

\$1.00



**“Hello. This is
The Telephone Store.”**

TCI Library: www.telephonecollectors.info



Straight talk

If you buy your phones and pay for them once, you'll save telephone rental charges forever. Most phones pay for themselves relatively quickly.

If you move, take them with you, like your toaster and mixer. They're yours.

They can be used almost anywhere in the world since most telephone systems are compatible.

Phones designed to blend with the decor of a room are very much in demand and on these pages you'll find a range of styles and materials to compliment any room.

What everyone has wanted to know about owning their own phone and couldn't find out.

Q I have heard a great deal lately about buying telephones. Can I own and use my own telephone?

A Yes. You can. In November, 1975, the Federal Communications Commission issued orders which allow telephone users to connect telephones they own. In October, 1977, the FCC orders on telephone registration went into full effect.

Q But what do these FCC orders mean to me?

A The FCC orders make it practical for you to own and use your own telephone and they established a registration program for telephones.

Q Can you tell me more about this registration program?

A After July 1, 1979, all new phones that are connected by consumers or telephone companies must be FCC registered or connected behind a registered protective circuit. A registered phone is one which is labeled with an FCC registration number and a ringer equivalence number and will meet registration requirements.

Q But, is it easy to install?

A Yes, you simply plug the phone into a jack. The FCC requires that all registered phones be connected by means of a simple and standard plug and jack arrangement.

Q But, do I have to tell the telephone company that I am installing my own phones?

A Yes, FCC regulations state you

must notify the telephone company that you are connecting your own telephone and give them the registration number and ringer equivalence number shown on the telephone.

Q How much will it cost to own a telephone?

A The cost of a new telephone will vary between \$30 and \$300 depending on the style and features of the phone you purchase.

Q How does phone ownership save me money?

A The telephone company will reduce your monthly phone bill because they don't have to provide your phone. Savings vary depending on where you live and the type of phone you buy, but you can save up to \$5.00 a month for each phone you provide.

Q So, I can replace telephones which I currently rent from the telephone company with phones that I buy?

A Yes. Under FCC rules, you can replace all telephones with phones you own as well as add new phones!

Q Can I buy and use a phone with push buttons instead of a dial phone?

A Yes. Push button phones are available and can be used in most areas. If you already have push button phones, Touch Calling will work. But, if you have only rotary dial telephones, ask your telephone company to furnish push button service on your line.

Any questions

you may have not covered, I'll be glad to answer. Please feel free to write or call me, you can count on hearing from me promptly.

Thank you for shopping at

The Telephone Store
315 Walt Whitman Road
Huntington Station, N.Y. 11746
(516) 271-2100



#8001 BONNIE AND CLYDE



#8004 ASTOR



#8007 EVE



#8002 DISCO



#8005 EL RONDO



#8008 PAY STATION



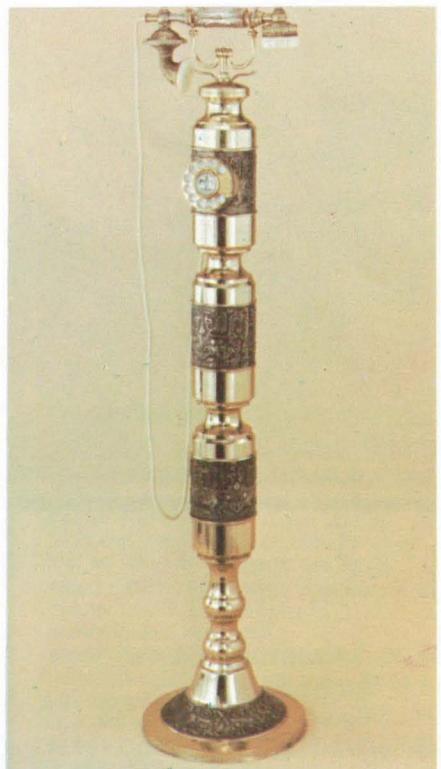
#8003 REGAL FRENCH



#8006 THE SMART ONE



#8009 CHICCO



#8010 MAJESTY

#8001 BONNIE AND CLYDE The Roaring 20's phone that made Elliot Ness famous. Great conversation piece. Looks and feels like the real thing.

#8002 DISCO Modern, round phone of the disco era. Side handle in Brown with Ivory or clear see-thru Lucite.

#8003 REGAL FRENCH All the features of the French phone. Neat, decorative design. Ornamental handset and most of all—quality.

#8004 ASTOR Elegantly designed, economically priced. In many fashion colors.

#8005 EL RONDO Today's modern shaped phone. Excitingly different in Silver Sparkle and colors.

#8006 THE SMART ONE A push button

phone that automatically dials ten of your most frequently used numbers, just press a button. Unique.

#8007 EVE Hand carved, hand rubbed in magnificent Walnut. Sculptured figure of a woman kneeling. A piece of art.

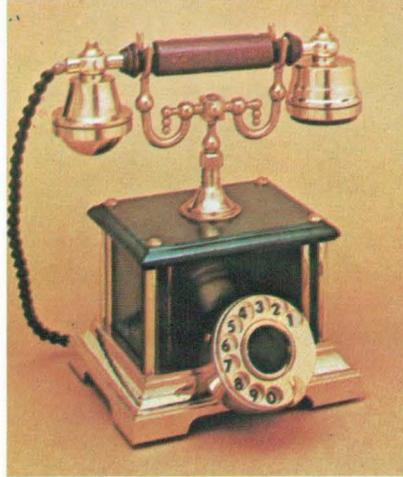
#8008 PAY STATION The real thing! Completely refurbished, plugs into any jack. No coin necessary—it will accept coins and act as a bank.

#8009 CHICCO Small, princess style. Elegant lines and compact design for anywhere space is at a premium.

#8010 MAJESTY Roman Column in all Brass. Hand crafted. Approx. four feet high. Silhouette design blends with modern or traditional decor.



#8011 MEC IN ONYX



#8012 SWEDEN IN LEATHER



#8013 PERSIAN



#8014 ROUND-IN-WALNUT



#8015 SWEDEN IN VIENNESE STRAW



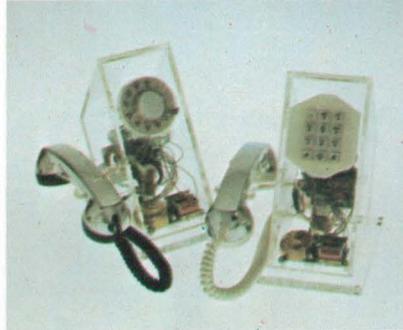
#8016 ANTIQUE FRENCH CRADLE



#8019 HOLLYWOOD



#8017 EARLY AMERICAN CRADLE



#8018 APOLLO



#8021 CLASSIC FRENCH SERIES

#8011 MEC IN ONYX Elegant continental styling in real onyx. Leather or Walnut finish.

#8012 SWEDEN IN LEATHER Royalty in antique Old World Charm. Available in a variety of finishes and Onyx.

#8013 PERSIAN Elegant Cartouche styling with filigree. Delicate and romantic. All Gold or all Silver.

#8014 ROUND-IN-WALNUT Petite round base in solid Walnut. Hand rubbed finish. French style design with Gold trim.

#8015 SWEDEN IN VIENNESE STRAW Unusual and different with a look that blends with and goes so well with any room setting.

#8016 ANTIQUE FRENCH CRADLE A familiar standard in the French decorator series. Enhances any conversation and adds charm to any room.

#8017 EARLY AMERICAN CRADLE Specially designed with a feeling of Early Colonial America. Elegant wood grain finish.

#8018 APOLLO A modern upright phone in see-thru acrylic. Allows you to see the mystery of the inner working components.

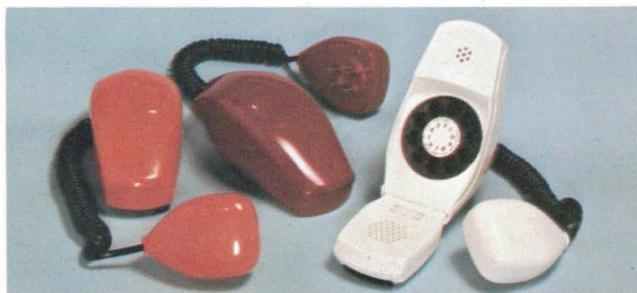
#8019 HOLLYWOOD A return to the 30's. Camp deco and very "IN".

#8021 CLASSIC FRENCH SERIES Just arrived. Perfectly designed to accent those special settings. Excellent voice quality, cushioned base. In Gold or Silver.

The Telephone Store
315 Walt Whitman Road
Huntington Station, N.Y. 11746
(516) 271-2100



#8022 DUCHESS



#8023 GRILLO



#8024 PETITE CLEAR



#8025 DELTA PHONE



#8026 ERICA PHONE



#8027 STAR



#8028 LIDO



#8029 DOODLE



#8030 PERISCOPE



#8031 COUNTESS



#8032 CHROME PHONE



#8033 CORDLESS PORT-A-PHONE

#8022 DUCHESS Inspiration of modern and antique mode, combining 1892 cradle with contemporary lines. In Provencal Ivory.

#8023 GRILLO Opens and closes with the snap of a wrist. Actually folds in half. Smallest phone in the World.

#8024 PETITE CLEAR Ultimate in modern design. Clear lucite and chrome finish. Handset on the side. A must for chrome and glass decor.

#8025 DELTA Compact instrument, clean modern lines. Unique shape and soft colors. Extremely light weight and comfortable.

#8026 ERICA PHONE Built in electronic tweeter. Makes a chirping sound when the phone rings. Swedish design, all in one unit. Dial on the bottom, requires little room.

#8027 STAR See-thru, cube shaped phone. Set at an angle for a unique contemporary look. Chrome handset on the side.

#8028 LIDO Distinctively new and modern. Unusual base surmounted with a globe. In combinations of Brown, Gold, White, Chrome.

#8029 DOODLE Jot your thoughts and messages down as you talk. Complete with its own pad and pencil. Rotary or push button.

#8030 PERISCOPE Clear lucite column. Eighteen inches high, chrome handset. Wires and working components are visible.

#8031 COUNTESS Small, light weight French cradle. New continental "soft look" design dainty in Antique Ivory.

#8032 CHROME PHONE Contemporary. Shimmering chrome and lucite. Orbital space age look. Angled base of clear lucite makes it look suspended.

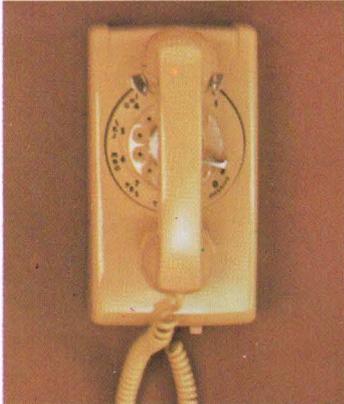
#8033 CORDLESS PORT-A-PHONE No wires, no cords, no connections. Just pick it up and use. Complete freedom, indoors or out. For anywhere you want a phone and don't have one.



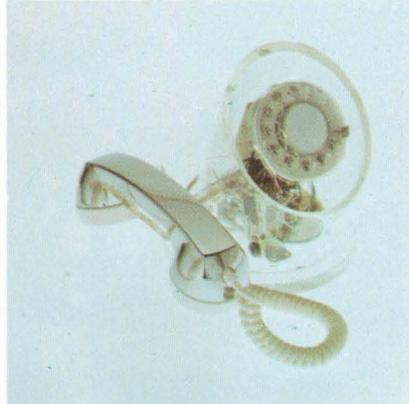
#8034 PRINCESS



#8035 TRENDLINE WALL OR DESK PHONE



#8036 STANDARD WALL PHONE



#8037 VENUS



#8038 TEMPO



#8039 TAKARA



#8040 CHEST PHONE

#8034 PRINCESS Small, petite, inexpensive and convenient. Ideal for any type stand or where space is limited. Colors.

#8035 TRENDLINE WALL OR DESK PHONE Princess type, dial in handset for your convenience. Nests into a sleek holder.

#8036 STANDARD WALL PHONE Basic wall phone, rectangular in shape. Simple, functional and dependable. Also in touch tone!

#8037 VENUS Uniquely shaped see-thru acrylic and chrome. Small, striking design. A must for chrome and glass decor.

#8038 TEMPO Ultra modern cube shaped, in several beautiful acrylic finishes, including Mother of Pearl, Beige Marble and clear see-thru.

#8039 TAKARA Treasure of the Orient. Small, delicate and elegantly clad in Gold or Silver with a center jewel dial. Dressy and exotic.

#8040 CHEST PHONE Completely hidden in handsome case of simulated Black Leather or wood grain carved Walnut. For the executive.

#8041 MINI WALL PHONE Modern wall phone with tapered lines. Smaller than standard phone. Fits well anywhere space is at a premium.

#8042 DANISH CRADLE Imported, small, petite, real Brass. Economically priced.



#8041 MINI WALL PHONE



#8042 DANISH CRADLE

Accessories To extend the use of your Telephone

Telephone Wire 4 Conductor

A1A



25 ft. 4-conductor Multi-Purpose Telephone Wire. Color coded for simple installation. Use to relocate wall jack, install new phone, or make existing phone portable. Any length available.

Modular Wall Plate

A4M

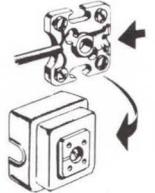


Generally used in new home construction or where wires are run through walls. Eliminates stapled wires and connecting boxes. Can be connected in parallel with additional jacks. Jack and mounting bracket can be mounted in outdoor weatherproof electrical type box for any outside connection.

Instant Jack

A8

Quick Connect Telephone Outlet



Instantly converts any single line telephone wall junction box into a convenient jack outlet without disturbing your present telephone. No wiring necessary! Simply remove junction box cover (one screw) and replace with "INSTANT JACK". Patented.

Coil Cord Extension

A2A



Retractable handset extension. Handset wire for standard modular trimline coil cord. Extends to 15'. Creates new portability. Instructions included. Available in all colors.

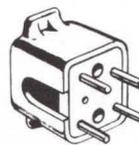
25' length.

A2B

Specify standard, modular cord.

Telephone Plug

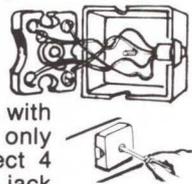
A5



4-Pronged male plug easily attaches to any phone. Fits all standard phone jacks. Enables one phone to be used at many locations! Instructions for assembly and use.

Modular Jack Adaptor

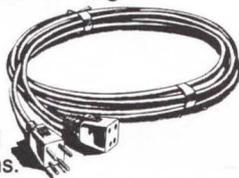
A8M



Quickly and easily converts type 42A terminal block to modular jack with a screw driver, the only tool required. Connect 4 wires inside modular jack cover to same corresponding color wires or 42A terminal. Position modular cover over jack and insert screw.

Telephone Extension Cord with Molded Jack & Plug

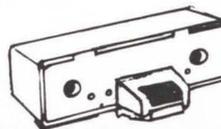
A3



25', 4-conductor extension Cord with Molded Plug and Jack Terminations. Fits all standard "plug-in" phones. Relocates telephone. Creates new portability. Ivory.

Modular Plug

A5M



Adapts standard 4 wire spade lug connections to plug. No tools required for connection. Wire spade lugs slip into contact slots.

Telephone Jack

A9



Standard telephone jack for use in conjunction with telephone plug. Easily installed on wall or floor, or wherever telephone is desired. Makes any phone portable. Instructions included.

Modular Telephone Extension

A3M



25', 4-conductor modular extension for locating or extending present telephone to new location. Simply insert modular plug into existing jack and run wire to new location. Remove cover from new jack and mount on wall or baseboard.

Telephone Pick Up Coil

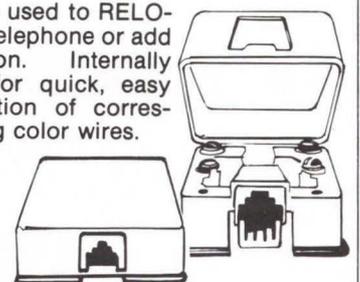
A6



Super-sensitive pick-up coil fits around receiver of telephone. 36" cord connects loop to 3.5mm mini plug which can be inserted into high impedance tape recorders for easy recording of both sides of phone conversation. Ideal for use with amplifier and dictating machines.

Modular Jack

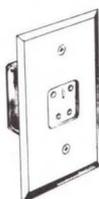
A9M



Can be used to RELOCATE telephone or add extension. Internally wired for quick, easy connection of corresponding color wires.

Telephone Wallplate

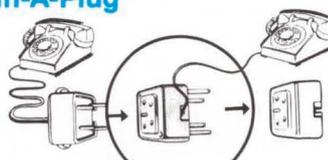
A4



Standard phone jack and decorative wallplate for built-in mounting. Mates with standard phone plug. Package includes mounting screws and simple instructions.

Telephone "Jack-In-A-Plug"

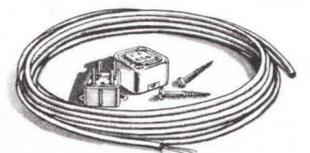
A7



Unique telephone plug also contains built-in jack. Connect two or more phones from one existing jack. Easy to install. No loss of audio signal. Instructions included. Patented.

Telephone Extension Kit

A10



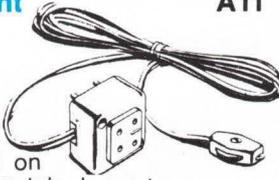
Everything necessary to relocate a phone or make it portable. Includes 25' of 3-Conductor Extension Wire, Telephone Plug and Telephone Jack. Wire is color coded for easy installation. Instructions included.

Accessories

To extend the use of your Telephone

Silent Knight

A11

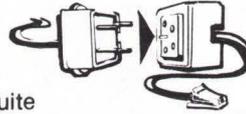


Automatically disconnects only the bell on your extension telephone to bring peace and restful sleep back into your control. Remote on/off switch, 10' cord terminating in "Jack-In-A-Plug". Plugs into existing jack. With instructions.

Converting or Using Standard Phone Plugs with Modular System

A21

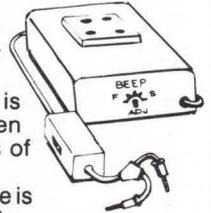
To connect any standard phone or accessory with a standard phone plug is quite simple and easy by using the new modular telephone plug to standard jack extension. Available in 2' 7 feet
A22
A23



Tele-Beeper Module

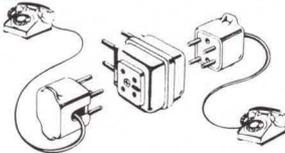
A29

Automatic tape recorder activating device automatically turns tape recorder "ON" when handset is lifted and "OFF" when replaced. Both sides of conversation are recorded. A "beep" tone is automatically pulsed into the recording and frequency can be varied by adjustment setting.



Double Jack

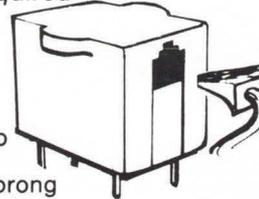
A12



Four-pronged, two-way, telephone jack. Simply insert into any convenient telephone wall jack, transforms the wall jack into two (2) jacks. Ideal for bedroom (his and her) extension phones. No tools required.

Modular Adaptor Plug "No Tools Required"

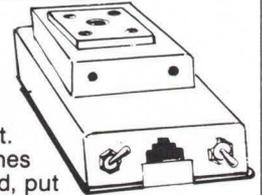
Converts standard 4 prong Jack to Modular Jack. Simply plug 4 prong pins into present standard Jack. Insert Modular Plug into Modular Jack on top of adaptor.



Two Party Line Control Switch

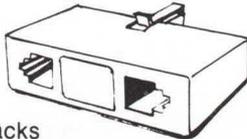
A30

Enables two separate telephone lines to be connected at one central point. Either or both lines may be answered, put on "HOLD" or connected to conference call. Solid state transistorized circuitry, no moving parts. Red light indicates when either lines is in use.



Double Modular Jack

A13

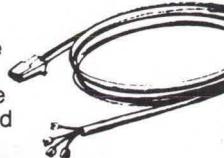


Converts single modular jack to 2 modular jacks by plugging double jack plug into existing modular jack outlet. Enables you to connect 2 phones or one phone and accessory from one modular jack outlet.

Converting or Connecting a Standard Phone, Accessory or Standard Jack into a Modular System

Any standard telephone, accessory or standard jack can be quickly and easily connected to a modular system by using the new modular Plug/Lug Extensions.

Simply connect the new equipment by means of the spade lug connections and insert the modular plug into the existing modular jack. Plug/Lug Modular Extension Cords with Modular Plug one end and Space Lugs other end. 7 feet.
14 feet
25 feet
A24A
A25



Ring Indication Flashing Light

A31

Neon light flashes with incoming call. Bell need not ring. Ideal for dark areas, for the hard-of-hearing, to attract special attention.



Suction Telephone Pick-Up Coil

A19



Suction cup attaches to side of telephone or to back of handset. 5' shielded cable terminates into standard miniature plug. Can be used with high impedance tape recorders, amplifiers, and dictating machines. Extra Sensitive.

Sound Switch

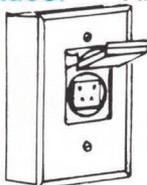
A32

With a push of a button, you can eliminate outgoing sound and noise. Gives you a "very private-listen without being heard" conversation. Installs in seconds—needs no tools. Guaranteed!



Weather-Proof Outdoor Telephone Jack

A20



Mounts on conduit pipe or wall. Positive action spring cover and all metal housing for permanent outdoor telephone jack installation. Complete with mounting screws and sealing plugs. In standard.

Modular jack
A20M
Same as above Modular jack.

Extending a Modular Telephone Connection

A26

Insert either the new modular extensions into the existing modular jack on phone or baseboard. Modular Extension Cord with Modular Plugs on both ends. 14 feet.

25 feet
A27

Modular Cord Coupler

A28

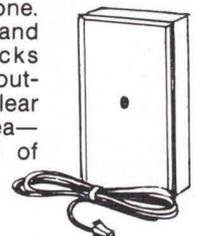
Allows two modular cords to be connected together to lengthen line cord.



Extension Bell

A33

For any telephone. Complete with cord and standard plug, jacks into any telephone outlet. Provides loud, clear ring in any noisy area—ideal for the hard of hearing.



Modular Plug
A33M

For Home and Business Use

These pages contain just a sampling of home and business telephones, accessories and special instruments we offer. You'll find some of the newest, most efficient and money saving telephone devices available today in this catalog.



RECORD-A-CALL

MODEL 60 AUTO

Dual cassette system uses two (2) standard size cassettes, endless loop tapes, permitting you to change your message. Completely reliable. Automatically answers your phone promptly, plays your announcement for each caller—24 hours a day—and will record as many as 120, 30 second (½ min.) separate messages. Can double as a dictation machine or tape player. Includes fast forward, rapid rewind, rapid erase, message light and much more.

MODEL 70 VOX

VOX, voice activation, means the caller can speak for as long as necessary in order to give you any length message. The Model 70 includes ALL the features of Model 60. Also has the option of switching to thirty seconds fixed time messages.

MODEL 80 REMOTE

Automatic telephone answering with REMOTE CONTROL. Get your messages from wherever YOU are! Just dial your own number, push a button on your pocket sized controller and you will hear ALL the messages. (Listen to them over and over again if you wish). When you hang up, your remote system is ready to receive additional calls. Incorporates all the features of Models 60 and 70.



THE CODE-A-PHONE I

Automatic electronic telephone dialer. Electronic dialer stores and dials 16 of your most often used numbers, just by touching a button. Touch a button and the number is remembered until you want to change it. No more forgotten numbers. Fast, easy and ALWAYS RIGHT. Excellent for the busy executive and ideal for the elderly and handicapped. Gives INSTANT access to important people, friends, relatives and emergency numbers. Solid state, light weight, 120 volts AC.

CODE-A-PHONE II

Everything on Model I plus a built in speaker to monitor dialing. If there is no answer, or if it is busy, simply touch a button to cancel the call.

CODE-A-PHONE III

All the features of Models I and II plus LED digital readout of numbers during programming and calling.

SPEAKER PHONE

Place the handset in the holder and you are able to speak and hear without holding the receiver. Others who are in the room can join the conversation. Clear and distinct reception.



HOLD BUTTON

Electronic hold for any phone. Allows you to put a call on hold, hang up the phone and pick up call at any other extension. Red light indicates a call is being held.



UNIFONE

No wires, no connectors, carry it with you. Place and receive calls up to 1200 feet. Patented circuitry permits operation at a specially allocated frequency—provides total privacy. Special "last number dialed" memory. Distinctive "bell-like" ring. Modern design. Use it like any phone—only it's different. Push button operation even on a rotary dial line.



For Home and Business Use

We are experts in designing and installing communication systems—and our experience and expertise are at your service. If you have a special need, please write or call with any questions you may have.

**STROMBERG
CARLSON**



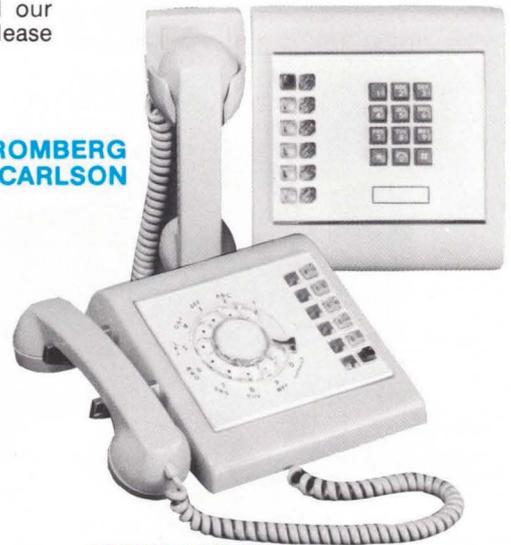
SIX (6) BUTTON MULTILINE TELEPHONE

For use in American key telephone systems. Completely interchangeable with any Western Electric 6 button phone set. Use it to add to or extend your private phone system. Hold button and 5 button keys, lamps for lights. Available in desk models, assorted colors, rotary or touch dial, brand new or remanufactured. Ready to use, just plug it in.



10 BUTTON KEY TELEPHONE

(Same features as 6 button only 10 button capacity). Horizontal multi-key telephone. Attractive and efficient. Takes all your lines plus intercom, hold button, etc. For home or business in touch or rotary dial. Color co-ordinated face plates. Complete, just plug it in.



SIX (6) BUTTON KEY TELEPHONE

For use in American key telephone systems. Completely interchangeable with any Western Electric 6 button phone set. You can add to or extend your private phone system. Five button keys, hold button and lamps for lights. Available in wall or desk model, assorted colors, for rotary or touch dial, new or remanufactured.

DECORATIVE COVER

Available in gold or chrome. Replaces your existing cover with a beautifully finished cover. Reflects colors and lights. Wipes clean. Installs quickly. Available in touch or rotary dial for home or business telephones.



AMPLIFIED HANDSET SOUND BOOSTER FOR THE HARD OF HEARING

Simply by adjusting a dial on the handset, you can increase the volume of an incoming call. Replaces any standard handset and provides extra volume when needed. Available in two models: (A) Deluxe and (B) Economy.



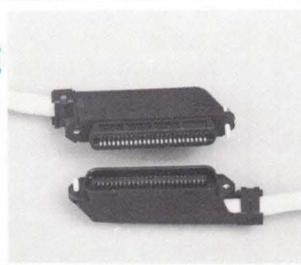
LARGE BUTTON CONVERSION

Large buttons are very easy to read and use. Wrong number calls are reduced. Fits over existing numbers. For standard touch tone phones.



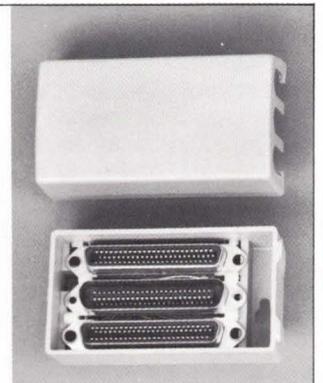
MULTILINE EXTENSION CABLE

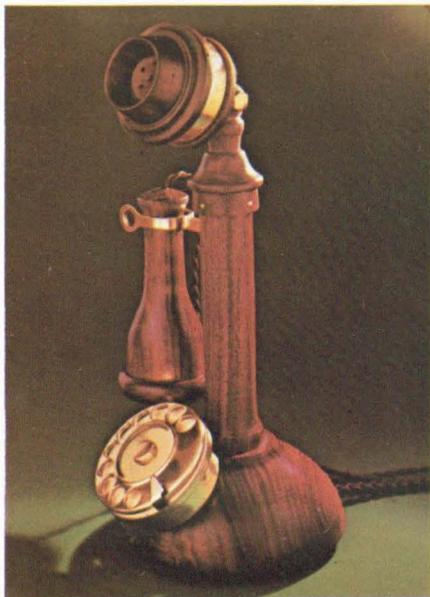
Extend your 6 button key telephone to ANY length. Move telephone to where you want it. Complete with male on one end, female connector on the other. Can be used to add a phone with Y connector.



"Y" CONNECTOR BRIDGING ADAPTOR

To extend multiline/multibutton telephones. Plug your present telephone into this adaptor and use the other open connection for an additional phone. When used with extension cables, it allows you to add a phone almost anywhere.





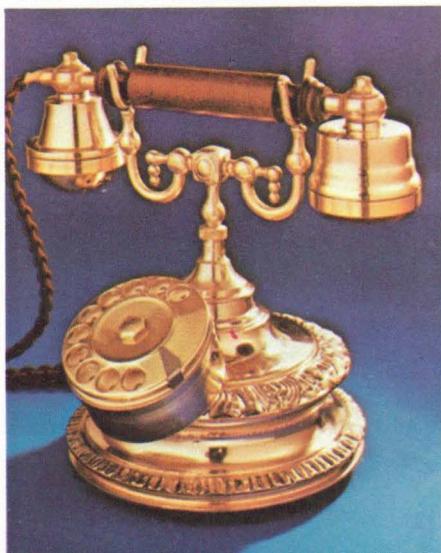
#8043 KELLOGG WALNUT



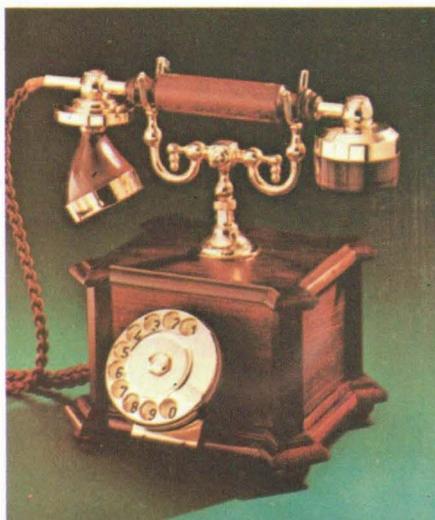
#8044 MEC IN LEATHER



#8045 TARTARUGA



#8046 ROUND-IN-BRASS



#8047 ENGLISH IN WALNUT



#8048 PARIS



#8049 MANDARIN TEAK



#8050 COUNTRY FRENCH



#8051 FRENCH IVORY

#8043 KELLOGG WALNUT Old fashioned look and feel plus the beauty and warmth of real Walnut. Perfect addition to any desk.

#8044 MEC IN LEATHER Elegant continental styling in genuine Leather.

#8045 TARTARUGA Round, simple, universal form blends with Onyx Stone to provide a conversation piece for any decor.

#8046 ROUND-IN-BRASS Different, interesting and unique. In solid Brass with braided Silk cord. A true showpiece.

#8047 ENGLISH IN WALNUT The regal look of English Walnut. Accents the exquisite look of turn-of-the-century England.

#8048 PARIS It's Paris in the 30's. Looks and feels like the original. Has unique arrangement, two people can listen. Really different.

#8049 MANDARIN TEAK A touch of the Far East enclosed in a fine Teak wood cabinet. Hidden dial and adjustable ringer.

#8050 COUNTRY FRENCH Newest in French cradles. Delicate and a real space saver. Informal look gives it the country French appearance.

#8051 FRENCH IVORY Antique! Unique! Yet as modern as today. This accurate replica will grace any setting.

The Telephone Store
315 Walt Whitman Road
Huntington Station, N.Y. 11746

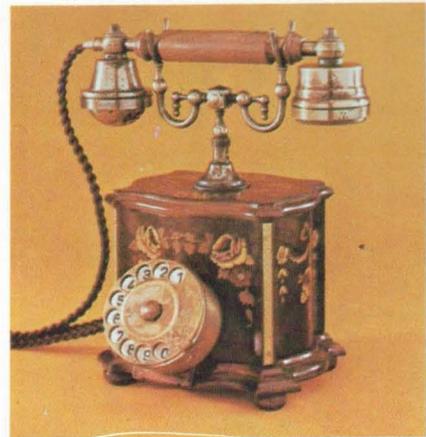
TCI Library: www.telephonecollectors.info



#8052 EMPIRE IN BRIARWOOD



#8053 EMPIRE IN ONYX



#8054 MAGGIOLINI



#8055 COLONIAL WALL PHONE



#8056 CRANK IN WALNUT



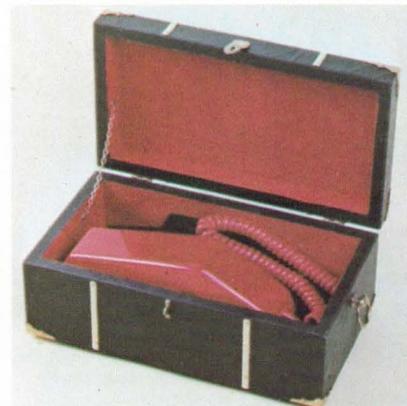
#8057 FRENCH TAPESTRY



#8058 REGAL CHROME



#8059 CONTINENTAL



#8060 TREASURE CHEST



#8061 SHELLAMAR PEDESTAL

#8052 EMPIRE IN BRIARWOOD Magnificent, Baroque French design. Inlaid with Gold. Carefully finished, exquisitely crafted. Silken cord.

#8053 EMPIRE IN ONYX Most exquisite of the Baroque French series. Sculptured Brass with precious materials. Many different finishes. Braided silk cord. Outstanding quality.

#8054 MAGGIOLINI Delicate hand painted floral design on real wood makes this a now and forever phone.

#8055 COLONIAL WALL Wooden cabinet with antique quality. Concealed dial adds authenticity to hand cranked instrument. Interior shelf and Brass bells. Early American.

#8056 CRANK IN WALNUT Upright, continental styling. Old style antique trim. Decorative hand crank for that original look.

#8057 FRENCH TAPESTRY The loveliest of phones, at the right price. Elegant brocade

base in designer Tapestry. White with Gold trim. An excellent gift. Limited quantities.

#8058 REGAL CHROME Space saving French phone. Combines Old World charm with modern look and feel of chrome.

#8059 CONTINENTAL A formal version of the Regal French with a sculptured finish base clad in 24K Gold.

#8060 TREASURE CHEST Moroccan Leather hides this hidden treasure. Open the chest to use the concealed dial in the handset. In formica.

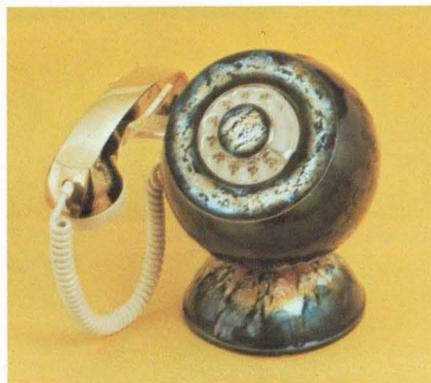
#8061 SHELLAMAR PEDESTAL Unique: dial is in the handle, nestled in a sculptured clam shell. Camel Swirl or White Abalone. Available without free flowing 30" high pedestal.



#8062 MICKEY MOUSE



#8063 CANDLESTICK



#8065 CLOISONNE



#8064 FASHION PLATE



#8068 CHROME NOUVEAUPEDESTAL



#8066 ADAM AND EVE



#8067 ALEXANDER GRAHAM PLANE



#8069 AMERICANA

#8062 MICKEY MOUSE Cute, loveable, adorable Mickey. A must for every executive. A truly fun phone.

#8063 CANDLESTICK The Happy Days in color coordinated decorator finishes. Blends with any contemporary room. Colors, sturdy plastic. A fun phone to use.

#8064 FASHION PLATE Change the look of the old fashioned standard phone. Economic. Many features, super quality. Thirteen different face plates and clear see-thru for coordinating wall paper or fabric.

#8065 CLOISONNE A copper globe transformed into a work of art. Baked enamel on Copper in magnificent designer colors.

#8066 ADAM AND EVE Carved figures in Mahogany. Superior quality. A fine piece of art. Will become a classic.

#8067 ALEXANDER GRAHAM PLANE A flight of fancy. Bold, original and fun. The center of attention in business or at home. Take a trip.

#8068 CHROME NOUVEAU PEDESTAL Elegant pedestal stand and phone belong in a modern setting of chrome and glass. Here's a most talked about piece of furniture.

#8069 AMERICANA Geometrically perfect in design and feel. This cube shaped phone is available in lively decorator color combo's.



#8070 WOODEN PYRAMID



#8071 ULTRA PHONE



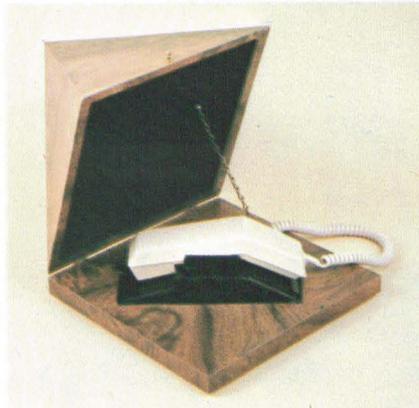
#8072 TRENDLINE LEATHER



#8073 GTE STANDARD DESK PHONE



#8076 CONTEMPRA



#8074 HIDDEN PYRAMID



#8075 KANGAROO



#8079 SPEAKER PHONE



#8078 DAWN



#8081 STANDARD DESK PHONE



#8077 OBELISQUE



#8080 DIAMENTE

#8070 WOODEN PYRAMID The Egyptian look is "IN". This phone provides a focal point for the new decorator look.

#8071 ULTRA PHONE Technology and design merge to shape the new look. Smart, modern, sleek angled profile. Recessed handle. Inside, the latest in electronics and miniaturization. In genuine Leather.

#8072 TRENDLINE LEATHER Finest imported Leather. Hand crafted with careful detail to provide an excitingly different look and feel.

#8073 GTE STANDARD DESK PHONE Improved version of the old reliable. Economical, attractive and efficient. Put one anywhere to save steps and money.

#8074 HIDDEN PYRAMID Even the Pharaoh would have trouble finding the handle and dial, hidden under the pyramid which swings away for easy access. In Burl Brown formica.

#8075 KANGAROO A phone with work space and pockets. Memo pad, pencil and pouches in a bean bag base hold messages. Choice of fabrics and finishes.

#8076 CONTEMPRA Classic simplicity, contemporary styling. Blends with any room. For wall or desk, rotary or push button.

#8077 OBELISQUE Golden phone hidden behind a swing away door. Easy care formica.

#8078 DAWN Sophistication and quiet elegance. Sculptured styling. Adds a beautiful note of distinction to any room, rotary only.

#8079 SPEAKER PHONE Hands-Free conversation, work or write while speaking. For conference calls. Volume control. Handsome and functional. Superb two-way conversation.

#8080 DIAMENTE A Diamond from Outer Space. Modern futuristic styling is out of this world! Our "star" phone.

#8081 STANDARD DESK PHONE Old reliable adds a convenient and low-cost touch. For home or office.

The accompanying Price List describes these telephones in greater detail and offers a wider choice of colors and materials.

If you do not have a current Price list, please write or call The Telephone Store for a new one.

A word about the Telephone Store

We take pride in our strict adherence to a high set of standards. Selling telephones by mail, as we do, we're extra careful to properly fill orders and to make sure that whatever you ordered will work and do what you want—or we'll write or call you *before* shipping the order.

EVERYTHING WE SELL IS UNCONDITIONALLY GUARANTEED.

We maintain an inventory of over 100 different telephones and can generally ship your order within ten (10) days. (Faster, near holidays.) Every telephone is registered with and meets FCC requirements and has a ringer equivalency number.

When we get down to the bottom line, decorator and specially designed phones aside, most people buy their own phone(s) to save money.

IS IT WORTH IT? YOU BE THE JUDGE!

The answer is most probably, yes.

The figures that follow are representative monthly rates provided by The New York Telephone Company for parts of Long Island. Rate structures will vary in different parts of the country, but the analysis rates do not include any local, state or federal taxes, nor do they provide for possible phone rate increases. The difference in rates depends upon who supplies the telephone.

Monthly Telephone Rates on part of Long Island, New York in effect as of November 1, 1978.

	With Telephone Co. Provided Phone	With Your Own Phone
Basic Phone Service (includes one standard basic telephone)	\$ 7.35	\$ 6.31
One Additional Basic Standard Extension Phone	2.13	1.04
One Princess Style Phone	4.57	1.04
One Trimline Style Phone	5.29	1.04
Total monthly Rental	\$ 19.34	\$ 9.43
Monthly Savings	9.91	
Yearly Savings	\$118.92	
Plus additional savings on tax and/or installation charges		

If you have touch tone service you would save 76¢ more per phone each month. In the above example that would mean an additional \$3.04 per month.

Gift Certificate

This Certificate may be credited towards the purchase of merchandise from The Telephone Store

Name.....
 Address.....
 City..... Zip.....
 Date.....

(not valid unless signed)



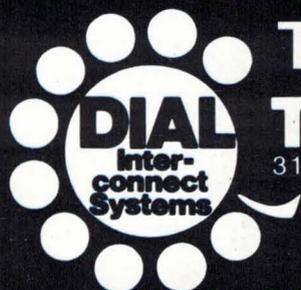
Telephone Store Service Warranty

On all new telephones, The Telephone Store provides this four (4) year limited warranty.

The Telephone Store warrants phones to be free of defects in materials and workmanship. This warranty is extended to the purchaser for one (1) year from the date of purchase whether in conjunction with or in addition to original manufacturer's warranty. It is limited to rectifying any such defects and/or replacing such defective parts provided the product is returned prepaid with original store receipt to The Telephone Store, 315 Walt Whitman Road, Huntington Station, New York 11746 and is found on inspection to be defective in material and/or workman-ship. This warranty is further extended to the purchaser for the period of three (3) additional years as outlined above whereby repair or replacement of defective parts will be made for the then current minimum service labor charge for such telephone repairs. Replacement will be made of the same quality performing the equivalent function.

THIS WARRANTY IS VOID ON ANY PRODUCT THAT HAS BEEN IMPROPERLY INSTALLED, OVERLOADED, ABUSED, TAMPED WITH OR ABUSED IN ANY MANNER. OTHER THAN THE ABOVE DESCRIBED OBLIGATION, THE TELEPHONE STORE ASSUMES NO FURTHER LIABILITY WITH RESPECT TO THE SALE OR USE OF THIS PRODUCT.





Thank you for shopping at:
THE TELEPHONE STORE

315 WALT WHITMAN ROAD • HUNTINGTON STATION, N.Y. 11746
(516) 271-2100

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