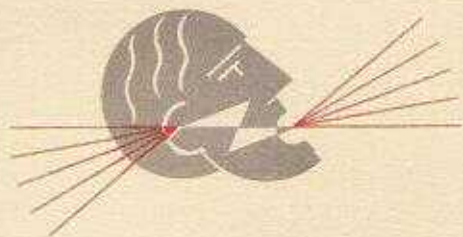




# TELEPHONE SERVICES

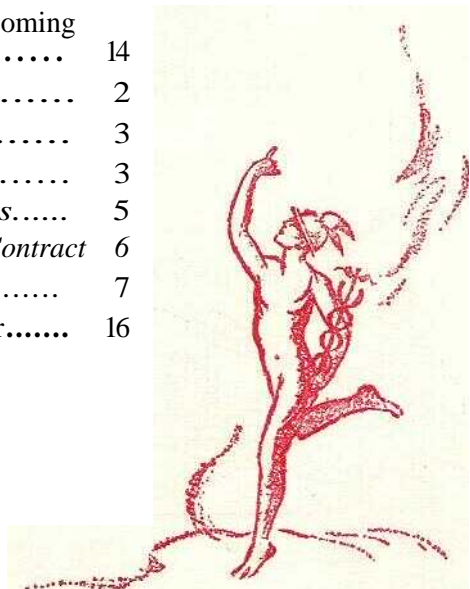


*The information in  
this booklet is given  
in the hope that  
it will help you  
to obtain the most  
useful service from  
your telephone.*



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# INDEX



EMERGENCY  
CALLS

Fire Brigade • Ambulance • Police



*No number is required:*—Pick up your receiver dial "0" and ask the operator for "Fire Brigade", "Ambulance" or "Police" as the case may be. (If the telephone is a manual one, pick up the receiver and ask the operator for the emergency service required.) Should you be obliged to leave the instrument before you can be connected, tell the operator where help is required.

CORRECT  
TIME

Your Exchange operator, on request, will tell you the correct time as shown by the Exchange clock. No charge is made beyond the ordinary call fee of one penny.

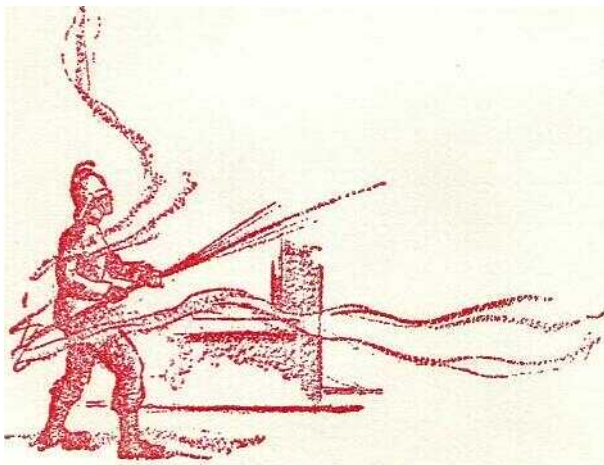
MORNING  
CALL

The Exchange will call you up in the morning at any time you may desire to be awakened.



*Charge—3d. per call.*

LOCAL CALLS—*You know all about these.*



"Toll" calls are distance calls to and from Exchanges within a prescribed area surrounding the London District. Full particulars are given in the London Telephone Directory. "Trunk" calls are long distance calls to places beyond the "Toll Area".

## TRUNK AND TOLL CALLS

## HOW TO MAKE A TRUNK OR TOLL CALL

Dial "TRU" or "TOL" according to whether the TRUNK or TOLL service is required. When the "Trunk" or "Toll" operator replies, give the full telephone number required followed by your own Exchange and number, for example:—

*"Glasgow South 1053 wanted by Central 3600."*

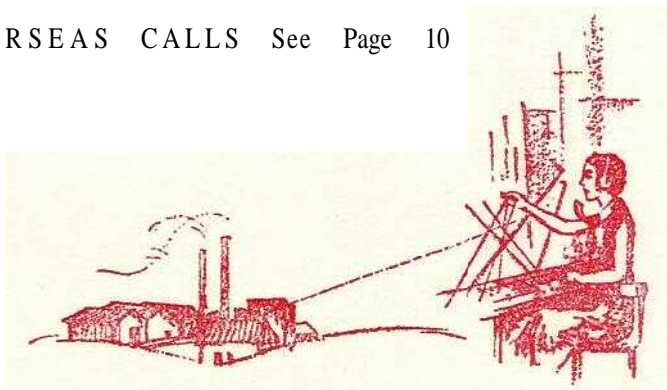
The operator will repeat the numbers in order to avoid mistake.

## CHARGES

Trunk and Toll charges are based on distance. After 2 p.m. the charges are reduced by about one quarter, and after 7 p.m. by about one half, of the morning charges. The diagram on page 9 shows the cost of calls to the more important towns.

The operator will, on request, state the exact rate for any trunk call.

FOR OVERSEAS CALLS See Page 10



PERSONAL  
CALL  
SERVICE

A "Personal Call" is a call in which you ask your operator to connect you with a specified person—such as a guest in a hotel or a member of a large business concern or institution—on the Trunk, Toll, or Overseas telephone service.

You may, if you wish, name a substitute for the person you want, or alternatively may give two telephone numbers in the same district at which the person you want may be found, e.g., at his office or his home. A further advantage of the Personal Call is that it is timed—for charging purposes—only from the moment when you and the person, required commence conversation.

HOW TO  
MAKE A  
PERSONAL  
CALL

Give the necessary particulars of the number and name of the person required to the operator after she has been called in the usual way, for example:—

*"Personal Call—Glasgow South 1053 Mr. Jones wanted by Central 3600 Mr. Smith."*

If an alternative person on the same premises is suitable as a substitute, should the person first named not be available, say:—

*"Personal Call—Glasgow South 1053 Mr. Jones or Mr. Brown wanted by Central 3600 Mr. Smith."*

If the person to whom you wish to speak may be at either of two addresses, say:—

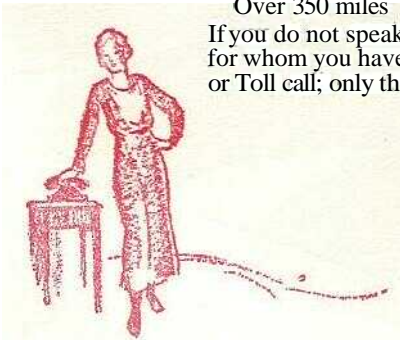
*"Personal Call—Glasgow South 1053 or Giffnock 97 Mr. Jones wanted by Central 3600 Mr. Smith."*

CHARGES

The charges, in addition to the appropriate Trunk or Toll fee, for Inland Personal Calls are:

Distance	7 a.m.—2p.m.	2p.m.—7 a.m.
Up to 150 miles.....	1/-	6d.
From 150 to 350 miles	1/6	6d.
Over 350 miles .....	2/-	6d.

If you do not speak with the person (or either of the persons) for whom you have asked, no charge is made for the Trunk or Toll call; only the Personal Call fee is payable.





A subscriber may order in advance a Trunk or Toll call to be effected at or about a specified time.

This service may also be used in conjunction with the Personal Call Service if it is desired to communicate with a specified person at a particular time.

Dial "TRU" or "TOL" according to whether you require a Trunk or Toll call. When you are connected say that you want a "Fixed Time" call or a "Personal Fixed Time" call as the case may be, giving the name and number of the Exchange required (in the case of a Personal Fixed Time call give also the name of the person desired). Follow with your own Exchange and number, thus:—

*"Fixed Time Call—Glasgow South 1053 wanted by Central 3600 at 5 p.m."*

*or*

*"Personal Fixed Time Call—Glasgow South 1053 Mr. Brown wanted by Central 3600 Mr. Jones at 5 p.m."*

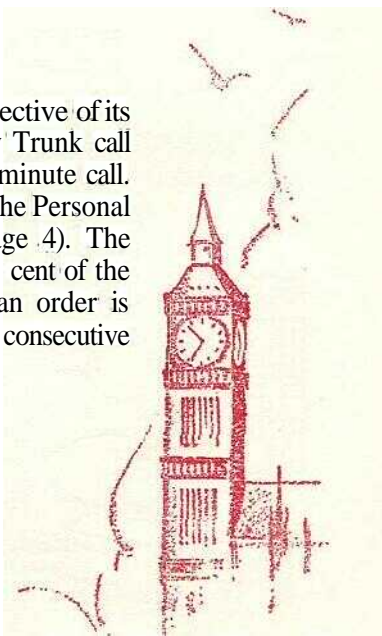
#### CHARGES

The charge for a Fixed Time Call, irrespective of its duration, is the same as for an ordinary Trunk call plus 25 per cent of the tariff for a three-minute call. If a Personal Fixed Time Call is asked for the Personal Call fee is payable in addition (see page 4). The Fixed Time charge is reduced to 12½ per cent of the tariff for a three-minute call, provided an order is given in advance for calls on five or more consecutive days.

#### FIXED TIME TRUNK AND TOLL CALLS



#### HOW TO MAKE A FIXED TIME CALL



TRUNK AND  
TOLL CALLS  
BY  
CONTRACT

The use of the Inland Trunk and Toll lines for consecutive daily conversations of 15 minutes or more can be obtained at a reduced charge, provided an aggregate period of not less than seven hours' effective use of the line is contracted for in advance. The service is available during the less busy hours (normally before 9 a.m., between 1 p.m. and 2 p.m., and after 5 p.m.).

METHOD OF  
BOOKING

Apply to the Controller, London Telephone Service, Cornwall House, London, S.E.1, and inform him of your requirements.

CHARGES

The charges are:

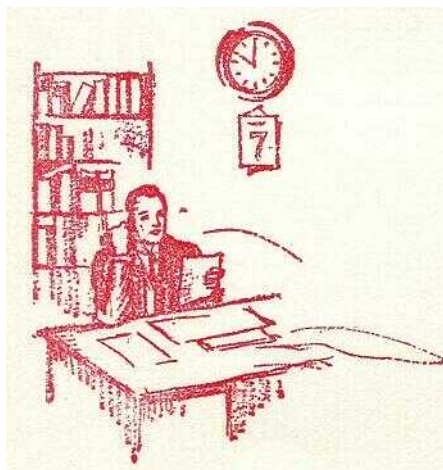
For the first two consecutive 15-minute periods or part thereof—

75 per cent. of ordinary rates.

For subsequent consecutive 15-minute periods or part thereof—

50 per cent. of ordinary rates.

Calls that extend beyond the period named in the contract are charged at a proportionate rate for each completed minute.





Telephone subscribers can dictate and receive telegrams by telephone at any time of the day or night.

## TELEGRAMS

Write out the telegram you wish to send; dial "TEL"; when the telegraph operator answers, give your name and telephone number, and then dictate your telegram.

## HOW TO SEND A TELEGRAM

A telegram may be addressed to a telephone number, which makes for speed and saves words, thus:

JONES ..... PUTNEY 3021.

The telegram will be delivered to the addressee over the telephone, a confirmation being sent by post.

The current weather forecast for any district in the British Isles can be obtained from the Meteorological Office in response to a telephone enquiry without payment other than that for the call. The Meteorological Office is open day and night, including Sundays.

## WEATHER FORECASTS

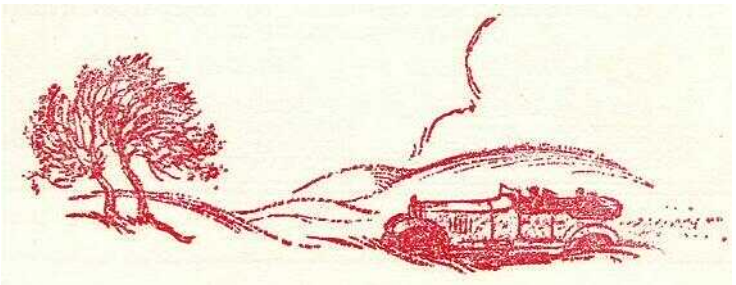
*Ask for Holborn 3434, Extension 174.*

Express Messengers may be summoned (except on Sundays) by telephoning to the nearest Post Office connected with an Exchange. Consult your directory for the telephone number of the nearest Post Office.

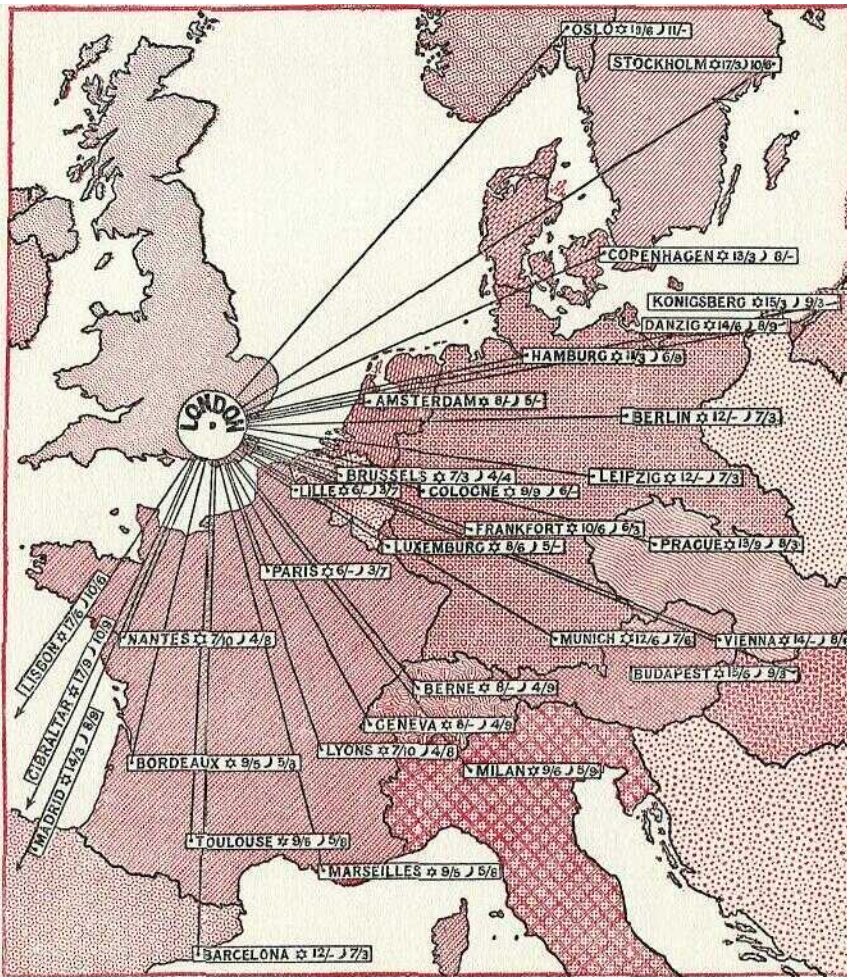
## EXPRESS MESSENGERS

## CHARGES

A charge of 6d. per mile is made in respect of the whole distance travelled by the messenger from the Post Office.







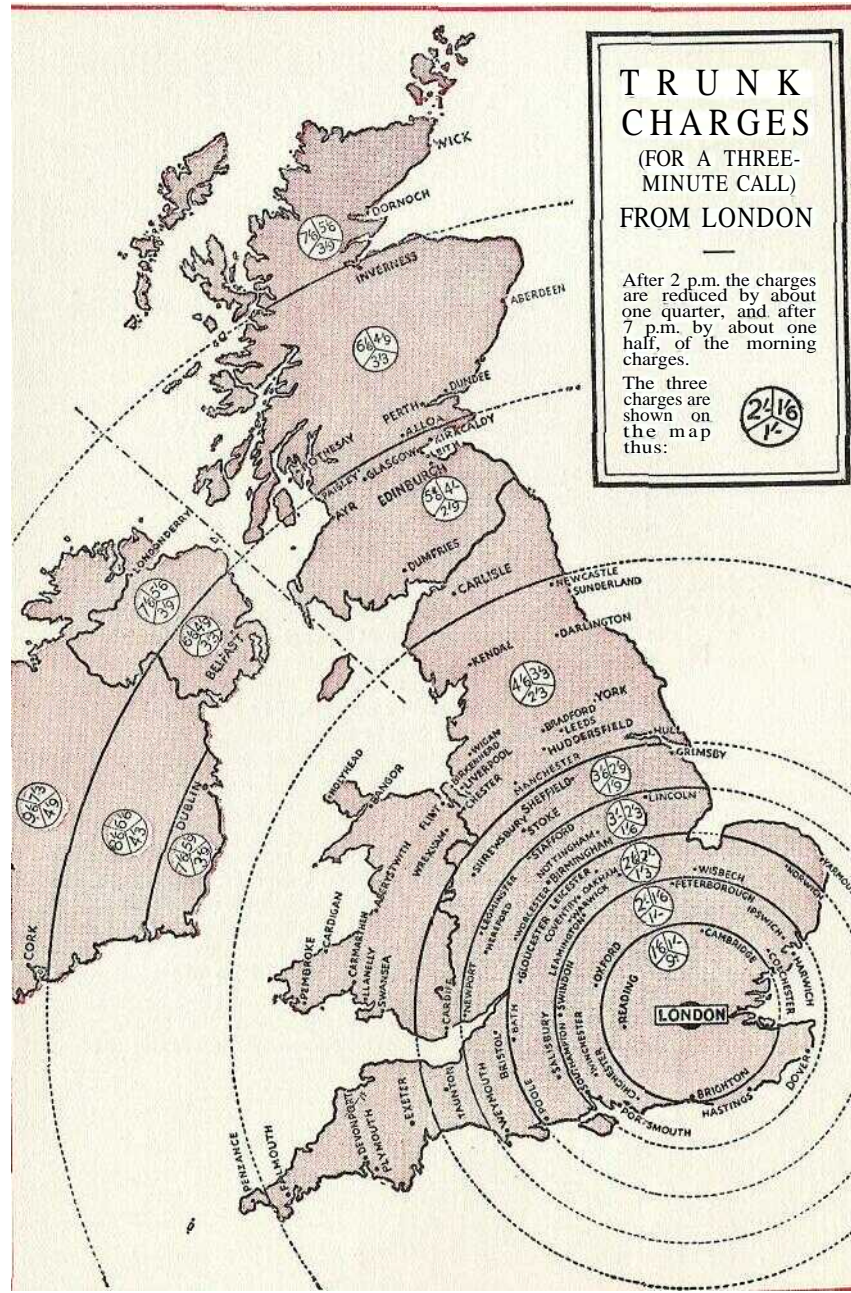
**TYPICAL TELEPHONE CHARGES TO THE CONTINENT**  
(FOR A THREE-MINUTE CALL)

★ = DAY CHARGES      ☾ = NIGHT CHARGES

The area in which these charges apply includes the following towns:—

BIRMINGHAM	DOVER	LEICESTER	NOTTINGHAM
BRIGHTON	GLoucester	NORWICH	SOUTHAMPTON
BRISTOL	GRIMSBY	NORTHAMPTON	TAUNTON

Full information regarding Overseas Services is given in the Telephone Directory.



**TRUNK CHARGES**  
(FOR A THREE-MINUTE CALL)  
**FROM LONDON**

After 2 p.m. the charges are reduced by about one quarter, and after 7 p.m. by about one half, of the morning charges.

The three charges are shown on the map thus:





## ANGLO-CONTINENTAL TELEPHONE CALLS

Telephonic communication is now available between Great Britain and practically every country on the Continent.

### HOW TO MAKE A CONTINENTAL CALL

Proceed exactly as if you were making an Inland Trunk call, and give the Trunk operator the name of the town you require *and* the country, thus:

*"Hamburg Germany 1234 wanted by Central 3600."*

### CHARGES

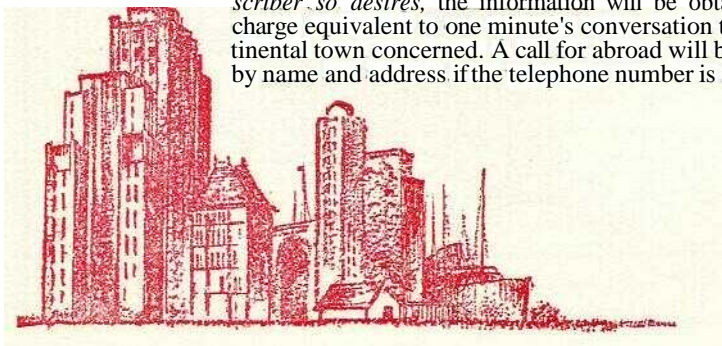
For the purpose of charging for calls to the Continent, Great Britain is divided into three Zones. The charge for a call of three minutes' duration from any town in your Zone to the principal Continental towns is shown on page 8. Each minute after the first three is charged at one-third of the charges shown.

### PERSONAL CALLS

The Personal Call Service described on page 4 is also available on the Anglo-Continental Telephone Services at an additional charge equivalent to that for one minute's conversation between the two telephones connected. Personal calls in these services may also be booked to any person at a given telephone number who speaks a specified language. In this case the chargeable period commences when the called subscriber's telephone is connected with that of the calling subscriber.

### INFORMATION SERVICE

Information regarding Continental Telephone Services may be obtained by calling "Trunks" and then asking for Continental Telephone Enquiries. The information is given free of charge except in cases in which it can be obtained only by means of an international call. In such cases, *if the subscriber so desires*, the information will be obtained for a charge equivalent to one minute's conversation to the Continental town concerned. A call for abroad will be accepted by name and address if the telephone number is not known.



The Radiotelephone services are available for communication with countries other than those served by the Continental Telephone Service, for example, Australia, Canada, South Africa and United States of America.

Dial "TRU" and when connected ask for the country required, e.g., "United States", "Canada", etc. When booking a call the subscriber should give, in addition to his telephone number, the name associated with that number in the Telephone Directory, thus:

*"United States: Manhattan New York 1234 Mr. John Jones wanted by Central 3600—Mr. Brown."*

The subscriber may state that he wishes the call to mature about a given time, or between certain stated hours, or to be cancelled if it does not mature at a specified time.

All calls on the Overseas Radio Services should normally be booked as Personal Calls, for which no additional charge is made. If a call does not mature because the required person is unobtainable, only a fixed "Report Charge" (in most cases i2/-) will be payable.

#### CHARGES

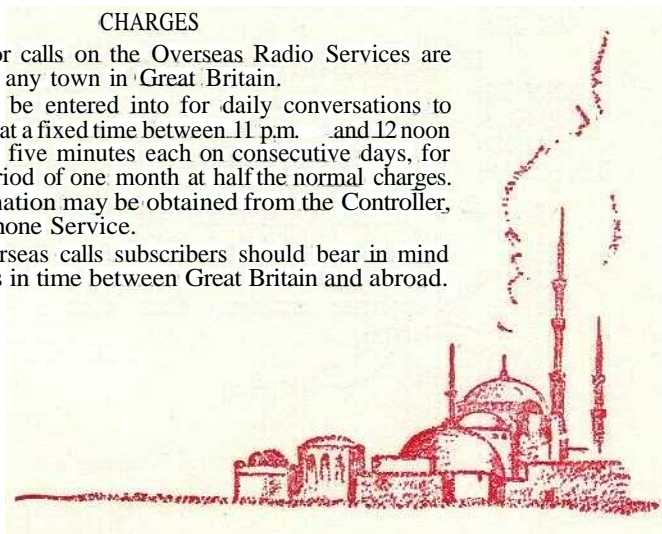
The charges for calls on the Overseas Radio Services are the same from any town in Great Britain.

Contracts may be entered into for daily conversations to North America at a fixed time between 11 p.m. and 12 noon of not less than five minutes each on consecutive days, for a minimum period of one month at half the normal charges. Further information may be obtained from the Controller, London Telephone Service.

In making overseas calls subscribers should bear in mind the differences in time between Great Britain and abroad.

OVERSEAS  
RADIO.  
TELEPHONE  
CALLS

HOW TO  
MAKE A  
RADIO-  
TELEPHONE  
CALL



### TELEPHONE CALLS TO SHIPS AT SEA

You can telephone to a person on any of the following ships at sea:

Majestic, Olympic, Homeric, Leviathan, Empress of Britain, Bremen.

### HOW TO MAKE THE CALL

Dial "TRU" and when connected ask for Ship Telephone Service, and then give the name of the ship, the full name of the person required, and any other information which will help to identify the person among the passengers on board; thus:

*"Majestic: Mr. Arthur Jones. First class passenger Cabin No. (if known) wanted by Central 3600—Mr. Smith."*

### CHARGES

The minimum charge (for a three-minute call) is £1 16s. od. This applies when the ship is within 500 miles of Lands End.

No extra charge is made in respect of the Personal Call, and if a call is not effective because the person required is unobtainable, a "report charge" of 4s. only is made. If the ship is more than 500 miles from Lands End the three-minute charge is £3 12s. od.—"report charge" 8s

### RADIO- TELEGRAMS TO SHIPS AT SEA

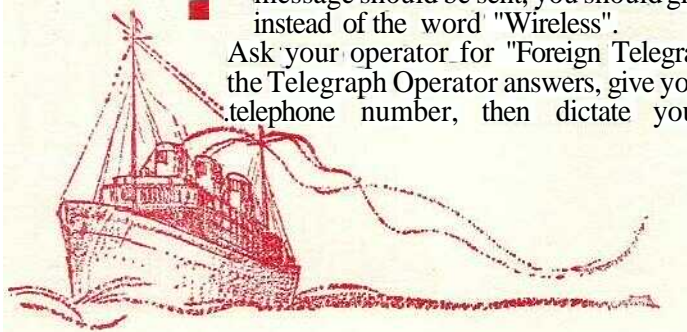
Subscribers can dictate radiotelegrams addressed to ships at sea which are fitted with wireless apparatus.

### HOW TO SEND A RADIO- TELEGRAM

Write out the message you wish to send, thus:

Name of addressee; name of ship and the word "Wireless", then the message. If you know the name of the Radio Station through which your message should be sent, you should give that name instead of the word "Wireless".

Ask your operator for "Foreign Telegrams". When the Telegraph Operator answers, give your name and telephone number, then dictate your message.



A message may be dictated over the telephone to many of the Postal Telegraph Offices for delivery by special messenger. This service is available during the hours of telegraphic business at the office selected, but is not available on Sundays at any place outside the London Postal District.

This service is of particular value for communicating with persons who are not themselves telephone subscribers.

## EXPRESS LETTERS



The Express Letter should be telephoned to the Express Delivery Post Office nearest to the address at which it is to be delivered. A list of these offices is shown in the preface to the Telephone Directory. Should you have any difficulty in selecting the proper office, the local Telephone Exchange will be able to assist you.

## HOW TO SEND AN EXPRESS LETTER



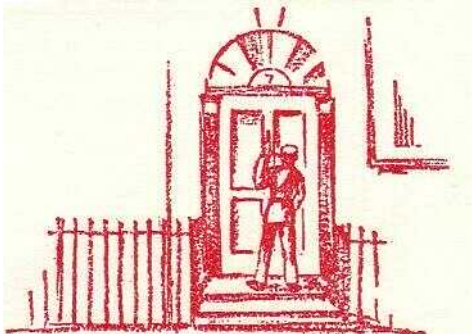
When you have been connected with the office, state that you are sending an Express Letter, and then dictate the message.

## CHARGES

The charge for this service is:

The appropriate local, Toll, or Trunk charge for the telephone call from the subscriber to the office at which the letter is written down, plus:

- (a) A charge for writing down the letter, of 3d. for the first 30 words and 1d. for each 10 additional words, plus
- (b) An express delivery charge of 6d. per mile from the office to the address of the person to whom the letter is sent.





NIGHT  
TELEGRAPH  
LETTERS

A Night Telegraph Letter can be telephoned -up to midnight, for delivery at addresses in most towns in the United Kingdom.

The Letter must be directed to a postal address, and will normally be delivered with the early morning delivery of ordinary letters on the following day.

Ask the Exchange for "Telegrams" and make it clear to the Telegraph Operator that a Night Telegraph Letter is concerned.

The charge for this service is the ordinary local call fee, plus 1/- for 36 words and id. for each additional three words.

TEMPORARY  
TRANSFER OF  
INCOMING  
CALLS TO  
ANOTHER  
NUMBER

Should a subscriber be leaving his address, or for some other reason desire incoming calls transferred to another number, this can be arranged.

Ask your operator for "Supervisor" and give your directions.

SUNDAY  
DELIVERY OF  
LETTERS BY  
TELEPHONE  
IN LONDON

A letter addressed to a telephone subscriber in the London Telephone Area, posted from any part of the country in time to be delivered at the G.P.O., London, early on a Sunday morning, can be delivered by telephone on that day.

Such letters should be addressed to the Central Telegraph Office, London, E.C.1, and marked conspicuously "*For telephone delivery on Sunday*".

#### CHARGES

The charge for a Sunday Telephone Letter consists of the ordinary postage on the letter, plus 3d. for the first 30 words and 3d. for each additional 30 words. The charge should be paid by attaching the necessary stamps to the paper on which the letter is written.

Messages may be dictated by telephone to the Central Telegraph Office, London, or to any provincial Head Post Office in the country, for onward transmission by ordinary letter post.

A special advantage secured by this service is that such letters may be able to catch an outgoing mail for which local posting would have been too late.

If the letter, being posted at the G.P.O., London, would be in time to catch the required outgoing mail, dial "TEL." and make it clear to the operator who takes down the message that an *ordinary* letter is being dictated.

The letter may also be dictated direct to the Head Post Office nearest to the address at which it is to be delivered. In such a case ask the operator for the Head Post Office required and then dictate the letter.

#### CHARGES

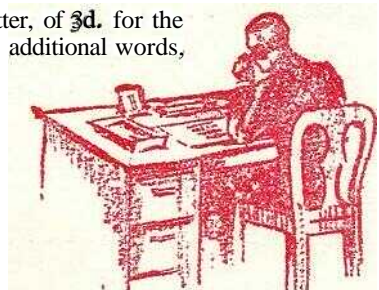
The charge for this service is:

The local. Toll, or Trunk charge for the telephone call from the subscriber **to** the office at which the message is written down, plus:

- (a) A charge for writing down the letter, of 3d. for the first 30 words and id. for each 10 additional words, plus
- (b) the ordinary postage.

#### TELEPHONE LETTERS

#### HOW TO SEND A TELEPHONE LETTER



A WORD TO  
THE  
SUBSCRIBER

Telephoning is a co-operative effort—efficient telephoning depends on the Telephone Service, on you, and on the persons you call.

■ You will find that the vast majority of calls go through swiftly, smoothly, and accurately. The way calls are made and the way they are answered are almost as important as the work of the Exchange. To a considerable extent the quality of the service depends on the subscribers. Therefore, you are particularly asked to:

Speak close to the mouthpiece—

Speak clearly—

Answer the telephone bell quickly.

The telephone equipment is constantly being developed to bring about further improvements; the operators are carefully selected and trained and constantly supervised, all to improve your service. It is to help you to get the best use of your telephone and a better understanding of this useful servant that this booklet has been published.

You are cordially invited to visit your local Exchange, the working of which you will find most interesting. Ask your operator to put you through to the supervisor and arrange with her a convenient time for your visit.

#### USEFUL TELEPHONE NUMBERS-

DOCTOR . . . . .

CHEMIST . . . . .

TAXI . . . . .

GARAGE . . . . .

