



# REDUCED CHARGES FOR LONG-DISTANCE TELEPHONE TRUNK CALLS

1. Substantial reductions in the charges for long-distance telephone calls take effect from the 1st of October, 1934. All charges for distances beyond 100 miles are reduced. The new tariff is printed on page 4, and its effect on long-distance calls to and from London is shown by the map on pages 2 and 3.

2. Except where cable charges have to be added, an ordinary three-minute call within the United Kingdom will in no case be charged more than—

**4s.** full rate (*formerly 9s. 6d.*) ;

**3s. 6d.** during the afternoon and early morning (*formerly 7s.*);

**1s.** at night (*formerly 4s. 9d.*).

These charges are subject to the same additions as before in the case of calls passing over the submarine cables between the mainland of Great Britain and Northern Ireland, the Islands of Man, Mull, Iona and Lewis, the Channel Islands, and the Irish Free State.

3. For the purpose of charging, the day and night are divided into four periods (instead of three) during which different rates are in force, namely :—

9 a.m. to 2 p.m.	Full rate.
2 p.m. to 7 p.m.	Intermediate rate.
7 p.m. to 5 a.m.	Night rate.
5 a.m. to 9 a.m.	Intermediate rate.

4. Personal call charges are reduced to 1s.—irrespective of distance—during the full-rate period (9 a.m. to 2 p.m.) and 6d. at all other times,

5. For calls beyond a distance of 75 miles the system of charging has been simplified. Local differences within a town area <sup>have been</sup> abolished so that the same rate will be chargeable, to any single destination beyond 75 miles, from all exchanges within 12½ miles of Oxford Circus. The number of distance-zones beyond 75 miles has been reduced to four, and each zone made wider.

6. Where the distance between the terminal exchanges is less than 75 miles, the rates of charge remain unaltered but the new rate-periods apply (*see* paragraph 3 above).

7. It is now possible, after 7 o'clock in the evening, to make a three-minute call—

to any place on the mainland of England, Scotland and Wales at a charge of one shilling at the most;

to Northern Ireland or the Isle of Man at a charge of one shilling and sixpence at the most.

# MAP SHOWING LONG DISTANCE TRUNK TELEPHONE CHARGES FROM THE LONDON AREA

i.e., from the following Exchanges :

Abercorn.  
Acorn.  
Addiscombe,  
Advance.  
Albert Dock.  
Ambassador.  
Amherst.  
Archway.  
Arnold.  
Avenue.  
Balham.  
Barnet.  
Battersea.  
Bayswater.  
Beckenham.  
Bermondsey.  
Bishopsgate.  
Bowes Park.  
Brixton.  
Buckhurst.  
Bushey Heath,  
Byron.  
Canonbury,  
Central,  
Chancery,

Chigwell.  
Chislehurst.  
Chiswick.  
City.  
Clerkenwell.  
Clissold.  
Colindale.  
Croydon.  
Cunningham.  
Ealing.  
East.  
Edgware.  
Elmbridge.  
Elstree.  
Eltham.  
Emberbrook.  
Enfield.  
Euston.  
Ewell.  
Fairfield (Croydon).  
Feltham.  
Finchley.  
Flaxman.  
Franklin.  
Frobisher.

Fulham.  
Gerrard.  
Gladstone.  
Grangewood.  
Greenwich.  
Grosvenor.  
Gulliver.  
Hampstead.  
Harrow.  
Hatch End.  
Hayes (Uxbridge).  
Hendon.  
Hillside.  
Hither Green.  
Holborn.  
Hop.  
Hounslow.  
Hurstway.  
Ilford.  
Kensington.  
Kingston-on-Thames.  
Langham.  
Larkswood.  
Lee Green.  
Leytonstone.

Liberty.  
Livingstone.  
London Wall.  
Loughton.  
Macaulay.  
Maida Vale,  
Maiden.  
Mansion House.  
Maryland.  
Mayfair.  
Metropolitan.  
Mill Hill.  
Mitcham.  
Molesey.  
Monument.  
Mountview.  
Museum.  
National.  
New Cross,  
North.  
Paddington.  
Palmers Green,  
Park.  
Perivale.  
Pinner.

Pollards.  
Popesgrove.  
Primrose.  
Prospect.  
Purley.  
Putney.  
Ravensbourne.  
Regent.  
Reliance.  
Richmond (Surrey).  
Riverside.  
Rodney.  
Royal.  
Sanderstead.  
Seven Kings.  
Shepherds Bush.  
Sidcup.  
Silverthorn.  
Sloane.  
Southall.  
Speedwell.  
Springpark.  
Stamford Hill.  
Stanmore.

Streatham.  
Sutton (Surrey).  
Sydenham.  
Temple Bar.  
Terminus.  
Thornton Heath,  
Tottenham.  
Tudor.  
Tulse Hill.  
Valentine.  
Victoria.  
Wallington,  
Walthamstow.  
Wanstead  
Waterloo.  
Welbeck.  
Wembley.  
Western.  
Whitehall.  
Willasdon.  
Wimbleton.  
Woolwich.  
Wordsworth.

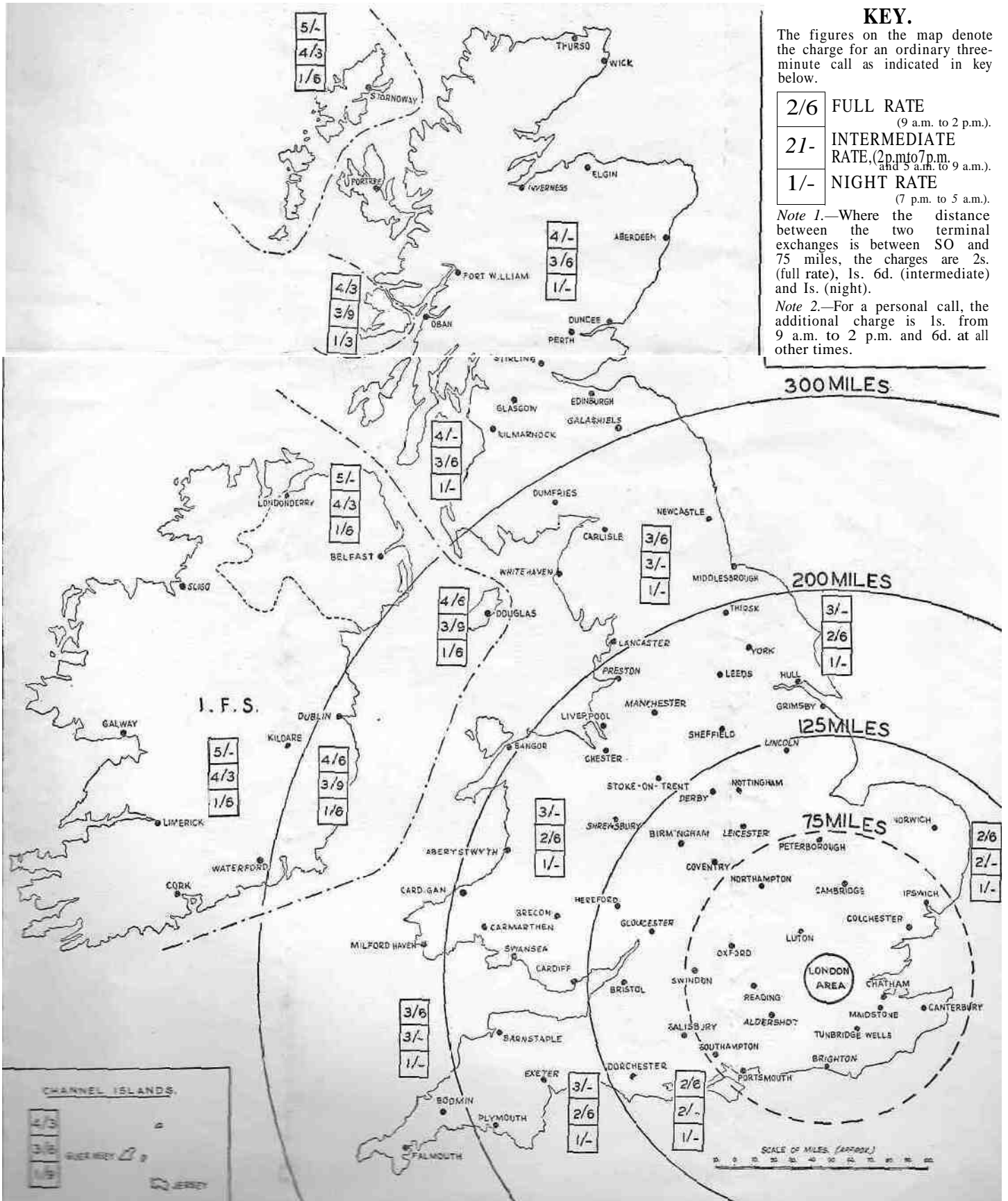
### KEY.

The figures on the map denote the charge for an ordinary three-minute call as indicated in key below.

2/6	FULL RATE (9 a.m. to 2 p.m.)
2/-	INTERMEDIATE RATE, (2 p.m. to 7 p.m. and 5 a.m. to 9 a.m.)
1/-	NIGHT RATE (7 p.m. to 5 a.m.)

*Note 1.*—Where the distance between the two terminal exchanges is between 50 and 75 miles, the charges are 2s. (full rate), 1s. 6d. (intermediate) and 1s. (night).

*Note 2.*—For a personal call, the additional charge is 1s. from 9 a.m. to 2 p.m. and 6d. at all other times.



5/-  
4/3  
1/6

4/-  
3/6  
1/-

4/3  
3/9  
1/3

4/-  
3/6  
1/-

5/-  
4/3  
1/6

3/6  
3/-  
1/-

4/6  
3/9  
1/6

3/-  
2/6  
1/-

I. F. S.  
5/-  
4/3  
1/6

4/6  
3/9  
1/6

3/-  
2/6  
1/-

2/6  
2/-  
1/-

3/6  
3/-  
1/-

3/-  
2/6  
1/-

2/6  
2/-  
1/-

# TRUNK TELEPHONE CHARGES

APPLICABLE FROM THE 1st OF OCTOBER, 1934.

ORDINARY CALLS (Minimum charge, covering first period of 3 minutes):

Distance between exchanges or measuring points:		Full Rate, 9 a.m. to 2 p.m.	Intermediate Rate, 2 p.m. to 7 p.m. and 5 a.m. to 9 a.m.	Night Rate, 7 p.m. to 5 a.m.
From	7½ to 10 miles	3d.	3d.	3d.*
"	10 " 12½ "	4d.	3d.	3d.
"	12½ " 15 "	5d.	4d.	3d.
"	15 " 20 "	7d.	5d.	4d.
"	20 " 25 "	9d.	7d.	5d.
"	25 " 35 "	1s.	9d.	6d.
"	35 " 50 "	1s. 6d.	1s.	9d.
"	50 " 75 "	2s.	1s. 6d.	1s.
"	75 " 125 "	2s. 6d.	2s.	1s.
"	125 " 200 "	3s.	2s. 6d.	1s.
"	200 " 300 "	3s. 6d.	3s.	1s.
Over	300 miles	4s.	3s. 6d.	1s.

\* This charge covers six minutes' conversation.

ADDITIONAL CABLE CHARGES (Minimum charge, covering first period of 3 minutes):

Between Great Britain and—

Island of Mull or Iona	3d.	3d.	3d.
Northern Ireland, Isle of Man, Isle of Lewis, or Irish Free State	1s.	9d.	6d.
Jersey or Guernsey	1s. 3d.	1s.	9d.

Between Isle of Man and—

Northern Ireland or Irish Free State	1s.	9d.	6d.
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PERSONAL CALL CHARGE (irrespective of distance or duration, payable on completion or cancellation of the call):

1s.	6d.	6d.
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The rates for FIXED TIME CALLS and CONTRACT CALLS are correspondingly reduced.

ANGLO-CONTINENTAL CHARGES. The charges for calls to the following Continental countries are reduced:

Austria	Denmark	Holland	Poland
Belgium	Estonia	Hungary	Roumania
Bulgaria	Finland	Latvia	Russia (U.S.S.R.)
Czechoslovakia	Germany	Lithuania	Sweden
Danzig	Greece	Luxemburg	Turkey
		Norway	Yugoslavia

The new rates from London (Zone I) to certain representative towns in these countries are shown in a separate leaflet.