

**COME
ON THE**

**TELEPHONE
NOW**

THE NEW TELEPHONE SERVICE

THE RECENT substantial reduction in telephone charges ensures a striking increase in the Telephone Service of 1935. This is not only a matter of national interest. It is a matter which concerns you personally.

WHAT IT MEANS TO YOU

Every increase in the number of telephones in the country makes his own telephone more valuable to the individual subscriber, because it brings a greater number of people within his call. The new telephone service, therefore, offers you a double advantage :—

Your telephone will cost less.

Your telephone will be worth more.



THE VALUE OF A TELEPHONE TO YOU

A telephone will save you from wasting time and money on journeys—often at night or in bad weather—when a telephone call would do just as well.

A telephone will help you to keep in touch with old friends and to make new ones.

A telephone will bring to your household invitations which would otherwise go elsewhere.

A telephone will make your shopping easier and simpler.

A telephone will be a cheap but constant insurance against the day of sickness or other emergency.

These are but some of the reasons why so few of us can afford to be without the telephone in 1935. Knowing your own special needs, you will at once think of other ways in which a telephone will be of service to you and your household.

LOOK INTO THE QUESTION AGAIN

You may well have hitherto felt that you were not justified in having a telephone. You should now in your own interests look into the question again. Many of those, who rightly decided that they could not afford the telephone at the old charges, will certainly now find that they can no longer afford to be without it.

AN INVITATION

This leaflet tells you briefly about telephone service in the home. By filling up and posting the enclosed card, you will commit yourself to nothing beyond a friendly visit from your local sales representative. He will be happy to talk over your special needs with you, and to tell you, after you have explained them how they can best and most economically be met. It will help if you can give him at least two days' notice.

EXCLUSIVE LINE
ORDINARY RESIDENCE TARIFF

RENTALS

For service to premises within 2 miles of an exchange.

	Quarterly	Monthly
LONDON, (i.e., Exchanges within 10 miles of Oxford Circus) ...	£1 6s.	9s.
BIRMINGHAM, GLASGOW LIVERPOOL & MANCHESTER (Exchanges within 7 mile radius)	£1 3s.	8s
REST OF THE COUNTRY	£1	7s.

The subscriber may select either the quarterly or monthly rate.

A connection charge of 15s. (or less where certain wiring exists) is payable on each exchange line.

LOCAL CALLS

Incoming calls are free. Outward calls (local) cost id. to 4d. each according to distance.

OTHER SERVICES

Rates will be supplied on application for Service to Residences in Rural Areas, Private Services, and Special Apparatus of various kinds.

GROUP SERVICE

A cheaper type of service—the Group Service—is available in certain areas for those who are willing to share an exchange line with other subscribers.

EXTENSION TELEPHONES

When you instal the telephone, you will naturally have it placed in a convenient part of the house, in the hall, for example, or the living room.

You may find it desirable, however, to have additional telephones fitted elsewhere connected with the main line, in a bedroom or a study.

Extension telephones cost little. They enable you to make or take calls without leaving the room and save you—especially at night—from hurrying up or down stairs.

Extension telephones can be provided in any part of your house for a minimum charge of 4s. a quarter for each extension—about ½d. a day.

HAND-MICROPHONES

The hand-microphone is the latest type of telephone, shapely in form and convenient in use. In the home it makes a decorative and useful addition to any room. It is ideal as a bedside telephone. This telephone can be supplied in black or in other colours to match a scheme of decoration.

The extra charge for a black hand-microphone is a single payment of los. Coloured instruments, if desired, can be supplied to order.

