THE RECEIVING END OF THE 999 CALL ..

Speeding up the war against crime - a new information room to deal with emergency calls is opened at New Scotland Yard by Sir John Nott-Bower - Commissioner, Metropolitan Police...

Demonstrating the new system, here's a nine-nine-nine call just being made the woman has spotted housebreakers), and this call brings Scotland

Now every second is vital. The message is quite transferred by conveyor belt to a radio-telephone position dealing with the particular area...

And, in less than one minute (half the time previously taken) the rest details are transmitted to any one of 250 Police cars, motor cycles or river launches for instant action

So - the wheels of the law begin turning ...

You may not always to fortune to enough to see the direction the aximinals have taken - but remember - you can help in other ways.

Try to keep calm. Make your message clear. And try to get a reasonable description of the criminal - or the car.

Had this been a real "emergency" - a woman's presence of mind and would have resulted in a speedy arrest. In 1956, the public made more than 170,000 emergency calls and radio-equipped patrol-vehicles made 9,500 arrests.

So remember "DIAL Nine-Nine-Nine to help the speedy detection and prevention of crime.