

"WE DECIDED



ABOUT THAT JUST NOW

In a few minutes executives will know about this decision. In another few minutes the operatives will move to carry out the order. But after the job has been accomplished, they will "put through" the final call: the job is finished, awaiting further orders.

That's how modern business is done.

The Telephone is its backbone. But just as it facilitates your business problems, so it will "put you through" to your friends and family. It will enable you to be only a few seconds beyond every important incident. And that small amount of money you've invested in it will pay itself back in the form of the vital decisions, urgent calls and refreshing chats you will have had through your phone.

BOMBAY
TELEPHONE Co., Ltd.,
Home Street, Fort, BOMBAY.

Local calls, per minute, 1/2 paise.
Long distance calls, 1/2 paise per minute.
Night calls, 1/2 paise per minute.
International calls, 1/2 paise per minute.
Special rates for business hours.
For details, see the telephone directory.

22 JUNE 1935