ATLANTIC CROSSED FOR FIRST TIME BY TELEPHONE CABLES

You can telephone across the Atlantic as clearly as you call across town

"One of today's outstanding electronic and engineering achievements. Such a precise piece of construction that communications engineers speak of it almost with awe."

From an article on the new cables in the Reader's Digest

"Hello Great Britain"

"Hello America"

New undersea telephone system provides stormproof service between this country and Great Britain and the continent

THE new transatlantic telephone system is a historic forward step in world communications.

For years you have been able to call across the Atlantic over the Bell System's radiotelephone circuits. Now an entirely new service has been added. It's over stormproof telephone cables.

By means of these cables, you can pick up the telephone anywhere in the United States and talk to Great Britain, France, Belgium, Holland, Switzerland, Denmark, Norway, Sweden and Germany as clearly as you call across town. And anyone in these countries can call you, too.

More service is available because the new cables are in addition to the Bell System's radiotelephone circuits.

So if you have been accustomed to telephoning across the Atlantic for business or for other reasons, we know that you will be pleased with this marvelous new service.

If you have never made an overseas call, we invite you to share a new and satisfying experience.

There's something quite memorable and reassuring about telephoning across the seas. And in telephoning home when you are abroad yourself.

It's easy to do—just tell the operator the country you want to call—and the cost is lower than most people think.

For $12 plus tax you can call across the Atlantic over the new cables or by radiotelephone.

IT'S EASY TO KEEP IN TOUCH WITH THOSE ABROAD. The daytime rate for the first three minutes from anywhere in the United States is $12, not including the 15% Federal excise tax. . . . This applies not only to the nine countries listed above but to the 15 other countries in Europe reached by Bell System radiotelephone circuits. In most cases the rate is even lower at night and on Sunday. . . . Practically all other countries throughout the world can also be reached by radiotelephone.

Bell Telephone System