

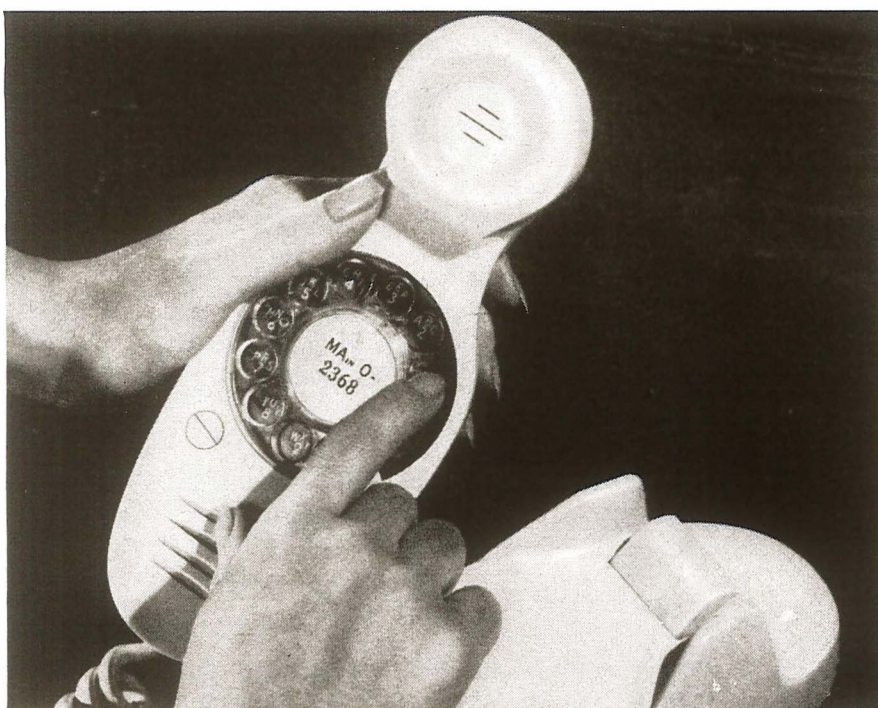


▲ A kitchen phone that can be recessed in a wall or cabinet.



▲ A phone that has push buttons instead of a dial for calling.

▼ A phone with the dial conveniently placed in the handset.



▼ A compact microphone-dial unit for "hands-free" telephoning.

TOMORROW'S TELEPHONES ?

They're being tested today!

These are models of some new and different telephones that we're testing in the homes of certain of our customers. We want to discover what the customers themselves find most useful and attractive about these phones, and what changes could be made to improve them.

Exciting in themselves, these new telephones are also symbols of many exciting changes going on "behind the scenes" to make the telephone still more useful and convenient. (For example, millions of our customers can now dial their own long distance calls direct.)

Some day you may have one or more of these phones in your home. But even if these experimental models are never put into full production, the research and technical skills that went into them will be used in other ways, to bring you continually improving telephone service.