

12.2.43 - No. 4

KEEP YOUR TELEPHONE TALKS SHORT

Posters are to be put up in Post Offices, in all busy telephone kiosks and on mail vans urging the public to keep their telephone talks short. They contain the slogan "Telephone line time is precious".

The posters are to emphasise the appeals already made to telephone users to limit their conversation to 6 minutes or less. The heavily increasing load on the telephone service has made it essential to enlist public co-operation in this campaign.

Trunk calls have steadily increased from 117,000,000 in 1939 to 149,000,000 in 1942 and the rise continues. Owing to the demands of the fighting services for telephone equipment the rate of expansion of the public telephone network has been seriously restricted.

GENERAL POST OFFICE