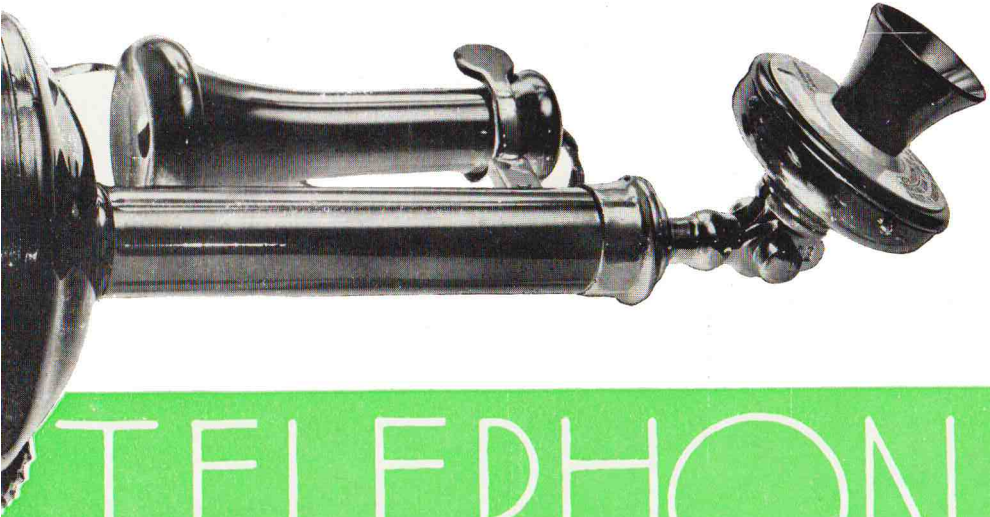


TELEPHONE

A publication of
the Post Office
Telephone Service.

I am the Telephone

You should have me installed in your home. I will save you time, trouble, money and worry. I am the tireless servant of the housewife, and I work for very small wages.

I run your errands, carry your messages almost everywhere at any time of the day or night. I bridge distance, I give protection, I cement family ties, I establish personal contact without the inconvenience of travel and the expenditure of time and money

I can put you in speedy touch with any of the two million telephones in the country.

I am at your service : I am the telephone.

You REALLY NEED ME IN YOUR HOME.


TO EXCHANGE LIFT RECEIVER & WAIT
LIFT RECEIVER ONLY WHEN FINISHED
CLOSE TO MOUTHPIECE
Telephone Directory
A-K
PART 1
PLEASE READ THIS DIRECTORY
AUGUST 1931
Scotland
Scotland
Scotland from St.

You are wanted on the Telephone

You may have missed many pleasures because you are not on the telephone—friends who wanted your company at their homes—at the theatre or cinema—or to join a last-minute picnic party.

Have you not yourself often wished to arrange a little party in a hurry? An unexpected free evening—you want to ask the Browns—what a boon the telephone would be!

Your friends expect to find your name in the telephone directory. They turn instinctively to that compendium of up-to-date people when they want you. Do you know how much you are missing by not being on the telephone?

YOU are wanted on the telephone.

The Telephone in the Home

You need never lack companionship when the telephone is in your home.

You wonder if the Browns can come to supper. Telephone them. You want a chat with some friend, now. Telephone her. You have forgotten some provisions. Telephone for them. The confectioner has sent the wrong cakes. Telephone him. You want another hand for Bridge. Telephone.

Why has your boy not come home from school? Telephone.

When does the "big" picture start in the cinema. Telephone. You want seats in the theatre. Telephone for them.

Your children are away at school. Keep in touch by telephone.

Birthdays, weddings, anniversaries. Send greetings by telephone.

You are anxious about something? Telephone.

You don't feel like shopping to-day? Telephone your orders.

DON'T WAIT—TELEPHONE.


228

The Telephone in Emergencies

The telephone is not a mere fair-weather friend ; its usefulness in emergencies is beyond calculation.

You feel slightly indisposed. Ring up the office, give the staff instructions and spend the day at home. The telephone will keep you in touch during office hours. Mayhap illness is prolonged . . . a slow convalescence. . . . You can have a telephone by the bedside ; it will bring you cheery words. You are never out of touch when on the telephone.

Fire ! That most dreadful master may visit you some day. Have you thought of the speed with which the telephone can summon the fire brigade ? Such a call would be worth more than money can measure.

An accident ! Have you a telephone to summon the doctor ? It would surely be worth many quarters' rent to be able to make that one call.

You are never alone when on the telephone. It is better than a watch-dog ; it can summon the police instantly.

You CANNOT AFFORD NOT TO BE ON THE TELEPHONE.

The Telephone is Inexpensive

No charge is made for installing a telephone. As a subscriber, you will have a telephone in your home, the exclusive use of two wires to the exchange, a share in all the intricate and costly apparatus necessary for connecting you with any one of the two million telephones in the British Isles (to say nothing of the millions in other parts of the world), at any hour of the day or night. All this will be covered by the rental and call charges, which are payable quarterly. The rent of an exclusive line from a private residence within two miles of an Exchange is approximately 10*s*. a month. The charge for an outward local call is one penny. Calls over longer distances are charged according to mileage, and the charges are reduced after 2 p.m., and still further reduced to approximately half-price after 7 p.m. All incoming calls are free.

The Scope of the Service

When you look at the Telephone Directory you will realise the wide scope of the telephone service. Not only does it reach remote corners of Gt. Britain and Ireland, but telephone lines spread across to almost every country in Europe, and even to parts of Africa.

Then there are radio-telephone services linking this country with Australia, New Zealand, Canada, United States, South America and parts of Asia, and from the privacy of your own home you may converse with any telephone subscriber in these countries with as much ease as if you were speaking to a friend a few miles away. There are steamships with which you can speak while they are on the high seas. One mile or ten thousand, it is all the same to the telephone service to-day.

There are also other services at your disposal by day or by night. These are set out on the following page. Many of them must be of use to you.


POST OFFICE TELEGRAPHS
TELEGRAM
NO CHARGE FOR DELIVERY
INLAND telegrams may be handed to the Messenger for despatch.

Making the Telephone more valuable

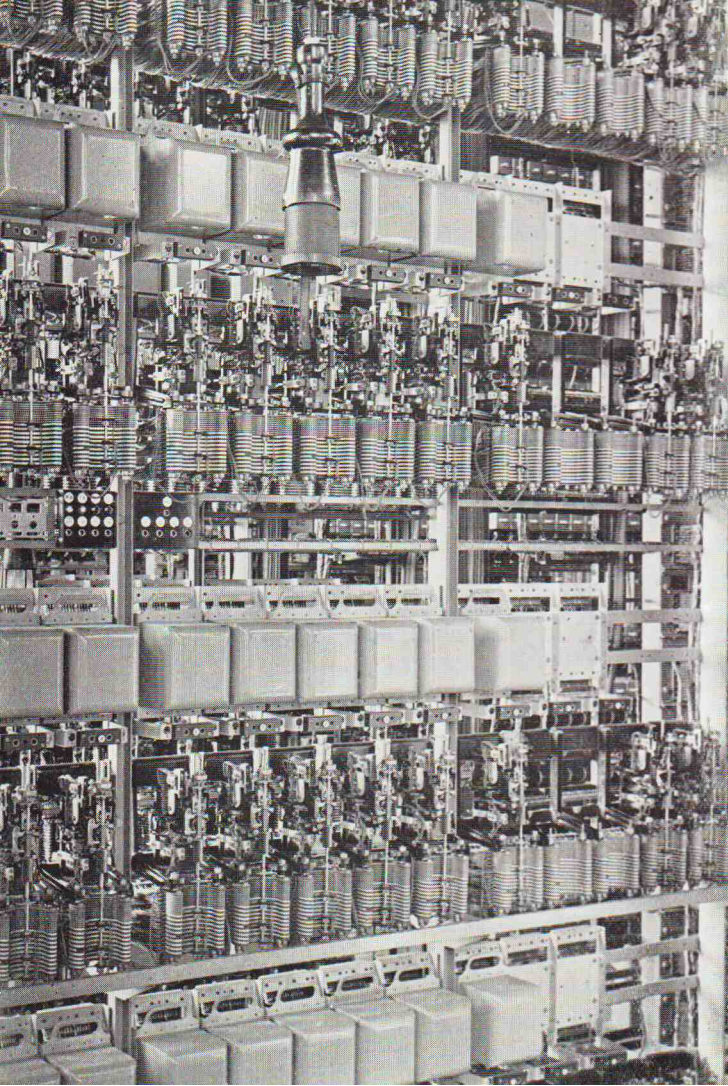
You may send a telegram over the telephone at any hour of the day or night. All you have to do is to ask for "Telegrams" (on an automatic exchange dial the advertised code) and dictate the message. No matter whether the telegram is for a destination at home or abroad, or for a ship at sea, it can be telephoned.

You may receive telegrams over the telephone, and you may have telegrams addressed to your telephone number.

Night Telegraph Letters (36 words for 1*s.* 6*d.*) may be sent between many of the largest towns. These telegrams are useful when you miss the last mail.

You can dictate an Express or ordinary letter for quite a small fee, and you can summon an Express Messenger to your home to collect a letter which you wish to have delivered direct.

Details of these services, which greatly enhance the value of your telephone, are set out in the preface to every telephone directory, and it will pay you to read them.



A word about Accounts

Immediately the telephone is installed, the whole Service is available for your use.

Accounts will be sent to you in January, April, July, and October. Each account will cover a quarter's rent in advance plus any charges incurred during the previous quarter for local and trunk calls, and for telegrams sent by telephone or other special services.

You will thus be given a quarter's credit for all charges except the bare rent of the telephone. You will be asked for a deposit (minimum £1) to cover some part of this credit.


HI
EF
BC
KL
MN
RS
UV
XY

A publication of
the Post Office
Telephone Service.