

HAVERHILL AT WORK

The Telephone Exchange

POST OFFICE
TELEPHONES

1969

British
TELECOM

1981

BT

1991

BT

2003

Development of Haverhill Telephone Exchange

Jan 1960

**New Exchange will Modernise
'Phone Facilities at Haverhill**
Equipment will be Fully Automatic



**Strowger Exchange (Electro
mechanical equipment 1960s/70s)**

**The 'TWO PENNY
TELEPHONE'
comes to -
Haverhill** 1962

(SUBSCRIBER TRUNK DIALLING)

From 1 pm on 15th November, Haverhill subscribers will have the benefit of Subscriber Trunk Dialling - the 'Two Penny Telephone'. This new system is quicker because you can dial direct to London and many of the towns in East Anglia - automatic equipment puts you through in a matter of seconds. It is easy because you merely dial a simple code before the distant number you want, and it is cheaper - almost every trunk call and most local calls will cost less (less than ever in the cheap-rate periods).

To gain the maximum benefit from the new system, all business users should read the Post Office booklet 'The Telephone in Business', available free from Telephone Managers.

WHAT YOU GET FOR 2d
(all from a new-type coin box)

Distance	Full Rate	Cheap-Rate Periods
All local calls	2 minutes	22 minutes
Distant trunk calls:		
1st 10 miles	30 seconds	22 minutes
11 to 20 miles	30 seconds	22 minutes
21 to 30 miles	30 seconds	22 minutes
31 to 40 miles	30 seconds	22 minutes
41 to 50 miles	30 seconds	22 minutes
51 to 60 miles	30 seconds	22 minutes
61 to 70 miles	30 seconds	22 minutes
71 to 80 miles	30 seconds	22 minutes
81 to 90 miles	30 seconds	22 minutes
91 to 100 miles	30 seconds	22 minutes

Trunk calls of longer duration will be charged 2d per minute, but no less than 2d for the first minute. No night or Sunday calls.

TRUNK CALLS will be charged during the day period at 2d for every 30, 20 or 12 seconds according to the distance, and you will pay only for the time you use. The present operator service will continue at existing rates for trunk calls that subscribers are unable or do not wish to dial.

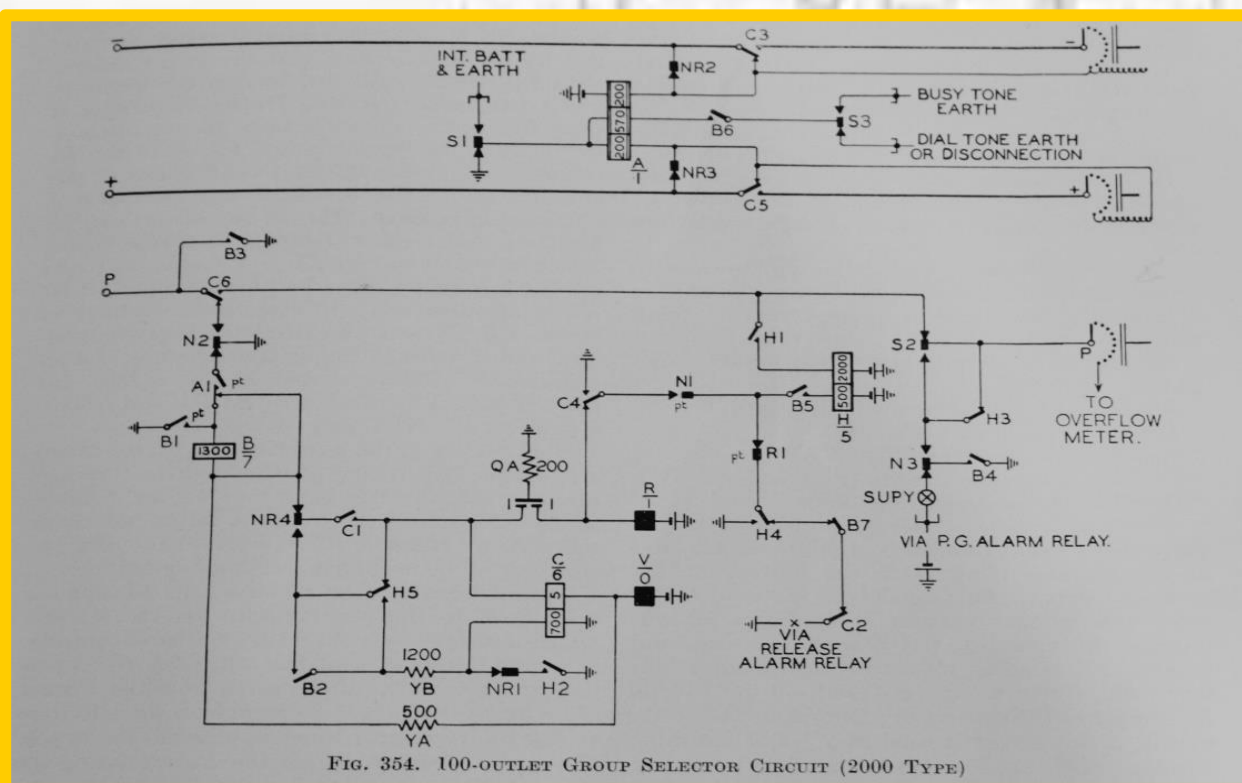
LOCAL CALLS of up to three minutes (that means most of them) will be reduced to 2d. But you will get twelve minutes for 2d during cheap-rate periods (8 pm to 6 am every night and all day on Sunday).

Remember too, the local call areas have been greatly extended: the Haverhill local call area, for instance, now extends over 500 sq. miles.

THE 3d COIN BOX New 3d coin boxes will be brought into full use on 15th November. Look out for the operating instructions when you make your call.

See the DEMONSTRATION
of the 'Two Penny Telephone' at
Circles Garage
18 High Street
HAVERHILL
Suffolk

Open until 17 November
Monday-Saturday 10 am-6 pm
ADMISSION FREE



TXE4 (Electronic equipment 1981)



**GPO 706
1960's**



**Trimphone
1966-84**



**GPO
Statesman
1984**



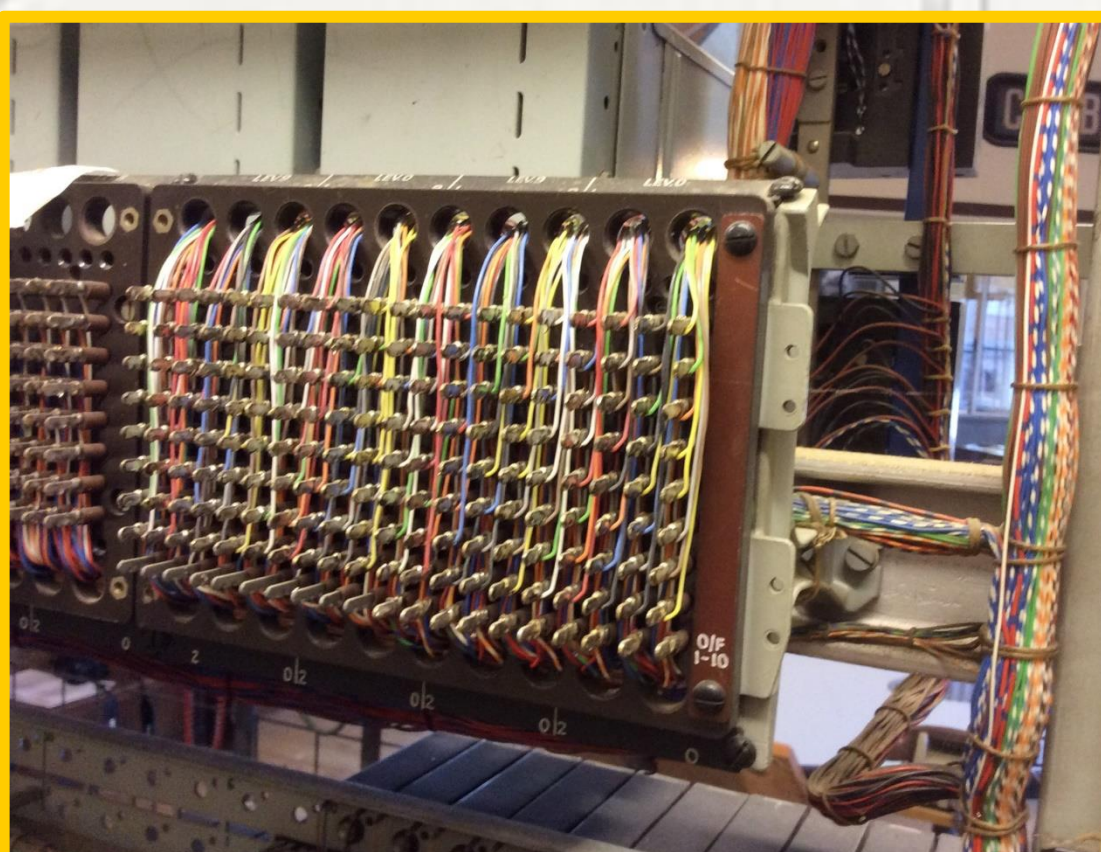
**Viscount
1980s**

**the telephone service and
the CUSTOMER**

GPO

FOR ANY GREAT ENTERPRISE
OBJECTIVES MUST BE CLEARLY STATED
AND WIDELY UNDERSTOOD.

- ★ The aim and purpose of the telephone service is not only to serve but to please the customer. Everything must be subordinated and surrendered to that aim.
- ★ Scientific advances are making possible the most sweeping and radical changes in telephone history. These match the electronic age in which we live. Much will always remain to be done, but technically our course is charted for years ahead.
- ★ Scientific progress by itself is not enough. What really counts is the spirit of the men and women behind the machines. Machines must be servants, not masters.
- ★ Our telephone service must be a personal service to meet the customers' wishes. We must study their wishes all the time; we must then satisfy them by a service which is courteous, pleasing and speedy.
- ★ To that end all our thinking, training, procedures and organisation will be directed - in every department and at every level. And we must act boldly. We must not be paralysed by precedent or inhibited by fear of error. If we try and fail, we shall be forgiven. If we do not try we shall be condemned - and rightly so.
- ★ But success will elude us unless we are a united, determined and dedicated team with management and staff moving in harmony.
- ★ Finally, we must never forget we are a monopoly. We do not face the challenge of competition. So we inherit special responsibilities to the community. We must not fail then. Let our purpose be to give the finest and most courteous service in the world. And let it be seen that we have this daily sense of purpose.



**System X
(Digital equipment late 1980s)**

