

MODERN TELEPHONE SERVICES

There are hundreds of items of equipment available to make your telephone service more valuable and convenient than ever. Whether for your home or office, you will find telephone equipment designed to save you time and money, tailor-made to fit your special needs at a surprisingly low cost.



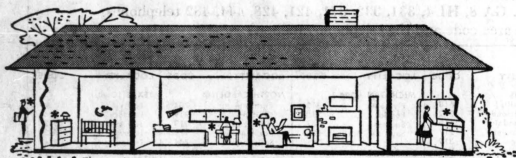
New PRINCESS Telephone...

It's little! It's lovely! It lights!

It's small to save you space, and styled for the modern taste. Dial lights up, too... it glows in the dark so you can find it quickly and, when you lift the receiver, lights up brightly for easy dialing. In white, beige, pink, blue or turquoise.

Home Interphone

One of the most exciting communication services to come along in years. It combines door answering, voice broadcasting thru the house, transferring calls and even electronic baby sitting—all by picking up the nearest telephone.



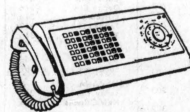
Bell Chime

The newest, most versatile telephone ring. It calls you by the musical tone of a chime when children are sleeping or things are quiet. But when there's a lot of activity or you're out in the yard, you can adjust your chime to a loud bell or the regular telephone ring.



Modern Telephone Equipment

Whether you need a simple push-button telephone, a switchboard, or a complete dial system, you can be sure there is economical telephone equipment available to handle your communications requirements.



Automatic Answering Set

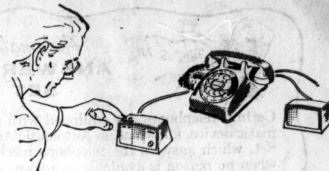
Keeps your office open 24 hours a day. No longer need you miss important calls for this equipment automatically answers your telephone and, if desired, records messages left in your absence.



TO MEET YOUR NEEDS

Speakerphones

A special microphone and small loudspeaker associated with this telephone enables you to carry on a conversation without lifting the receiver. The sensitive microphone picks up your voice from several feet away and frees both hands while talking. It can also be used as a regular telephone.



The Call Director

This streamlined, modern, functional piece of telephone equipment is designed for today's business requirements. Available in a choice of three colors and equipped with versatile push buttons which give access to a number of lines, hold calls while answering others and permit signaling and conferencing arrangements.



Additional Telephone Lines

A separate number in your home or place of business makes it easier for friends or customers to reach you. Ideal, too, for large families or for your "teen-ager."



Shoppers' Wonderland! THE YELLOW PAGES

YELLOW PAGES... the shopper's wonderland... the buyer's guide... the business man's go getter. Buyers — prompted by a continuing and novel promotion of the Yellow Pages—turn to them more and more for the products and services they want and need. Best of all they use the Yellow Pages when they're ready-to-buy. A convenient and time-saving service for the consumer, and for the businessman... YELLOW PAGES means BUSINESS!



Telephone Planning for PRESENT AND FUTURE NEEDS

If you're building or remodeling, plan for the telephone service you will want, both now and in the future. Provide for your needs while the walls are open. The telephone company will gladly help you plan ahead—whether for home or office.