

Design Line... lets your personality speak for itself.

Southern Bell Telephone is now offering twelve new phones... the Design Line* phones. And they speak for themselves. There's one to match your decor and personality. You can choose from over sixty style, color and texture variations.

To order yours, or for more information about the new Design Line phones, simply call your local Southern Bell business office. Or ask your telephone installer.



Southern Bell

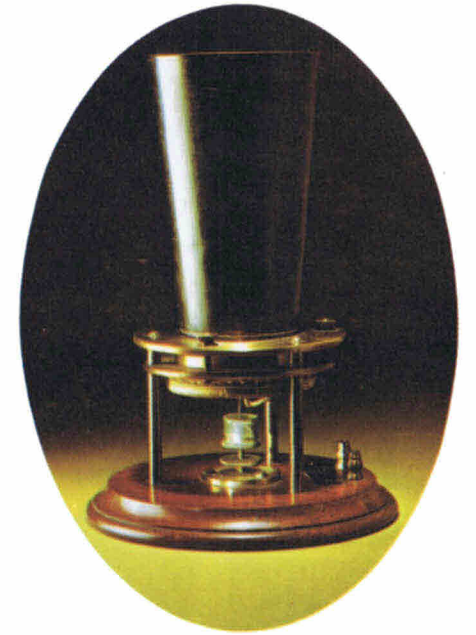
There is no monthly charge beyond the regular basic service rate, if it's to be your only phone. If used as an extension, you pay only the regular monthly extension rate.

A six-month warranty is included with your purchase of the phone housing. To assure quality phone service, the working parts remain the property and responsibility of Southern Bell. So anytime these parts need repair, we'll fix them without additional charge.

Design Line sets, with the exception of the Candlestick and Chestphone models, may not be compatible with certain kinds of hearing aids without the use of an adapting coupler, which is available from Southern Bell.



Southern Bell



Twelve
new telephones
from the people
who brought you
the first one...



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1) Stowaway This telephone is hidden in a chest of oiled walnut with silver-colored trim, or carved Mediterranean style with gold-colored trim. Choice of black or ivory telephone. Available in Touch-Tone® service or rotary dial. \$99.95.

2) Antique Gold† A magnificent period phone, this French cradlephone has carved gold-colored figures and ivory trim. Available in rotary dial only. \$109.95

3) Accent A versatile phone to blend with your decor. Available in ivory, white, yellow, lime green and royal blue with a variety of appliques (including do-it-yourself inlays). Available in Touch-Tone service or rotary dial. \$69.95

4) Exeter Functionally modern, this phone can be customized with your room's fabric or wall-covering. Or it comes in dark brown simulated alligator, dark green leatherette, or silver-colored etched metal. Available in Touch-Tone service or rotary dial. \$59.95

5) Elite A classic look in green leatherette with green handset and gold-colored trim, or tan leatherette with silver-colored trim and white handset. Available in Touch-Tone service or rotary dial. \$84.95

6) Candlestick†† Comes straight from the flapper era in stars and stripes, or in solid red, white or black. Rotary dial only. \$69.95

7) Mediterranean† Traditional French cradlephone with Mediterranean styling. In gold-colored trim with dark, carved, textured finish. Rotary dial only. \$99.95

8) Celebrity Small and elegant phone available in blue or ivory with gold or silver-colored trim. Rotary dial only. \$79.95

9) Early American† A French cradlephone with the touch of Colonial America in its simulated maple base and American Eagle insignia. Rotary dial only. \$99.95

10) Chestphone† A concealed phone encased in black leatherette with black interior, or carved walnut with beige interior. Touch-Tone service or rotary dial. \$99.95

11) Coquette††† Understated elegance is the dominant quality of this comely French cradlephone design in white with gold-colored trim. Filigree nameplate permits personalization. Rotary dial only. \$89.95

12) Commemorative Elite Handsome Bicentennial-theme phone in pewter-colored finish with black handset and four commemorative medallion inserts. Or record your own moment in history with a special version that has an engraveable plate in place of medallions. A noteworthy gift for anniversaries, retirements, birthdays, and other outstanding accomplishments. Touch-Tone dialing only. \$99.95

Prices indicated above do not include installation service charges which may be applicable.

*Trademark of American Telephone and Telegraph Company

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†Trademark of American Telecommunications Corporation

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†††Trademark of USTEL