will also give you a comprehensive weather forecast by telephone. Telephone numbers of Meteorological Offices are shown in some dialling instructions and in telephone directories.

TEST MATCH SCORES

At over thirty centres, prospects of play and up-to-the-minute reports of scores can be heard, by agreement with the MCC, during test matches played in this country. If the service is not listed under 'Information Services' in your dialling instructions ask Enquiries for the number to ring. Numbers are also shown in the press.

ROAD WEATHER

Announcements giving road weather conditions within a 50-mile radius of many different centres are available from 1st October to 30th April. The service is provided in collaboration with the Automobile Association. The charge is that for a call to an exchange in the centre of the town or city concerned.

SUMMER ROAD CONDITIONS SERVICE

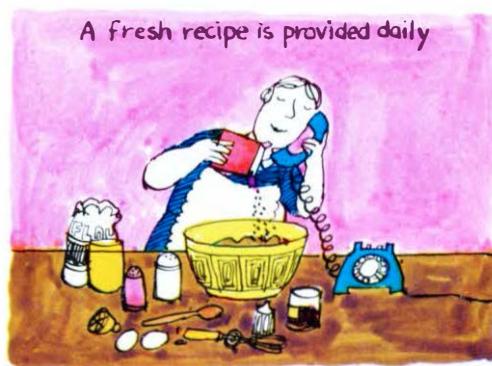
From 1st May to 30th September recorded reports on traffic conditions on roads within 50 miles of Bournemouth, Cardiff, Portsmouth and Southampton are available. The charge is that for a call to a central exchange in the area concerned. The reports are compiled by the local police.

TELETOURIST SERVICE

In co-operation with the British Travel Association, recorded announcements giving the main events of the day in London, e.g. exhibitions and shows, sporting events, theatre, opera and ballet programmes, are available in English, French, German and Spanish. In Edinburgh a similar service, in English only, can be obtained. This service is operated in conjunction with the Association, and is available from 7th May to 22nd September each year.

RECIPE SERVICE

In collaboration with the British Farm Produce Council, a recorded announcement of the 'dish of the day' is provided in many towns and cities. The recipes are prepared by the Council's cookery experts and are adapted to the season and the availability of the ingredients. A fresh recipe is provided daily.



SOME OTHER USEFUL SERVICES

TRANSFER OR REFERENCE OF CALLS

At the larger automatic exchanges you can usually have incoming calls diverted to another telephone number for a specified period. If the number is on your own exchange, the calls can, usually, be connected automatically. If the two telephones are on different exchanges, the operator will intercept the calls and callers will be advised of the number you want them to ring, no charge being made to the caller for the intercepted calls.

For a single period of transfer, ring 'Enquiries' or the exchange supervisor; a small charge is made. For several periods of transfer, however, write to your Telephone Manager giving full details, or telephone the Sales Office and you will be sent an order form for signature, together with the scale of charges. Subject to the necessary equipment being available, every effort will be made to meet your wishes, but it is advisable to give at least 24 hours' notice, particularly for transfers outside normal office hours, and longer for weekends or public holidays.

TEMPORARY DISCONNECTION

You can arrange to have your telephone disconnected for a period if, for example, you are going away. There is no reduction in rental but unauthorised calls will be prevented. Ring 'Enquiries' or your exchange supervisor, giving as much notice as possible. There is a small charge for each period of disconnection.

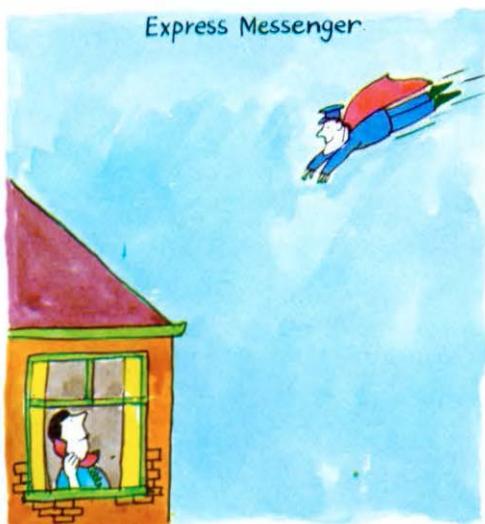
EXPRESS MESSENGER

During normal business hours you can telephone any telegraph delivery office for a messenger, subject to the availability of staff. You can pay the messenger when he calls or arrange for the charge to be added to your telephone account.

In London you can call the Chief Enquiry Office, on 606 9876, to enquire which office to call; elsewhere ask "Enquiries".

RADIOPHONE SERVICE

This is a mobile radiotelephone service (available at the moment in London and in South Lancashire) which links radiophone users in vehicles to the entire telephone network. Calls can be made between any vehicle in either radio area and any telephone subscriber in the United Kingdom.

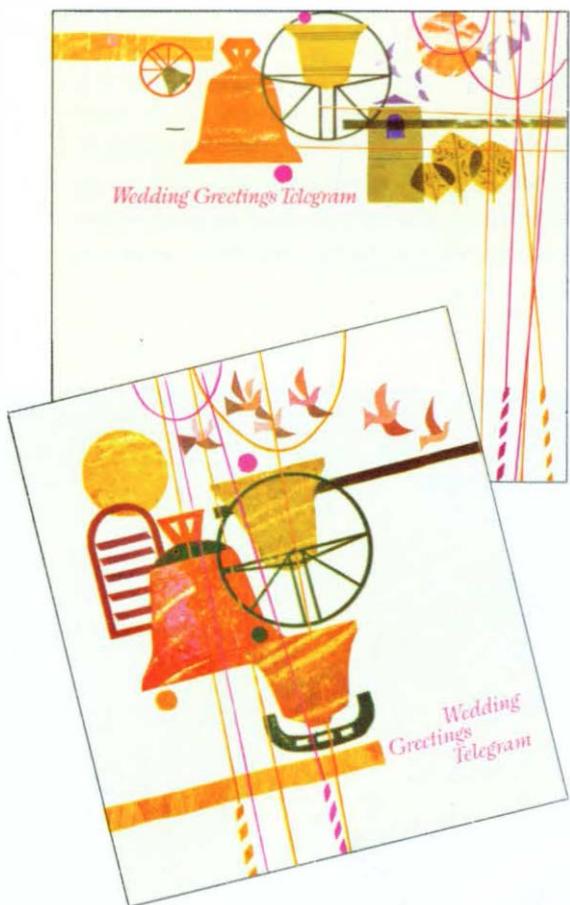


TELEPHONE CREDIT CARDS

These can save you time and trouble. With a credit card, you can make calls from any telephone, including call offices, without payment at the time; the calls are charged to your telephone account.

Ask your Telephone Manager for details of any of these services.

TELEGRAMS



You can send a telegram from any telephone. From your own telephone, only the cost of the telegram is debited to your bill (there is no extra charge for the call or for the operator's services). If the telephone has a coin-box you will be asked to put the money in the box.

It is wise to write out your message before you call the operator. This will prevent mistakes and in the long run avoid delays. Remember that your own name and address or telephone number will be sent only if you include them in the message.

Dial the code shown in your dialling instructions, or ask the operator for 'telegrams'. When the telegraphist replies give the exchange and number of your telephone, then dictate the message two or three words at a time. Remember to speak clearly and if the message contains figures say 'figures' before dictating them. The telegraphist will read the message back to you, and will spell figures and difficult words.



Right: Transmitting telegrams by teleprinter.

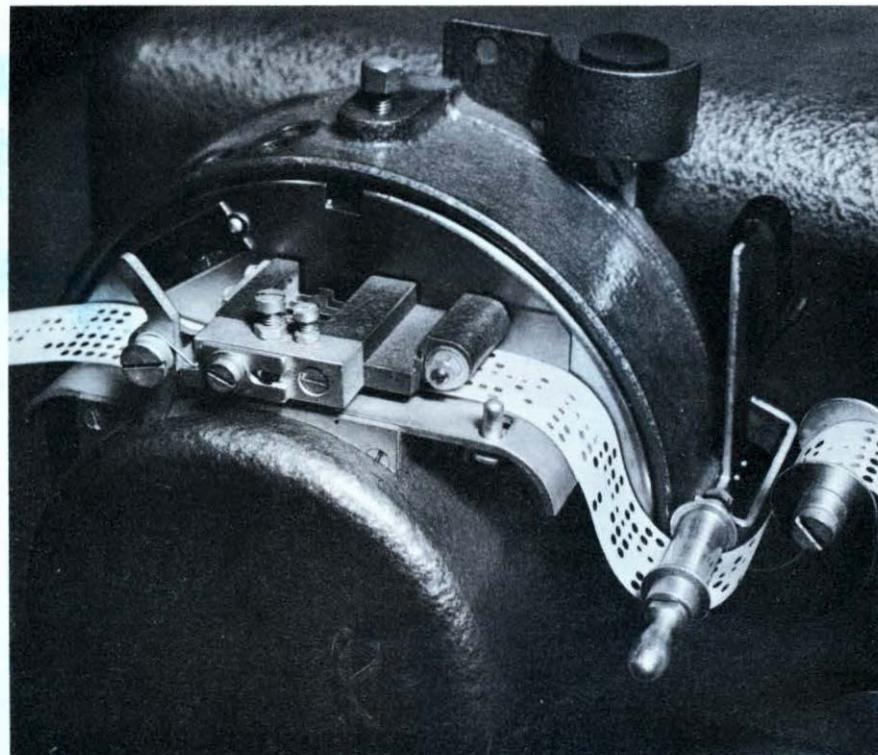


INLAND TELEGRAMS

If possible use a name and telephone number as the address: it may make delivery quicker. If you are not sure of the telephone number, you should include the word 'telephone' before the address. If you specially do *not* want telephone delivery you should use the words 'hand delivery' before the address. Hand delivery is by messenger, although telegrams which arrive after the delivery office is closed are posted if this offers a quicker delivery than if they were kept for delivery by messenger next day. 'Life and death' telegrams are treated specially urgently, though even these cannot always be delivered immediately.

GREETINGS TELEGRAMS

These are delivered on attractively designed forms. There is a standard greetings telegram as well as a number of de luxe forms specially designed for weddings, birthdays and births. If the message is first delivered by telephone, a confirmatory copy, on the appropriate form, will be delivered by post to the addressee. Greetings telegrams may be handed-in, in advance for delivery on a specified day.



Above : A telex message, punched into paper tape by a teleprinter, passes through an automatic transmitter. At the receiving end the message is automatically printed out in page copy.

Left: Telex subscribers can put their teleprinters in direct communication with those of other telex subscribers anywhere in the world. The operator in the picture is dialling another subscriber.



OVERNIGHT TELEGRAMS

A telegram may be sent at a reduced rate for delivery by the first post, the morning following the day it is sent. On days when there is no postal delivery, overnight telegrams are held until the next postal delivery.

PREPAID REPLIES

You can pay in advance for a reply to your telegram, the fee being debited to your bill. If your telegram is delivered by telephone, the addressee can dictate a reply straight away or a reply form can be sent to him with a copy of your telegram.

PRIORITY TELEGRAMS

For an additional fee a telegram will be given priority in transmission and delivery over other rate telegrams. A priority reply can also be prepaid.

OVERSEAS TELEGRAMS

Telegrams for overseas addresses can be dictated over the telephone to Post Office Overseas Telegraphs which provide a service to all parts of the world. Dial the code shown in your dialling instructions. The following services are available:

ORD Ordinary Rate Telegram Service

ELT European Letter Telegram Service to European destinations*

LT Letter Telegram Service to destinations outside Europe*

*A deferred service available to most places which enables longer messages of a less urgent character to be sent at half the ordinary rate with a minimum charge as for twenty-two words.

GLT Commonwealth Social Telegram Service

A special reduced rate service to Commonwealth destinations for social and non-commercial personal messages. Minimum charge as for ten words.

LT De Luxe Telegram Service

Available to certain countries only and enables the sender, for an additional fee of 6d., to specify delivery of messages of greeting, congratulations and the like on special ornamental forms.

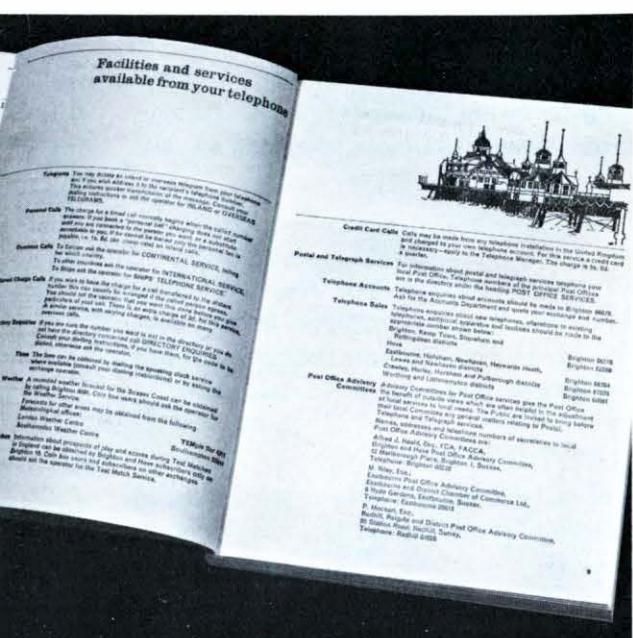
Telexogram Service

A service which provides for messages to be transmitted from this country by telex direct to telex subscribers in other countries.

You can obtain full particulars, including the charges, of these and all other facilities from any Post Office Overseas Telegraph Office or from the Post Office Guide, or dial the code shown in the dialling instructions and ask for 'telegram enquiries'.



Above, and on the previous two pages, are typical gay designs of special greetings telegrams. There is a new series every year.



TELEPHONE DIRECTORIES

Each subscriber is supplied with a free copy of the directory section for his area and a local directory if there is one. These are renewed periodically to keep the information up to date.

CLASSIFIED DIRECTORIES

In many parts of the country a classified section on yellow paper is included in the back of the alphabetical directory supplied to each subscriber. The new combined directories are gradually replacing the old type of classified directories which were issued to business subscribers only.

ADDITIONAL COPIES

Additional copies of your own directory, and copies of directories for other areas, can be bought from your Telephone Manager.

OUT-OF-DATE-DIRECTORIES

There are many alterations every year, and you are particularly asked to start using your new directory as soon as you receive it. The use of out-of-date directories leads to ineffective calls, annoyance to other customers and difficulties for operators. So — make sure — discard your old directory as soon as the corresponding new volume is received.

ENTRIES

You should make sure your own entry is correct by checking it in each new issue of the directory. If any amendment is needed, please tell your Telephone Manager's office immediately.

You can arrange for extra or special-type entries or extra words to be inserted at fixed annual charges.

ADVERTISING

Enquiries about advertisements in telephone directories, or entries in classified directories, should be made direct to the official advertising contractor, Thomson Directories Limited, Fleet House, Farnborough, Hants—telephone Farnborough (Hants) 44391.

DIRECTORY ENQUIRIES

If you cannot find the number you want in the directory, you can ask Directory Enquiries to help you. Dial the code shown in your dialling instructions or ask the operator to connect you. It would be helpful if you ask for the information in the order of **place, name of person or firm, remainder of address**, e.g. I would like to know a number in St. Albans, it is of Mr A. Smith of 29 Greville Terrace.

PERSONAL LIST

It is a good idea to keep your own list of the numbers which you use frequently. It will save time and avoid wrong numbers. The list should be kept up to date, either in the personal telephone directory issued, or in some other convenient form. When you get a new directory please check the local numbers on your list.

PRINTED STATIONERY

It can be very useful to your correspondents if they are able to obtain your telephone number from printed stationery. Make sure the exchange name and number or the all-figure number are shown in full, clearly and prominently in your headings.

AT YOUR SERVICE



The address and telephone number of your Telephone Manager's Office is given in your directory preface. The Telephone Manager's staff, who are experienced in all aspects of telecommunications, will gladly help and advise you on any part of the service if you telephone or write or call. If you need advice about the best place to install the telephone, or about having it moved, a representative will be pleased to call.

Information about calling 'enquiries', 'faults' and other service points is given in your dialling instructions or directory preface.

REMOVALS

It is advisable to give as much notice as possible when you intend to move. The Telephone Manager will arrange, if possible, to continue to provide you with telephone service at your new address. Remember that a notice for removal of the telephone is dealt with as a wish to give it up at your present address and to start service afresh at the new address. If service at the new address is not immediately possible normal liability for the balance of rental of the telephone you have given up will apply.

TRANSFERS

If a new occupant wants to take over your telephone, it can be arranged unless there is someone in the neighbourhood already waiting for a telephone.

If you let the Telephone Manager's Sales Office know in good time they will have your meter in the exchange read at a suitable time on the agreed date, so that there is no need to disconnect the telephone.

INITIAL TERM OF SERVICE AND CESSATION

Under the Telephone Regulations, a subscriber accepts a minimum term of service. For a new exchange line this is generally one year but it may be less if you take over one that is already installed. If you give up your telephone during its initial term, you are liable to pay compensation up to the value of the rental that would otherwise have been paid. When the initial term of service has expired, liability for rental ends one week after written notice to cease has been received, or, if you ask for this to be done at a later date, when the line is disconnected.

So if you decide to give up your telephone you should give notice in writing as far in advance as possible. The telephone can then be disconnected and, if the initial term has been passed, your liability for rental will cease at the same time.

FAULT REPAIR SERVICE

Our aim is that your telephone should be as trouble-free as we can make it. However, we cannot guarantee complete immunity from faults, though when they occur we clear them as quickly as possible. You can help us in this respect by reporting faults promptly as indicated in your dialling instructions or directory preface. We try to clear all faults that prevent you from making or receiving calls, before the end of the day on which you report them, although some faults cannot be cleared so quickly. Underground cable and overhead line faults during the hours of darkness often take a little longer.



1

Three of the latest instruments, now on practical trial in limited areas —

1. Keyphone, with which the digits of a number are transmitted by pushing buttons instead of dialling, designed primarily to match the high-speed operation of an electronic exchange.
2. Trimphone (Tone Ringing Illuminated Model) which signals an incoming call with a pleasing warbling tone instead of the usual bell-ring, and has a clear-plastic dial, luminous in the dark.
3. A fully transistorised, loud-speaking telephone, particularly suitable for the business executive who likes to have both hands free when telephoning.

2



AN ADDITIONAL BELL

Conveniently placed, an extra bell will ensure that you can hear the telephone when you are upstairs, or in the garden.

EXTENSION TELEPHONES

These can be very useful. In the kitchen or bedroom, for example, they may save you journeys through the house or up and down stairs. Descriptive leaflets on the various arrangements and facilities are freely available.

MODERN TELEPHONES

You may be interested in the ranges of modern telephones, of the latest design, in a choice of styles, and in the full colour range, which can set off the decoration of any room. Your Telephone Manager will give you further details.

SPECIAL ARRANGEMENTS FOR THE DISABLED

Special arrangements can often be made to help customers who are physically disabled or who have defective hearing, sight or speech.

COIN BOXES

Telephones with coin boxes can be supplied, although it is advisable to ask the Telephone Manager's advice about this before placing your order.



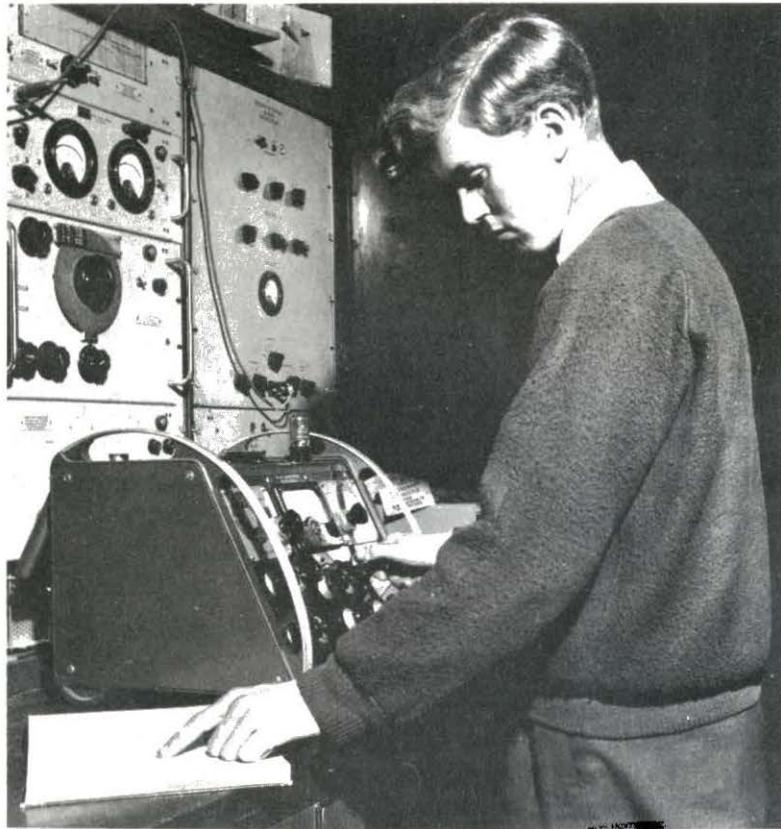
The latest design of wall-mounted coin-box equipment.

3





At the Post Office staff schools every new employee has a thorough training for his or her job: above, a telephonist practises at the switchboard; on right, a future engineer learns to test thermionic valves.



PRIVATE BRANCH EXCHANGES(PBXs)

These are supplied when a customer wants to interconnect extension telephones with each other and with one or more exchange lines. Manually operated or automatic designs are available for all sizes of installation. The Post Office trains PBX operators free of charge.

UNAUTHORISED ATTACHMENTS

Various devices for attachment to telephones are sometimes offered for sale. Before buying any you should ask your Telephone Manager's Office about them, as many of these attachments are not permitted because they interfere with the operation of the instrument or can cause damage.

STAFF PASS CARDS

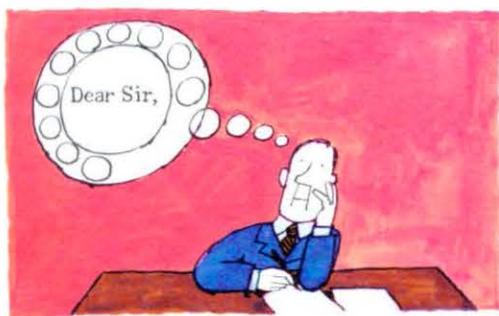
Every Post Office employee who may call on you has a pass card. You are entitled to ask to see this, and are advised to do so if you have any doubt about the caller.

POST OFFICE GUIDE

The Post Office Guide is full of information about telephone, telegraph and all other Post Office services. Essential for business-men, it is published each July and a copy can be bought, or consulted without charge, at any Post Office.

TELEPHONE SERVICE AND THE CUSTOMER

We want to give our customers the services and facilities which suit them best; if you have any suggestions which you think would improve your telephone service, you are invited to write to your Telephone Manager or local Post Office Advisory Committee.



Design Consultants:
French/Morgan/Thompson
and London Typographical Designers Limited
Printed in Great Britain by
Alabaster Passmore & Sons Limited. 300m
for the Public Relations Department
of the General Post Office
PH 1513a (NOVEMBER 1967)

TELEPHONE COMPANION

